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Customer service excellence II

### **Original Citation**

Acreman, Bev and Stone, Graham (2007) Customer service excellence II. In: UKSG 30th UKSG Annual Conference and Exhibition, 16-18 April 2007, University of Warwick. (Unpublished)

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# Customer Service Excellence Workshop

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

**UKSG  
Conference  
April 2007  
Graham Stone  
Bev Acreman**

# 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

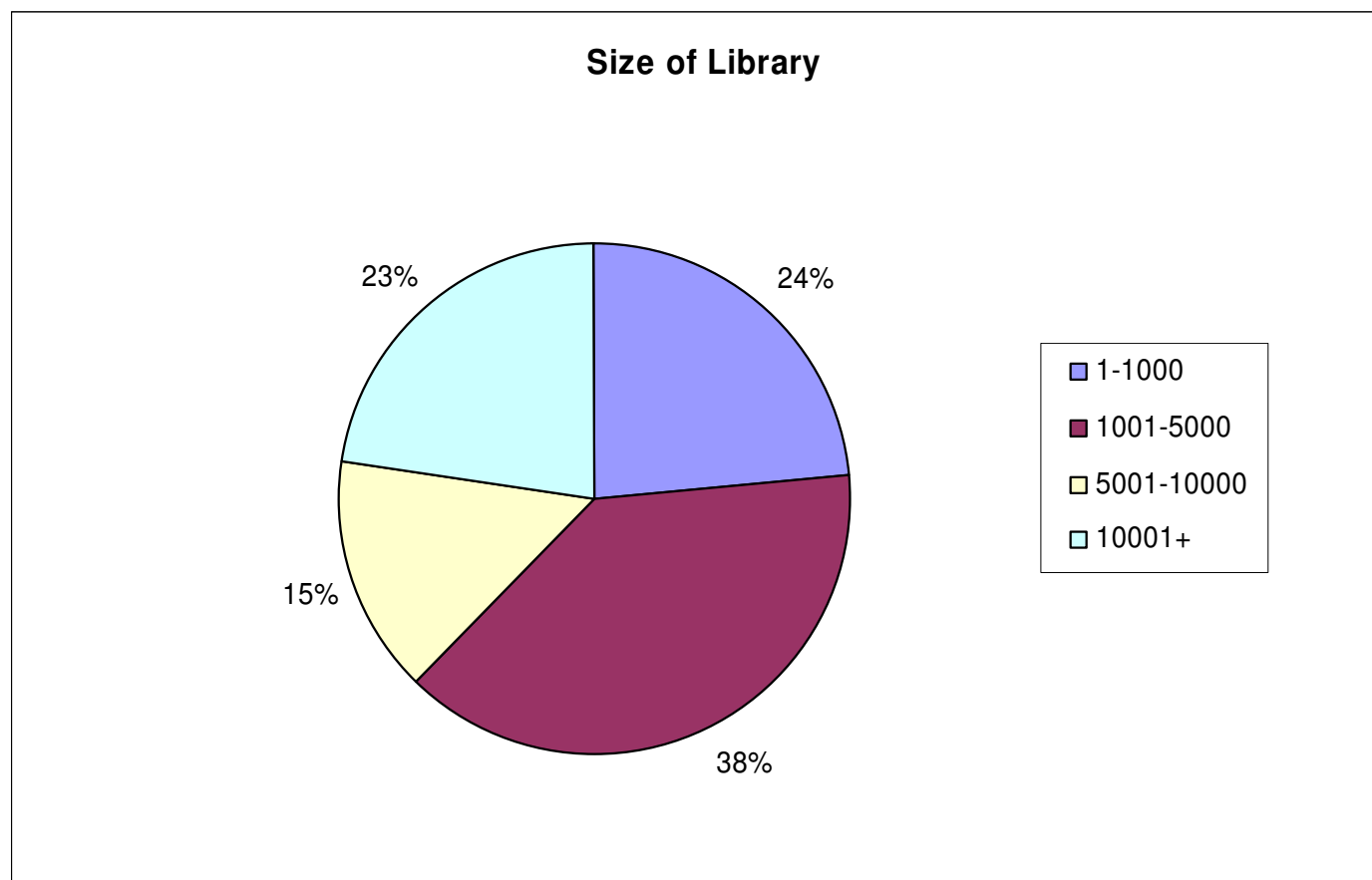
31% Publishers

**Who were they?**

**Librarians** – Good spread of library sizes

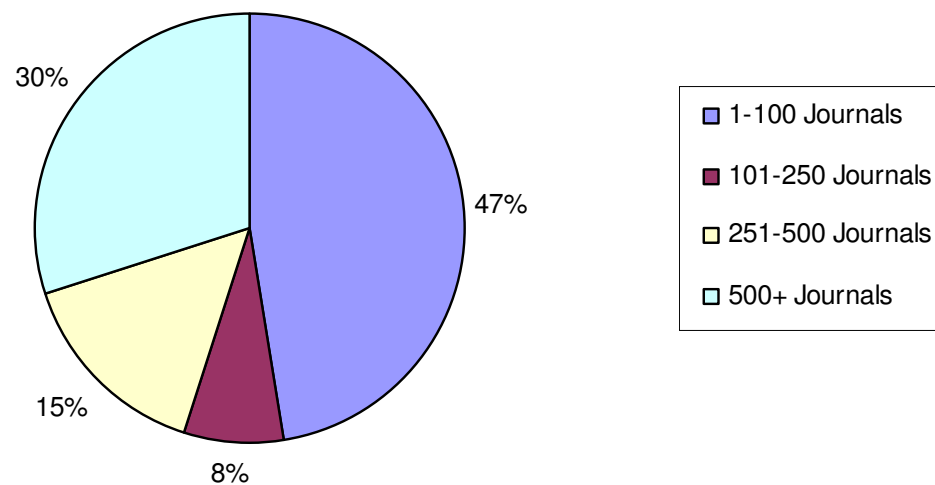
**Publishers** – mostly those with less than 100 journals (a key problem area in our workshop last year); 30% with 500+ journals

# Survey Details



# Survey Details

**Size of Company**



# 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

*Cranfield*  
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

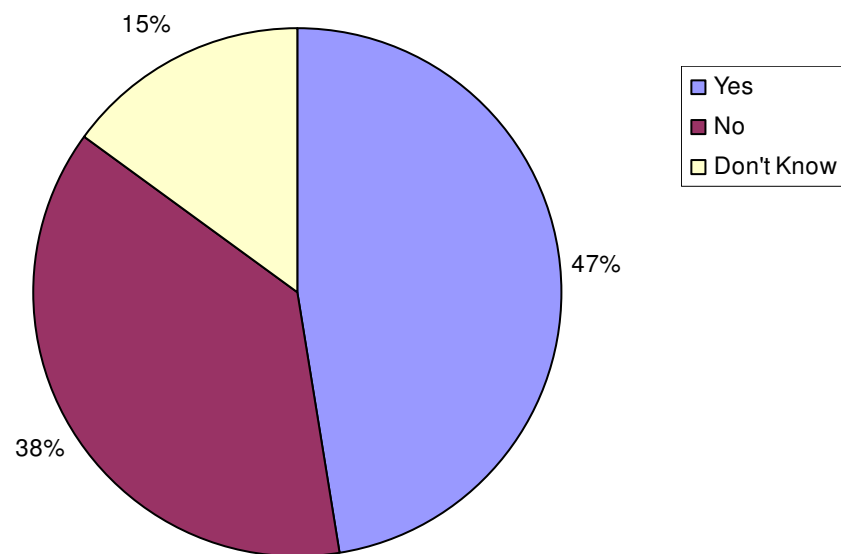
# Criterion 1

- 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%	<b>58%</b>	24
1,001-5,000	30%	5%	2%	8%	<b>55%</b>	40
5,001-10,000	38%	0%	0%	6%	<b>56%</b>	16
10,001+	17%	13%	0%	9%	<b>61%</b>	23
All Libraries	25%	6%	1%	11%	<b>57%</b>	103

