

## Creating the Customer-Driven Library

### Ch. 3 & 4 Notes

#### Chapter 3

- Libraries have lots of goals and objectives but they're idealistic.
- How to measure a library's success?
  - By the number of people who use its resources and services.
    - Must know if your sample represents the community.
    - Collect better statistical data that is actually useful.
- The OPAC is full of useless information.
  - Librarians don't care about it.
  - Patrons don't care about it.
  - May it be useful and interesting like Amazon's model!

#### Chapter 4

- Train circulation staff to be sensitive, helpful, and customer friendly.
- The library's bottom line:
  - Does the library meet the needs of its service population?
  - Do users have a friendly, inviting, and positive experience interacting with library staff?
- Ideal library staff: likes people and books equally
- What makes libraries better than bookstores:
  - Each library is different and can accurately reflect and respond to the individual needs of its community.