

Top Notch Support for eBooks



Vancouver Public Library



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*Stay calm, be brave, wait for the
signs*

Objectives

Today you'll learn how to:

1. build an effective eBook support team
2. apply reference interview skills to technical support
3. create effective tools for delivering support
4. support library staff in delivering eBooks instruction and troubleshooting

Building an Effective eBook Support Team

Building a library eBook support team:

- Everyone who helps patrons at your library is part of the eBook support team.
- A tiered approach works best.
- Build a model that works for your library!
- Continual process that will evolve and develop.

Every eBook support question is one of two types:

1. instructional opportunity
 - patron is new to library eBooks,
 - or has a new device
 - or something with the process has changed

2. technical difficulty
 - patron has been successful in the past
 - error messages

Real life example:

“I prefer to search the library collection on my PC but read them on my PlayBook - this is very dangerous since one easily forgets that you have to check out the book on PlayBook - like I said above, I'm learning to never never check out a book on the PC - it will "disappear".”

What is your first reaction?

How do we know if a patron needs instruction or technical support?

1. Be familiar with the steps required to checkout, download and transfer an eBook.
2. Ask questions! This is where your reference interview skills come in!

Activity #1

(Discussion in small groups ~5-6 people)

Consider the eBook questions you frequently hear at the reference desk.

Which parts of the eBook support process can frontline staff do?

Be brave. What did your group discuss?

At Vancouver Public Library...

Tier one support:

- front line info staff
- determine the difference between instructional/technical issues
- answer instructional questions

Tier two support:

- specially trained eBook specialists
- deal with technical difficulties

Challenges:

- eBook support takes a lot of time
- knowing when to refer
- developing technical competencies.
- distributing the work
- including all staff in support team
- eBook questions can have a lot of back-and-forth between staff and patron

Applying reference interview skills to technical support

The Reference Interview

Users often guess why a problem occurred

- don't assume the patron knows the solution or cause
- respect their effort at diagnosis
- apply questioning techniques to determine root of problem
- questioning provides a better, faster answer

The Reference Interview

Here's an example:

I have checked out A Feast for Crows: Song of Ice and Fire Series, Book 4, Adobe PDF eBook. I followed the instructions but when I downloaded the file and opened it with the overdrive program on my PC, the program said the file was corrupted.

What's your first reaction?

*Stay calm, be brave, wait for the
signs*

The Reference Interview

What do you need to know before you begin?

- how to look it up!
- how to check patron's account
- a basic understanding of download processes
 - ie this differs by device
- a basic understanding of the 4 main formats
- general difference in device types (eReader vs tablet)

With these you can watch for, elicit & recognize “the signs”

The Reference Interview

What information do you need to help the patron?

- patron's library card number and PIN
 - always always always check their account!
- the steps - what the patron did (or didn't do)
- what format, reader device, computer operating system, and software/app they use

The Reference Interview

You don't need to memorize! You just need to know where to look!

- learn with patron
- test it yourself!
- keep a searchable archive of answered questions (email folders, wiki, whatever works)
- google it - test to verify it
- consult with colleagues!
- contact the vendor, but think about solution first

The Reference Interview

Activity #2

(5 minute discussion in small groups ~5-6 people)

At your library, what's the most common method that patrons use to contact you for eBook help?

- email?
- phone?
- in person?

What are some challenges and advantages of each?

The Reference Interview

At Vancouver Public Library:

- email
 - little information given
 - more time to figure it out
- phone
 - pressure to answer immediately
 - harder to teach patron
 - It's ok to check and call back!
- in person
 - sometimes you can't help them IN the library
 - highest pressure to resolve immediately
 - you can SHOW them

The Reference Interview

eBook support can resemble the 5 stages of grief

- Matt Weaver of *Library Renewal*

- Denial
 - Hide!
- Anger
 - Curse you, Adobe Digital Editions!
- Bargaining
 - But we have that book in paperback!
- Depression
 - I tried so hard, but the patron left feeling frustrated; and thinking less of me and the library.
- Acceptance
 - I have to go through the process over the phone. I'm alone at the desk and it's about to get busy. Whatever! I can do this!

