

LIBRARY PROFILE



Software
Symphony

Phone System
City Hosted VoIP

Scope
Full Inbound Support
and Live Chat



“There are patrons who prefer to call, patrons who prefer to chat online, and patrons who prefer to interact in person. Partnering with Unique has allowed us to extend the quality and quantity of service that we provide to each of these distinct populations.”

Elizabeth Chase
Special Projects Manager

Frisco Public Library (FPL) is a single-location library serving a burgeoning suburb of Dallas, Texas, circulating around 2 million physical items and 1 million website pageviews annually.



**Single
Location**



**2M Annual
Circulation**



**1M Annual
Pageviews**

FPL forwards all phone calls to Unique (approximately 1,100 calls per month on average), with UIC resolving about 75% of those directly without passing the call back to the library. Calls average 2 min 18 secs in duration with a 4 second average speed to answer.

1,100

Calls Per
Month

2m18s

Avg Call
Time

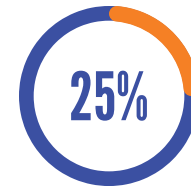
4sec

Avg Speed
To Answer

FPL later added Unique’s live chat service, which had the effect of reducing incoming call traffic by 10% and incoming customer emails through the library website by 25%.



**Reduction in
Call Traffic**



**Reduction in
Email Questions**

Unique has made it possible for FPL to offer additional channels of service (phone and chat handled by Unique in addition to the email and in-person interactions handled by library staff) to meet the preferences of different patrons, and to provide service coverage beyond library business hours, so that patrons can interact with the library in their time and in their preferred way.