

Customer Satisfaction Survey 2018: AFBI

Description

Three online surveys ran between 16th November and 3rd December 2018. Customers from our three contracted library services¹ were invited to participate in the relevant survey:

- AFBI
- Associate
- Health Service (HSC)

This report details results drawn from the early analysis of the AFBI Customer Satisfaction Survey. Sixteen core questions were asked with numerous free text boxes available to capture customer thoughts and feedback. As in previous years, these core questions cover our standards of service. However, specific questions were also added for each customer group.

Main Changes to the Survey in 2018

In order to ensure as wide a response as possible, the decision was taken to survey all AFBI library members. Building on successful changes made in 2017, the email invitation wording remained brief and streamlined, highlighting the short length of time required to complete the survey. Brand logos were also used to personalise the surveys for each customer group and to encourage participation from those customers who might open the initial survey link, but click out of what they presume to be a generic survey. Appendix 2. The email reminder wording and subject line were also changed in order to emphasise the approaching closing date of the survey and to encourage participation.

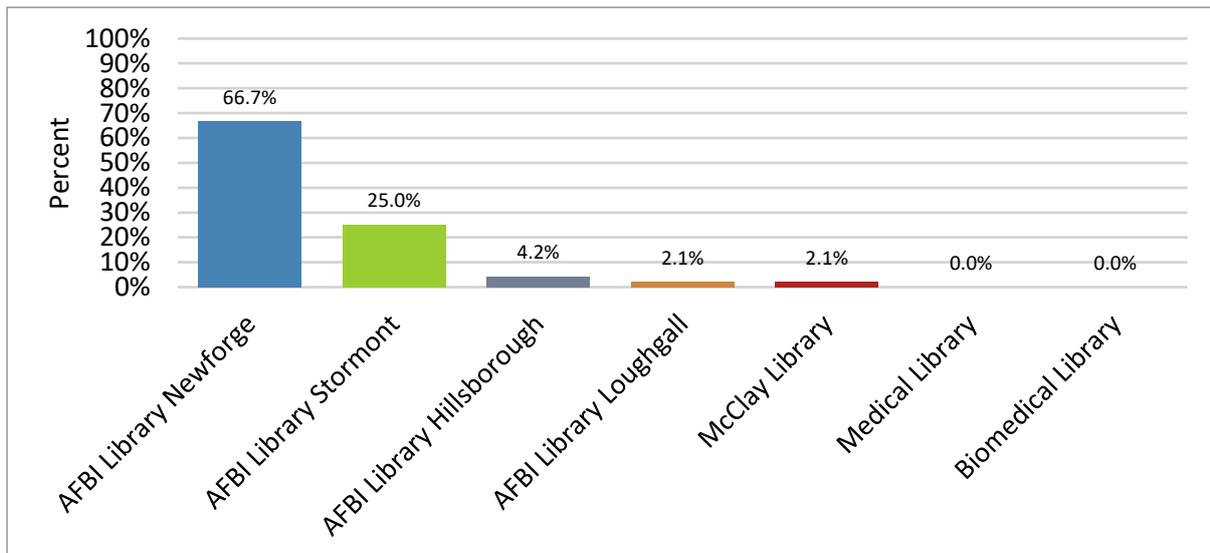
Response Rates and Brief Respondent Profile

Response rates remained fairly consistent overall with the 2017 results. However, while a 20% sample of each subgroup was surveyed in 2017, all AFBI customers were surveyed in 2018, and so this should be taken in to consideration when comparing response rates.

Group	Response Rate 2017	Response Rate 2018
AFBI	11.7% (9)	13% (50)

¹ QUB Students will be surveyed in March 2019.

AFBI respondents and library used most frequently



Results

In the early stages of analysis, certain themes and trends have emerged across customer groups. Following the more complex form of analysis adopted in the 2017 Customer Satisfaction Survey, all responses were coded thematically and then designated as positive, negative or neutral comments. Overall, particular themes emerged from the AFBI survey around library staff, library resources and access and library environment. Appendix 1 provides an overview of survey responses from AFBI customers using bar graphs interspersed with respondent comments. These comments are colour coded to denote positive, negative and neutral comments.

Summary

The survey results indicate that the library is very positively perceived by a very high percentage of its users. Of the 98 comments received, 72% were positive, 9% negative, with the remaining 19% neutral suggestions or feedback. A significant range of qualitative comments were received highlighting several specific themes. Overall, a very positive response was received for library staff and library study environment with comparatively few negative comments received around library resources. 84% of AFBI customers were “very satisfied” with the knowledge of library staff, while 88% were “very satisfied” with the helpfulness of library staff. Question 12 on Library Communication highlights that while the level of satisfaction with the AFBI Library Website is considerable, planned updates and changes to the website layout in coming months will be welcomed. Also, as 56% of AFBI users found library communication via social media to be “Not Applicable”, it may be necessary to review which communication channel would be most suitable for this group. The strong expression of interest from AFBI users in participating in future library focus

groups and mystery shops suggests a customer base that is strongly committed to shaping the service improvements to their library.

Appendices

Appendix 1: AFBI Survey Results

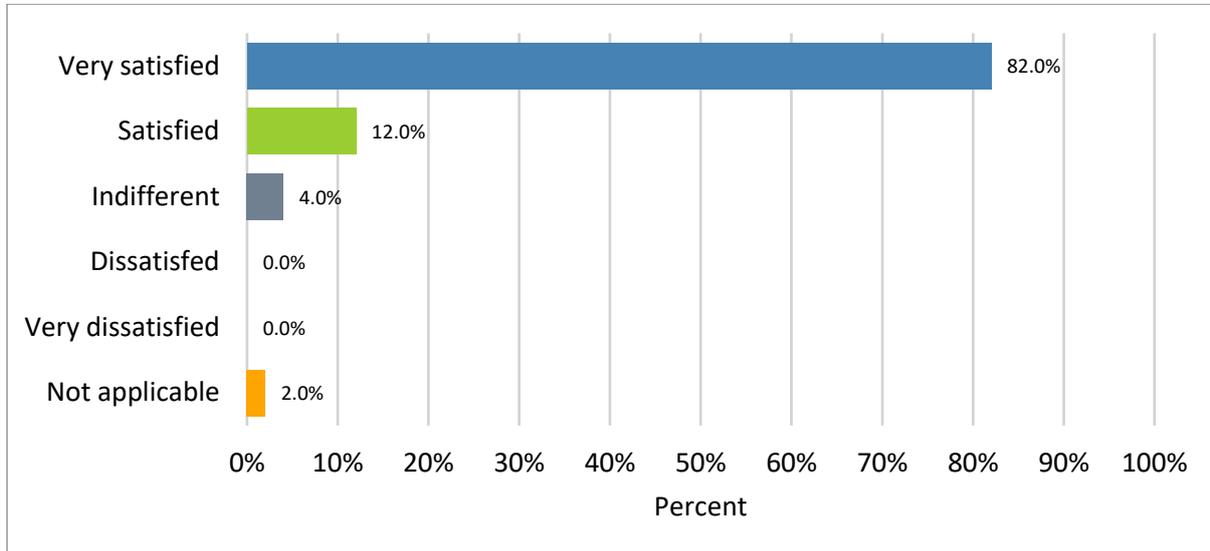
Appendix 2: Email Wording and Survey Personalisation

Appendix 1: AFBI Survey Results

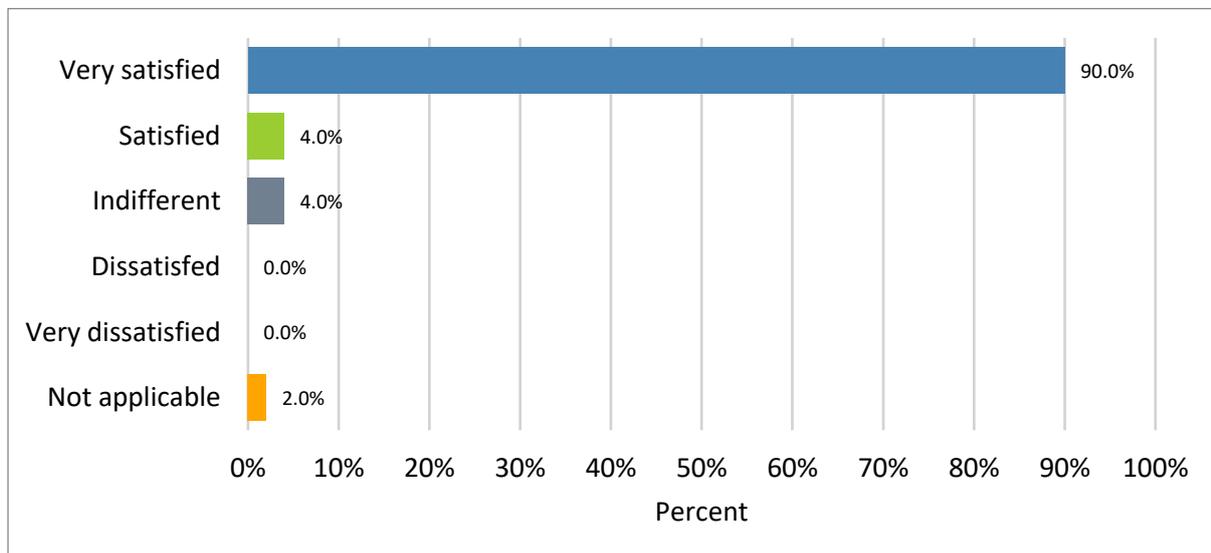
The responses to the sixteen survey questions are presented below.

Question 1: Please indicate how you feel about the following statements:

“I am satisfied with the library service overall”



“The library service treats me fairly”



Question 2 What do you like best about the library?

Friendly staff

Very useful technical books

Approachable, helpful staff who readily help with any queries

The helpful staff

Staff are very helpful (e.g. Patrick Elliot at Newforge) and if they don't have an article they can usually get it for me.

