University of South Australia

CUSTOMER SERVICE QUALITY REPORT:

ABC Library

KEY STATISTICS

83% respondents are likely to recommend the Library to others

80% respondents are satisfied*
*measured range from slightly satisfied to very satisfied

70% respondents visit between 9am-noon

XX% respondents indicate "In the Library" as the most common source for Library updates

86% respondents drive in a personal car

50% respondents visit with family / friends

Top 3 Activities

Borrow Books
XX% respondents

Borrow DVDs
XX% respondents

Use WiFi
XX% respondents

Top CSQ Benchmark Performance Attributes		Weak CSQ Benchmark Performance Attributes	
▲0.4	Be well maintained	▼ -2.0	Have suitable parking
▲0.3	Ensure the behaviour of others doesn't detract from my experience	▼ -1.3	Provide food & drink facilities
▲0.3	Have friendly staff	▼ -0.9	Provide assistance with computer tasks

*Detailed view of Library's Performance vs. Expectation and comparison to CERM-PI Benchmark can be found on Pages 7-9

What your customers said[+]:

"Staff are always friendly and helpful"

"Would like to see it open on Sundays. Covid timings have not made it easy to access on regular basis anymore"

" As the new library is being developed I have no suggestions. The staff are very helpful at all times"

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Introduction and Methodology

INTRODUCTION

This report outlines the results and areas for consideration deriving from the Customer Service Quality survey conducted for ABC Library by the University of South Australia's CERM Performance Indicators research group. This report uses two separate sets of performance indicators (PIs), providing you with feedback to use as part of your own base-line management information. Your own results are displayed in conjunction to the benchmarks (medians) derived from the cohort of participating library services. The medians have been displayed based on the whole cohort of libraries. From this information you can consider ways to maximise strengths and develop strategies to correct any apparent deficiencies in the library's performance as suggested by your performance indicators.

This report comprises six (6) main sections:

Customer Relations and Satisfaction

The first section of the report presents respondents' overall level of satisfaction with the Library service, as well as the level of likelihood they would recommend the Library service to others.

Customer Service Quality (CSQ) Indicators

The CERM PI CSQ model, tailored to library services, incorporates two main dimensions of service quality: 20 items that focus on facility and provision aspects of the Library service and another 6 items that explore aspects of staffing in the Library service.

Benefit indicators

Another major focus of the CERM PI indicators is the benefits the end user or customer receives from their visit to the Library. This section presents respondents' rating of importance and achievement of 8 benefit attributes.

Usage and Awareness of Library services

The fourth section reports the key activities visitors participate in at the Library, along with level of awareness of selected offerings at the Library.

Visitor demographics

Demographics of respondents will enable the Library service to have an in-depth view of who their customers are, looking at age, gender, and usage preferences of the visitors.

Comments and Suggestions

The final section of the survey presents the additional comments and suggestions from visitors at the Library. These include the best aspects of the Library and suggested areas of improvement.

METHODOLOGY

Data for this report was collected using online and paper questionnaires under the guidance of the appropriate protocols issued by CERM PI®, University of South Australia.

Customers to the library were asked to complete the survey via online and/or paper methods. Those customers who were members of the library were sent a link to an online survey. The survey measured: customer satisfaction with facilities/operations and staff, benefits from library usage, their level of satisfaction & advocacy and questions relating to their usage and their demographics.

Analysis

The questionnaire was developed to provide library staff and management with diagnostic value in the area of customer profiles and service quality management. Library staff have an in-depth understanding of the wider environmental context in which the library operates and are best placed to interpret the results provided in this report. The study should not be treated in isolation but be used as part of the total information on which management decisions are based.

Note: Percentage totals may not equal (+ or -) 100% due to rounding.

Confidentiality

The information contained in the report is the property of the client and CERM PI, and may not be reproduced or transmitted in any form without their consent. CERM PI may utilise information gathered for further research and education and is committed to do so whilst protecting the confidentiality of the client. Outcomes of research efforts are usually reported in professional forums.

