

toronto public library experience 360



Toronto Public Library Board
Project Update

June 18, 2018



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TPL Strategic
Plan Priority

transforming for 21st century **service excellence**

We will transform the library's capacity and culture to deliver **exceptional customer experiences** how, when and where our customers want and need them. Torontonians will benefit from a vibrant, revitalized, digitally-enabled and efficiently managed service.

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Research insights

What we've heard

Our customers want...

- easier, more convenient ways to access library services across multiple channels – online, in-branch and through mobile technology.
- more personalized service to suit their needs and interests.

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What is it?

Our goal:

Create a more accessible, inclusive, relevant and modern library brand experience for everyone.

Our approach:

An innovative, participatory stakeholder engagement to inform TPL's customer experience transformation.

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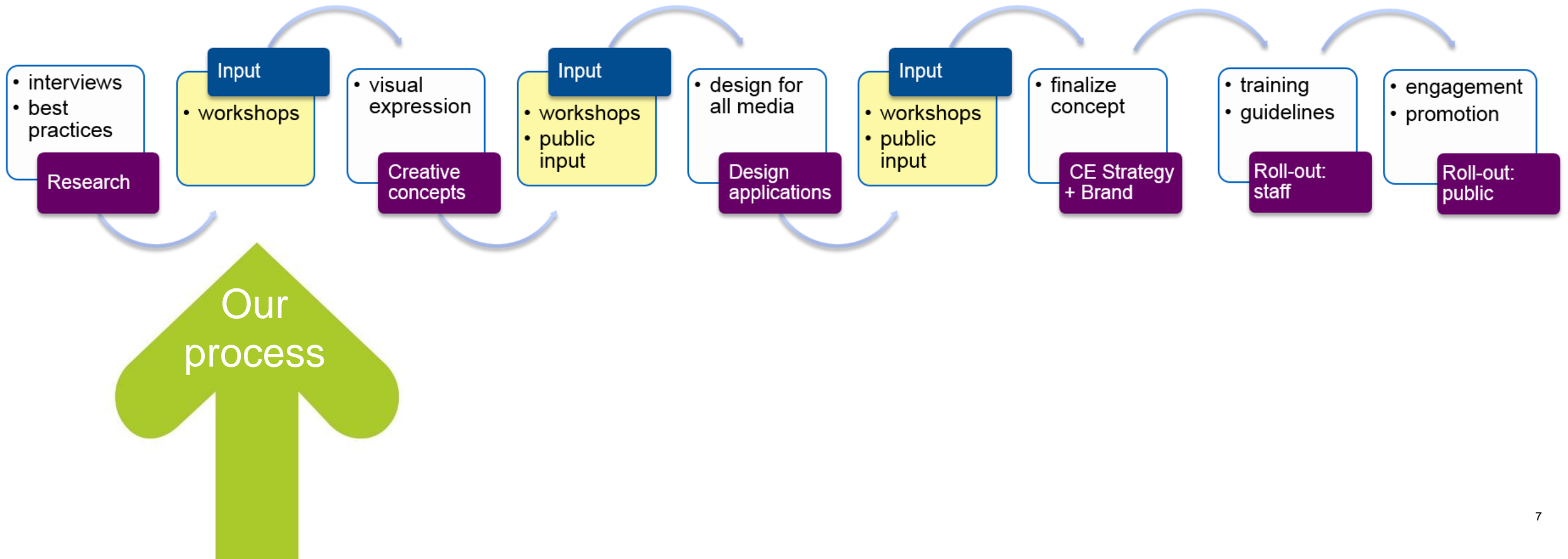
expressing
our brand

Creating a better library brand experience is about more than a new logo. It's about:

- how staff engage and support customers;
- how customers access services – in branches, online, or in their community;
- how the role and identity of the library are communicated in various media; and
- how people discover, use and personalize their library experiences.

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From research to roll-out,
our process involves engagement
at every phase.