Extremely helpful staff

Friendly atmosphere. Its a great place to take a break to catch up with current farming/agriculture issues in the media

easy ACCESS

Seem like a great resource but don't really get the chance to use it

Speed getting papers I request.

Staff are extremely well-informed, helpful and co-operative.

General science journals (e.g. Nature, Science & New Scientist) available as paper copies.

Always fast and efficient, professional at all times. Staff couldn't be more helpful

On line search and helpful staff who can help even if not quite sure what you are looking for

AFBI Library are excellent when I request new books to be added to the library and have always been extremely helpful when I ask them questions!

Very helpful staff

everyone is really helpful and keeps in touch regarding queries for books etc

"The librarians have been extremely helpful when I have been trying to obtain references, and also in assistance with searches for books and publications.

I do appreciate the library facilities very much and find them most useful in my day to day work."

Staff are very helpful

Ready access, everyone welcome and above all prompt and quick efficient service by the staff

Staff are very helpful and any request is dealt with very quickly.

very friendly and helpful staff, great courses (i.e. Endnote)

I have yet to visit the library.

Journal papers search take a significant amount of time in research. When we could not find the paper AFBI have a facility place request to send back the papers that is interesting save tome and money.

Readily available staff expertise.

"Expertise available on to help find /source papers not available on line -

Friendly reception at the desk, staff who know their business"

I was looking for a specific book and the library was able to purchase it for me.

Quick response for research paper hard copies.

The fact they always try to help. You never get 'no' as an answer.

great

That I can send them a list of papers that I am unable to access the full text for, and they are very quick to reply with a PDF of the papers

Greta service from the librarians. They are super-helpful.

The staff are really helpful in sourcing, and providing documents that would take me a lot of time and effort to obtain

Librarians are very kind and helpful. I always happy with their help.

Question 3 What would improve the library?

N/A

Online aspects.

When I log in it can be a very circuitous route to get to an article that's available.

If the AFBI CONNECT button said ""AFBI CONNECT (full text PDF)"" and took me straight to it, even via pdf's put online via other sources, that would be great."

Keeping abreast of current agricultural journals & publication - Farming Life, Farmers Weekly.

I would like to be encouraged to use this more for original research re End notes etc.

Subscribe to more scientific journals.

have a separate facility for meetings at VSD so that the library is freely available at all times.

Access to more Journals eg. Methods in Ecology and Evolution

Windows are getting rather old and need to be replaced,

"I would strongly recommend that the library reinstated the provision of the newspaper The Times.

This was a popular feature in Newforge Library until it was suddenly discontinued a couple of years ago."

Better online service. I find the platform sometimes very cumbersome and hard to navigate and find what I am actually looking for. It would also be great if one could be directly guided to the library downloadable papers when searching online, rather than having to go through a lot of steps (i.e. automatically any computer on the network is connected to Athens etc)

Advertising it more to staff might be useful

We can also give feedback the books that we are worth to buy. That is the most important aspect of the library getting information from users.

The physical Library is at risk from everything being available on line (Although in practice it is not) AFBI should keep supporting a physical library and assistance accessing resources. The space is high quality and could be used more. It is Good place to escape the constant barrage of on screen life and think

Online access - fewer clicks to get to account would be good

I think the library provides a fantastic service.

Length of time for rentals for items which are long term loans (lab manuals, reference material).

I would like them to have access to more online journals, like for example being able to use all the QUB titles. I also know the cost of that is prohibitive.

no its great

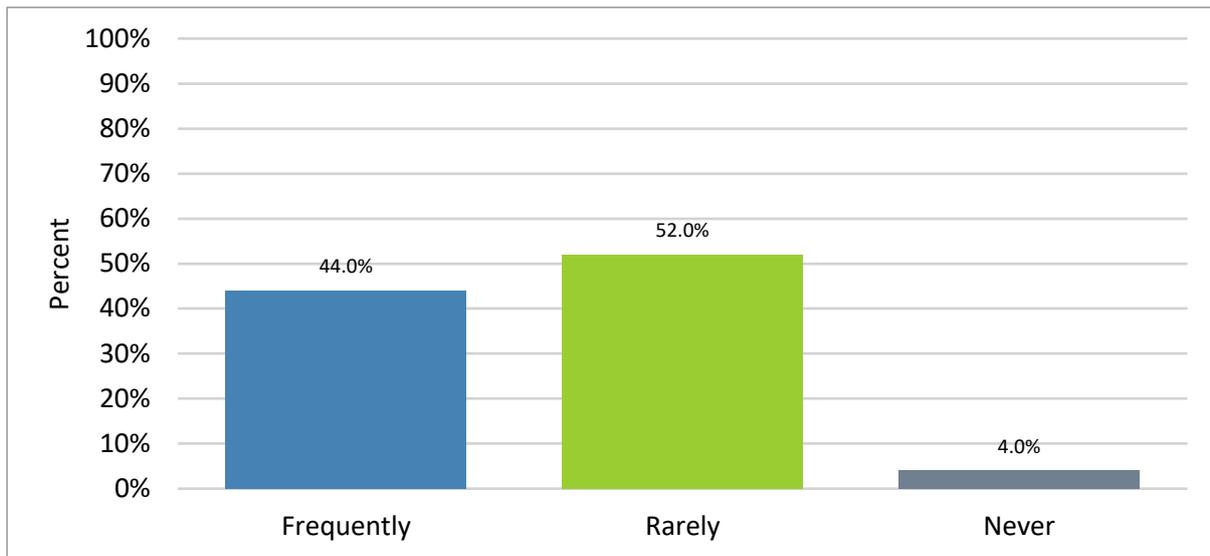
The online library could be easier to find and access papers

Free coffee? Can't think of anything academic-wise.

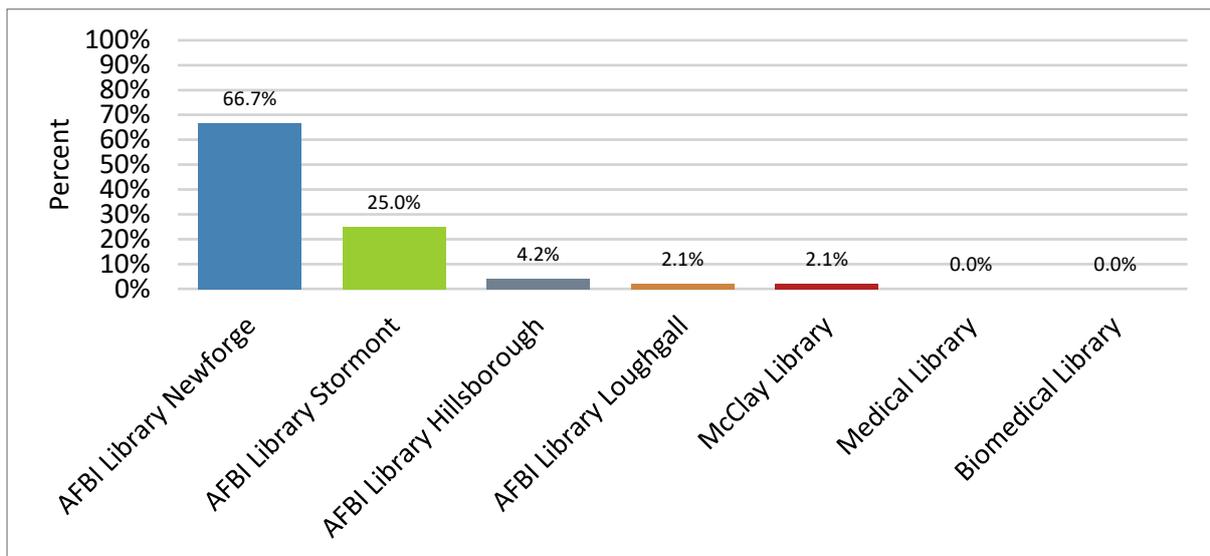
"It is hard to say to get more new books as funding.

I need time to visit library and use also QUB library (need more car parking spaces)"

Question 4 Approximately how often do you visit the library?



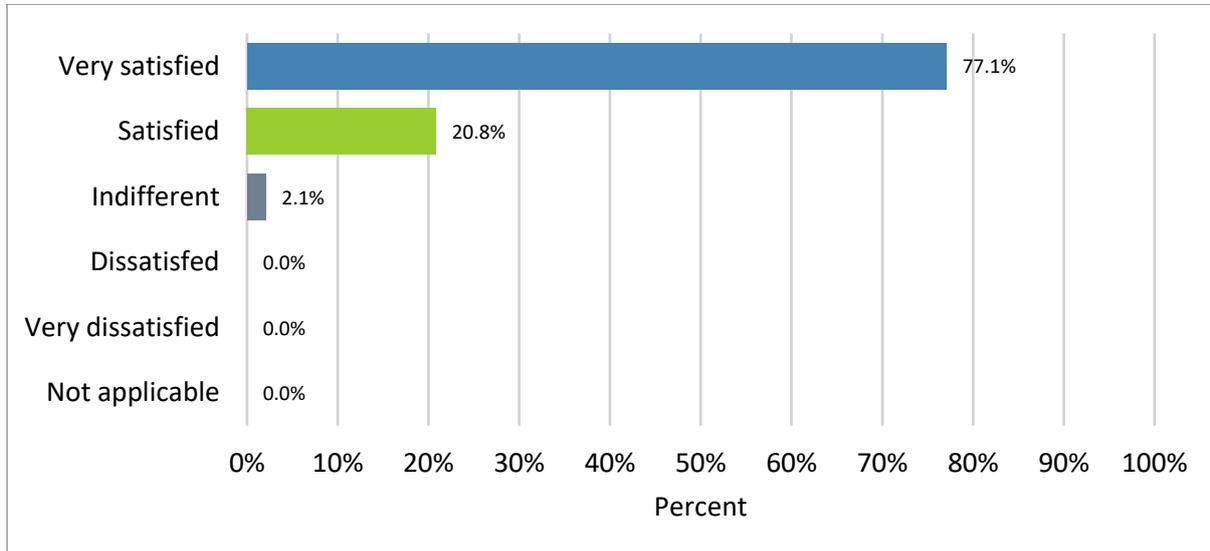
Question 5 Which library do you use most regularly?



