# 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



Mrs Aksoy part II: getting it right



Telephone calls



Mr Bickle



Mr Travis



Letter to Lebowski



Dr Kilgore



Dr Kilgore part II



Mrs Aksoy



**Cast and Credits** 

EXIT

MAIN MENU

## Scene 1: Telephone calls



How should we answer a library telephone?



### Scene 2: Mr Travis

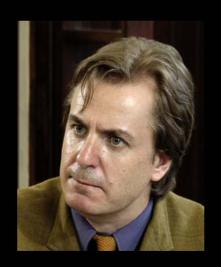


How should we deal with customers who dispute our charges for lost or damaged items?



## 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.

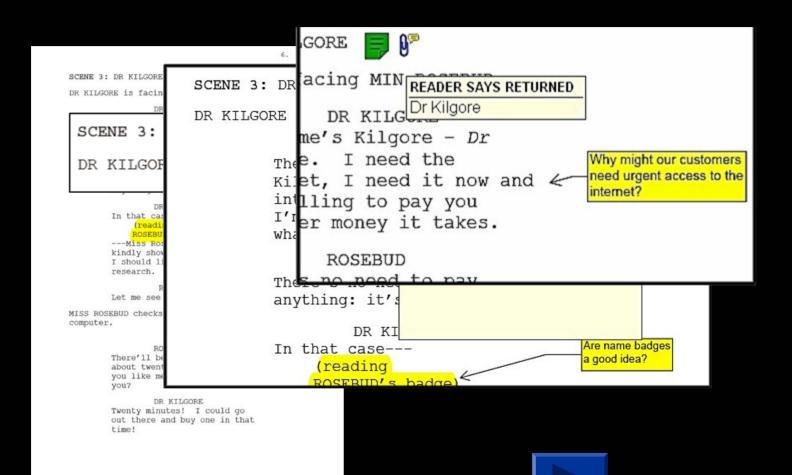
#### focus of the training

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



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