*Stay calm, be brave, wait for the
signs*

The Reference Interview

Reference Interview Steps:

- Be Approachable
- Show Interest
- *Manage Patron Expectations*
- Listen
- Ask Questions
- *Decide: Resolve or Refer?*
- Inform
- Follow up

The Reference Interview

Be Approachable

- Smile. Indicate availability by willingness to listen.
- Make online contact easy
- Set up voicemail message and "out of office" email autoreply
- Be confident! Know that you can help!
- Don't hide from the Playbook!

Stay calm!

The Reference Interview

Show Interest

- Maintain eye contact, nod
- Make attentive comments
- Give full attention
- Speaks in comfortable, relaxed tone
- Don't cringe when you see a Kobo Vox box!

Be Brave!

The Reference Interview

Manage Expectations

- Explain what you can do
- Learn together
- Call for backup if available
- Get patron started at comfortable location slightly away from info desk
- Let them know that set up may be needed at home

Continue to Be Brave!

The Reference Interview

Listen

- Give patron a chance to tell you what they want
- Don't interrupt
- Paraphrase to demonstrate understanding
- Ask clarifying questions
- Accept that patrons may express frustration

Wait for the signs!

The Reference Interview

Interview

- Discover what the patron has done
- Use open questions:
 - Open: “How did you do it?”
 - Closed: “Were you using the app?”
- Ask if they have been successful in the past
- Have they seen the help info? Watched screencasts?

Don't have enough signs? Elicit more!

The Reference Interview

Resolve or Refer

- Determine what kind of issue:
 - instructional - 1st tier/frontline staff can do it!
 - technical - (something is broken) - refer to 2nd tier
- Resolve immediately or suggest options:
 - formal classes
 - drop in labs or clinics
 - 1-1 sessions

The Reference Interview

Inform

- Find and show instructions
- Explain basic steps
- Suggest video screencasts as learning tool
- Take opportunity to model technology learning strategies
 - Show them - don't do it for them!

The Reference Interview

Follow-up

- Give the patron contact info
 - phone number or email address
 - second tier support (if appropriate)
- Ask the patron if they have everything they need
- Use appropriate follow-up questions or statement
- Invite the patron to return for more help
 - "Let us know if there's anything else"
 - "You know where we are"

The Reference Interview

By using the Reference Interview steps as a guideline:

- you can approach eBook related questions with more confidence and less dread!
- successfully and efficiently answer instructional and refer technical issues as appropriate

The Reference Interview

To review, think about

- What do you need to know to get started?
- What same steps should you always use to determine if a problem is a technical issue or an instructional opportunity?

The Reference Interview

Activity #3

(Pair Discussion - 5 minutes)

Read these two questions and discuss **what steps you would take** to get the information needed to resolve these issues. Do NOT try to answer these questions, they are tricky!

Question 1:

I have been happily reading library books on my IPAD since May.

My husband recently got a KOBO so I added his device to my account so we could share the books we bought and borrowed. This works well for purchased books but I can no longer download to my IPAD from the library. I can only download to my PC and then it does not show up on the ipad. Any idea what I am doing wrong?

Question 2:

I have downloaded Adobe Digital Editions to my Windows 7 PC. I have authorised my pc computer. However when I open my Samsung Galaxy tablet does not show on the left side so I am unable to transfer the downloaded e-book to my tablet ereader.

The Reference Interview

Be brave! What did your group discuss?

Activity #3

(Pair Discussion - 5 minutes)

What steps you would take to get the information needed to understand the issues

- read the question. read it again.
- check the patron's card/account
- check to see if the title's format and method of download are compatible with the patron's device
- (Ask them to walk you through what they did)

How to create effective tools

Creating Effective Tools

To support staff and patrons:

- Create online and print guides
- Link to OverDrive help
- Use and create screenshots and screencasts
- Make use of knowledge bank

Creating Effective Tools

Create online guides

- Add extra link to OverDrive's instructional articles
- Create your own instructional guides
 - these get out of date FAST
- drive all eBook links through our online guide...

