TPL Customer Experience Strategy
creating an exceptional customer experience

tpl
toronto
public library

customer experience
what is it?

- How we engage our customers in every encounter

- How our customers experience the library and everything that we have to offer

tpl:

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toronto public library experience 360

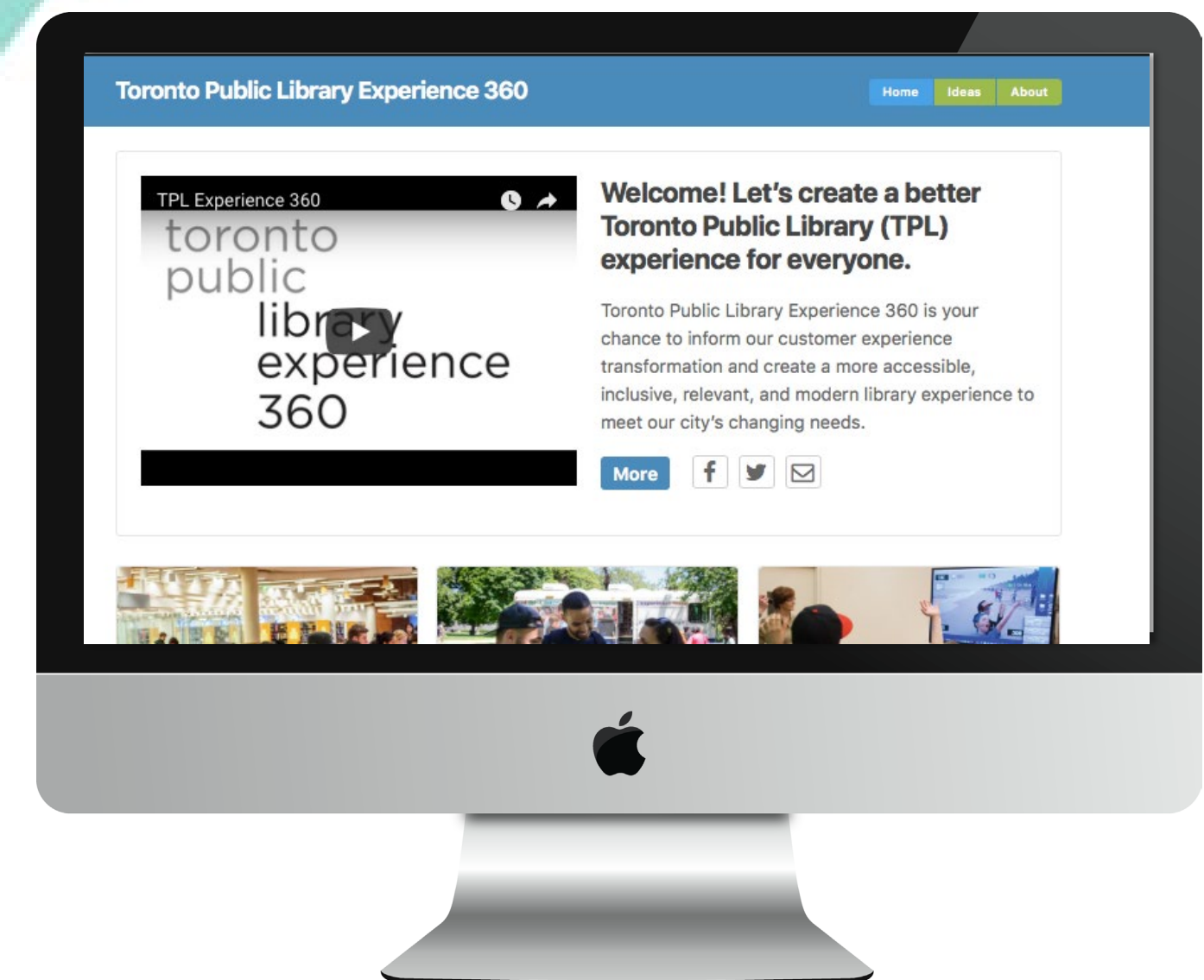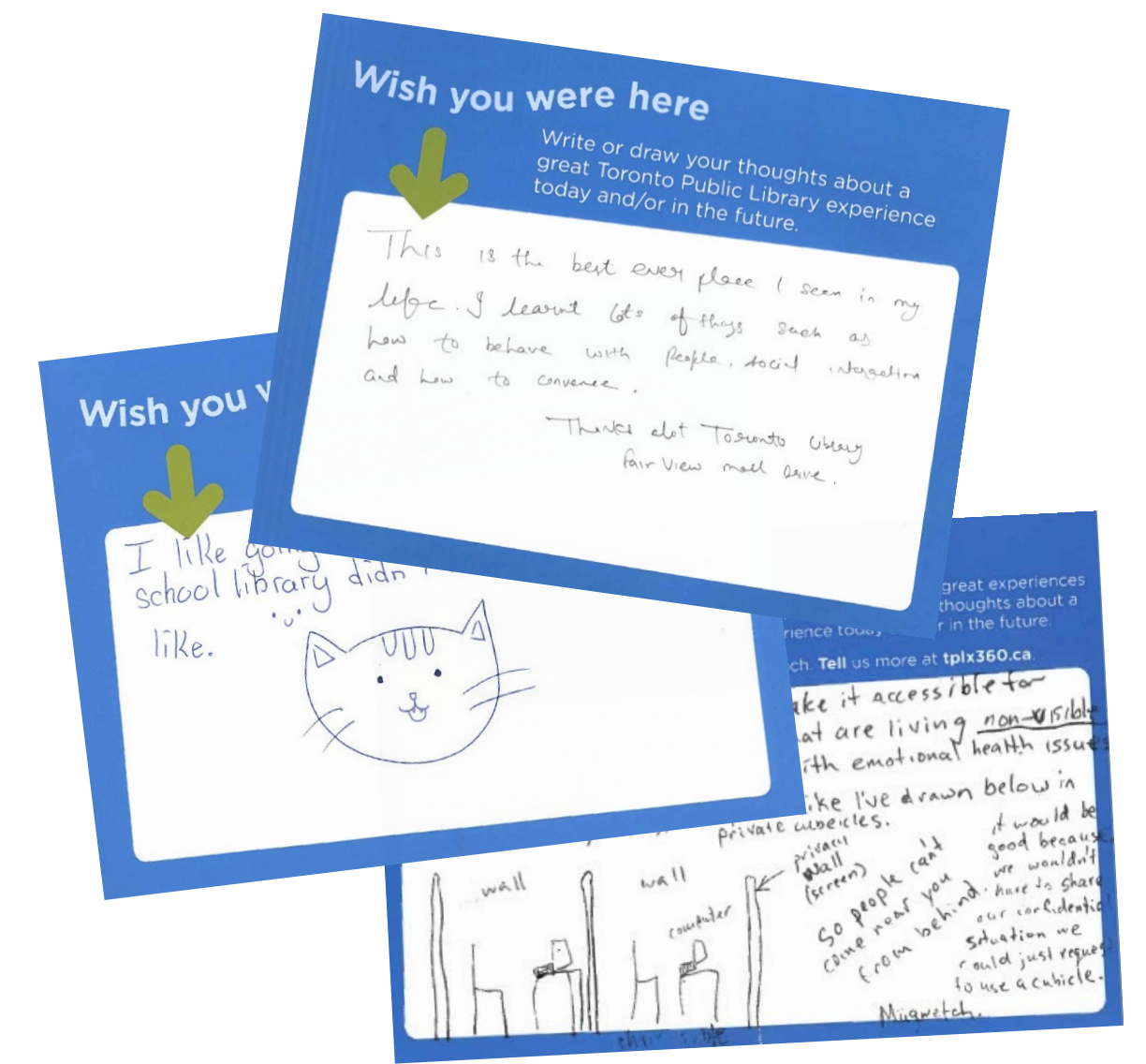**15+** workshops

