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Customer service excellence II

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Customer Service Excellence Workshop

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Customer Service Excellence Workshop

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

UKSG Conference

April 2007

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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

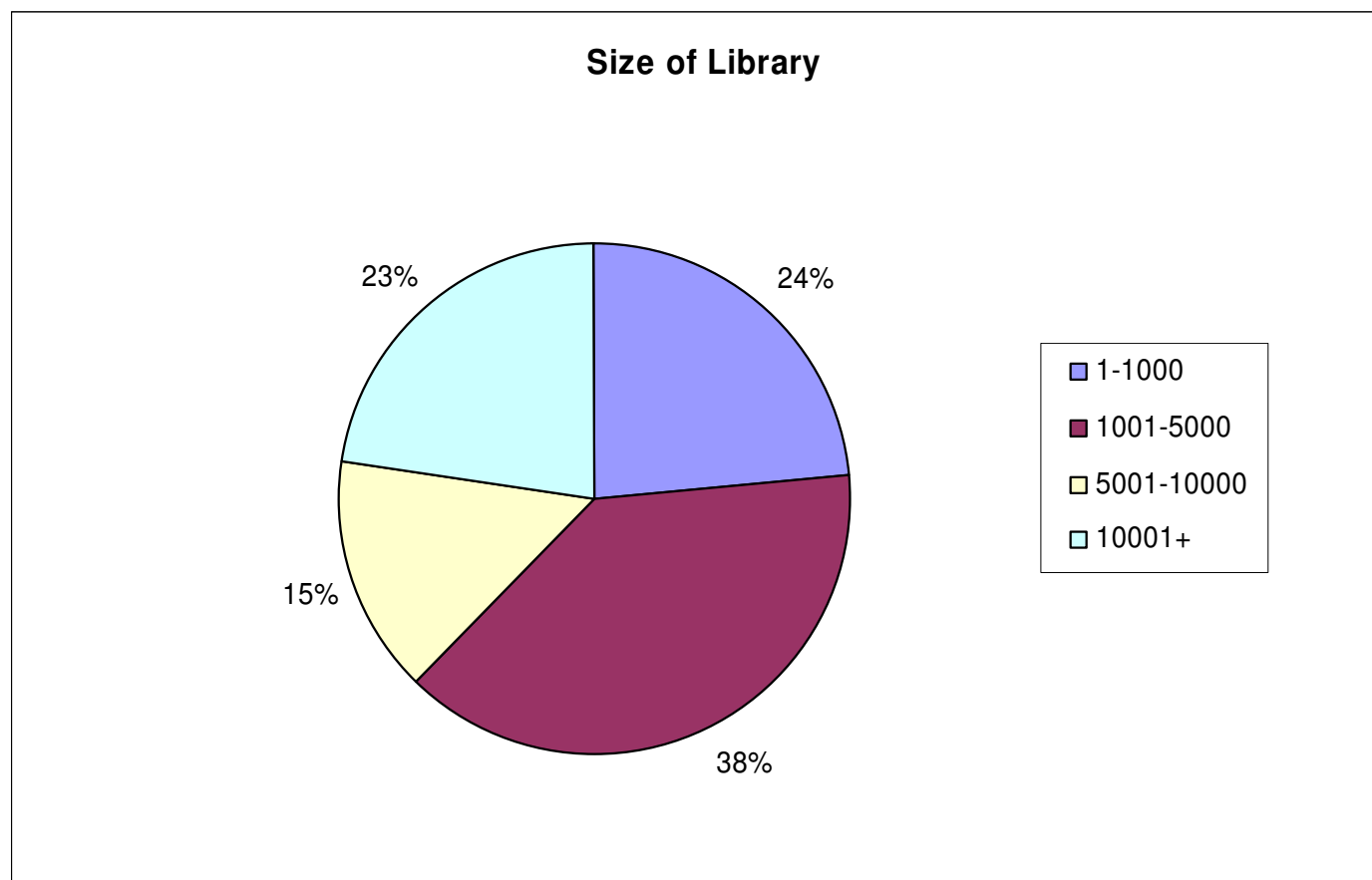**Total Respondents** – 218

> 69% Librarians

> 31% Publishers

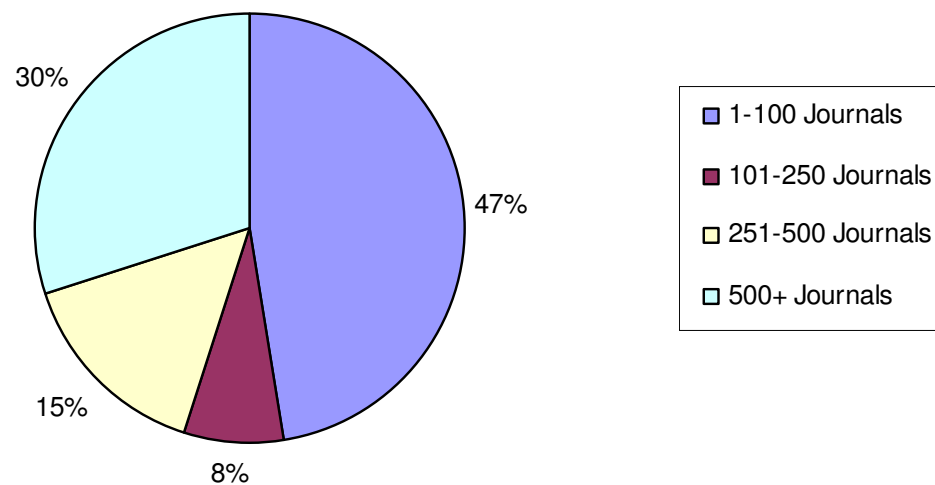**Who were they?**

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

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Survey Details

Size of Library

23%   24%

□ 1-1000
■ 1001-5000
□ 5001-10000
□ 10001+

15%

38%

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Survey Details

Size of Company

- 1-100 Journals
- 101-250 Journals
- 251-500 Journals
- 500+ Journals

47%

8%

15%

30%

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

Charter Mark

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

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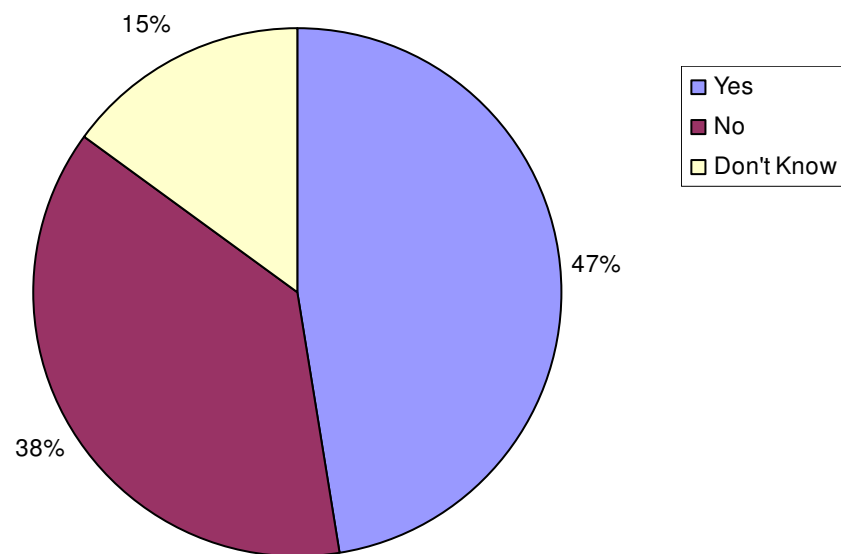
Criterion 1

- 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

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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?

