



Seniors Check -in Calling Service

Kim Huntley, Eda Conte -Pitcher, Eموke Gall

March 4, 2021



Seniors Check -in Calling Service Background

COVID Timelines

- EOD March 13, 2020 library branches close, plan to reopen April 6
- City of Toronto announces extension of lockdown until May 24
- Schools pivot to online learning

COVID Timeline

Date	Event
June 1, 2020	Drop boxes reopen/staff begin to report back onsite/reduced hours
June 8, 2020	STAGE 1: Curbside service begins with appointment-based holds pickup
June 29, 2020	STAGE 2 Computing/in branch holds pick up, return to regular hours July 6
Aug 17-Sept 14, 2020	STAGE 3: Phased rollout of browsing, study space, self-check/card registration, reference service
Nov. 25, 2020	GREY LOCKDOWN: Return to computing/in branch holds pick up
Dec. 28, 2020	PROVINCIAL LOCKDOWN: Return to curbside (no appt required)
Jan. 14, 2021	STAY AT HOME ORDER: No changes to service
Mar. 8, 2021	Next decision point TBD by the Province

Seniors Check -in Calling Service Background

- TPL recognizes the isolating effect that COVID can have on senior customers in our communities
- This initiative is a wellness check where staff connect with customers just to check in and to ensure they are aware of the library resources and services available to them during COVID
- Other library systems and organizations are connecting this way

Seniors Check -in Calling Service Goal

- To connect with all customers ages 70 to 100 who had used the library in the past 8 months prior to closure – approximately 15,000 customers to date
- Started by calling our Home Library Service customers. HLS staff called all 900 of their customers in May and June.

Seniors Check -in Calling Service

Service Description

The service is intended to provide customers with:

- A friendly check -in
- Book or movie recommendations
- Information about library services available to the community during COVID

Seniors Check -in Calling Service

Service Description

- Information about TPL's online services and e -resources
- Assistance with devices or library apps
- Assistance with information requests, account enquiries and referrals

Seniors Check -in Calling Service

Service Description

Staff :

- Express interest in the customer's well -being during this time
- Indicate the care call is the Library's way to stay connected with customers during COVID
- Let customers know about online COVID -19 resources

Seniors Check -in Calling Service Service Description

Staff also share information about:

- Instant Digital Card/Digital Access Card
- Live and Online Programming
- Online resources such as eBooks, eAudiobooks, digital newspapers and magazines, music and videos
- Reinstatement of services

Seniors Check -in Calling Service

Supporting Resources

Staff were provided with the following resources to support this initiative:

- An Overview of the Service
- Instructions for Calling
- Call Scripts including a Voice Mail and Condolences Script

Seniors Check -in Calling Service

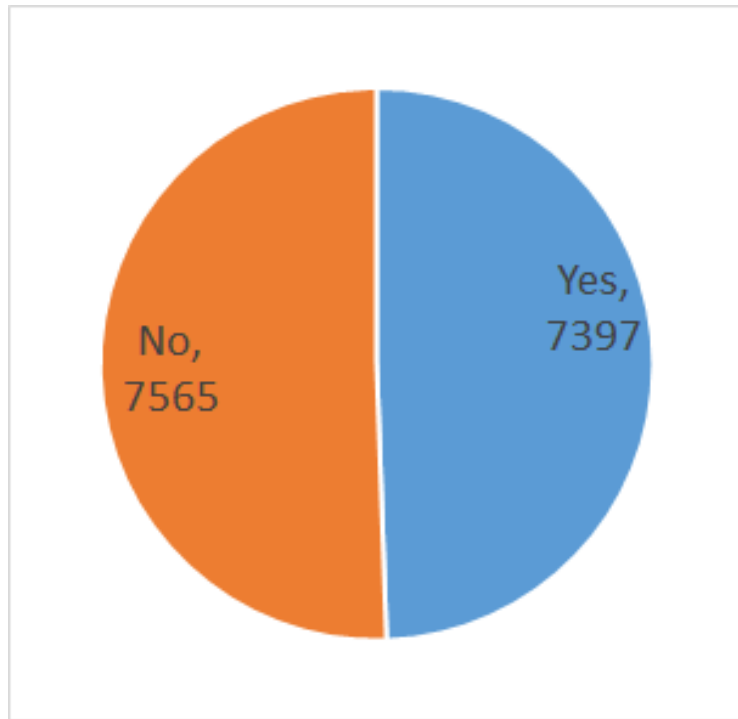
Supporting Resources

- Customer Call Lists
- Call Logging app and instructions
- List of Community Resources for Vulnerable People
- List of TPL website resources

Seniors Check -in Calling Service Analysis

Were you able to reach the customer by phone?