3,260 online votes counted

2,740 unique online users

100 branches participated

2,000 written comments contributed

270 online ideas contributed

2 OCADU reviews

Wish you were here

Write or draw your thoughts about a great Toronto Public Library experience today and/or in the future.

Toronto Public Library Experience 360

Home | Ideas | About

Welcome! Let's create a better Toronto Public Library (TPL) experience for everyone.

Toronto Public Library Experience 360 is your chance to inform our customer experience transformation and create a more accessible, inclusive, relevant, and modern library experience to meet our city's changing needs.

More

tpl:

what we heard
great experience activators

1 **More visibility**
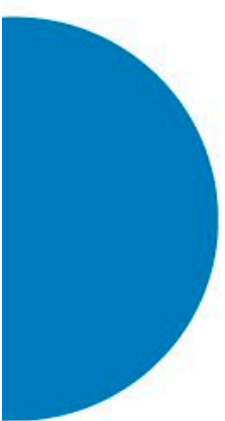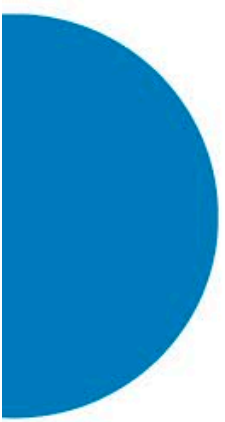of spaces and services

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**

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TPL Customer Experience (CX)
framework

overview

The Customer Experience Framework is an internal staff document that supports TPL's goal of offering a consistently exceptional customer experience across all touchpoints.

The Framework consists of principles and methodologies that will be incorporated into the design and delivery of our online and in-person services, as well as all of our spaces, collections and processes.

tpl:

framework

Vision: Torontonians know that TPL offers the best all around customer experience in town

Objective: To offer a consistently exceptional customer experience across all touchpoints

Scope: The deliberate incorporation of CX Principles and methodologies into the design and ongoing delivery of our online and in-person services and all of our spaces, collections and processes

tpl:

customer experience principles

A set of guiding principles that will help us provide exceptional customer experiences, both online and in our branches.
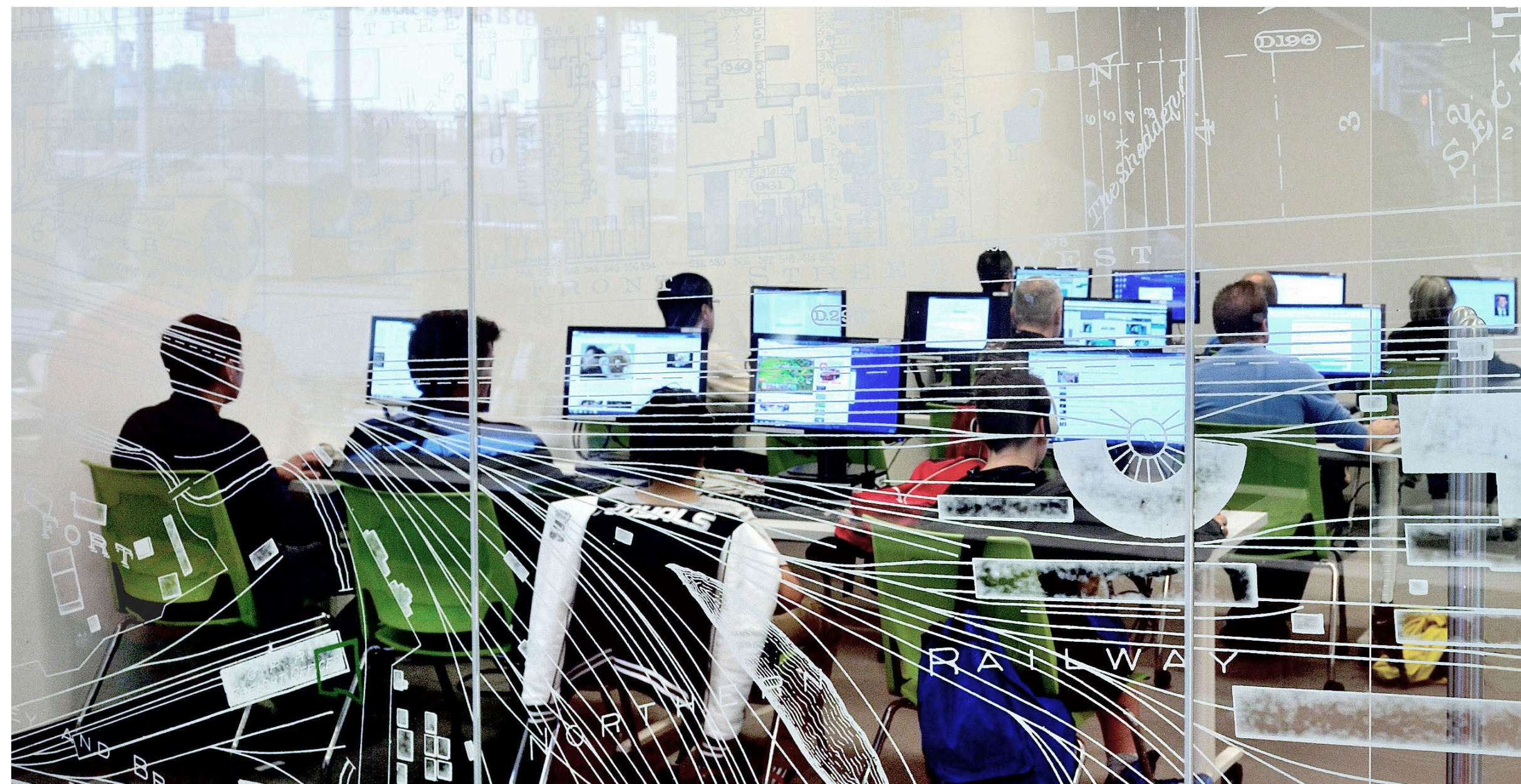
We activate curiosity and wonder	**What this means to you**	**How we do this**
	TPL spaces are community hubs. They are vibrant and inclusive spaces that are open to people of all ages and backgrounds. We welcome everyone to the library to study, work, collaborate, relax, or learn.	We encourage our customers to explore their interests and try new things when they visit us online and in our spaces, attend our programs, and access our services.

