

TULSA CITY-COUNTY LIBRARY

ComputeIT Laptop Lending Complements Self-service Model

CASE STUDY



THE LIBRARY

The Tulsa City-County Library opened its first library in 1916 with the Central Library in Downtown Tulsa. As an independent library district, the Tulsa City-County Library (TCCL) has a dedicated annual operating budget of approximately \$27 million and also has a robust 501(c)(3) foundation. The library features three ethnic resource centers, a genealogy center and through these resource centers offers several unique annual author awards with cash prizes, which attract high-caliber authors to Tulsa.

The Tulsa City-County Library is made up of 24 public and two non-public locations. TCCL encompasses a Central Library providing research and circulating collections, four regional libraries and 18 vibrant neighborhood libraries. The Tulsa City-County Library serves a growing population of more than 622,000.

THE CHALLENGE

Prior to having the computeIT system installed, Tulsa City-County Library did not have a self-service laptop lending solution. Customers had to come to the staff desk to check out laptops for use within the library. As part of the checkout process, customers were required to either leave their driver's license or other collateral until the laptop was returned to the staff station. It was an inefficient and very staff-intensive process.

Customers were allowed to use the laptops for a two-hour time slot. Oftentimes customers would keep the laptops beyond the time limit and would incur a late fee on their account. In addition, many times when the laptops were returned, they were not fully charged or were completely out of a charge and would have to be charged before they could be loaned again. This made it impossible to always have laptops available for use by the next customer. This created a customer experience issue as well as a disruption in the flow of the checkout process.

THE SOLUTION

Tulsa City-County Library installed the ComputeIT 24-bay in its main library and 12-bay kiosks in two other of its branches for MacBooks and Windows laptop lending. The computeIT laptop lending system is fully integrated with the library management system and leverages the existing library barcode, password and pin number for authentication. This ensures that the current lending policies are enforced without the need to maintain a separate user policy database.

If customers already had fines on their account that will make them not eligible for checkout of materials, those policies would be enforced at the computeIT system. The lending of computer assets is handled with the same seamless process as other materials available for checkout by the library.

When computers are returned to the kiosk, they begin charging immediately for faster usage by other customers. When customers return the laptops to the kiosk, the loan is immediately removed from their account. This solution also helped the library track more granular usage statistics such as how long the laptops were being used and which of the laptops options is more appealing. All the information is integrated in one place for easy statistical analysis.

From a service perspective, it has taken away the burden of manual tasks off staff and freed them to provide more point-of-need customer assistance away from the desks. Patrons enjoy the ease of use of the interface and the freedom to use the laptop anywhere in the library and even outside in some of the beautiful outdoor patios and spaces. The laptops are equipped with location tracking technology which allows for theft deterrence and loss prevention; in addition to the loan being tied to the customer's account. The computeIT has also made it possible for the Tulsa City-County Library to provide customers with access to technology that may not be able to afford on their own. The MacBooks and Windows laptops have software such as the full Adobe Creative Suite, AutoCAD and others that the library's desktops do not have.

THE RESULTS

- Enhanced customer experience: Self-service lending of laptops is more convenient and easier for customers to use
- Better use of staff time: Reduction in staff involvement with lending laptops has freed staff time; allowing them to provide more high-touch, high-impact customer interactions
- Expanded services – Ability to offer high-end laptops and software for use by customers
- Increased laptop lending usage: We have seen an increase in usage from 5373 in 2016 to 7385 in 2017 YTD.

CUSTOMER COMMENTS



From a solutions standpoint, the computeIT is a perfect fit within our customer-centric self-service model. It provides our customers with the freedom and independence for how they want to use the library with or without staff intervention and aligns with our goal of providing 21st Century library products and services.

– Monique Sendze,
Chief Operating Officer & Chief Technology Officer

