Metlib Conference 2015

Session 4: Across borders

Customer survey and drop-out studies for PBZ

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Positive perception of the Pestalozzi Library

If visitors think of the PBZ as...

- quiet
- musty
- boring
- irritated
- tight
- cold
- sterile
- old fashioned
- unwelcome

- lively
- fresh
- exciting
- relaxed
- widely
- warm
- cozy
- fashionable
- welcome

Despite these positive aspects:

- How satisfied are the regular visitors with the media offers and the services?
- Why are there visitors that use library services very irregularly?
- What could motivate irregular visitors to use the services of the library more often?
Study I: **Regular** visitors of the pbz (n=1’647)

Study II: **Irregular** visitors of the pbz (n=959)
What topics were examined?

- Usage of and satisfaction with the media and services: in particular, media offers, services, staff, infrastructure, events and opening times
- Reasons for using the services of pbz infrequently
- Reasons to motivate irregular visitors using the services of the library more frequently.
Use of and satisfaction with the offers and services

Novels, Non-fiction and DVD's are the most demanded Media

High satisfaction with…

- **Offered Media** (non-fiction, Novels, thrillers, short stories, Children's Books, Newspapers, Magazines, DVDs, Audiobooks, Music CDs, Children CDs and Language Courses – about 5 on a 6 point scale)
- **Services** (Room, infrastructure, facility, rental, online services, events)
- **Staff** (Friendliness, competence, information, assistance)
- Exception **DVD Rentals** (3.2 on a 6 point scale)
Results for the desired Services and Offers

Desired services and offers:

- Returning the Media in all Libraries, more Copies of best-sellers and new releases, increased digital service options, such as E-mail Service, online payment. *(about 4-5 on a 6 point scale)*

- English 36% of respondents, French 20%, Italian 12%, Spanish 9% are the most-requested languages in addition to German

- No great demand for offered basic Training and Information on the Library Systems, such as Database and SelfChecking and more events *(about 2-3 on a 6 point scale)*
Desired typical opening time profile:

- Weekdays: afternoon until evening
- Saturday: morning until afternoon
- Sunday: rather no need

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<th>Time</th>
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Results for the desired Services and Offers
Key insights from the focus Groups

• More help and guidance in the choice of books would be appreciated
• More electronic Services for Information
• Wireless Access
• Preference of hardcopy books over e-books
• Visitors would like longer opening hours
Reasons for using the services of pbz infrequently

- No time the most common cause
- Unsuitable opening times
- Preference for purchase, exchange or lending of books
- Changing jobs and moving are other reasons
- New technical Installations in the pbz Librarys such as SelfChecking are only a marginal reason
Reasons to motivate irregular visitors using the services of the library more frequently

**Infrastructure** *(about 4 of 6 point scale)*
- Comfortable facilities (comfortable, functional, ...)
- Wireless access

**Media offer** *(about 4 of 6 point scale)*
- Newer medias
- more copies of best-seller
- Downloadable Medias

**Services** *(about 4.5 of 6 point scale)*
- Return the media in all libraries
- E-mail Service (reminder before the expiry of the loan period or renewal of the annual pass)
- New Items List
- Newsletter
The young have higher expectations towards libraries

How important would be ...

scale:
from
1 not important until
6 important

10-17y  18-25y  26-35y  36-45y  46-55y  56-65y  > 65y
Irregular visitors tend to prefer extended opening times on weekdays

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<td>7-8pm</td>
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Overall: Highly satisfied visitors in the area of the media offers, services and staff

The PBZ does a good job!

### Improvement potential

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<tr>
<td>Expanding digital Services such as Email services such as Reminder before the end of lending period, online Payment and Newsletter would meet visitors needs (based on Apps)</td>
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<td>Flexible opening times could motivate visitors to use the library regularly</td>
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<td>Increased flexibility with returning of the media in all pbz Library's</td>
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