- Yes — 47%
- No — 38%
- Don't Know — 15%

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Criterion 1

Does your company make these standards available to your customers?
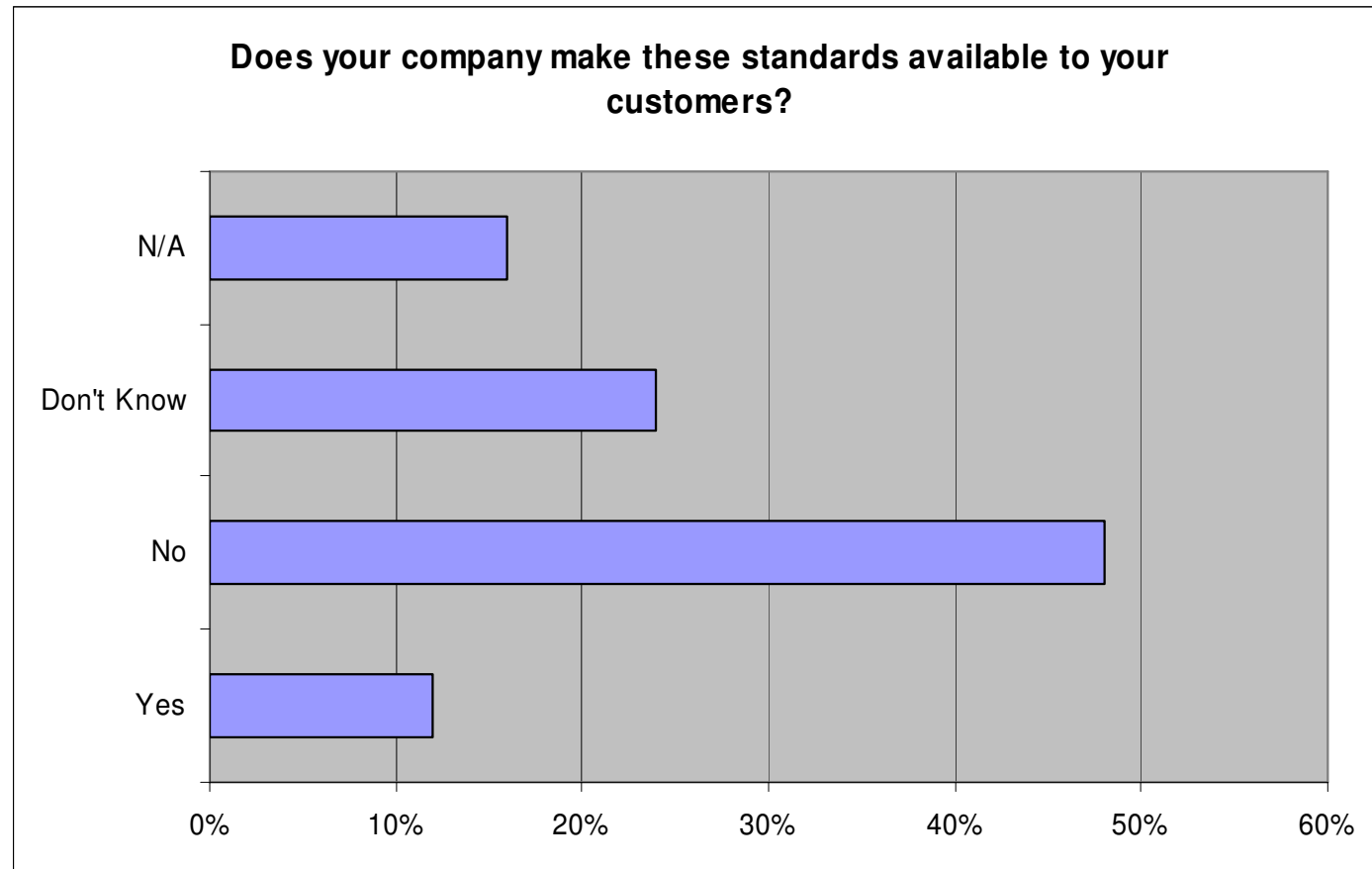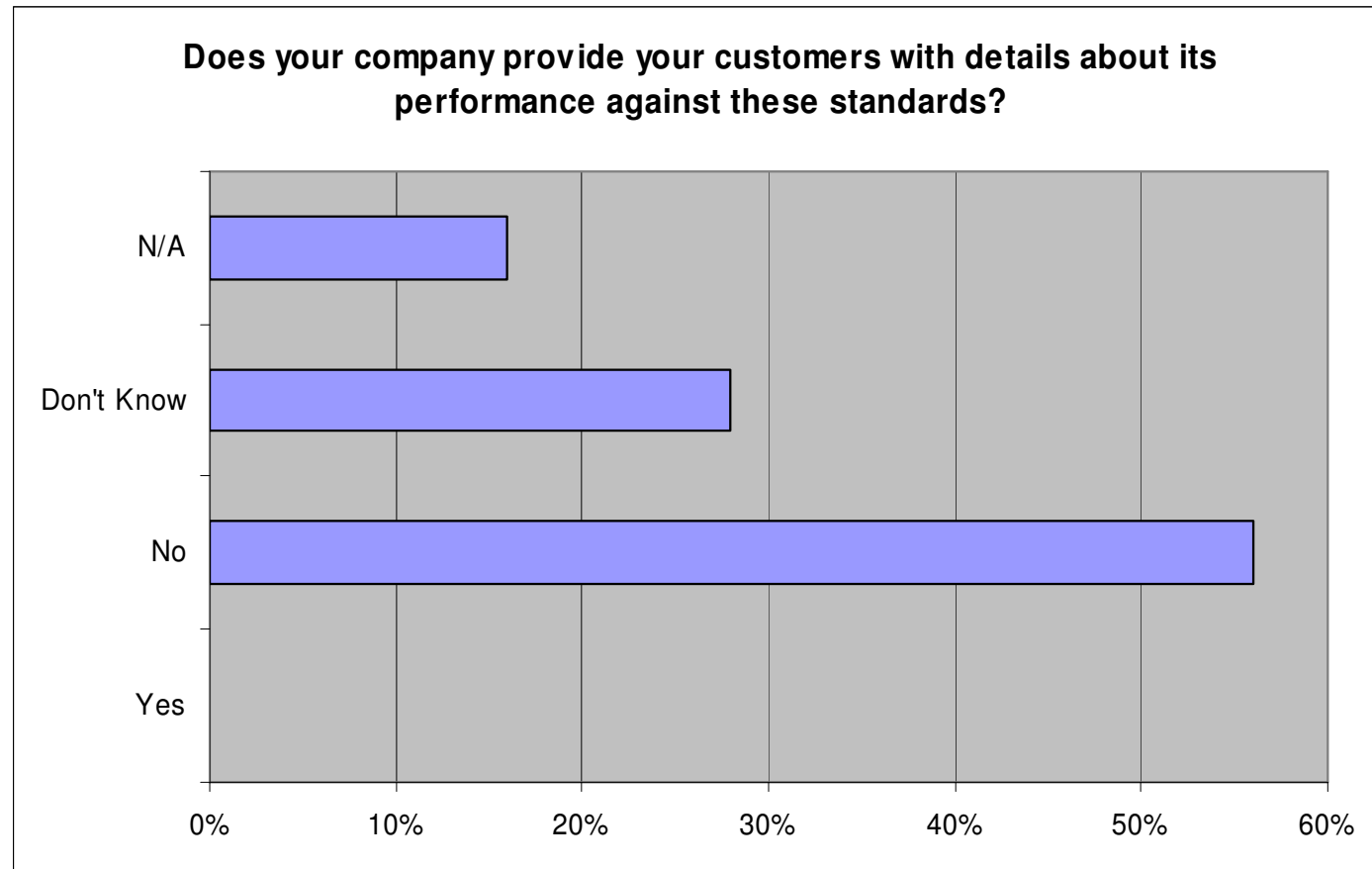
Criterion 1

