



School of
Management and Law

Metlib Conference 2015

Session 4 : Across borders

Customer survey and drop-out studies for PBZ



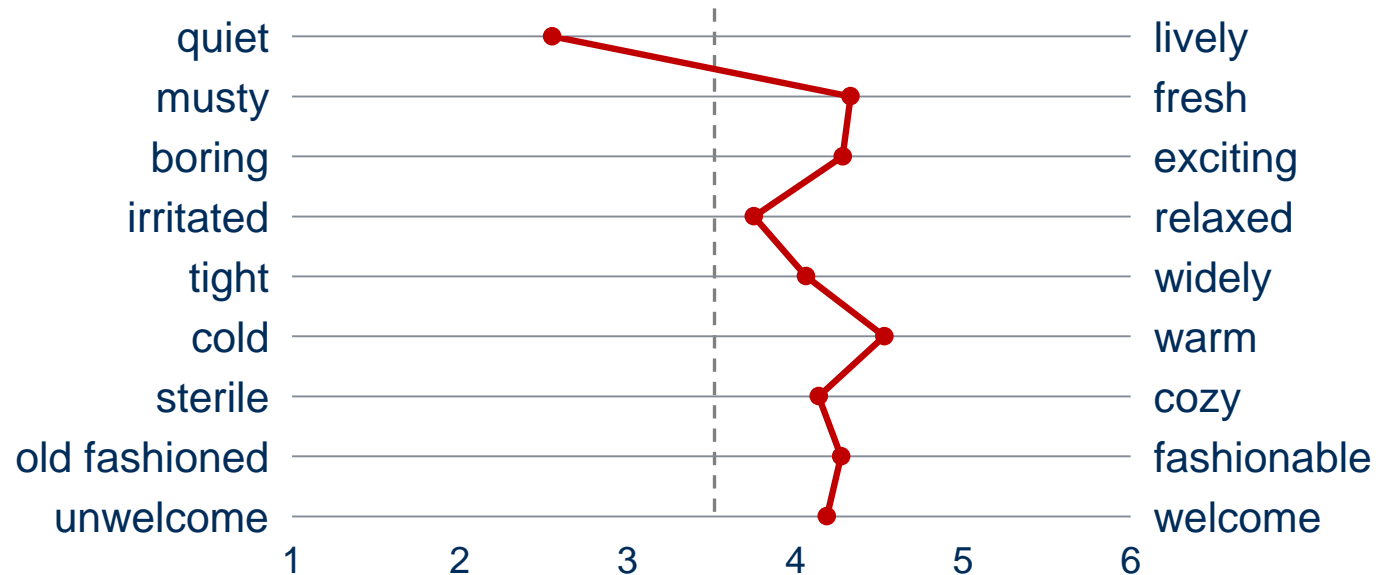
Building Competence. Crossing Borders.

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Positive perception of the Pestalozzi Library

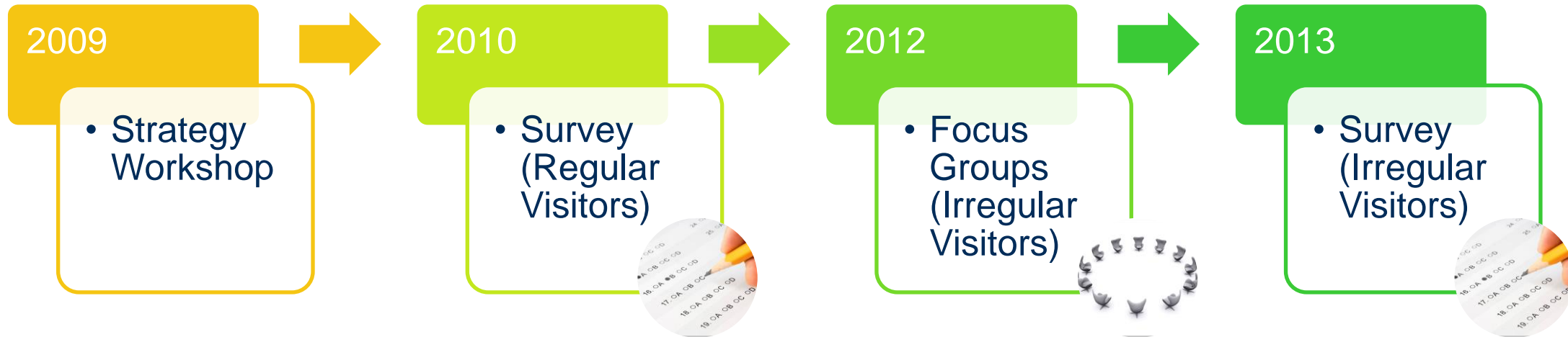
If visitors think of the PBZ as...



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?

Overview of activities



Study I: Regular visitors of the pbz (n=1'647)

Study II: Irregular visitors of the pbz (n=959)

DEUTSCH

... ? -
wie zufrieden sind sie mit der pbz

Beantworten Sie mit einem der Kreise (mit PSD-Richtlinie!)

Bitte geben Sie an und Ihre Bezeichnung (Name, Vorname, um Kontakt mit uns aufnehmen zu können). Ihre Angaben werden streng vertraulich behandelt und werden nur für die Zwecke der Studie verwendet. Sie können Ihre Angaben jederzeit ändern. Ihre Angaben werden nicht an Dritte weitergegeben. Ihre Angaben werden nicht an Dritte weitergegeben. Ihre Angaben werden nicht an Dritte weitergegeben.

