PROVIDING AN A+ SERVICE TO OUR CUSTOMERS

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TEXAS A&M UNIVERSITY
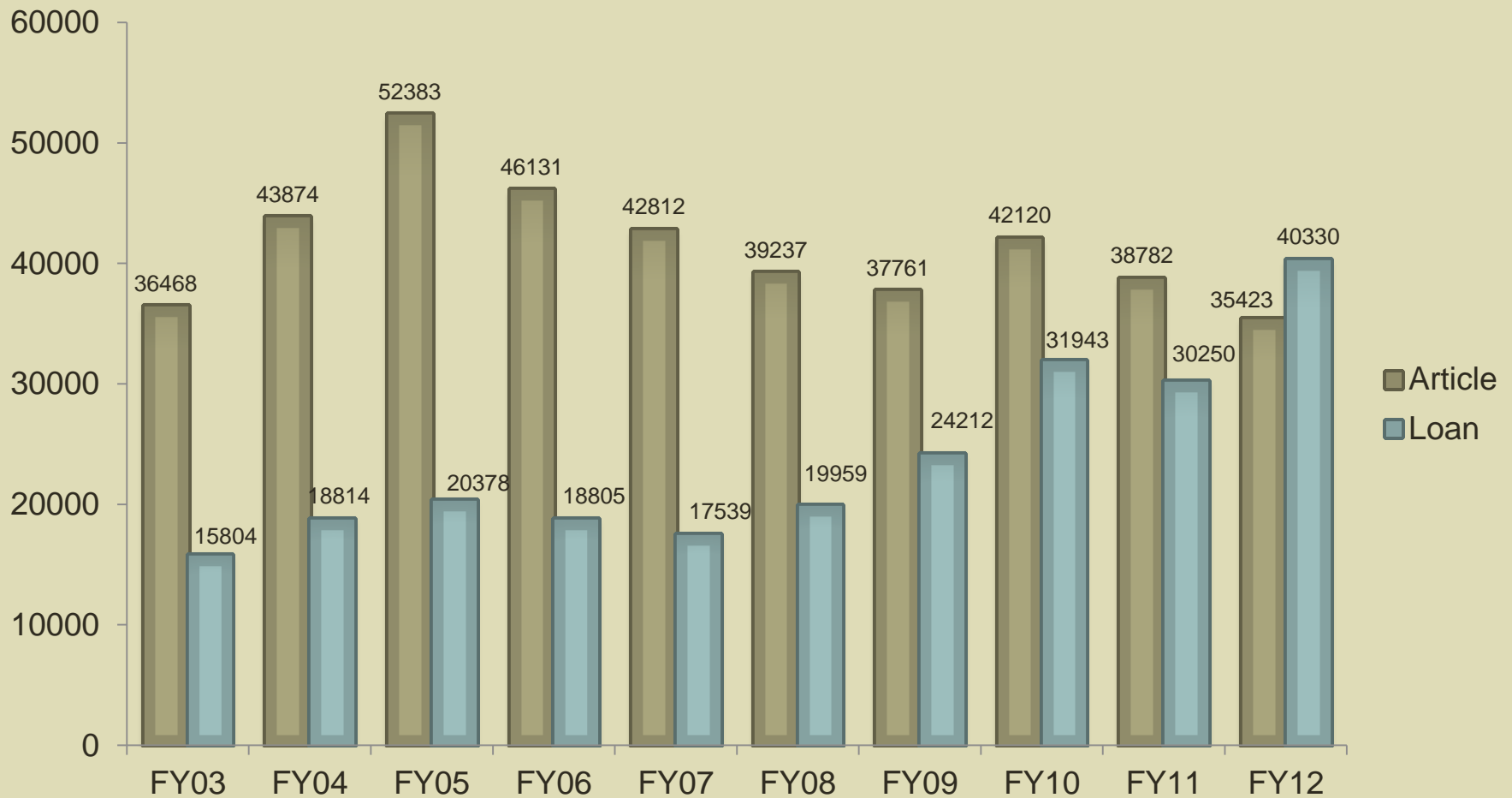
UNIVERSITY LIBRARIES

BACKGROUND INFORMATION

- Texas A&M University is a land grant, sea grant, and space grant university, founded in 1876
- Sixth largest university in the U.S. in enrollment
- Over 50,000 registered students, including 9,500 graduate students
- 10,000 faculty/staff members
- Five branch libraries
- Library holdings include: 4.1 million volumes; 91,580 print and electronic serial titles; 557,777 ebooks; over 1,207 databases; and 5.7 million microforms.
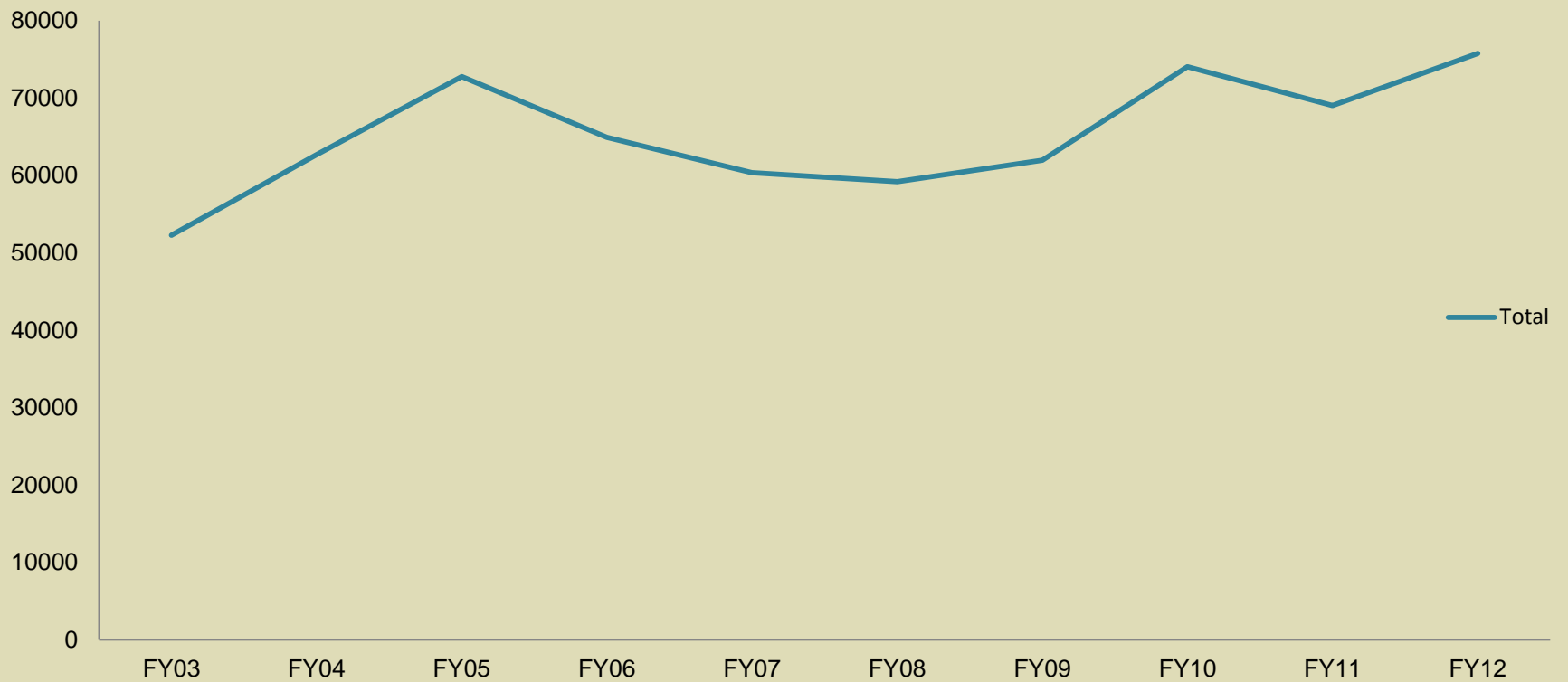
BACKGROUND INFORMATION

