

# Getting Up started: A Positive Approach to Library Services

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Where are we?



# Where we want to be



How do we get to where we want to be?



# Understanding Our Patrons



- ✓ A patron is a customer, especially a regular customer.

We all have INTERNAL and EXTERNAL patrons and in developing and adopting a positive service philosophy, it is important to understand their needs and build rapport.

# External Patrons' Needs

- ✓ Information
- ✓ Query Resolution



# Internal Patrons' Needs

- ✓ Information
- ✓ Respect
- ✓ Good working relationship
- ✓ Conducive work environment



# Patrons' Communication Style



Our patrons' communicate with us in different styles and it is important for us to recognise these styles and to match our behaviour and response in order to meet their needs.



# Patron's Communication Style Cont'd

## 1. Aggressive Patron

- a. Rude
- b. Inpatient
- c. Frustrated
- d. Abusive
- e. Domineering
- f. Angry
- g. Interrupts/monopolises communication exchange.



# Quick Chat



What might be the result of a poorly handled aggressive patron?



# Patron's Communication Style Contd

## 2. Passive Patron

- a. Introvert
- b. Indecisive
- c. Indifferent
- d. Difficult in expressing own want and needs



# Quick Chat



- What might be the result of a poorly handled passive patron?



### 3. Assertive Patron

- a. Talks in a command tone
- b. Can be domineering
- c. Well informed
- d. Can be rigid
- e. May sometimes be rude
- f. Confident/self-aware/flexible
- g. Express honestly and direct



# Quick Chat



What might be the result of a poorly handled assertive patron?



# Communication Fundamentals



*What is communication?*

Communication is the process of transferring information from one person to another with both parties having a good understanding of the message that is being passed across.

# Characteristics of Communication

- ✓ Information transfer
- ✓ Processing
- ✓ Both the sender and the receiver are actively involved in a communication system, and the quality of communication varies

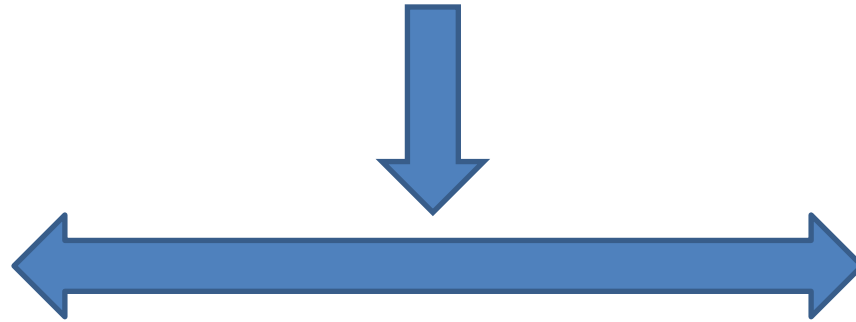


# Communication Composition

- ✓ 38% of our communication to others is a result of our verbal behaviour, which includes tone of voice, timbre, tempo and volume.
- ✓ 7% of what we communicate is the result of the words that we say, or the content of our communication.
- ✓ 55% of our communication to others is a result of our non-verbal communication, or facial expression, body posture, breathing, skin colour and our movements.

# Communication Methods

Communication Method



**Verbal**

Speaking

Questioning

**Non-Verbal**

Listening Skills

Body Language

# Food For Thought



Listening is as important as talking,  
sometimes more important than  
talking.

# Communication Etiquette

## *What is Etiquette?*

The customs or rules governing behaviour regarded as correct or acceptable in social or official life.

## **Bad etiquette in communication**

1. Shouting down patrons
2. Ignoring patrons
3. Not making eye contact when spoken to
4. Bad mouthing patrons in their presence or absence
5. Insulting patrons
6. Getting physical with patrons
7. Avoid Eating and talking to patrons
8. Avoid mannerism and jargons during conversation

# Communication Etiquette Model



# Guide Line in attending to a patron

- Be professional , use appropriate greeting e.g good morning/afternoon. Don't be the first to speak vernacular if the patron does not communicate to you with such.
- Obtain & verify correct/complete details for resolving the query.
- Correctly identify/verify the patron's query/queries
- Educate the patron effectively on services/enquiries
- Show empathy
- Inform the patron of all the necessary steps taken in resolving the query.
- Follow due process in resolving queries, do not extort the patron
- Resolve the patron's query

# Phrases to avoid

- “Just give me...”
- “That’s your business...”
- “What don’t you understand...”
- “Listen to me...”
- “I will repeat myself for the last time...”
- “Let me finish...”
- “I just told you that...”
- “You have to...”

# Phrases to adopt

- “Please...”
- “May I...”
- “Kindly...”
- “Could you please...”
- “Please have a seat...”
- “Sorry to have kept you waiting...”



# Our Expected Outcome



At the end of this presentation we expect that we have a change of mind and attitude towards our patrons irrespective of tribe, gender or age.

# Conclusion

- This was a brief look at how Library managers can improve relationships between the library and its patrons.
- Hopefully this has given us new ideas that we can implement in our library.

# References

- MTN Quality Assurance Student Guide. 2011
- MTN Customer Service Student Guide. 2011



**Thank You**