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# Self Service Technology: Helping Customers Help Themselves

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# Overview

- Background
- History of Self-Service @ MPL
- Circulation Process
- Self-service/RFID/barcodes
- Benefits/ROI
- Equipment Options
- Conversion Process
- Other Considerations



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# Putting it in Perspective

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	MPL in 2001	MPL in 2009
<b>Number of branches</b>	<b>5</b>	<b>6</b>
<b>Population served</b>	<b>209,000</b>	<b>295,000</b>
<b>Items circulated</b>	<b>2,480,209</b>	<b>5,360,160</b>
<b>Annual visits</b>	<b>1,798,103</b>	<b>2,265,934</b>
<b>Circulation Staff FTE*</b>	<b>20.8</b>	<b>20.8</b>

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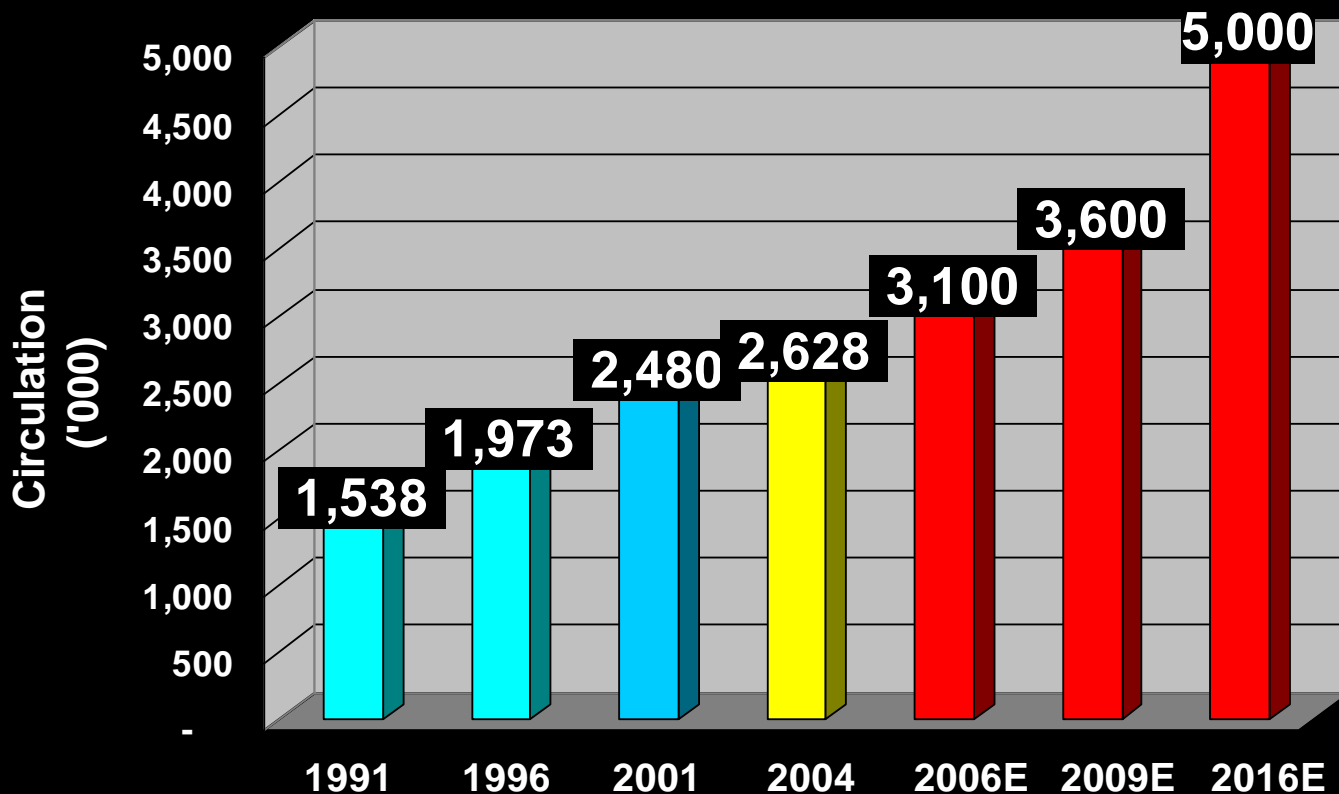
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# What we thought in 2005

Markham Public Library  
Past & Projected Circulation



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# What are the numbers telling us?

