

The Journey Towards Customer Service Excellence

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About UCL Library Services

- 350 staff
- 18 sites across London
- 3 million visits per year
- 8.7 million full text article downloads
- 3.8 million e-book section requests



Overview

- Starting off: where are we now?
- Where are we headed? UCL 2034 and the Library Services Strategy
- Are we there yet? Progress update
- The 2-way street of customer service
- The road ahead – 2017-2020



Starting off



88% of respondents agreed that
'The Library resources are good enough
for my needs'
(2013-14, 14-15 and 15-16)



94% of respondents satisfied with
online library (2014-15)

86% satisfied with physical library
(2014-15)

Where are we headed? UCL 2034

A solid yellow horizontal bar.

Key enablers



- Giving our students the best support, facilities and opportunities
- Valuing our staff and delivering on equality and diversity
- Financing our ambitions
- Delivering excellent systems and processes in support of UCL's vision
- Maintaining a sustainable estate to meet our aspirations
- Communicating and engaging effectively with the world



Vision

In 2015-2018, UCL Library Services will deliver a transformative user experience, that is founded on service excellence, spaces that are innovative and worldleading in range and number, a worldclass digital library, and efficient underlying processes that put the user first.

We will measure and communicate our value to UCL and our key partners, and raise UCL's global profile through our outreach activities and our support for open scholarship.

Delivery of the Strategy will be characterised by engagement with UCL staff, students, users and external partners, and underpinned by investment in the development of Library Services staff, to continue to equip them with the skills and knowledge necessary to realise our vision. The 2015-18 Strategy builds on our successful partnerships with the NHS and further strengthens partnerships within UCL Professional Services.

The 2015-2018 UCL Library Services Strategy will empower UCL in its **mission** to engage with and change the world.

“

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”

The Government Standard

CUSTOMER SERVICE EXCELLENCE



User Experience

Key Performance Area: User Experience

As a world-class library, we are dedicated to ensuring that each interaction with our services meets the high expectations of our users.

We will continually develop services and collections in an innovative and user-focussed way to meet the needs of our community of users, whether they are visiting one of our libraries or accessing our services remotely.

UCL Library Services will harness the potential of new technologies and opportunities to enhance collections and support services, to underpin UCL's goal to deliver a truly exceptional user experience, and to support research, teaching, outreach and the work of our healthcare partners.

Are we there yet?

Addressing the key challenges

- Study space
- Availability of core texts
- 24-hour opening
- Extending service hours and range of services available



Opening hours: Term 3



▶ Bartlett Library

▼ Cruciform Hub

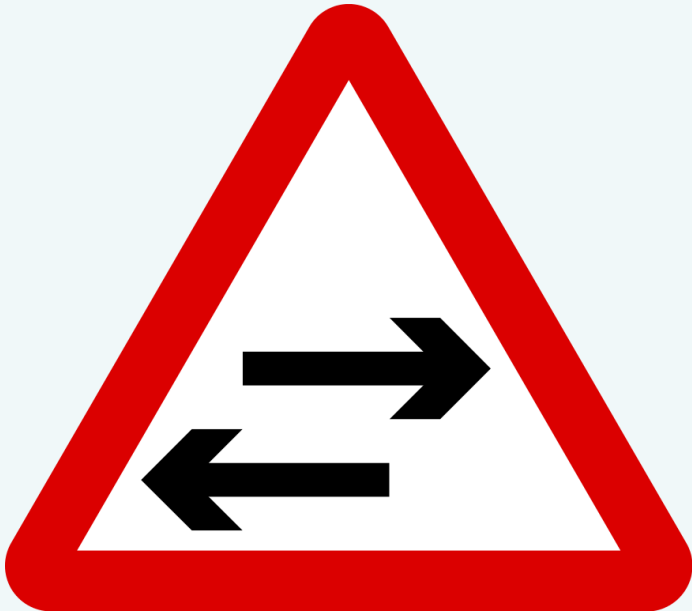
Study areas, computer workrooms and self-service

Until 21:00 Saturday 3rd June:

- ▶ Open 24 hours (holders of UCL Library Cards only when Library Desk closed)



The 2-way street of customer service



“Library staff are committed to providing high-quality customer service delivered in partnership with you. We value and respect our diverse range of users and this charter represents our agreement with you.”

www.ucl.ac.uk/library/customer-service/charter



Let's talk: UX

Engaging in new ways

UCL Science Library
14 February 2017

Listening to Feedback

"Love u library. Thanks for helping me with my deadlines and tests!"