Creating Effective Tools

The screenshot shows the Vancouver Public Library (VPL) website homepage. At the top left is the VPL logo and the text "Vancouver Public Library". To the right, there are links for "Support the Library", "Kids", "Teens", "Visually Impaired", and "Text Size: A A A". Below these is a search bar with a "Search" button and the text "Joint Catalogue & Database Search". Further right, there are language options: "VPL in: 中文 | Français | 日本語 | हिन्दी | 한국어 | Việt Ngữ".

The main navigation menu includes:

- My VPL**: Renew Items, Check Holds, Check Due Dates, Check Fines.
- Explore Online Resources**: eBooks & Downloadable Audiobooks, Digital Newspapers, Subject Guides, Online Articles, Encyclopedias & More.
- Locations & Hours**: Branches & Hours, Outreach Services, InfoAction Research, Contact Us.
- Events & Programs**: Readers' Cafe, Children's Programs, Events Calendar, Room Rentals.
- Using the Library**: Get a Library Card, Loan Periods & Fines, Free-For-All, Book a Computer.

A red arrow points from the "My VPL" section to the "Explore Online Resources" section.


Below the navigation menu is a featured banner for "Free-for-all" with a photo of a woman reading a book. The text says: "I practically live at the library!" - Malone. Below the photo is the text "Join us in reimagining your library".

Other sections include:

- Ask a Librarian**: Chat With Us, Email Us, Call Us, Visit Us.
- Did You Know?**: You can search magazine & journal articles in **Art FullText**. It offers indexing from 1984 to now, with full-text 1997 on from selective publications, covering art forms from the world over, from advertising art to video.
- Connect with VPL**: Social media icons for mobile, Facebook, YouTube, Twitter, and Instagram.
- Find Your Nearest Branch**: Enter your postal code:
- News and Events**

At the bottom left, there is a section for "What's New in Social Science" with links to "See more new titles in Social Science" and "Explore All New Titles".

Creating Effective Tools



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EBooks & Audiobooks

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Downloadable eBook Collections



VPL to Go

A collection of popular eBooks and audiobooks for Vancouver residents. Vancouver residents can continue using the existing BC Libraries collection.

If you are not a resident of Vancouver but have a library card with another participating BC library, you can use the shared BC Libraries: Library to Go collection, or contact your local library to inquire about supplementary eBook and audiobook collections available to you.



BC Libraries: Library to Go


A shared provincial eBook & audiobook collection which contains thousands of fiction & non-fiction titles for children, young adults & adults. It includes recent popular fiction, romance, mystery, biography, & self-improvement. Anyone with a valid library card at a participating BC Library can access this collection through their local library.

About VPL's downloadable collections:

- Access eBook collections using a library card from your local library
- If a title is not available, you can place a hold
- Titles must first be downloaded to a computer or mobile device, using required free software or app
- Use the collection while you travel with an internet connection & your valid library card
- Titles are automatically returned after the lending period (1-3 weeks); there are no late fees.

For step-by-step instructions for accessing eBooks & audiobooks see our [EBooks How To](#) & [Audiobooks How To](#) tabs.

