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Customer service excellence II

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Customer Service Excellence

UKSG Workshop April 2007

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Survey Details

218 respondents – 69.3% Librarians, 30.7% publishers

Librarian Survey

How many journals does your library subscribe to?

1-1,000	25	23.6%
1,001-5,000	41	38.7%
5,001-10,000	16	15.1%
10,000+	24	22.6%
Total	106	100.0%

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

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

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

Customer Service Standards

We asked librarians how many publishers that they were aware of had published customer service performance standards:
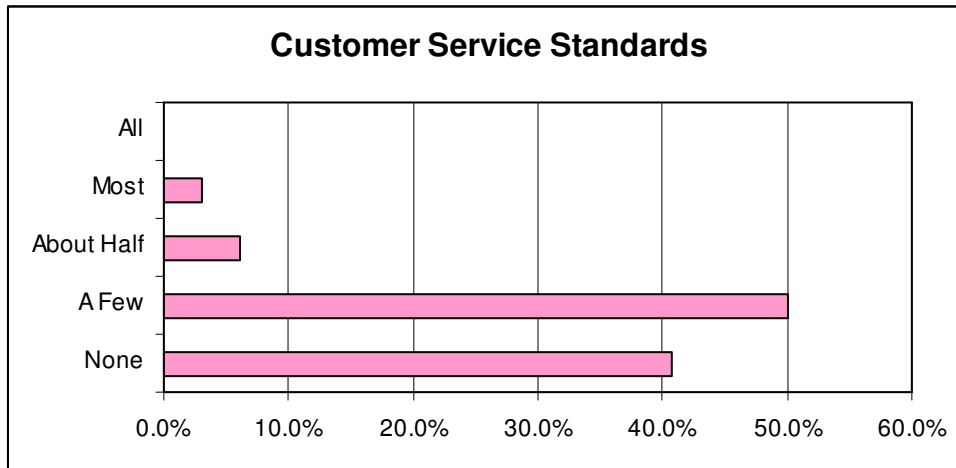
When we asked the publishers how many actually did have standards:
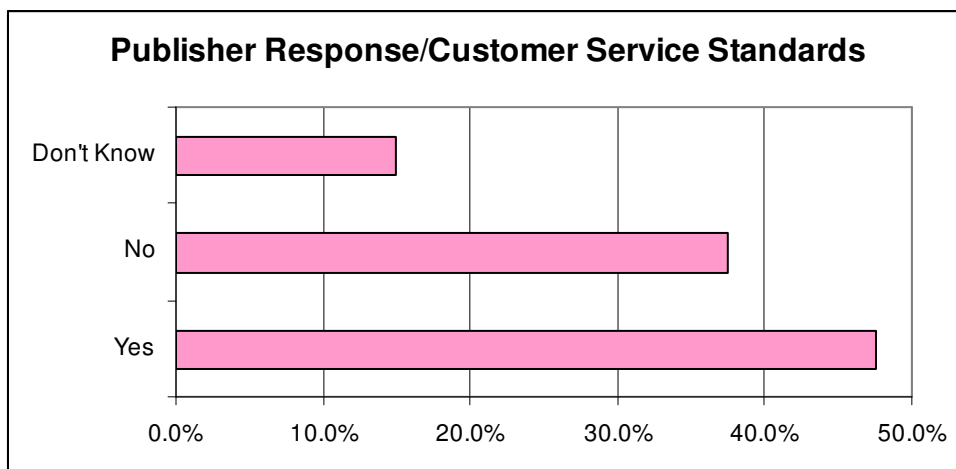
But the majority who selected yes/no had no intention of making those performance standards available to customers or publishing details of their performance against

them.   From the responses it would appear that librarians care far more about publishers following up on queries/complaints than having published standards to adhere to.   Where there are standards being developed, it is clear that customers want to be involved in drafting them.

Librarian's Preferred Methods of Consultation

1. Focus Groups	Dislike Very Much	Dislike	Neither Like nor Dislike	Like	Like Very Much
1-1,000	8%	12%	**64%**	16%	0%
1,001-5,000	3%	18%	24%	**50%**	5%
5,000-10,000	6%	12%	**38%**	31%	12%
10,000+	0%	4%	35%	**48%**	13%
Overall	4%	13%	38%	**38%**	7%

2. Online Surveys	Dislike Very Much	Dislike	Neither Like nor Dislike	Like	Like Very Much
1-1,000	0%	4%	24%	**56%**	16%
1,001-5,000	5%	5%	24%	**47%**	18%
5,000-10,000	0%	6%	31%	**56%**	6%
10,000+	0%	4%	30%	**61%**	4%
Overall	2%	5%	26%	**54%**	13%