Interviews



Internal interviews

- Directors
- Service Development & Innovation
- Branch Operations & Customer Experience
- Planning & Development
- Digital Services & Emerging Technologies
- Collections & Membership Services
- TPL Foundation

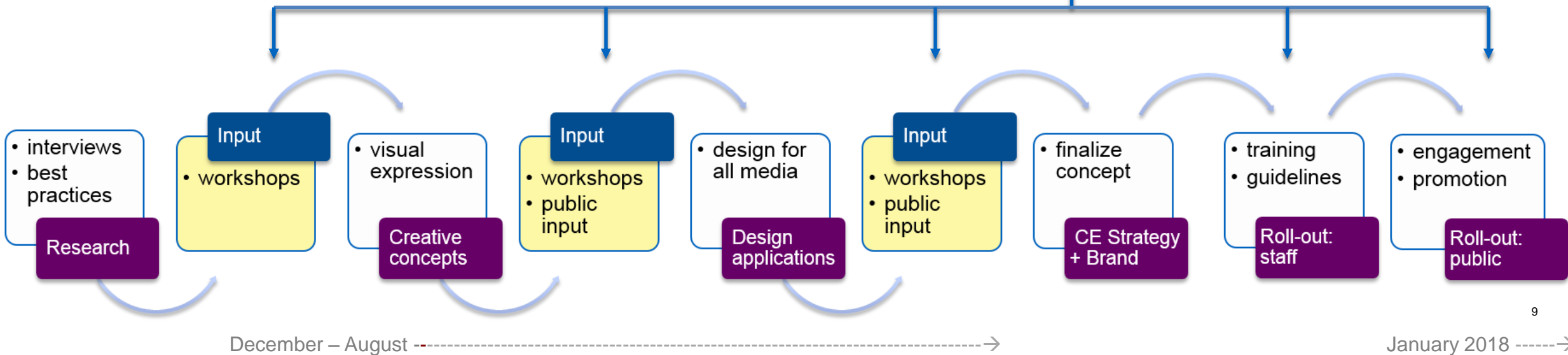
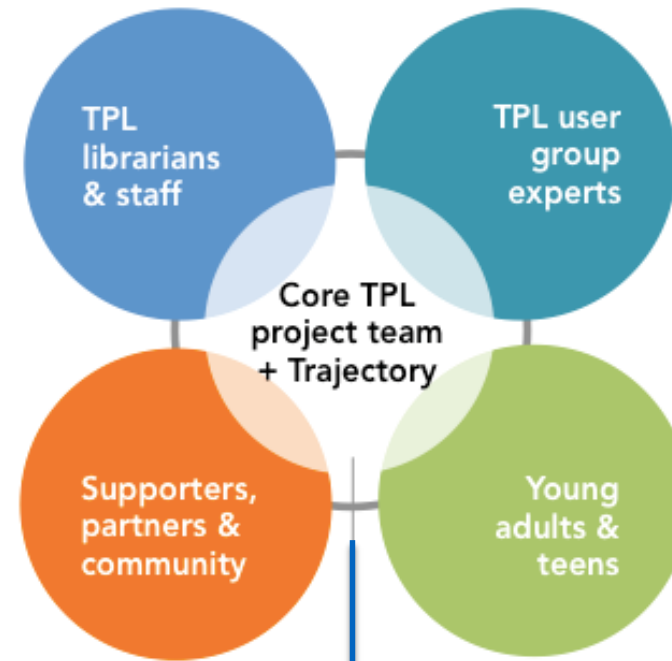


External interviews

- Architects
- TPL Foundation Board
- Cisco
- Lord Cultural Services
- Urban Library Council
- EPL
- Union
- TPL Board
- Mayor's Office