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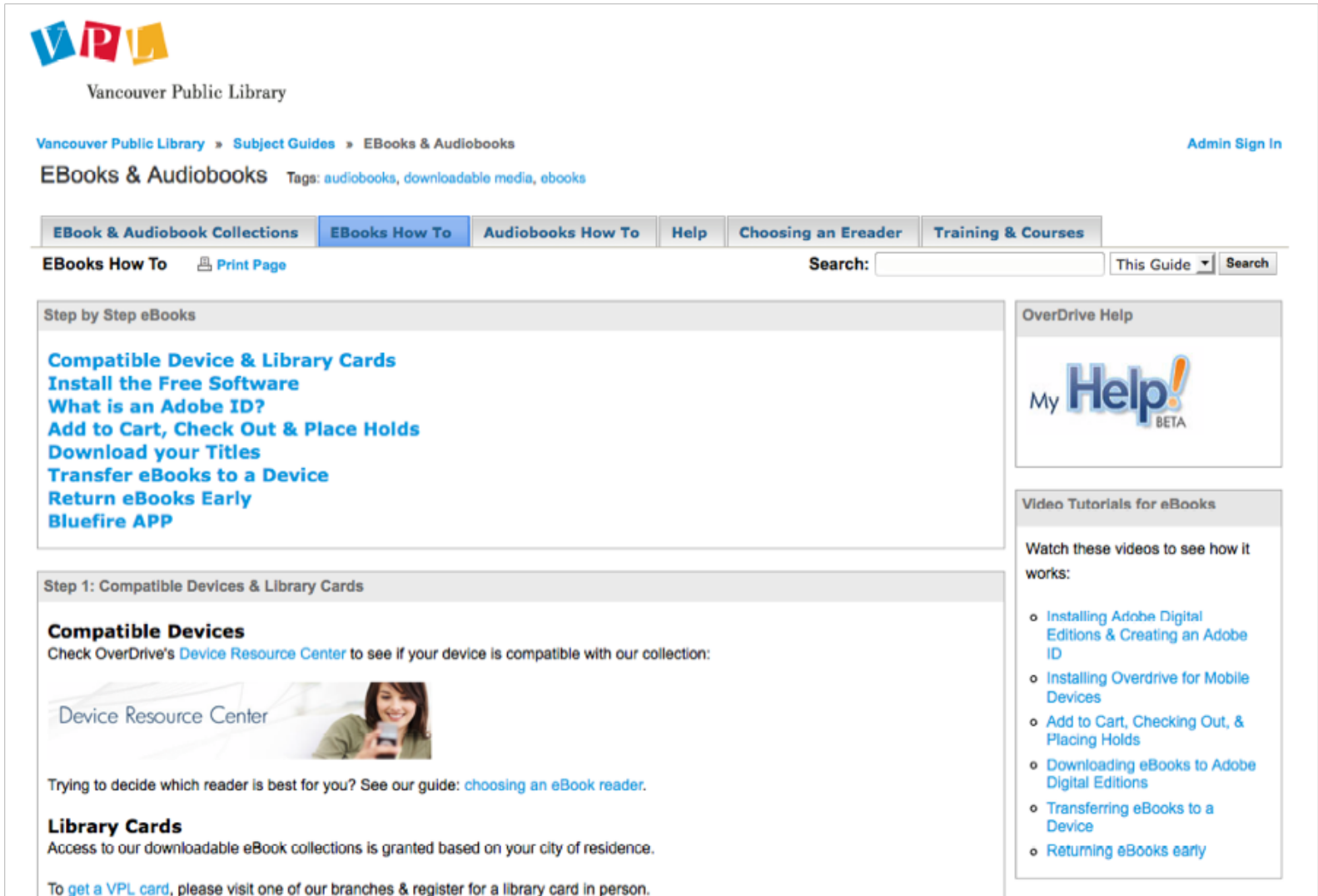


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Step 1: Compatible Devices & Library Cards

Compatible Devices

Check OverDrive's [Device Resource Center](#) to see if your device is compatible with our collection:




Trying to decide which reader is best for you? See our guide: [choosing an eBook reader](#).

Library Cards

Access to our downloadable eBook collections is granted based on your city of residence.

To [get a VPL card](#), please visit one of our branches & register for a library card in person.