- First library in the nation to offer free desktop electronic document delivery/interlibrary loan service (*deliverEdocs*)to every TAMU students/faculty/staff since June 2002
- In July 2005, we started scanning items in our microform collections
- In January 2008, we began retrieving books from the stacks for our customers to pick up at their home libraries
- In September 2009, we rebranded the service as "Get it for me", and initiated loan delivery to faculty's office mail box through the campus mail service
- A follow-up customer satisfaction survey was conducted in April 2012
- 735 responded to the survey, achieving a confidence level of 95% with a confidence interval of 4%
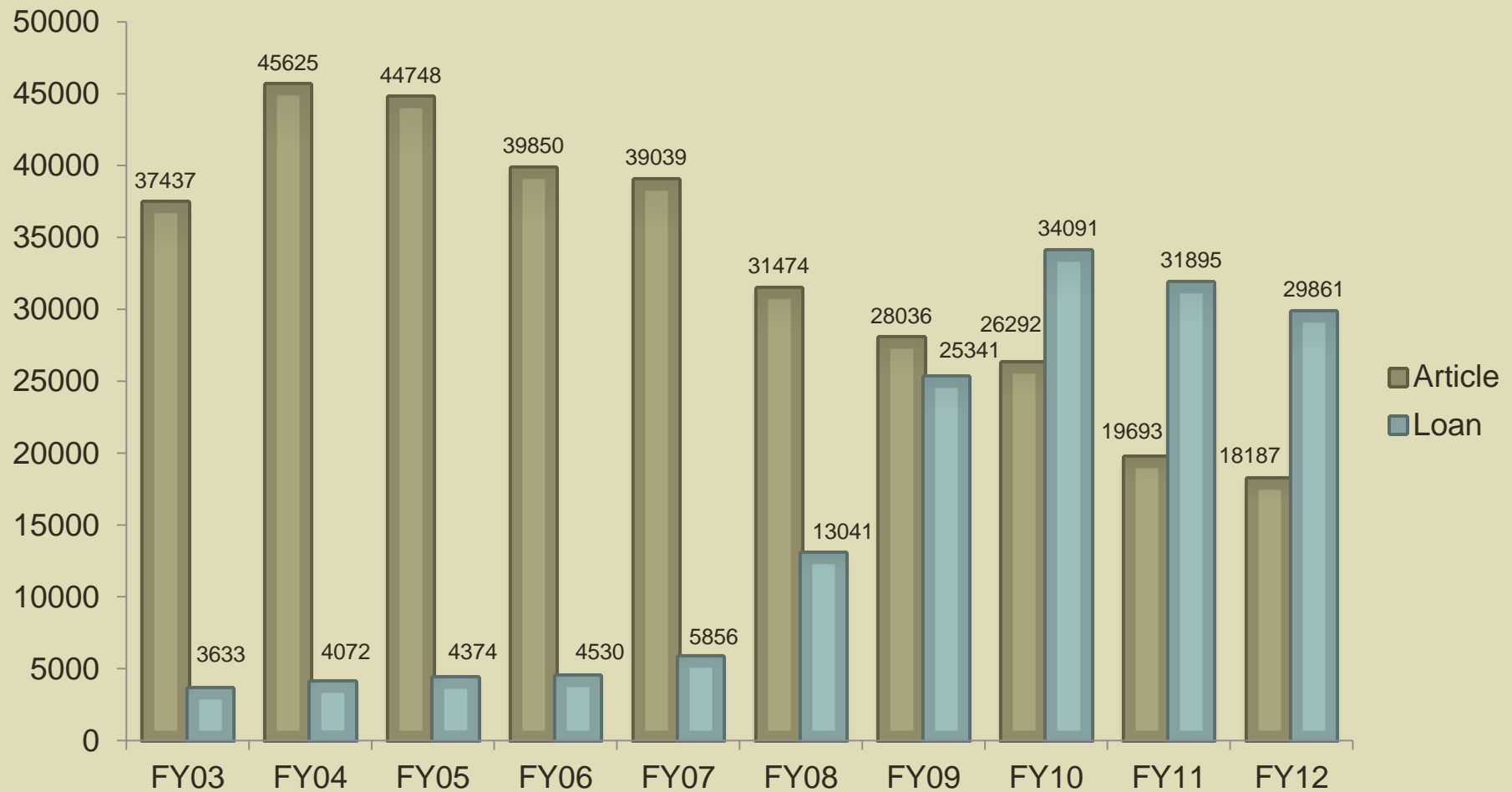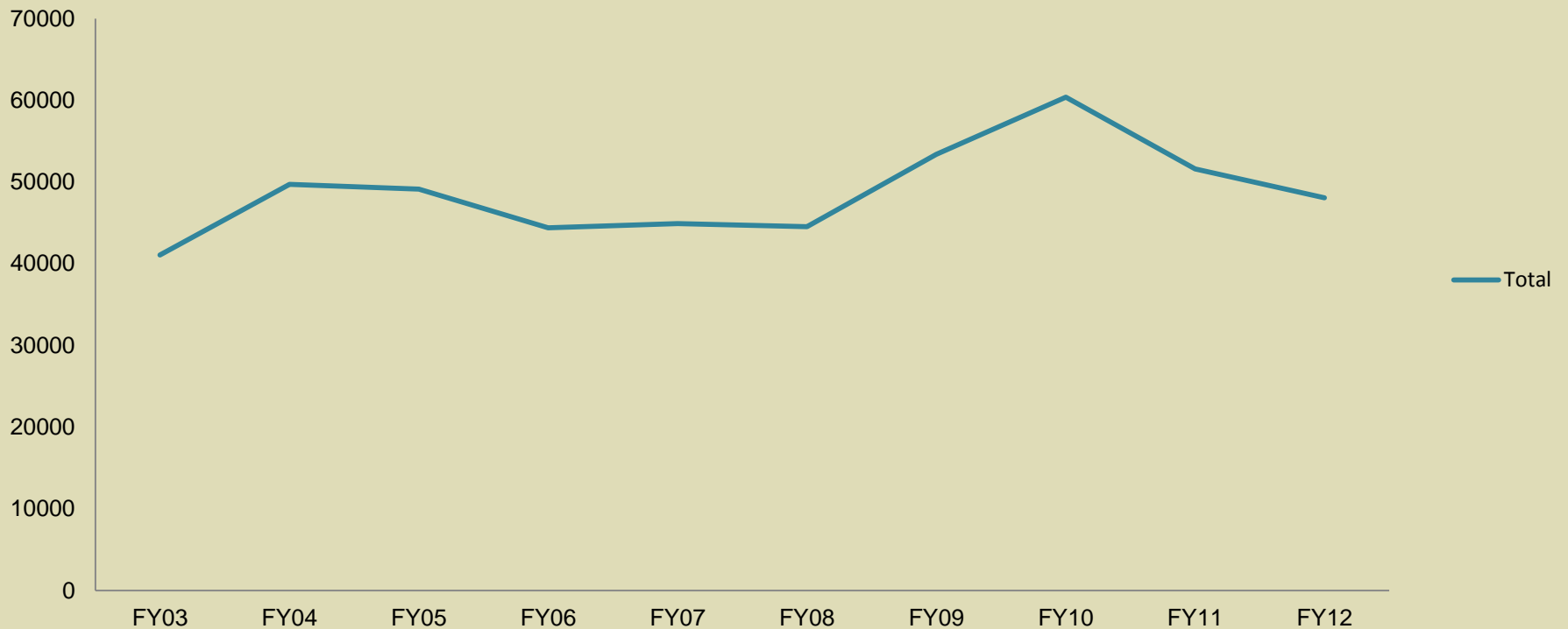
YEARLY BORROWING REQUEST NUMBERS

Bar chart titled "Yearly Borrowing Request Numbers" comparing Article and Loan requests by fiscal year.

Fiscal Year	Article	Loan
FY03	36468	15804
FY04	43874	18814
FY05	52383	20378
FY06	46131	18805
FY07	42812	17539
FY08	39237	19959
FY09	37761	24212
FY10	42120	31943
FY11	38782	30250
FY12	35423	40330

