

Are we meeting our customers' needs? Evaluation of Information Desk services and staffing

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Objective: Evaluate customer satisfaction with Information Desk services and staffing at the NIH library
Setting: Large government biomedical research institute library which receives on average 850 questions per month
Population: Researchers, clinicians, administrators, students and fellows

Customer Satisfaction Survey

Methodology

- After completing their transaction, all in-person customers were asked to complete either a paper- or web-based 10-question survey by staff member on duty (paraprofessional or librarian). All surveys were anonymous.
- Conducted annually in February 2006, 2007 & 2008.
- Rated 5 Information Desk services on a 10-point Likert scale (strongly disagree to strongly agree):
 - Courteousness of staff member;
 - Timeliness of response by staff member;
 - Confidence that staff member understood question;
 - Accuracy of information received; and
 - Completeness of information received.

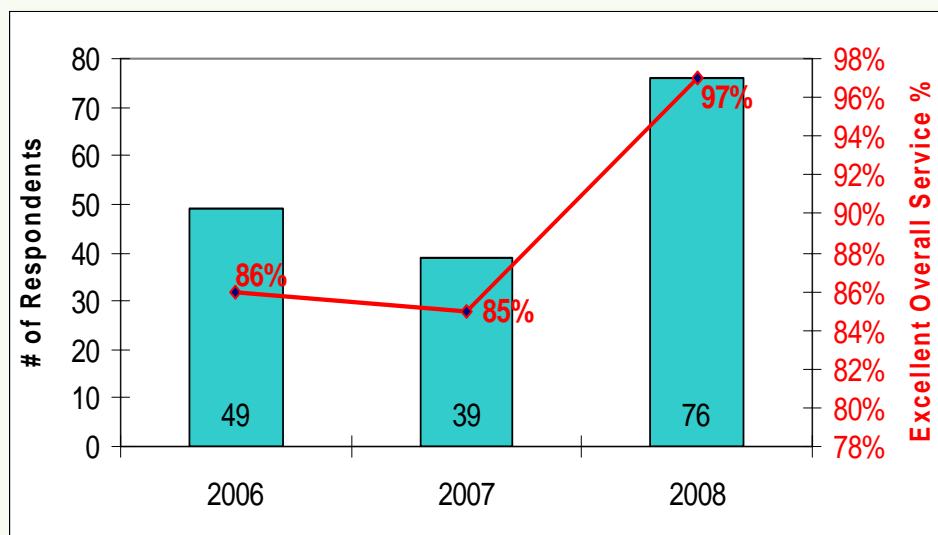
Assessed overall level of service received using 4-point scale (Excellent, Good, Fair, Poor).

- Three open-ended questions included:
- What was done particularly well?
 - What needs to be improved?
 - Other comments.

- Completed surveys collected with SurveyGold. Excel® used for analysis.

Results

Respondents & Overall Service Rating



Conclusions

The overall rating of service received increased 12 percent from 85 to 97 percent in 2008. Comments were complimentary and related to recent changes due to construction and flooding. All 5 Information Desk services were again rated as outstanding, with 4 of 5 increasing from 2007. Results indicate a continued overall satisfaction with services received at the library's Information Desk.

The change to an On-Call librarian staffing model in January 2005 was positively received in the 2006 Customer Satisfaction Survey. The 2007 On-Call Librarian Survey reconfirmed the new staffing pattern for the Information Desk was meeting the needs of our customer base. The addition or subtraction of On-Call librarian hours was deemed unnecessary from the results of the survey as this staffing pattern closely matched the percentage and timing of questions received at the Information Desk. How questions are received at the Information Desk will continue to be monitored over time for future changes.

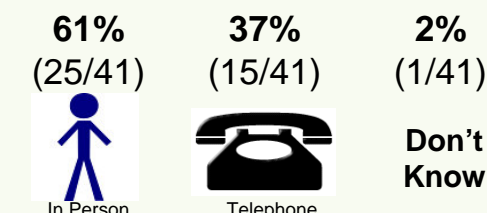
On-Call Librarian Survey

Methodology

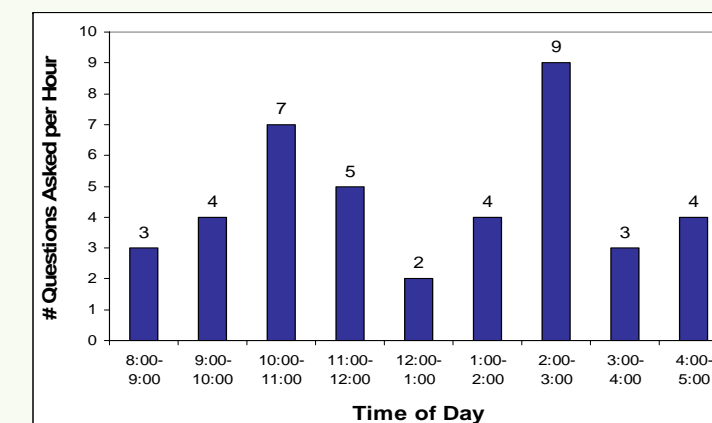
- Ten question online survey for on-call librarians to the Information Desk during the hours of 8:30 a.m. to 5:00 p.m. Monday to Friday.
- Survey conducted in March, May, July, September and November 2007 during the first full week.
- Librarians submitted surveys after referral of question from Information Desk.
- Completed surveys collected with SurveyGold. Excel® used for analysis.

Results

How Questions were Received



Time of Day Questions were Received



Was a Librarian Needed to Answer Question?