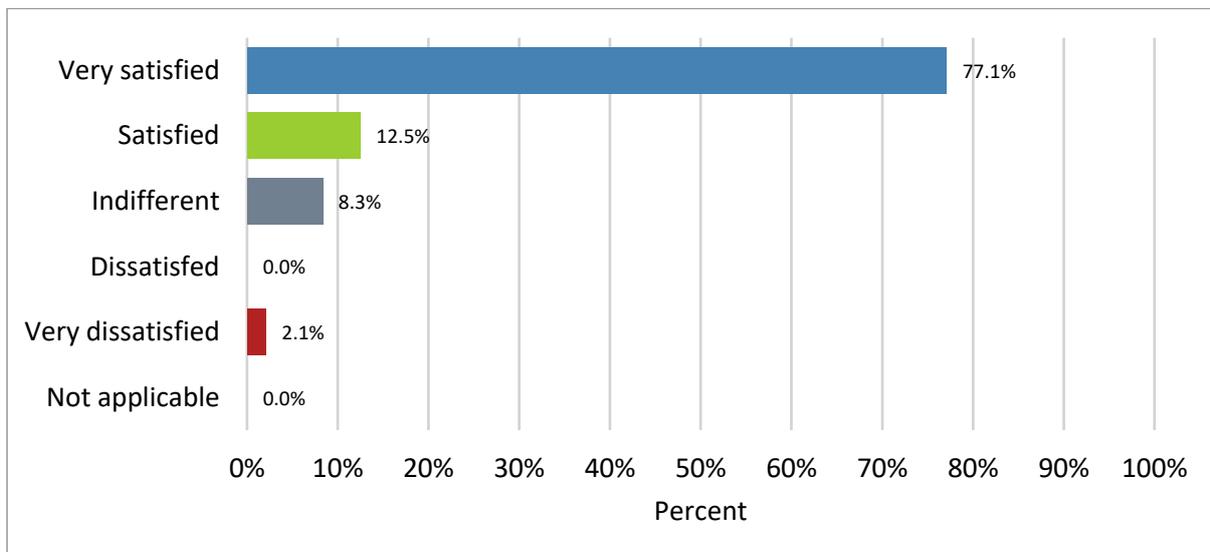
Question 6 Library Study Space and Environment

Please indicate how satisfied you are with the following:

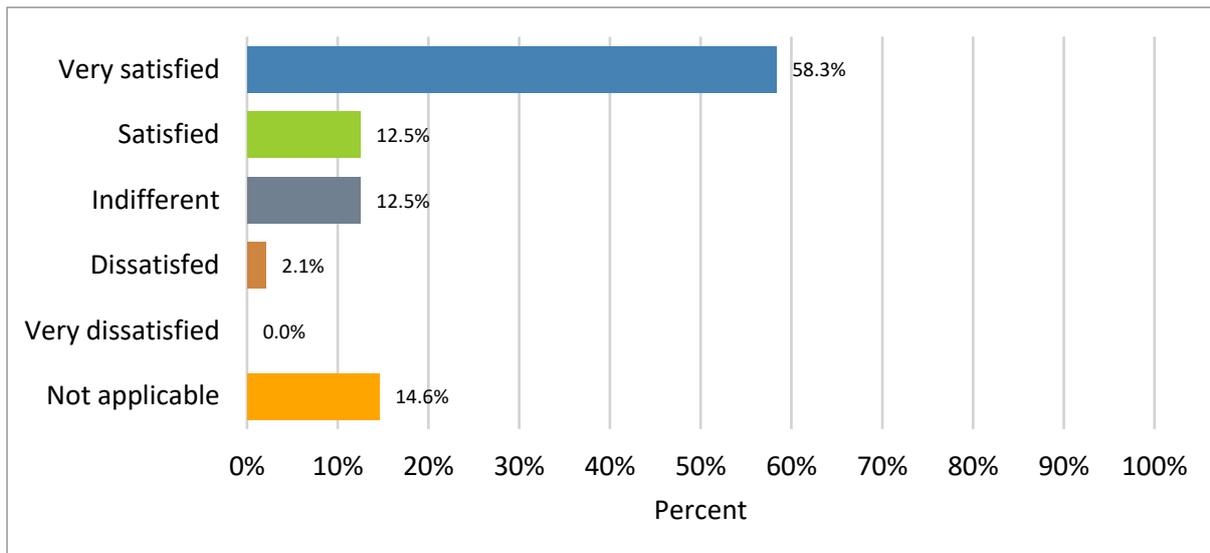
The cleanliness of the library



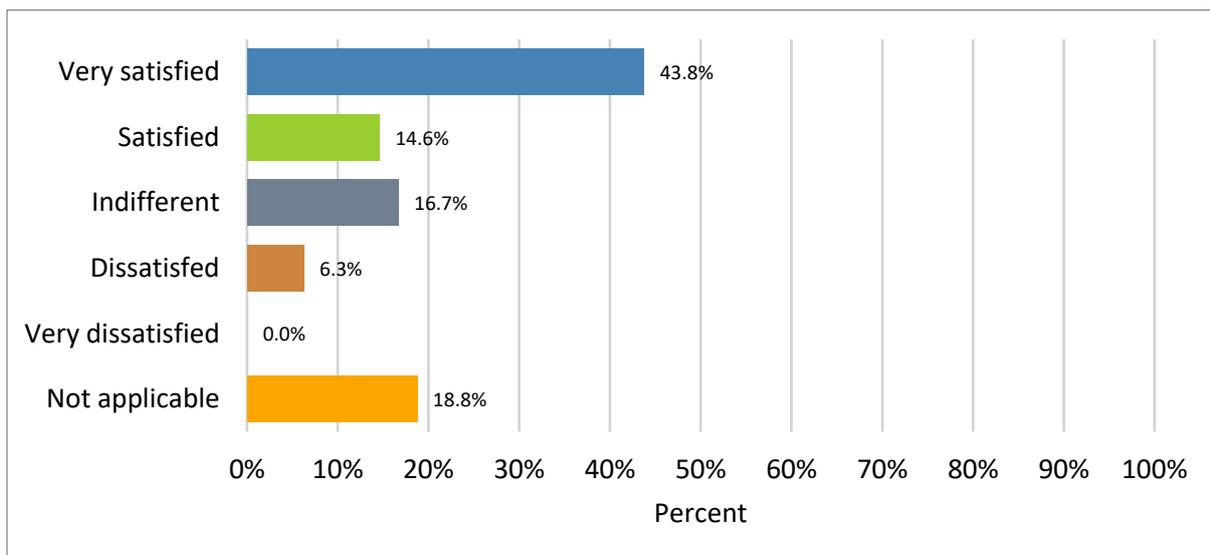
The noise levels in the library



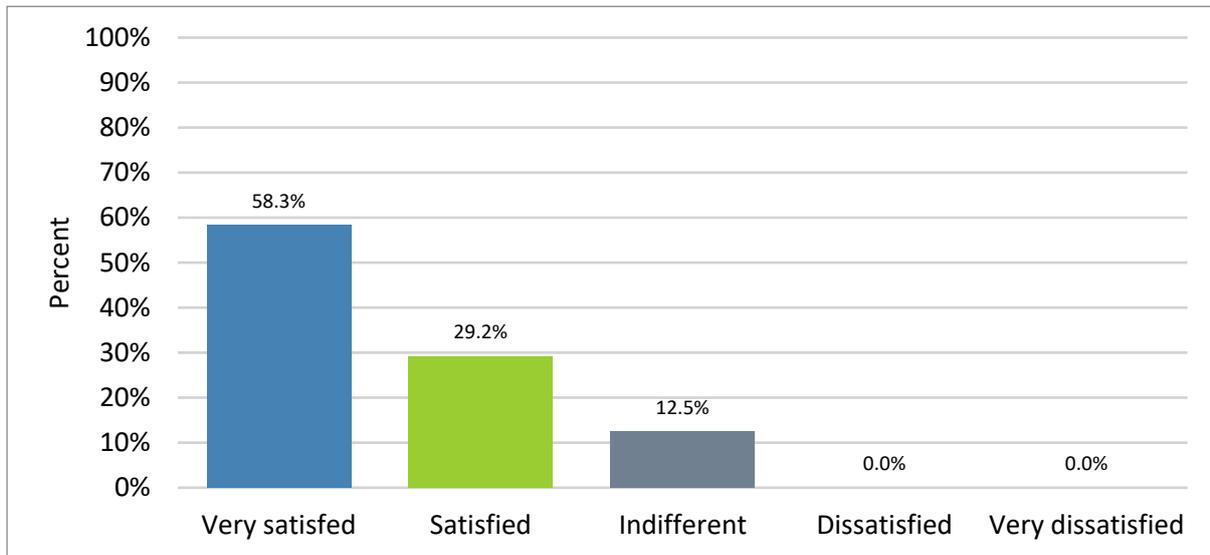
The availability of computer or study spaces in the library



The functionality of the library as a meeting space



Question 7: Overall how satisfied are you with the quality of the study space in the library?



Question 8: Please use the space below if you wish to make any comments on library spaces

The library is a unique quiet space in AFBI Stormont that is very conducive to private study and research.