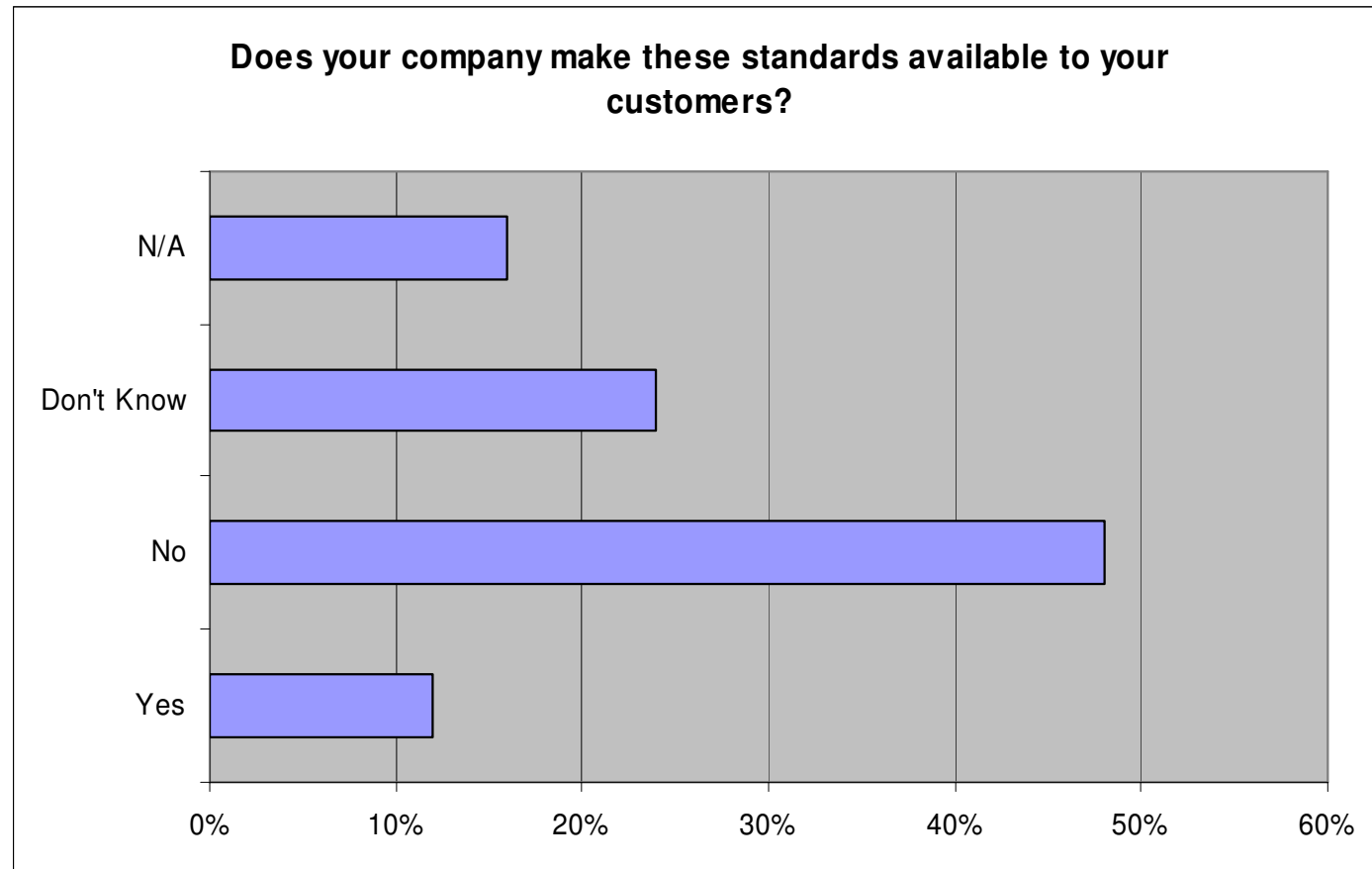
# Criterion 1

**Does your company have standards to measure customer service performance?