Criterion 1

If your company does not have standards to measure customer service does it have plans to develop these standards in the future?
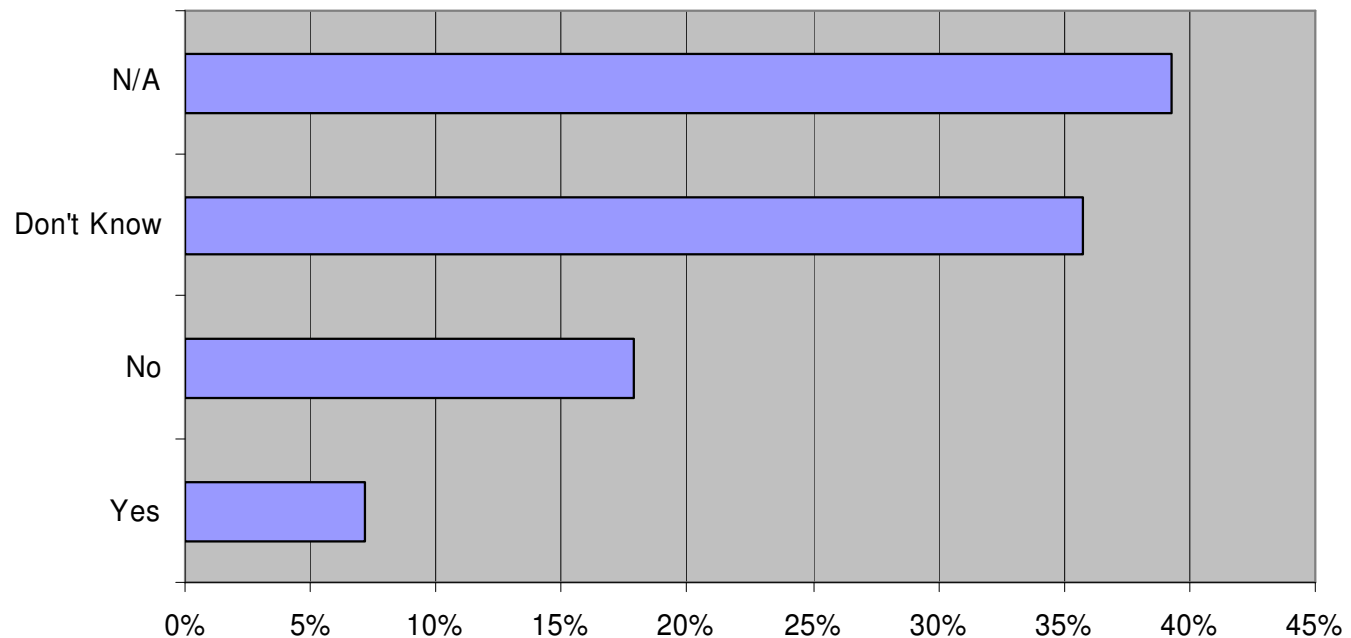
Criterion 2   Actively engage with your customers, partners and staff

