

Virtual Customer Services Strategies: E-mail, Instant Messaging, and Social Media

Agenda:

1. The Free Myth: Twitter might be free, but not the personnel.
2. Key Questions to Ask
 - a. Will all managers, supervisors and employees come on board?
 - i. Are you going to evaluate based on virtual media?
 - b. Is there time for training on current and new systems?
 - c. Is there time for managing the technology?
 - d. Is there time for oversight: reviewing interactions?
3. Virtual service: The Strategic Steps
 - a. How does virtual customer service fit in to your strategic plan?
 - b. Who do you serve? Who do you want to serve?
 - i. Who is currently using the library?
 - ii. Who will be your focus in the coming months and years?
 - c. What your current users want is not enough.
 - i. What do current nonusers want?
 - ii. What does the future hold?
 - d. What are your expectations?
 - i. More convenient for current users
 - ii. Attract new users
 - iii. Track and update records and correspondence
4. Virtual service: The Operation Steps
 - a. Who would be in charge of virtual service?
 - b. Auditing your current resources?
 - i. Training everyone in virtual service, internally and externally
 - ii. People who would run it? What will you give up
 - iii. Technical resources to support it?
 1. How well are you doing technology today?
5. Typical problems and solutions
 - a. Software and hardware failures/Test, test, test.
 - b. Delays in responses/Set and enforce standards
 - c. Poor staff communication skills/Monitor, evaluate, improve
 - d. Don't expect quick money savings!