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	MPL in 2001	MPL in 2009
<b>Circulation Staff FTE*</b>	20.8	<b>45</b>
<b>Population per FTE</b>	10,048	14,183
<b>Circulation per FTE</b>	119,240	<b>119,240</b>
<b>Annual visits per FTE</b>	86,447	108,939

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# History of Self Service Technology at MPL

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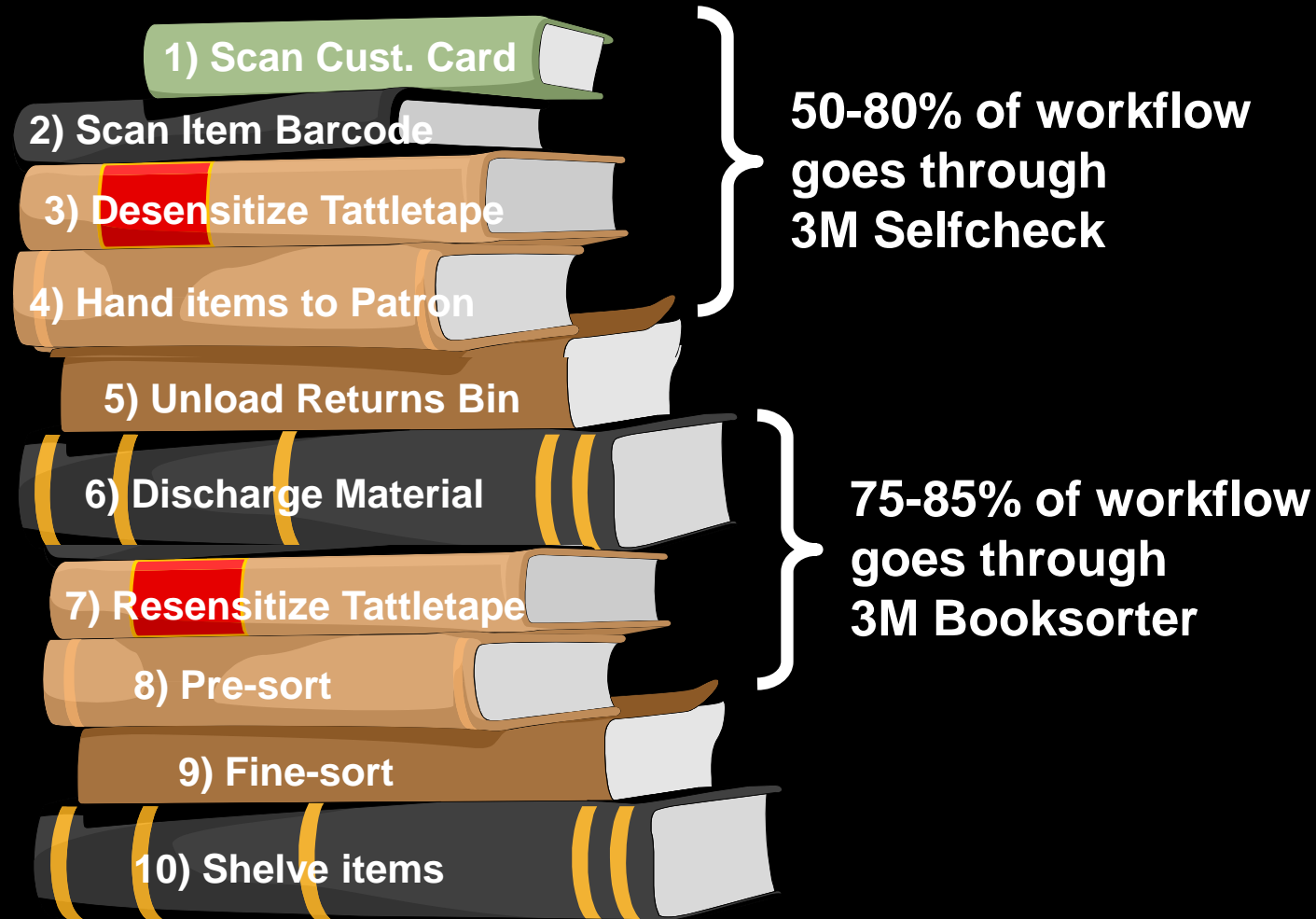
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# A TYPICAL MANUAL CIRCULATION MODEL



# 3M AUTOMATED CIRCULATION MODEL





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# Self Service without RFID



- Is it possible?
- YES!
- So why bother with the expense of RFID tags?

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# Barcode vs. RFID tag



- What's the difference?
- Do you need both?
- Privacy Issues

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# Benefits for Customers



- Faster, improved circulation services
- Service levels improved or maintained
- Reduced error rate
- More staff to assist with other value added services
- Better inventory control – material makes it back to the shelf faster
- Better use of tax dollar (either through cost savings or redeploying funds to other areas)
- Convenience

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# Benefits for Staff



- Manage/reduce workload
- Reduced chance of injury due to repetitive motion, lifting, pushing, grasping
- Improved job satisfaction by redeploying staff to perform more enriching/meaningful work
- Move from processing transactions to providing value-added service
- Reduce time looking for misplaced items, reduced error rates

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# Benefits for the Library

- Everything listed previously – happy customers and staff equals happy management
- Increased productivity
- Reduced operating costs
- Managing growth without increasing staff

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# Equipment Option

- Self Check Out
- Self Check In/Book Sorter
- Security System
- Digital Library Assistant
- Conversion Station



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# Self Check-out

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# Self Check-out

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# Self Check-in / Booksorter

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# Self Check-in / Booksorter

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# Self Check-in / Booksorter

