



Self-Service and RFID Make the Grade, According to Library Customer Survey

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White Bear Lake, MN – Nov. 17, 2008 – Salt Lake County Library Services in Utah recently learned that its customers like self-service and especially, RFID-based self-service.

Salt Lake County Library Services (SLCLS) has 18 public service libraries. In 2004, under the leadership of SLCLS Associate Director of Technology Gretchen Freeman, one library became a pilot site for the use of RFID technology. The pilot site results proved that RFID would simplify self-checkout, reduce staff material handling, strengthen security, and improve inventory processing for SLCLS.

After a formal RFP process, SLCLS contracted with Tech Logic to implement RFID technology and RFID-based self-service in its libraries. Today, nine libraries are fully converted from barcodes to RFID tags.

This month, SLCLS surveyed 625 customers who were exiting from the system's 18 libraries, testing for satisfaction with self-service checkout and other services.

Self-Checkout Graded A and B

Ninety-five percent of the library customers surveyed rated the self-checkout systems with an A or B (satisfied or very satisfied), with 78 percent of 623 customer giving the system an A rating. (Customers were also given the opportunity to apply C or D ratings.)

Both self-checkout and RFID received kudos, Ms. Freeman said: "Since we have customers using more than one library (and, therefore, both RFID and barcode technology), they tell us they prefer RFID self-checkout as more efficient and streamlined. When you consider that we'll circulate 70 to 90 percent of almost 14 million items this year through self checkout, it's great news that our customers are satisfied with the product and process."

About Tech Logic Corporation

Tech Logic designs, manufactures, and installs innovative book drops, automated conveyor delivery systems, inter-library distribution systems, and RFID and barcode check-in and self-checkout systems. The company's material handling systems have revolutionized the way materials move throughout a library and its branches. For more information, contact Gary W. Kirk at gwkirk@tech-logic.com, call 800.494. 9330, or visit www.tech-logic.com.

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