I still find McClay library very noisy to work in, and don't think that talking is conducive at all to studying in this space

very useful utility within this organisation despite its transition over the years

No additions

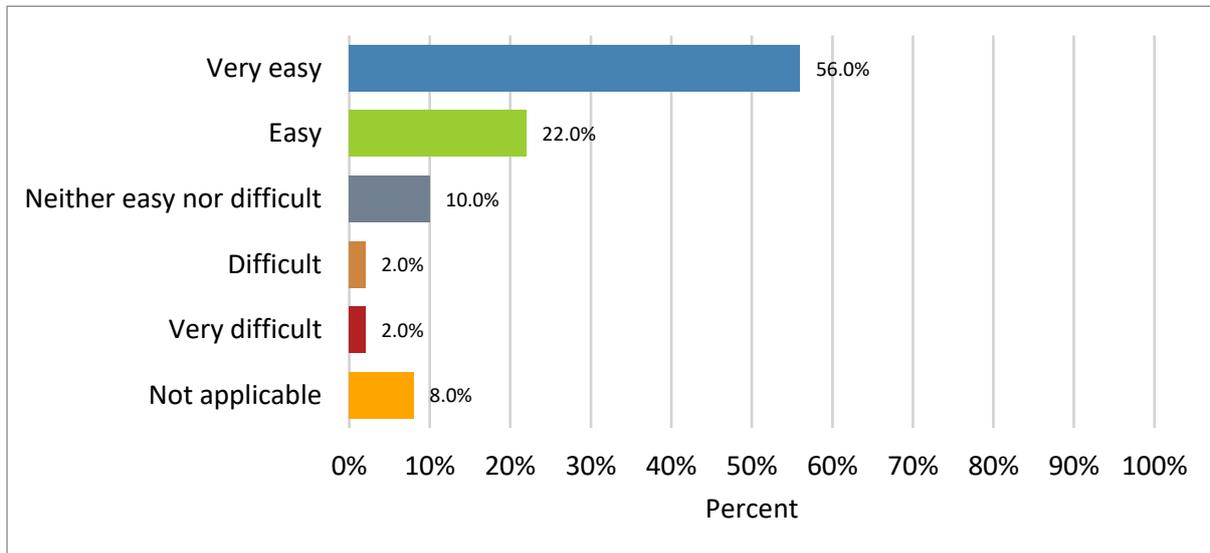
More PC and study cubicles (study areas) needed. This response was from a Hillsborough user. Touch down desks have recently been added to this library but this comment proves the importance of user preference in terms of **type** of available study space.

great

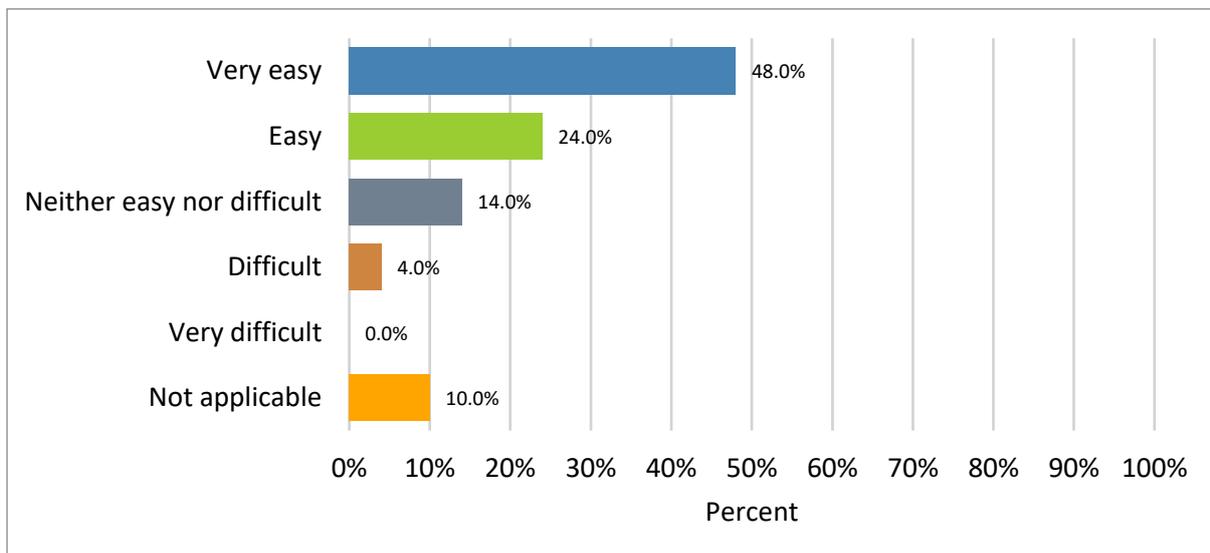
Question 9: Accessing Library services

How easy do you find it to access the following services:

