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Customer service excellence II

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Customer Service Excellence Workshop

Graham Stone, The University of Bolton
Bev Acreman, Taylor & Francis

Customer Service Excellence Workshop

- Aim of workshop
- Survey details
- Charter Mark
- Feedback
- Discussion

Aim of today's Workshop

- To discuss the problems in the communication chain between publishers and libraries and what we should do to eliminate them
 - Results of two anonymous surveys for librarians and publishers
- Introduce the idea of Charter Mark as a way to improve quality
- To report back from this workshop in a future issue of *Serials*

Survey Details

Survey mailed March 2007 to various listservs

Total Respondents – 218

69% Librarians

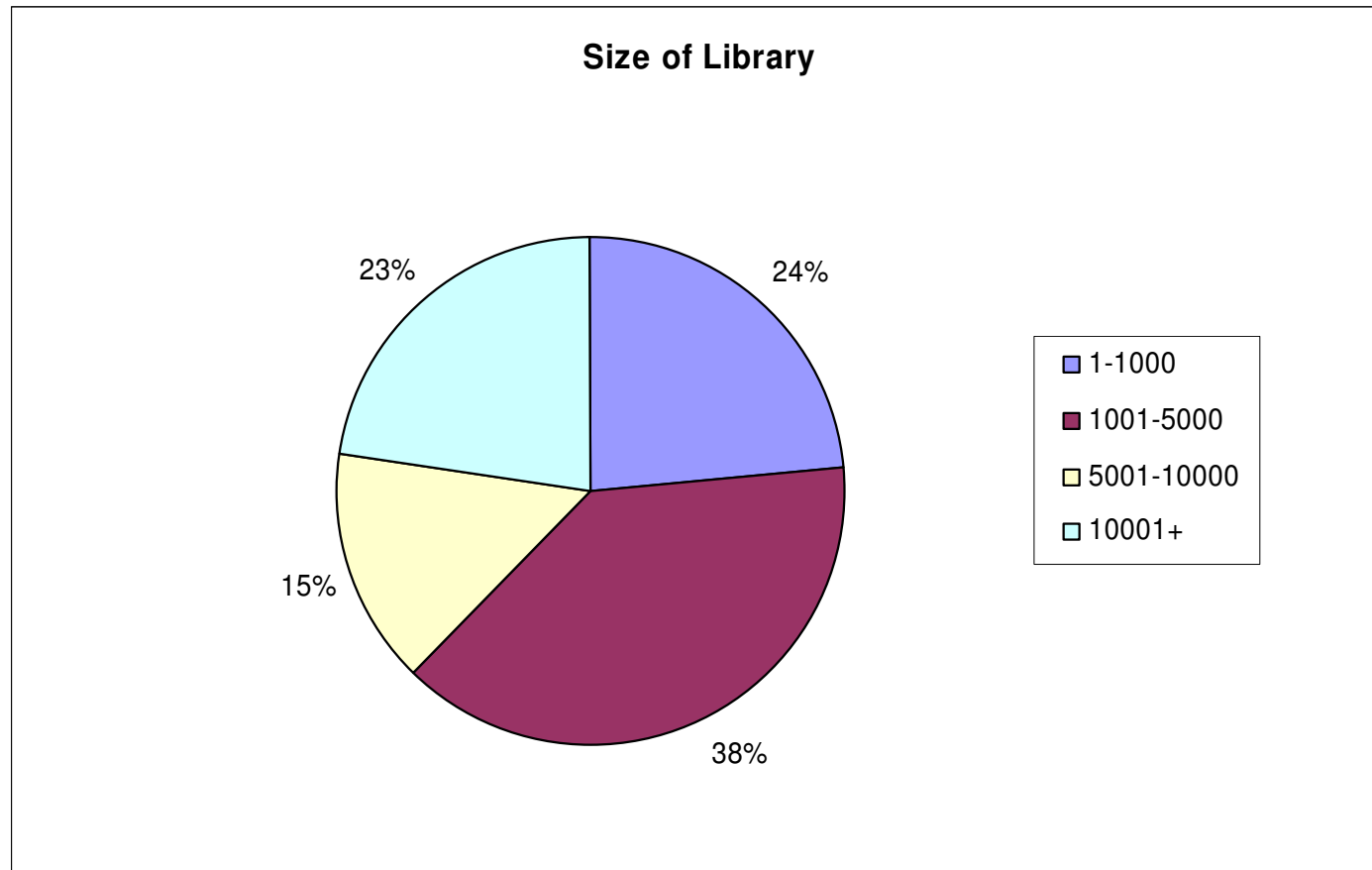
31% Publishers

Who were they?

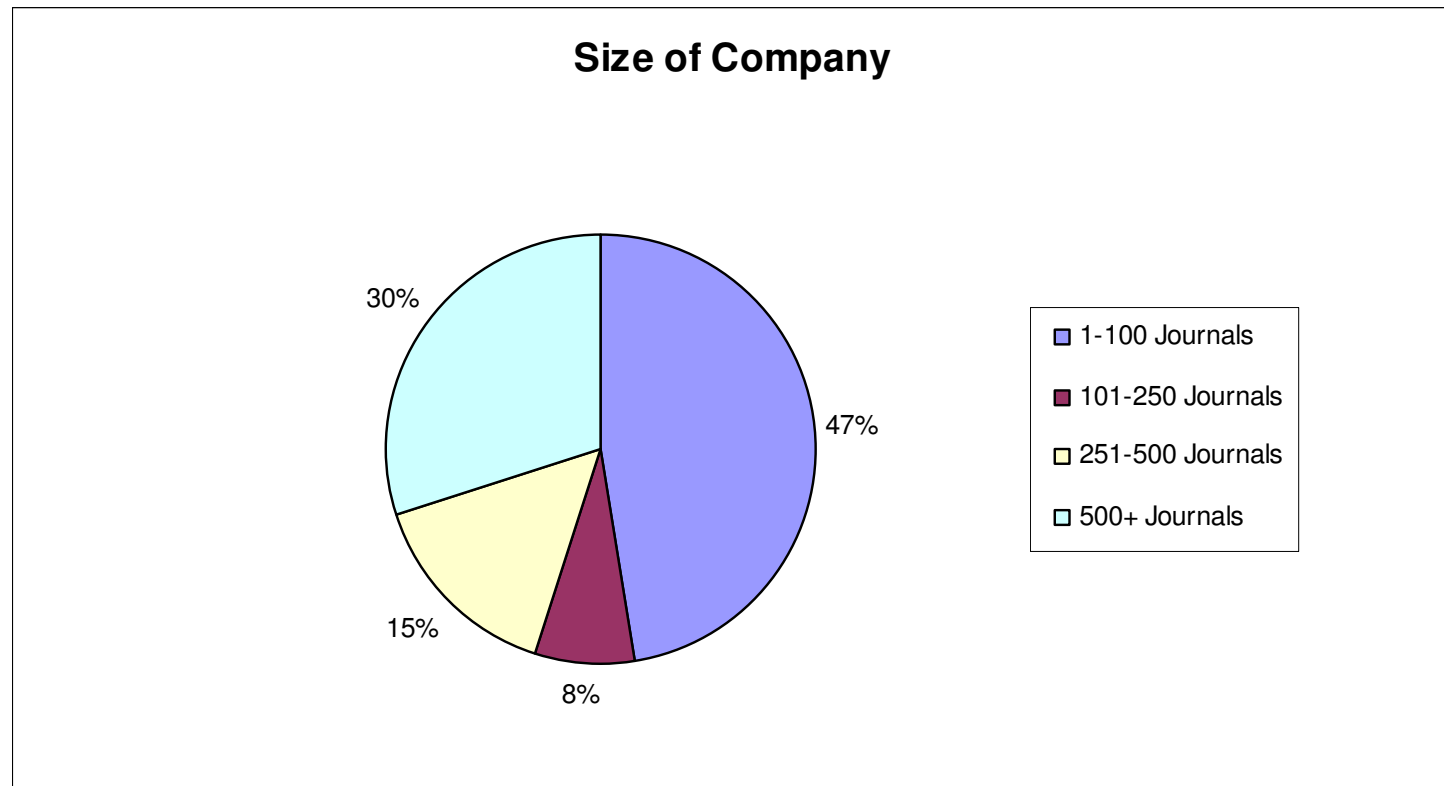
Librarians – Good spread of library sizes