3. User Groups/ Advisory Boards	Dislike Very Much	Dislike	Neither Like nor Dislike	Like	Like Very Much
1-1,000	0%	12%	20%	**56%**	12%
1,001-5,000	3%	0%	8%	**57%**	32%
5,000-10,000	0%	6%	25%	**50%**	19%
10,000+	0%	0%	13%	**57%**	30%
Overall	1%	4%	15%	**55%**	25%

4. Roadshows	Dislike Very Much	Dislike	Neither Like nor Dislike	Like	Like Very Much
1-1,000	4%	16%	**48%**	28%	4%
1,001-5,000	5%	11%	**41%**	38%	5%
5,000-10,000	0%	19%	**50%**	25%	6%
10,000+	0%	13%	**57%**	30%	0%
Overall	3%	14%	**48%**	32%	4%

5. Beta Tests	Dislike Very Much	Dislike	Neither Like nor Dislike	Like	Like Very Much
1-1,000	0%	8%	**46%**	**46%**	0%
1,001-5,000	6%	6%	31%	**50%**	8%
5,000-10,000	0%	19%	12%	**56%**	12%
10,000+	0%	9%	30%	**35%**	26%
Overall	2%	9%	31%	**46%**	11%

Publisher's Actual Method of Communication

	Never	Rarely	Sometimes	Often	Very Often	Don't Know
Focus Groups	**33%**	19%	**33%**	14%	0%	0%
Online Surveys	17%	**25%**	**25%**	22%	11%	0%
Library Advisor/User Groups	19%	19%	19%	**31%**	11%	0%
Roadshows	**26%**	18%	24%	**26%**	3%	3%
Beta Tests	**26%**	18%	**26%**	15%	9%	6%

What have the publishers done well in terms of customer service?