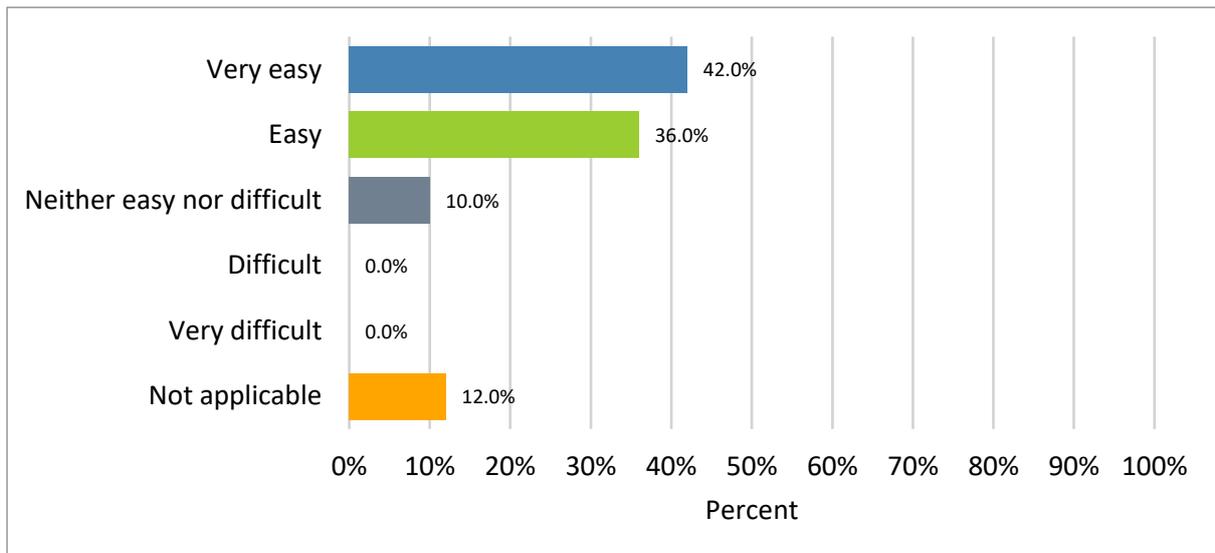
AFBI Library Online Website



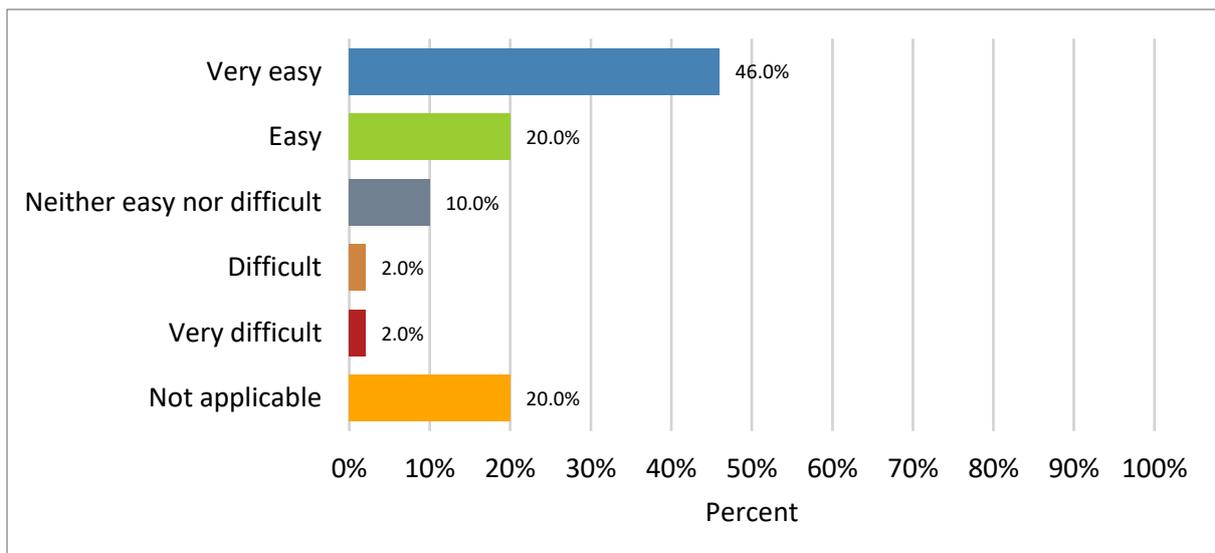
The library catalogue



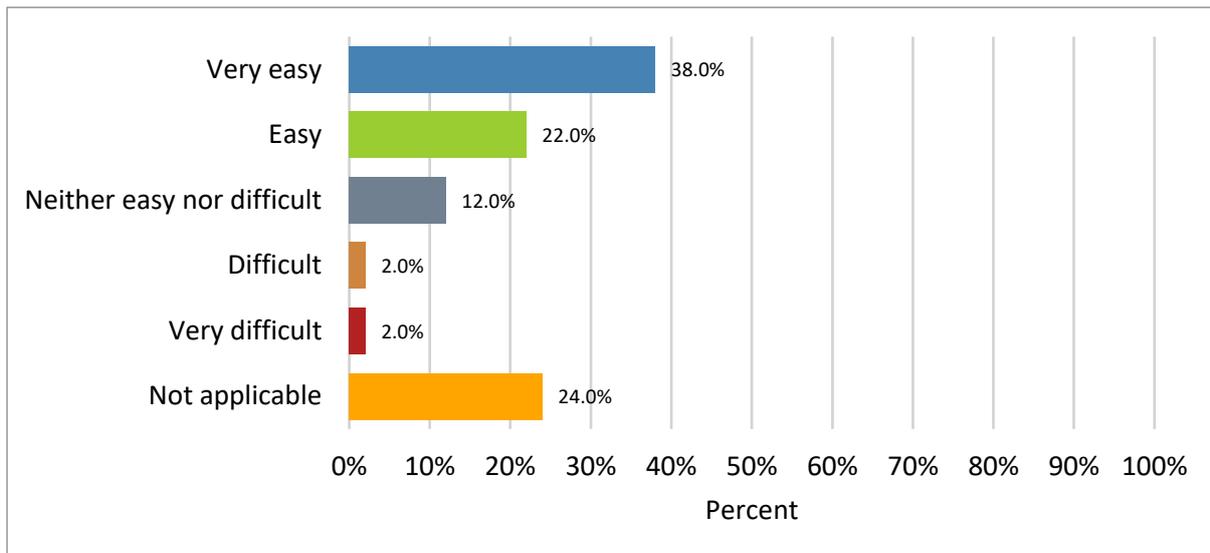
E-journals



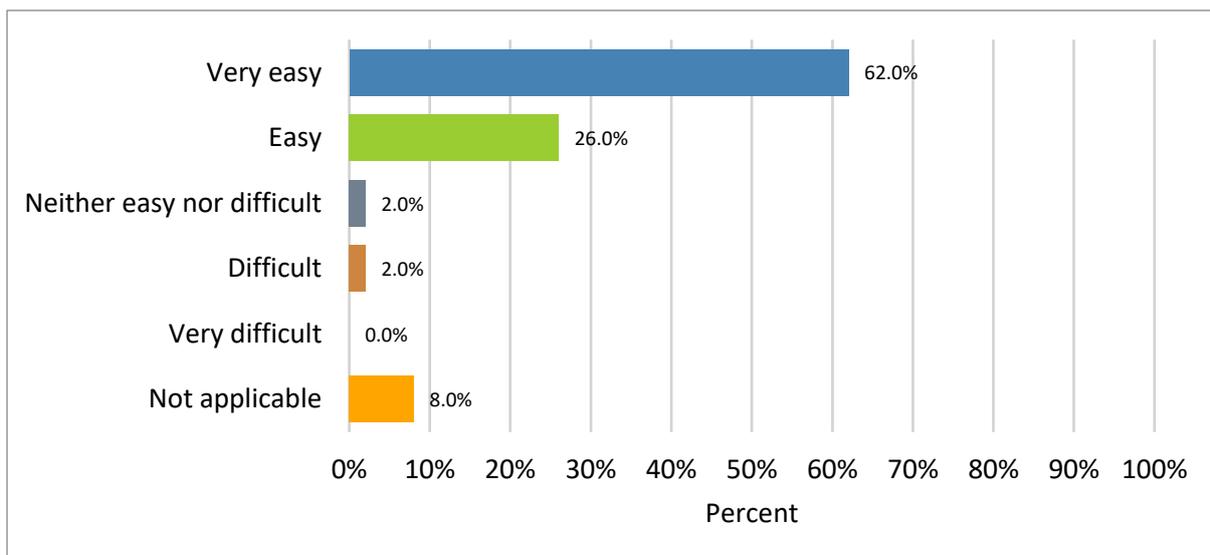
Databases



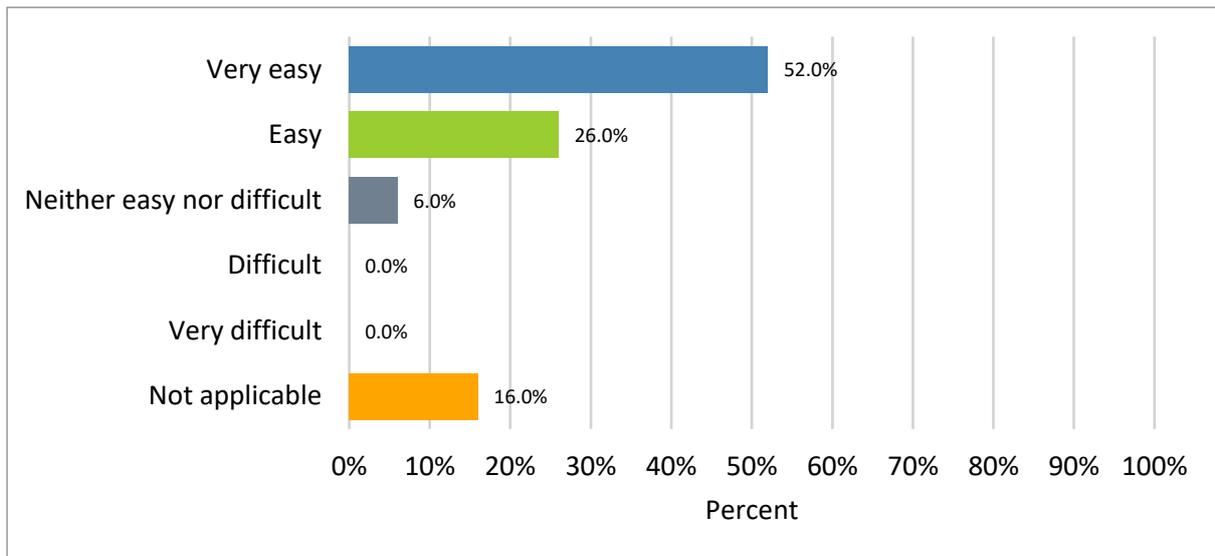
E-books



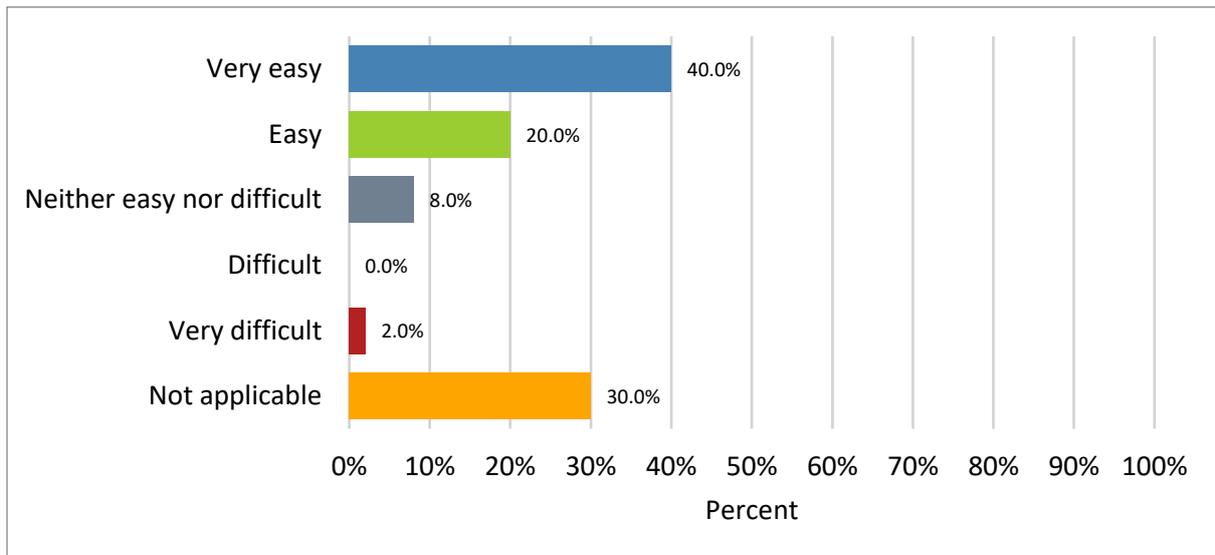
Inter Library Loans



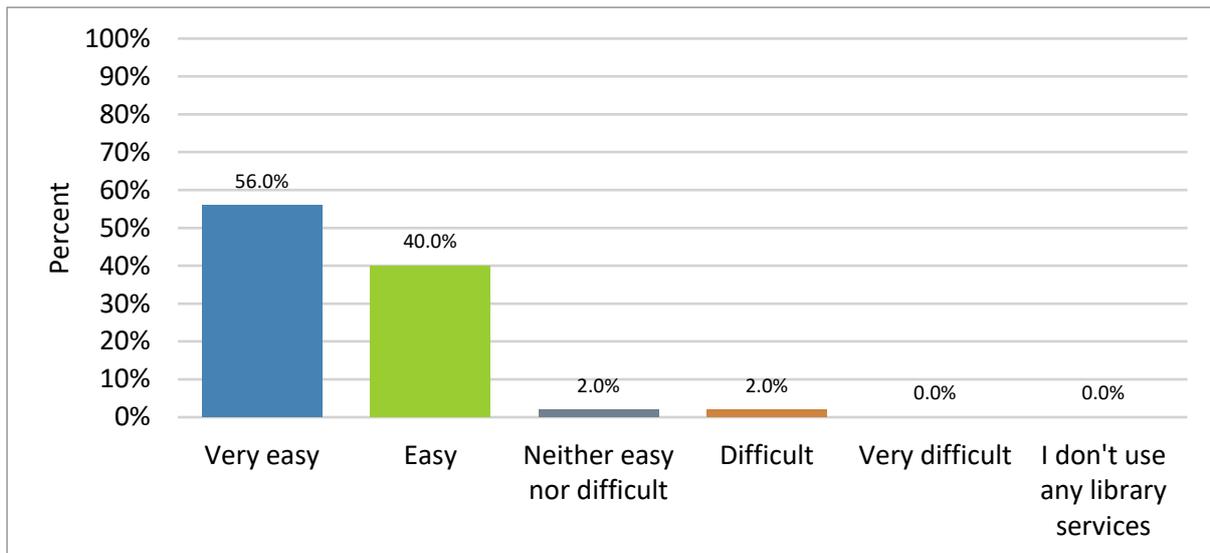
Library training courses



EndNote



Question 10: Overall how easy do you find it to access the range of library services?