Publishers – mostly those with less than 100 journals (a key problem area in our workshop last year); 30% with 500+ journals

Survey Details



Survey Details



About the Survey

- Last year we asked about specific problem areas
- This year was more a general request for feedback using ideas the Charter Mark
- Similar issues were raised in responses

UK
SG

UNITED KINGDOM
SERIALS GROUP

Charter Mark

Cranfield
UNIVERSITY



Edge Hill University



CUSTOMER SERVICE EXCELLENCE



UKSG
Conference

April 2007

Graham Stone

Bev Acreman



Charter Mark

- Criterion 1 – Set standards and perform well
- Criterion 2 – Actively engage with your customers, partners and staff
- Criterion 3 – Be fair and accessible to everyone and promote choice
- Criterion 4 – Continuously develop and improve
- Criterion 5 – Use your resources effectively and imaginatively
- Criterion 6 – Contribute to improving opportunities and quality of life in the communities you serve

Charter Mark

- Criterion 1 – Set standards and perform well
- Criterion 2 – Actively engage with your customers, partners and staff
- Criterion 3 – Be fair and accessible to everyone and promote choice
- Criterion 4 – Continuously develop and improve

Criterion 1 Set standards and perform well

- You need to show that your organisation:
 - sets clear service and performance standards by consulting customers
 - meets those standards
 - monitors and reviews performance against standards and publishes the results
 - designs, puts into practice and monitors standards with as little unnecessary paperwork and administration as possible

Criterion 1

- How important are the following to you (split by library size)

That publishers have performance standards and make these available to their customers.						
	Very Unimportant	Quite Unimportant	Neither Important nor Unimportant	Quite Important	Very Important	Response Total
1-1,000	0%	17%	30%	30%	22%	23
1,001-5,000	5%	28%	25%	28%	15%	40
5,001-10,000	6%	12%	25%	38%	19%	16
10,001+	13%	22%	13%	22%	30%	23
All Libraries	6%	22%	24%	28%	21%	102

Criterion 1

- How important are the following to you (split by library size)

That publishers consult their customers so that they can improve their services						
	Very Unimportant	Quite Unimportant	Neither Important nor Unimportant	Quite Important	Very Important	Response Total
1-1,000	0%	21%	0%	46%	33%	24
1,001-5,000	20%	12%	2%	30%	35%	40
5,001-10,000	19%	19%	0%	25%	38%	16
10,001+	9%	22%	0%	22%	48%	23
All Libraries	13%	17%	1%	31%	38%	103

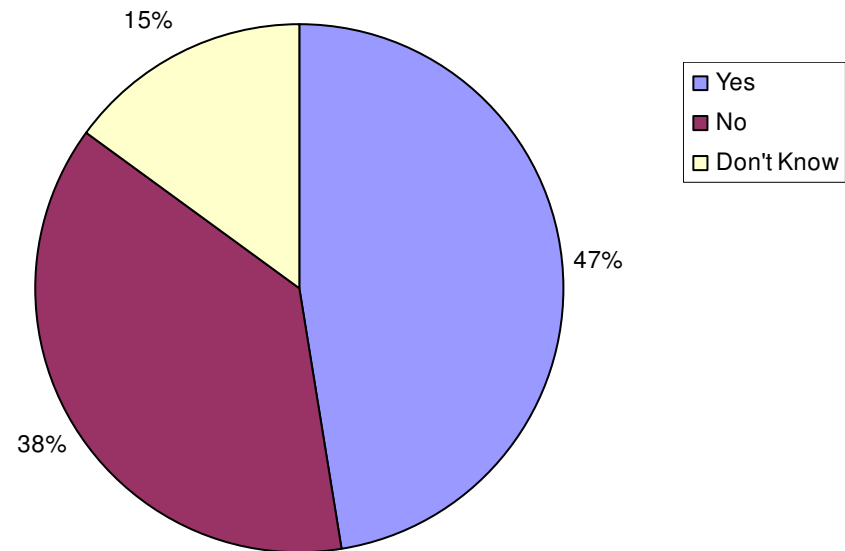
Criterion 1

- How important are the following to you (split by library size)