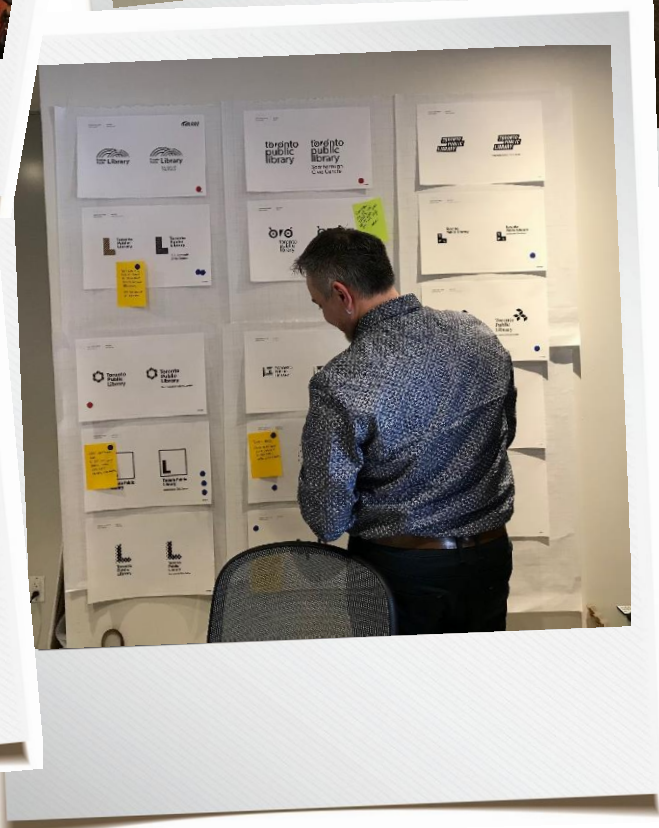
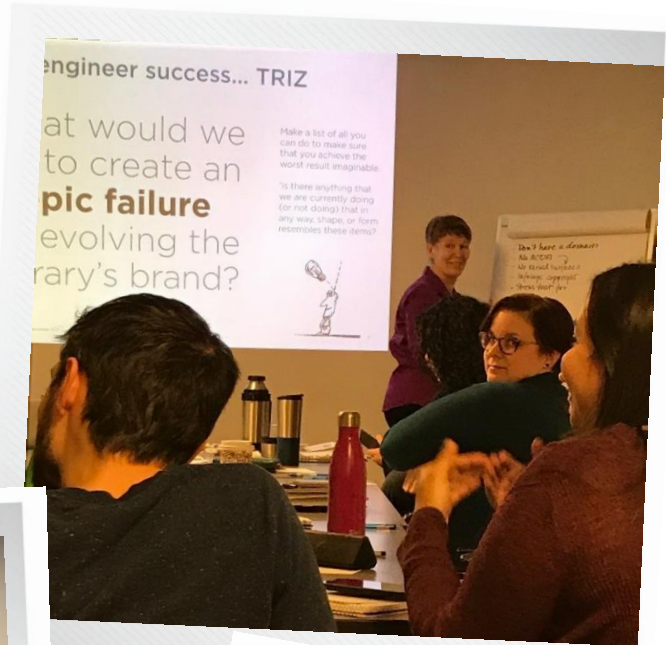
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The tpl experience 360 lab