

Customer Service Guidelines of the National Library of Latvia

The **purpose** of the Customer Service Guidelines of the National Library of Latvia (“LNB”) (the Guidelines) is to ensure the provision of quality services, facilitate the availability of services and successful interaction between LNB customers and employees, as well as customer satisfaction with the services provided by LNB.

Within the meaning of the Guidelines, a **customer** is a natural or legal person who, either on site or remotely, uses free and/or paid services, resources and information offered by LNB, such as a reader, a visitor to events, a sightseer, a lessee of premises, a receiver of an ISBN number, a supplier of a legal deposit, a publisher, a librarian, a curator of the Competence Development Centre, a user of digital resources, a user of social networks of LNB, other institution, etc.

The Guidelines have been drafted in accordance with the *LNB Code of Ethics*¹, the *LNB Terms of Use*² and other binding regulations, as well as the *Service Manual for Public Administration Customers*³ prepared by the State Chancellery, the *Customer Service Standard Preparation Guidelines*⁴ drafted within the project of the Ministry of Environmental Protection and Regional Development *Improvement of the System of Public Services*. The Guidelines are based on the values set out in the *LNB Development Strategy 2024 – 2028*⁵ – humaneness, curiosity, professionalism and the mission – to make the education of Latvian society easy and continuous by strengthening independence and democracy in Latvia.

The Guidelines provide information about:

- the customer service principles;
- the ways to receive services and the ways to communicate;
- the principles of successful cooperation between customers and employees;
- feedback opportunities.

¹ Available at: <https://lnb.lv/about-us/>

² Available at: <https://lnb.lv/library/noteikumi/>

³ Available at: https://www.mk.gov.lv/sites/mk/files/media_file/klientu_apkalosanas_rokasgramata.pdf

⁴ Available at: https://www.varam.gov.lv/sites/varam/files/data_content/klientuapkalposanasstandarts.pdf

⁵ Available at: <https://lnb.lv/about-us/>

Customer service principles

- Each customer shall be treated equally and fairly, regardless of gender, nationality, religion, education, social origin or other aspects of the customer.
- The communication shall be based on the avoidance of bureaucratic and formal treatment; communication with the customer shall take place in a comprehensible and simple way, without using complex industry terms, but when they are used, their meaning shall be explained.
- Collaborative, respectful, welcoming, open and responsive communication; understanding of the customer's needs, accommodating attitude, interest, listening and assistance shall be provided to the customer.
- The customer is provided with the possibility to choose the most convenient way to request and receive services – either on site or remotely – according to the content and type of the service;
- LNB employees shall be competent in their field, provide advice and offer the best service to customers.
- LNB employees shall take responsibility for their work and the quality of the services they provide, and deliver on what they promise.
- LNB employees shall respect the specified deadline and inform the customer of possible problems/difficulties; shall not conceal, delay or shall carefully check information before providing it and shall not knowingly provide misleading information.
- LNB employees shall take care of the security and protection of customer information, and respect confidentiality.

Ways to receive services and ways to communicate

Services and information can be obtained on site on Mūkusalas iela 3, Riga

When serving customers on site, we are committed to:

- provide comfortable, clean, safe and well-furnished facilities, which can also be accessed by persons with special needs;
- ensure clear and understandable guidance and customer flow regulation;
- provide a clear and gracious explanation of the LNB Terms of Use;

- provide a visible employee identification card.

Services and information may be received electronically:

- by writing to e-mails: lnb@lnb.lv, klientucentrs@lnb.lv, uzzinas@lnb.lv;
- By writing to e-mails of LNB structural units – the contact details are available on the LNB website www.lnb.lv;
- by asking a question on the LNB website www.lnb.lv, in section “Ask the librarian” and in sections of LNB electronic resources, website communication sections;
- using the e-service “E-address” on the website www.latvija.lv;
- by writing in LNB social networks communication sections.

When serving customers in electronic communication, we are committed to:

- reply within one working day or send an acknowledgement of receipt of a question/letter, indicating the deadline for providing a reply, if it is not possible to provide a reply immediately;
- ensure the design of correspondence in accordance with the corporate style, specifying the institution and identifying information of the employee (LNB, employee name and/or structural unit name and contact details), and follow the business writing style.

More information about LNB's on-site and remote services and working hours can be found at www.lnb.lv.

Services and information may be received by phone:

- Office +371 67806100;
- Customer Service Centre +371 67806135, +371 25627640;
- Reference and Information Centre +371 67806110;
- LNB structural units – the contact details are available on the LNB website www.lnb.lv

When serving customers by phone, we are committed to:

- identify ourselves (institution name and/or structural unit name) at the beginning of the conversation;
- reply to a question or call back, indicating the deadline for providing a reply, if it is not possible to provide a reply immediately;

- call back if it is impossible to answer a phone call, for example, if another customer is being served at the time of the call.

When cooperating with customers, LNB employees are committed to:

- serve customers in compliance with generally accepted ethical, behavioural and cultural norms, the LNB Terms of Use and the requirements laid down in other internal regulations of the institution, the LNB Code of Ethics and these Guidelines;
- know the LNB development strategy, action directions, structure, history, services and latest news;
- perform their duties in good quality, as well as they can and use their professional knowledge and skills in the provision of services unselfishly;
- answer customers' questions in accordance with their competence and job duties, try to find a solution or, if necessary, recommend another employee, department or other institution competent in the matter and in its resolution;
- always act and make decisions within the limits of their competence;
- distance themselves from personal interests, including political and religious beliefs, so that they do not interfere with the performance of duties and be aware that it is LNB that is represented in communication with the customer;
- acknowledge and apologise for their mistakes, and act in such a way as to prevent the negative consequences of any mistakes.

The collaboration will be successful if the customer:

- reads the information about the LNB services and the LNB Terms of Use on the www.lnb.lv, assesses and chooses the most convenient way to request and receive a service;
- respects the working hours of the LNB, the LNB Terms of Use and other internal regulations of the institution, and acts in an understanding manner;
- when using paid services, consults the price list of LNB public paid services before receiving the service and pays for the service received;
- presents a personal identification document if it is necessary for the receipt of the service;
- asks questions in case of uncertainty;
- provides correct and true contact details so that he or she can be contacted by LNB staff, if necessary;

- respects generally accepted ethical, decency and cultural norms, does not disturb other customers and employees;
- treats the LNB stock with respect and care;
- does not photograph or film LNB employees and other customers without special permission and coordination with the LNB Administration;
- does not knowingly provide false or misleading information;
- informs if, due to objective circumstances, the customer needs additional assistance, such as for entering LNB premises.

Submitting feedback

Positive or negative feedback can be submitted:

- by sending a submission by post, by electronic means or by submitting it to the Customer Service Centre;
- by providing it orally by phone or in person to any LNB employee;
- by sending feedback in electronic correspondence;
- by entering making an entry in the Guest Book at the Customer Service Centre;
- by writing in LNB social networks communication sections.

When we receive feedback, we are committed to:

- examine and, as far as possible, eliminate the causes of negative feedback immediately;
- transfer it to responsible staff for follow-up, to find the necessary improvements, address the causes of justified criticism and implement suggestions.

LNB is entitled to leave the submission without examination in accordance with Section 7 of the *Law on Submissions*.⁶

LNB values customers' opinions in improving services and service quality, so we will be grateful if the customer:

- provides justified feedback on LNB services and the customer service process;
- participates in LNB surveys and assesses the quality of services.

⁶ Law on Submissions. Latvijas Vēstnesis, 164, 11.10.2007. Available at: <https://law.lv/ta/id/164501>