Question 11: Please use the space below if you wish to comment further on accessing library services

I like that we get automatic access to Elsevier journals without login - would be great if that was the same for some other big publishing houses

Again, the staff are most helpful, willing and able to compensate for my inadequacies in pursuit of e-journal articles and e-books.

I have trouble with Endnote not being able to source PDFs directly for some publishers which the library subscribes to.

Not always sure about the library catalogue, either what books it has or if available for loan.

I've been very impressed with all library services although I find Endnote a bit buggy to use having previously been a Zotero user (although I appreciate this isn't under the direct jurisdiction of the library)

Again librarians are most helpful re training I the use of the services

I find the AFBI search more fiddly to use than the QUB one

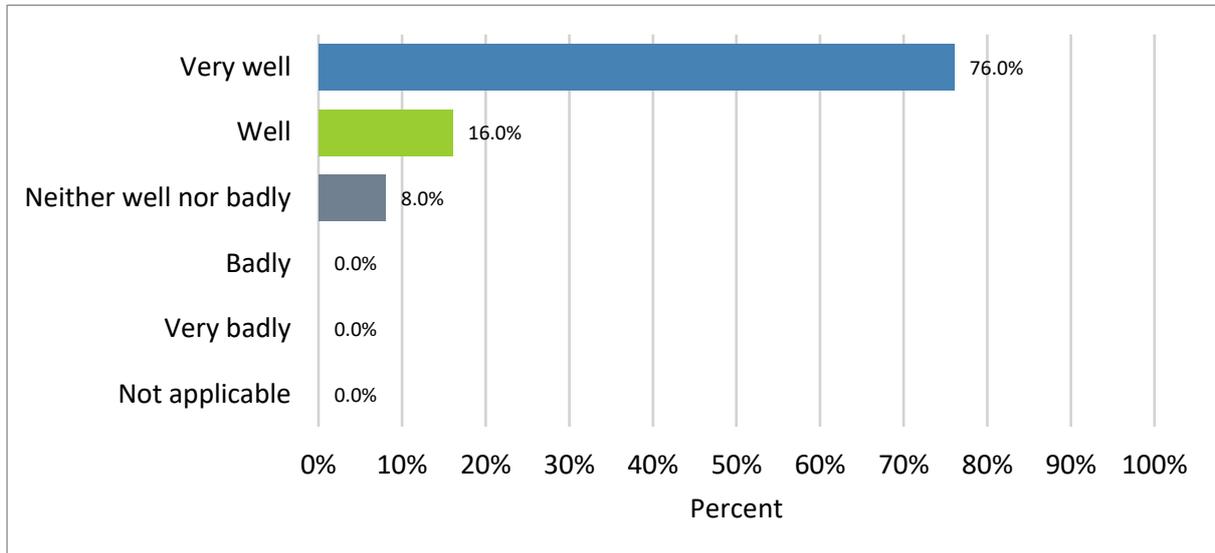
great

I'm very happy with the AFBI library

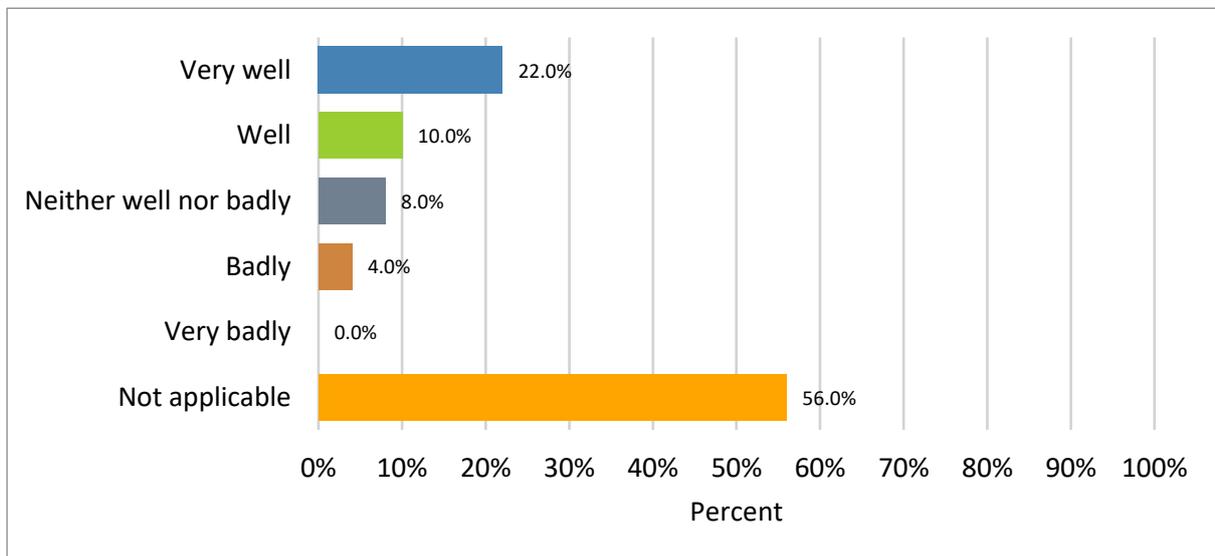
Question 12: Library Communication

How well does the library communicate via the following:

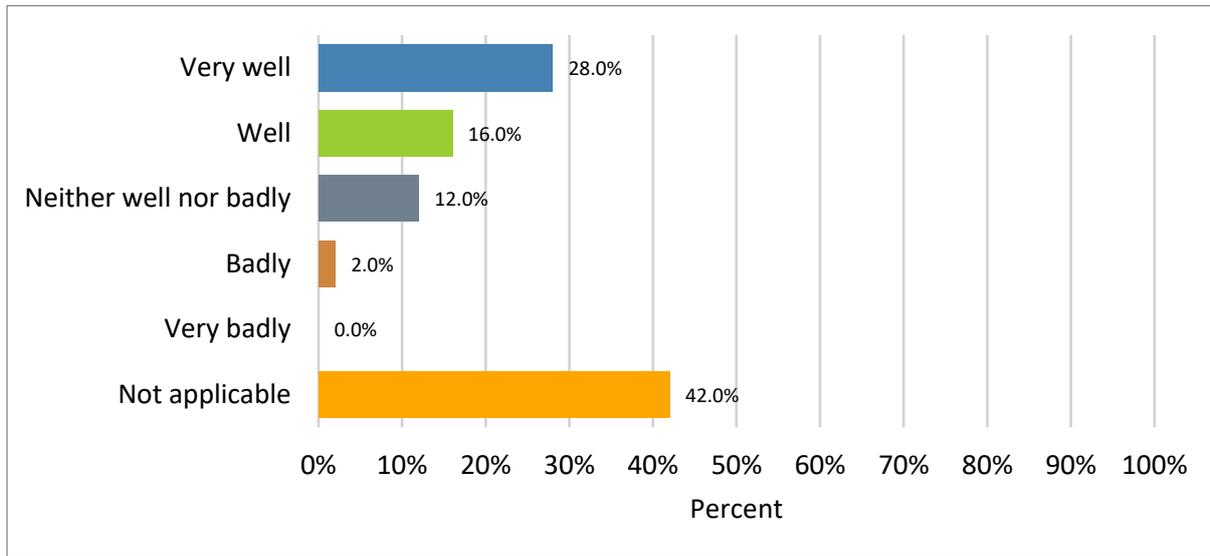
Email



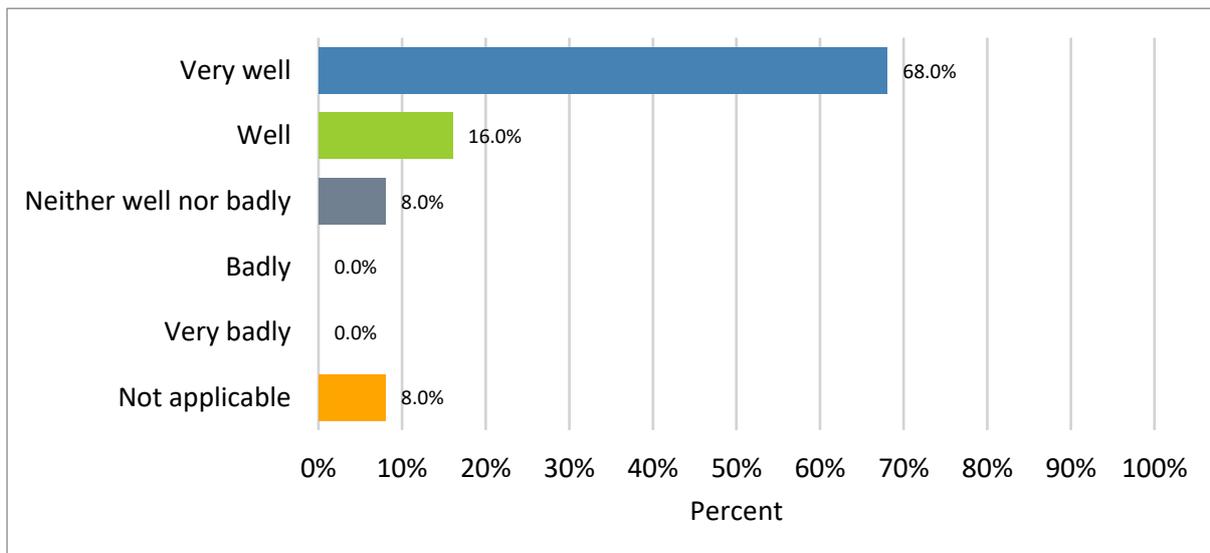
Social media



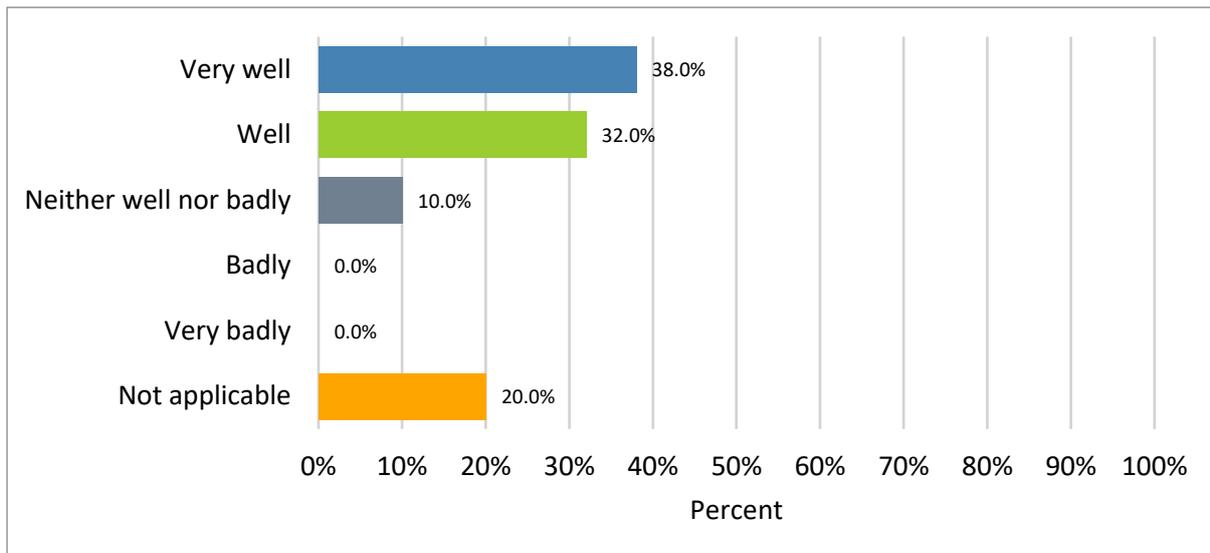
By phone



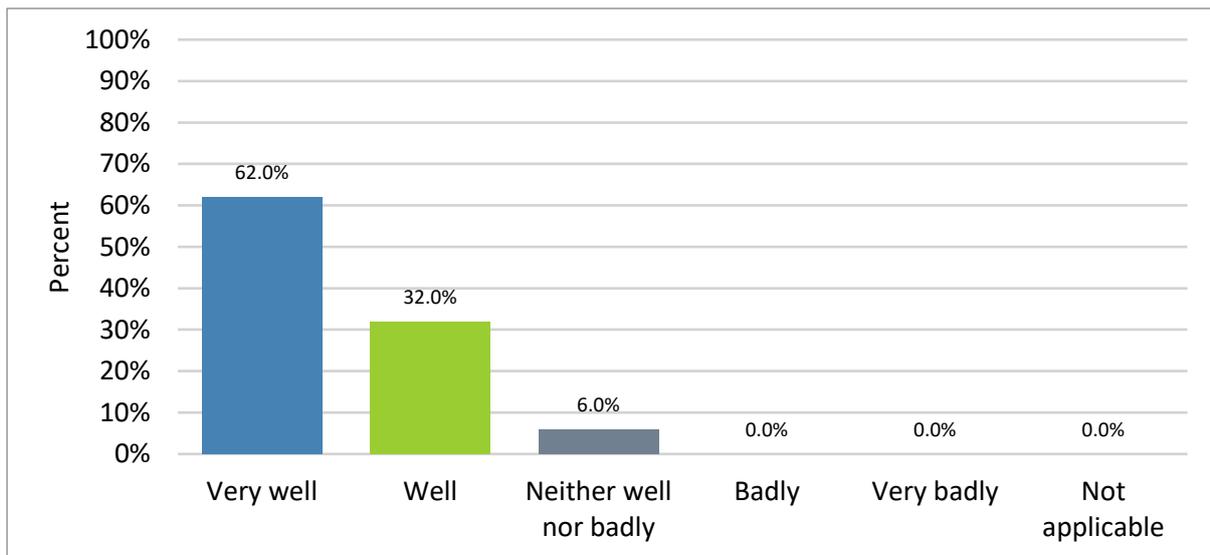
At Enquiry or Issue Desks



AFBI Library Online Website (FAQs etc.)

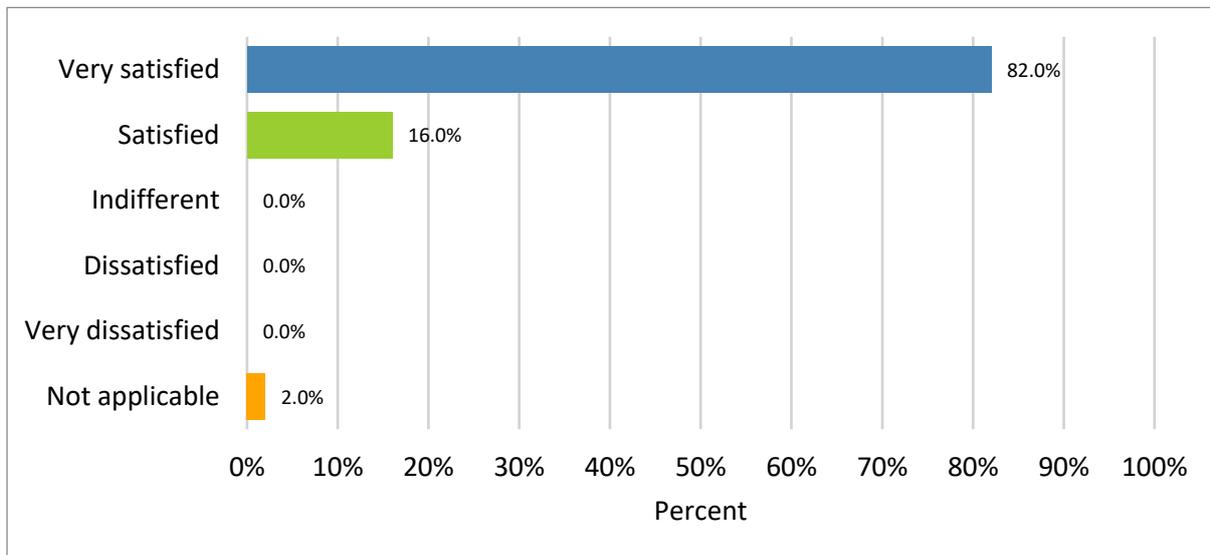


Question 13 Overall, how well do you feel the library communicates with you?

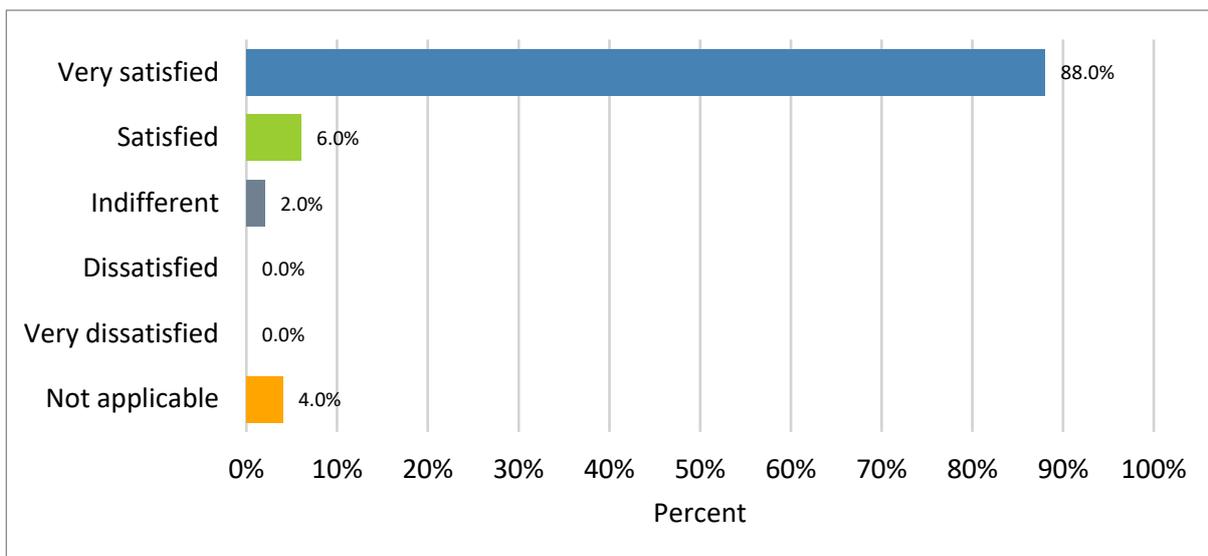


Question 14 How satisfied are you with the following:

The accuracy of the information provided by the library



How quickly the library responds to your comments or enquiries



Question 15: Please use the space below to tell us more about how you find library communication

Library staff are extremely quick and efficient

Overall excellent and rapid service.