OverDrive Help



Video Tutorials for eBooks

Watch these videos to see how it works:

- [Installing Adobe Digital Editions & Creating an Adobe ID](#)
- [Installing Overdrive for Mobile Devices](#)
- [Add to Cart, Checking Out, & Placing Holds](#)
- [Downloading eBooks to Adobe Digital Editions](#)
- [Transferring eBooks to a Device](#)
- [Returning eBooks early](#)

Creating Effective Tools

Here are some more examples from around BC:

- Burnaby - <http://www.bpl.bc.ca/library-to-go>
- North Vancouver - <http://www.cnv.org/nvcl//server.aspx?c=3&i=45>
- Richmond - <http://www.yourlibrary.ca/content.cfm?sid=16&lev1=237>

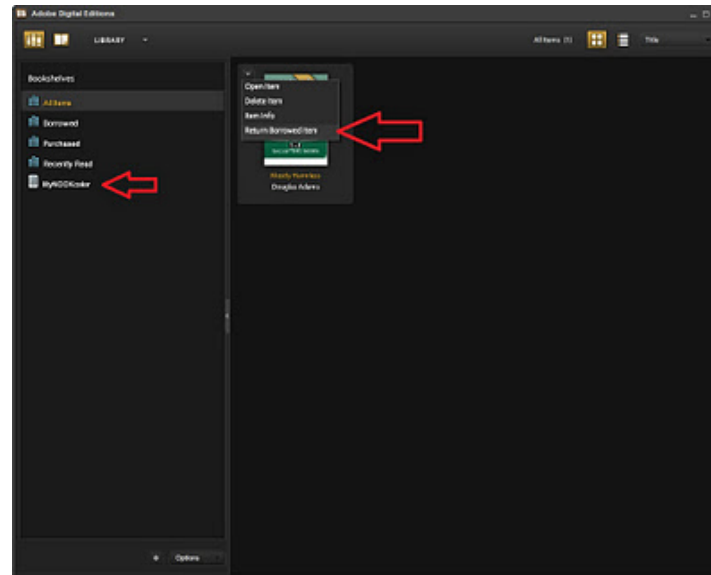
Create print guides

- Best to keep them general
 - get out of date fast!
- At VPL we have 2 training handouts:
 - 1 for ADE and ereader
 - 1 for OMC app

Creating Effective Tools

Use and create screenshots

- Visuals quicker and easier than written explanations
- It's hard to explain how to return an eBook
- Show it instead:



Use and create screenshots

- Use "Print Screen" Key - edit/crop in a basic microsoft program, ie Paint
- If you use Mozilla (Firefox), you can install a free add-on that will allow you to capture and annotate an image from any website:
 - Fireshot
 - Awesome Screenshot
- search google for ready made screenshots

Use and create screencast videos

- Install free options:
 - Jing, Screenr, etc
- Search youtube for ready made screencasts
- Use OverDrive's own videos!

<http://help.overdrive.com/going-mobile-videos>

[iOS](#) | [Android](#) | [Kindle](#) | [NOOK](#) | [Adobe Digital Editions](#) | [Sony Reader Wi-Fi](#) | [Kobo](#) |

Going Mobile for iOS



Make use of knowledge bank

- Keep an archive of answered questions
 - email folders - search for previous answers
 - staff (or public) wiki
 - staff (or public) blog

Support library staff in delivering
eBooks assistance

- **Training, training, training.**
 - For staff at all levels
 - Formal and informal training
 - eBook specialists are the best staff trainers
- **Encourage experimentation**
 - Create a petting zoo.
 - Suggested devices from OverDrive
 - Look at device specific videos online.
 - Patron devices

