

# REPORT ON CUSTOMER SERVICE

## TEXAS STATE LIBRARY AND ARCHIVES COMMISSION



AUSTIN, TEXAS  
JUNE 1, 2008

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**PREPARED IN COMPLIANCE WITH  
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**TEXAS STATE LIBRARY  
AND ARCHIVES COMMISSION**

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# TEXAS STATE LIBRARY AND ARCHIVES COMMISSION

## REPORT ON CUSTOMER SERVICE

### INVENTORY OF EXTERNAL CUSTOMERS

Strategy	Customer Group	Est. Size
A.1.1	TexShare academic libraries	154
A.1.1	Libraries of Clinical Medicine	4
A.1.1	Students and faculty at Texas academic libraries	1,257,896
A.1.1	Users of Libraries of Clinical Medicine	72,329
A.1.1	Texas Cultural Heritage Institutions	577
A.1.1	K-12 public school libraries	986
A.1.1	K-12 Public School faculty	334,505
A.1.1	K-12 public school students	4,358,733
A.1.1	TexShare public libraries	included
A.1.1	Public library customers for LRS services	included
A.1.2	Staff of public libraries	6,936
A.1.2	Public library boards & Friends officers	5,610
A.1.2	Staff of Texas academic libraries	5,563
A.1.2	Staff of other libraries	5,061
A.1.2	Non-public libraries (Texas Reading Club)	429
A.1.2	Texas public libraries	561
A.1.2	Texans who may use public libraries	16,437,630
A.2.1	Persons eligible for Talking Book services	327,400
B.1.1	Genealogists	4,860,903
B.1.1	Travis County state employees	61,166
B.1.1	Other researchers	767,355
C.1.1	Local governments	9,500
C.1.1	State agencies	155
C.1.1	Local government records personnel	28,500
C.1.1	State agency records personnel	1,180
	<b>Total</b>	<b>28,543,133</b>

**Note:**

Since some customer groups are served by more than one strategy, the number of customers in the inventory was only assigned to the strategy that served the most customers in FY2007; amounts that would be duplicative are shown as "included."

## SERVICE DESCRIPTIONS

Strategy	Services
A.1.1	Library resource sharing services are provided: interlibrary lending is funded for public libraries; databases are provided for public libraries; state publications are distributed for state agencies, to depository libraries. The TexShare program serves academic and public libraries with a variety of services and programs; the strategy is considered to provide services to both the libraries and the people who use these libraries.
A.1.2	In aiding local libraries, services are primarily provided to librarians and other staff working in libraries; services are also provided to those who advise and assist the local public libraries. Services include discretionary grants, training, technical assistance, and distribution of the Texas Reading Club program. The Texas Library System serves over 500 public libraries with a wide variety of services and programs; the strategy is considered to provide services to both libraries and the people who use public libraries.
A.2.1	The Talking Book Program may only serve people who are certified to meet the eligibility criteria specified by the Library of Congress' National Library Service Program. To be eligible, a person must be incapable of reading or holding a "normal" printed book.
B.1.1	In this strategy, the agency provides reference, and information services by managing the Reference/Documents collection, the Genealogy collection, and the State Archives collection in Austin and in Liberty. Services are provided to family history researchers, state employees, and other researchers.
C.1.1	This strategy assists state and local governments in managing their records. Employees of these governmental units are trained and provided technical assistance.

## INFORMATION-GATHERING METHODS

All data reported regarding customer satisfaction is from data that was collected during the agency's normal course of business.

Libraries and librarians were surveyed to determine their satisfaction with the services they received.

Each significant workshop the agency conducts ends with an evaluation form; participants are asked a number of questions regarding their opinion of the training, including, "Overall, I considered this workshop to be..." They score their answers on a scale from 1 (low) to 7 (high).

Talking Book users are surveyed toward the end of the second year of the biennium, as are agencies and local governments receiving records management or imaging services.

Public libraries are surveyed for their opinion of the Reading Club program materials. Academic libraries are asked their opinion of the TexShare program and services. Researchers who ask reference questions are surveyed on sample days regarding whether or not they were satisfied with the answer(s) they received; this is done with a "yes/no" question.

## CUSTOMER SATISFACTION

Table 1: Percent of Customers Satisfied

Division (Strategy)	# Not Satisfied	# Satisfied	Total	% Satisfied
ARIS (B.1.1)	9	563	572	98.4%
LD (A.1.2)	118	1,134	1,252	90.6%
LRS (A.1.1)	45	2,271	2,316	98.1%
SLRM (C.1.1)	26	932	958	97.3%
TBP (A.2.1)	34	583	617	94.5%
<b>Totals</b>	232	5,483	5,715	95.9%

Table 2: Percent Customers identifying ways to improve service delivery

Division (Strategy)	# Responding	# identifying	% identifying
ARIS (B.1.1)	572	19	3.3%
LD (A.1.2)	1,288	454	35.2%
LRS (A.1.1)	2,397	76	3.2%
SLRM (C.1.1)	958	76	7.9%
TBP (A.2.1)	N / A	N / A	
<b>Totals</b>	5,215	625	12.0%

