

PRESS RELEASE

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Library launches webpage dedicated to Customer Experience

COLUMBUS—Columbus Metropolitan Library (CML) has launched [a webpage](http://columbuslibrary.org/customerexperience) dedicated to its Customer Experience (CX) philosophy. The page, which contains resources and videos, can be found at columbuslibrary.org/customerexperience.

CML has incorporated CX methodology, which is more typically found in for-profit retail environments, to provide guiding principles around each and every touchpoint the organization has with its customers.

“We continually strive to be thoughtful and intentional when it comes to improving our customer experience,” said CML Chief Customer Experience Officer Alison Circle. “From the way our staff members interact with customers, to the look and feel of our facilities and the way materials are displayed within them – it all makes an impact.”

CML is the recipient of several national and international awards around its CX efforts. Alison Circle is a board member of the globally focused Customer Experience Professional Association and was awarded the 2017 Impact Award in recognition of CML’s CX work.

Columbus Metropolitan Library has served the people of Franklin County, Ohio since 1873. With its Main Library and 22 branches, CML is well known for signature services and programs like Homework Help Centers, Reading Buddies, Summer Reading Challenge and Ready for Kindergarten. The library’s Strategic Plan supports the vision of “a thriving community where wisdom prevails,” which positions CML to respond to areas of urgent need: kids unprepared for kindergarten, third grade reading proficiency, high school graduation, college and career readiness and employment resources.

CML was named a 2011 National Medal Winner by the Institute for Museum and Library Services for work in community service, the highest honor for libraries and museums. CML was also named 2010 Library of the Year by Library Journal.

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