



Branch Experience Project

Toronto Public Library Board

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Branch Experience Project

- How we offer the service in our branches
- How we allocate staff time to the services that are most important to our customers



Customer Experience

Great Experience Activators

1 More
visibility
of spaces and
services

2 More
welcoming
online & in person

3 More
personalized

4 Consistently
exceptional
customer
service

5 More ways to
collaborate and
engage with TPL

6 Stay true
to our roots

TPL Strategic Plan Priority



TPL Strategic
Plan Priority

Investing in staff to
deliver exceptional
customer experiences in
a complex and changing
environment.

Employee Engagement

Addresses concerns raised in Employee Engagement Survey

- Time to pursue training
- Consultation with staff
- Building management understanding of staff issues



Our service environment is changing, and so are the needs and expectations of Torontonians

- Great customer experience
- Technology support
- Programming, User Education, and Community Outreach and Engagement



Goal 1

- Customers get better service at the first point of contact (and staff are more comfortable and confident)



Goal 2

- More and better technology support for all services



Goal 3

- Freeing up staff time for outreach, User Education and programming



Locations

- Brentwood – January 2019
- Richview, Barbara Frum, Bloor/Gladstone – Fall 2019
- Agincourt, Cedarbrae, Pape/Danforth – Winter 2020



How it works

- Engage all staff in the whole process
- Weekly training sessions
- Peer mentorship
- Management engagement



Training Topics

- Mobile printing from any device
- Online resources (movies, music, magazines)
- Service to vulnerable populations
- 3D printing



Richview Digital Innovation Hub

- Everybody has a role supporting our services.
- Time to learn.
- Changing culture.



What we've learned so far

- Staff are the experts on their communities and buildings. Giving staff the lead brings the best result.
- Managers working with and listening to staff adds value to project
- Take the time a project needs so that real change happens



- Question and referral tracking
- Staff technology survey
- Output measures
- Staff comfort and confidence



Next Steps

- Training will happen branch by branch
- Starting with district branches and then moving to neighbourhood branches



Thank You!