

For Immediate Release

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Mansfield/Richland County Public Library implements Patron Point™

Seeks to create an innovative customer communications experience

Dublin, OH - August 2, 2018 - Patron Point is announcing today that the Mansfield/Richland County Public Library of Ohio has implemented its patron relationship management platform, Patron Point™.

"We're always looking for ways to improve our communications," states Chris May, Director of the Mansfield/Richland County Public Library. "More importantly, we were looking for a platform that would encourage innovation and create a positive ripple effect on how we serve our customers."

Ted Fons, Partner at Patron Point agreed, "The staff at MRCPL were quick to see all that Patron Point can offer. They saw the opportunity for the library to present its services in new and creative ways".

May concludes, "Patron Point gives us tools to engage seamlessly and effectively with our customers, in a very cost-effective package."

Patron Point is a totally new patron relationship management system that delivers an enhanced level of library marketing capability. With Patron Point, libraries can produce personalized email and web communications that attract and more fully engage the patron. Libraries can benefit immediately from a foundation of Proven Programs™ or create their own workflows that are customized to their unique user communities and needs.

With Patron Point, a library can:

- Grow collection use, program attendance, and volunteer participation;
- Drive a more personalized digital patron experience;
- Evolve and better target library's offerings; and
- Make its marketing more engaging and cost-effective.

For more information on Patron Point, see our [website](#) or download the [Patron Point Brochure \(low res\)](#).

About the Mansfield/Richland County Public Library

The Mansfield/Richland County Public Library (www.mrcpl.org) (MRCPL), with nine locations and First Call 211, are centers for activity and information for residents and visitors in Richland County. MRCPL provides an environment that encourages lifelong learning, personal growth, discussion, engagement, and interaction. We value accessibility, collaboration, vision, imagination, and customer-focus; our vision is to be the leader in creating endless possibilities in Richland County.

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