workshops engage a broad range of stakeholders.



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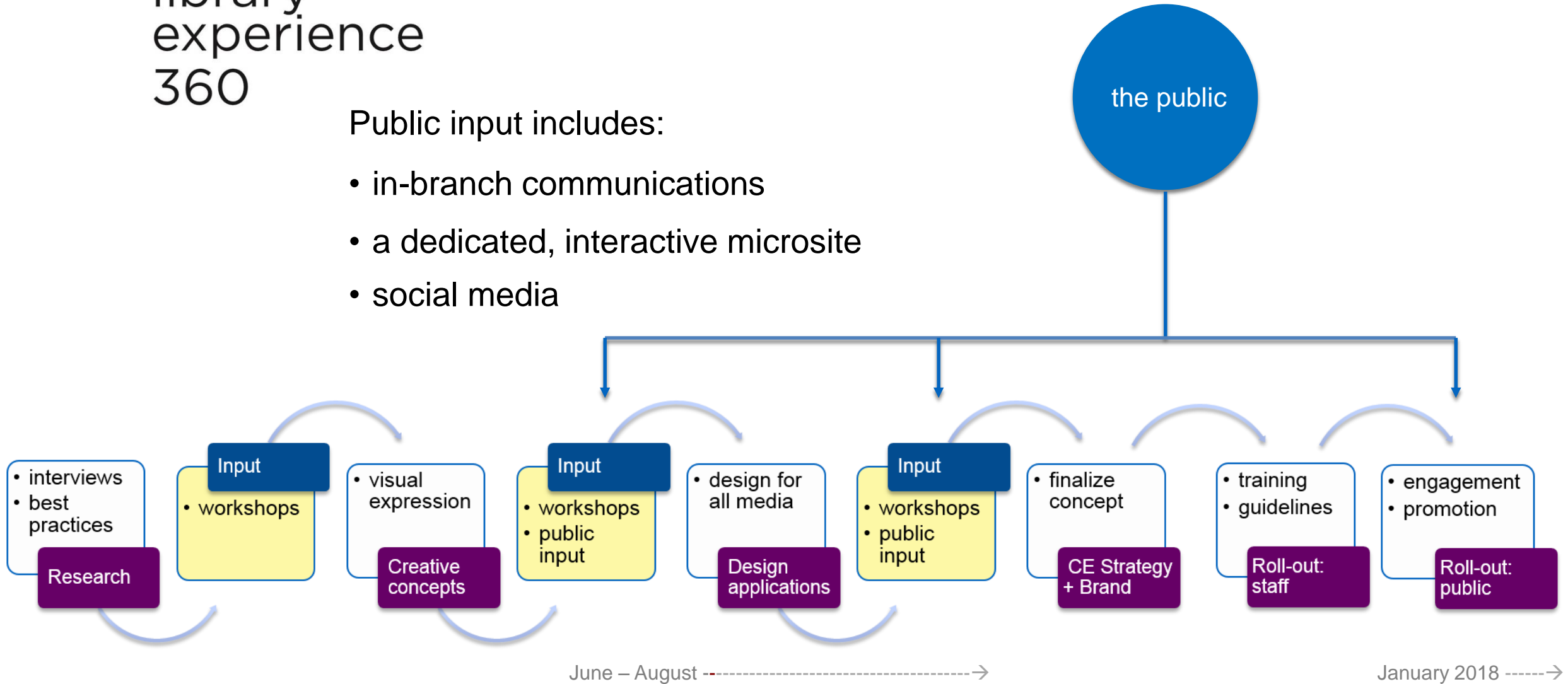
Experience Labs