**

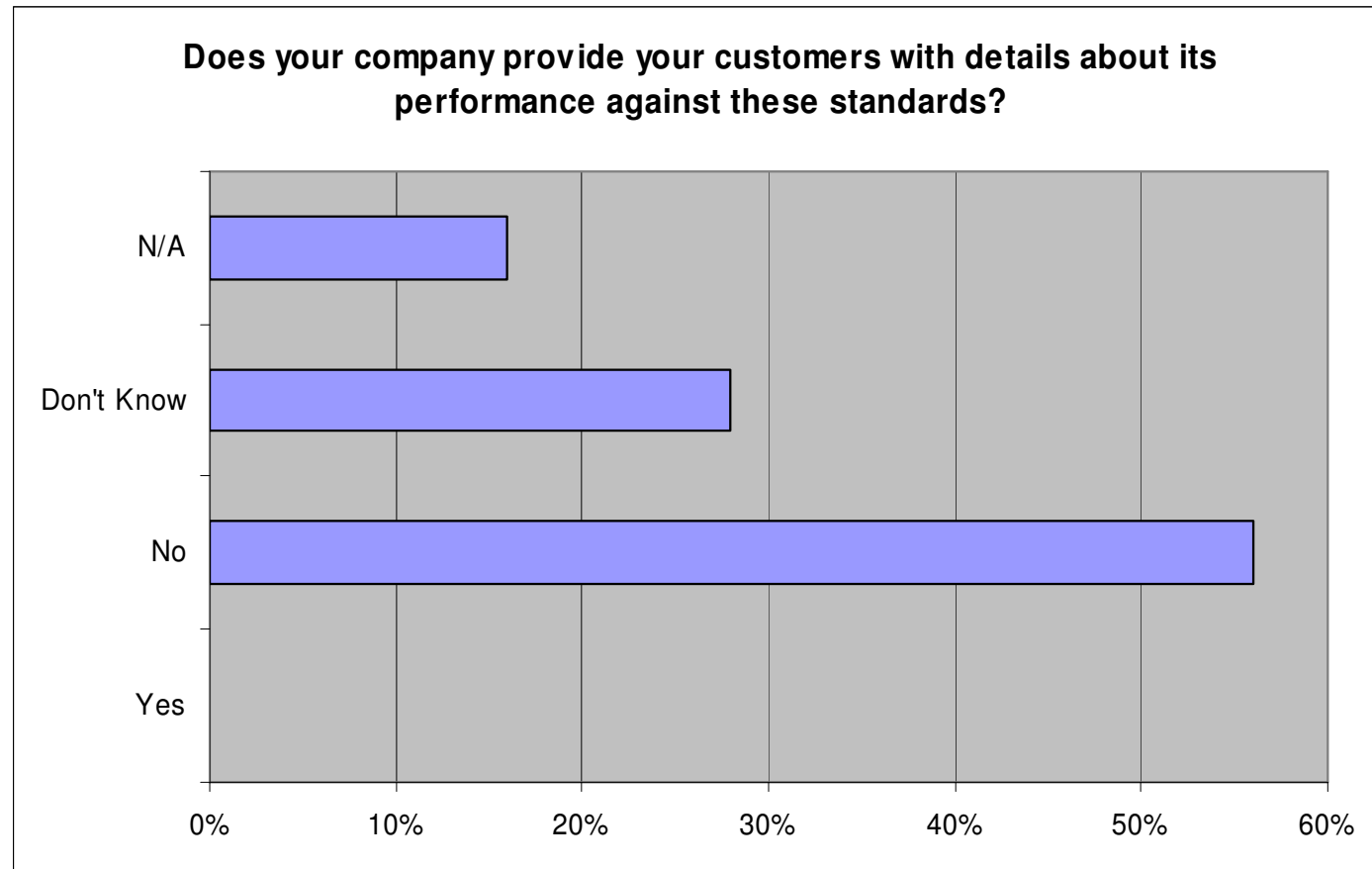




# Criterion 1

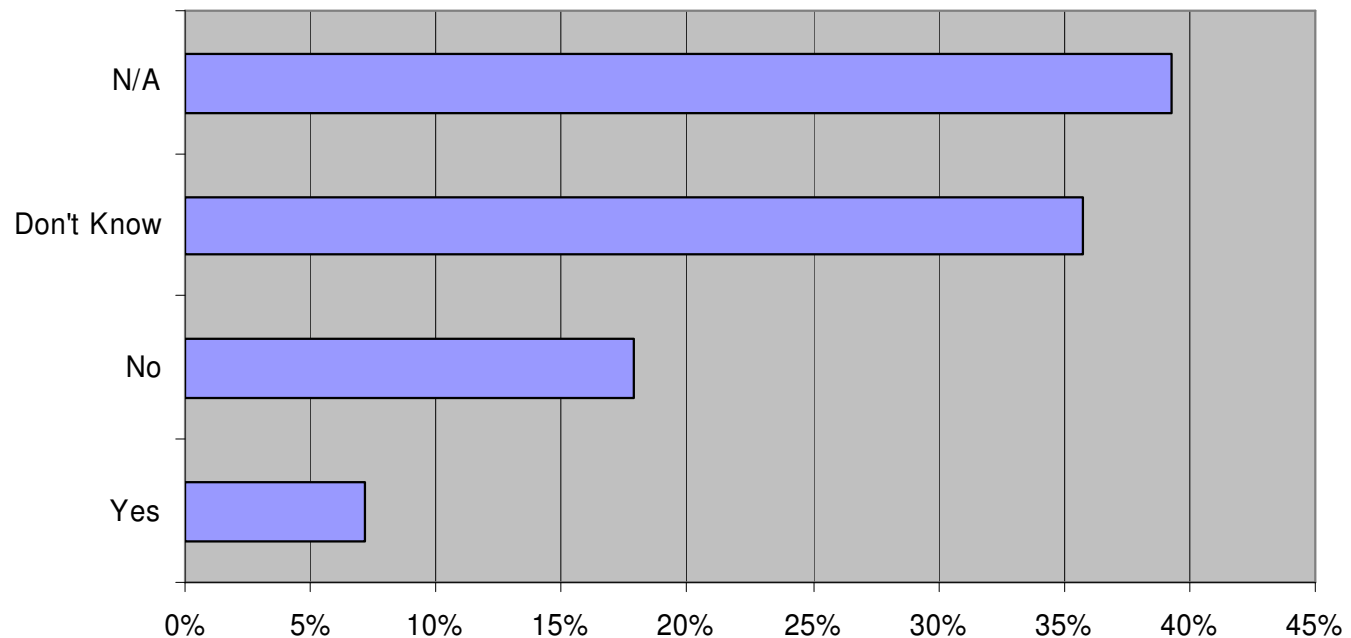


# Criterion 1



# Criterion 1

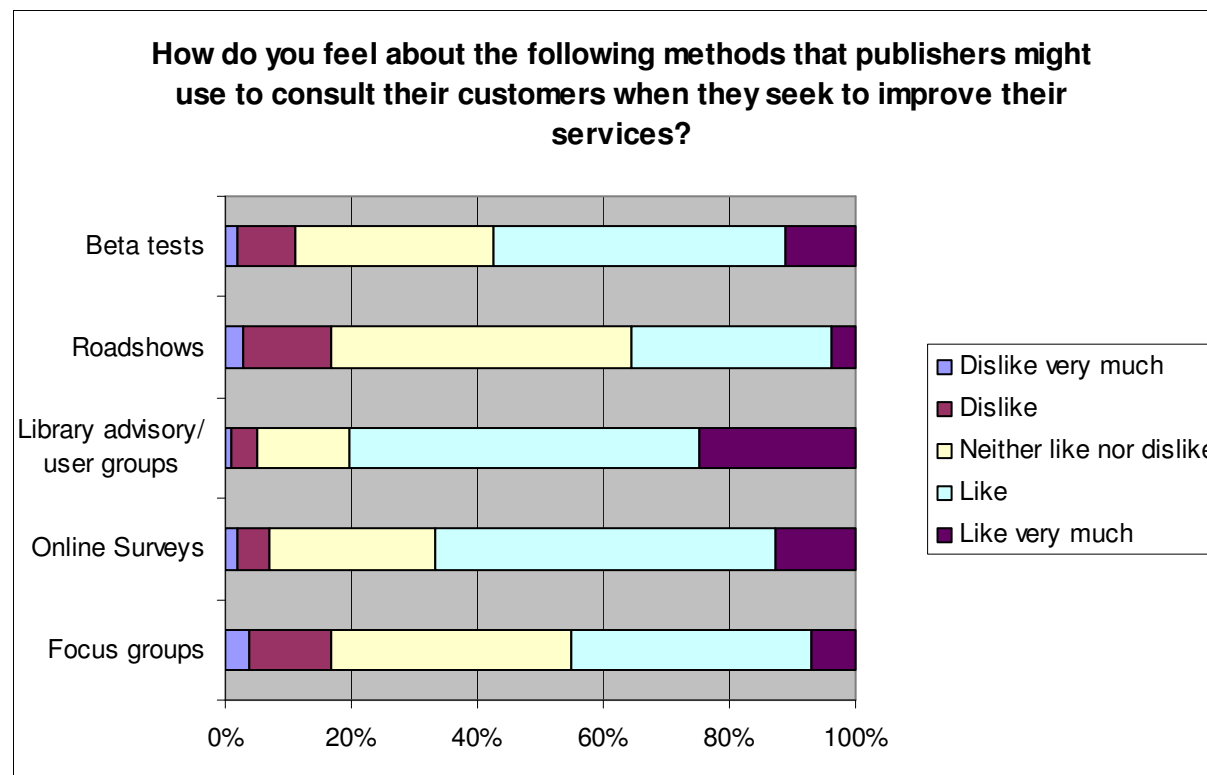
**If your company does not have standards to measure customer service does it have plans to develop these standards in the future?**