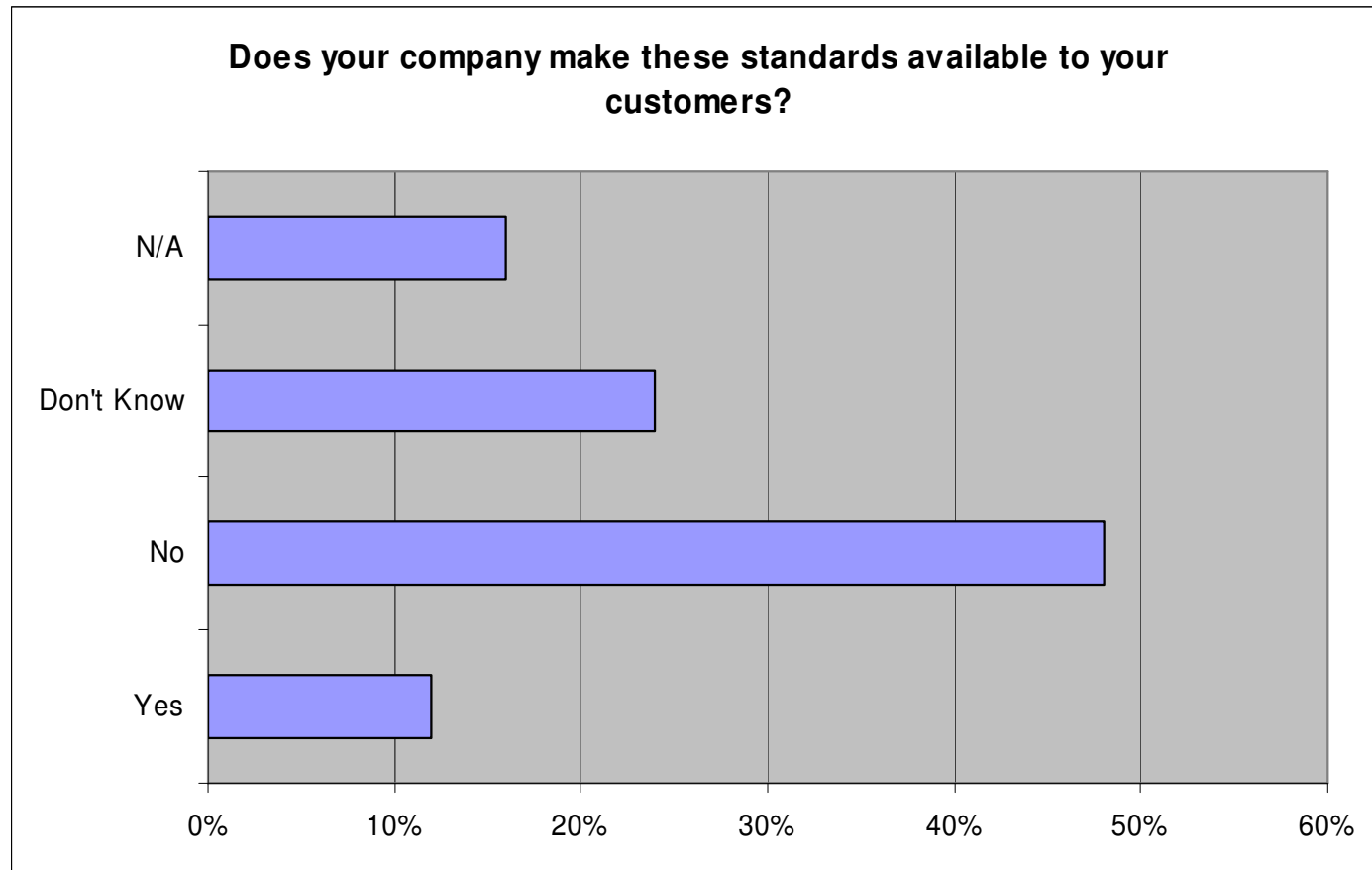
That publishers follow up queries to ensure their customers are satisfied						
	Very Unimportant	Quite Unimportant	Neither Important nor Unimportant	Quite Important	Very Important	Response Total
1-1,000	17%	4%	0%	21%	58%	24
1,001-5,000	30%	5%	2%	8%	55%	40
5,001-10,000	38%	0%	0%	6%	56%	16
10,001+	17%	13%	0%	9%	61%	23
All Libraries	25%	6%	1%	11%	57%	103

Criterion 1

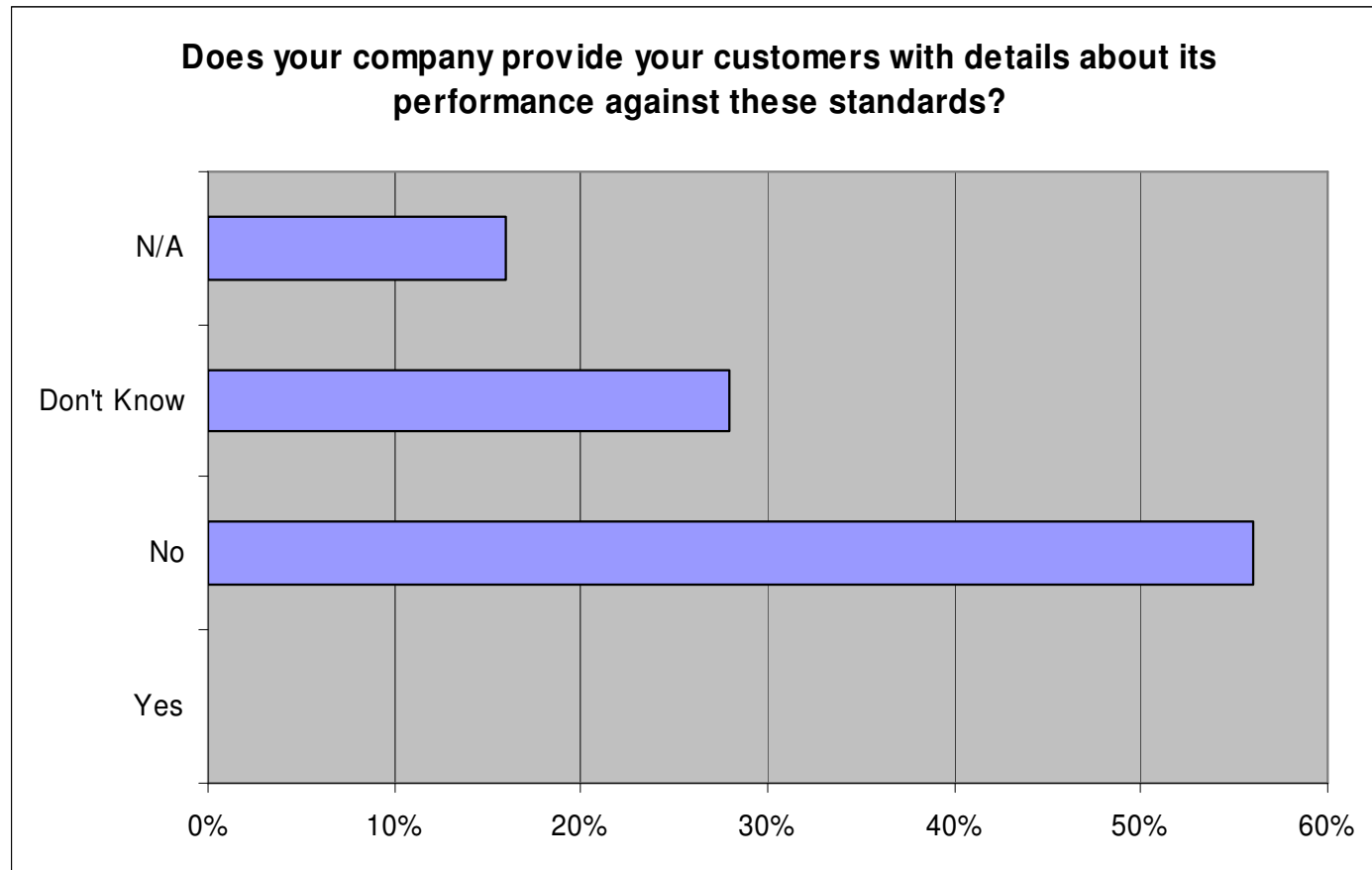
Does your company have standards to measure customer service performance?