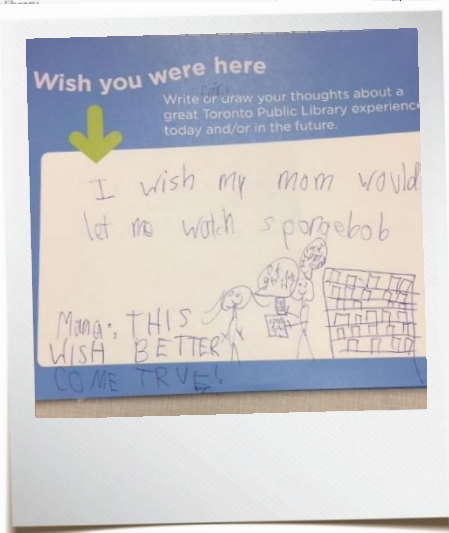
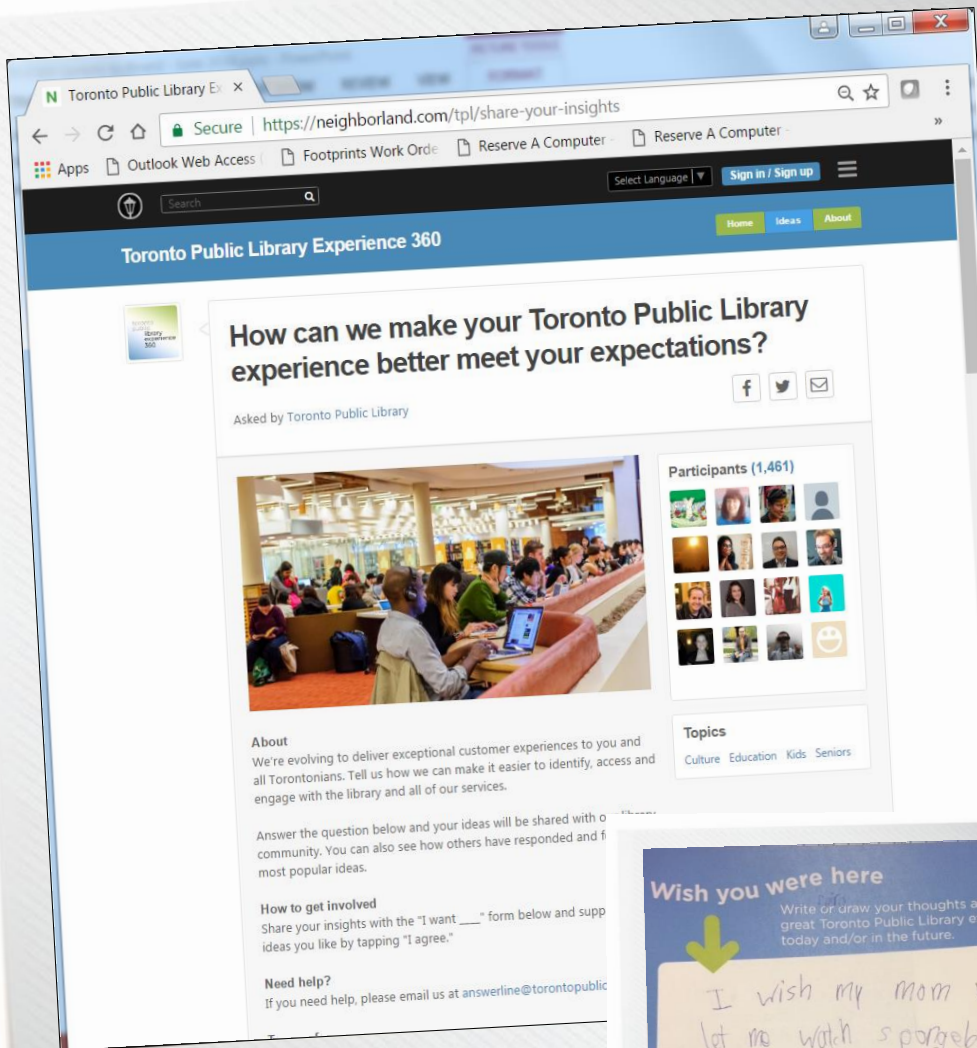
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Public input includes:

- in-branch communications
- a dedicated, interactive microsite
- social media



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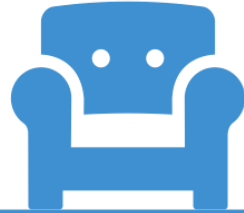


What does a
great customer
experience
look like?



What we heard: Nine key themes

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Welcoming
places and
spaces

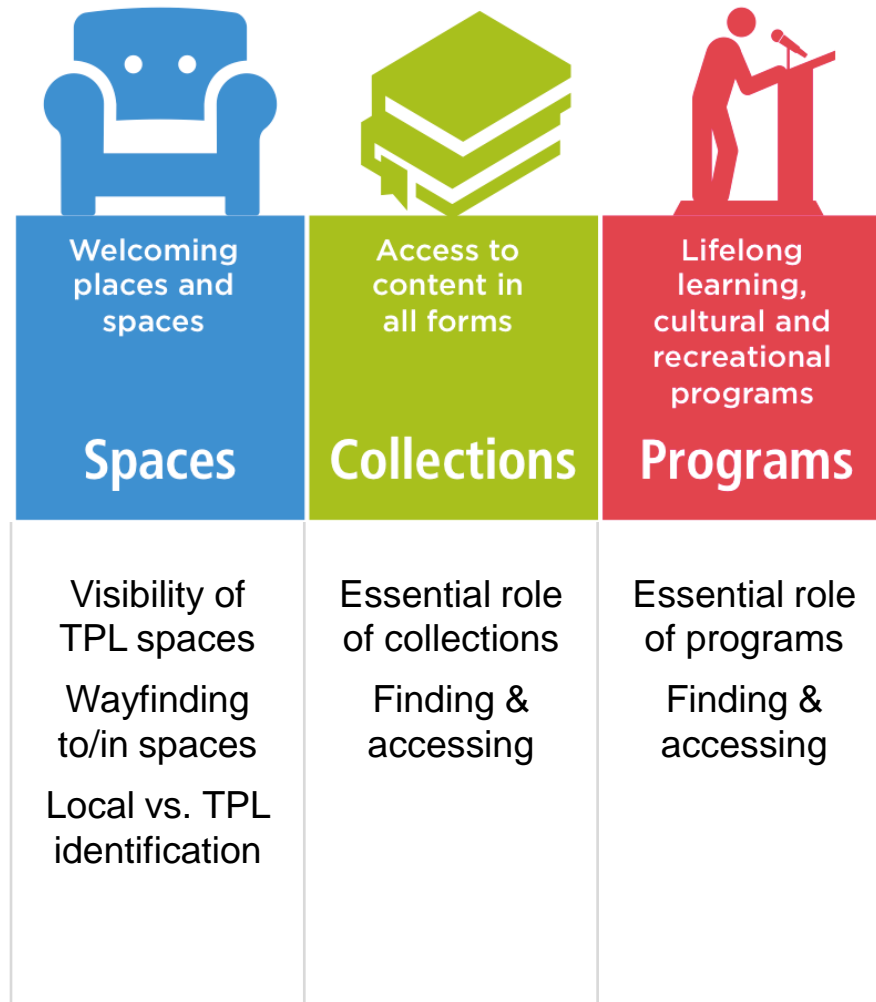
Spaces

Visibility of
TPL spaces

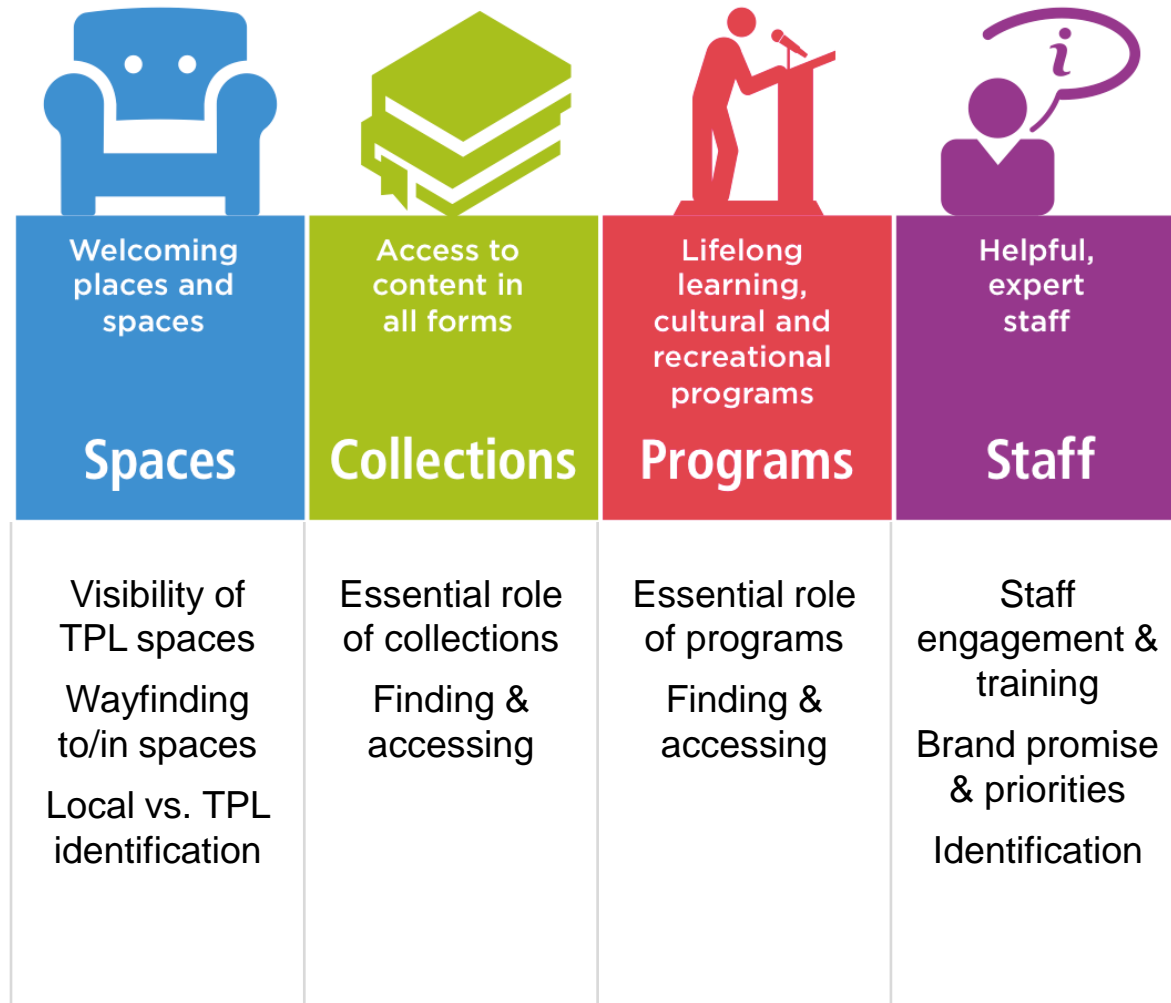
Wayfinding
to/in spaces

Local vs. TPL
identification

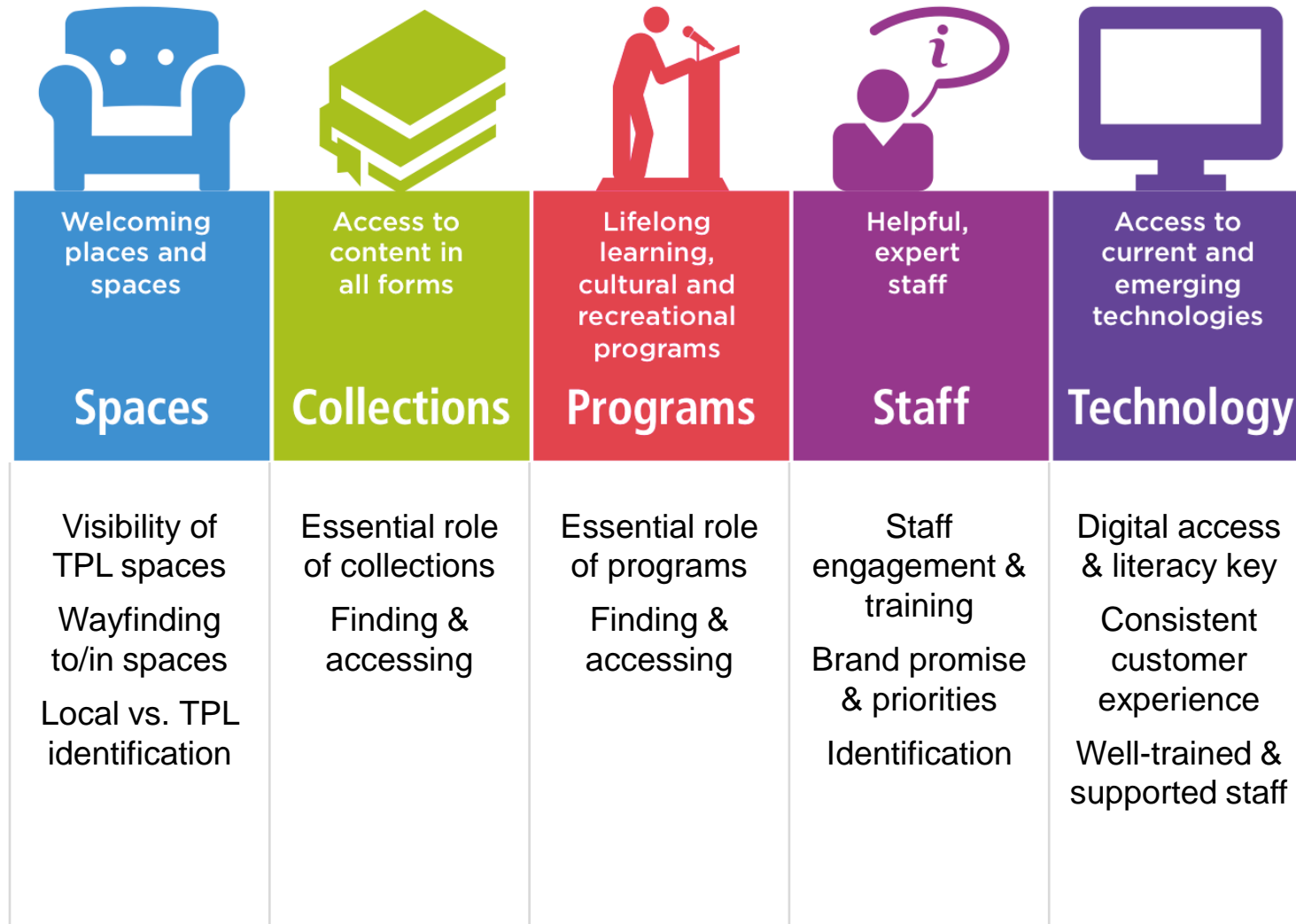
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Opportunities and considerations

