

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

medium term

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.

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

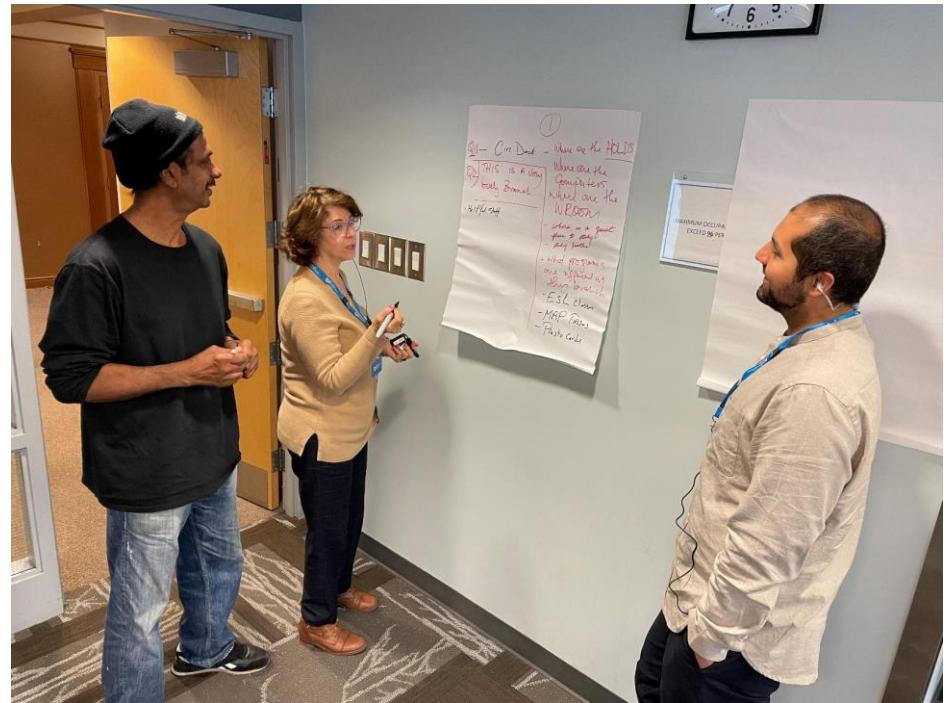
5 More ways to collaborate and engage with TPL

6 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
- Flemingdon 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