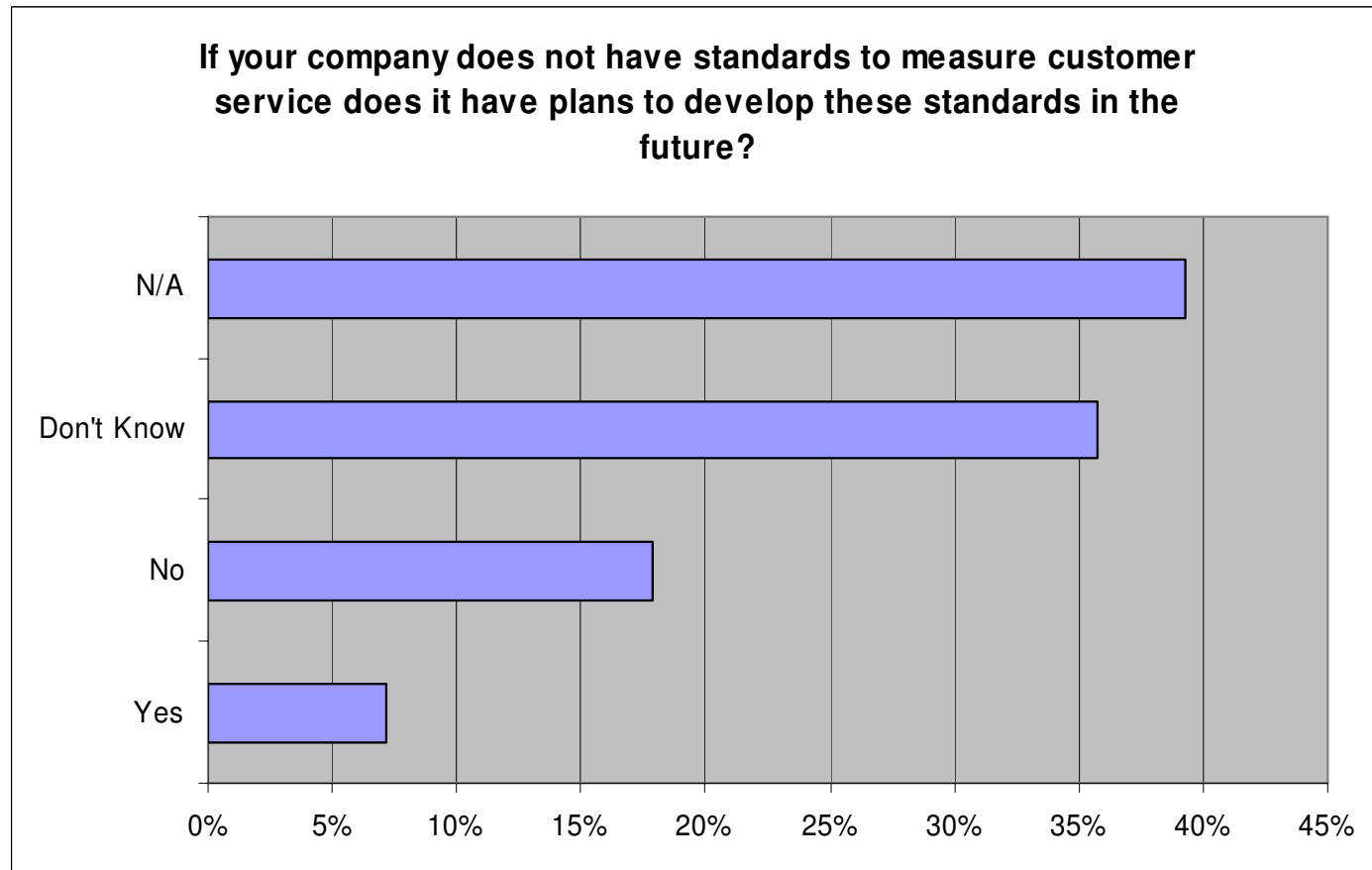
Criterion 1



Criterion 1



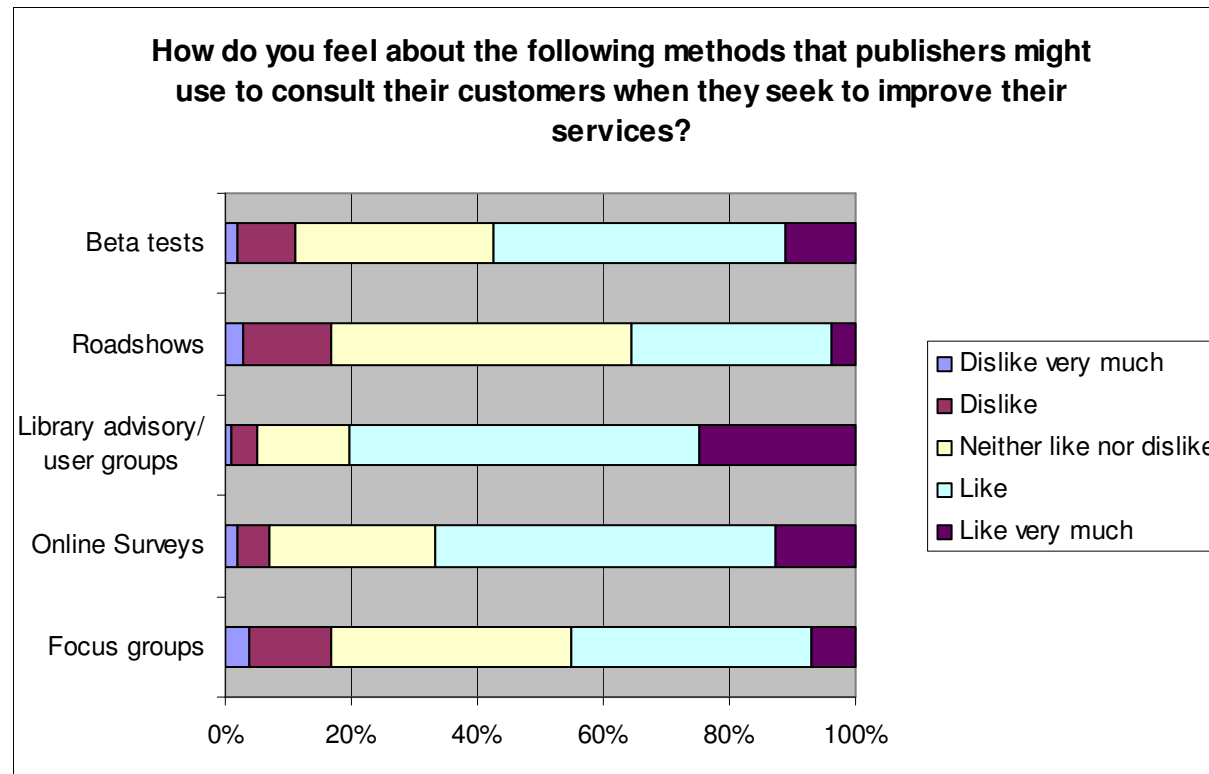
Criterion 1



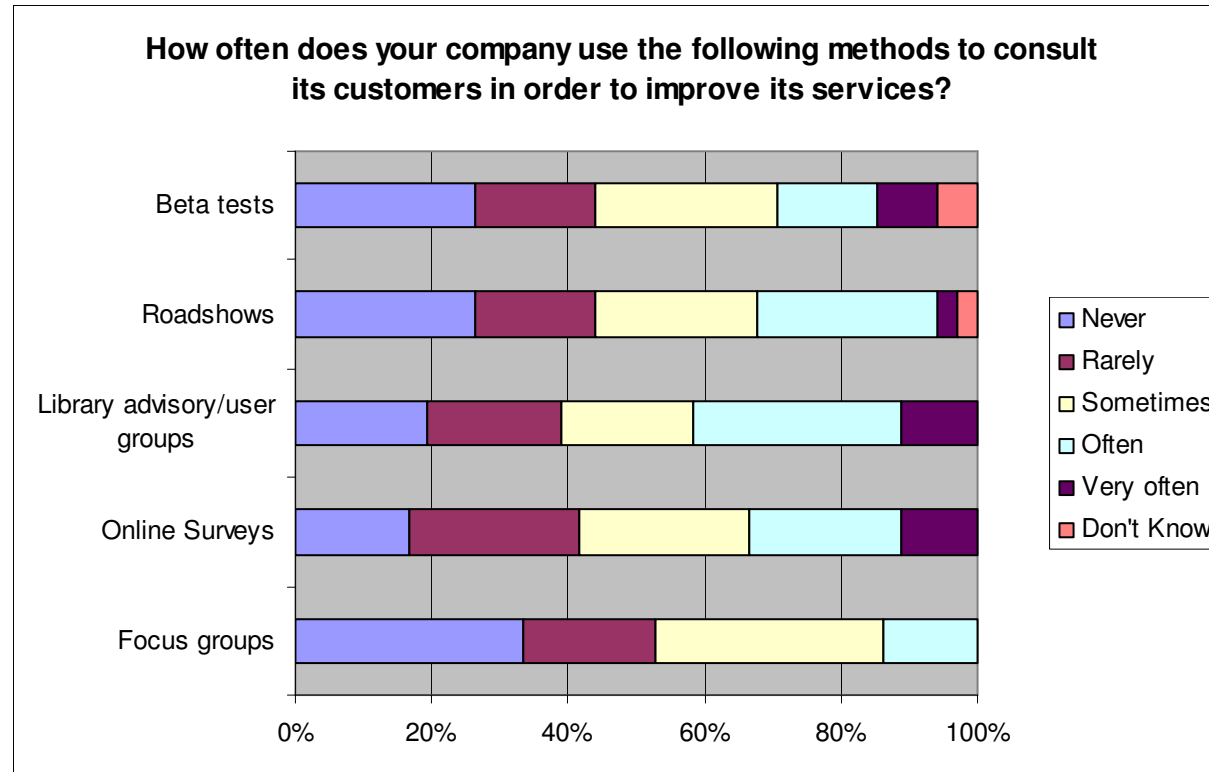
Criterion 2 Actively engage with your customers, partners and staff

- You need to show that your organisation:
 - actively works with (engages with) customers, partners and staff to make sure it delivers high-quality services
 - consults and involves present and potential customers of public services, partners and staff
 - is open, and communicates clearly and effectively in plain language and in a number of different ways
 - provides full information about services, their cost and how well they perform

