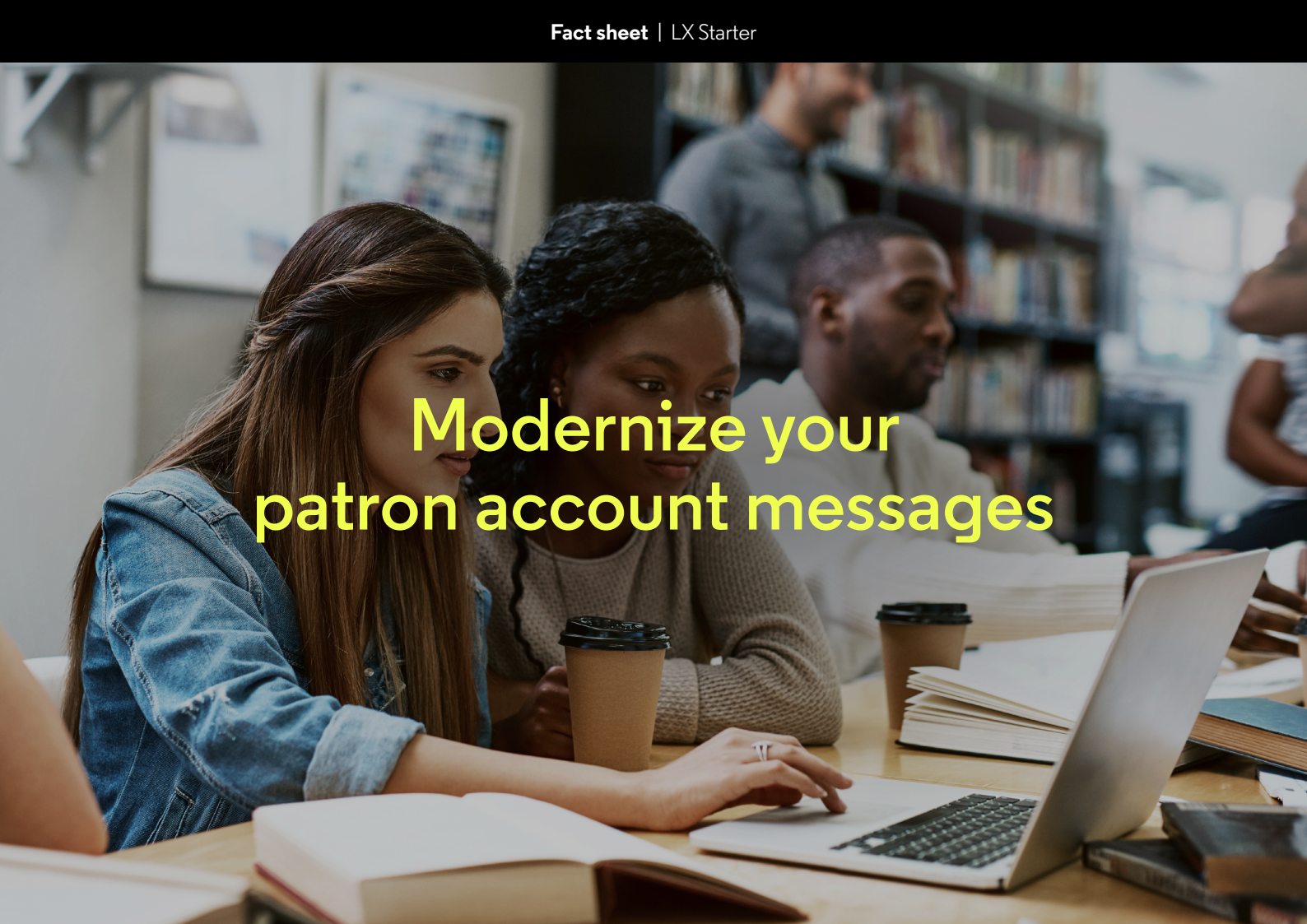




Modernize your patron account messages

As we re-imagine how all users—library staff, patrons, donors, and community members — experience the library, we're also rethinking classic ILS functionality.

The Library Experience (LX) Starter suite offers a modern interface to easily send dynamic and exciting email circulation notices and other patron messages for account registration, renewal, and anniversaries. We have seen that this critical ILS functionality works best in an integrated ILS ecosystem.

LX Starter is now available for all Sierra and Polaris libraries, and is also available with the purchase of any Vega Library Experience (LX) module.

A better staff experience:

Library staff will have an online portal where they can manage patron messaging and view patron records in the same place.



Web-based admin

A streamlined interface where staff can set up notices and journeys, edit emails, view patron records, and review email metrics. This user login integrates with other Vega modules.



ILS Integration: Extended view of patron record

With a two-way sync between the ILS and LX Starter, library staff can ensure patron records and email messages stay up-to-date with email address changes and updates to contact information.

What you get

LX Starter helps you re-imagine traditional patron engagement features by bringing modern updates to important ILS functionality: patron messaging. LX Starter includes:

- **Re-designed ILS notices:**
LX Starter provides libraries with professionally-designed, modern email templates for patron notices. Staff can add library branding to the templates and select which notices to enable. LX Starter supports existing ILS rules for notices then batches and sends those emails. Sierra and Polaris libraries will have the same notices they have today in their existing ILS.
- **Free image library:**
LX Starter gives you access to over 4 million high-resolution images, that are licensed to be used freely in your emails.
- **Cover images:**
Libraries using LX Starter will have access to Syndetics cover images for email notices.
- **Automated bounceback handling and workflows:**
Protect your sender reputation. If an email bounces, LX Starter will stop sending emails to that address until the contact information is updated. Email address information is synced between the ILS and LX Starter.
- **Engagement metrics:**
View engagement data for email opens and clicks by notice, journey, and by individual contact. Evaluate successful messaging and use the data to increase engagement.
- **Patron journeys for email:**
A patron journey is an email or a series of emails scheduled to send automatically in response to specific patron information. They provide a personalized communications experience for patrons while requiring minimal time and effort from library staff. LX Starter includes three patron journeys:
 - **Welcome journey:**
Welcome new patrons through a series of emails introducing them to library resources and services. Maximum of 3 emails in the journey.
 - **Renewal reminder journey:**
Based on information in the patron profile, this automated email lets a patron know when their library card is close to expiring. Maximum of 3 emails in the journey.
 - **Anniversary journey:**
Based on information in the patron profile, this automated email will engage a patron on the anniversary of their registration, giving the library an annual touch point. Maximum of 1 email in the journey.