## Criterion 2      Actively engage with your customers, partners and staff

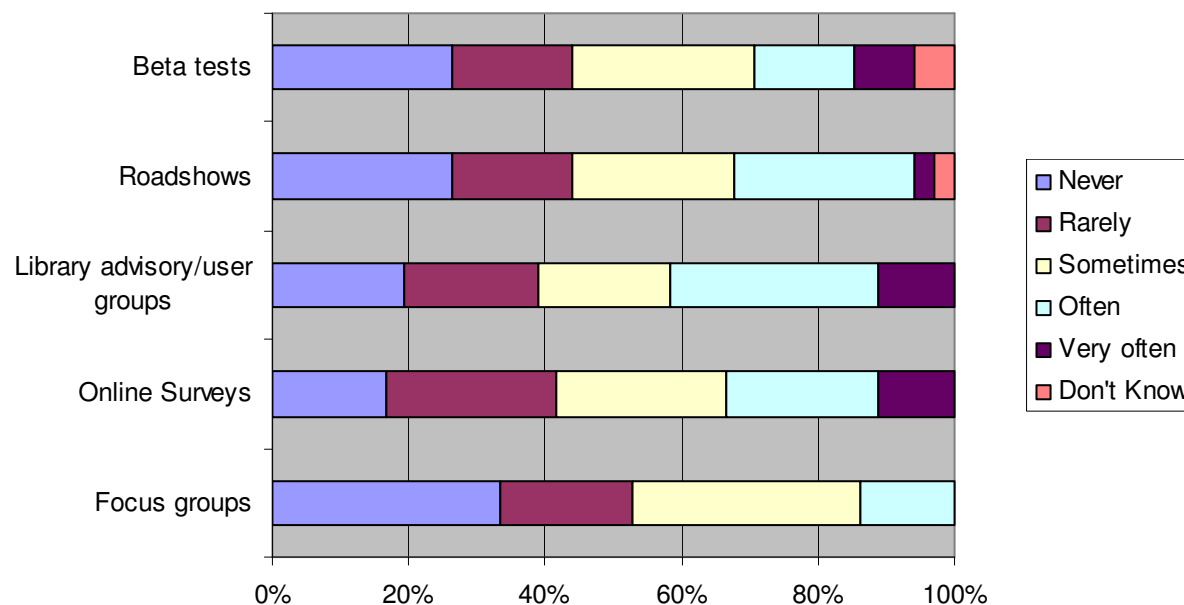
- You need to show that your organisation:
  - actively works with (engages with) customers, partners and staff to make sure it delivers high-quality services
  - consults and involves present and potential customers of public services, partners and staff
  - is open, and communicates clearly and effectively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