1. Customer Satisfaction and Relation

CUSTOMER SATISFACTION						
0%	**0%**	**5%**	**5%**	**10%**	**50%**	**30%**
☹	🙁	😐	😐	😐	🙂	😀
Very dissatified	Dissatified	Somewhat dissatified	Neutral	Somewhat satisfied	Satisfied	Very satisfied

- **80%** of all of respondents indicated they were somewhat to very satisfied with the Library service overall.

- The mean **satsfication** for ABC Library is **6.2** (slightly above "Satisfied") out of a 7-point scale, which is lower than the CERM PI Libraries 2021 Benchmark (6.4)

- **83%** of all respondents indicated either "Maybe", "Likely" or "Very Likely" to recommend ABC Library to others.

- The mean **recommendation** for ABC Library is **6.2** (slightly above "Satisfied") out of a 7-point scale. which is lower than the CERM PI Libraries 2021 Benchmark (6.2)

LIKELY TO RECOMMEND THE LIBRARY
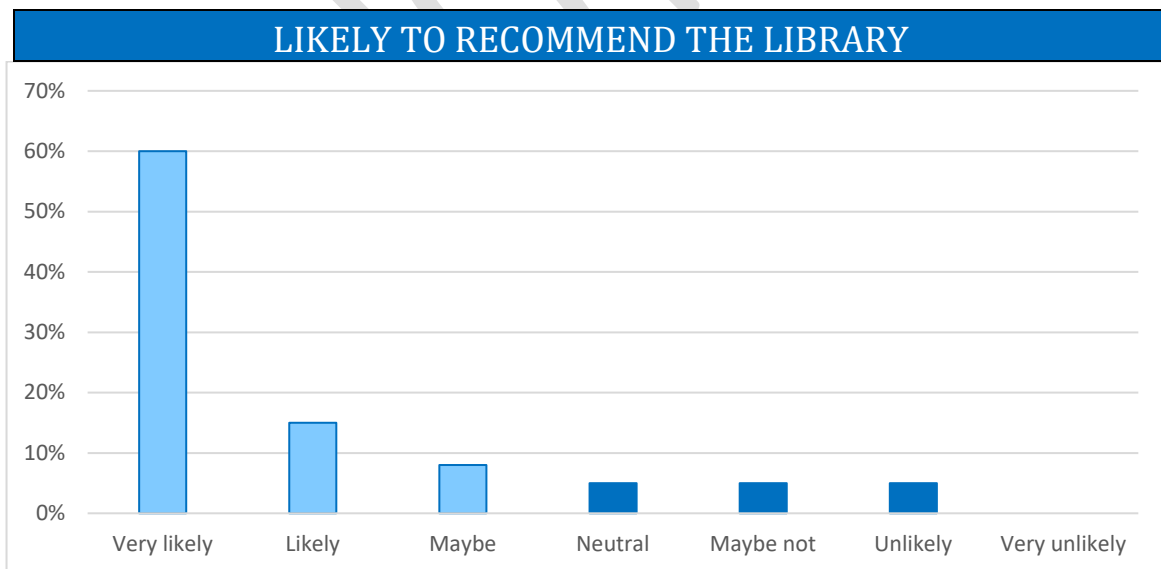
2. Customer Service Quality

In the questionnaire respondents were asked to rate expectations and perceptions of performance in relation to attributes of customer service quality (CSQ). **The scale used for this section ranges from 1 ('disagree') to 6 ('very strongly agree').**

Expectations refer to the extent to which customers believe a particular service attribute should be provided at the library. High expectations tend to represent higher priority CSQ attributes. Low expectations may indicate customers have limited interest or need for this CSQ attribute.

The expectations and the performance means are used to calculate the **Customer Service Quality Gap** (CSQ Gap) for each CSQ attribute; the extent to which performance does not correspond to expectations.

The **performance** mean measures how a service attribute is perceived to be performing. High performance means indicate a service quality attribute is perceived by customers to be well delivered. A low performance mean may identify a potential problem requiring monitoring. Alternatively, it may be due to a unique circumstance of the library (e.g. shared use of public parking facilities).