BORROWING TRENDS

YEARLY IN-HOUSE DOCUMENT DELIVERY REQUEST NUMBERS
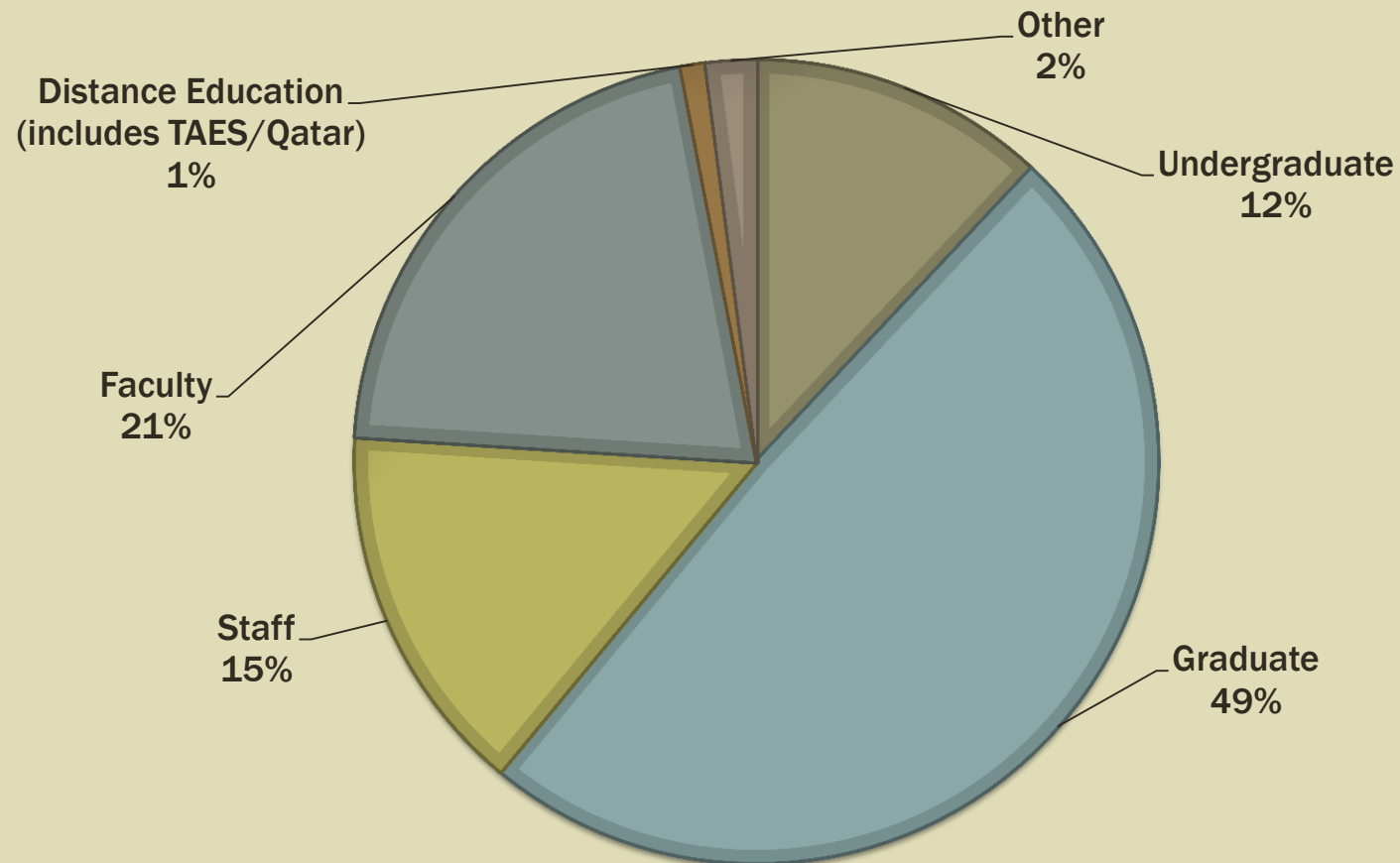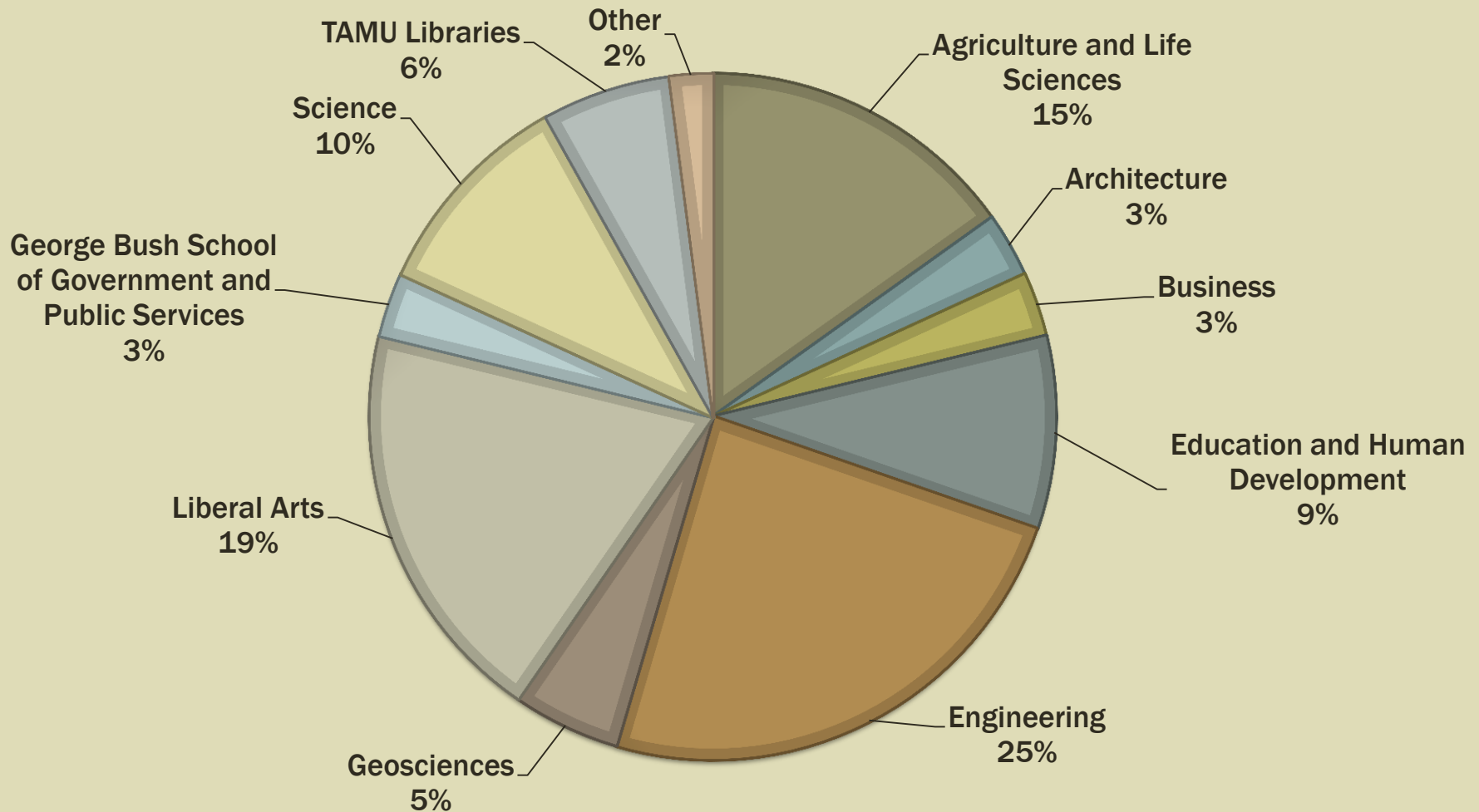
IN-HOUSE DOCUMENT DELIVERY TRENDS
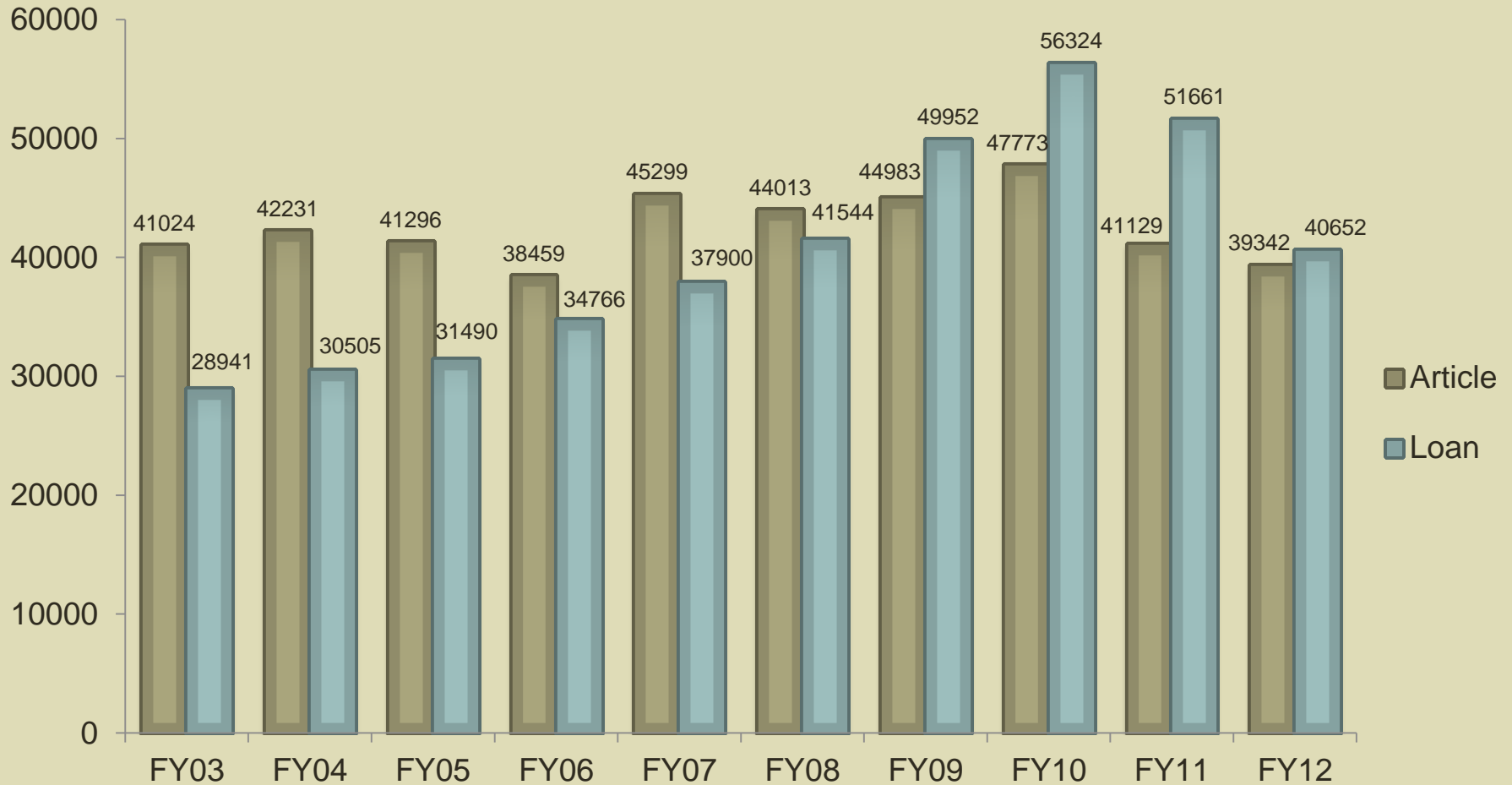
LENDING TRENDS
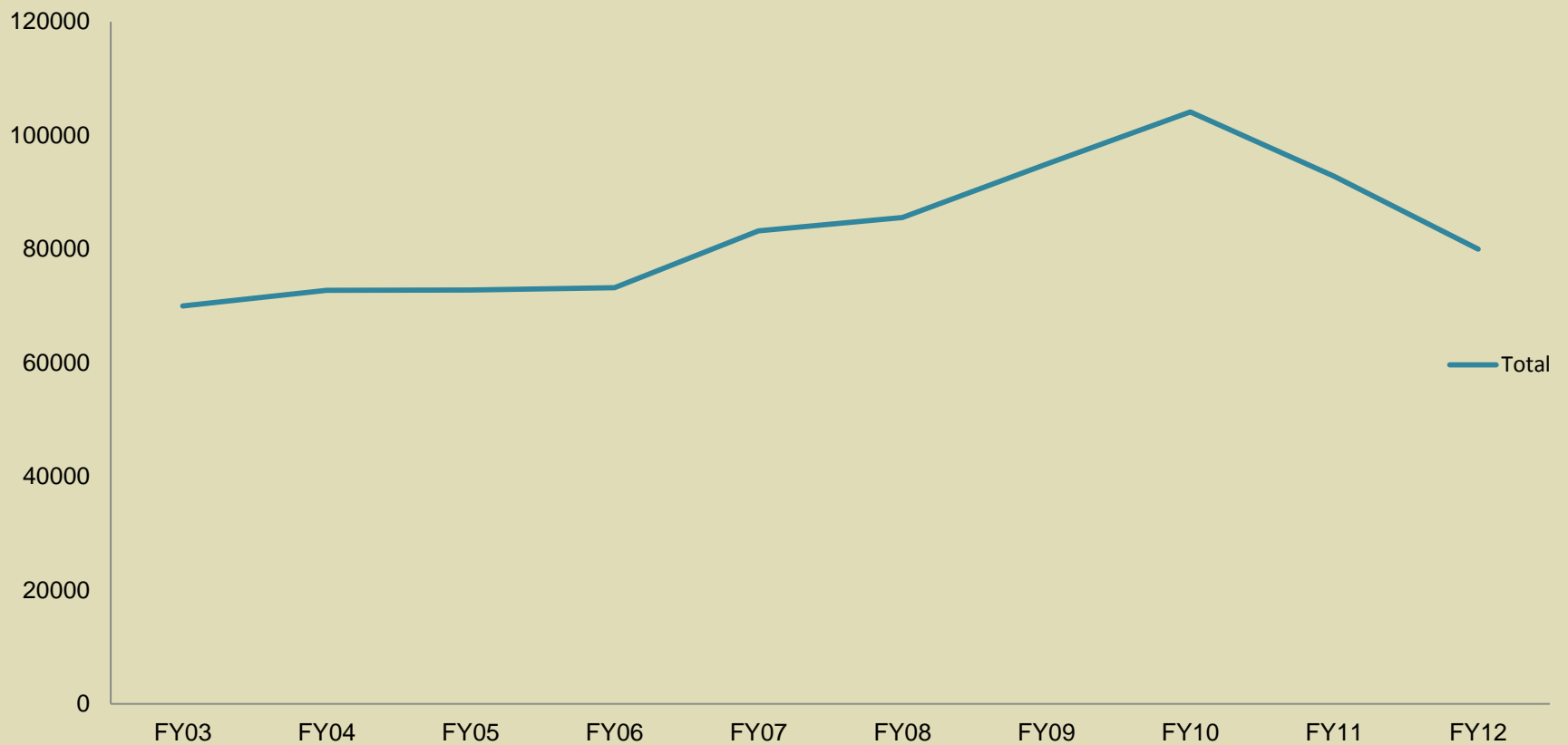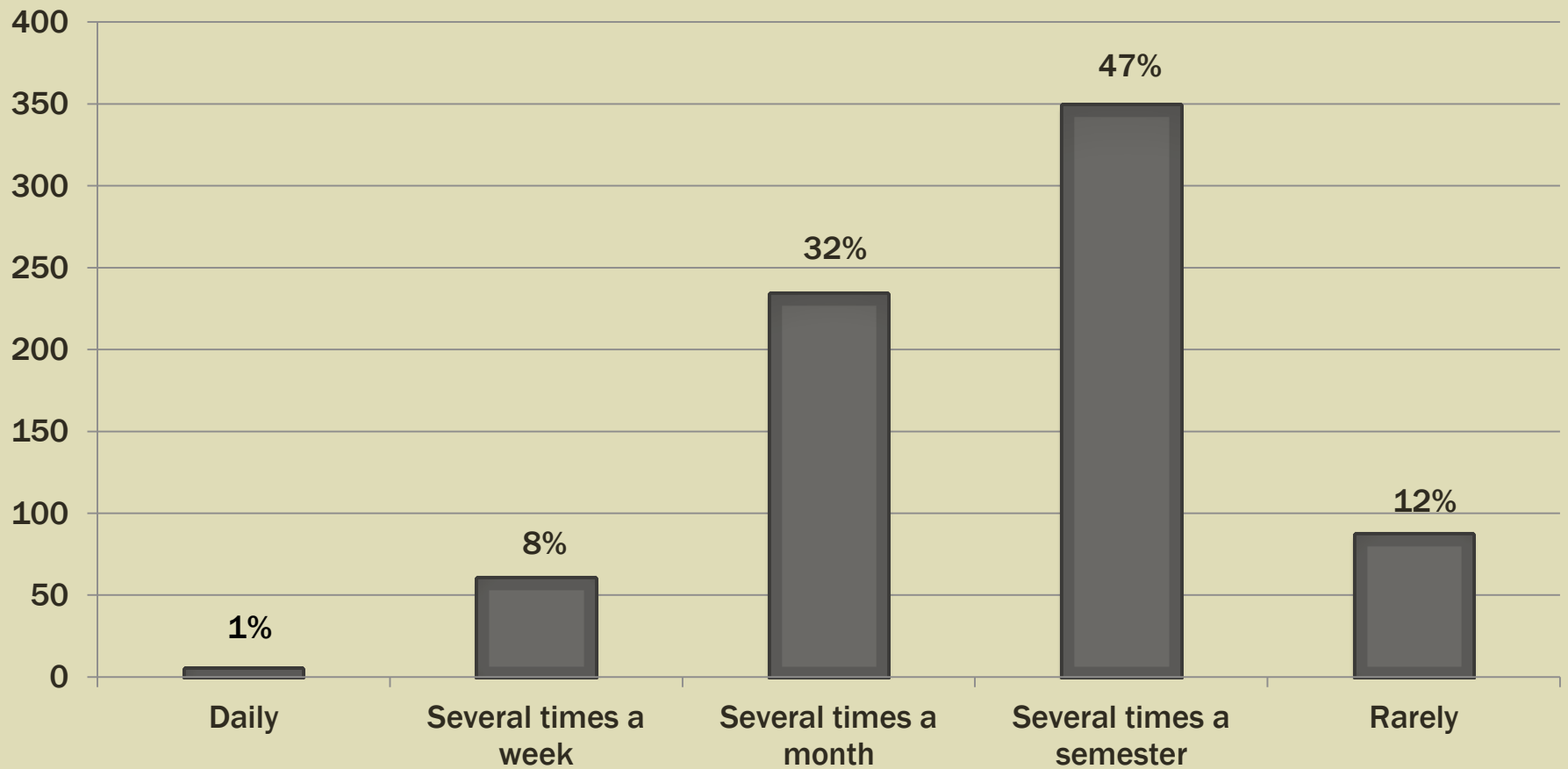
RESPONDENTS' STATUS

