



LET'S GET PERSONAL!

A 60-minute Webinar

1. Let's define "personal" vs. "personalized": a personal experience is _____!

A personalized experience is _____ to me, but isn't actually about *me*.

2. Why should we try to help our patrons have a personal experience with our library?

a) Personal service provides a _____, which helps nurture a _____.

b) Relationships create increased _____, which also results in _____.

c) Companies try to _____ personal service with personalization, because we miss personal.

d) When our patrons' issues are deeper, they want _____.

e) In a 2017 Startek customer engagement survey, _____ preferred interacting with humans.

f) As Startek so aptly commented about their survey, "Despite the adoption of digital channels and technologies, only a human can _____."

3. What are some **concerns** about attempting to give personal service?

4. What are some **obstacles** that might keep us from attempting to give personal service?

5. When does giving personal service matter? _____

6. When is it not as important? _____

7. What are some ways we can move closer to personal service?

- a) _____ attention
- b) _____
- c) genuine _____
- d) allow patrons to be part of the _____
- e) _____ instead of giving them a form to fill out
- f) _____ without judgment
- g) _____ their needs
- h) find ways to make their _____ easy

8. How can we use the following examples and situations to help make our patrons' experiences more personal – or at least move in that direction? Or can we? Think of **your** library...

- reading lists
- book clubs
- genealogy
- story times
- tech help
- citizenship help
- weigh and win stations
- moms with small children
- playlists
- podcasts
- movie nights
- budgeting help
- supplies
- social media
- job search help
- communication with the library
- hobbies
- older adults

What is one idea I can use from today's session to make my service more personal? _____