Criterion 2



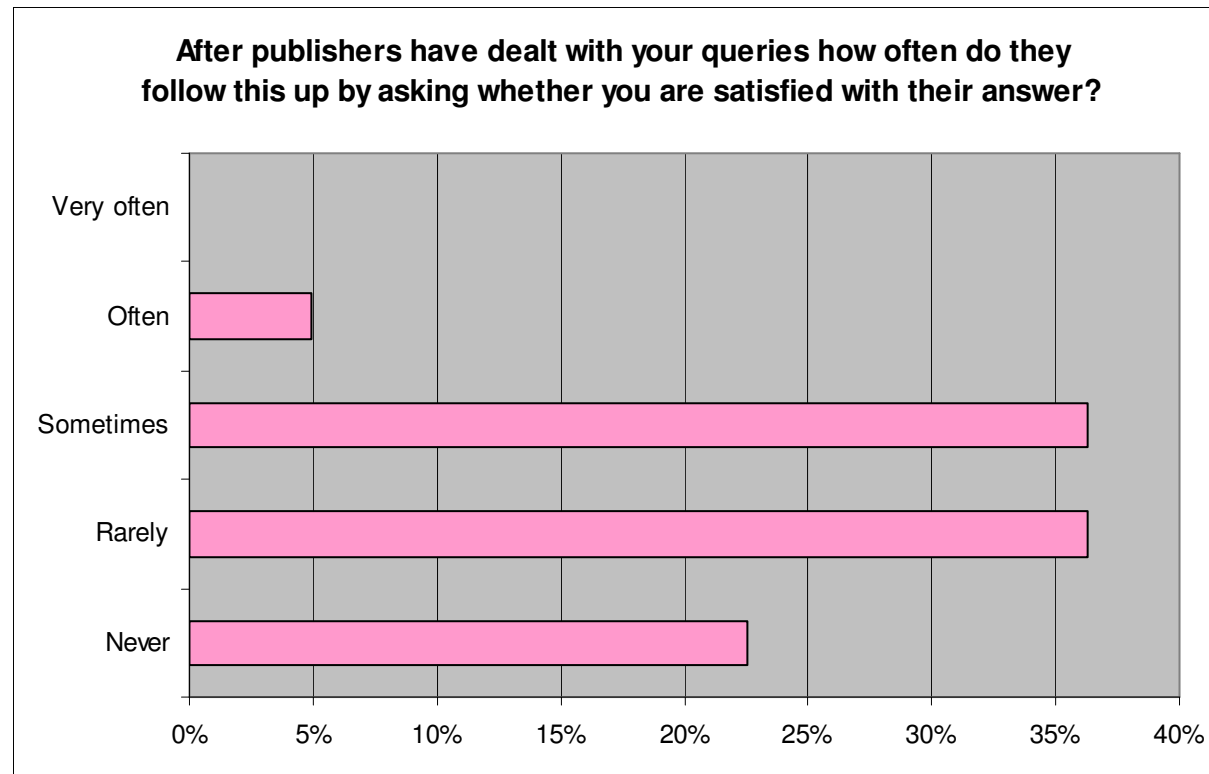
Criterion 2



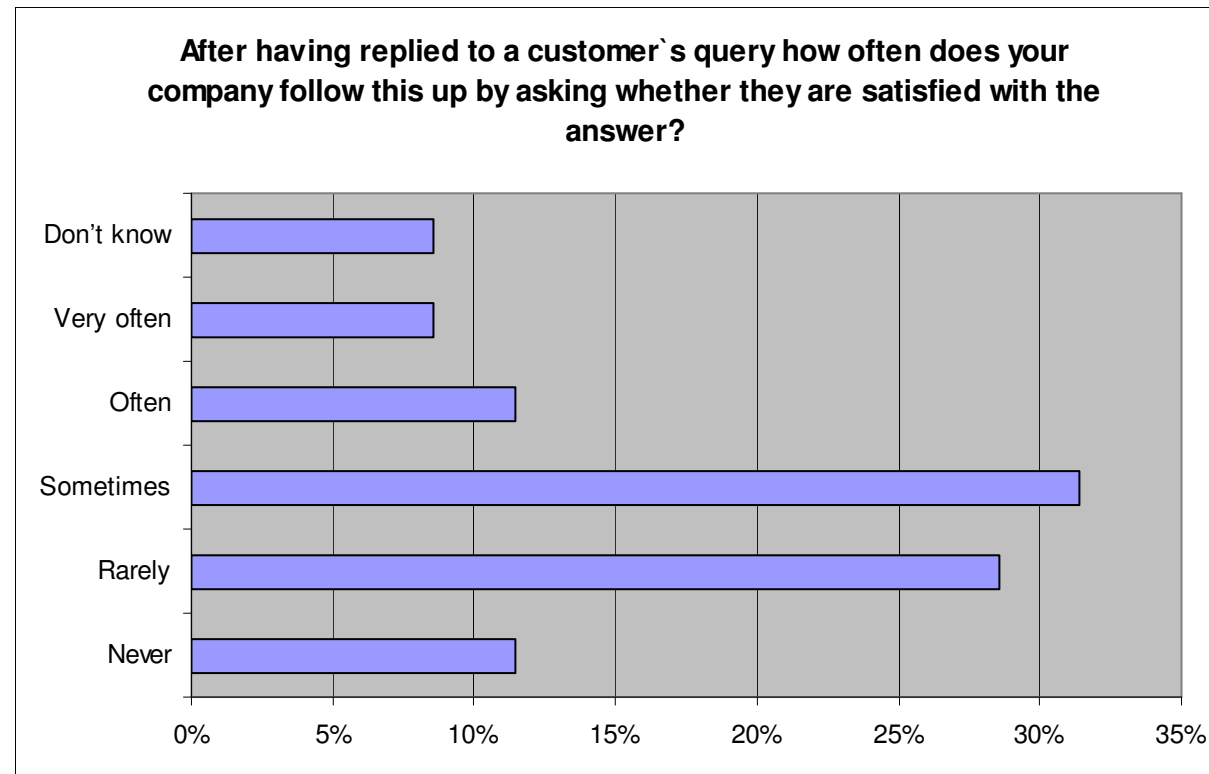
Criterion 3 Be fair and accessible to everyone and promote choice

- You need to show that your organisation:
 - makes services easily available to everyone who needs them, offering choice wherever you can
 - treats everybody fairly in access to services and service delivery, and pays particular attention to people with special needs