Table 3: Number of Customers Surveyed

Division (Strategy)	# Surveyed
ARIS (B.1.1)	711
LD (A.1.2)	5,254
LRS (A.1.1)	27,036
SLRM (C.1.1)	3,989
TBP (A.2.1)	2,000
<b>Totals</b>	38,990

Table 4: Cost per Customer Surveyed

Estimated cost	Unit cost
\$1,389	\$1.95
\$2,615	\$0.50
\$9,135	\$0.34
\$1,573	\$0.39
\$412	\$0.21
<b>\$15,124</b>	<b>\$0.39</b>

Table 5: Customers Served, Customers Identified, and Customer Groups Inventoried

Division (Strategy)	Number of Customers Served	Number of Customers Identified	Number of Customer Groups Inventoried
ARIS (B.1.1)	40,000	5,689,424	3
LD (A.1.2)	5,435,876	16,461,790	7
LRS (A.1.1)	1,876,353	6,025,184	10
SLRM (C.1.1)	17,124	39,335	4
TBP (A.2.1)	19,177	327,400	1
<b>Totals</b>	<b>7,388,530</b>	<b>28,543,133</b>	<b>25</b>

## ANALYSIS OF FINDINGS

Almost 96 percent of the customers of the Texas State Library and Archives Commission are satisfied with the services they receive. About 12 percent made suggestions for improvement. Almost 39,000 customers were asked their opinion of the agency services. Of these, 5,715 responded in a meaningful way, and almost 5,500 indicated satisfaction with the agency's programs and services.

While the 39,000 persons surveyed represents only about 0.5 percent of the total served, there would be significant problems in surveying the general public who use public and academic libraries across the state. Because programs that serve these customers provide their services to or through the public and academic libraries, it would be almost impossible for the agency's services to be differentiated from the local library's services. Should we ask a library user their opinion of the services, the answer could likely reflect what they thought of the staff, resources, and facilities provided by that community or college, which are generally outside our scope of control. We seek the opinions of the librarians, with the expectation that their level of satisfaction will be representative of their patrons' satisfaction. Therefore, excluding the general public served, we surveyed 16 percent of the customers we served.

The customer opinions were gathered as part of the standard, ongoing evaluation of agency services; this process focuses on an assessment of the customer's overall satisfaction of the service, rather their specific opinions of the facilities, staff, communications, Internet site, complaint-handling process, service timeliness and printed information. Some of these (e.g., facilities, complaint-handling process) are not particularly relevant or pertain to a very small number of customers. While we may attempt to gather information on the other service quality elements in future surveys, we will limit the questions asked, to increase the likelihood of receiving a meaningful response from the maximum number of customers.

We anticipate the estimated performance for fiscal year 2008 will be similar to the 2007 results.

## CUSTOMER-RELATED PERFORMANCE MEASURES

### OUTCOME MEASURES

#### Percentage of Surveyed Customer Respondents Expressing Overall Satisfaction with Services Received

Short Definition	This is the percentage of people who thought they received overall satisfactory customer services from the State Library, as indicated by their response to survey questions.
Purpose / Importance	This is a required measure.
Source / Collection of Data	<p>Periodic surveys of customers are done by all divisions that provide a direct service to one of our customer groups. These surveys may be designed to gather satisfaction levels either on one particular service, or on a more broad range of services.</p> <p>All surveys will ask the customer to answer the question: "Overall, I considered this service to be..." (wording may be altered to reflect the service being evaluated).</p> <p>Other questions may be asked on the survey, but only this question will be used to calculate the score for this measure.</p> <p>A survey will be conducted at the end of each major workshop training seminar conducted or sponsored by the agency. Each division that provides a direct service to a customer group will conduct a customer satisfaction survey at least once each biennium. Certain projects may also conduct surveys to evaluate satisfaction.</p>
Method of Calculation	<p>At the end of each survey, the staff member responsible for that survey will submit a report to the agency customer service representative.</p> <p>While some surveys will allow a "yes/no" answer, others will ask for an opinion on a 1-to-7 scale. Scores of 1-4 will indicate non-satisfaction, and scores of 5-7 will indicate satisfaction.</p> <p>Those surveys submitted by staff of this agency (e.g., as a participant in a workshop or the recipient of other customer service) will not be included in the scoring.</p>
Data Limitations	Respondents may mark more than one score on the question (will be considered non-respondents); surveys may not be submitted by all participants; surveys could be lost prior to tabulation; respondents may score the service inconsistently from question to question.
Calculation Type	Cumulative
New Measure	No
Desired Performance	Higher than target

