

Case Study



UNIQUE

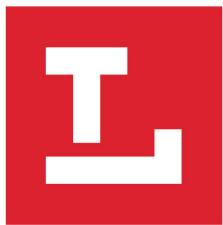


“It changed the way we deploy our staff. They can instead **focus on the people in front of them**, or matters outside the building.”

Cathy Bartel

Circulation & Technical Services Manager,
Toledo Lucas County Public Library

The Library



TOLEDO
LUCAS COUNTY
PUBLIC
LIBRARY

The Toledo Lucas County Public Library includes 20 physical locations, four mobile services vehicles, and the Toledo Book Bike. The system has a circulation of about 6 million items per year and serves a population of roughly 441,000. Toledo Library locations host more than 25 scheduled events each day and average 8,700 daily visitors to the library.

Challenge

Toledo Lucas County Public Library completely renovated its Main Library as part of the system's facility master plan. This resulted in a nearly 13-month building closure. Prior to renovation, Main Library staff answered customer calls to the specific location's phone number and a central "Information Line". With staff dispersed throughout the system during construction, determining how best to handle these calls was critical. Likewise, leadership wanted to ensure customers at all buildings received necessary attention from staff.

Solution

In July 2018, Unique began answering all calls that previously went to Main Library. The Library also added a new online service utilizing Unique's Fully Managed Live Chat. Unique's team handled a monthly average of 5,000 patron phone calls, alleviating pressure on the Library while managing this large service need. Unique helped mitigate challenges related to interrupting patron behavior and usage. Customers utilized the Live Chat service, available in the catalog and eMedia applications, at a rate of about 850 chats per month.

5,000

Monthly Phone Interactions

850

Monthly Live Webchats

Patron requests typically involve topics such as hours of operation, item renewal, and directions. Maintaining a human response, rather than automated messages, was important to Toledo Library.

Results

Toledo Library completed the Main Library renovation in late September 2019. Its positive experience with Unique's centralized customer service functions resulted in continued utilization of Unique services, expansion of phone assistance to several branch locations, and expansion plans to incorporate phone assistance at additional branches. Toledo Library officials praised Unique workers as exceptionally kind and accurate in interactions with the public.



Partnering with TLCPL has been a great privilege for Unique. Being able to serve their patrons both on the phone and online via live chat so they can focus on the in-library experience has been a true win-win-win partnership.

Rob Klaus

President, Unique Library