Measurement of best practice and service quality

Julie Hart
Outline

• Background and context at Aberystwyth

• Dimensions of Service Quality

• Methods of measuring best practice and service quality

• Best practice and service quality measurement application at Aberystwyth
Aberystwyth located in mid Wales on the coast
• 1872 Aberystwyth University opens
• 2013
  • 12,000 students
  • 17 Academic Departments

• Information Services converged Library and IT services
  • Three libraries
  • 600,000 print volumes
  • 37,000 e-journals
Dimensions of Service Quality

Berry, Zeithaml and Parasuraman (1985)

- Reliability
- Responsiveness
- Competence
- Access
- Courtesy
- Communication
- Credibility
- Security
- Understanding the customer
- Tangibles
RATER

- **Reliability** – We deliver the service as promised, getting it right the first time.
- **Assurance** – Knowledge and courtesy of staff and their ability to inspire trust and confidence.
- **Tangibles** – The quality of our buildings, equipment, facilities and resources are evident.
- **Empathy** – Caring about our customers and providing individualised attention to their needs.
- **Responsiveness** – Willing to deliver services and do so in a timely manner.
ServQual

Source: Zeithaml, Parasuraman & Berry, Delivering Quality Service
22 survey questions across three dimension

- Information control
- Library as place
- Affect of service

Users indicate their minimum service level, desired service level and perceived service performance
Information Services User Survey

- Run annually since 2001
- Use Bristol Online Surveys tool
- Survey in Welsh and English
- Mixture of Library and IT related questions
- Number of questions have been reduced since 2010
- Questions rate how satisfied with a service and level of importance of the service
14. Please tell us how satisfied you are with the following and how important they are to you.

- Library spaces and furniture
- Quiet study space
- Group study space
- Noise levels

<table>
<thead>
<tr>
<th>Importance</th>
<th>Satisfaction</th>
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<tr>
<td>4</td>
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<tr>
<td>3.5</td>
<td>3.5</td>
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Gap between satisfaction and importance of library opening hours
Dealing with noise

• Zoning in the library
  • Two zones: one for quiet study and one for group study
• Electronic Ear

• Poster and flyer campaign
• Bookmarks on desks with zoning and rule information
• Lots of Shushing
You Asked for...

**Cheaper Printing**
We now supply one of the cheapest university student print services in the UK.

**More New Books**
We extended the More Books initiative allowing you to order the books you need, so far we have ordered over £7700 worth of Books.

**More e-books**
We added over 80,000 e-books to the collection via ebrary.

**New Computers**
We replaced and modernised all of the computers in the public computer rooms.

**More Computers**
We added a further 100 public computers across campus.

**More Core Text Books**
We introduced a Multiple Copies Fund so that more copies of core texts are on the shelves.

**Better Wi-fi**
We undertook a major expansion of the University’s Wi-Fi network improving coverage across student halls and academic buildings.

**Longer opening hours**
We increased the opening hours in the Thomas Parry Library and extended hours at key times in both the Hugh Owen and Thomas Parry Libraries.

**Inter-site Loans**
We now offer an inter-site loan service between all our libraries so you can request items from any library.

**Easier printing**
We introduced a follow-me print solution so you can print from anywhere campus/halls/home and collect your printing from ANY printer on campus.

**Group study spaces**
We created new designated Group Study Areas in the Hugh Owen and Thomas Parry Libraries.

We Gave You...
• Comments, complaints and compliment slips.
• Suggestion harvest for a specific issue.
• Focus groups for a specific issue.
• I.S Instant Chat
• National Student Satisfaction Survey.
  • Q16: The library resources and services are good enough for my needs.
  • Q17: I have been able to access general IT resources when I needed to.
Key Performance Indicators and Benchmarking

• Annual statistical return. Collected nationally by the Society of College, National and University Libraries (SCONUL)

• Journal Usage Statistics Portal (JUSP)
# Library Key Performance Indicators

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<th>2011-2012</th>
<th>ABER</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>F</th>
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<tbody>
<tr>
<td>Total FTE Users</td>
<td>11,483</td>
<td>13,197</td>
<td>15,500</td>
<td>14,008</td>
<td>14,952</td>
<td>16,098</td>
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<tr>
<td>FTE Students</td>
<td>9,551</td>
<td>10,334</td>
<td>12,978</td>
<td>11,443</td>
<td>11,997</td>
<td>13,103</td>
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<td>Annual visits</td>
<td>691,698</td>
<td>583,538</td>
<td>1,147,085</td>
<td>836,113</td>
<td>1,028,621</td>
<td>936,163</td>
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<tr>
<td>Visits per FTE user</td>
<td>60</td>
<td>44</td>
<td>74</td>
<td>60</td>
<td>69</td>
<td>58</td>
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<tr>
<td>Annual loans (inc. equipment loans)</td>
<td>458,246</td>
<td>345,335</td>
<td>670,989</td>
<td>463,288</td>
<td>531,601</td>
<td>796,504</td>
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<tr>
<td>Loans per FTE student</td>
<td>48</td>
<td>33</td>
<td>52</td>
<td>40</td>
<td>44</td>
<td>61</td>
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<tr>
<td>E-journal full text downloads</td>
<td>*847,443</td>
<td>987,931</td>
<td>1,992,557</td>
<td>2,316,863</td>
<td>1,105,831</td>
<td>1,743,675</td>
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<tr>
<td>FT downloads per FTE Student</td>
<td>74</td>
<td>75</td>
<td>128</td>
<td>165</td>
<td>74</td>
<td>118</td>
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<tr>
<td>Number of Active borrowers</td>
<td>8,674</td>
<td>11,776</td>
<td>10,528</td>
<td>12,391</td>
<td>13,818</td>
<td>13,432</td>
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<tr>
<td>Average number of users in the library</td>
<td>343</td>
<td>300</td>
<td>747</td>
<td>446</td>
<td>614</td>
<td>383</td>
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<tr>
<td>Average number of enquiries informational and directional during sample weeks</td>
<td>1,295</td>
<td>1,335</td>
<td>391</td>
<td>1,345</td>
<td>1,670</td>
<td>1,224</td>
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<tr>
<td>Average number of IT related enquiries during sample weeks</td>
<td>786</td>
<td>895</td>
<td>90</td>
<td>326</td>
<td>130</td>
<td>126</td>
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<tr>
<td>Staff hours spent training</td>
<td>259</td>
<td>1,007</td>
<td>572</td>
<td>858</td>
<td>978</td>
<td>1,139</td>
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<td>Book expenditure</td>
<td>£137,609</td>
<td>£193,838</td>
<td>£138,514</td>
<td>£264,473</td>
<td>£220,631</td>
<td>£419,136</td>
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<td>All serials expenditure</td>
<td>£1,068,201</td>
<td>£1,298,480</td>
<td>£2,281,729</td>
<td>£1,813,606</td>
<td>£1,264,160</td>
<td>£1,743,847</td>
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<td>Total expenditure on information provision</td>
<td>£1,348,631</td>
<td>£1,738,420</td>
<td>£2,722,754</td>
<td>£2,7126,59</td>
<td>£1,917,896</td>
<td>£2,829,845</td>
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References
Best Practice in Library Services by Fe Angela M. Verzosa – 2012 – powerpoint presentation.
http://www.slideshare.net/verzosaf/best-practices-in-library-services