Criterion 3



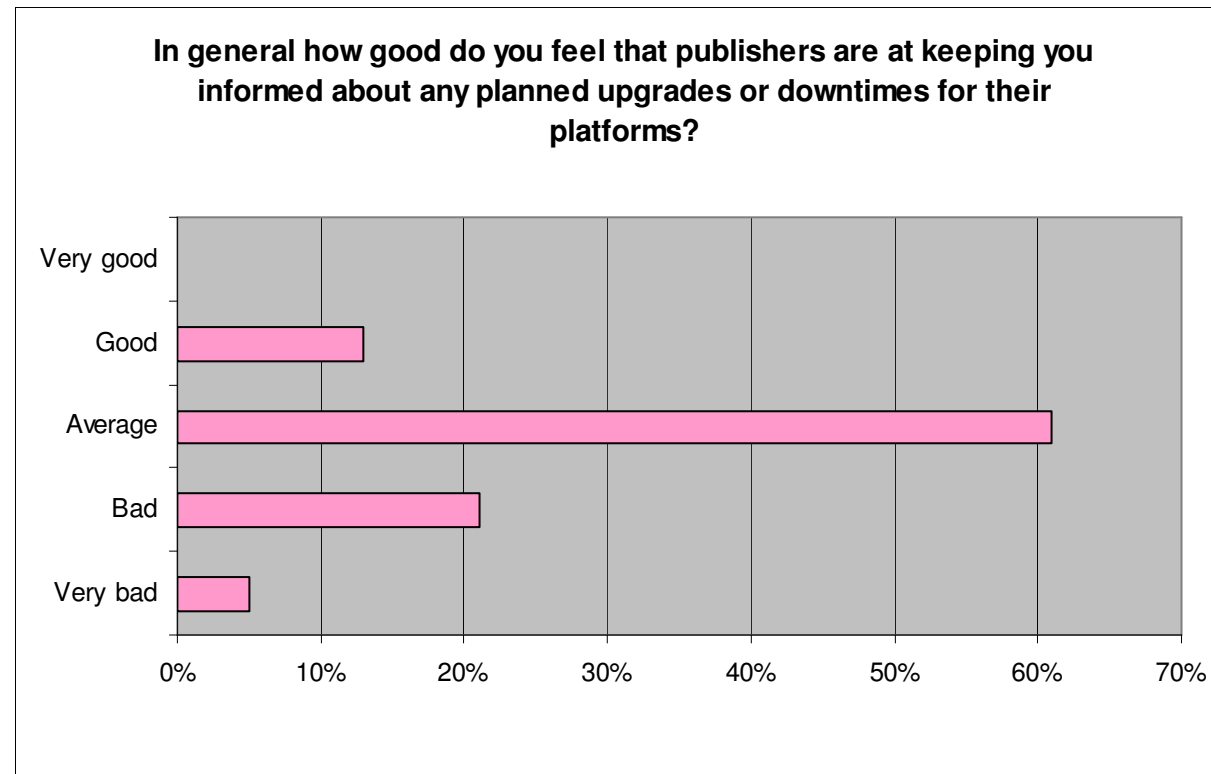
Criterion 3



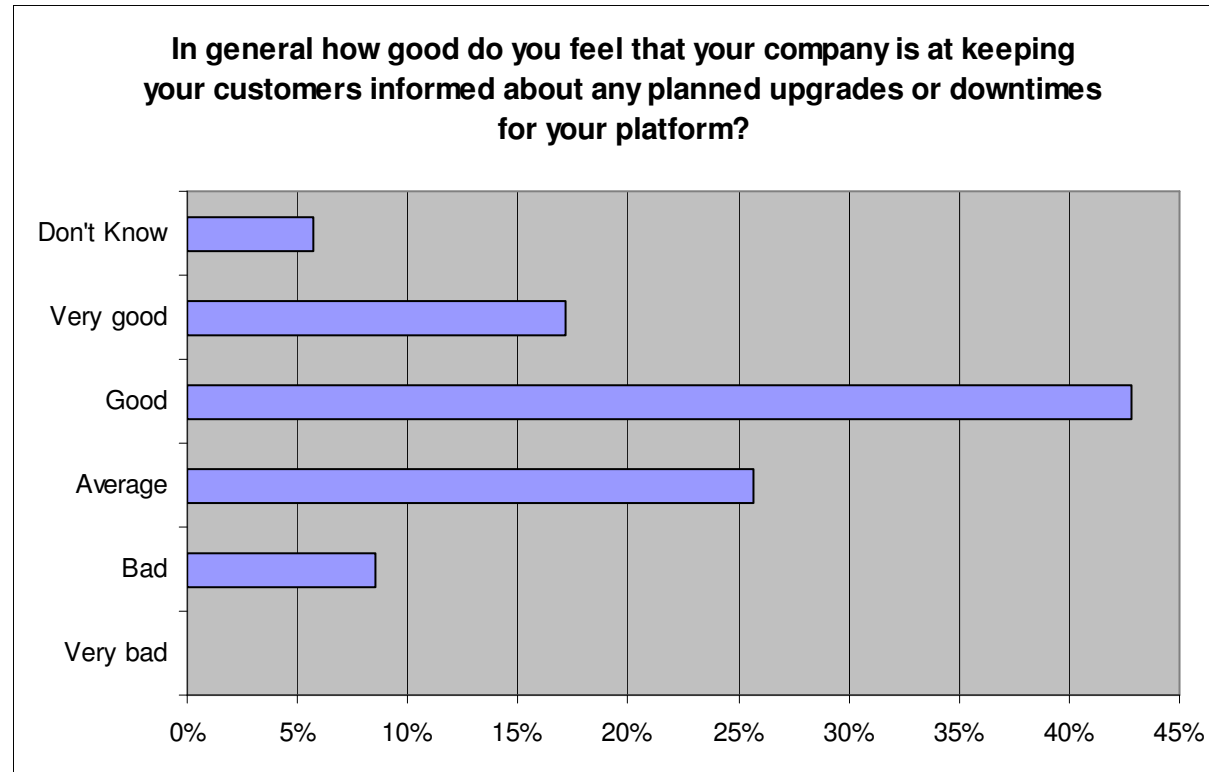
Criterion 4 Continuously develop and improve

- You need to show that your organisation:
 - always looks for ways to improve services and facilities, particularly when using technology
 - puts things right quickly and effectively
 - learns from, and improves as a result of, complaints, compliments and suggestions
 - has a clear, well-publicised and easy-to-use complaints procedure, with the opportunity for independent review wherever possible

Criterion 4



Criterion 4



Criterion 4

Librarians: Most valuable aspect of Customer Service that Publishers have introduced in the last five years

(all responses with more than one respondent)

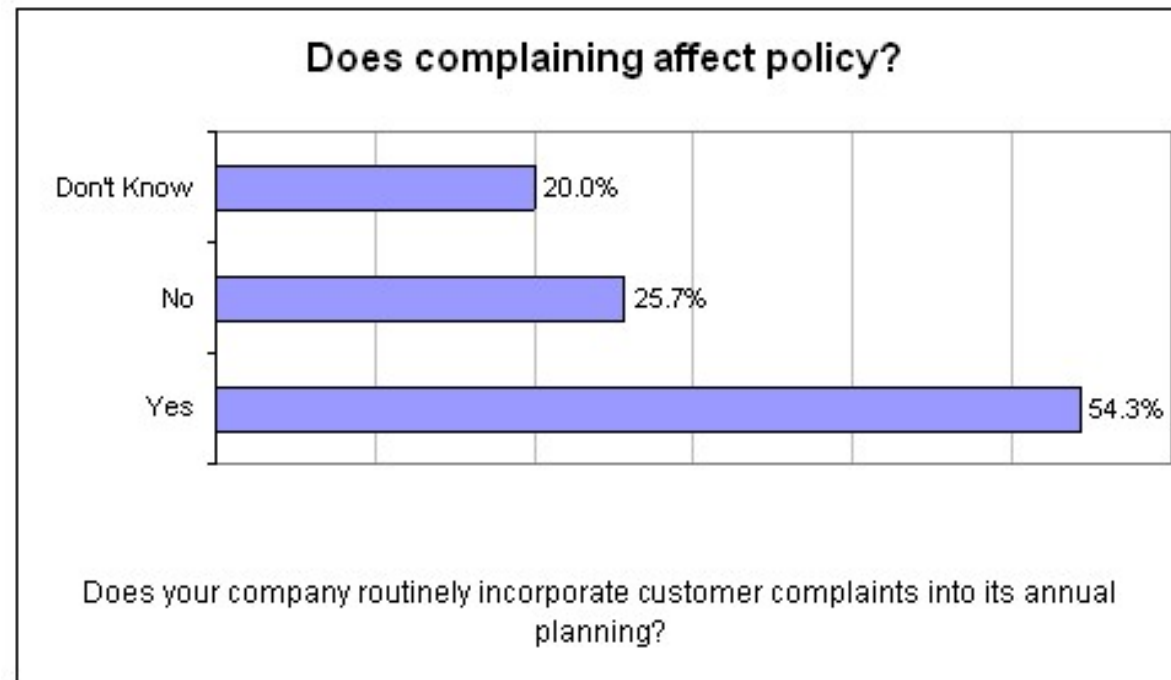
Active participation in <u>blogs</u> and <u>listservs</u>	3	6%
Admin Sites on <u>ejournals</u> platforms	6	11%
Dedicated Online Support departments	3	6%
Email notifications of changes	11	21%
More outreach to customers	2	4%
Named Contacts	4	8%
Regular Newsletters	4	8%
Reliability of Platforms/Better notice of downtime	2	4%
Up to date & Useful Websites	5	9%
Usage Stats	6	11%
Nothing at all/ha ha ha/Don't know	7	13%
Total	53	100%

Criterion 4

Publishers: Most valuable aspect of Customer Service that you have introduced in the last five years

Key Account Managers	1	7%
Investment in better systems	1	7%
Online Support Desk	2	14%
24-hour turnaround on enquiries	3	21%
Flexibility in approach	1	7%
Direct Mail to product managers	1	7%
Outsourced Distribution	1	7%
Investment in staff	3	21%
More outreach to customers	1	7%
Total	14	100%

Criterion 4



What to do..