- 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

How do you feel about the following methods that publishers might use to consult their customers when they seek to improve their services?

Legend:
- Dislike very much
- Dislike
- Neither like nor dislike
- Like
- Like very much

Categories: Beta tests, Roadshows, Library advisory/user groups, Online Surveys, Focus groups

Axis: 0% 20% 40% 60% 80% 100%

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Criterion 2

How often does your company use the following methods to consult its customers in order to improve its services?

Legend:
- Never
- Rarely
- Sometimes
- Often
- Very often
- Don't Know

Categories: Beta tests, Roadshows, Library advisory/user groups, Online Surveys, Focus groups

X-axis: 0%, 20%, 40%, 60%, 80%, 100%

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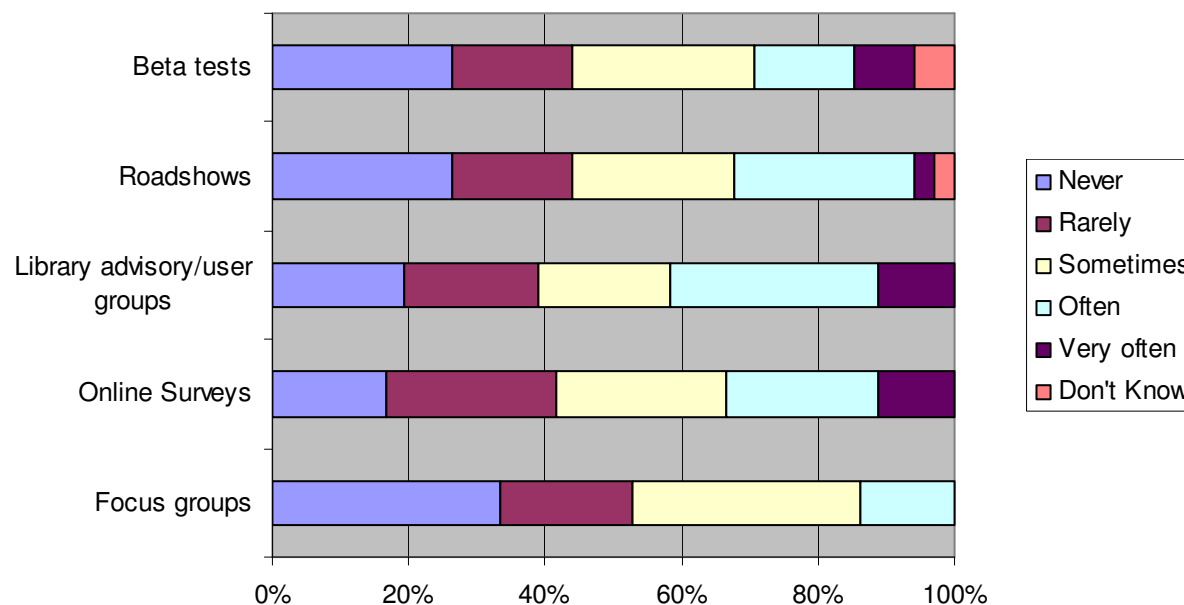
Criterion 3 Be fair and accessible to everyone and promote choice

