



# Branch Experience

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# overview

- Branch Experience Project
- Progress
- Evaluation
- What's next

# 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





## branch experience goals

1. Customers get better service at the first point of contact (and staff are more comfortable and confident)
2. More and better technology support for all services
3. When possible, freeing up staff time for outreach, User Education and programming
4. Building on strong staff teams

# our strategic plan

## 5 | investing in staff & an innovative service culture

We will **equip staff**  
with the knowledge  
and tools they need...

Our staff are core to what we do, so we will provide the right tools, training and supports for them to meet your evolving needs and expectations.

to deliver **exceptional**  
**customer experiences...**

Every time you interact with us should be a consistently exceptional experience, whether it's in our branches, with our staff, or online.

in a **complex and**  
**changing environment.**

In our rapidly changing city, you need library service that is trusted, collaborative, innovative and responsive to the unique needs of your community.

short term

what  
success  
looks like

All of our staff know about and are able to access and use the training, tools, supports and resources they need to deliver exceptional customer experiences.

medium term

Our customers consistently have exceptional experiences with our staff and service to meet their wants and needs.

We have a collaborative, innovative, high-performing service culture that empowers our staff and customers to achieve their full potential.

# 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**

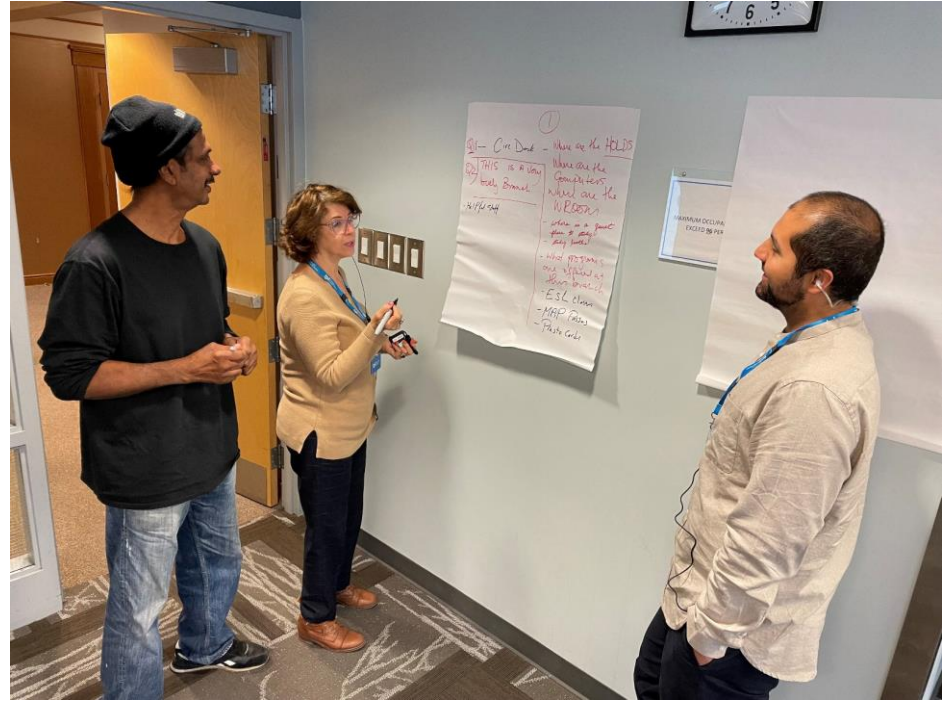
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**Stay true  
to our roots**

# employee engagement

Addresses concerns raised in Employee Engagement Survey


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





# learning culture statement

At Toronto Public Library, we are all part of a community of learners.



With organizational commitment and support, we are empowered to reach our full potential by learning from our experiences, connections and mentoring, through informal and formal training, and from each other.

We share and grow every day, enabling us to be flexible and innovative, to thrive in a changing environment and to deliver exceptional customer experiences.



# branch experience why?

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



# branch experience

## how it works

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



# training focus

- Technology
- Information Services
- Scheduling
- Branch specific needs



# branch experience

## participating branches

- Agincourt
- Albert Campbell District
- Albion
- Amesbury Park
- Annette Street
- Armour Heights
- Barbara Frum
- Beaches
- Bloor/Gladstone
- Brentwood
- Cedarbrae
- Danforth/Coxwell
- Deer Park
- Downsview
- Eatonville
- Evelyn Gregory
- Fairview
- Flemington Park
- Forest Hill
- Gerrard/Ashdale
- Goldhawk Park
- High Park
- Hillcrest
- Jane/Dundas
- Jane/Sheppard
- Leaside
- Lillian H. Smith
- Main Street
- Malvern
- Maria A. Shchuka
- Maryvale
- Morningside
- Mount Dennis
- Mount Pleasant
- North York Central Library
- Northern District
- Oakwood Village
- Pape/Danforth
- Parliament Street
- Pleasant View
- Richview
- Riverdale
- S. Walter Stewart
- Sanderson
- St. James Town
- Scarborough Civic Centre
- Thorncliffe
- Todmorden Room
- Weston
- Wychwood
- York Woods



## evaluation objectives

- Are branches participating in Branch Experience providing better customer service and technology support to customers?
- Are staff more comfortable with assisting customers with technology services?
- Has branch operations improved because of Branch Experience?



## what we've heard

- Increased staff confidence
- Fewer referrals from one service desk to another
- Collaborative approach to resolving problems
- Improved staff communication
- Greater awareness of TPL services for staff and customers
- Staff feel more supported in their learning
- Strong teamwork



## what we've heard

“Branch Experience has contributed significantly to the warm and welcoming environment of the branch”

“The Branch Experience initiative has been a remarkable success, playing a pivotal role in improving our team's various competencies while ensuring an all-around excellent experience for our customers. BX has provided us with the opportunity to train all our staff regarding many aspects of library operations”

“I love the team building aspect of it – staff get together, ask questions, and learn as a team. It is empowering for staff to share their knowledge and increases team spirit”



## what we've heard







## branch experience

### what's next

- Roll out at more branches
- Sustaining program at participating branches
- Further evaluation



questions