



SANTA CRUZ  
PUBLIC LIBRARIES

# The SCPL Service Commitment

*Our welcoming and knowledgeable staff strive to create exceptional customer experiences for library users by...*

**S**erving all with courtesy and respect  
**C**ommunicating clearly  
**P**ersonalizing the experience  
**L**eaving users satisfied

## Welcoming Staff

- Make eye contact and greet library users when appropriate.
- Are present, prioritize the patron and acknowledge those waiting.
- Demonstrate proper phone etiquette, identifying location and name.
- Take initiative to offer assistance.

## Knowledgeable Staff

- Consistently apply policies and communicate options.
- Know common questions and where to find the answer, or when a referral/hand-off is appropriate.
- Keep current on branch and system programs, events, meetings, and displays.

## Serve all with Courtesy and Respect

- Act and speak with integrity and professionalism.
- Use common courtesies like please and thank you.
- Treat all inquiries with equal importance and refrain from personal judgment.

## Communicate Clearly

- Listen actively, paraphrase for clarity and avoid assumptions.
- Provide timely and accurate responses through a variety of communication channels.
- Avoid use of library jargon, speak with library users in a way that works for them.
- Understand and apply the SCPL Strategic Plan and Code of Conduct.

## Personalize the Experience

- Wear SCPL name tag.
- Make an effort to greet library users by name when appropriate.
- Anticipate library users' needs and offer service suggestions.
- Make appropriate exceptions and offer alternatives.

## Leave Users Satisfied

- Take responsibility for seeing that problems brought to our attention are resolved.
- Acknowledge mistakes when they happen.
- Ensure that library users' service needs have been met.
- Empower library users by demonstrating library self service functions.

*Your Library.*

*[santacruzpl.org](http://santacruzpl.org)*