

# LibSat™ Subscriber Peer Review

To obtain a follow-on, “arm’s length” peer review of LibSat, the OLASStore posed the following questions to the following Public Library systems having a current subscription for the LibSat Customer Satisfaction Management System – Ajax, Barrie, Brampton, Indianapolis-Marion County, Kingston-Frontenac, King Township, Markham, Municipal District # 23, Orange County, Oshawa, Windsor and Thunder Bay. Their responses can be reviewed by following the links or scrolling through the document. The answers to the questions are a composite of each LibSat subscriber’s individual responses. To ensure that the essence of individual responses was not distorted or lost, each library has reviewed (and approved) this document.

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## Application and Use

### 1) Is LibSat suitable to the Public Library environment for measuring and managing customer satisfaction?

“Yes.” Without hesitation all LibSat subscribers continue to agree that LibSat is suitable for measuring and managing customer satisfaction in the Public Library environment. It is notable that LibSat has been designed specifically for the Public Library sector and this makes it ideally suited for its purpose. LibSat is *“not the be all and end all”* for all the data collection and management requirements of any given Library System, and it doesn't claim to be. But, LibSat does provide a *“comprehensive set of tools that offer the ability to look at a wide range of public library services.”* *“There is nothing comparable out there.”* LibSat provides insight, knowledge and understanding of Public Library customer satisfaction. It helps to understand customer service needs and where opportunities for improvements in customer satisfaction exist. And, over time, for those using LibSat year after year they have found the ability to conduct period analysis, trend analysis and internal benchmarking an exceptional feature of LibSat. *“There is no other comparable long-term survey solution”* available for Public Libraries.

### 2) How effectively do the reports help you to understand satisfaction with the services you provide?

LibSat subscribers fit more or less into two groups when responding to this question.

**New users** – having subscribed to LibSat for less than 9 months

**Mature Users** – having subscribed to LibSat for 9 months or more

#### New Users

Before the reporting features of LibSat become really useful, you need to start collecting data and building your database. Generally LibSat subscribers report that they begin collecting responses to the LibSat regular and in-depth surveys soon after the survey links are posted within their web site. New LibSat subscribers find that the built-in Summary Reports are ideal for regular updates and reviews of their data in real time as responses are added to the database. As is the case with other new services, there is some learning required, not only in terms of how to use the LibSat system, but also understanding and interpreting the data being gathered. LibSat subscribers say the Summary reports are easy to use and provide very useful insight into their data. From here subscribers begin to develop a deeper understanding of their customers and become skilled users of the LibSat Customer Satisfaction Management System.

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Generally New LibSat subscribers find the Graphic Summary Reports, Postal Code Summary Maps and the Customer Comment Management Tool most useful in the initial days and months following the launch of their LibSat Customer Satisfaction Survey.

### Mature Users

*“Really well and more so now”*

LibSat offers a broad array of reports that facilitate various levels of analysis and insight. Since beta-testing began and the product was launched, LibSat and the LibSat reports have steadily improved. Overall, mature subscribers find the reports offer an easy breakdown of the information gathered through a variety of data views. Using the survey dimensions, customer profiles, and organizational cross-sections, it is possible to work with the data in several meaningful ways.

For the most part, mature LibSat subscribers also spend most of their time reviewing the summary reports. These reports continuously show a stream of information over time providing insight into developing trends and the impacts of previous actions. From here the subscriber initiates deeper analysis using various custom reporting features of LibSat.

Similarly the comment summary reports are used regularly by the mature user. *“These reports provide immediate insight into the ‘hot-button’ issues”* and anecdotal responses to recent events or actions that the Library may have undertaken.

### **3) How does LibSat compare to other online survey tools or approaches that you considered and/or have used in the past?**

*“LibSat is almost incomparable to alternative customer satisfaction survey approaches.”*

Compared to the more typical and traditional approach to customer surveys that Public Libraries conduct every three years or so, LibSat offers a significant departure and improvement. LibSat subscribers who have undertaken a traditional approach in the past note that LibSat is more affordable, offers more value and the information gathered and reported is more timely and relevant. The question set is comprehensive and since it has already been designed, tested and validated for the Public Library sector, there are no development costs or time spent on this aspect of the survey process. LibSat is not time consuming like traditional surveys and the reporting is more current and offers greater flexibility in terms of inter-temporal analysis compared with traditional point-in-time, snap-shot surveys. Furthermore, LibSat subscribers benefit from having the ability to track customer responses and the impact of changes initiated by the Library system before and after implementation.

