Technology transforming library enquiry services

Julie Hockey, Deputy Director, University of South Australia Library
From print to electronic

**Ebook and print book usage**

<table>
<thead>
<tr>
<th>Year</th>
<th>Loans</th>
<th>Ebook Downloads</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>653,284</td>
<td>225,391</td>
</tr>
<tr>
<td>2010</td>
<td>586,901</td>
<td>234,095</td>
</tr>
<tr>
<td>2011</td>
<td>500,348</td>
<td>288,664</td>
</tr>
<tr>
<td>2012</td>
<td>431,383</td>
<td>1,306,175</td>
</tr>
<tr>
<td>2013</td>
<td>337,288</td>
<td>1,863,841</td>
</tr>
<tr>
<td>2014</td>
<td>174,879</td>
<td>1,689,112</td>
</tr>
<tr>
<td>2015</td>
<td>149,188</td>
<td>1,836,886</td>
</tr>
<tr>
<td>2016</td>
<td>115,498</td>
<td>2,600,000</td>
</tr>
</tbody>
</table>

**Library Collections**

<table>
<thead>
<tr>
<th>Year</th>
<th>Print Books</th>
<th>eBooks</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>669,750</td>
<td>191,405</td>
</tr>
<tr>
<td>2010</td>
<td>675,648</td>
<td>210,388</td>
</tr>
<tr>
<td>2011</td>
<td>692,180</td>
<td>284,582</td>
</tr>
<tr>
<td>2012</td>
<td>663,483</td>
<td>424,921</td>
</tr>
<tr>
<td>2013</td>
<td>606,977</td>
<td>472,659</td>
</tr>
<tr>
<td>2014</td>
<td>596,207</td>
<td>599,904</td>
</tr>
<tr>
<td>2015</td>
<td>491,031</td>
<td>618,721</td>
</tr>
<tr>
<td>2016</td>
<td>304,333</td>
<td>620,000</td>
</tr>
</tbody>
</table>
Teaching & learning practices

Technology

Spaces
Self service
Self service
Service Desks ➔ Service Points ➔ Pop Ups ➔ Proactive Chat
One team approach
Virtual reference service

Welcome to Live Online Reference.

Please enter the information requested on the right hand side of your browser window.

- The 'Email Address' field is a recommended field. At the conclusion of the session, a complete transcript, including all chat and links to Web sites visited will be emailed to you. If you do not have an email address, or do not wish to have a transcript sent to you, you may leave that field blank.
- If you are using Internet Explorer, Mozilla Firefox, Chrome or Safari, and have "session cookies" enabled in your browser, the librarian should be able to take you to various Web sites to show you the answers. We will be able to "chat" with you in real time and send you Web pages via your browser during the session.
- Opera, and AOL's browser are not supported.
- If you are a MAC user we will be able to send you web pages, but you will not be able to take us to other websites during the session.

We are prepared to answer reference questions and provide brief information about your local library. The normal session is less than 15 minutes. The librarian can either give you the answer, or show you how to find the answer yourself next time, if you like.

Session Guidelines
Please do not try to bookmark (add to favorites) or print anything during the session! At the conclusion of the session, you will receive a list of live links, which will allow you to go back and visit all of the pages the librarian showed you. You can bookmark anything you want at that time. If you try to bookmark during the session, you may experience a disconnect.

There are forward, back and refresh buttons within the software's shared webpage frame that you can use.

If you must open a second browser for any reason while connected, please use the "Start" menu or taskbar shortcut, not control "n" or File "New". If you do so, you will crash.

Thank you for using our online live reference service!

Compose message and send to librarian:

Send

Preferences | Help | Exit Chat

Need help finding a journal?

Top results
1. Borrowing at UniSA
2. Borrowing from Other Institutions
3. Hold Cancellation

Live chat
## Total Chat interactions

<table>
<thead>
<tr>
<th></th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
<th>TOTAL YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>124</td>
<td>693</td>
<td>441</td>
<td>515</td>
<td>537</td>
<td>299</td>
<td>338</td>
<td>620</td>
<td>446</td>
<td>469</td>
<td>357</td>
<td>135</td>
<td>4974</td>
</tr>
<tr>
<td>2015</td>
<td>34</td>
<td>102</td>
<td>411</td>
<td>285</td>
<td>377</td>
<td>250</td>
<td>175</td>
<td>358</td>
<td>253</td>
<td>184</td>
<td>171</td>
<td>87</td>
<td>2687</td>
</tr>
<tr>
<td>change</td>
<td>265%</td>
<td>579%</td>
<td>7%</td>
<td>81%</td>
<td>42%</td>
<td>20%</td>
<td>93%</td>
<td>73%</td>
<td>76%</td>
<td>155%</td>
<td>109%</td>
<td>55%</td>
<td>85%</td>
</tr>
</tbody>
</table>
Increasing complexity of Chats

![Bar chart showing the percentage of chat interactions for different categories over two years: 2015 and 2016. The categories are Directional/Opening hours, Information, Resources, Services, and Technology, IT Help. The chart shows a significant increase in the percentage of interactions for Information in 2016 compared to 2015.]
Feedback mechanisms

University of South Australia Library
May 16
We promise to provide a professional, reliable and efficient customer focused service to you. How? View our Service Charter to find out.