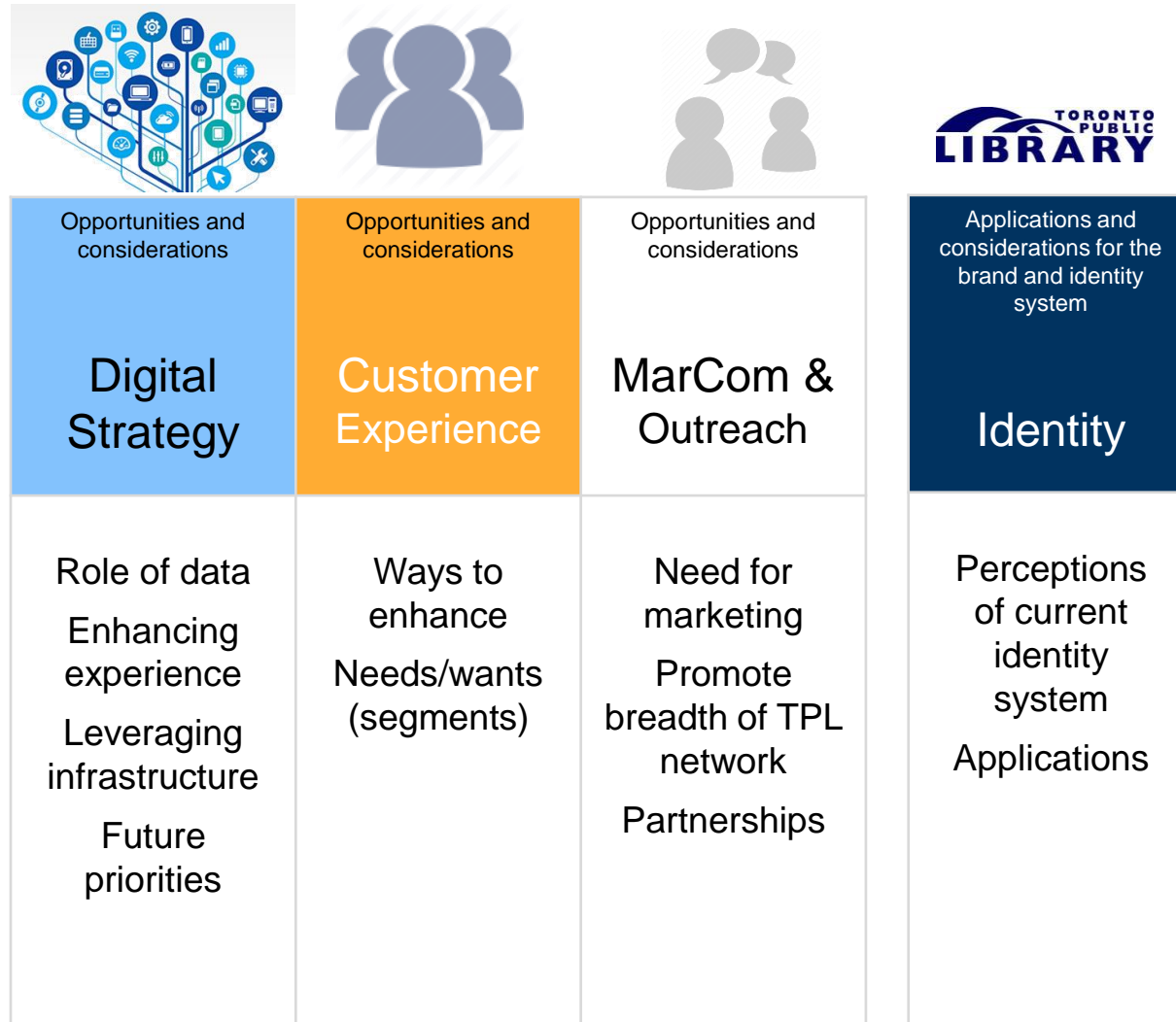
Digital Strategy

Role of data
Enhancing experience
Leveraging infrastructure
Future priorities

What we heard: Nine key themes

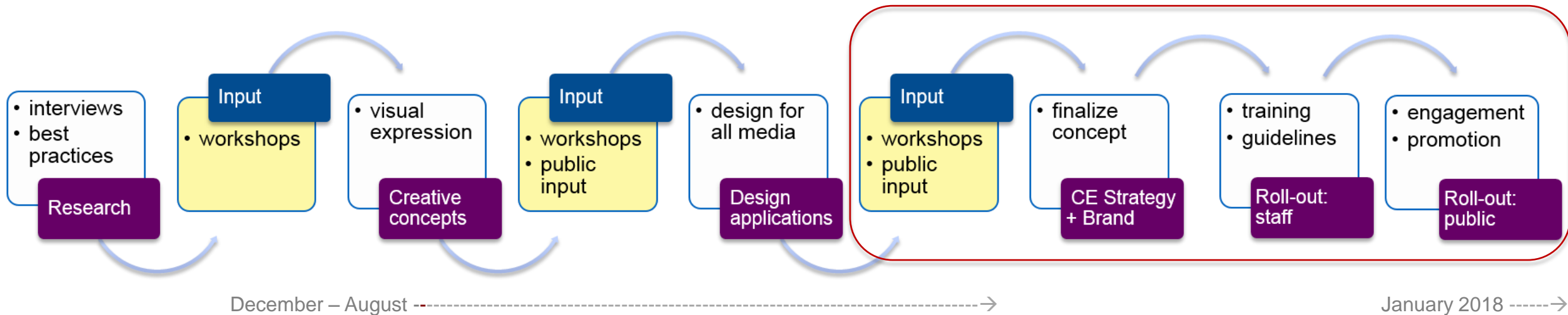
 Opportunities and considerations	 Opportunities and considerations	 Opportunities and considerations
Digital Strategy	Customer Experience	MarCom & Outreach
Role of data Enhancing experience Leveraging infrastructure Future priorities	Ways to enhance Needs/wants (segments)	Need for marketing Promote breadth of TPL network Partnerships

What we heard: Nine key themes



Next Steps

- **Summer:** workshop 3 concepts to select final brand expression
- **September:** Customer Experience Strategy + new brand expression presented to board
- **October – December:** Rollout to staff
- **January 2019:** Rollout to public



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Thank you!