

CASE STUDY: Blackpool Libraries

THE LIBRARY

Blackpool Libraries consists of eight branches: Central, Anchorsholme, Boundary, Layton, Mereside, Moor Park, Palatine and Revoe. Six of the libraries have self-issue units and chip and pin. As a public library, Blackpool provides a range of services to residents and visitors from supporting literacy to hosting community events.



THE CHALLENGE

In order to optimise productivity and provide improved services for its customers Blackpool Libraries sought a solution to enable self-issue and facilitate easy payment for patrons. Many of its customers reported being unable to pay for items on their account as they did not have cash.

THE SOLUTION

D-Tech International has supplied and installed self-issue units with chip and pin payment facilities to six Blackpool Libraries.

THE RESULTS

IMPROVED SERVICES - improved use of staff resources

IMPROVED FACILITIES - easy payment options

IMPROVED CUSTOMER EXPERIENCE - shorter queues

CUSTOMER COMMENTS

David Park, Area Library Team Leader, says: "D-Tech installed the self-issue units and the chip and pin. We needed the chip and pin solution as many of our customers who wanted to pay for something on their account did not have cash, and we found that many were leaving our Libraries without being able to pay. It was felt not having chip and pin was losing us income and was not up to date with other businesses. The installation seemed simple enough and the operation from the public point of view straight forward. Libraries do not generate massive income, however anything that helps collect income is a bonus, and people do expect that chip and pin facilities are available.

"Having the chip and pin does improve our turnover and offers a service to our customers which we lacked before. It would be good to eventually have this service on our counters as well as the self-issue units.

"As always we have been very happy with the service we have received from D-Tech; support is always available, and if there are any problems, they are always quickly resolved."

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David Park, Area Library Team Leader
Blackpool Libraries





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