

WHAT MATERIAL RECOVERY DOES

✓ Unblocks and re-engages patrons respectfully

✓ Protects collections, even in fine-free libraries

✓ Libraries maintain control over accounts

WHAT MATERIAL RECOVERY DOES NOT DO

✗ Negatively impact patrons

✗ Disproportionately affect lower income patrons

✗ Block patrons from future use of their library

EXECUTIVE SUMMARY

The Gentle Nudge® Material Recovery Service from Unique Management Services meets the unique needs of libraries by effectively recovering assets while preserving patron dignity and goodwill. With nearly 30 years of experience serving thousands of libraries all over the world, we understand the specific needs and concerns of libraries. Our process saves you time through extensive automation while remaining budget friendly.

SERVICE GOALS

RETURN PATRONS TO LIBRARY USERS IN GOOD STANDING

Patrons with overdue accounts are not bad people! They are library users who get busy and need encouragement and understanding to clear their accounts. This is exactly what Unique's Gentle Nudge® process delivers. Once their accounts are clear, patrons can return to the library as un-blocked users in good standing with no loss of goodwill toward the library.

FOCUS ON THE RETURN OF OVERDUE MATERIALS

Since Day 1, our Gentle Nudge® Material Recovery system has been about getting overdue materials back to the library. These materials – in demand by definition since they are checked out - can then be re-circulated to waiting patrons, making them available for all to enjoy. In addition, prompt return of overdue materials means fewer materials being lost and billed, avoiding the lengthy and expensive process of re-purchasing, and replacing the item. Most importantly, these items become available to other patrons for re-circulation.

METHODOLOGY

Our combination of written notices, emails, and telephone calls are specialized to maximize patron response in a gentle, courteous manner. Our careful use of leverage of third party communication creates excellent results. Our gentle, respectful approach always protects the dignity of each patron. Unique believes firmly in contacting patrons in a manner that preserves the positive image of our library partners. Our trademarked 'Gentle Nudge' methodology is proven to recover unpaid balances, while maintaining positive customer relationships. It's a genuine win-win service for the library and all its patrons.

MYTHS, REALITY, AND DATA

Much has changed in the world, and for libraries, in just the last five years, not to mention since Unique was founded in 1994. A core pillar of our company is the flexibility and desire to continually meet the evolving needs of our library partners to ensure continuing value to the overall library community. Our data, outlined below, shows why material recovery is still needed now more than ever.

MYTH: Library fines are a thing of the past and libraries don't need third-party recovery help as a Fine-free library.

While it may seem counterintuitive, Unique embraces the fine free trend for libraries.

In addition to our legacy approach which discusses fines, we also have a specialized Fine Free Gentle Nudge® Material Recovery as a standard option which over 25% of our libraries use with great success.

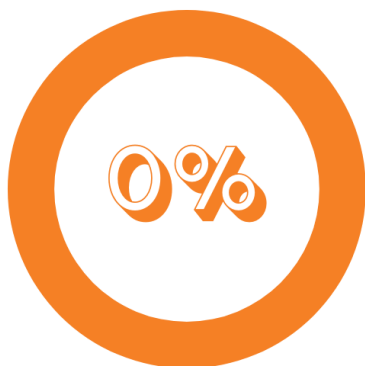


Percent of Fine Free Gentle Nudge® Material Recovery patrons that respond and regain borrowing privileges

Fine Free Gentle Nudge® Material Recovery clients see an excellent ROI with 10X return on average and more than 50% of patrons referred regaining their borrowing privileges in a short time.

MYTH: An overdue material recovery service alienates patrons.

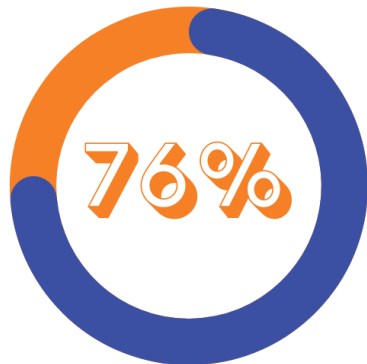
The Gentle Nudge® process is designed specifically with the library patron in mind. Every aspect of the process is designed to protect patron goodwill for the library. There are no additional consequences or repercussions for the patron.



No library patrons will have their credit score affected by material recovery

Unique recently partnered with multiple libraries to complete a study to evaluate the long term success of our Gentle Nudge approach in protecting patron goodwill as intended. Unique worked with library partners to review patron records either via ILS query or a manual review from library staff. The study looked for patrons with last activity or open circulation dates after the balance was cleared via the Gentle Nudge process and the patron regained borrowing privileges.