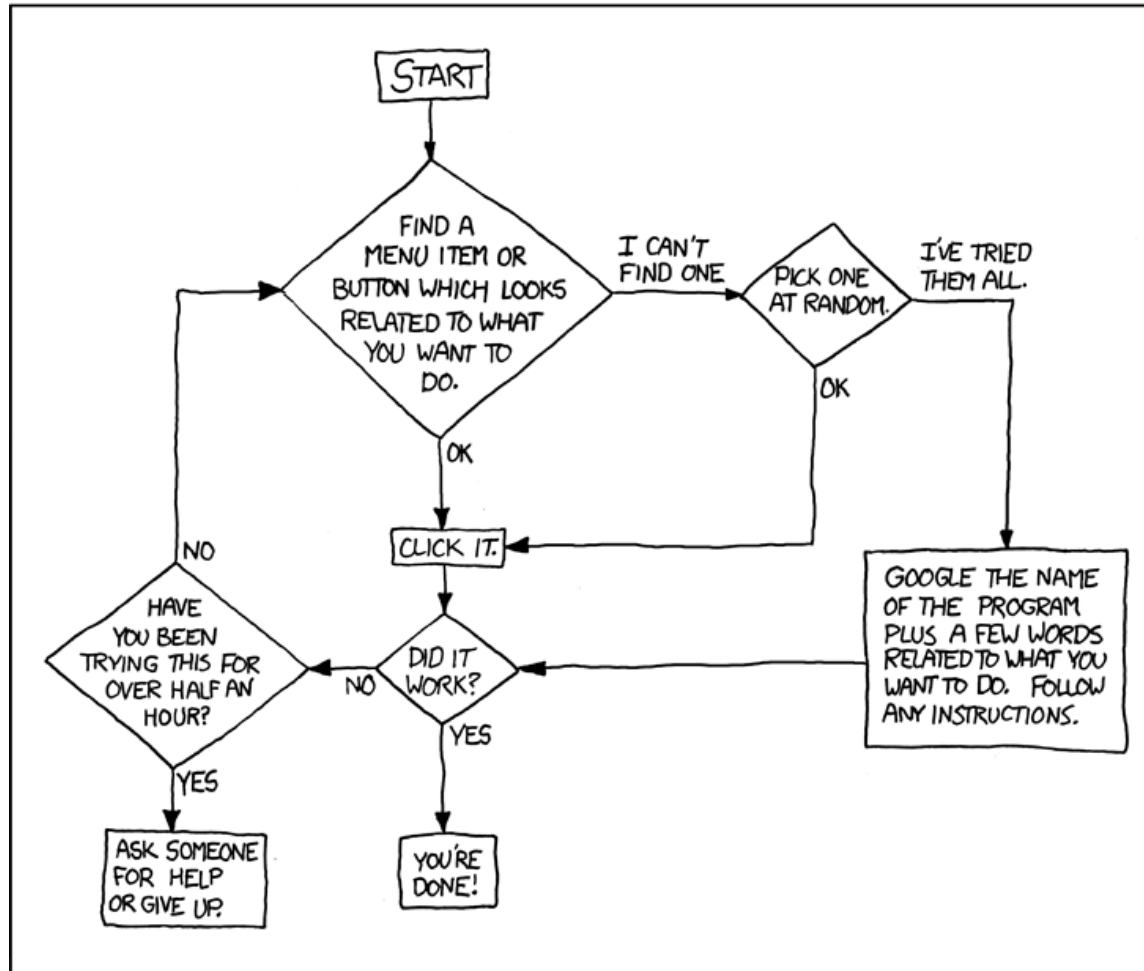
- **Make mistakes and learn from them**
 - At least you'll know what doesn't work
- **It is OK to say you don't know**
 - There will always be something new
 - Most patrons understand that change is constant
- **Document what you've learned.**
 - Wiki, email archives, blog, whatever works for your library.
 - Revise often.

Questions?



DEAR VARIOUS PARENTS, GRANDPARENTS, CO-WORKERS,
AND OTHER "NOT COMPUTER PEOPLE."

WE DON'T MAGICALLY KNOW HOW TO DO EVERYTHING IN EVERY
PROGRAM. WHEN WE HELP YOU, WE'RE USUALLY JUST DOING THIS:



PLEASE PRINT THIS FLOWCHART OUT AND TAPE IT NEAR YOUR SCREEN.
CONGRATULATIONS; YOU'RE NOW THE LOCAL COMPUTER EXPERT!

From xkcd:
*Tech Support
Cheat Sheet:*
xkcd.com/627