# Criterion 2



# Criterion 2

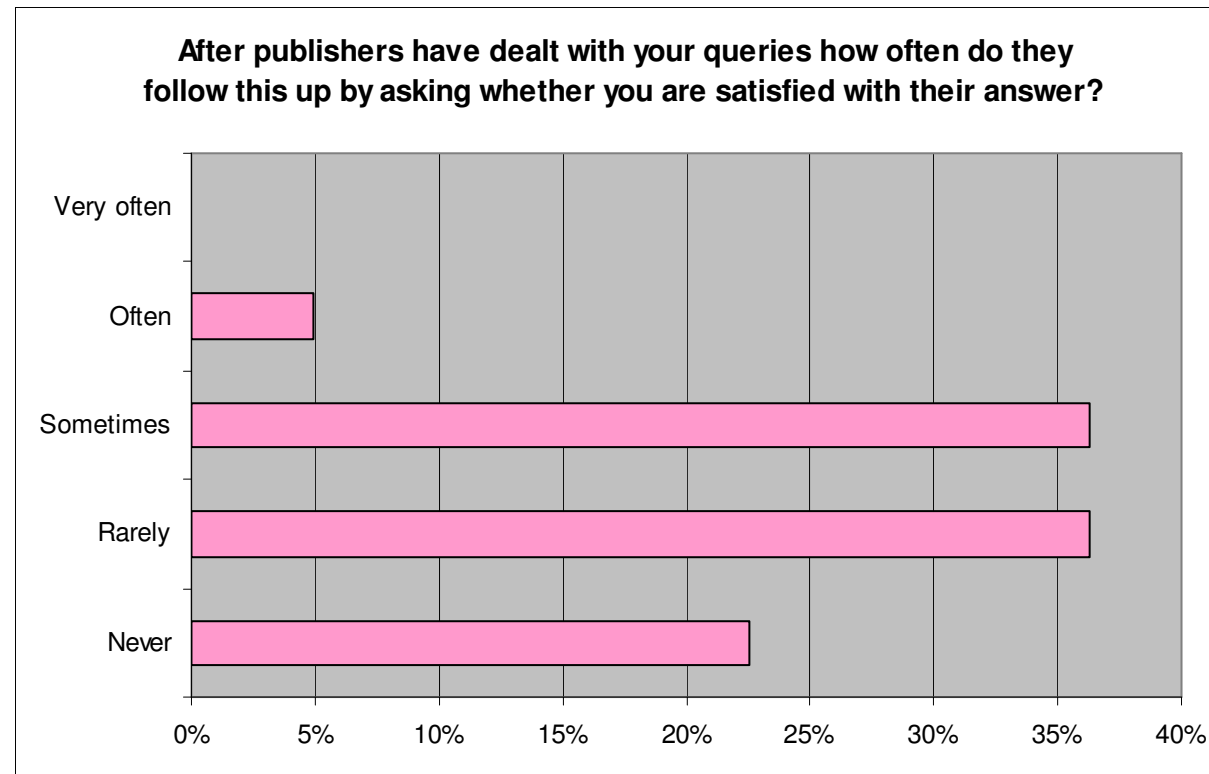
How often does your company use the following methods to consult its customers in order to improve its services?