Compared to other on-line survey solutions, LibSat is not simply an empty shell that has been designed to offer basic functionality across any number of service sectors. LibSat

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is designed specifically for the Public Library sector. It includes two customer satisfaction surveys (regular and in-depth) based on the same core set of comprehensive questions, and the reporting tools are integrated with these question sets. All together, LibSat offers a solution that is “*head and shoulders above the rest*” and “*offers exceptional value compared to the alternatives.*” With LibSat “*you will save time and money.*”

While many of the LibSat subscribers initially indicated a potential need for adding localized questions to the survey question set, only a very few have determined, in consultation with Counting Opinions, that additional questions were actually required in their situation. The LibSat approach is to ensure that the core question set remains the same across all subscribers giving each subscriber the ability to do peer comparisons. While a static core question set may seem inflexible at first, LibSat subscribers agree that it is essential for inter-temporal comparisons and peer benchmarking. Furthermore, if Counting Opinions determines that a question would be a valuable addition to the LibSat Customer Satisfaction Survey core question set, then this question would be added for all subscribers to use, as a free core service improvement.

#### 4) How satisfied are you with the response rate to the LibSat survey(s)?

Overall the LibSat subscribers are very satisfied with the response rates to the LibSat survey(s). But, each did comment that some effort is required to keep response rates at a satisfactory level.

Getting your customers to respond to the LibSat Customer Satisfaction Survey(s) is key to driving and extracting meaning and value from the LibSat service. Typically LibSat subscribers experience a high rate of response in the early months of launching the LibSat survey. This is a result of the LibSat survey links being new, fresh and noticeable on the Library web pages. Additionally, given the opportunity, there may be a lot of Library customers who are interested in sharing their opinions about the services libraries offer.

LibSat subscribers note that it is important to be proactive and creative in marketing the LibSat Customer Satisfaction Survey. It is necessary to keep a “fresh look” and employ several on- and off-line marketing approaches simultaneously. Graphic web links, cookie-based pop-up splash pages, posters, flyers, newspaper advertisements, bookmarks, and staff promotion are all effective. Target marketing can also be undertaken using the LibSat data as a guide to identifying gaps where response rates within a particular demographic are not representative of your known customer demographic profile. It is also important to strive for balance in your promotional efforts where you manage to keep the LibSat Customer Satisfaction Survey top-of-mind while avoiding over promotion, which can lead to a sense of survey fatigue.

The addition of Mini-Surveys to LibSat, like the Summer Reading Program (SRP) Survey (an outcomes based survey), are expected to be useful extensions to the LibSat service that can offer a variety of additional marketing opportunities to key target demographics.

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For example, by promoting the SRP survey to the parents, guardians and care givers of the children involved in the Program, SRP survey respondents are invited to participate in a LibSat Customer Satisfaction Survey upon completion of the SRP survey.

In response to subscriber feedback Counting Opinions will continue to add more “Mini-Surveys” and continue to extend the depth of the LibSat service.

Subscribers that have been using LibSat for more than a year, have noticed that the annual email survey reminders do help to improve response rates while offering further insight into respondent trends.

The paper-based versions of the LibSat Customer Satisfaction Survey are useful for engaging customers who may not be comfortable completing an on-line survey. The paper-based versions also provide another opportunity to promote the survey at circulation desks, etc. and to encourage customers to complete the survey at their convenience.

### **5) Have your customers encountered any challenges when responding to the survey?**

LibSat subscribers report that no real difficulties have been encountered or brought to their attention. Some respondents have questioned the relevance of certain questions. In most cases they missed the part on the Welcome page that suggests that they skip questions that are not applicable. One or two have also felt that there is some repetition in the questions. But, this approach allows responses to be confirmed and validated through the survey. One customer has said that the survey took too long to complete and they were required to “think too hard” because they found the wording of some of the questions confusing. Any confusion can be overcome with some explanation, but subscribers must be careful not to coach responses.