- 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

After publishers have dealt with your queries how often do they follow this up by asking whether you are satisfied with their answer?
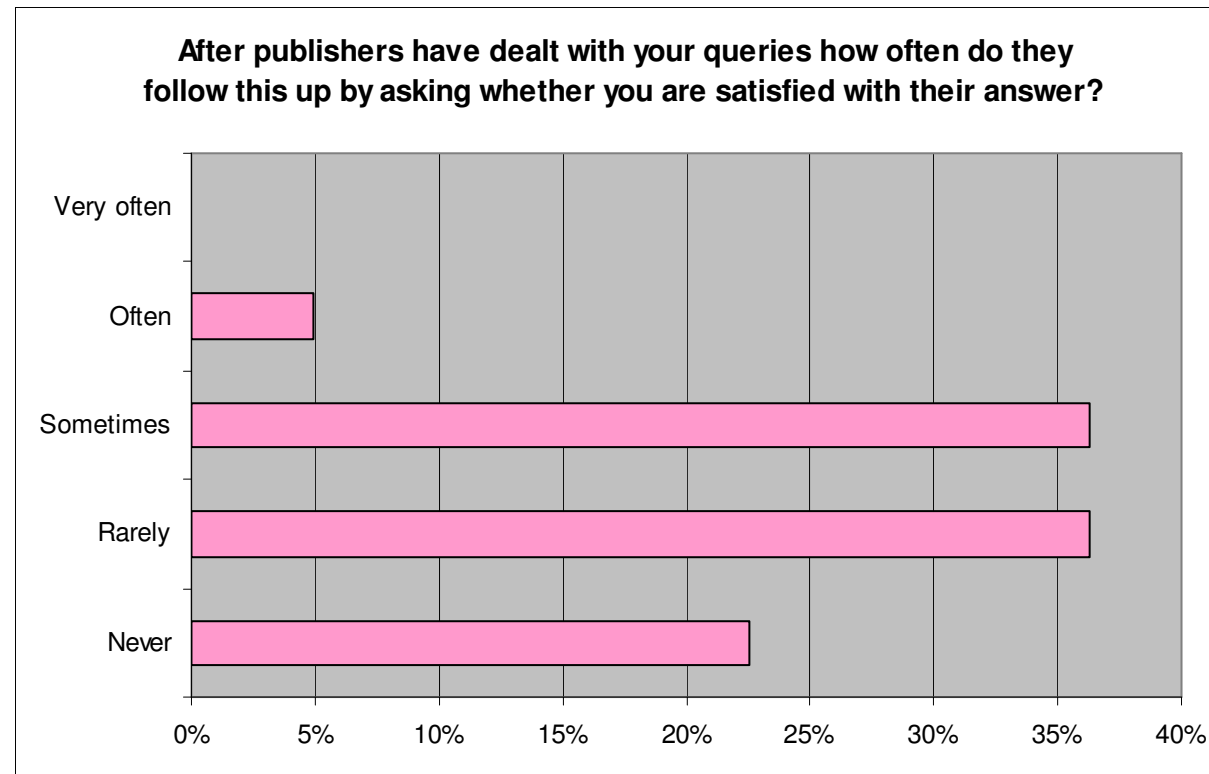
Criterion 3

