



**Up close
and**

personal?



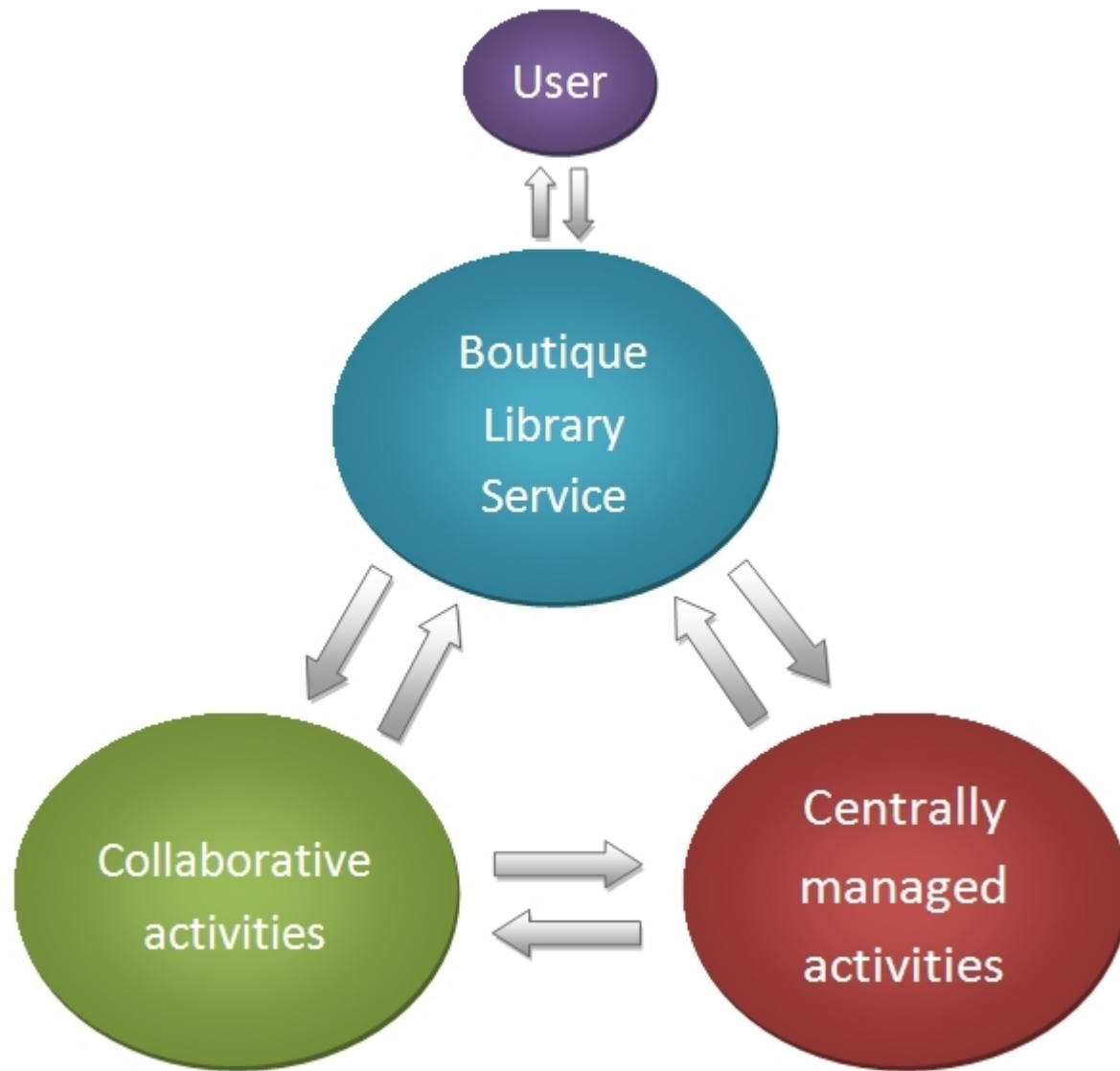
Where would we have been without you?! Thank you so much for being so warm + supportive, & going so far beyond what any of us would expect from a library (tea, poetry, branded mugs...) And thanks for hunting me with teaching the fresher!!

Thank you for your wonderful work - this has been a lovely space for working (and tea drinking!) Make sure the bean bags stay put! xx

Such a welcoming and lovely faculty and the staff have always been so friendly - will actually miss the library! Thanks for everything & every librarian has been great, especially 'Gloves'. Everybody loves Gloves X It's true!

Thank you so much! All of the librarians have been great and weekend and late night openings are the best. This is the best faculty! Thankyou!

I have been here almost everyday for three years. What a lovely place to work and make English friends. Definitely the most welcoming faculty - you've made my degree an absolute pleasure. Thank you so much!



Boutique Library Service Model



‘Chocolate on the pillow’
service

Communication.....



...not talking at them...