#### Percentage of Surveyed Customer Respondents Identifying Ways to Improve Service Delivery

Short Definition	This is the percentage of people who thought of ways to improve the customer services delivered by the State Library, as indicated by their response to survey questions.
Purpose / Importance	This is a required measure.
Source / Collection of Data	<p>Periodic surveys of customers are done by all divisions that provide a direct service to one of our customer groups. These surveys may be designed to gather satisfaction levels either on one particular service, or on a more broad range of services.</p> <p>Surveys will include a question: "I suggest the following improvements in the services of the State Library ..." (wording may be altered to reflect the service being evaluated).</p> <p>Other questions may be asked on the survey, but only this question will be used to calculate the score for this measure. This survey will be conducted with the same methodology specified for the previous measure.</p>



Method of Calculation	At the end of each survey, the staff member responsible for that survey will submit a report to the agency customer service representative.  The report will indicate total the number of persons who made responses to this question; the report will also list the suggestions for improvement.
Data Limitations	Respondents' suggestions may not be understandable or germane to the agency (these will be considered non-respondents); surveys could lost prior to tabulation; respondents may evaluate the service inconsistently from question to question.
Calculation Type	Non-cumulative
New Measure	No
Desired Performance	Not applicable

**OUTPUT MEASURES: Number of Customers Surveyed**

Short Definition	This is the number of people who were surveyed by the State Library, in an effort to determine their level of satisfaction as a customer.
Purpose / Importance	This is a required measure.
Source / Collection of Data	Periodic surveys of customers are done by all divisions that provide a direct service to one of our customer groups. These surveys may be designed to gather satisfaction levels either on one particular service, or on a more broad range of services. This measure represents the number of surveys that are conducted.
Method of Calculation	Staff in program divisions will submit reports that tabulate the number of customers they survey. These reports will be added together to compile the totals for the agency.
Data Limitations	In workshop situations, participants may come and go, and staff may not always know whether a late-comer or an early-departer received a survey. Mail handling problem may cause a customer not to get a survey. Some reports will be based on estimates or sampling.
Calculation Type	Cumulative
New Measure	No
Desired Performance	Higher than target

**Number of Customers Served**

Short Definition	This is the number of people who received services as customers of the State Library.
Purpose / Importance	This is a required measure.
Source / Collection of Data	Staff in program divisions will tabulate the number of customers they serve.
Method of Calculation	Reports will be submitted by the program divisions that identify the number of customers they served. These reports will be added together to compile the totals for the agency.
Data Limitations	Staff may find it hard to be accurate and document each customer; with people coming and going during an event, it is difficult to know how many received the service. Many services are based on reports by third parties who receive grants or contracts. Some reports will be based on estimates or sampling.
Calculation Type	Cumulative
New Measure	No
Desired Performance	Higher than target

**EFFICIENCY MEASURES: Cost per Customer Surveyed**

Short Definition	This is the average cost of surveying each customer of the State Library to determine their level of satisfaction with the services delivered.
Purpose / Importance	This is a required measure.
Source / Collection of Data	The "number of customers surveyed" will be determined in the Output Measure so named. Costs will be determined by using internal estimates.
Method of Calculation	The total cost of surveying customers will be determined by estimating the cost of staff time, postage, consumable supplies, and other operating costs directly associated with conducting the customer surveys. Costs associated with overhead or equipment will not be included. The total costs will be divided by the total number of customers surveyed.
Data Limitations	Estimates of costs will be used. In workshop situations, participants may come and go, and staff may not always know whether a late-comer or an early-departer received a survey. Mail handling problem may cause a customer not to get a survey. Some reports will be based on estimates or sampling.
Calculation Type	Non-cumulative
New Measure	No
Desired Performance	Lower than target

**EXPLANATORY MEASURES: Number of Customers Identified**

Short Definition	This is the total number of people who are in the customer service groups inventoried by the State Library.
Purpose / Importance	This is a required measure.
Source / Collection of Data	Agency staff will inventory all groups of customers that have a reasonable potential of being a customer group to whom the State Library targets its services. Using available sources, the staff will calculate the estimated number of customers in each group.
Method of Calculation	All of the group members will be added together to compute the total number of customers toward whom the agency targets its services.
Data Limitations	Individuals who fall into two or more customer groups will be counted more than once. Estimates will be used to determine the number of customers in each group.
Calculation Type	Cumulative
New Measure	No
Desired Performance	Not Applicable

**Number of Customer Groups Inventoried**

Short Definition	This is the total number of potential customer groups of the State Library.
Purpose / Importance	This is a required measure.
Source / Collection of Data	Staff will identify all groups of customers that have a reasonable potential of being a customer group to whom the State Library targets its services.
Method of Calculation	All of the groups will be added together to identify the total number of customer groups toward whom the agency targets its services.
Data Limitations	Customer service groups may not be clearly or cleanly identifiable. Although a customer group we traditionally identified was all the residents of Texas (since one of our primary missions is to develop and improve public library service). However, it would not be meaningful to simply cite "all Texans" as an all-inclusive customer group.
Calculation Type	Cumulative
New Measure	No
Desired Performance	Not Applicable