We welcome everyone with empathy and kindness	**What this means to you**	**How we do this**
	Empathy plays a vital role in understanding customer concerns and goals, while kindness fosters a positive and supportive atmosphere. Both are core components of an exceptional customer experience.	We create inclusive and accessible spaces and services. We uphold the core values of diversity, equity, inclusion, reconciliation and intellectual freedom.

tpl:

We connect customers with what they want	What this means to you	How we do this
	We strive to empower our customers by providing them with the information and services they want. Our in-person and digital service options give our customers control over their own experiences.	As TPL staff, we are competent, well trained and fully aware of what is happening at the library. We act as TPL ambassadors for our spaces, collections, technology, programs and specialized services.

We create experiences that are simple and stress-free	**What this means to you**	**How we do this**
	Our goal is to ensure that our customers have a pleasant, helpful and straightforward online and in-person experience at the library.	We take the time to understand our customers and anticipate their needs. We strive for seamless interactions online and in-person. In a complex world we endeavour to-provide helpful and accurate information when it is needed.

tpl:

We are all accountable for exceptional customer experiences	**What this means to you**	**How we do this**
	As a team at TPL, we are all committed to providing our customers with exceptional experiences. Each of us plays a role in making this happen.	We strive to continuously learn and improve our customer service interactions and will take any opportunity to do so. Our customers' input is highly valued, and we will demonstrate that we have heard them by taking action on their feedback.

tpl:

We uphold core library values and services.

We respect privacy and champion intellectual freedom

What this means to you	How we do this
During every customer interaction, we prioritize inclusivity, equity and intellectual freedom. We also ensure that our customers' records remain confidential. We provide free and relevant services to all.	Prior to collecting customer data, we always seek our customers' consent and clearly state the intended purpose to provide library services to our customers. We are committed to protecting and defending intellectual freedom by joining the Book Sanctuary Movement and programming like the On Civil Society series.

tpl.