...but listening to them...





twitter

facebook

Blogger

YouTube

Facebook help
the people in

the larges



2,564.00	\$ 154.00
1,556.00	\$ 342.00
64.00	\$ 256.00
898.00	\$ 1,256.00
3,668.00	\$ 1,472.00
5,787.00	
\$ 14,072.00	

Application for Unemployment Benefits

Personal Information

Given Name

Middle

State

City

...checking we know what *their* needs are – and how that affects *their* behaviour



Strategy for boutique service

'You matter more than my service'

Planning ahead:

- Market research
- Segmentation to a high level
- Customer engagement
- Addresses known needs
- Looks to the future

Well- communicated
SERVICE

Personalised mindset:

- Face-to-face interactions allowed to immediately trigger change
- Staff are trusted to break the rules when needed
- Subject specific
- User has permission to talk without us force-feeding, or problem solving
- Ability to change quickly
- Low levels of bureaucracy

Personalised, customised service is too staff intensive and therefore too costly

Centralised services cannot be personalised

Centralisation reduces costs more effectively than boutique services

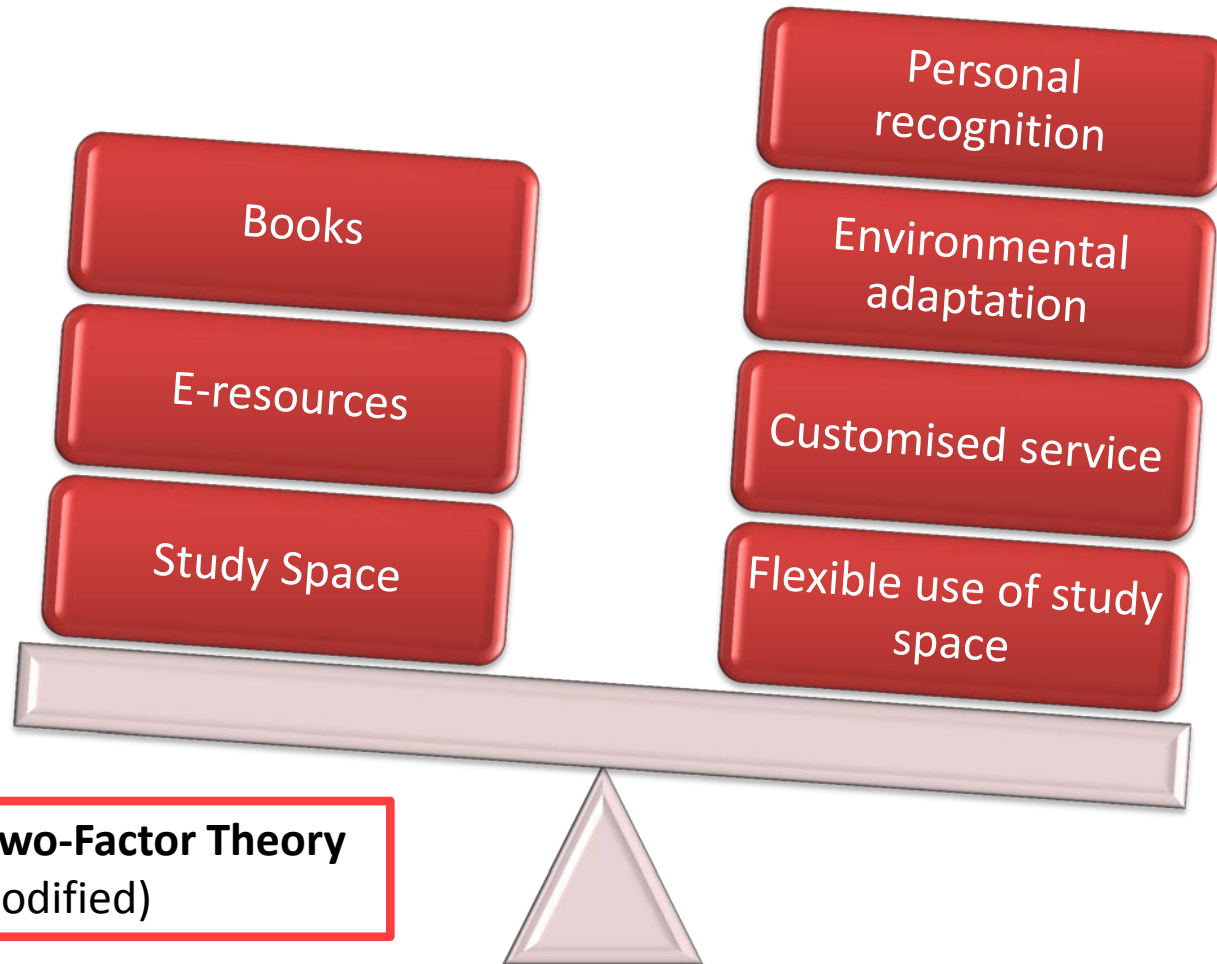
Efficiency and money are key criteria for decision making



myth

Hygiene
the 'givens'

Motivation
the 'differentiators'



Herzberg's Two-Factor Theory
(modified)

Examples



- One-to-ones for researchers
- Academic interaction at issue desk
- Clinical Librarian
- Researcher postcards
- Faculty referencing guidelines
- Open door policy

Personalisation and the future



- * Impact and institutional agendas
- * Ethnographic research for evidence based practice
- * Agenda-less conversations
- * Recruitment & selection policies
- * Empowering the workers
- * Become 'them'
- * Fostering grass roots initiatives
- * Communication, communication, communication.....

Personalising Library Services in Higher Education



The
Boutique
Approach



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