### **6) Have you received any customer feedback regarding the LibSat Survey?**

LibSat subscribers report that their customers are pleased with the opportunity to provide their feedback.

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## Set-up and Delivery

From an operational perspective what is your experience, in terms of:

### 1) Implementation Process

#### a. The “Getting Started” process

LibSat subscribers find the getting started process is “*straight forward and easy.*” Counting Opinions’ staff are very supportive throughout the process.

*“Materials and information are thorough and accurate.” “It’s quick to get set-up.”  
“Extremely simple – definitely one of the big pluses of LibSat.”*

#### b. Customization (if applicable)

In the case of the Ajax Public Library, an ISO 9000 certified Library, Ajax required a tool to better manage, comprehend and respond to every customer comment received through the LibSat survey(s). In response Counting Opinions conducted a market search for a potential module to be added to LibSat. But, it was discovered that an “off-the-shelf” module did not exist. So Counting Opinions built a Comment Categorization Management Tool with the help and support of Ajax and other subscribing Libraries. This feature, which was identified as being useful to all Library Systems, is now included in all LibSat subscriptions at no additional cost.

#### c. Promotion

As previously mentioned, LibSat subscribers say that very little promotion is required at the beginning when LibSat is first implemented. The more mature users of LibSat however acknowledge that a marketing plan is required which includes continuous promotional efforts and determination of what is effective, what is not effective, and where marketing efforts need to be targeted.

Suggested marketing tools/mediums include:

- Newspaper
- Newsletters
- Flyers
- Posters
- Phone message prompts
- Cookie-based, pop-up web pages
- Splash entry web page
- CO marketing templates
- Staff to customer promotion

It has been suggested that Counting Opinions needs to provide higher resolution graphics to help Subscribers produce their own in-house marketing materials for print.

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### d. Staff involvement

Staff involvement varies among the LibSat subscribers. Senior staff are typically the most involved in the delivery and use of LibSat. While some subscribers mention floor staff having some involvement in the promotion of LibSat and having completed the LibSat survey themselves, there is typically very little staff involvement outside of management.

If staff are approached by customers with a service comment (positive or negative), it has been suggested that it is useful to be able to direct that customer to the LibSat survey for the customer to provide their overall opinion and the specifics regarding their satisfaction with the Library's services. Library customers appreciate the opportunity to provide their feedback, and to have that feedback recorded and recognized, especially if they know that the library will respond to their feedback with action.

### e. Responsiveness of Counting Opinions

Counting Opinions offers excellent service and is committed to providing quick turn around answers to questions and needs.

*"Excellent"*

*"Very Responsive and helpful"*

### f. Service enhancements

#### i. Branch Access codes

Subscribers using the Branch Access code option describe this option as being very useful. The ability to delegate tasks to Branch managers is very beneficial.

#### ii. Translation/localization

One subscriber has encountered significant challenges with the translation process in creating the Punjabi language version of the LibSat survey. The display of the characters proved very difficult due to inconsistencies and lack of support across a variety of web browsers and computing platforms. The lack of a standardized on-line font for the display of certain characters resulted in many challenges and delays. In the opinion of the subscriber, Counting Opinions did not do a good job of resolving the problems and issues at the time. Counting Opinions admits that the implementation process for some languages is more difficult. The company is continuing to examine and improve the process for handling some of the more complex languages. It is anticipated that only a few languages may still present challenges in the future. One of the key process improvements involves having readily available independent reviewers to review and provide feedback throughout the translation and implementation process.

LibSat is currently available in English, French, Spanish, Chinese (Simplified and Traditional), Russian and Punjabi.

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### iii. Custom customer “follow-up” option

This feature was initiated by a need expressed by the Ajax Public Library and is an optional upgrade for all LibSat subscribers. Ajax had commented that it would be useful to have an immediate contact interface built into the Contact Me module to immediately close the loop when a customer requests to be contacted.

Through the contact process, the customer is shown how the Library responds to its customers feedback and how relevant and important their feedback is to customer satisfaction improvement. The result is a greater willingness to provide their feedback again in the future.

