



Library safari

Barking Library, IG11 7NB, April 29th @ 9.30am – 4.30pm

Decoding the customer journey: rediscovering and improving libraries using insights gained from a retail perspective

The context

The way people interact with the library and the services it offers is evolving. As we move through these uncertain times, libraries are looking for new ways to retain or attract customers through encouraging them to use or use more of their services. A key part of this challenge is improving the experience the library space delivers to its end users. In the past, public services have not had to market themselves in the same way as businesses in the commercial environment but the world is changing. Public libraries today are not only in competition with bookshops but with the vastly growing internet and other media which occupies our leisure time.

The solution

RedQuadrant are offering an event to address these challenges. The aim is to:

- Evaluate the current customer experience
- To assess this against experiences in other environments e.g. retail.
- To consider the application of user-centric design to library spaces within the context of changing patterns of use, and the library's role in:
 - Embracing new technologies
 - Preserving memories
 - Experimenting with creative spaces

How?

Participants will take part in an active 'safari,' visiting local retail spaces to explore the environment, map customer journeys.

By viewing the familiar in a new light, they will then apply the findings to the library. Helping you make the most of what you have, rather than rebuilding from scratch.



Our people

Sarah Wilkie worked for many years in local government, delivering and managing public library services in several London boroughs and, during her five years at the Museums, Libraries and



Archives Council, she acted as Programme Manager for the national strategic public library transformation programme, Framework for the Future. Her work with RedQuadrant includes the London Libraries Change Programme; writing a community engagement strategy for Slough libraries; and support for strategic change in library services across the country, including Camden, Ealing, Thurrock,

Durham and Central Bedfordshire.

Konrad Thomasson founder of KCUK Ltd, has over 19 years of capability in business transformation and customer experience improvement programmes. Over the past 12 years his focus has moved towards the science behind improving the experience for people who use many different kinds of environments - retail stores, airports, libraries, hospitals, office spaces and much more.



Wendy Crosson-Smith is a senior consultant with over 25 years' experience in both the public and private sectors. Her strong marketing background in the commercial world means that she offers new ways of looking at public sector services and ensuring that they are more customer-led. Having worked for ten years in a local authority she also understands the current issues facing senior managers in the public sector.



Booking information

We are offering this seminar at the special rate of £55, with a further 20% discount if you book with a colleague, meaning that you will each pay only £44 for the day.

To book your place, please email library.events@redquadrant.com with your name, position and library authority. Payment is by invoice only, so please ensure you also provide us with an address to which this should be sent.

As numbers are limited, cancellations received later than seven days before the event, and no-shows, will be invoiced in full.

While lunch will not be provided at the venue, there will be a reflective activity designed around your experience as a customer at one of the coffee shops or cafes nearby, so please do not plan to bring lunch with you.

Further information

If you have any further questions, please email:

library.events@redquadrant.com

www.redquadrant.com, www.konvergence.com