6 customer experience principles

1. **we activate curiosity and wonder**

2. **we welcome everyone with empathy and kindness**

3. **we connect customers with what they want**

4. **we create experiences that are simple and stress free**

5. **we are all accountable for exceptional customer services**

6. **we uphold core values and services**

methodologies

customer journey map

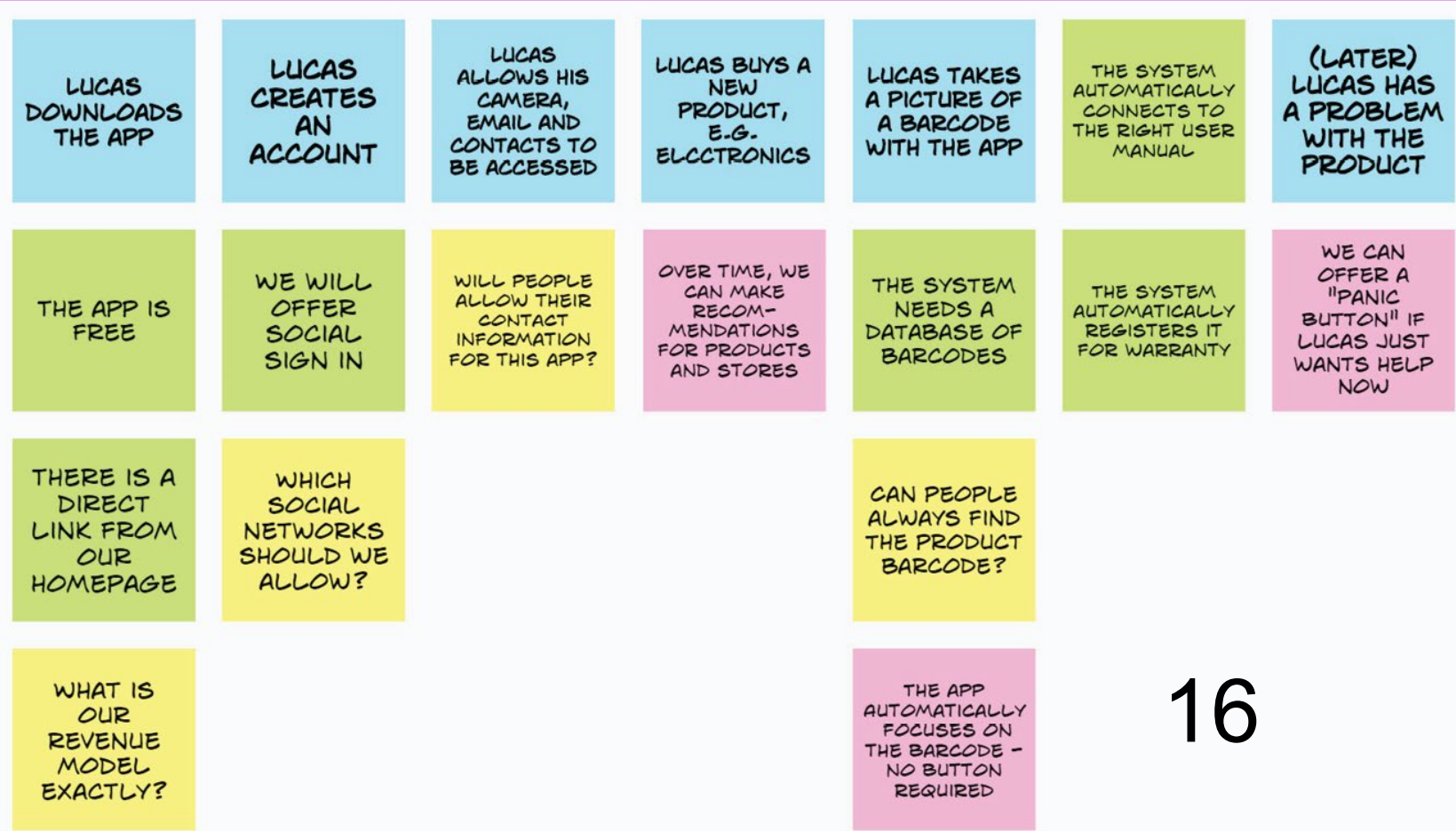## ecosystem map

empathy map

voice of the customer process

design map

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our 2025-29 priorities

1 social connection, civic engagement and democracy

We will embed opportunities for **social connection**, **civic dialogue** and **critical thinking** in everything we do...
...so that residents have the skills to **sustain a healthy democracy**.

