

For Immediate Release

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Kitchener Public Library Takes Major Step in Library Marketing with Patron Point™

Kitchener/Waterloo ILS RFP Establishes First Set of Functional Requirements for Marketing and Customer Engagement; Selects Patron Point after multi-vendor review.

Dublin, OH - January 25, 2018 -The Kitchener Public Library (KPL), Kitchener, Ontario, Canada, has selected its marketing platform, Patron Point™ after conducting a multi-vendor Integrated Library System (ILS) procurement process. This process, for the first time, established requirements specific to library marketing technology functionality as a significant element of the procurement.

“With so much changing in the ILS market, staff felt it was time to review library automation technology options” says KPL Chief Executive Officer, Mary Chevreau. “However, it was important that we used this opportunity to look beyond the standard ILS functionality and determine how we might move forward with the modern marketing technology necessary to attract and more fully engage our patrons.”

Detailed Functional Requirements for a Patron Relationship Management System

Commonly referred to as Patron Relationship Management or “CRM for Libraries” functionality, the Kitchener/Waterloo RFP included an entire section dedicated to functionality that drives Marketing and Customer Impact and Engagement. The section listed over 80 detailed requirements covering all facets of Patron Relationship Management such as: List Management/Segmentation and Persona Tracking; Content Creation, Tracking and Management; Visitor/Patron Nurturing and Engagement; System Integration/Functionality; and Adherence to Anti-SPAM and Privacy Legislation. The RFP specified functionality found in modern marketing platforms as well as requirements unique to library needs. These included items such as ILS patron data integration, monitoring patron activity levels (checkouts, program attendance), renewal dates, etc. It also specified requirements unique to the shared system environment that supports the operations of both Kitchener and Waterloo public libraries.

A critical business requirement of the RFP was that companies participating in the procurement were free to propose either a complete offering, partner with other companies, or address specific module(s) functionality. “We wanted to give vendors the flexibility to submit their strongest proposal” continued Chevreau, “This gave our selection committee a unique opportunity to not only see the current state of library automation, but also get a sense of each vendor’s future strategy.”

For more information on the RFP, please contact Lesa Balch, KPL’s Director, Technologies and Content at 519.743.0271 x231 or Lesa.Balch@kpl.org.

Patron Point was offered as the marketing partner with all of the finalist ILS vendors. In addition, Patron Point submitted a separate stand-alone proposal addressing the Marketing and Customer Engagement module functionality. After careful evaluation of multiple proposal and demonstrations, the Library selection committee determined that Patron Point provided the most complete and cost-effective solution to achieving its vision. And, while the joint Kitchener/Waterloo ILS review is still underway, KPL decided to move forward with the Patron Point implementation.

“We were pleased that Patron Point was able to meet many of the requirements of a marketing automation platform while at the same time providing functionality that is unique to libraries,” states Gene Shimshock, Partner at Third Chapter Partners.

Chevreau concludes, “What was more important to our library was that Patron Point’s vision most closely aligned with ours and we look forward to partnering with them to produce a more engaging and personalized approach to library marketing.”

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 and develop their own workflows that are customized to their unique user communities and needs.

With Patron Point, a library can:

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

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

About the Kitchener Public Library

The Kitchener Public Library (www.kpl.org) serves the citizens of the City of Kitchener, Ontario, Canada and the surrounding region. Its five libraries; a large Central Library in the downtown core and four community libraries received over 1.2 million visits. Its 100,000+ cardholders generated over 1.5 million visits to its website and a circulation over 2.5 million. The Library is in a significant growth period with over 20% new cardholder growth in 2017. The Library welcomes its community to engaging spaces where people connect, ideas flourish, and lives are transformed.

Trademarks

Patron Point™ is a product and trademark of [Third Chapter Partners](#), LLC.

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