## 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

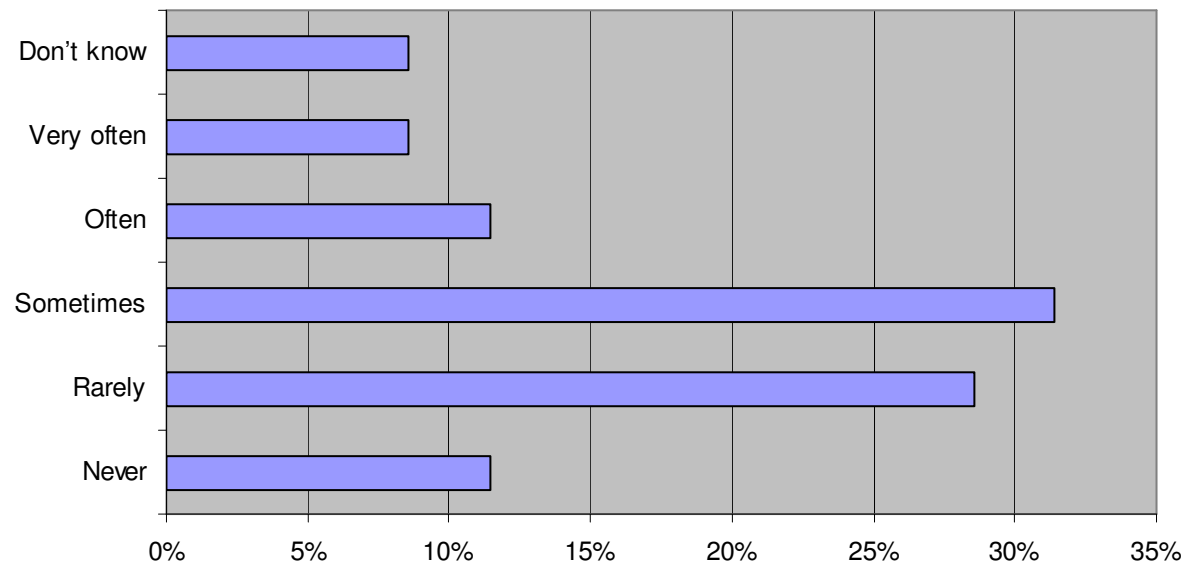
# Criterion 3





# Criterion 3

**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?**

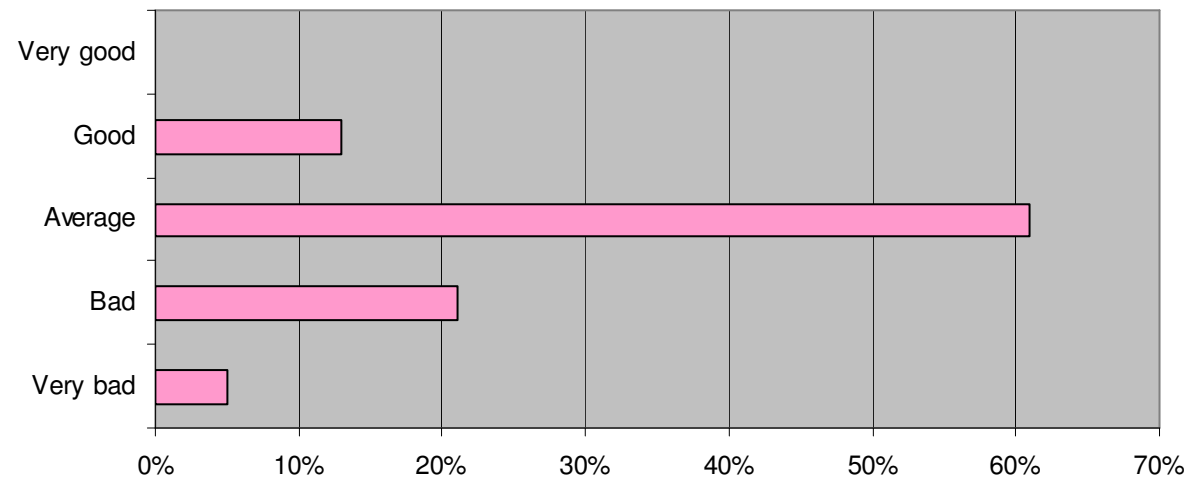


## Criterion 4      Continuously develop and improve

- 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

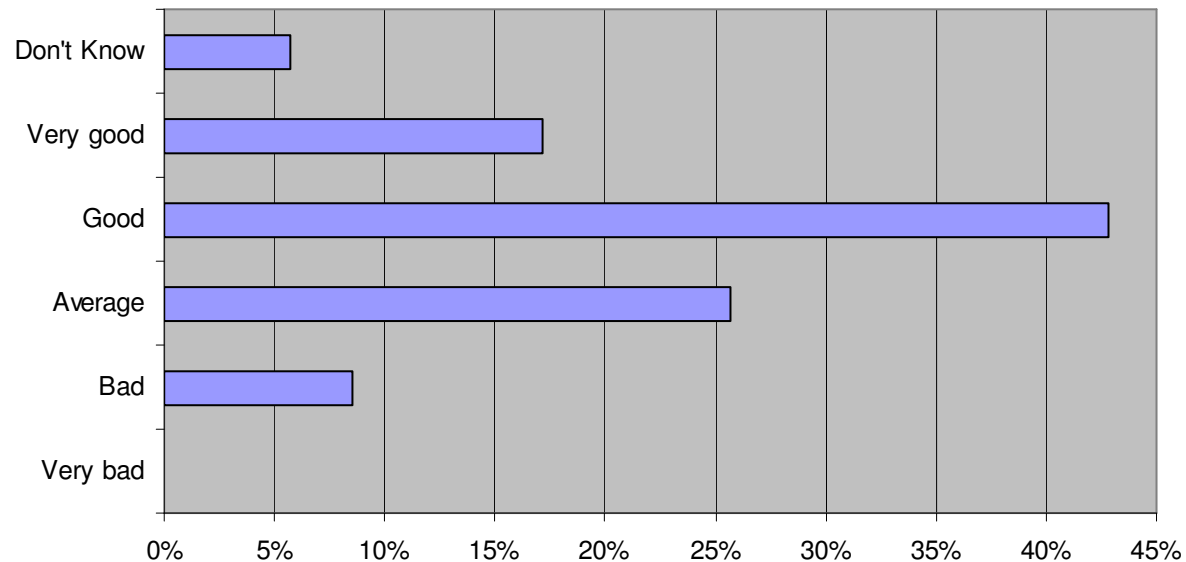
# Criterion 4

**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?**



# 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)*

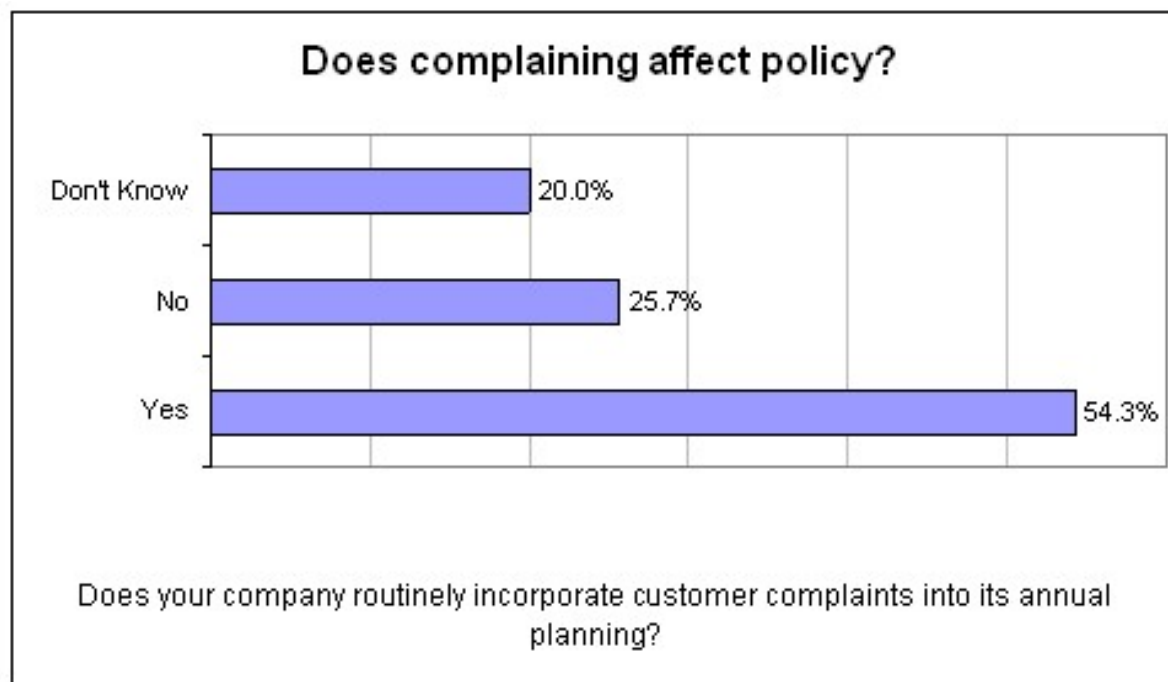
Active participation in <u>blogs</u> and <u>listservs</u>	3	6%
Admin Sites on <u>ejournals</u> platforms	6	11%
Dedicated Online Support departments	3	6%
Email notifications of changes	11	21%
More outreach to customers	2	4%
Named Contacts	4	8%
Regular Newsletters	4	8%
Reliability of Platforms/Better notice 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

The screenshot displays the Blackwell Publishing Librarian Site and a newsletter. The top section of the website features the Blackwell Publishing logo, a search bar, and navigation links for Books, Journals, Subjects, Blackwell Synergy, About, Resources, and Home. Below this is the title 'The Librarian Site' and a banner for 'Blackwell Publishing's comprehensive resource for librarians'. A Librarian Menu on the left lists various resources like Home, Newsletters, Synergy Online Journals, and more. The main content area highlights a 'Medicine & Healthcare Themed Issue' for the February/March 2007 newsletter (Number 34). It includes a welcome message and a list of featured articles and features.

**Blackwell Publishing**

Search Catalog Search [Advanced search](#) [View Basket](#)

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

## The Librarian Site

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

**Librarian Menu**

- [Home](#)
- [Newsletters](#)
- [Synergy Online Journals](#)
- [Marketing Resources](#)
- [Information about ISBNs](#)
- [Local Language Info](#)
- [Conference Schedule](#)
- [Open Access](#)
- [In The News](#)
- [Library Recommendations](#)
- [Rights & Permissions](#)
- [FAQs](#)
- [Talk to us](#)

Blackwell Publishing value to librarians provide their resources on the web. we publish professional resources that are highly valued by librarians and community. For 2007 we have a new community of customers.

**Please select**

- [Universe](#)
- [Hospitality](#)
- [Government](#)
- [Pharmaceuticals](#)
