

Leveraging Service Insights to Enhance Customer Experience at NCSU Libraries

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The Opportunity

At our service desks, we deal in **VOLUME** & request fulfillment.

We sometimes fail to connect *small*, related issues that happen across patrons and staff.

If we focused on just one aspect of the Libraries' services or offerings at once, what could we learn?

Hypothesis: If we review just one aspect of the Libraries' service over a short period of time, we'll identify more holistic opportunities to improve that aspect.

The Pilot: Service Insights Cycles (SIC)

We developed a framework adaptable for any potential concept, ranging from the *complex* to the simple.

The framework provides a rough timeline of events that a core team could execute & involve stakeholders as needed.

We decided to pilot with an a topic that could be well-defined in scope:
missing items.

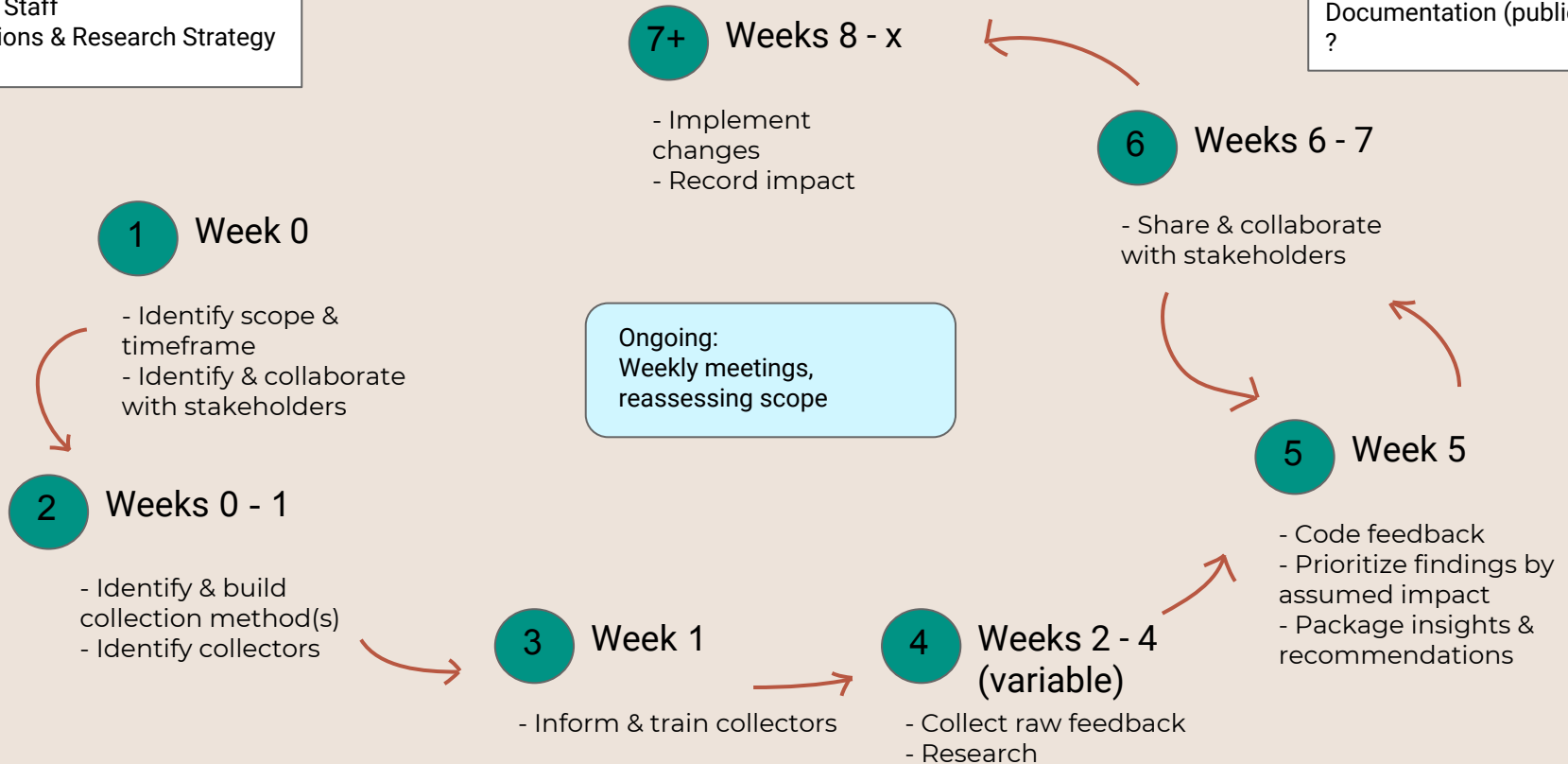
Stakeholders

Ask Us Staff & Students
Bookstacks Staff & Students
bookBot Staff & Students
Tripsaver Staff & Students
Branch Staff
Collections & Research Strategy
?

Aspects

Policy
Process
Website tools
Documentation (internal)
Documentation (public)
?

Service Insights Cycle: Missing Items



2/19 2/26 3/5 3/12 3/19 3/26 4/2 4/9 4/16

1 Week 0

- Identify scope & timeframe
- Identify & collaborate with stakeholders

2 Week 1

- Identify & build collection method(s)
- Identify collectors

3 Weeks 1 - 2

- Inform & train collectors

4 Weeks 2 - 4 (~2 weeks)

- Collect raw feedback
- Research

5 Week 5

- Code feedback
- Prioritize findings by assumed impact
- Package insights & recommendations

6 Weeks 6 - 7

- Share & collaborate with stakeholders

7+ Weeks 8 - x

- Implement changes
- Record impact
- Post-pilot debrief

What We Did

Ask Us staff & student workers:

- Recorded patron interactions related to missing items for 3 weeks

Issues | *Outcomes*

Core team:

1. Met with key stakeholders
2. Performed literature review
3. Conducted customer journey mapping
4. Analyzed recorded observations

EFFORT

IMPACT

Investment in
technology

Investment in