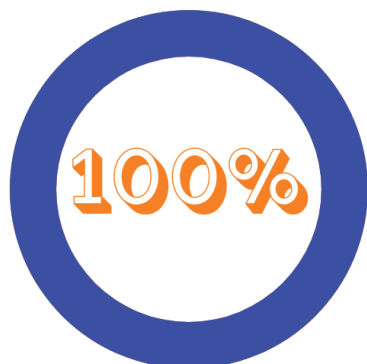
The results were overwhelmingly positive. With 1,645 patrons analyzed in the study, 1,253 (76%) had activity on their account after regaining their privileges.



Percent of patrons who used the library after previously being blocked and referred to material recovery

MYTH: Items recovered through the Material Recovery process hold little or no value

While Unique never receives title information as part of our firm commitment to patron privacy, we know that based on the submission criteria defined by our libraries that all patrons referred to Unique have materials that have been **recently circulated** making them part of the active collection by definition.

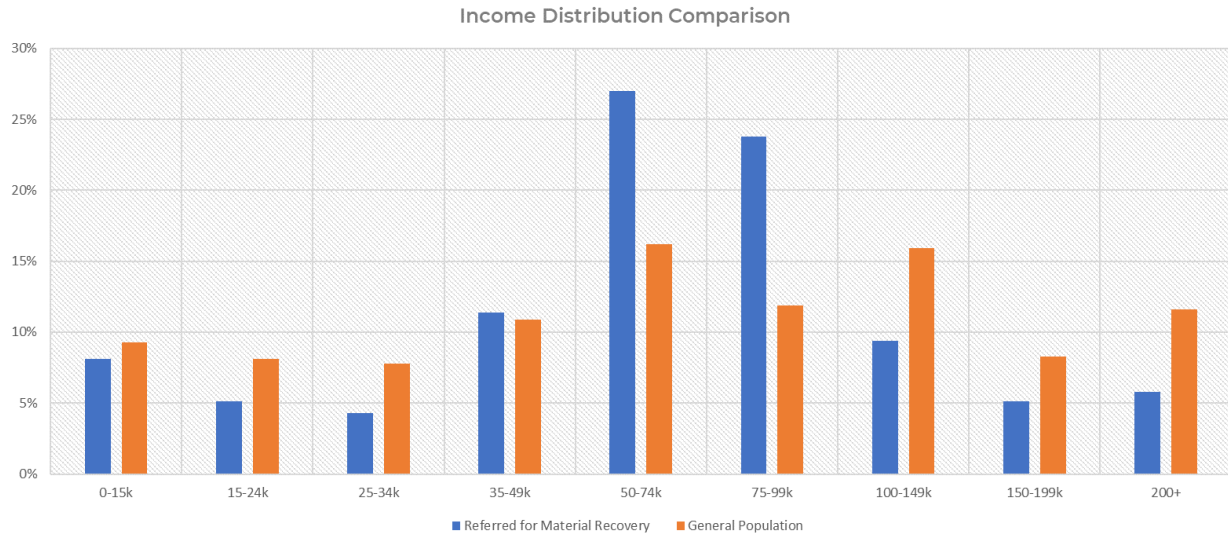


Percent of Gentle Nudge® accounts that have recently checked out materials

If there is a material returned that is damaged or no longer valuable for any reason, the library always maintains 100% control of what can be waived from a patron account. The main value remains that the patron is now in communication with the library staff to unblock their account and become eligible to return as a user in good standing with the attendant ability to use all services the library has to offer instead of being ignored and blocked from library services.

MYTH: Material Recovery disproportionately targets lower income/financially challenged populations.

The data shows how this not true. An analysis of accounts referred to UMS for material recovery shows that the median income range for accounts referred is \$50,000-\$74,000; the same as the overall US population as the median household income in the Unique States was \$70,784 in 2021. The data most likely suggests that patrons referred for material recovery closely mirror the overall make-up of the library’s userbase.



MYTH: Once referred to Material Recovery, library staff lose control of communication and are not able to help patrons in a flexible manner.

Not only does the Gentle Nudge process allow for library staff to interpret library policies as they see fit we actively encourage it. Our patron contacts are designed to encourage return of materials and to communicate with the library team directly. The library staff can easily suspend any additional Unique contact or waive any part of the balance in the ILS. Any balance adjustments, including waived amounts is reported via the automated update process and the goal of returning access to currently blocked patrons is realized.

ACCESS FOR ALL

Thirty years of experience working with public libraries has helped to demonstrate the value of Unique’s material recovery service. Patrons consistently report that access to their library’s physical collection remains a top priority. Having a cost-effective, patron friendly process like Unique’s Gentle Nudge, helps to ensure that access is available to all patrons while helping to restore access to patrons blocked due to unreturned materials.