RESPONDENTS' AFFILIATION

HOW DID OUR CUSTOMERS FIND OUT ABOUT THE GET IT FOR ME SERVICE

- Library's home page (63%)
- Colleagues (17%)
- Friends/classmates (16%)
- Library personnel at the service desk (16%)
- Library instruction classes/tours (13%)
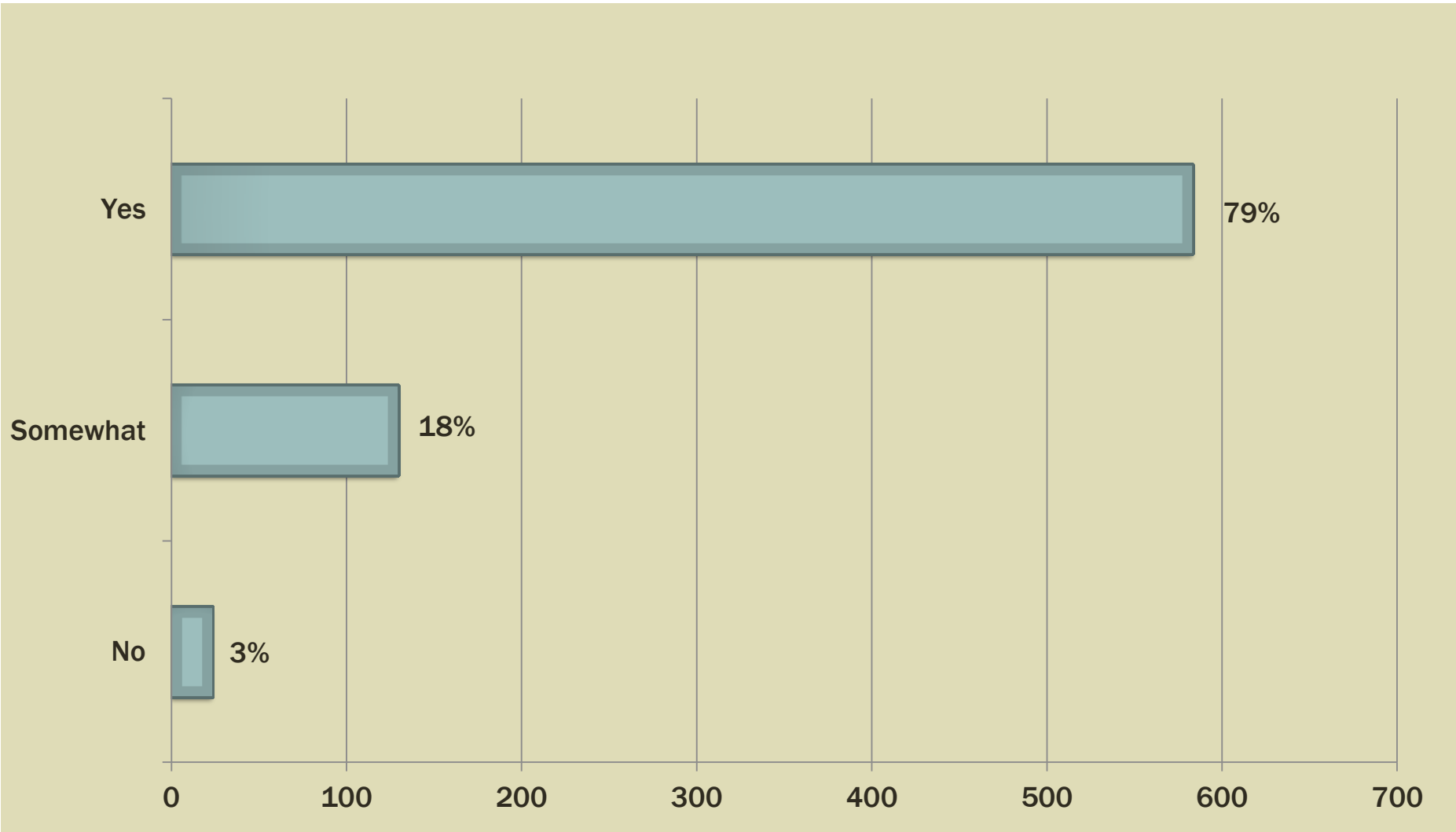- Professors (13%)
- Library's SFX link