training

Investment in
infrastructure

Investigate
existing &
security area

Identify
security gaps
in threat

Cost
reduction

Upgrade the
security

Security audit
at high level
(all components)

How will
impact in
[impact]

Old system
&
new system

Plan
writing

Investment
in
security
in threat

Security
team

How to
invest
&
manage
[unclear]

Team find
audit
gap at high
level in
security

What Worked

- Overall timeline (~10 weeks)
- Core team size (6)
- Core team time commitment (1-2 hours per week)
- Scope was manageable & easy to explain
- Bringing together other departments for feedback, idea generation & awareness
- Synergy with missing items initiatives in Collections
- Customer journey mapping
- Proposed solution prioritization framework (effort x impact)

What We'll Do Differently

- Some milestones could be accomplished sooner with longer core team meetings, leaving more time for processing & prioritization
- Might have been helpful to have someone from another division on core team
- Scheduling across 2 locations & shifts was challenging (but unavoidable)
- Lack of project management tool was fine for pilot but might be valuable to scale

Appendix

What We Learned

Half of all reported missing items were not actually missing.

Key issues identified:

- **Library Navigation:** The Libraries & website information can be hard to read
- **Misshelving:** Items get placed in the wrong location
- **Staff Process Inconsistency:** There are a lot of ways to address reports of missing items

EFFORT

- Distinguish reshelving area with colored shelves
- More (creative) signage for reshelving area & to encourage patrons to leave it to us
- Consolidate reshelving & sorting areas
- Place red return bins in stacks

- Apply RFID tags to all items to automate shelf-reading
- Purchase & implement StackMap wayfinding
- Zone stacks for greater item location precision
- Implement touch screens or kiosks for requesting help in stacks

- Place Ask Us advertising in stacks
- "Can't find this?" link at item level in catalog (existing paging workflows)
- Apply RFID tags to Reserves items to automate shelf-reading

IMPACT