*“A great option.”*

#### g. Staff acceptance

##### i. staff survey responses

Counting Opinions gives Library staff the opportunity to complete the regular or in-depth LibSat survey from the perspective of a library customer. This provides some useful insight into the staff perceptions of how well services are delivered and received compared to the library customers’ perceptions.

Subscribers report that staff can sometimes be reluctant to respond to the surveys. Generally speaking a low percentage of staff have completed the LibSat survey.

***Please note:** In some cases, staff may be using the public LibSat customer survey to enter their responses; therefore, it is important to clearly communicate the importance of using the custom staff response URL, and letting staff know that their comments truly are anonymous and non attributable.*

##### ii. staff promotion of survey to customers

In most cases staff are involved in promoting the LibSat survey(s) to customers and believe that the opportunity for customers to provide feedback beneficial. In those cases where staff are not actively promoting the LibSat survey(s), it is anticipated that staff will commence this activity almost immediately.

##### iii. staff involvement in reviewing survey results

Overall management is responsible for review and analysis of the LibSat survey results. Depending on the Library System, these results are shared with staff from time to time and their comments are welcomed.

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### iv. staff perception of benefits

Management level staff are typically very aware of the benefits that LibSat offers. Other staff are not as aware. This perception can be improved through internal communication and training. The concern that customers can express negative opinions about staff may be a factor in the degree of acceptance, but generally all staff appreciate the benefits of gathering customer feedback.

### h. Customer engagement

#### i. Promotional effort

There is a direct correlation between promotional effort and response rates. Please also review the response to question 4 (above) “How satisfied are you with the response rate to the LibSat survey(s)?”

Proactive promotion of the LibSat survey(s) is a requirement. Generally, a decrease in response rates from one month to the next triggers a response by the LibSat subscriber to increase promotional activities to engage their customers. To be more consistent and to achieve a satisfactory response rate, LibSat subscribers agree that the best approach is to have an ongoing marketing plan in place in combination with diligent execution and regular reviews.

Promotion is usually intensive and extensive in the early months after the launch of LibSat. Since LibSat is a continuous survey, promotional activities are best conducted on a continuous basis, employing a mix of approaches with “freshness” as an objective. Web links can be moved. Styles of links can be changed. Promotional messages can be re-worded. Feedback on past survey results and what the library has done about the issues identified, is a valuable way to get the message out that you are listening and taking action. *“You’ve got to be creative.”*

#### ii. Participation in paper-based surveys

While a paper-based version of the regular LibSat survey is available for respondents, subscribers typically encourage customers to complete the on-line version of the survey. This approach helps subscribers avoid the requirement of key-stroking paper-based responses into the LibSat database through the input screen specifically designed for paper-based responses.

Generally, LibSat subscribers report that they have little or no need for the paper-based version. But, those that respond using the paper-based version find the survey is as easy and straight forward as the online version. A recommendation to slightly improve the paper-based input screens has been submitted to Counting Opinions and they are currently testing a new version with some subscribers.

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### iii. Feedback on the published results from the survey

Newer LibSat subscribers have not yet undertaken an effort to communicate results choosing to wait for more responses and measured impacts before communicating results.

The more mature LibSat subscribers have done some public reporting of their results. In many cases results are not directly attributed to the LibSat Customer Satisfaction Management System, although this may be a missed opportunity to promote the collection of additional feedback via the survey.

### iv. Feedback on participation in the survey

No subscribers currently provide any customer feedback regarding participation rates in the LibSat survey (e.g. percentage of library membership that has completed a survey in the past year).

Sharing positive comments is an excellent way of improving staff perception and encouraging their participation in soliciting additional and ongoing responses. Similarly, the more feedback you provide customers, the more likely they are to complete a survey and contribute their own perspectives and opinions.

### v. Other (non LibSat) methods used to capture feedback from customers

- Focus Groups
- Online comment form
- Paper-based comment forms
- Comment cards
- Suggestion box
- Key informant interviews

One LibSat subscriber went as far as to say “*No other methods come close to being as effective as LibSat.*”

#### i. Ongoing effort

- i. How much time do you invest in the management of LibSat:
  1. inputting paper-based responses

Subscribers using the paper-based version report it takes less than 1 hour per week to input paper-based responses received.