- Ensure your [website](#) is completely up to date – including plenty of Help and FAQ links – this is where librarians will go first
- Produce [Library Newsletters](#) if you don't already
- Engage with the [discussion lists](#)
- No anonymous [customer service](#) responses – named contacts are key
- (8 respondents couldn't think of a thing we had improved – including "ha ha ha" as a response)

Library Sites/Newsletters

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[Books](#) | [Journals](#) | [Subjects](#) | [Blackwell Synergy](#) | [About](#) | [Resources](#) | [Home](#)

The Librarian Site

Blackwell Publishing's comprehensive resource for librarians | [Latest Newsletter](#)

Librarian Menu

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For 2007 we libraries and community our custome

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librarynews

Medicine & Healthcare Themed Issue

librarynews | February/March 2007 • Number 34 • [HTML Version](#)

INSIDE THIS ISSUE

Top Story

- [Challenges and Opportunities for Medical Libraries in the 21st Century Interview with Betsy Anagnostis](#)

Features

- [Access Blackwell's First Podcast Now BJOG: An International Journal of Obstetrics and Gynaecology](#)
- [Journal Editors receive new Publication Ethics Guidelines](#)

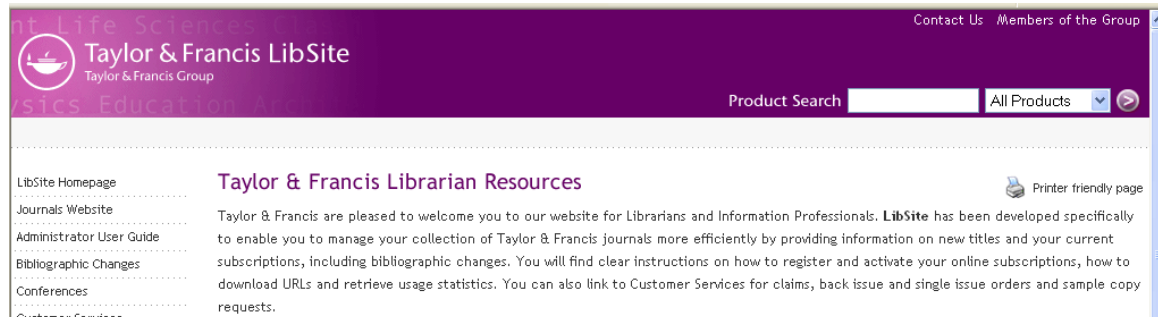
Welcome to the first issue of Library News for 2007. This year we are introducing some special themed issues, starting with **Medicine and Healthcare**, which we hope you will share with specialist colleagues in your library. You will also find here the usual updates about journals from Blackwell and Synergy news. We hope you find this issue useful and would be grateful to receive any feedback at: libraryinfo@blackwellpublishing.com

Blackwell's medical journal publishing program involves partnerships with over 100 medical and scientific societies across the globe, for whom we are proud to publish some of the world's leading titles. Many of our 230 medicine and nursing journals are ranked in the top 10% of their field by impact factor, and as our continually rising

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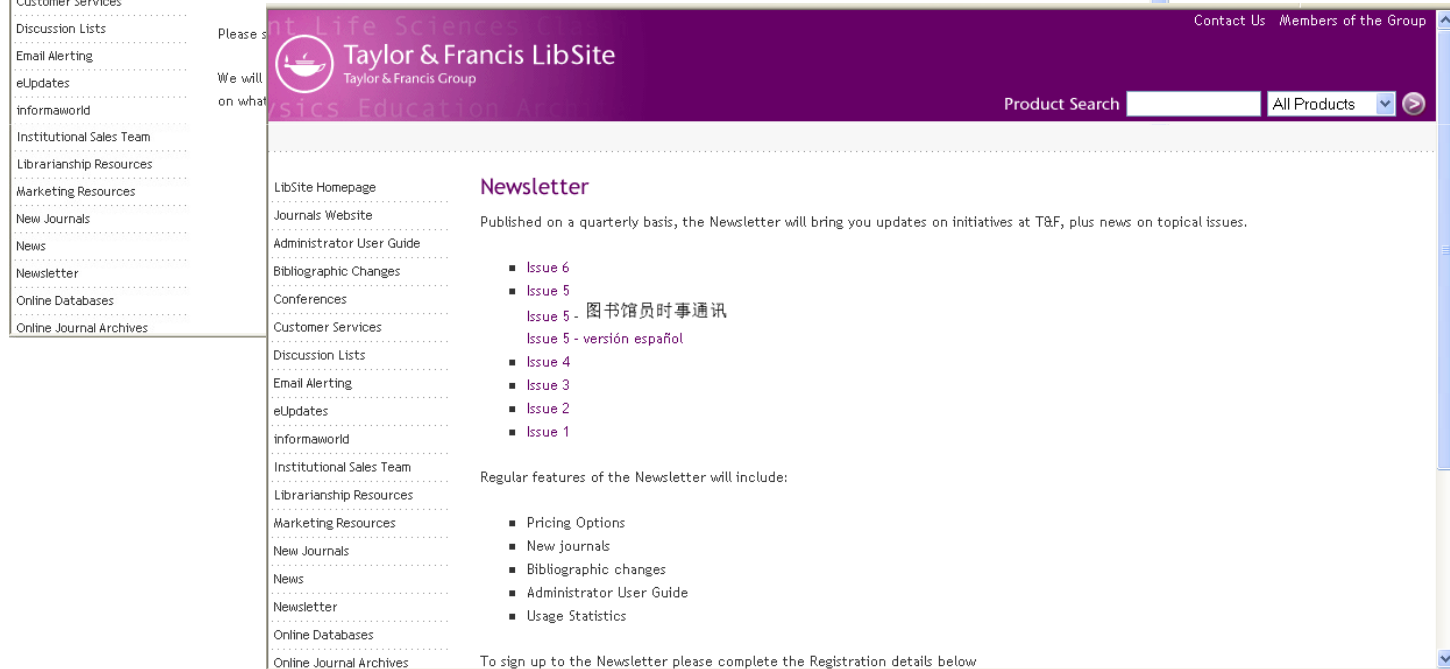
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Taylor & Francis Librarian Resources

Taylor & Francis are pleased to welcome you to our website for Librarians and Information Professionals. **LibSite** has been developed specifically to enable you to manage your collection of Taylor & Francis journals more efficiently by providing information on new titles and your current subscriptions, including bibliographic changes. You will find clear instructions on how to register and activate your online subscriptions, how to download URLs and retrieve usage statistics. You can also link to Customer Services for claims, back issue and single issue orders and sample copy requests.



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Newsletter

Published on a quarterly basis, the Newsletter will bring you updates on initiatives at T&F, plus news on topical issues.

- Issue 6
- Issue 5
- Issue 5 - 图书馆员时事通讯
- Issue 5 - versión español
- Issue 4
- Issue 3
- Issue 2
- Issue 1

Regular features of the Newsletter will include:

- Pricing Options
- New journals
- Bibliographic changes
- Administrator User Guide
- Usage Statistics

To sign up to the Newsletter please complete the Registration details below

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Critical Communication Plan

Not needed for *all* announcements, but for Critical Communications use the following mix:

- **Agents** – for including in their newsletters (not completely reliable according to respondents last year)
- **Email Lists** of your own customers (build a list if you don't already have one)
- **Listservs** – lis-e-journals, liblicense, serialst
- **Notices** on online site
- **Librarians Newsletter**
- **Update your website**