The **Customer Service Quality Score** (CSQ Score) reflects the service quality gap as a percentage, allowing for more direct comparison with other customer feedback such as overall satisfaction with the library and willingness to recommend the library service.

SUMMARY

- Respondents rated "Provide enough space for research, study and reading" and "Be well organised and well run" highest on expectations

- Respondents rated "Be well maintained" and "Have friendly staff" highest on performance

- ABC's best performing attributes compared to the CEMP-PI CSQ Benchmarks were "Be well maintained" and "Ensure the behaviour of others doesn't detract from my experience"

- ABC achieved an overall service quality score of **93%,** which is lower than the CERM PI Libraries 2021 Benchmark (105%)

SERVICE QUALITY: EXPECTATION, PERFORMANCE AND BENCHMARK COMPARISON

CSQ ATTRIBUTES	Expectations 2021-202y	Performance 2021-202y	Performance Gap 2021-202y	CSQ Benchmark 2021-202y		Benchmark Gap 2021-202y
The Library should...						
Always be clean	4.8	**4.9**	0.1	0.0	▲	0.1
Be well maintained	5.1	**5.5**	0.4	0.0	▲	0.4
Always have clean amenities	**5.4**	4.6	-0.8	-0.1	▼	-0.8
Provide enough space for research, study and reading	**5.7**	4.1	-1.6	-0.1	▼	-1.5
Provide suitable number of computers	4.7	5.0	0.3	0.2	▲	0.2
Provide a broad selection of books and resources	**5.5**	4.5	-1.1	-0.2	▼	-0.8
Provides fast, reliable WIFI	**4.9**	5.3	0.4	0.2	▲	0.2
Provide enough digital content (eBooks, music, family history, etc.)	4.6	3.8	-0.9	0.3	▼	-1.2
Be well organised and well run	**5.6**	**4.8**	-0.8	0.0	▼	-0.8
Have up-to-date information (on activities, events)	5.1	4.6	-0.5	0.1	▼	-0.6
Have programs/activities that are relevant to your needs	4.5	4.0	-0.5	0.2	▼	-0.7
Have good lighting	5.2	5.0	-0.2	0.0	▼	-0.2
Be well oriented and easy to navigate around	5.1	4.5	-0.6	-0.1	▼	-0.6
Ensure behaviour of others doesn't detract from my experience	5.0	5.2	0.2	0.0	▲	0.3
Provide suitable supporting technology (printers, charing stations)	4.6	4.7	0.1	0.2	▼	-0.1
Have clear and useful signage	**5.2**	4.3	-0.9	0.0	▼	-0.8
Provide assistance with computer tasks (e.g. online application)	4.6	4.1	-0.4	0.5	▼	-0.9
Have suitable parking (i.e., spaces, drop off zones)	5.2	3.0	-2.2	-0.3	▼	-2.0
Provide food & drink facilities	2.7	2.4	-0.3	0.9	▼	-1.3
Provide quality children's services / facilities	4.7	4.3	-0.5	0.3	▼	-0.7
Have friendly staff	5.2	**5.4**	0.2	0.1	▲	0.2
Have staff that is eager to help	5.1	5.2	0.1	0.1	▬	0.0
Have well-presented staff	4.5	4.8	0.3	0.3	▬	0.0
Easy to identify staff (e.g. use of nametags)	4.7	4.5	-0.2	0.3	▼	-0.5
Have staff that is competent with physical collection	**5.0**	**5.3**	0.3	0.2	▲	0.1
Have staff that is competent with digital collection	4.9	4.3	-0.6	0.3	▼	-0.9
Overall service quality			93 %			

▲   ▬   ▼

* The Overall Service Quality result is calculated by dividing the combined averaged performance scores by the combined averaged expectations *100

3. Customer Benefit Analysis

The questionnaire asked the respondents to rate their level of importance and achievement in relation to a list of benefits. **The scale used for this section ranged from 1 ('not at all') to 5 ('very high').**

The **importance** mean measures the relative importance of particular benefit as a reason for attending this library.

