What is LibCRM?

LibCRM is a Customer Relationship Management platform built for the specific needs of libraries with built-in flexibility to account for your unique customer data. It’s the system of record for Outreach, Liaison, and Development Librarians. View relationships. Store notes and docs. Record interactions. Easily.

LibCRM – How Does It Work?

- **Customizable Fields:** Define demographics by specifying groups with which you interact. Students? Faculty? Young Adults? Seniors? Add organizations or departments. Vendors? Academic Advising? City Council? Include them!

- **Define Interaction Types:** Account for everything: email, face-to-face, phone, postal mail, conference, event, online chat. Add all the ways you connect.

- **Custom Social Profiles:** Why try to remember? Add Facebook profiles, Twitter, ORCID ID, Mendeley, institution profiles, etc. for each person and organization. Comparing channels helps your librarians target social media management for maximum reach & engagement.

- **Integration with Springshare Tools:** Integrate LibCRM with your other Springshare tools so that patron activity within LibGuides, LibCal, LibAnswers, E-Reserves and LibWizard is automatically recorded. Get that big picture look!

LibCRM – Benefits

- **Manage and Maintain:** Handle outreach and liaison activities in one centralized place, which can help you identify gaps in your outreach efforts.

- **Knowledge:** Offer a superior customer experience by gaining a better understanding of your users and their needs.

- **Unified View:** View contact details and relevant interaction info in one place. Enjoy a holistic view of the depth and the quality of your relationship and interactions.

- **Project Management:** LibCRM has Project & Task Management functionality built-in. Administrators can create projects and assign tasks to individual librarians with deadlines. Everyone can follow the progress of and collaborate on the library’s efforts.

- **Reports:** LibCRM offers extensive reporting options on your demographics, interaction types, and projects/tasks designed to help you examine librarian activity to demonstrate value and contributions.

- **Store Notes & Documentation:** Store all your pertinent documents and keep helpful notes related to your users and organizations all in one place, well organized, and available to all authorized LibCRM accounts.