After having replied to a customer`s query how often does your company follow this up by asking whether they are satisfied with the answer?
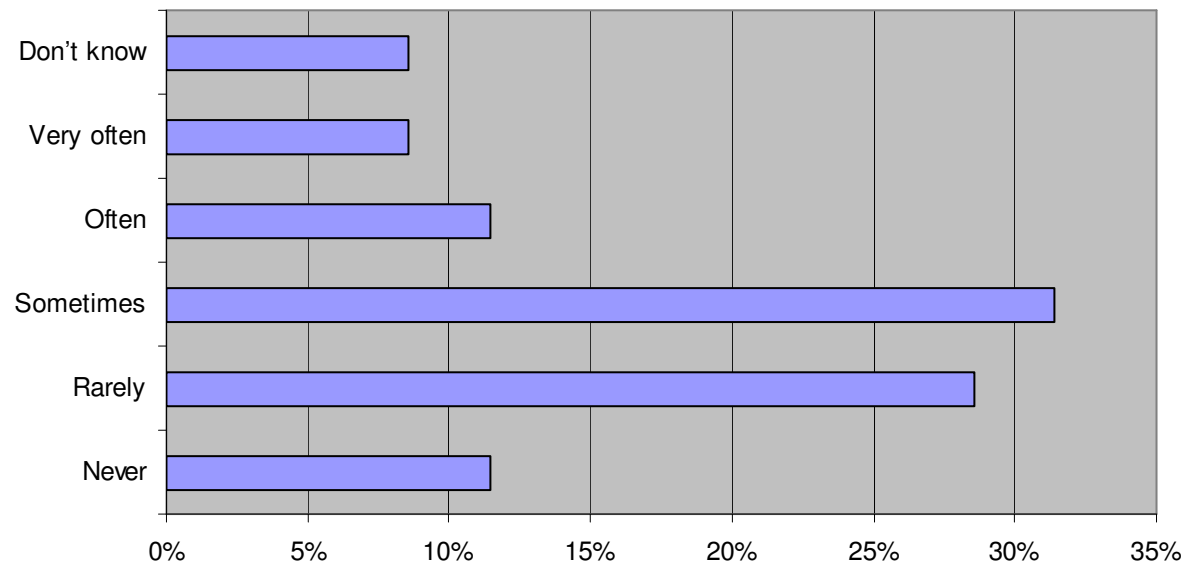
Criterion 4 Continuously develop and improve

- 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

In general how good do you feel that publishers are at keeping you informed about any planned upgrades or downtimes for their platforms?
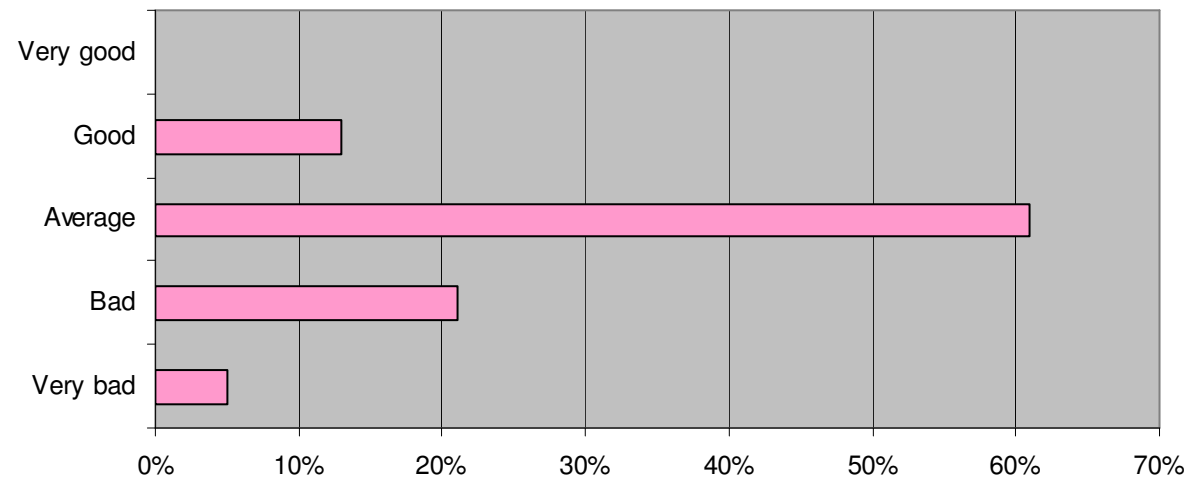
Criterion 4

In general how good do you feel that your company is at keeping your customers informed about any planned upgrades or downtimes for your platform?