The **achievement** mean indicates the extent to which the benefits were achieved as a customer of the library.

The **importance and achievement** means are used to calculate the **'Benefits gap'** for each attribute – that is, the extent to which achievement does not correspond with the importance rating. A positive gap indicates the customers' needs are being met, while a negative gap suggests they are not.

Use of benefits: Understanding the benefits achieved by your library, customers will aid in the design, promotion and delivery of opportunities appropriate for different target groups at your library.

BENEFIT ATTRIBUTES: PERCEIVED IMPORTANCE AND ACHIEVEMENT BENCHMARK COMPARISON

BENEFITS ATTRIBUTES	Importance 2021-202y	Achieved 202x-202y	Benefits Gaps 202x-202y	Benchmarks 202x-202y		Benefits Gaps 202x-202y
Improved education	3.7	3.6	-0.1	-0.1	▬	0.0
Enjoyment	4.1	4.6	0.5	-0.1	▲	0.6
Relaxation	3.8	3.9	0.1	0.0	▲	0.1
Socialising with family &/or friends	2.5	2.9	0.4	0.3	▲	0.1
Improved well-being	3.7	3.8	0.1	0.0	▲	0.1
Feeling of connection with the community	3.5	3.5	0.0	0.0	▬	0.0
Improved confidence in my technology skills	3.1	3.2	0.1	0.1	▲	0.0
Helps financially	2.8	3.0	0.2	0.2	▬	0.0

▲   ▬   ▼

SUMMARY

- Respondents rated "Enjoyment" and "Relaxation" highest on expectations

- Respondents also rated "Enjoyment" and "Relaxation" highest on performance

- ABC's best performing attributes compared to the CEMP-PI CSQ Benchmarks were "Relaxation", "Enjoyment", "Socialising with family &/or friends" and "Improved well being".

4. Usage and Awareness of Library Services

- **15%** of all respondents indicated **"Borrowing books"** as their main activity at the Library

- **33%** of all respondents indicated **"Using the computer"** as their main activity at the Library

- **33%** of respondents were aware **"Ebooks"** as a service offered by the Library

- **77%** of respondents gathered most of the information about the Library **"In the Library"**

- **"In the Library"**, **"Library Website"** and **"MyLibrary App"** were the top three sources for Library information

MAIN ACTIVITY UNDERTAKEN AT THE LIBRARY			
	FIRST (%)	SECOND (%)	THIRD (%)
Borrowing books	-	-	-
Borrowing DVDs / Audiobooks	-	-	-
Participate in library events	-	-	-
To socialise / meet people	-	-	-
To use computers	-	-	-
To received tech-help (computers / online applications)	-	-	-
To use the WIFI	-	-	-
To entertain my children	-	-	-
To study	-	-	-
To research	-	-	-
To relax / Enjoy the environment	-	-	-
Other	-	-	
----	-	-	-
----	-	-	-

Note: Total for activity rank can be less than 100%, representing the percentage of respondents (n = 612) that picked an activity in each rank.

INFORMATION SOURCES FOR THE LIBRARY

XX%
In the Library

XX%
Library Website

XX%
Council Website

XX%
eNewsletter

XX%
MyLibrary App

XX%
Instagram

XX%
Facebook

XX%
Twitter

XX%
What's On ABC Magazine

XX%
Newspaper

XX%
Friends / Family

XX%
Other sources

AWARENESS OF LIBRARY SERVICES

|	AWARE %	USED %
eBooks	70	30
Digital music/movies	10	30
Digital magazines	10	5
Other	10	5

*Others included: Book club, Justic of Peace, Home library, Toy library, Inter-library borrowing service, MANGO language app and Rhyme time / kids activities.

Note: Total for Awareness of Library services can exceed 100%, indicating that more than one option was selected by respondents.

