

Champaign Public Library increases community engagement with a user-friendly app from Communico.

SITUATION



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SOLUTION



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Champaign Public Library in Illinois serves as a vibrant community center that strives to provide its patrons with all of the materials they need. The library wants to be flexible and reflect current trends and customer demands. One way to achieve this goal is by making a modern, branded app for customers.

“We outgrew our first app and felt it was time to see what else was out there,” said Amy Al-Shabibi, the library’s Technology Manager. “We reviewed options available for libraries and felt that Communico was a good fit for our organization.”

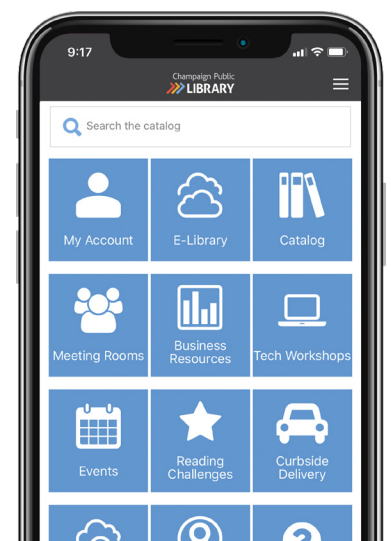
To be able to connect with customers via technology has always been imperative. “We need to be able meet you where you are as opposed to you meeting us where we are,” said Amy, and to do that, the library app needed to be something that would provide a seamless experience for their customers. “To be able to access the library from wherever you are, be able to interact with the library, interact with your account—you just tap and go.”

The library partnered with Communico to create an easy-to-use app that provides real-time information. “It makes it easier for the customer to get the information they need quickly and efficiently,” said Amy.

Library customers can access their accounts and search the catalog, as well as view workshops and the library’s event calendar. They can also reserve study/meeting rooms. The design and ease of use makes the app a hit with customers.

“I think the number one comment I’ve heard is that the design is easy to use. It’s intuitive,” said Amy. “You can do what you need to do easily and without confusion, and that really is a benefit.”

Amy also noted the positive experience of working with Communico. “They’re very responsive to questions and have implemented some of our on-the-fly ideas, which we appreciate,” she said.



“It is a joy to work with Communico, it really is. They’re very responsive. They listen to you. They come up with solutions.”

COVID-19 RESPONSE SPOTLIGHT

The COVID-19 pandemic prompted the Champaign Public Library to expand their existing curbside delivery service. The library asked Communico to create a Curbside Pickup button for the app that would automatically call the library's number. "We worked through the details and it was done just like that," said Amy. Shortly afterwards, Champaign became early adopters of Communico's new curbside pickup module and updated the app to make it easy for patrons to book appointments from their phones.

RESULTS

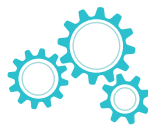
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USER-FRIENDLY INTERFACE



"The Communico interface is intuitive and easy to use," said Amy. "Staff don't need to explain the interface, it's really easy to work with."

IMPROVED MARKETING



The Champaign Public Library app is more than a catalog and events calendar—it's also a valuable promotional tool that helps the library market itself impactfully to its users. "It does a good job of being a marketing tool," said Amy. "We asked Communico for a spot at the top of the app for promotions. We use that space to post announcements and promote events."

INCREASED ENGAGEMENT



Amy believes that the app has increased engagement among customers. "I think one of the first things people do when they move here is look for the library and download the app," she said.

SAVED TIME



The Communico app's intuitive interface has limited customer questions and frustrations and staff training sessions, freeing the library staff to address other tasks. "We've saved time, and we've made people happy," said Amy. "It just works."

RESPONSIVE COMMUNICATION



"We've been able to use the product and tweak it or ask for additional features," said Amy. "Then someone circles back and says, 'Hey, you know that feature you asked for? It's available now.' That level of responsiveness has been absolutely fabulous."