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## 2. creating custom reports

Mature LibSat subscribers tend to use the custom reporting features of LibSat more often and spend around 2 to 4 hours per week generating custom reports.

Generally all subscribers spend more time using the summary reports and find these reports offer significant detail and enable them to draw informative conclusions and enrich their internal reporting activities.

One subscriber has reported that they find the custom reporting tools difficult to understand and there is a definite learning curve associated with these reports. Also it can be time consuming to conceive and generate the appropriate report. It has been suggested that more help features are required to augment the existing video tutorials.

## 3. categorizing comments

Comment categorization is very straightforward and requires very little effort. To avoid getting backlogged, it is recommended to keep up with categorizing new comments received on a weekly basis. Subscribers are taking about 30 minutes to 1 hour per week to categorize comments.

## 4. review, discussion and publishing of results

One subscriber noted that it is necessary to have a sufficiently strong response rate to make reporting and reviewing results meaningful on any regular basis.

### a. with staff?

There is a wide range of approaches depending on management style in each Library system. Monthly reports are sometimes circulated among staff.

### b. with those involved in governance?

As needed. One subscriber reported that it takes no more than 30 minutes to produce a report that meets their needs.

### c. with funding partners?

Some subscribers produce a generic summary report that they circulate among staff, and with governance and funding partners. Others produce a quarterly funding partner report or do not report at all at this time.

### d. with customers?

Email summary reports, newsletters and quarterly summaries are examples of how LibSat subscribers are sharing the results and findings with their customers. These reports require only minimal effort.

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### j. Other effort required that is not mentioned above

*“None”*

*“One of the strengths of LibSat is that it does not require a lot of effort.”*

*“Data analysis is the most time consuming, but (we are) amazed at how little effort is required to get meaningful information.”*

## Promotion Effectiveness

**From your experience promoting the LibSat survey(s) to your customers, what has your experience been in terms of:**

### 1) Setting up links on the web site

*“Darn easy”*

#### a. How many links and what types (text, banners, buttons)?

All LibSat subscribers include a link of some sort from their home page to the LibSat survey. These links may be text links and/or graphic buttons and banners. Some have also employed splash entry pages with an invitation to complete the survey before being taken to the main home page.

#### b. Effectiveness of each (what works / what doesn't)

The most effective link to the survey is the use of a splash page to invite customers to complete the survey before entry into the Library's home page. Presenting this page randomly or based on previous user choice (using “cookies”) ensures that this page will not appear again every time, or at all after the customer has completed a survey.

Links to the survey from other key entry pages, such as customer account pages are also very effective in driving traffic to the survey.

### 2) Marketing templates and materials available from Counting Opinions / OLA

#### a. What have you tried?

A few LibSat subscribers have used the marketing and promotional materials available through the customer portal, including the posters and buttons.

#### b. What is working well?

Subscribers who have used the posters and buttons report that they have worked well.

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### c. What improvements do you recommend?

One subscriber suggests that it would be useful to have more graphics readily available. Counting Opinions should also develop more alternatives and create more eye appealing graphics that are more generic. This would help to alternate the types of links used to keep a “fresh look” for the links to the Customer Satisfaction survey.

Another subscriber suggests that it would be useful if all marketing support materials were also available in all currently available languages.

### 3) What else have you tried to effectively promote LibSat?

- Newsletters
- Staff to customer promotion
- Staff handing out paper-based versions
- Promotion to city staff
- Email campaigns
- Bookmarks
- Public service announcements
- Media release
- City call centre directs traffic to survey URL or mail out paper-based version

## Service Stability

### 1) Describe any issues encountered with the front-end survey or the back-end reports in terms of speed, errors, hanging, freezing ... etc.

LibSat subscribers say that LibSat is “*very reliable*” and “*the speed is amazing.*”

Rarely are there any problems encountered with LibSat and if a “glitch” has been found and reported, these are fixed very quickly. “*Counting Opinions is very responsive and supportive.*”

Two subscribers have noted that a few of their customers have had some difficulty starting the LibSat survey. These issues are likely the result of individual computer and browser settings.

### 2) How responsive is Counting Opinions? Discuss your satisfaction with the problem resolution process and with the ultimate fix/explanation.