5. Visitor Demographic

- **50% of all respondents attend the Library** with family and/or friends

- **86%** of all respondents travel to the Library in a **private car**

- **44%** of all respondents visit the Library **3 or more times per week**

- **32%** of all respondents visit the Library between **9am and noon**

TOP VISITING POSTCODES TO THE LIBRARY

5000 (20%)	4444 (20%)	5050 (20%)
4444 (20%)	5050 (12%)	Others* (8%)
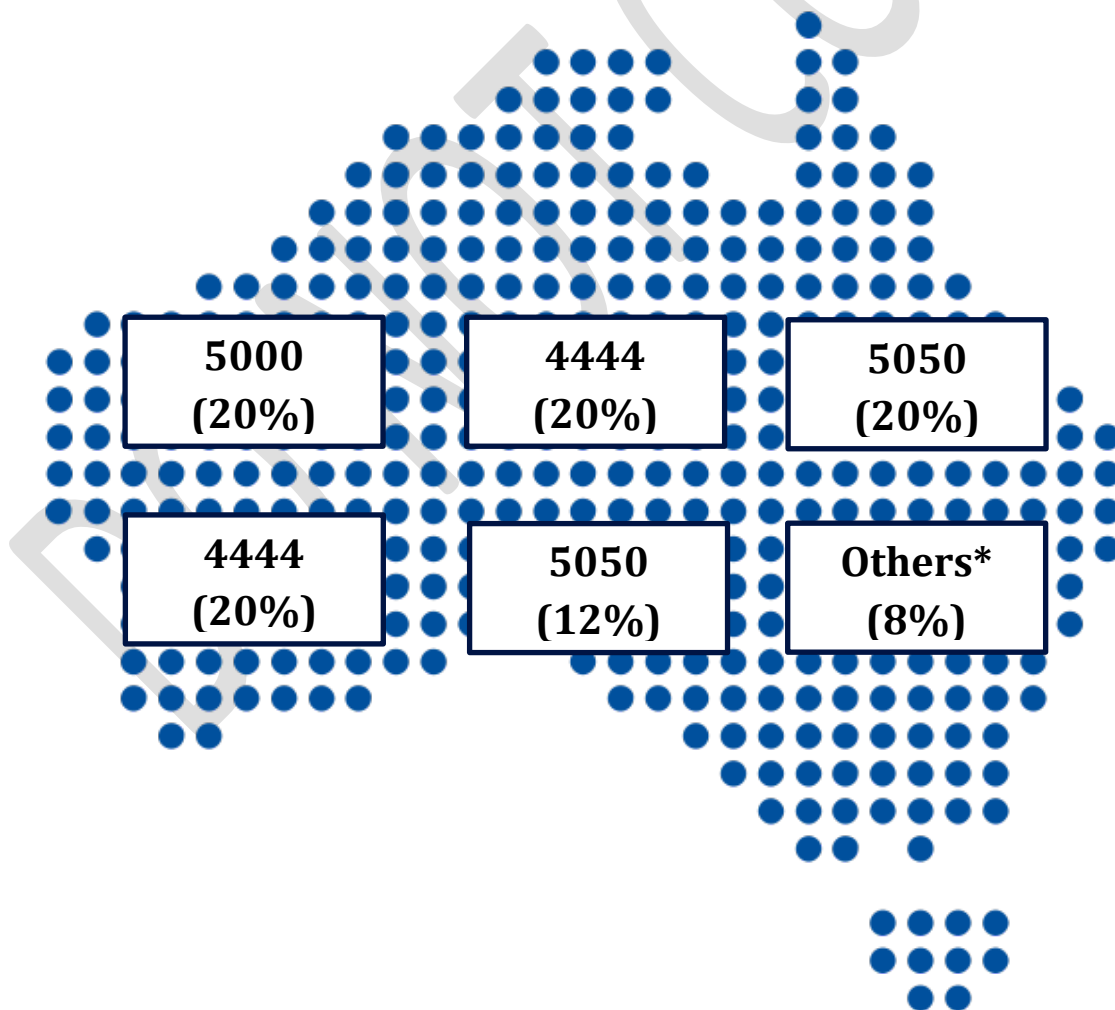
*Others include: 4444 (2%) 3333(2%) 4445(2%) 2345(2%)