CUSTOMERS' EXPECTED TURNAROUND TIME

- Within 3 days (54%)
- Broken down by status: 65% of faculty members, 58% of graduate students, 42% staff, and 38% of undergraduates. Only 21% of library personnel demanded a 3-day turnaround time
- Within 1 day (6%)
- Broken down by status: 9% of faculty, 5% of graduate students, and 2% of undergraduates
- Don't care how long it takes, as long as they could get the requested item (10%)
- Broken down by affiliation: 38% of library staff/faculty expressed this sentiment
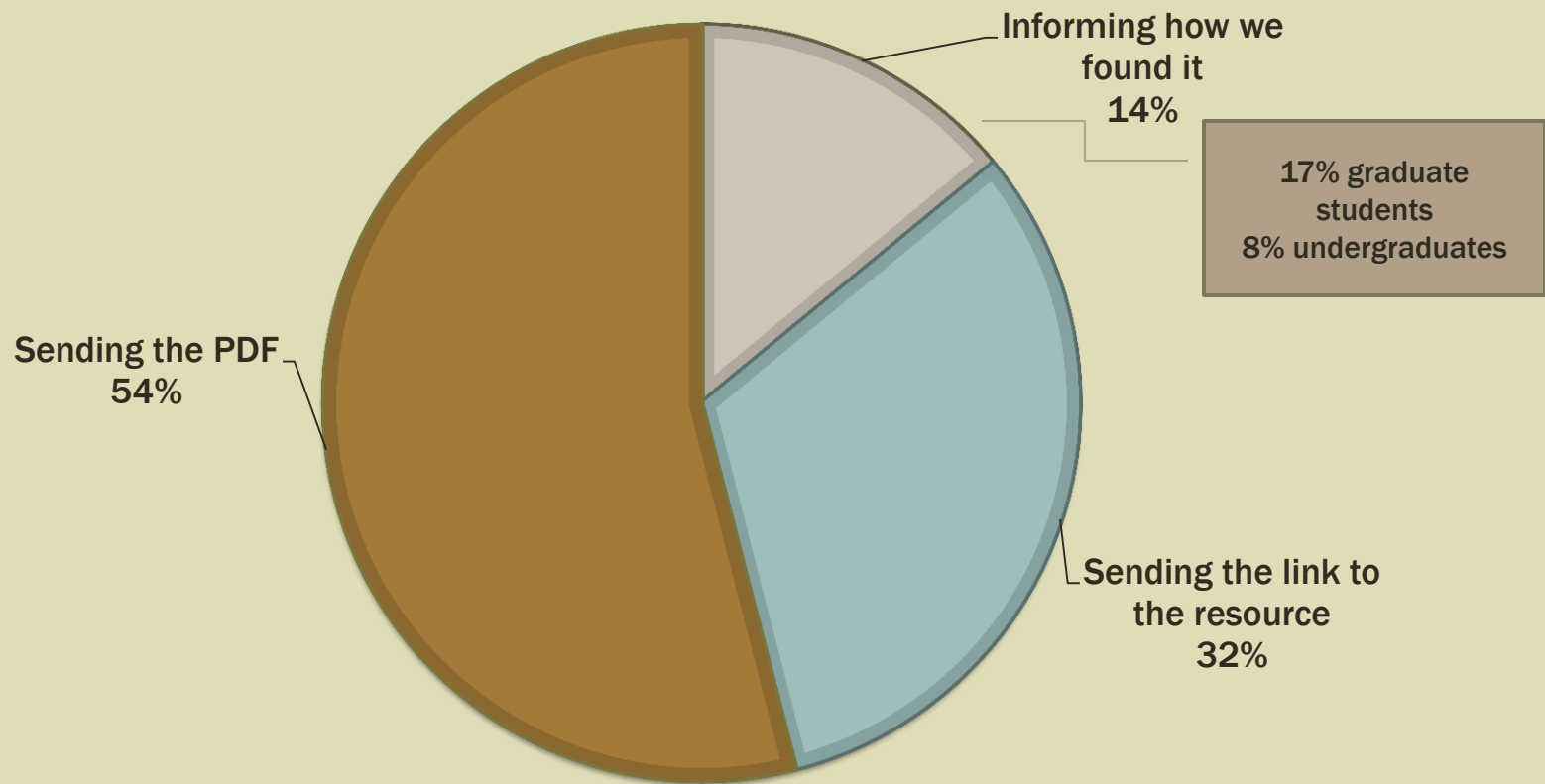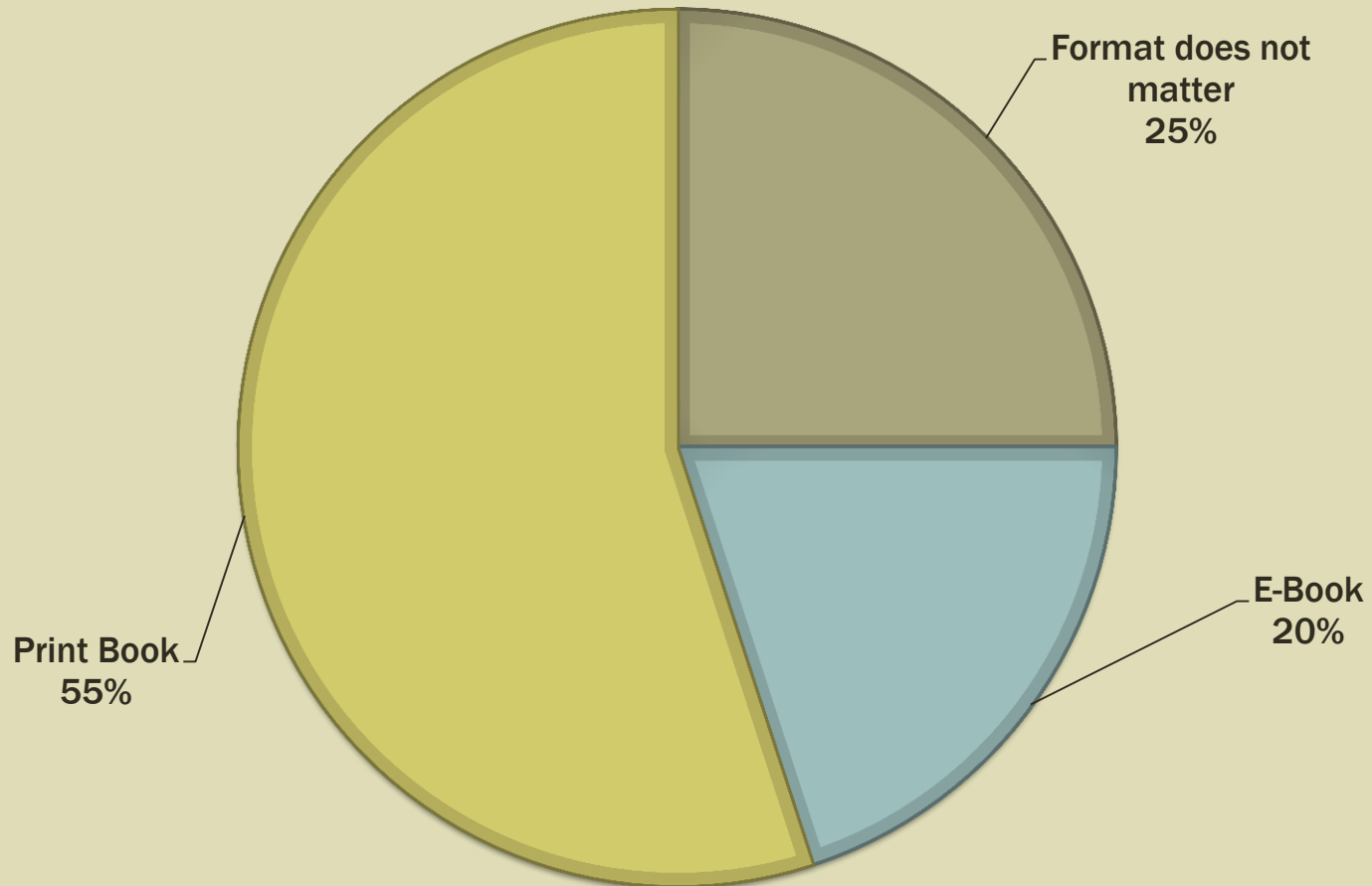
SATISFIED WITH THE TURNAROUND TIME
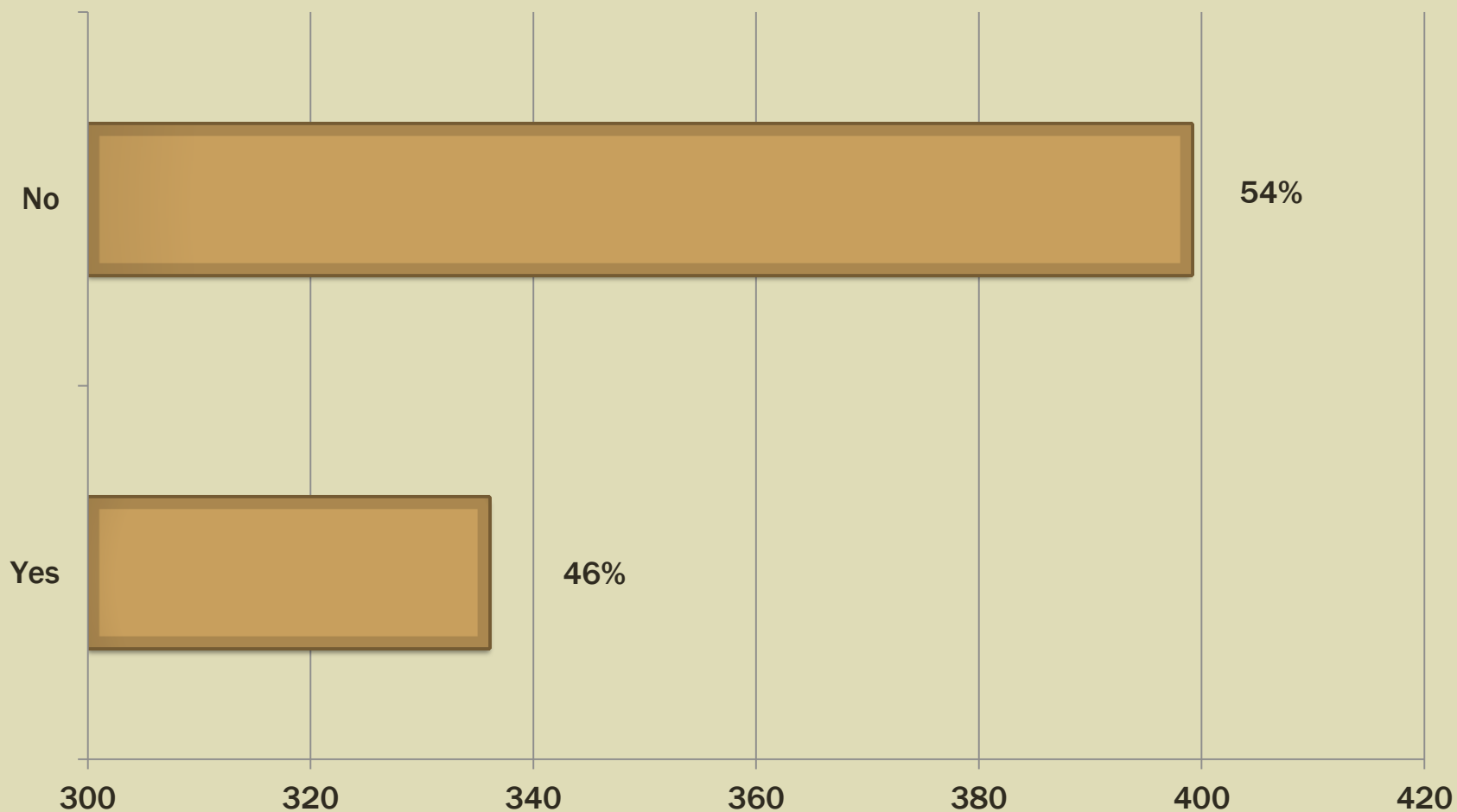
WHY OUR CUSTOMERS NO LONGER NEED THE REQUESTED ITEMS

- Past the deadline (33%)
- Found other related items already (34%)
- 42% of those respondents expected to receive the requested document within 3 days
- Borrowed a copy from friend/colleague/classmate before the requested book arrived (10%)
- Always need their requested items (10%)

WOULD OUR CUSTOMERS RATHER US EXPLAIN HOW TO FIND AN ONLINE COPY OF THEIR REQUESTED DOCUMENT OR SEND THEM A PDF OF THE DOCUMENT

Informing how we found it
14%

17% graduate students
8% undergraduates

Sending the PDF
54%

Sending the link to the resource
32%

PREFER PRINT BOOK OR E-BOOK

Format does not matter
25%

E-Book
20%

Print Book
55%

PREFER PRINT BOOK OR E-BOOK

- 63% of the responding undergraduates prefer print books
- Broken down by college affiliation:
- 70% of the responding library staff/faculty prefer print books over ebooks
- 66% of respondents from the College of Liberal Arts
- 62% from the George Bush School of Government and Public Service
- Broken down by status:
- Exactly the same percentage of responding faculty and graduate students reported that they prefer ebook over print book (22%)

ACCEPT AN E-BOOK IF THE PRINT VERSION IS NOT AVAILABLE

Yes — 70%

No — 30%

(x-axis: 0, 100, 200, 300, 400, 500, 600)
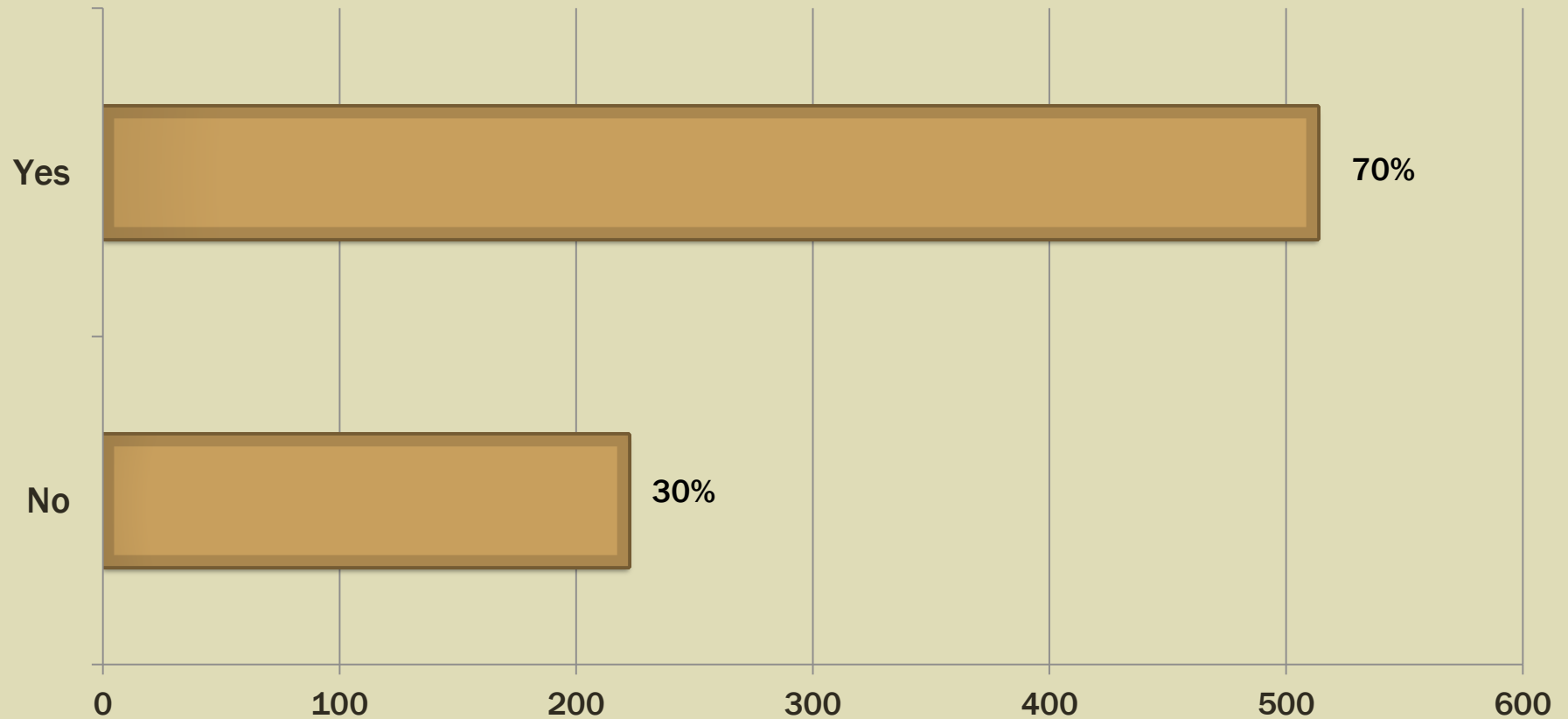
REASONS FOR NOT ACCEPTING E-BOOK

