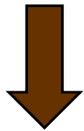


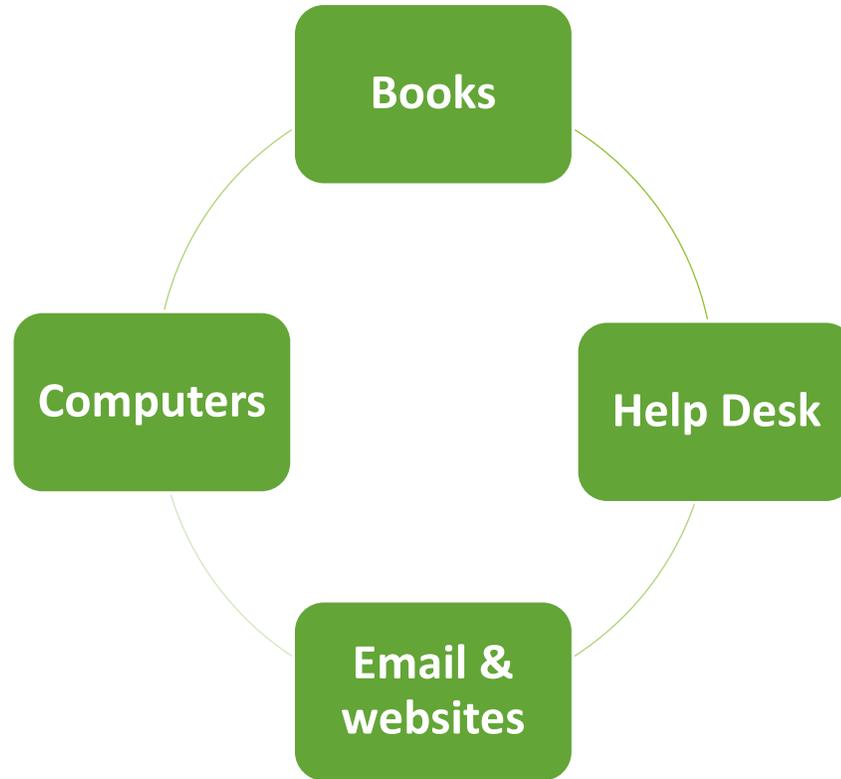
# Evolution of the TAFE Library in a technology charged world

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September 2014

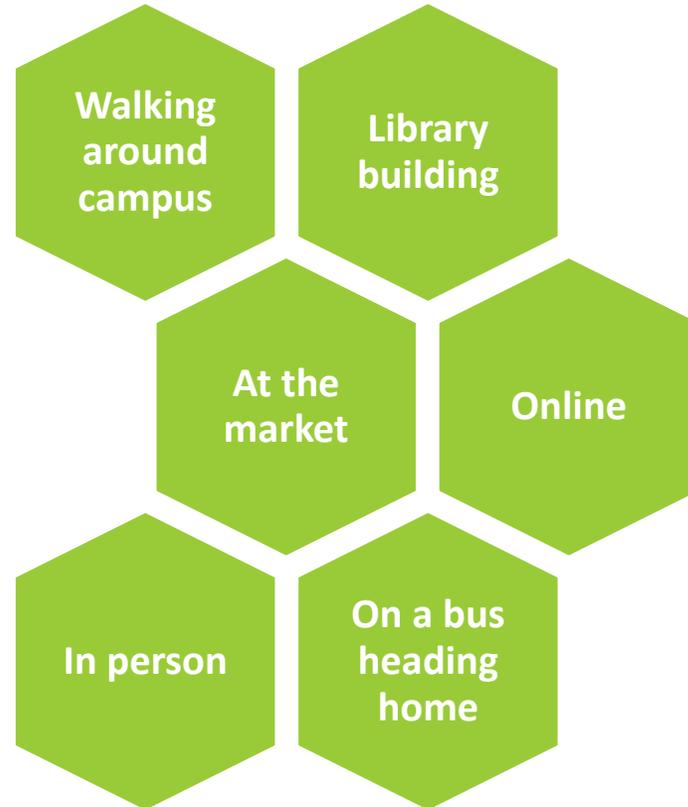


OMNI-CHANNEL  
STRATEGY



Orchestrating the customer experience across all channels

Seamless, integrated and consistent



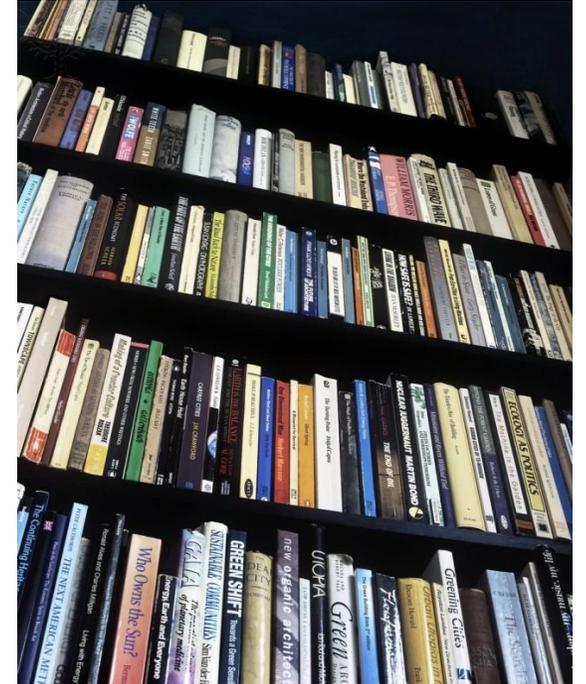
Library interacts with students through multiple channels each working synchronously

Reach customers where ever they are

OMNI-CHANNEL STRATEGY

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**Smartphone Users Worldwide Will  
Total 1.75 Billion in 2014**



**WHY  
OMNI-CHANNEL?**

Libraries already have an  
omni-channel in place

Channels complement  
each other



Adopt the best from the  
physical and online worlds

Integrate digital technology  
into the physical space,  
expand the website and use  
social media

WHAT SHOULD IT  
LOOK LIKE?