USUAL TRANSPORT MODE TO THE LIBRARY	
Private car / motorbike	86%
Walk	10%
Bicycle	4
Public transport	

DISTANCE TRAVELLED TO VISIT	
5kms or less	40%
Over 5kms to 10kms	40%
Over 10kms to 25 kms	20%
Over 25 kms	1%

TIME SPENT AT THE LIBRARY	
Less than 30 minutes	-
About 30-60 minutes	20%
About 60-90 minutes	80%
Over 90 minutes	-

USUAL DAY OF THE WEEK TO VISIT	
Weekdays	-
Saturday	-
Sunday	-

AGE OF RESPONDENTS	
15-19 years	-
20-29 years	-
30-39 years	-
40-49 years	-
50-59 years	-
60-69 years	-
70+ years	-
Prefer not to say	

RESPONDENTS WITH CHRONIC ILLNESS OR DISABILITY	
No	-
Yes	-
Prefer not to say	-

DO YOU IDENTIFY AS BEING ABORIGINAL / TORRES STRAIT ISLANDER ORIGIN?	
No	-
Yes	-
Prefer not to say	-

ATTEND ALONE OR AS A GROUP	
Alone	50%
With Others (Family and/or Friends)	50%

ATTENDANCE AS GROUP INCLUDES…	
Children under 5 years	20%
Children 5-15 years	50%
Both (Under 5 & 5-15 years)	
No Children	30%

FREQUENCY OF VISIT	
Daily	-
Few times per week	-
Once per month	-
Few times per month	-
Few times per year	-
Once per year	-

USUAL TIME TO VISIT THE LIBRARY	
Between 9am and noon	-
Between noon and 3pm	-
Between 3pm and 6pm	-
After 6pm	-

EMPLOYMENT STATUS	
Unemployed	-
Employed part time	-
Employed full time	-
Student	-
Retired	
Full time parent	-
Home duties without children	-

GENDER OF RESPONDENTS	
Male	-
Female	-
Gender diverse	-
Prefer not to say	-

PLACE OF BIRTH	
Australia	
Overseas English-speaking	
Overseas non-English-speaking	
Prefer not to say	

6. Comments and Responses (Open-ended)

Note: This report shares only a sample of the comments, along with a count of some of the most mentioned words in each section below. A full list of comments for all questions is provided as an attachment with this report.

"BEST ASPECTS ABOUT THE LIBRARY"

SUMMARY

- **"Talks"** was the most commonly mentioned word when suggesting events or activities respondents would like to attend (mentioned 52 times).
- **"Author(s)"** (41 times) and **"Local history"** (20 times) were the most mentioned talks respondents would like to see at the libraries.

"SUGGESTED IMPROVEMENTS AT THE LIBRARY"

"Quote 1"
"Quote 2"
"Quote 3"

"ADDED QUESTION FROM LIBRARY"

"Quote 1"
"Quote 2"
"Quote 3"

How can the results be used?

Each year CERM PI service quality reports are conducted for many Australian Libraries. Some of the ways your organisation may benefit from the information in this report include:

- Share and discuss the results of the report with staff at the Library.
- Promote key results to Customers and thank them for their contribution.
- Incorporate the information into management plans, KPIs and contracts where relevant.

Consider further analysis. Does this report highlight something you'd like to know more about? We can help with this.

Examples of CERM PI industry collaborators

Adelaide City

Adelaide Hills

Adelaide Plains

Balranald

Ballarat

Barossa

Berri Barmera

Burnside

Campbelltown

Elliston

Goldfields Library Corporation

Goyder

Holdfast Bay

Light

Marion

Mid Murray

Murray Bridge

Playford

Port Adelaide Enfield

Port Macdonnell

Port Lincoln

Prospect

Public Library Services (SA)

Randwick

Roxby Downs

Shoalhaven

Tea Tree Gully

Toowoomba Region Libraries

Unley

Victor Harbour

Wattle Ranges

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