- Problems with pagination of e-books
- Inconvenience depending on the platform
- Transportability
- Necessity of wi fi network
- Difficulty to annotating
- Inability to stare at the screen for a long period of time
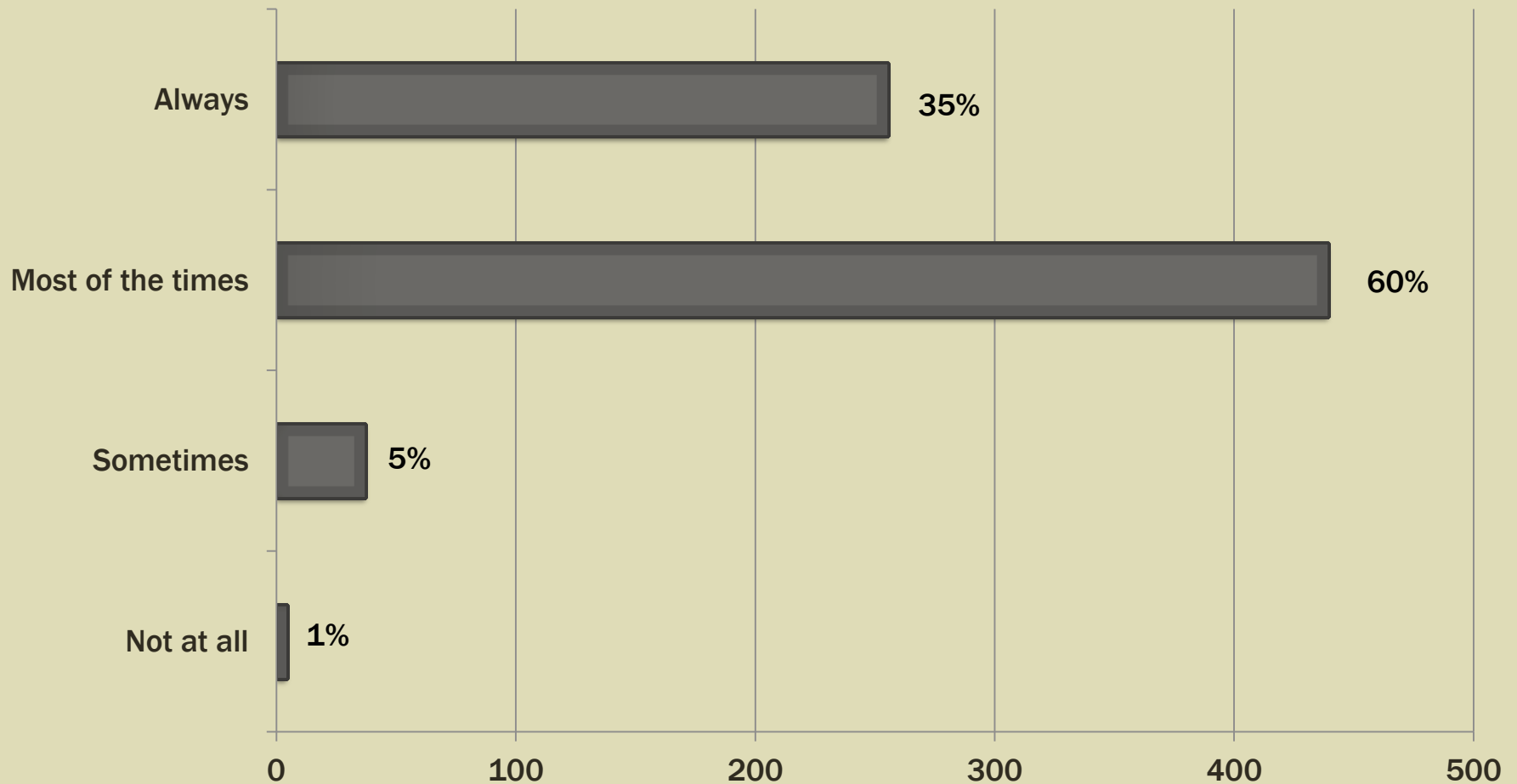- "I am in front of the screen so much that I want reading time to be non-screen time"