2 shared community spaces

We will accelerate the **enhancements of our physical spaces**...
...to establish more **welcoming, safe, inclusive and sustainable** multi-use environments that **build resilience and belonging** in every neighbourhood.
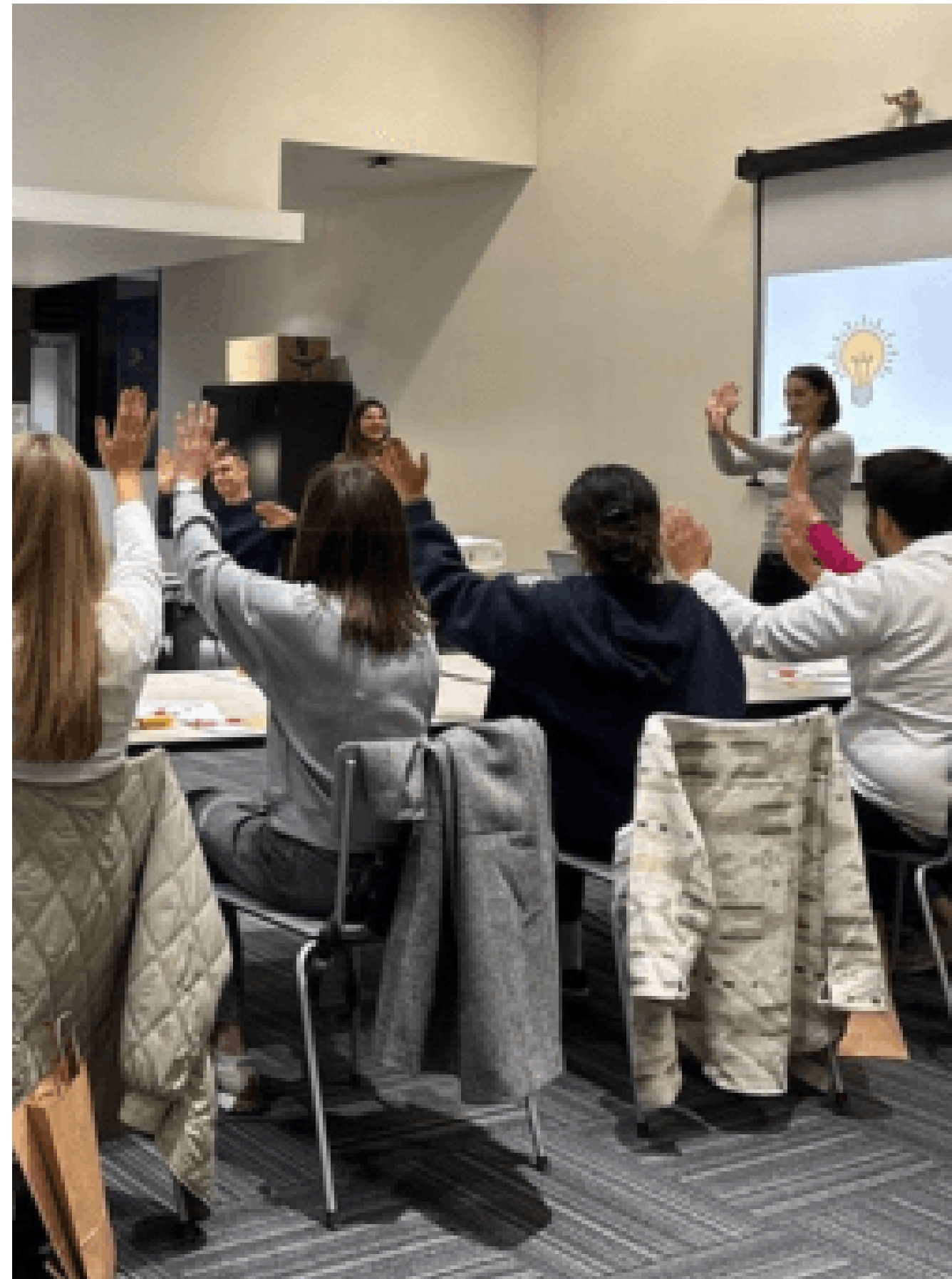
3 learning and growth

We will expand **learning opportunities for all ages** to develop multiple literacies and **personal and professional skills**...
... so that residents can thrive, build economic resilience, and **adapt to new technologies**, such as AI.

4 awareness and availability

We will **increase awareness and availability** of library services...
...so that residents in every neighbourhood have **equitable access** to services that meet their **changing needs**.

CX strategy integration

- Sharing with all TPL divisions

- Service plans

- Space plans

- Learning plans

- Strategic plan road map

Thank you

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