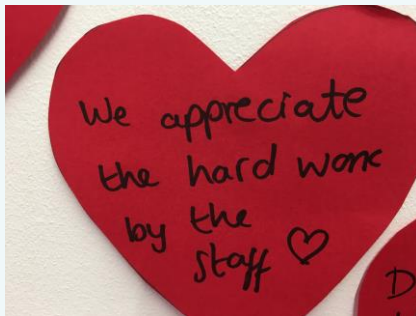
"Dear Science Library! Thanks for being my retreat from stress"

"Nice carpets, mate"

"This is basically my second home"

"We appreciate the hard work by the staff"

"I don't study Science but I spend 85% of my time here"



"Dear Science Library, I will never betray you for the Cruciform"

"UCL Science Library – my escape sanctuary"

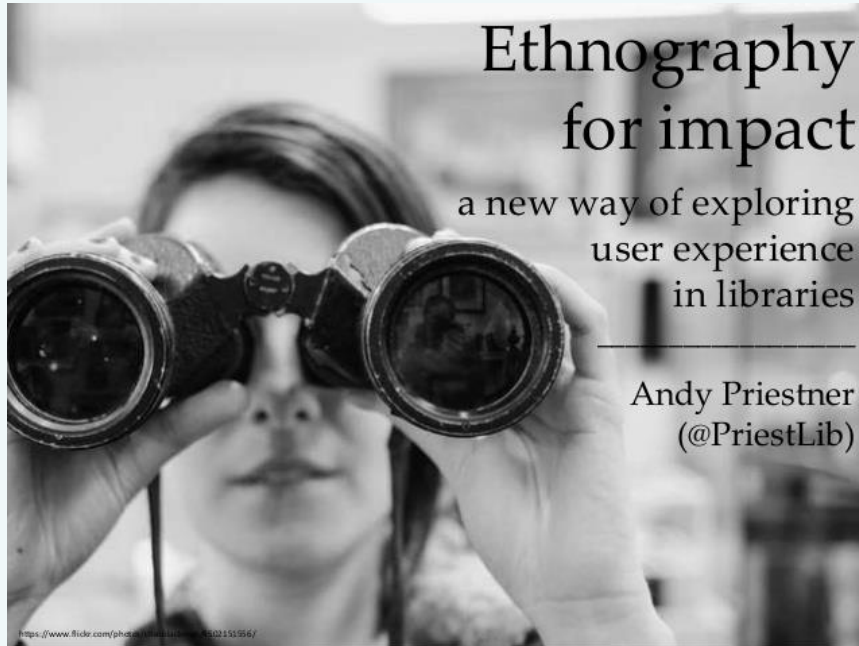
"Love the vending machine"

"Love the study pods"

"Yay! I love the new library"



Learning through observation



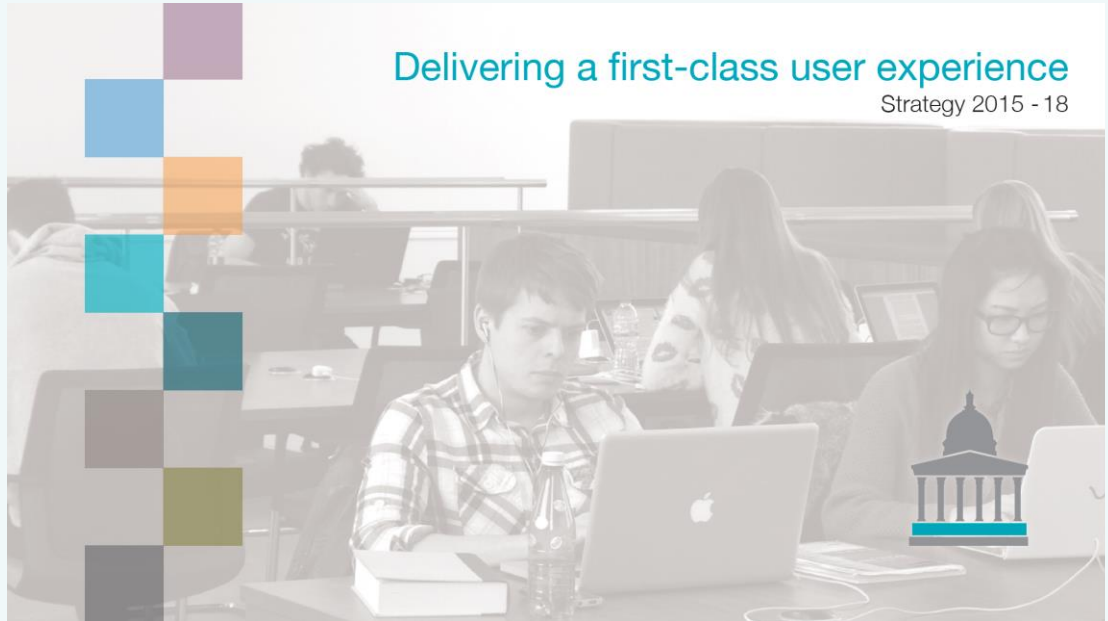
The road ahead

- Extending Customer Service training for all staff, including senior managers
- Improving our Enquiry Services
- New learning spaces and joined-up service models with other UCL services, e.g. New Student Centre and UCL East
- Establishing regular opportunities for all users to feed back, to develop a user-centric service (focus groups, boards...)



Conclusion

- CSE will help to validate good practice and help identify areas for improvement
- It is essential that students and other “users” increasingly become active partners in how our service develops
- UCL Library Services will continue to explore new methods to improve services, including UX and Customer Journey Mapping



Any questions?

What would you want to say
to the library to help us meet your needs?

