

# C3

## A BETTER WAY TO BROWSE

Innovation that supports our efforts to improve operational efficiency and increase customer satisfaction



MARKHAM PUBLIC LIBRARY

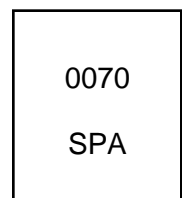
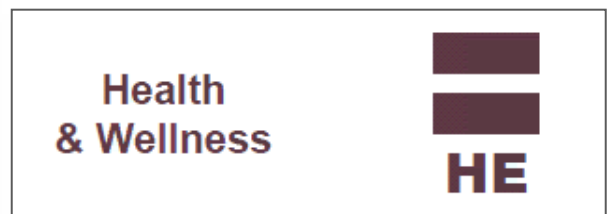
## WHAT IS CUSTOMER CENTRED CLASSIFICATION (C3)?

C3 is an innovative library classification system designed from a customer perspective. It replaces traditional classification systems such as Dewey and Library of Congress. C3 makes nonfiction library collections more accessible to library customers by providing simplicity, browsability and specificity all in one package. In addition to the benefits for the end-user, C3 has been developed to support efficient and effective library operations by improving material flow, containing staff costs and allowing the library to improve merchandising and ultimately use of its nonfiction collections.

## HOW C3 WORKS

C3 divides nonfiction collections into broad customer-friendly categories. Each category is further divided into related sub-categories which are assigned unique 4 digit numbers.

For example, books or DVDs on yoga are found in the Health and Wellness category. Yoga has a subcategory number of 0070. An item catalogued using C3 receives two labels, a colour-coded category label and a spine label listing the 4-digit call number and cutter.



C3 is however more than just a numbering system, it is part of a package designed to assist with promoting and merchandising the library's nonfiction collections through the use of banner signage and colour-coded category spine labels.

## WHY C3 WORKS

### **C3 is easier and more intuitive to use**

C3 is a strategy that balances different ways of finding things. Whether you're looking for a specific item or just want to find and browse a subject category that you're interested in – C3 is designed to make it easy. For example, if you're looking for a specific cookbook like *The Barefoot Contessa: Back to Basics*, C3 gives you a specific shelf location in the Food & Drink category – 4040 GAR. If, on the other hand, you just want to browse the cookbook section, the Food & Drink section is easy to find through big clear signage. By making it easier to browse and easier to find specific items, C3 changes the way that customers experience and view libraries, making the library as easy and as browsing-friendly as a bookstore.

### **C3 makes material-handling more efficient**

Every day, thousands of items flow through our library branches – items get checked out, items get checked in, sorted onto bookcarts and re-shelved ready for the next customer to borrow. That means thousands of material-handling steps. The shorter and simpler number strings of C3 speed up material flow -- sorting, shelving and retrieving. This efficiency strategy helps us to contain staffing costs to keep pace with and manage growth in circulation.



### **C3 increases collection turnover**

Faster behind-the-scenes material handling and sorting moves returned items out of the workroom and onto the shelves more quickly. This faster turnaround, along with C3 four-digit numbering and merchandizing in customer-friendly categories, makes library materials more accessible to customers, and improves our collection turnover (annual circulation per item). This allows for more efficient use of our collections budgets, ensuring that materials purchased circulate more often.

## **Customer Kudos for C3**

- *The sections are well labeled and obvious – you know exactly where to look.*
- *It's faster to find what I'm looking for.*
- *I like the combination of bookstore categories and call numbers.*

## **Awards**

2009 Minister's Award for Innovation

*Awarded by the Ontario Ministry of Tourism and Culture for innovation in public library service.*

2010 Peter J. Marshall Municipal Innovation Award

*Awarded by the Association of Municipalities of Ontario, recognizing innovative approaches to the delivery of municipal services*

## **Contact**

Would you like more information about how you can incorporate C3 into your library?

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