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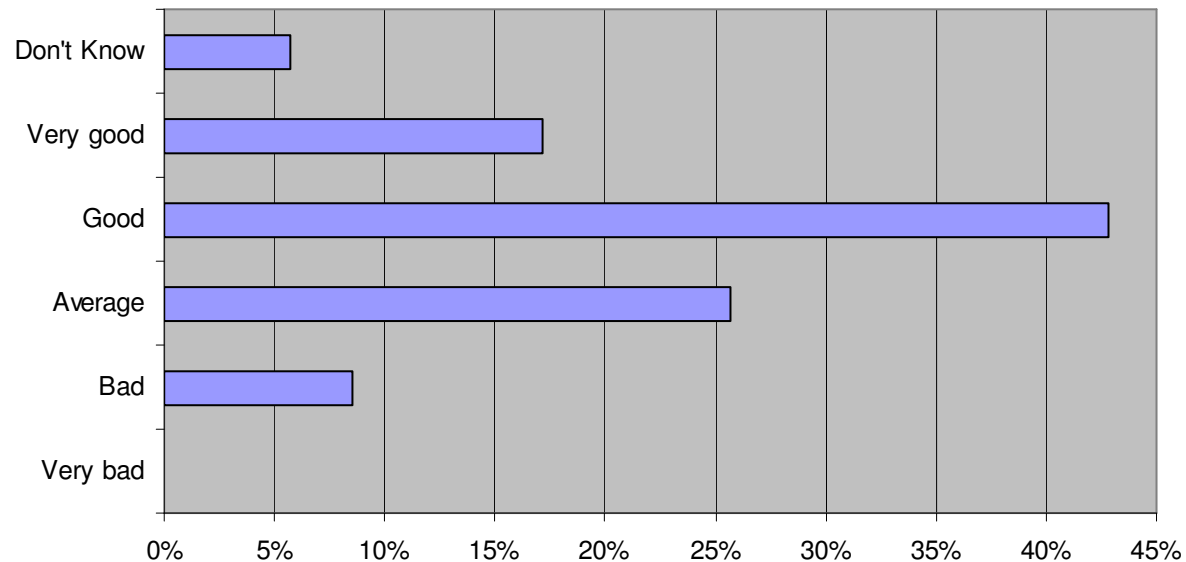
Criterion 4

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 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%

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

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?
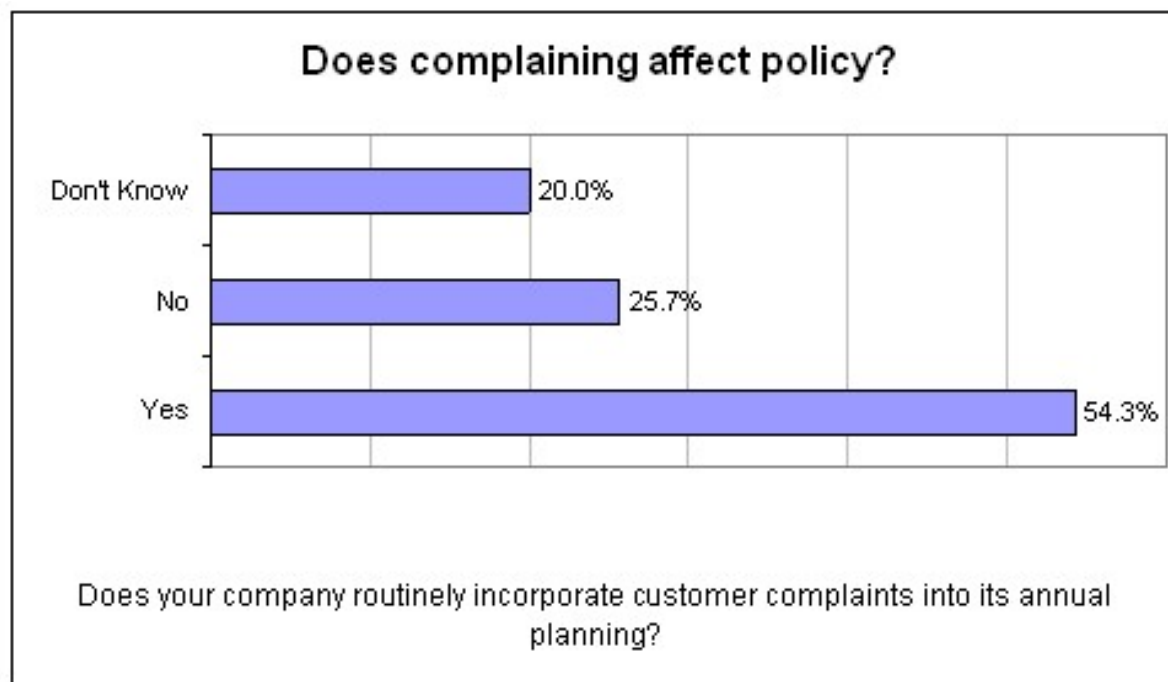
What to do..

- 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

Library Sites/Newsletters

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

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