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Internal Customer Service Assessment of Cataloging, Acquisitions, and Library Systems

Kate Latal, Rebecca L. Mugridge, Nancy Poehlmann, and
Wendy West

SUNYLA

June 4, 2015

University at Albany Libraries

- * 12,950 undergraduate students
- * 4,650 graduate students
- * Technical Services and Library Systems supports three libraries on two campuses:
 - * University Library (Uptown campus)
 - * Science Library (Uptown campus)
 - * Dewey Graduate Library (Downtown campus)

Technical Services and Library Systems Division

- * Acquisitions Services
- * Catalog Management Services
- * Cataloging Services
- * Library Systems

Customer service survey goals

- * Gauge overall satisfaction with Division and Department customer service
- * Identify areas for process improvement

Additional benefits

- * Learn new information
- * Corroborate perceptions
- * Improve communication with customers
- * Improve ongoing customer relations
- * Support change, funding requests, and further assessment efforts
- * Identify service gaps

Who are our customers?

- * External:

- * Faculty

- * Staff

- * Students

- * Local residents

- * Internal

- * All library employees, *including everyone in the Division: we're all customers of each other*

Some research on internal customers

- * A positive organizational climate correlates with customer perception of service quality (Jia and Reich)
- * Superior service organizations survey and track internal customer service (Seibert and Lingle)
- * Companies that rate highly in internal customer service are more likely to be industry leaders on key metrics like financial results, productivity, customer satisfaction and quality (Seibert and Schiemann)

Potential concerns

- * Will the survey be anonymous?
- * What information will be shared?
- * Will the survey be submitted for IRB approval?
- * What information will be published?

Survey design

- * Introduction, including goals for conducting survey
- * Five pages; one for each department and one general
- * Department mission, name of department head
- * Likert scale rating department on 12 factors
- * Other common questions: communication, comfort in asking questions, suggestions for improvement or other feedback
- * Questions pertinent to specific departments

General questions

- * Are you able to find specific staff offices in Technical Services and Library Systems (Rooms B34-B35)?
- * If you found any of the questions confusing or unclear, please explain here:
- * If there are questions that we should be asking but which are not on the survey please list them here:

Planning

- * May 2014: Discussed at Department Heads meeting
- * June 2014: Discussed at Division meeting; shared draft
- * July 2014: Shared draft with Library Administration
- * August 2014: Submitted IRB application
- * September 5, 2014: Received IRB approval
- * September 12, 2014: Survey deployed
- * October 6, 2014: Survey closed with 52 completed

Results

- * 50% response rate
- * In most cases, responses indicated 80% or higher satisfaction with our services (Likert scale)
- * Department heads will be working with the survey results to identify areas that need attention or further investigation

New information

- * People don't always know who we are
- * Our documentation is sometimes hard to find
- * Sometimes people aren't comfortable asking for help
- * Sometimes we're perceived as unapproachable
- * Not everyone was aware that we had significantly shrunk the cataloging backlog

Corroboration of anecdotal reports

- * People are happy that we're now batchloading cataloging records into Minerva (both ad hoc and for e-journals)
- * No one likes paper forms
- * Our processes are perceived by some as inefficient
- * Many don't understand the difference between Cataloging Services and Catalog Management Services
- * Our help ticketing system (Footprints) needs work

Improve communication with customers

- * We received a lot of positive feedback about doing the survey
- * Many thought such a survey could be useful to other library departments
- * By conducting the survey and following up on the feedback received, we hope that our customers understand that we are open to feedback and we will address issues and concerns

Customer relations

- * Sharing results with each Division of the library
- * Departments are continuing to mine the survey for process improvement suggestions and other feedback
- * May follow up with further assessment efforts (e.g., focus groups on a specific topic)
- * Future customer service surveys (perhaps biannual?)
- * We are always open to feedback or suggestions

Support change, funding requests, or further assessment efforts

- * Look at how we can streamline procedures
- * Seek funding to purchase MARC records for electronic or microform collections
- * Focus groups to assess specific areas (Footprints?)

Identify service gaps

- * Improve our reporting on Division activities
- * Identify un- or under-cataloged collections
- * Create maps for our Division offices

Additional feedback

- * Our area is a maze to some staff outside the Division
- * It would have been good to have a “somewhat satisfied” option
- * Some organizational climate issues were raised

Themes

- * We could do a little better on:
 - * Efficiency
 - * Communication
 - * Procedures and documentation
 - * Follow through

Reactions from division staff

- * Enthusiasm about doing the survey
- * Surprise about some of the results
- * Determination to address issues that were raised

Actions taken in response to the survey

- * Work within the department to identify actions to be taken; record ideas
- * Develop a plan; set priorities
- * Review of workflows, e.g., electronic resources workflow
- * Implementation of online order form for e-resources
- * Developing maps for Division offices
- * Moving most of our web content to public sites

Next steps

- * Departments will continue to work with survey results to identify areas for improvement
- * Department Heads will prioritize areas for improvement, consulting with appropriate stakeholders
- * Identify areas that need further assessment
- * Improve communication (e.g., Division newsletter with project and other updates)
- * Consider hosting a Division Open House

Conclusion

- * Customer service assessment was worthwhile for us, met our goals, and provided numerous benefits
- * We plan to repeat the survey every 2-3 years
- * Survey instrument is available at:
http://scholarsarchive.library.albany.edu/ulib_fac_scholar/35/ . Feel free to use or modify!
- * Share your experiences through publication or presentation

Questions?

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Citations

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