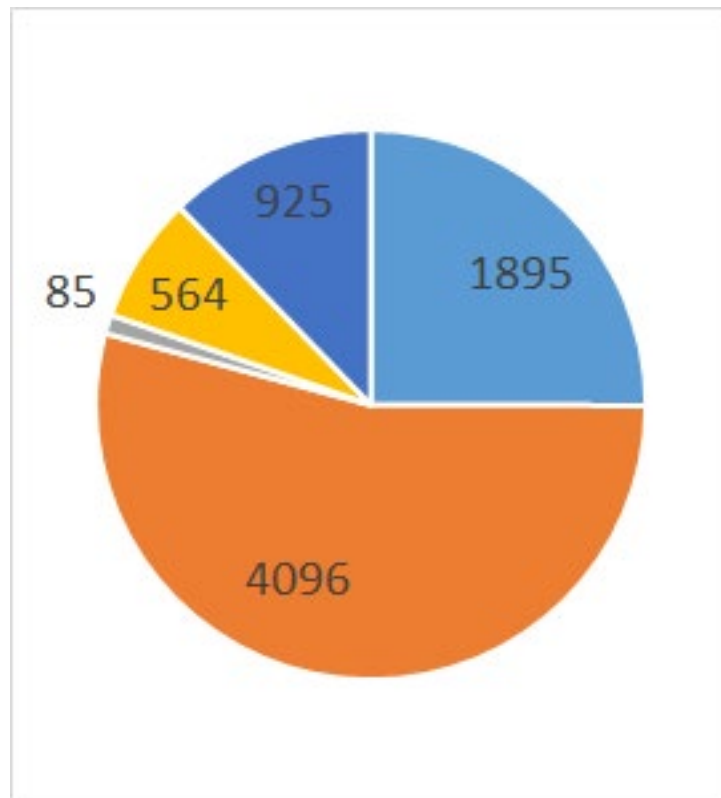
Answer	Count	%
Yes	7397	49.4%
No	7565	50.6%
Total	14962	100.0%



Seniors Check -in Calling Service Analysis

Enter the reason and/or action taken, if any

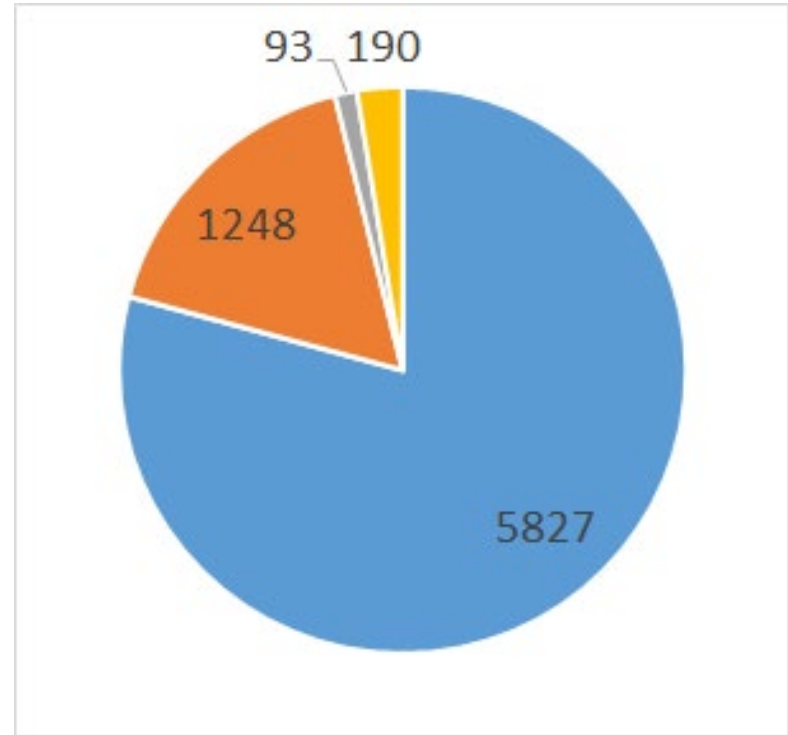
Answer	Count	%
No answer	1895	25.0%
No answer, left a message	4096	54.1%
Wrong number	85	1.1%
Number not in service	564	7.5%
Other	925	12.2%
Total	7565	100.0%



Seniors Check -in Calling Service Analysis

What was the customer's reaction / response to the check-in?

Answer	Count	%
Positive	5827	79.2%
Neutral	1248	17.0%
Negative	93	1.3%
Not sure / I can't tell	190	2.6%
Total	7358	100.0%



Seniors Check -in Calling Service Analysis

Have they been using any of TPL's digital services? Such as eBooks / eAudiobooks?

Answer	Count	%
Yes	1274	19.9%
No	5120	80.1%
Total	6394	100.0%

Are they interested in becoming more familiar with our digital services, and learning how to use their personal devices to access these?

Answer	Count	%
Yes	452	7.2%
No	5832	92.8%
Total	6284	100.0%

Seniors Check -in Calling Service Customer Feedback

On TPL services in general:

- “I am 95 years old and really miss coming into the branch to enjoy Tea and Books”
- “We very much enjoy the multicultural collection and find it provides us home away from home after having moved to Canada. TPL has helped us celebrate and preserve our heritage and for that, we are truly grateful.”
- “I very much appreciate the courtesy call and am grateful to have TPL in my life. I consider TPL a lifeline through hard times and the social upside to my day whenever I enter your doors.”

Seniors Check -in Calling Service Customer Feedback

On the availability of online resources:

- “We are very grateful to have TPL as a service that is so accessible with a wide range of e -books and various programs. We cannot wait to visit the branch”
- “I am over the moon happy with being able to access my favourite authors with a touch of a button. I am so impressed with the vast selection of resources available. TPL is a godsend in these difficult times. Without TPL, being stuck at home would have felt like a prison sentence.”

Seniors Check -in Calling Service Caller/Staff Feedback

From the team:

- “I've provided some online account help and tech support that was greatly appreciated. Coincidentally, I chatted with a senior who had her art exhibited at my branch 12 years ago...I purchased one of her paintings and she actually recognized my voice -- what are the chances? An added bonus to this project is that it has helped me feel connected to customers again”
- “One customer said we called on her 100th birthday .”

Seniors Check -in Calling Service

Next Steps

Currently calling customers ages 70 to 79

Approximately 25,000 customers

Evaluation



Seniors Check -in Calling Service

Questions?

Thank You!