



CUSTOMER STORY | PUBLIC LIBRARY

Lexington Public Library

THE SITUATION

The mission of the Lexington Public Library is to connect people, inspire ideas, and transform lives. For Bobby Webb, this mission is achieved by selecting high-quality, high-usage digital resources.



“It is vital for a public library to have a robust online presence, especially in a digitally-literate community like Lexington ...Digital resources empower our customers to utilize the Library at a time and place that best meets their needs.”



Bobby Webb
Virtual Branch Manager
Lexington Public Library
Lexington, KY

Webb is responsible for overseeing digital resources for Fayette County and the greater Central Kentucky area.

THE CHALLENGE

Serving the demand of a population of over 300,000 is not easy — or cost-effective — when many language resources lack shelf-life and multi-user access.

Webb’s search for a low-maintenance, highly engaging language-learning resource that delivered a diverse, accessible, and consistently updated language selection needed to check the right boxes.

THE FIX

Though other language software vendors have approached Webb and his team, Mango’s cloud-based accessibility, relevant content, and promotional materials have allowed Lexington Public Library to succeed in offering an in-demand language-learning resource to the community.

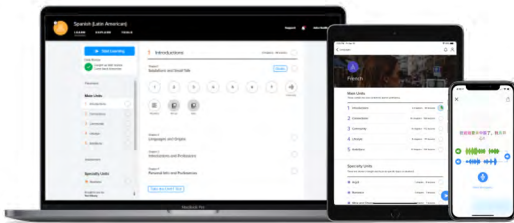
“Mango ...checks all of the boxes by offering a wide variety of language options (including courses for ESL learners), actively updating the content, and making it available to the entire community at the time and point of need.”

THE “MANGO TOUCH”

When our Account Manager visited Lexington recently, I asked if she would bring some items with her. She surprised me with an assortment, including water bottles, bags, earbuds, and posters. We were able to distribute those items to teachers in our local schools and many of our customers. That is a perfect example of the “Mango touch.” She frequently offers assistance and asks how Mango can best support our efforts.

The Mango team is a true partner in the product’s success in our community. Nothing ever seems difficult when it comes to Mango. The quality of the service itself and the support are excellent. Plus, everyone is so friendly!

*Bobby Webb, Virtual Branch Manager
Lexington Public Library*



Mango Languages has been the premier language-learning resource for Lexington Public Library for many years. Webb, noted Mango’s ‘all-around quality and polish.’ The engaging and age-friendly user experience, and uniquely attentive support team have kept Lexington Public Library on the map and confident in their partnership with Mango.

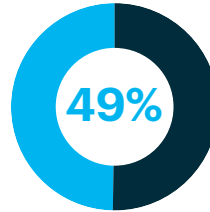
THE RESULTS/OUTCOME

“My favorite scenario is when someone becomes a new library cardholder specifically because they want to use Mango.”

Webb concludes from these interactions that Lexington Public Library has succeeded in meeting the moment through effective marketing, inviting community members to use the library for the first time.

Additionally, learning another language can be intimidating. Mango focuses on foundational language skills, which Webb has found to keep patrons interested and motivated.

“Mango was one of the first vendors to offer a robust mobile app that mirrored the user experience of the desktop product. Mobile accounts for over half of our Mango usage each month – that is exactly what I mean when I talk about meeting our customers on their terms.”



49% of Lexington’s 9,110 Mango sessions took place on mobile devices

Nov. 1, 2019 - October 31, 2020

While Spanish and French were clear front-runners, German, Japanese, Italian, Mandarin Chinese, Korean, Russian, Hindi, and Portuguese courses also had significant usage by Lexington Public Library cardholders.

Webb’s advice to his peers who are weighing their options in search of a language-learning resource for their community:

“Hands-on experience with all services being considered and selecting the product they believe their customers will actually use. We have never regretted our choice as a Mango subscriber.”

SHARE YOUR MANGO STORY

Have a story of your own or interested in Mango for your community?

Let us know here and we’ll be in touch!
stories@mangolanguages.com ■

**LANGUAGE IS
AN ADVENTURE**



MANGO

On a mission to inspire curious people to forge deeper connections and meaningful interactions, Mango is the only award winning, adaptive language-learning system powered by proven methodologies. We present language-specific learning content designed to establish retention and rapidly build conversation skills. We believe language is so much more than words and memorization, Language is an Adventure. Learn more at mangolanguages.com

mangolanguages.com | (248) 254-7450

