



Create a more human library

Increasing Productivity through Customer Self-Service

3M™ SelfCheck™ System Case Study

Background

Sno-Isle Libraries are home to more than half a million library customers in a two county area of Washington just north of Seattle. The library system is 20 branches strong, with a 7-million item circulation and an 8% average annual growth rate. Sno-Isle asked 3M to recommend how the library system could improve productivity through customer self-service.

“Customers are impressed with the effortless operation of the V-Series and quickly become repeat users.”

- Cheryl Telford,
Director of Community
Libraries & Technology

After touring different library sites, 3M noticed the circulation staff at each branch spent a tremendous amount of time processing materials being shipped to other locations. 3M also observed that library sites with 70%+ self-service usage were getting daily work done more quickly than branches with low usage or no self-service. Following a detailed analysis, Sno-Isle agreed to beta test the new 3M™ SelfCheck™ System V-Series.

Solution

An innovation in productivity, the 3M SelfCheck System V-Series comes in three different models. The system's stylish, compact kiosk combines an intuitive design with a user-friendly interface to make customer self-service more inviting and first-time success more likely. It even prints customer receipts, managing circulation through a fully integrated software program. By encouraging customers to check out books, CDs and DVDs on their own, it frees your library staff to spend less time on routine tasks and more time with customers. This increase in productivity allows libraries to offer the highest level of personal service. Plus, when it comes to false alarms, the system's reliability is second to none.

Results

Supported by a marketing program and customer training, a 3M SelfCheck System V-Series Model V1 was installed at the Marysville Library for testing. Almost immediately, customer self-service increased from an average of 20% to over 38% in a matter of months. By the end of the program customer self-service reached 42% with just one unit.

Since the initial test, Sno-Isle has added two additional SelfCheck System V-Series Model V3s. The library staff has confidence in this dynamic new product and regularly encourages customers to use it. Customers love the intuitive V-shaped design which makes it obvious how to position books and other library items when checking in or out. Thus far 2005 usage has continued to rise. With the adoption of these additional products and the implementation of self-pick up of holds, usage is consistently over 70%, with many weeks topping 80% usage.

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