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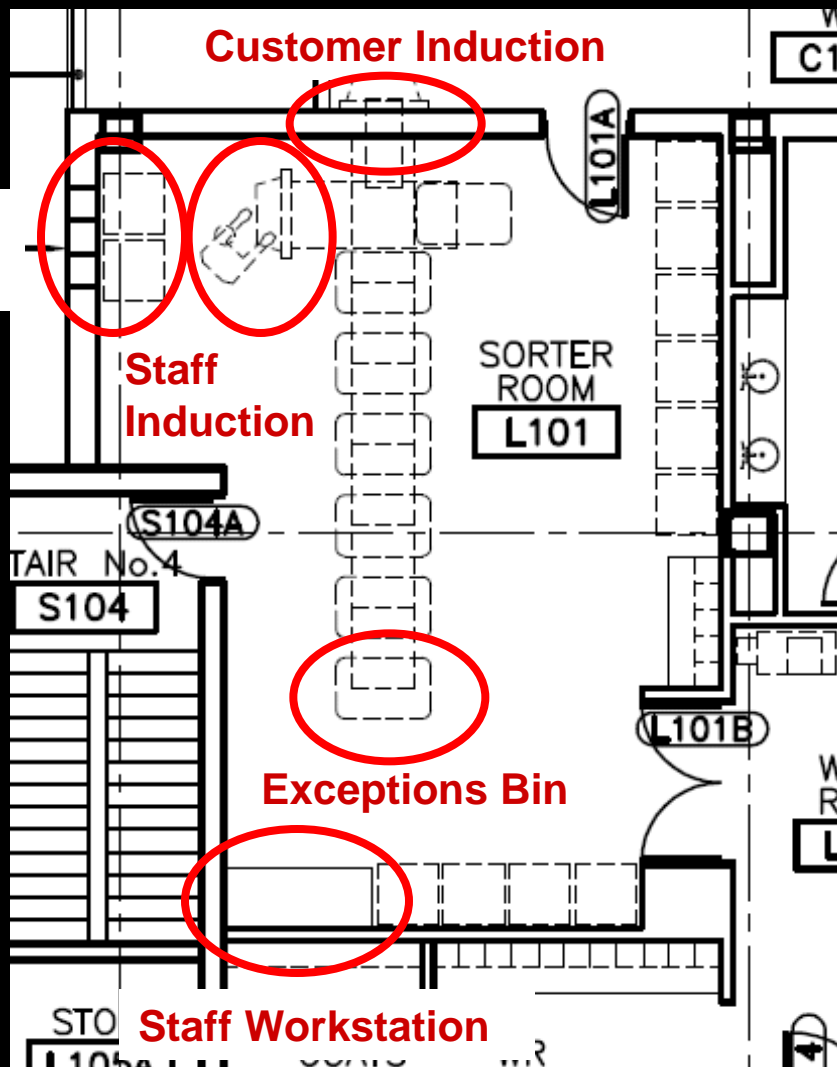
# Self Check-in / Booksorter

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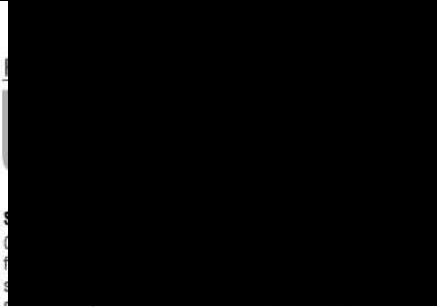
External Bookdrop



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# Security System

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# Digital Library Assistant (DLA)



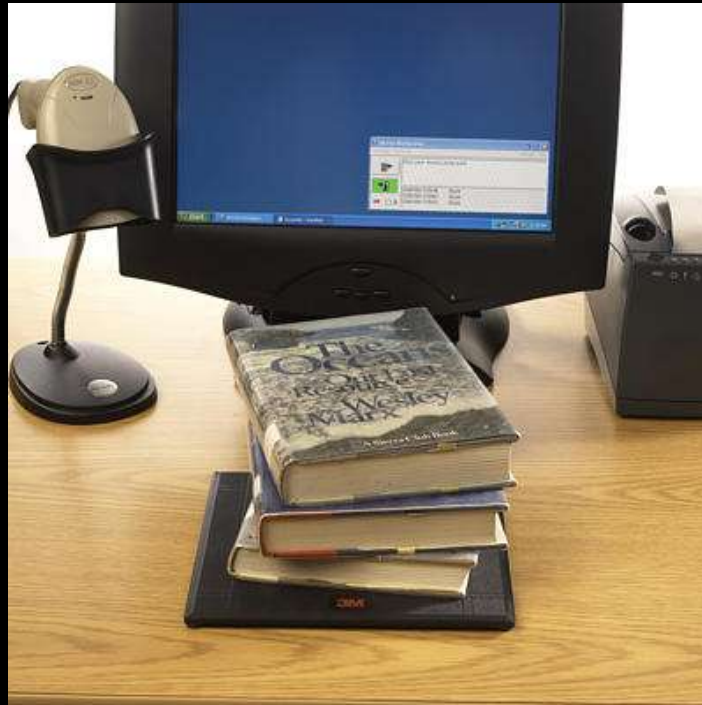
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# Conversion Process

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# Other Considerations

- Training
- Selecting a vendor
- Maintenance
- Compatibility



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Thank you!



QUESTIONS?

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