

Reader Says Returned

Customer care in libraries:
an introduction on DVD

Produced by



www.westgatefilms.co.uk

What's on the DVD?

- A short film



- Supporting material



Key issues

- Complaints
- Disputes
- Public computers
- Telephone calls
- Plain English



Advantages

- Versatile
- Relevant
- Topical
- Easy to use
- Entertaining



Uses

- Group or individual training
- Induction or refresher training
- Foundation of a course
- Support for a course
- Visual or printed aid – or both
- Springboard for discussion
- Tool for role play



The short film



- Familiar situations
- Professional actors
- High-quality digital format



Scene selection

READER SAYS RETURNED

SCENE SELECTION



Introduction



Telephone calls



Mr Travis



Dr Kilgore



Mrs Aksoy



Mrs Aksoy part II:
getting it right



Mr Bickle



Letter to Lebowsky



Dr Kilgore part II



Cast and Credits

EXIT

MAIN MENU



Scene 1: Telephone calls



How should we answer a library telephone?



Scene 2: Mr Travis



How should we deal with customers who dispute our charges for lost or damaged items?



Scene 3: Dr Kilgore

How should we deal with customers using our public computers?



Scene 4: Mrs Aksoy

How should we deal with customers who dispute charges for overdue items?



Scene 5: Mrs Aksoy - part II



How can we improve our customer care?



Scene 6: Mr Bickle

How should we deal with customers who have substantial overdue charges?



Scene 7: Mr Lebowski



How should we communicate in writing to our customers?



Scene 8: Dr Kilgore - part II

How should we deal with complaints from angry customers?



Supporting material

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SCENE 3: Dr Kilgore



synopsis

Dr Kilgore needs to use the internet urgently and is dismayed when Min Rosebud tells him that all the library computers are in use. When a computer becomes free, Dr Kilgore asks for Rosebud's help in researching his family history. Rosebud politely refuses, but telephones Sez Thornhill for assistance.



focus of the training

How should we deal with customers using our public computers?

- Transcript
- Annotated transcript
- Comments summary
- Guide to using the DVD
- Plain outline
- Illustrated outline
- PowerPoint® presentation



Annotated transcript

6. GORE  

SCENE 3: DR KILGORE
DR KILGORE is facing MIN ROSEBUD

SCENE 3:
DR KILGORE

DR KILGORE DR KILGORE
me's Kilgore - Dr
The e. I need the
Kilgore, I need it now and
intending to pay you
I'll pay money it takes.

ROSEBUD
There's no need to pay
anything: it's

DR KILGORE
In that case---

(reading ROSEBUD's badge)


DR KILGORE
Twenty minutes! I could go
out there and buy one in that
time!

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Dr Kilgore

Why might our customers
need urgent access to the
internet?

Are name badges
a good idea?



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