Service Charter
Our commitment to quality service. We promise to provide a professional, reliable and efficient customer focused service to you. Here’s how we do it.

LIBRARY, UNSA.EDU.AU

Feedback about Library services
General feedback about Unisa services should be directed to the Suggestion Box
Your feedback:
Please provide any details

I am at:
City East City West Magill Mawson Lakes Mount Gambier Whyalla Online

If you would like a personal reply, please fill in some or all of the details below:
Email:

You could win one of your $50 Coles Myer gift cards. Just leave your Unisa student email address when you Chat with Ask the Library from Monday 18th July 2016 until Friday 19th August 2016. Chat with us from the Ask the Library page https://ask.library.unisa.edu.au/en-us... See More

Chat with Ask the Library for a chance to win
Feedback: Chat

- 1,066 responses (104 in 2015)
- 96% positive
"I was surprised by this live chat. I didn’t even log in to get here and you just pop up ... this is brilliant service."

"Will ask friends to chat with the library now instead of emailing the tutors or Facebooking other students."
“This is a useful service; especially if one is at home and not actually at the library. Thanks that the chat session is available during the weekend. It is wonderful not having to wait until business hours in order to get help”

“I think this chat room is very convenient and also the staff are very quick to respond to every message. I would rather use this chat room instead of face to face talking”

“I use library help for the first time and its amazing how quickly I got help”

“Loved the way this chat support is. I mean most of the time you want a very quick idea of something and then you have to wait for ages. Loved this experience”
Feedback: Web & iPads

- 1017 responses
  (94 in 2015)
- 86% positive

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2016</th>
<th>change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Comments about Enquiry Services</td>
<td>9</td>
<td>72</td>
<td>700%</td>
</tr>
<tr>
<td>Feedback without comment (thumbs up or down only)</td>
<td>N/A</td>
<td>620</td>
<td>N/A</td>
</tr>
<tr>
<td>Comments not about Enquiry Services</td>
<td>85</td>
<td>325</td>
<td>713%</td>
</tr>
<tr>
<td>Total feedback</td>
<td>94</td>
<td>1017</td>
<td>982%</td>
</tr>
</tbody>
</table>

(Comments not about enquiry services includes things like noise, computers, building issues etc.)
Statistics and reports

**Satisfaction Ratings**

96.0% ▲
Satisfaction

Chats Rated (21.4%)

- Good
- Bad

**Customer Satisfaction**

The percentage of customers rating your support as satisfactory.

- Nice! Increased by 8.3% this month.

<table>
<thead>
<tr>
<th></th>
<th>This Month</th>
<th>Last Month</th>
<th>Benchmark</th>
</tr>
</thead>
<tbody>
<tr>
<td>% Good</td>
<td>97.8%</td>
<td>89.5%</td>
<td>95.4%</td>
</tr>
<tr>
<td>% Bad</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
ENQUIRY SERVICE DELIVERY
2016

YOU ASKED US ABOUT

- Borrowing: 4133
- Using the catalogue: 2462
- Locations in the Library: 2177
- Printing help: 1083
- Complex reference queries: 1090

WE HELPED YOU BY

- Chat: 4974
- Email: 1821
- Phone: 4089
- Pop up: 2291 at 198 sessions
- Service Point Call: 4546
- Service Point Callout: 2502

24213 TOTAL ENQUIRIES
198 POP UP SESSIONS ACROSS METRO CAMPUSES

CUSTOMER SATISFACTION

96%
percentage of customers rating support satisfactory

ONE TOUCH RESOLUTION

99%
percentage of enquiries answered in one interaction

"This chat has been very helpful - a big thumbs up from me."
"I used library help for the first time and its amazing how quickly I got help."
"Fantastic service, especially for external students."

QUERIES BY MONTH

- Service Point
- Chat
- Phone
- Pop-up
- Email
One team

Laptop borrowing

- 146% increase (2016)
- 171% increase (Jan-April 2017)
Lessons Learned