Those few subscribers that have encountered problems with LibSat, report that any and all issues have been resolved very quickly and usually within 24 hours. Most issues were identified during beta-testing or immediately after a new feature or language was introduced. These problems were quickly addressed and there have been no notable or re-occurring issues with LibSat. Counting Opinions staff are very easy to get a hold of and they respond immediately to any issue raised.

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### 3) How much of your time is required to ensure continuous, trouble-free operation of LibSat?

“*Very little to none.*” LibSat is an always-on service. While it is possible for service interruptions to occur, no interruptions have been attributed to Counting Opinions and their technical infrastructure. LibSat service has been trouble-free. Service interruptions reported by one or two Libraries were determined to be the result of local web issues within the Library. No other issues were noted.

## Information and Outcomes

### 1) Are the reporting tools easy to use?

Generally all the LibSat subscribers find the LibSat reporting tools very easy to use, especially the summary reports and those reporting features that they use regularly. All have indicated that there is a learning curve when first creating reports and interpreting the results. But over time, experience leads to greater simplicity and understanding.

For some, the customizable reporting tools offer too many possible variations and it is difficult to determine the most appropriate settings required to generate a useable report. This is not given as a negative comment, rather it is hoped that there will be more generic type reports made available to further simplify the reporting and analysis of the results.

For other subscribers, the versatility of reports offered in LibSat is exceptional and the reports are very easy to work with. “*There is nothing like it.*”

### 2) Are the results in the reports easy to understand?

“*Reports are very information rich.*” “*Presentation is well thought out.*” For the most part LibSat subscribers state that it is very easy to understand the reports and how the results are presented. But, at times the interpretation of the results can be challenging. Counting Opinions could improve its reporting features by including more help features and offering some helpful hints for interpreting outputs and graphs.

### 3) Which reports do you find are most useful?

Generally all subscribers find the summary reports the most useful. Subscribers spend most of their time with the summary reports and becoming familiar with the information provided by their customers. These reports are generated quickly and offer real time views of current and historic data. From here it is possible to recognize trends and patterns, then determine a course of action for further, deeper investigation using the custom reporting tools included in LibSat. Summary report charts, graphs and tables are

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very useful and can be easily incorporated into other reports using word processing and spreadsheet programs, like Word and Excel.

The Comment Categorization and Comment Summary reports are also extremely useful and “*very slick*.” By using the Comment Summary reports, it is possible to hone in on issues that are most relevant to the library customer. These results may reveal best practices or they may also reveal opportunities to improve customer satisfaction. LibSat provides very comprehensive access to information and it provides the tools to manage and understand this information. Without the Comment Categorization and Comment Summary Report tools it would be difficult and extremely time consuming to catalogue and extract the richness of information and the results that these tools enable. It is also important that the “*comments are in the words of the patron*.” This insight is very valuable.

#### 4) Does the service meet your expectations?

“*Definitely*.” LibSat has met or exceeded all of the subscribers’ expectations.

#### 5) Describe specific uses, outcomes and benefits realized.

“*The speed of results has been the greatest benefit*.” LibSat improves the relevance of customer feedback by delivering immediate and timely information.

“*The ability to respond to customer opinion and provide immediate feedback is a great benefit*.” Using the Customer “Contact Me” Option, Library’s can immediately resolve high priority issues that customers want to discuss. “*We are more responsive*.”

The Ajax Public Library used LibSat data and results as part of their analysis and justification for improvement to be made to their collection. As a result of their presentation to their Board and city council, Ajax received a five year commitment to increase the Ajax Public Library capital budget by \$100,000 in each of the next five years, a total increase of \$500,000. Ajax is now monitoring customer response to the increased spending on the collection and they are able to confirm that customers are pleased to see the improvements being made. As well, Ajax is now developing collection profiles to determine where improvements need to be targeted in subsequent years.

Brampton Library has also used LibSat in budget presentations to justify certain customer service initiatives and programming requirements.

Windsor Public Library noted that a reversal in an administrative decision was required as a result of customer feedback. The decision had been made to close and reduce the hours of some branch locations; however, customer opinion demonstrated that the opposite was desired. Customers actually wanted greater service and hours of operation.