## QUESTIONS?

Chat live with an online representative.



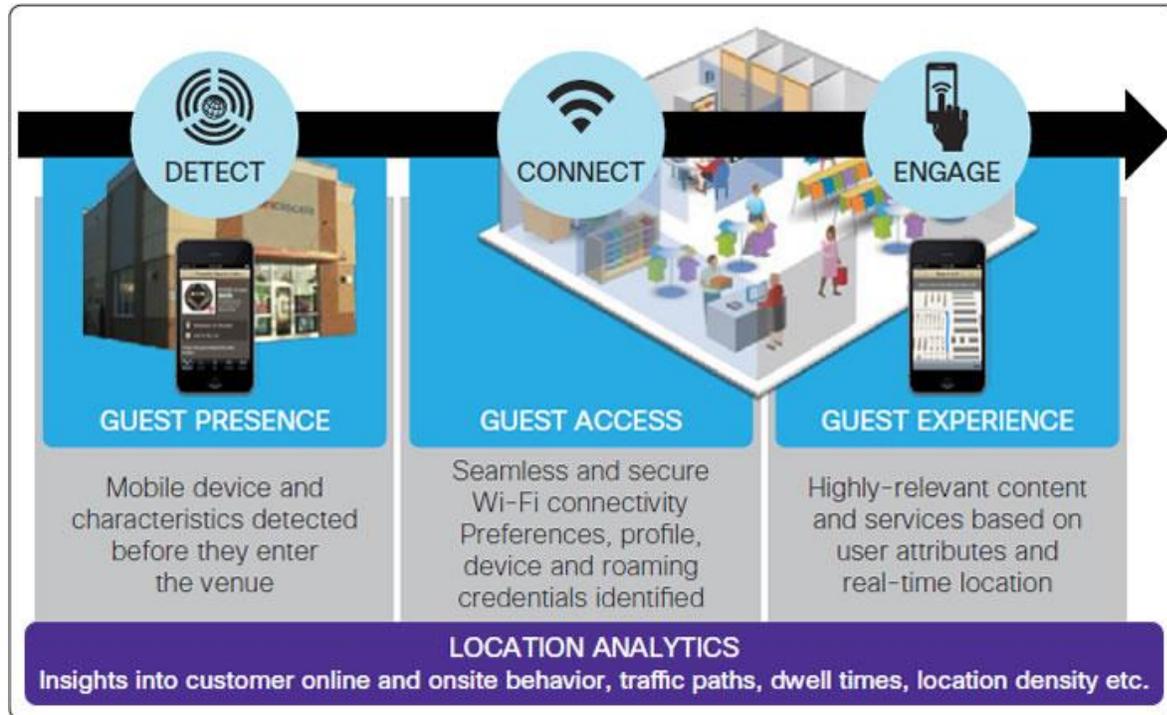
[Chat with us now](#)

Start Chat

INTERNET  
RELAY CHAT



AUGMENTED  
REALITY



**INDOOR  
POSITIONING  
TECHNOLOGY**

Set up the best possible web technology



Adopt a concierge model for the website

Students need to be able to engage in a two way dialogue on entering the e-Library

Content on the website needs to be curated and customised

WEB  
TECHNOLOGY

Communicate information  
that is in the 'immediate'



Facebook for 'what is  
happening this week'

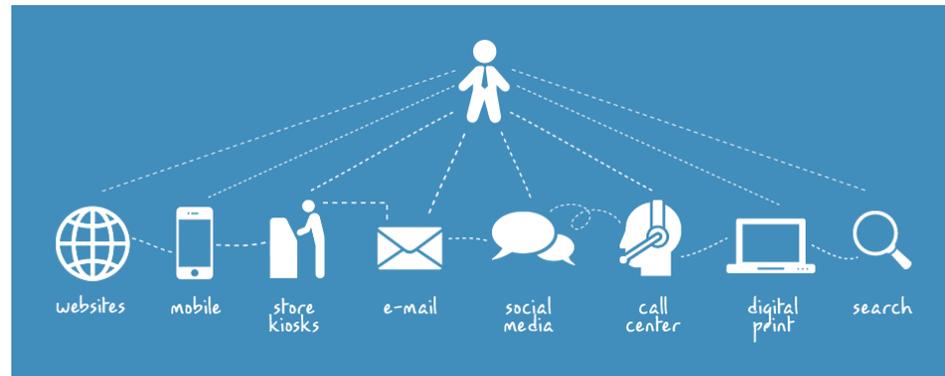
Used to meet demanding  
students looking for fast  
information with least  
amount of effort

Twitter for 'what is happening  
right now'

SOCIAL MEDIA

Redirect resources away from the physical space and towards the digital

The skill set will change



Task redesign is required

Think omni-channel

MOVING FORWARD

# THANK YOU

Slide	Reference
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5	<a href="http://asiancorrespondent.com/112946/nc-state-poole-college-of-management/nc-state-hunt-library/">http://asiancorrespondent.com/112946/nc-state-poole-college-of-management/nc-state-hunt-library/</a>
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