

Customer Satisfaction, ROI, and Library Marketing and Promotions: The Rizal Library Experience

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Outline

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- The Rizal Library User Satisfaction Survey
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Introduction

- Libraries are vital in the pursuit of knowledge and in the development of the competencies of students, teachers, and researchers



Introduction

- Venkatraman (2009) and Hane (2009) pointed out that financial crisis affected libraries, especially in the U.S., causing massive budget shortfalls and resulting to cuts in acquisitions and services, and worst of all, closure of some libraries.



Introduction

- *“...Retaining and growing their (libraries’) customer base and focusing more energy on meeting their customers’ expectations is the only way for [academic] libraries to survive... When library customers are faced with a variety of alternative channels of information delivery, many of which are convenient and can compete on cost, libraries need to re-examine the range and quality of services they provide and develop systems for consultation and cooperation with their customer and stakeholder groups.”*

- Cullen (2001)



Introduction

Purposes of Evaluation- to gather “evidences” for:

1. Development of services and programs
2. Improvement of services and programs
3. Informed decision making
4. Accountability to show others that the services and programs are effective.
5. Demonstration of value and worth of an information service to the user’s life or work.

- Dudden (2007)



Customer satisfaction

The evaluations, judgments, and feelings that result from customers' interactions with objects of consumption, including brands, products, and services, and the organizations that produce them. It is an intrapersonal response to the various physiological, psychological, functional, and symbolic benefits that consumption confers upon an individual, group of individuals, or buying unit (...) Satisfaction is generally held to comprise a post-consumption evaluation of a product or service that results in feelings of fulfillment (...) Satisfaction is a key determinant of customers' subsequent behavior, since they will often purchase positively evaluated products, and continue to patronize organizations whose services engender pleasurable feelings.

- The Blackwell Encyclopedia of Management (2005)



ROI and Library Marketing and Promotions

- “What gets measured gets done. Asking customers to rate you on your levels of quality and service, and their level of satisfaction virtually guarantee that you will improve your efforts in these areas.”
 - Gerson (In Machosky, 1993)



ROI and Library Marketing and Promotions

- “Evaluation is really about making decisions and then defending the decisions... Evaluation allows you to learn to do things better and to do better things.”

- Dudden (2007)



ROI and Library Marketing and Promotions

- “The development of library operation and service aiming at the goals of customer focus is very important to library managers.”
 - Chiou, Perng, Wang, and Tsai (2008)



ROI and Library Marketing and Promotions

- In the academe, libraries have been regarded as one of the largest cost centers on campus (academic) libraries and because of this, libraries have always been under close scrutiny to perform

- Cook and Thompson (2000)



ROI and Library Marketing and Promotions

“Traditionally, many key decisions were based on instincts and gut feelings; now more managers are using sophisticated detailed processes to show value of their projects and programs, Quality decisions must be based on more than gut feelings experienced in the blink of an eye...”

- Phillips and Zuñiga (2008)

New Rizal Library



Rizal Library-Special Collections



Matteo-Ricci Study Hall





Rizal Library User Satisfaction Survey



Research Objectives

- To determine the frequency of visit to RL by LS undergraduate students.
- To ascertain the reason/s of LS undergraduate students in using RL.



Research Objectives

- To determine the level of satisfaction of LS undergraduate students in terms of RL's:
 - Collection
 - Services
 - Facilities
 - Equipment
 - Staff/Librarian
- To ascertain the over-all satisfaction level of LS undergraduate students



The Respondents

- The researchers asked for a list of students who registered using the AISIS (Ateneo Integrated Information System), together with their email addresses, from Management Information Systems Office of the Loyola Schools. The online questionnaire was sent to 5448 undergraduate students' email accounts. And out of this, 1596 students submitted responses to the online questionnaire.



Data Gathering

- The online questionnaire was posted in www.kwiksurveys.com. An invitation to answer the online questionnaire was sent to AISIS registered, undergraduate students who are in the list provided by the Loyola Schools, MIS Office. A link to the online questionnaire was also placed in the RL website. Announcement regarding the online survey was also sent to the university's email listserv, Blueboard.



Principal Findings

Frequency and Reason for visiting RL:

- Most of the library users visit RL daily to access the WiFi network inside the library.
- Most of the library users visit RL once a week to read library books, periodicals, etc.
- Most of the library users visit RL once a month to borrow books.
- Most of the library users visit RL to use the microfilm collection only when needed.



Level of Satisfaction in terms of RL's

- ***Collection***: Most of the library users are satisfied with RL's Foreign and Filipiniana books, Foreign and local periodicals, electronic resources and microform collections.
- ***Library as a place***: Most of the library users are very satisfied with the cleanliness of the library (except restrooms). Most of the library users are satisfied with the RL's Microform Reading Center and microform readers, operating hours, photocopying facilities, furniture of the library, informational/directional signs, security and lighting.
- ***Computer and network adequacy, Wi-Fi and Internet Connectivity***: Most of the library users are satisfied with RL's Internet and Wifi connectivity.



Level of Satisfaction in terms of RL's:

- ***Off-campus access to the library's collection & web services:*** Most of the library users are satisfied with RL's website and OPAC of the library.
- ***Services:*** Most of the library users are satisfied with the library orientation sessions, number of books that can be borrowed, the self-check machine, undergraduate reserve, OPAC terminals, File printing and scanning services, services rendered by the Filipiniana, Foreign Periodicals, and Reference and Information Services Section.
- ***Staff/Librarians:*** Most of the library users agree that RL's staff and librarians are approachable, courteous, friendly/pleasant, accurate in answering questions, willing to leave their desks to help users, and available when users need them.

Over-all Satisfaction:

- Most of the library users are satisfied over-all with RL.

Question 92	No. of answers	%
Satisfied	539	59.96%
Very satisfied	274	30.48%
Fairly satisfied	43	4.78%



Conclusion

- “Customer satisfaction doesn’t only apply the end user of your organization’s products and services; it also applied to the people in your organization and how they work together to produce products and services.”

- Chang and Kelly (1994)



Conclusion

Over-all, ensuring that the greater majority of your customers or stakeholders are satisfied is a good indicator that your library's resources are used well, to say at the very least. More library customers will use your library's collection and services only if these exist. The relationship between customer satisfaction, ROI, and library marketing and promotions is really undeniable. They all work hand-in-hand in ensuring the library's relevance today and in the future.



Recommendation

- For Filipino librarians:

Research... Research... Research...



Thank you...



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