



anythink™
A REVOLUTION OF RANGEVIEW LIBRARIES

Case Study | ANYTHINK LIBRARIES

Anythink Libraries is seven (7) branch library system located in Adams County, CO outside of Denver. Anythink contracted with Unique in 2012.



Anythink is always looking for opportunities to provide a sense of hospitality as well as sustainable staffing models. Unique helps us with both. By utilizing their call center, we save hundreds of hours of staff time each week. This gives staff more time to create terrific on site interactions with our community.

Pam Sandlian Smith
Director, Anythink Libraries

CHALLENGES

As a customer service model, Anythink chose to operate a deskless service concept -- no phones answered in customer areas. This concept frees staff to focus on customers and projects versus juggling phones, but the phone still must be answered to provide service to patrons that call the library.

SOLUTIONS

Anythink investigated an internal call center, but decided that based on cost and services that were offered, a hosted model would provide more value. Anythink partnered with Unique Integrated Communications (UIC) in 2012 and the results have been excellent.

- Service ranges from item renewals, basic location information, placing hold requests, resolving fine/fee questions, answering event questions, & assisting patrons with e-media
- 75% of calls are handled by UIC Staff vs. transferred to specific resource within Library
- Promotes special events such as summer reading program

VALUE

For the cost equivalent of 2.5 FTE circulation clerk positions, UIC is handling, on average, 2,900 calls per month from 7 library branches. This efficiency would be impossible internally for the same monthly investment and no upfront capital expense is required. Other value-added benefits include:

- Recorded calls easily available for download via online interface
- Call tagging for highly effective data mining on monthly reporting
- Training included and no on-going management or re-training required

READY TO PUT UIC'S LIVE-ANSWER PATRON CONNECTION SERVICE TO WORK FOR YOUR LIBRARY?

CALL 800.879.5453

OR EMAIL INFO@UNIQUEIC.COM | www.uniquelibrary.com

IMPLEMENTATION

The implementation process was spread out over six (6) weeks via the following steps:

-  UIC Staff reviewed the library circulation manual and online resources noting pertinent information.
-  UIC Staff was on-site and trained as an extension of the library. This included taking the basic information obtained above, filling in any gaps, and adding location details making for a seamless process to patrons.
-  UIC created a policy browser that appears for callers. This portal is what UIC callers use as a reference making sure the library policy is followed consistently and effectively.
-  UIC worked with the library to configure ILS access and the phone routing.

Our transition from answering phones in house to using UIC was seamless because their philosophy of customer service aligns so well with ours. We spent time with the UIC staff to help them become familiar with our culture and it has been smooth sailing since day one. The day to day supervision on our end is very minimal, and UIC responds very quickly to any questions we might have.

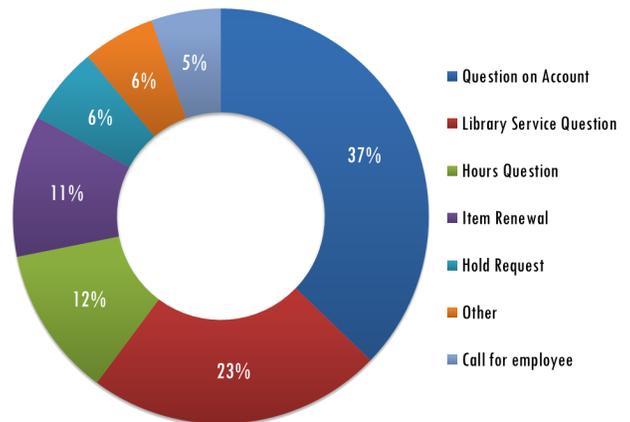
Lynda Freas

Director of Special Projects
Anythink Libraries

TRANSPARENCY

UIC ANSWERS

With the UIC Answers on-line reporting suite, the process remains fully transparent for library staff. Calls are recorded and tagged for call type, date, time, duration and are available for monitoring via mp3 download and a searchable database. Monthly reports help mine this data and monitor when and why patrons are contacting the library.



Day	10 AM	11 AM	12 PM	1 PM	2 PM	3 PM	4 PM	5 PM	6 PM	7 PM	8 PM	9 PM	10 PM	Total
Sunday			2	16	194	150	121	76						559
Monday	7	498	669	689	588	568	524	602	526	487	371	206	45	5,780
Tuesday	11	471	706	815	722	747	740	790	803	598	358	226	84	7,071
Wednesday	25	572	801	776	685	742	748	716	704	485	316	192	62	6,824
Thursday	19	411	636	696	666	638	646	636	589	551	332	161	60	6,041
Friday	19	454	658	601	621	595	579	577	578	238				4,920
Saturday	13	400	545	486	483	516	444	467	377	143				3,874
Total	94	2,806	4,015	4,065	3,781	4,000	3,831	3,909	3,653	2,502	1,377	785	251	35,069

12/31/2014 10:37pm Incoming Call  

Caller ID: 8127975555, DOE ALEXANDRE Team Member: Josh Neisler 

Call Stats: 1:38 talk time 0:12 queue time 0:32 wrap time

Call Tags: **Item** **Renewal** Transferred: Not transferred

Name/Account# Alexandre Doe

Note: Renewed 8 items on patron record.

We have been very fortunate to partner with such a fantastic and innovative library. We share their passion for patron service and are privileged to be shown the trust to provide that excellent service on a daily basis.

ROB KLAUS, PRESIDENT (UIC)