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Thunder Bay Public Library and Markham Public Libraries have used LibSat to review the impact of staff training on their levels of customer service. LibSat has helped to identify areas of improvement and where additional training may be required.

### Service Improvements

#### 1) How easy is it to keep abreast of the ongoing enhancements to LibSat?

Generally all LibSat subscribers say that the regular email notifications make it very easy to keep abreast of any LibSat enhancements that are made. One subscriber notes that they scan the email notifications to identify improvements that are “*germane to [our] situation and needs.*” One subscriber has found that there have been so many improvements made to LibSat that it has been a challenge to keep up. They have suggested that Counting Opinions consider scheduling the release of version upgrades with several improvements introduced at the same time.

#### 2) Have you provided suggestions for improvements to LibSat?

LibSat Subscribers have suggested the following:

Comment management and comment summary tool – this has been designed and implemented as a core upgrade.

Customer “Contact Me” feature – this has been designed and implemented as an optional upgrade.

Printer friendly version of the in-depth survey. A paper-based version of the regular survey is available, but it would be helpful to have the in-depth version also available in paper-based format, if only for reference purposes.

On-line, short customer comment/feedback forms.

Improved graphic information, especially in the quadrant charts. It is difficult to distinguish between total and current data points. Suggest using solid black shapes for current responses and black-outlined shapes for total responses.

*Note: Recent improvements have been made by Counting Opinions in response to this subscriber feedback.*

Optional depth questions that can be turned on and off. It would be useful to get more information in some target areas to help improve the depth of analysis.

More mini-surveys like the Summer Reading Program survey, which was implemented in the summer of 2006.

Peer-to-peer comparison reports and benchmarking reports between Library systems that are using LibSat.

## LibSat™ Subscriber Peer Review

### 3) Are you satisfied with the responses to your suggestions?

Overall subscribers have been satisfied with Counting Opinions response to their suggestions. Some suggestions have already been implemented and others are “in the works.” One subscriber has expressed their disappointment and some frustration that more mini-surveys and the peer-to-peer reporting features have taken longer than anticipated to be included in LibSat. They do however acknowledge that several improvements have been made to LibSat and they are satisfied with all of these, but they are keen to see their suggestions finally implemented.

### 4) From a customer satisfaction perspective, what improvements would you like to see in future updates to LibSat?

More mini-surveys like the Summer Reading Program survey, which was implemented in the Summer of 2006.

Peer-to-peer comparison reports and benchmarking reports between Library systems that are using LibSat.

A brief customer satisfaction (Mini style) survey providing a quick snap shot of current customer satisfaction.

### 5) Do you have any suggestion regarding other applications of LibSat, beyond its use in measuring customer satisfaction?

The following are a couple suggested alternative uses for LibSat:

Community needs assessments  
Staff employment satisfaction surveys

## Costs

### 1) Are there any unexpected costs in using the LibSat service?

“None”

*“Compared to the cost of the high-level surveys in which we were one of many subjects and the generic reports circulated to the local public service organizations, LibSat offers dynamic, real-time data at a cost that is very reasonable compared to the other survey resources.”*

*“LibSat is the best bargain going – having no need to spend time developing the survey questions. The town survey just required too much effort.”*

## LibSat™ Subscriber Peer Review

### 2) Are you realizing good value from your investment in LibSat?

LibSat subscribers all indicate that LibSat does offer good value for their investment.

*"LibSat is still the best solution."*

*"Our investment has had significant results. Capturing an increase of \$500,000 in our capital budget has definitely made it worthwhile."*

## OLA & Counting Opinions

### 1) Are you satisfied with the level and quality of communication with the OLA and Counting Opinions?

All of the LibSat subscribers have said that they are satisfied with the level of communication that they have had with the OLA and Counting Opinions. Both organizations have been very supportive. Two subscribers have cautioned that it is important to maintain this high standard of communication and that improvements can always be looked for.

From the U.S. perspective, subscribers have also been very pleased with Counting Opinions level of communication and support.

### 2) Are you willing to recommend LibSat to other Public Libraries?

*"Yes."*

*"No doubt."*

*"Absolutely"*

*"Definitely. Please have your prospects call me."*

Every LibSat subscriber said that they would recommend LibSat to their colleagues and peers.