Super fast response time - library staff have helped supply papers at very short notice for tight deadlines - always appreciated

High degree of satisfaction on par with other such utilities at the neighbouring main University campuses

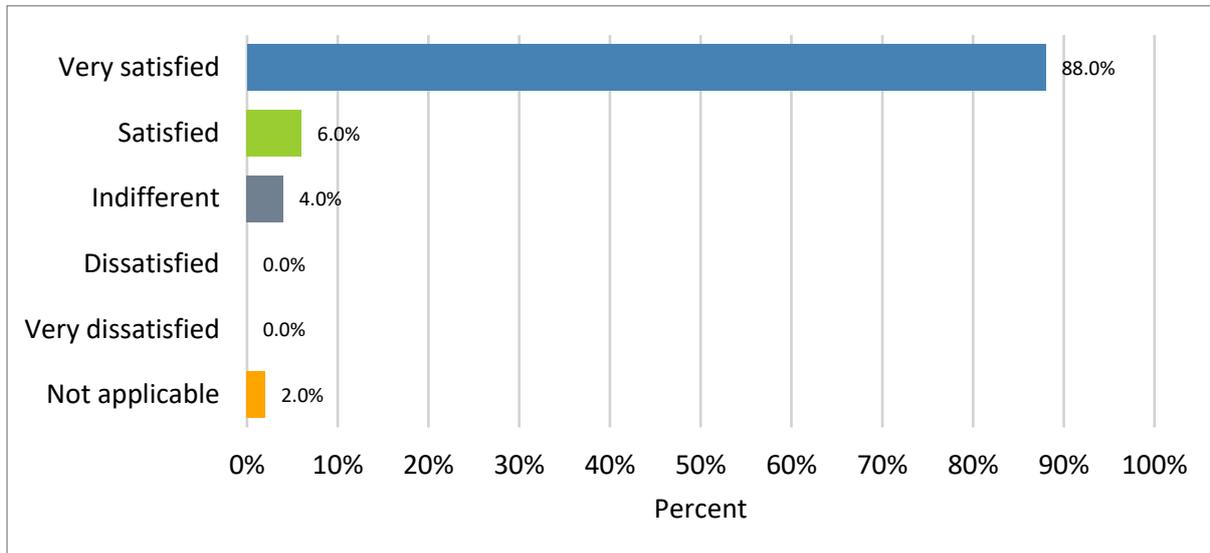
great

The library are very quick to respond - which is very much appreciated

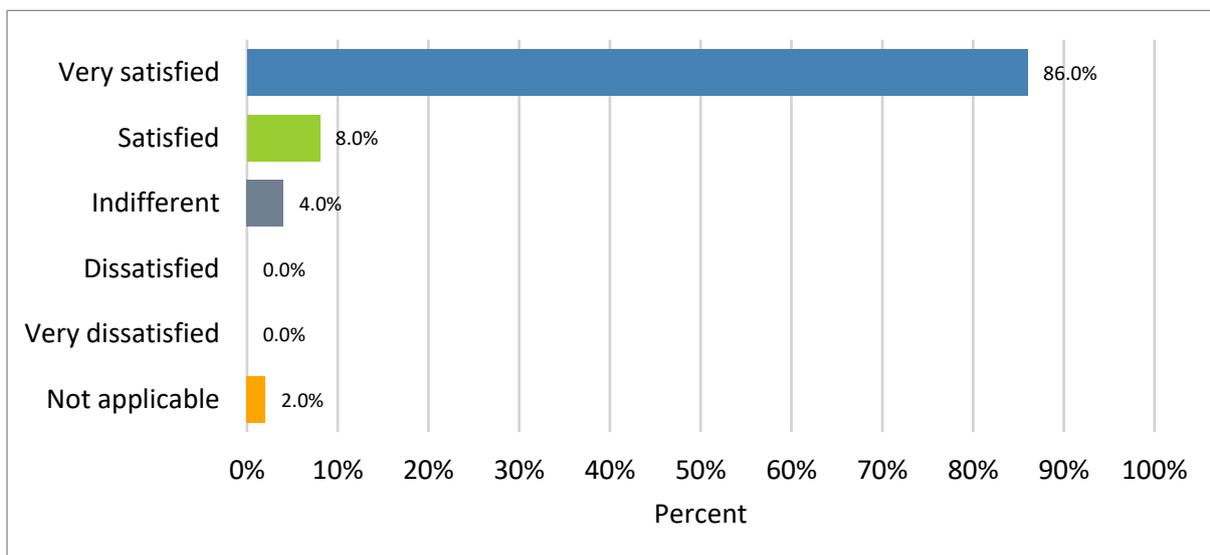
Question 16: Library Staff

Please tell us how satisfied you are with the following

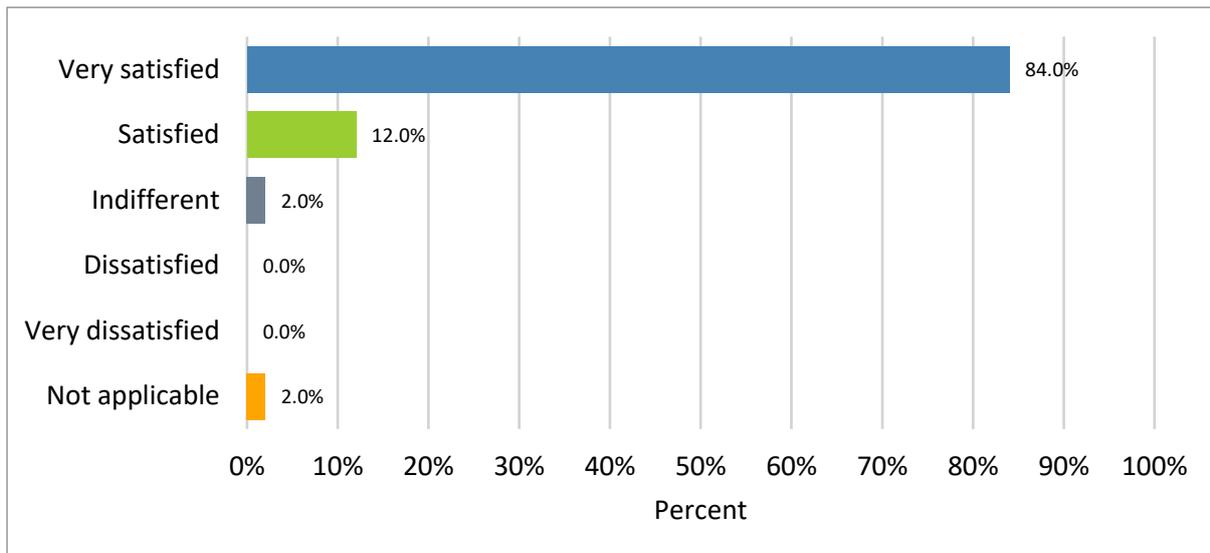
Helpfulness of library staff



Friendliness of library staff



Knowledge of library staff



Question 17 If you wish to comment further about library staff, or how the library communicates please use the space below

The staff are the true strength of the library!

Most helpful staff in AFBI

In my opinion the staff are the primary asset of the library service.

Always able to help and take me further in search for information than I thought I could do

The library staff are all friendly and helpful!

The staff in the AFBI library are always very helpful, friendly and knowledgeable. In comparison, the McClay staff are frequently less friendly, and not great at communicating.

Staff are very helpful and friendly

The library staff at Newforge have been invaluable to me for certain stages of my career most notably when carrying out a literature review for a research project.

Lovely people, very friendly, very knowledgeable. Great.

Staff are great!

They are excellent

Paula has been particular helpful to me on an number of occasion in accessing and providing documents that would have taken me a long time to obtain

Question 18 If you wish to make any further comments or suggestions about AFBI Library Services please use the space below

A very essential service within AFBI - long may it continue despite the present era of electronic search engines and other routes available.

None

I feel that the library in AFBI is a fantastic resource that we are very lucky to have.

Keep up the good work

Great

Question 19 If you are interested in helping the library by participating in focus groups, or acting as a mystery shopper please leave your details

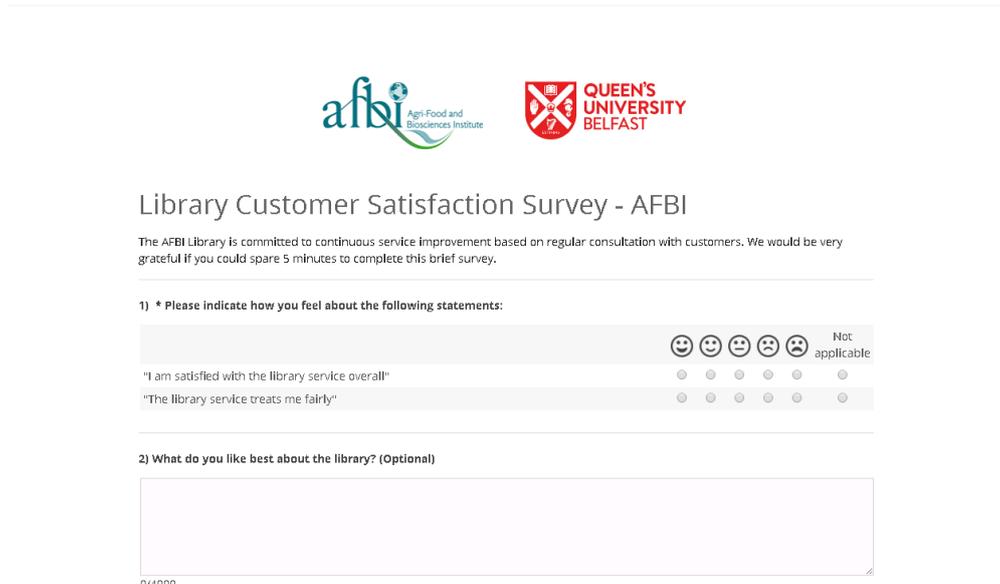
8 respondents volunteered their details for future focus groups/mystery shops.

Appendix 2 Email Wording and Survey Personalisation

AFBI Library Survey Invitation 2018

The AFBI Library is committed to continuous service improvement based on regular consultation with customers. We would be very grateful if you could spare 5 minutes to complete this brief survey. [BUTTON]

AFBI Library Survey Personalisation



The screenshot shows the email content for the AFBI Library Customer Satisfaction Survey. At the top, there are logos for AFBI (Agri-Food and Biosciences Institute) and Queen's University Belfast. The title of the survey is "Library Customer Satisfaction Survey - AFBI". Below the title, there is a short introductory paragraph. The main part of the survey consists of two sections: 1) A Likert scale question asking for satisfaction with library service overall and fairness of treatment, with five smiley face options and a "Not applicable" option. 2) An optional open-ended question asking what the respondent likes best about the library. The survey ID "Q/4000" is visible at the bottom left of the form area.

Library Customer Satisfaction Survey - AFBI

The AFBI Library is committed to continuous service improvement based on regular consultation with customers. We would be very grateful if you could spare 5 minutes to complete this brief survey.

1) * Please indicate how you feel about the following statements:

						Not applicable
"I am satisfied with the library service overall"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"The library service treats me fairly"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2) What do you like best about the library? (Optional)

Q/4000