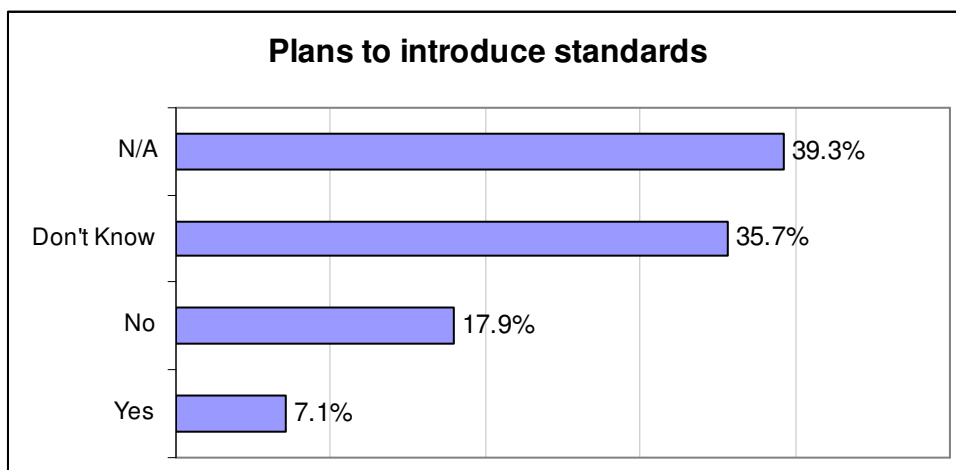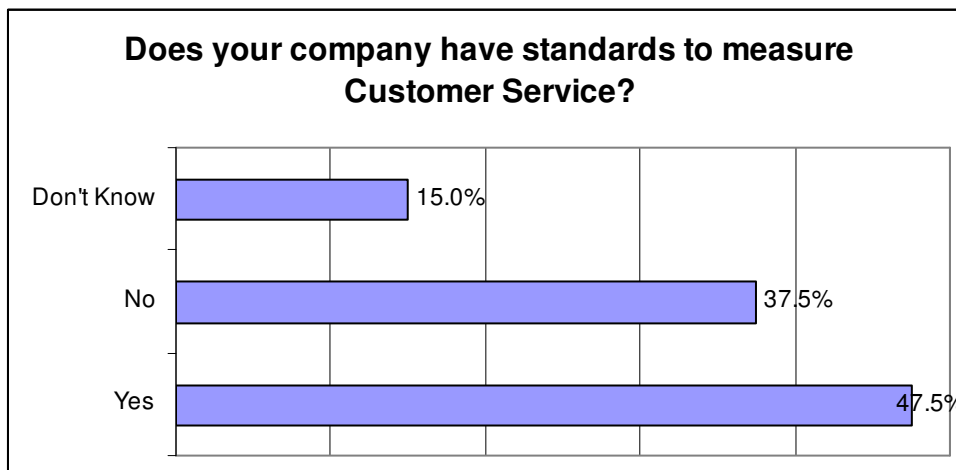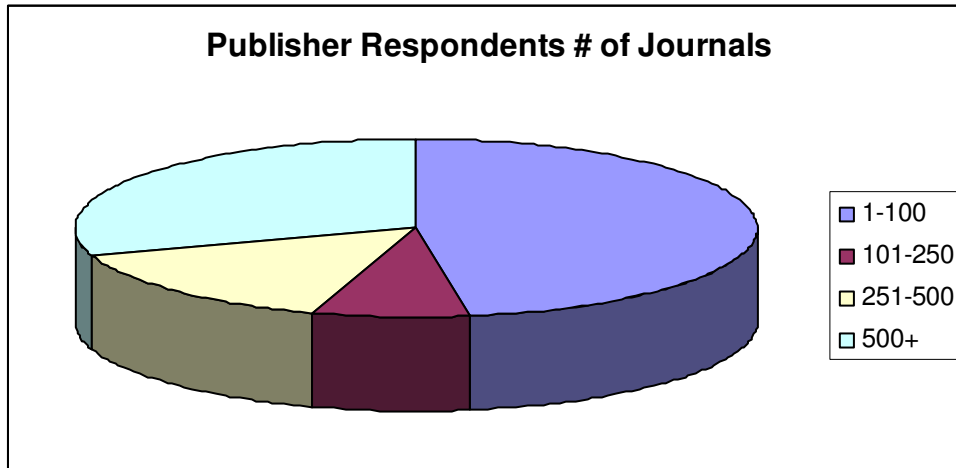**Librarians: Most valuable aspect of Customer Service that Publishers have introduced in the last five years**
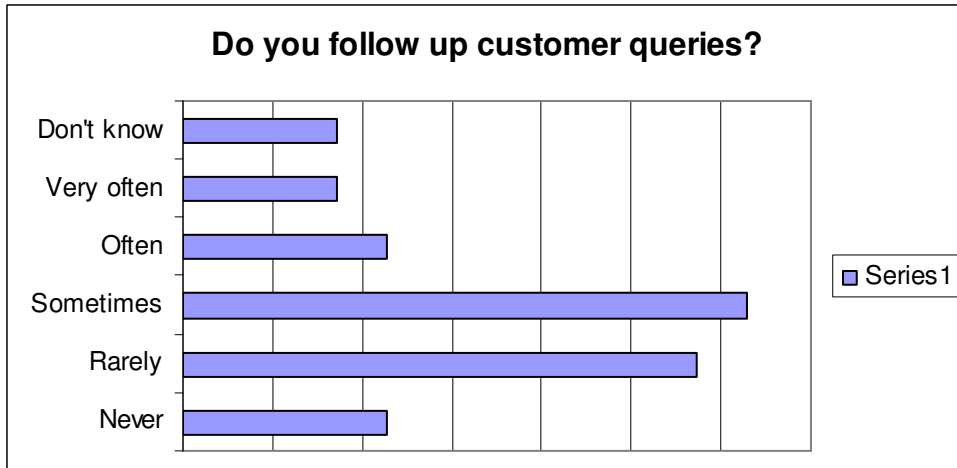
(all responses with more than one respondent)

Active participation in blogs and listservs	3	6%
Admin Sites on ejournals 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%

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%

Publishers Survey

Publisher Respondents # of Journals

Legend:
- 1-100
- 101-250
- 251-500
- 500+

Does your company have standards to measure Customer Service?

Category	Percentage
Don't Know	15.0%
No	37.5%
Yes	47.5%

Plans to introduce standards

Category	Percentage
N/A	39.3%
Don't Know	35.7%
No	17.9%
Yes	7.1%

Do you follow up customer queries?

Categories (top to bottom): Don't know, Very often, Often, Sometimes, Rarely, Never

Legend: ■ Series1

Publisher's Actual Method of Communication

	Never	Rarely	Sometimes	Often	Very Often	Don't Know
Focus Groups	**33%**	19%	**33%**	14%	0%	0%
Online Surveys	17%	**25%**	**25%**	22%	11%	0%
Library Advisor/User Groups	19%	19%	19%	**31%**	11%	0%
Roadshows	**26%**	18%	24%	**26%**	3%	3%
Beta Tests	**26%**	18%	**26%**	15%	9%	6%

Does complaining affect policy?

- Don't Know: 20.0%
- No: 25.7%
- Yes: 54.3%

Does your company routinely incorporate customer complaints into its annual planning?

How good are you at informing customers about planned downtimes etc?

Don't Know	5.7%
Very Good	17.1%
Good	42.9%
Average	25.7%
Bad	8.6%
Very bad	0.0%

..and the librarian's view of the same question:

How good are publishers at informing customers about planned downtimes etc?

Very Good	0.0%
Good	13.0%
Average	61.0%
Bad	21.0%
Very bad	5.0%