HOW DO OUR CUSTOMERS READ THE ELECTRONICALLY DELIVERED DOCUMENTS

- Half of the respondents print out the document and read it offline
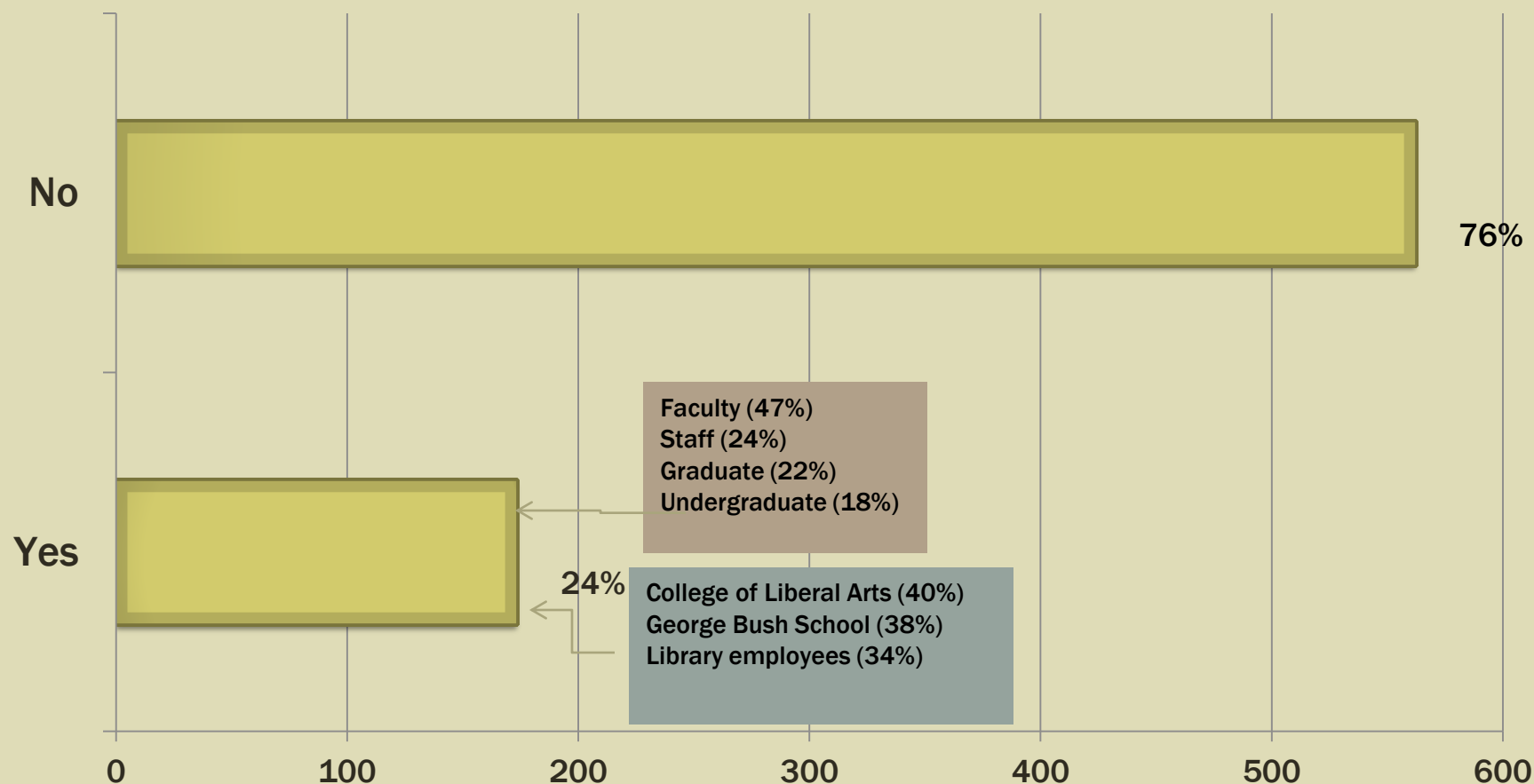- Another half read the delivered document online
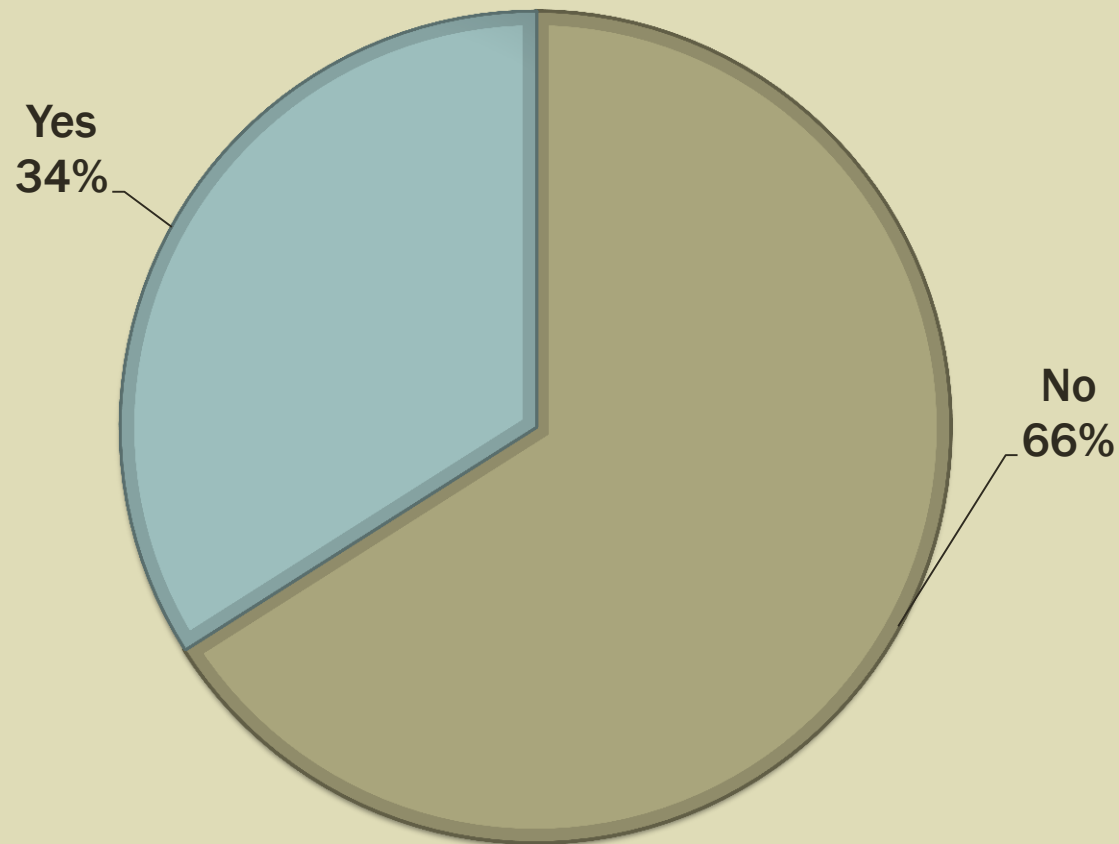
TYPE OF MATERIALS MOSTLY REQUESTED
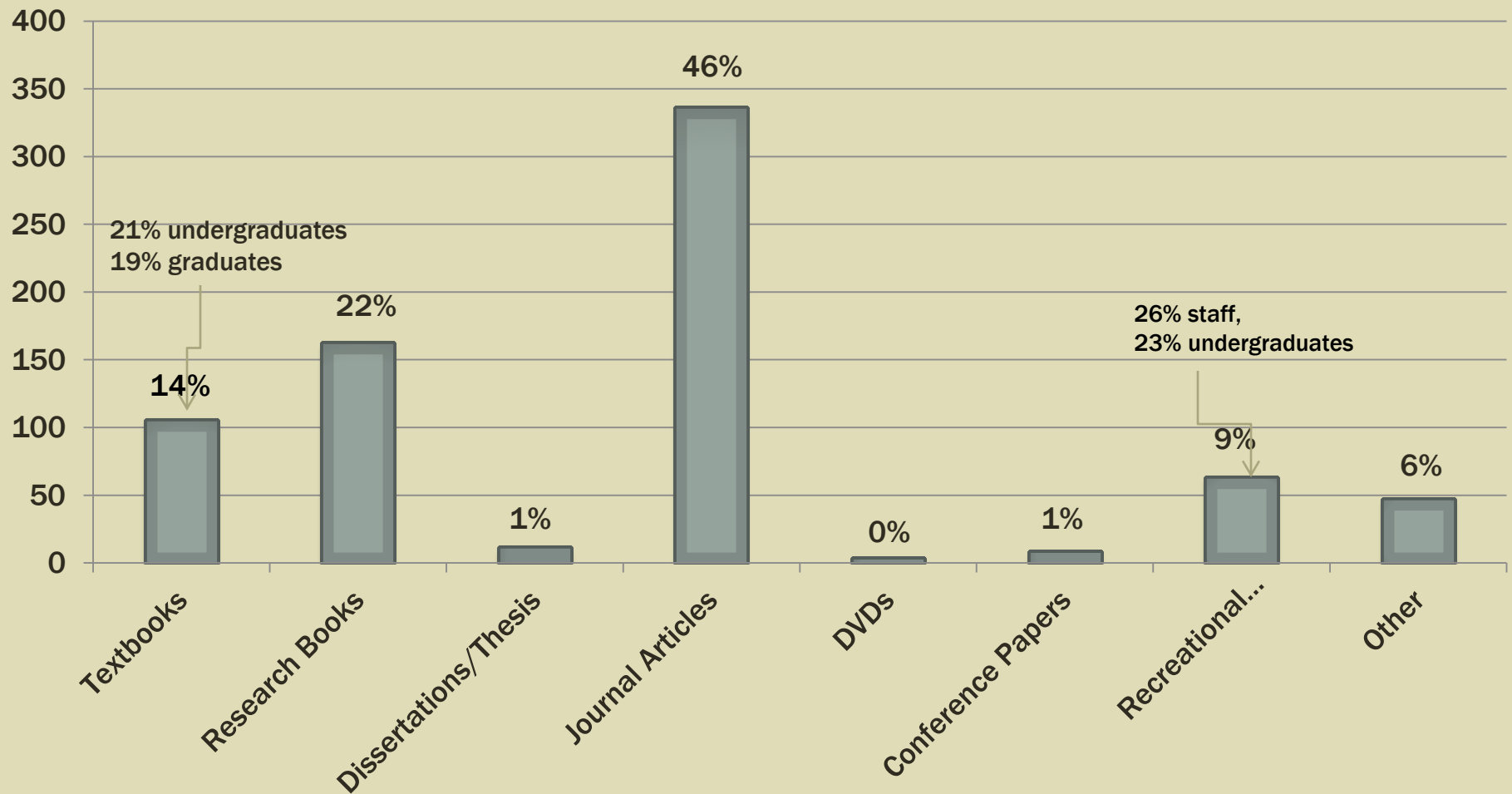
REQUESTED ITEMS USEFUL

EVER PURCHASED A PERSONAL COPY OF THE BOOK/DVD/CD AFTER A LOAN FROM THE GET IT FOR ME SERVICE

No — 76%

Faculty (47%)
Staff (24%)
Graduate (22%)
Undergraduate (18%)

Yes — 24%

College of Liberal Arts (40%)
George Bush School (38%)
Library employees (34%)

0   100   200   300   400   500   600
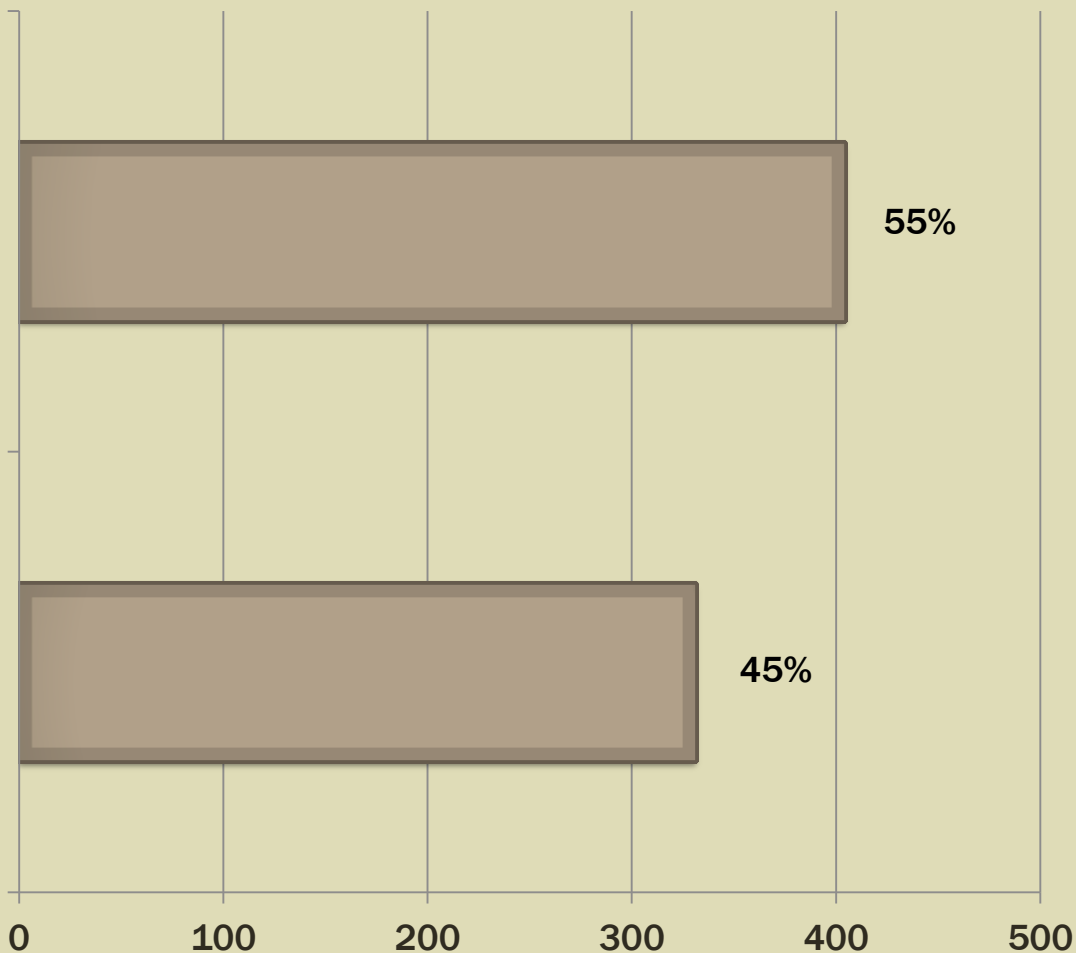
EVER READ THE FAQ PAGE

ASK LIBRARY PERSONNEL FOR HELP OR CONSULT THE FAQ PAGE

Contact the library staff — 55%

Check the Frequently Asked Questions page — 45%

RECEIVED SATISFACTORY HELP

- The satisfaction rate expressed by our respondents for receiving useful help via three different means, namely call or email the document delivery/interlibrary services unit, or stop by at the public service desks, is almost identical, at 94%

CHECK AVAILABILITY FROM DIFFERENT RESOURCES BEFORE SUBMITTING THE REQUESTS

- Check TAMU libraries' online catalog (95%)
- Check TAMU libraries' e-journals/databases (83%)
- Check Google or Google Scholar (74%)

AWARE OF FEATURES AVAILABLE IN ILLIAD

- Check status of a request (86%), 3% don't know how
- Renewal a request (51%), 10% don't know how. When broken down by status: 16% are undergraduate, 11% are faculty.

