

# CUSTOMER EXPERIENCE FRAMEWORK

CONNECT BEYOND EXPECTATIONS



# PRINCIPLES guiding this framework

## We Share

Every encounter holds the promise of connection, discovery, and growth – for you and for us. We delight in the joy of unexpected discoveries.

## We are Community-Led

Through our Community-Led Service Philosophy we build relationships to identify and meet customer needs.

## We Value Convivencia

There are many beautiful things that happen in a public library because we welcome everyone. A good library is like a dance floor – we feel a sense of togetherness while accommodating diverse interests and needs and recognizing that friction may result. The public library offers a community living room that brings people together.



# WHY this framework is important

Building on a shared understanding of our role in creating meaningful connections, we commit to actively guiding our customers on their journey – we do not wait for them to come to us. We meet people where they are at, seek to understand their interests, and help them in their journey.

EPL has a history of being a catalyst for connection, community, and engagement.

“In 1941, Edmonton grabbed the world’s attention by transforming an old, retired streetcar, into a royal blue and cream coloured mobile library. Inside, the walls were filled with shelves containing a selection of books – novels, travel, biography, and non-fiction. A clever arrangement of ‘knee-high’ sloping shelves were also filled with absorbing illustrated books for children.”

- Todd Babiak, *Just Getting Started: Edmonton Public Library's First 100 Years*

This demonstrates EPL’s long history of being community-led. We transform an ordinary item into something special that enables us to connect, inspire, and delight Edmontonians.

Together we will continue to connect beyond expectations.



# HOW we provide customer service

## Surprise and Delight

We are the catalyst for connections. We connect with our customers wherever they are, whether it's in our libraries, virtual spaces, or out in the community. We are proactive in ensuring an exceptional customer journey that enables learning discovery.

## Seek to Understand

We approach every customer with unconditional positive regard, mindfulness, and empathy. We make our customers feel genuinely welcomed and valued by actively listening to them and seeking to understand how we can best respond to their needs.

## Make Connections

We use our expertise as library staff to connect customers with knowledge, resources, and services. We are more than just service providers; we are partners in discovery. As customers explore opportunities we share in their journey, creating memorable experiences together.



# WHAT our customer service looks like

## In Greeting Customers

We seek customers out where they are and ask if they need help. We don't wait passively at a desk for customers to approach us.

## In Providing Service

We do our best to see our customers' goals and barriers from their perspectives, then guide them to what they need. We do not wait for the customer to ask the "right" question to know how to help them.

## In Delivering Programs and Services

We actively find ways to include people and avoid using rules to exclude people or prevent them from participating.

## In Spaces

We move through spaces to create interactions and avoid sitting at a station and waiting for customers to initiate service encounters.

## In Managing Conflict

We expect people using a shared space in diverse ways to create friction that brings growth. We seek harmony that results from an interplay of diverse voices, not a conformity that feels nice for some people but excludes others.

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“But it all comes down to the reason a public library exists in the first place. No one does it to become rich. Library staff members have such a feeling of well-being and accomplishment when they can help someone. They want to help people live better lives. It takes a special kind of person to work in a public library and, at the moment, we have a lot of extraordinary people. That's the most important reason we've been successful.”

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- Linda Cook, as quoted in *Just Getting Started: Edmonton Public Library's First 100 Years, 1913-2013*, p. 305

# WHERE we came from

In 2008, EPL made a deep commitment to a Community-Led approach, choosing to meet people where they are in new ways, within our physical spaces and beyond the confines of our walls.

Also in 2008, EPL further expanded our service philosophy by adopting **“Find A Way to Say Yes!”** This customer-centric approach was truly innovative.

As we travel this path, we continue to extend our reach. From adding Community Librarians to every branch dedicated to building relationships, to Literacy Vans venturing to the farthest reaches of the city to serve and connect with distant communities, we go where our customers need us to be.

In the underserved neighborhoods on the outskirts of Edmonton, we created epIGOs where full-sized libraries were dreams in capital budgets. We also expanded library service beyond city limits by offering free memberships and outreach services to Enoch Cree Nation, while creating digital public spaces such as Voices of the Land and Capital City Records.



As we have grown our reach, EPL has built something deeper than anything our catalogue, buildings, and technologies could accomplish alone. We have created connections at the human level. Nothing we do is possible without staff and customers connecting, engaging with resources, and sharing experiences alongside one another. Whether beside a van, in our branches, online, or in the community, people are the pulse of our shared success. **People bring our services to life, ignite our drive, inspire us, and define our shared achievements.**

EPL has a history of being a catalyst for **connection, community, and engagement**. From the day our doors first opened in 1913, to when Edmonton grabbed the world's attention in 1941 by transforming an old, retired streetcar, into a royal blue and cream coloured mobile library, to when EPL won Library of the Year in 2014! We've always connected beyond expectations.

**When we meet people where they are to share our resources and experiences, great things happen.**