- [Law & Finance](#)
- [Other](#)
- [Institutional](#)

To read the [Local Language Information](#) [Supernatural](#)

**Blackwell Publishing**

## librarynews

### Medicine & Healthcare Themed Issue

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

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](mailto:libraryinfo@blackwellpublishing.com)

**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

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

# Library Sites/Newsletters

The screenshot shows the Taylor & Francis LibSite homepage. The header includes the site logo, navigation links like 'Contact Us' and 'Members of the Group', and a 'Product Search' bar. The main content area is titled 'Taylor & Francis Librarian Resources'. It features a left-hand menu with links such as 'LibSite Homepage', 'Journals Website', 'Administrator User Guide', 'Bibliographic Changes', 'Conferences', 'Customer Services', 'Discussion Lists', 'Email Alerting', 'eUpdates', 'Informaworld', 'Institutional Sales Team', 'Librarianship Resources', 'Marketing Resources', 'New Journals', 'News', 'Newsletter', 'Online Databases', and 'Online Journal Archives'. The main text area welcomes librarians and information professionals, explaining that LibSite is designed to help manage collections of Taylor & Francis journals more efficiently by providing information on new titles, current subscriptions, and bibliographic changes. It also mentions the availability of clear instructions for registration, activation, and downloading URLs, as well as links to customer services for claims, back issues, and single issue orders.

This screenshot shows the 'Newsletter' section of the Taylor & Francis LibSite. The header is identical to the previous screenshot. The main content area is titled 'Newsletter' and states that the newsletter is published quarterly and provides updates on initiatives at T&F, along with news on topical issues. A list of issues is provided, including 'Issue 6', 'Issue 5', 'Issue 5 - 图书馆员时事通讯', 'Issue 5 - versión español', 'Issue 4', 'Issue 3', 'Issue 2', and 'Issue 1'. Below this, a section titled 'Regular features of the Newsletter will include:' lists several items: 'Pricing Options', 'New journals', 'Bibliographic changes', 'Administrator User Guide', and 'Usage Statistics'. At the bottom, there is a prompt to 'sign up to the Newsletter please complete the Registration details below'.

# 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**