GET IT FOR ME SERVICE
USAGE AS TIME GOES ON

About the same
29%

Less
6%

More
65%
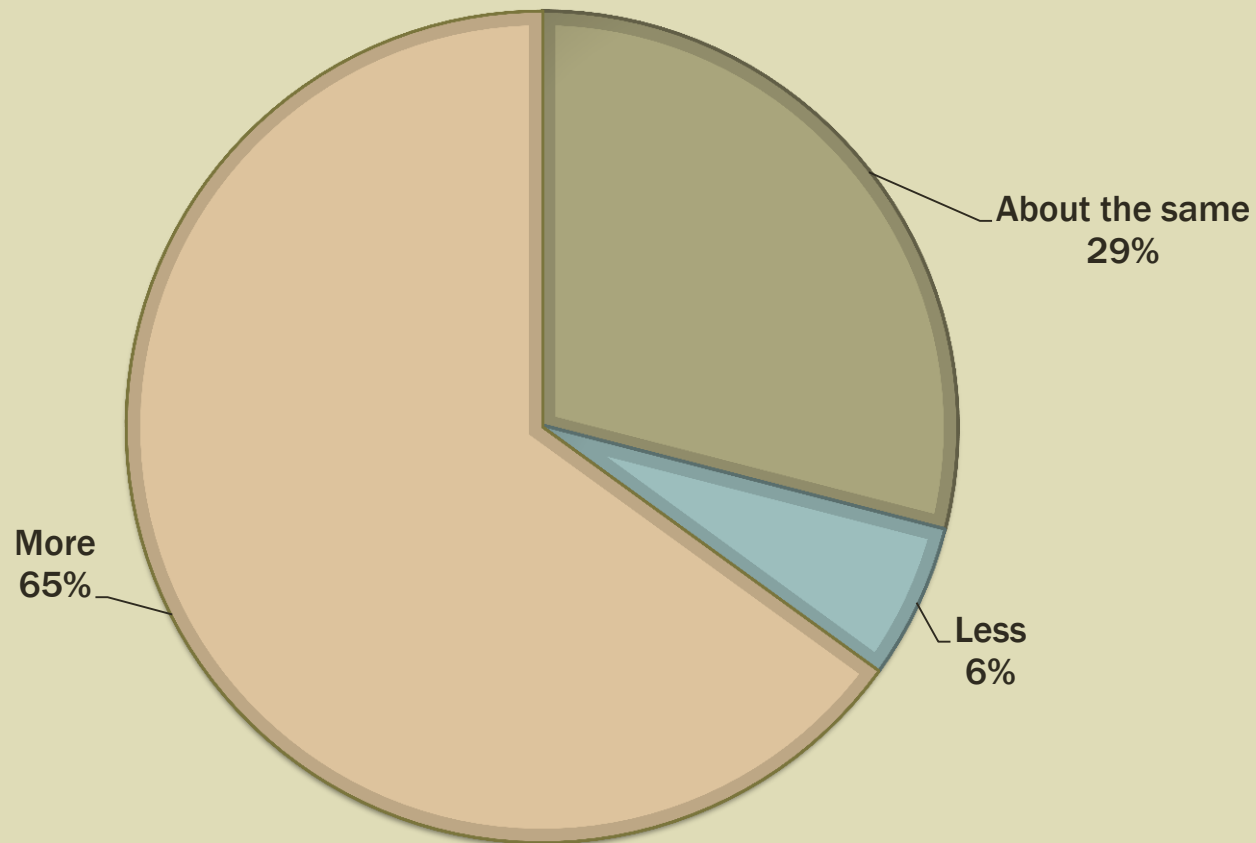
GET IT FOR ME SERVICE USAGE AS TIME GOES

- Of 44 respondents who felt their usage have decreased:
- 33 of them indicated that the services meet their needs
- Another 8 agreed the service "somewhat" meet their needs
- Only 3 people said the service does not meet their needs
- There is no correlation between usage decrease and the service meeting their needs

GET IT FOR ME SERVICE MEETS THE NEEDS
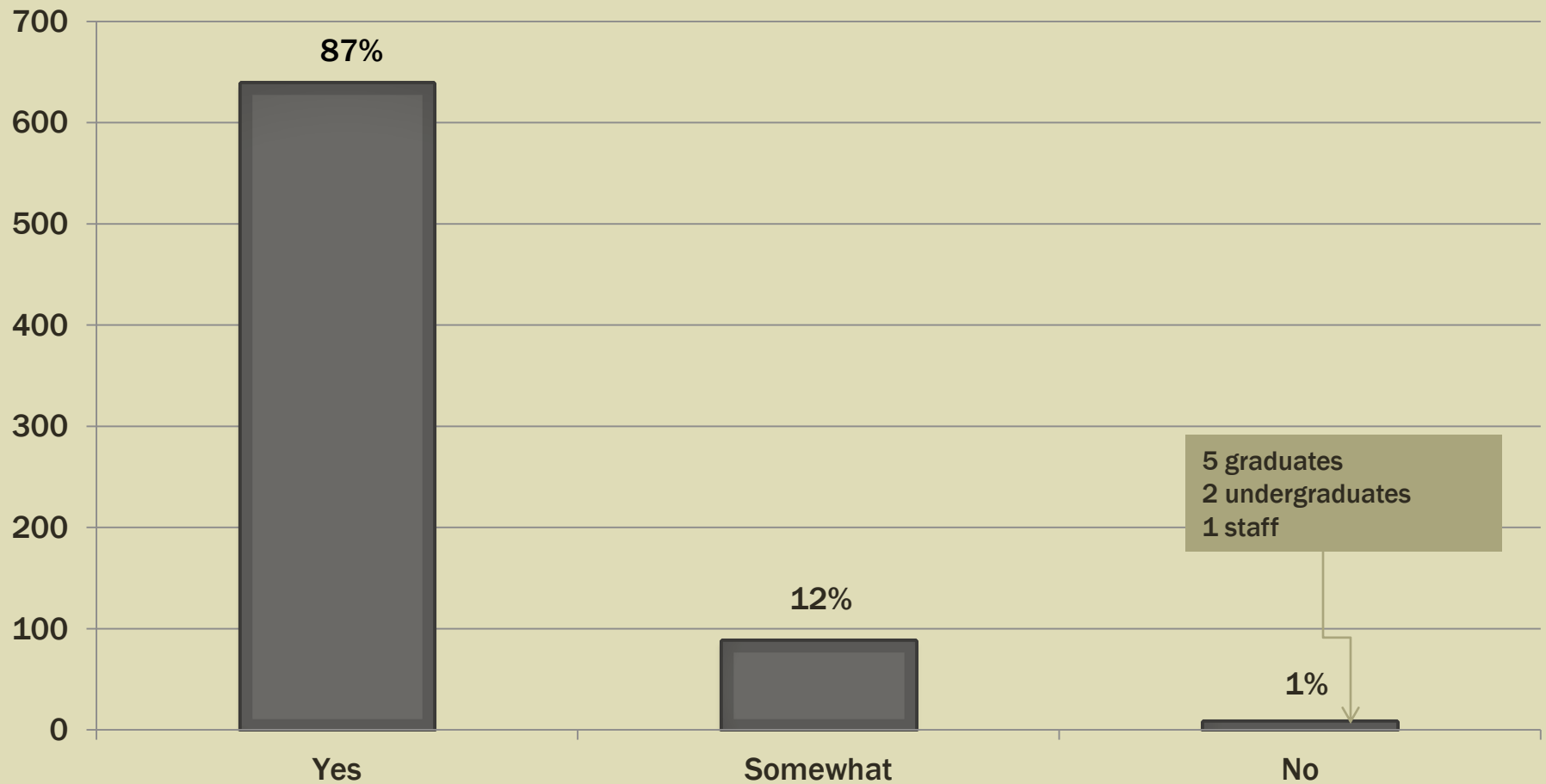
POSITIVE COMMENTS

- One of the hardest working and most successful groups on campus
- The most effective, invaluable service with high-quality customer service that distinguishes TAMU as a superior research institution dedicated to the success of its faculty, staff and students
- Save money and time, use this service at the recruitment events
- "I often imagine about the great day, that I will donate to TAMU Libraries at College Station. The staff and program's service efficiency far exceeds my expectations."
- "I cannot fully express in typed words how helpful the Get it for me service has been for me during my time at Texas A&M University. This service is entirely user-friendly: the online request form is instantly populated as soon as I move from a library search of a document to the form; the library's automated reminders to return books on time are always appreciated; Get it for me will even retrieve books from the stacks for us and place them in our home library for pick up – this is what I call service!!"

AREAS FOR IMPROVEMENT

- Quality of the scanned documents
- Longer loan period
- Faster turnaround times
- View their checked out items (be TAMU own books or interlibrary loan books) in one place
- Receive PDF rather than a URL link
- Purchase extra copies for highly demanded titles

CHANGES MADE BASED ON CUSTOMERS' FEEDBACK

- Attention to details, read note carefully in particular when processing requests

- Quality in scanning, make sure to change the DPI at least to 300 for chart or picture scan

- Provide PDF, no URL link

- Monitor frequently requested titles on a monthly basis, add copies when needed

- Move the online tutorial link of the Get it for me service in the front page of our login page

CHANGES MADE BASED ON CUSTOMERS' FEEDBACK

CHANGES MADE BASED ON CUSTOMERS' FEEDBACK

My Library Record

Collapse all items Expand all items

Patron: **ZHENG Y YANG**

Total amount due: **$13.00** (Call 979-845-3731 to report a problem)

Current Fines/Fees

Date	Title	Type
Monday, August 01, 2011	Harry Potter and the half-blood prince [videorecording] / Warner Bros. Pictures presents a Heyday Films production ; produced by David Heyman, David Barron ; screenplay by Steve Kloves ; directed by David Yates.	Overdue
Monday, March 29, 2010	Going rogue : an American life / Sarah Palin.	Overdue

▲ Less

Items Currently Requested

Title	Status
Student development in college : theory, research, and practice / Nancy J. Evans, Deanna S. Forney, Florence Guido-DiBrito.	Position 1: Thursday, September 06, 2012

▲ Less

"Get it for me" Requests

Status	Type	Title	Author
Borrow From Others	Book	Student development in college :	Evans, Nancy J.,
Cancelled by ILL Staff	Book	Chopin.	Hedley, Arthur.

STAFF'S INITIAL REACTIONS FOR OFFERING THIS FREE SERVICE

- You got to be kidding!"
- "We are crazy!!"
- "It's impossible that we can make it!!!"
- "We are switching to a new Interlibrary Loan Management system-ILLiad, we don't know how to operate it yet, and on top of that, you ask us to provide free document delivery service to everyone? We will be overwhelmed by the requests!"
- "If we start providing free document delivery services to everyone, then nobody will need to come to the library, we are spoiling the library users!"

CURRENT STAFF'S ATTITUDE

- "The only way to be successful is to TRY!"
- "We are one of the indispensible library services offered to the entire campus community, job security guaranteed!"
- "I am glad we can make a difference in our users' academic lives."
- "Our patrons do not even need to come to the library to use our service, what a convenient offer."
- "It's a pleasure to try to excel and make this one of the best services our library has to offer. Glad to be part of it!"
- "We provide a foundation of knowledge that would otherwise not be available to researchers throughout the world."

KEYS TO SUCCESS

- The TAMU Libraries administration's support
- A committed staff team
- The department head streamlines the workflow and monitors the daily workload closely
- Student workers are fully trained
- Staff members are all cross trained
- A strong technical support from TAMU Libraries' system employees

SNAPSHOT OF THE WORKFLOW

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THE END

Thank you

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