1. Allgemeine Angaben

1.1 Welche PEZ-Bibliothek besuchen Sie am HÄUFIGSTEN?

<input type="checkbox"/> Allschwil	<input type="checkbox"/> Buchegg	<input type="checkbox"/> Dübelen	<input type="checkbox"/> Olten
<input type="checkbox"/> Allschwil	<input type="checkbox"/> Hertsch	<input type="checkbox"/> Retschach	<input type="checkbox"/> Unterzolli
<input type="checkbox"/> Allschwil	<input type="checkbox"/> Hegg	<input type="checkbox"/> Schwyz	<input type="checkbox"/> Wädenswil
<input type="checkbox"/> Aarau	<input type="checkbox"/> Lenzburg	<input type="checkbox"/> Seftigen	<input type="checkbox"/> Wädenswil

1.2 Lesen Sie ab und zu auch in anderen PEZ-Bibliotheken Medien aus? Wenn ja, in welchen? #antworten mitgeben

<input type="checkbox"/> Aarau	<input type="checkbox"/> Buchegg	<input type="checkbox"/> Dübelen	<input type="checkbox"/> Olten
<input type="checkbox"/> Allschwil	<input type="checkbox"/> Hertsch	<input type="checkbox"/> Retschach	<input type="checkbox"/> Unterzolli
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<input type="checkbox"/> Aarau	<input type="checkbox"/> Lenzburg	<input type="checkbox"/> Seftigen	<input type="checkbox"/> Wädenswil

Die nachfolgenden Fragen beziehen sich auf die PEZ-Bibliothek, welche Sie in der Frage 1.1 ausgewählt haben.

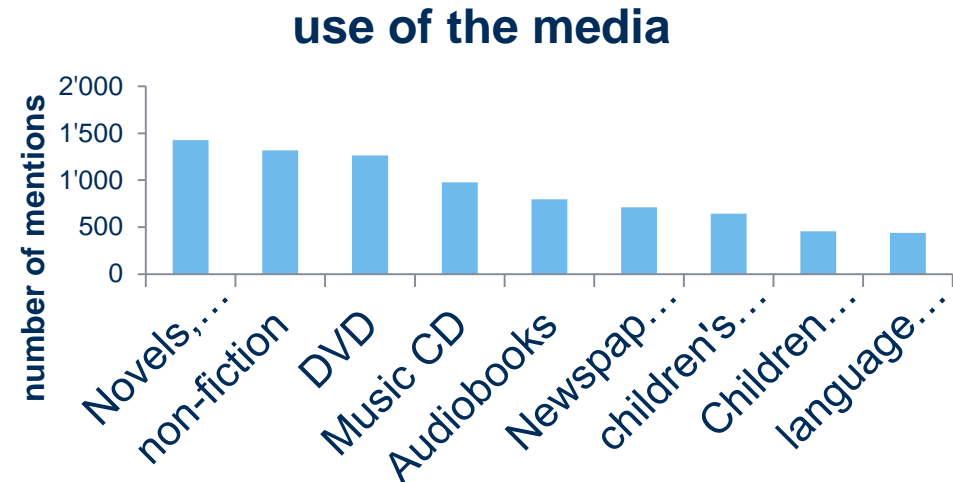
What topics were examined?

- 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)*

Results for the desired Services and Offers

Desired typical opening time profile:

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

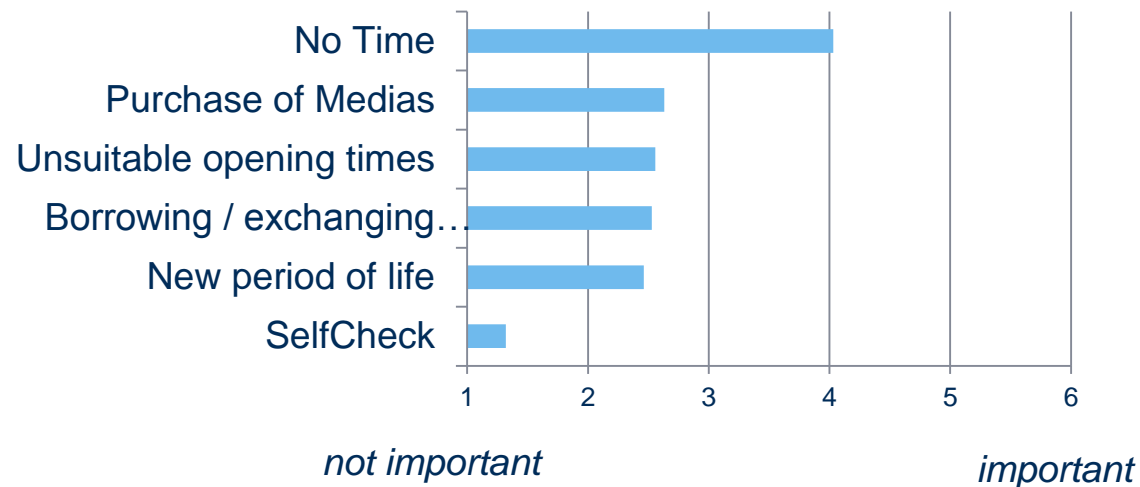


Key insights from the focus Groups



- 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)*

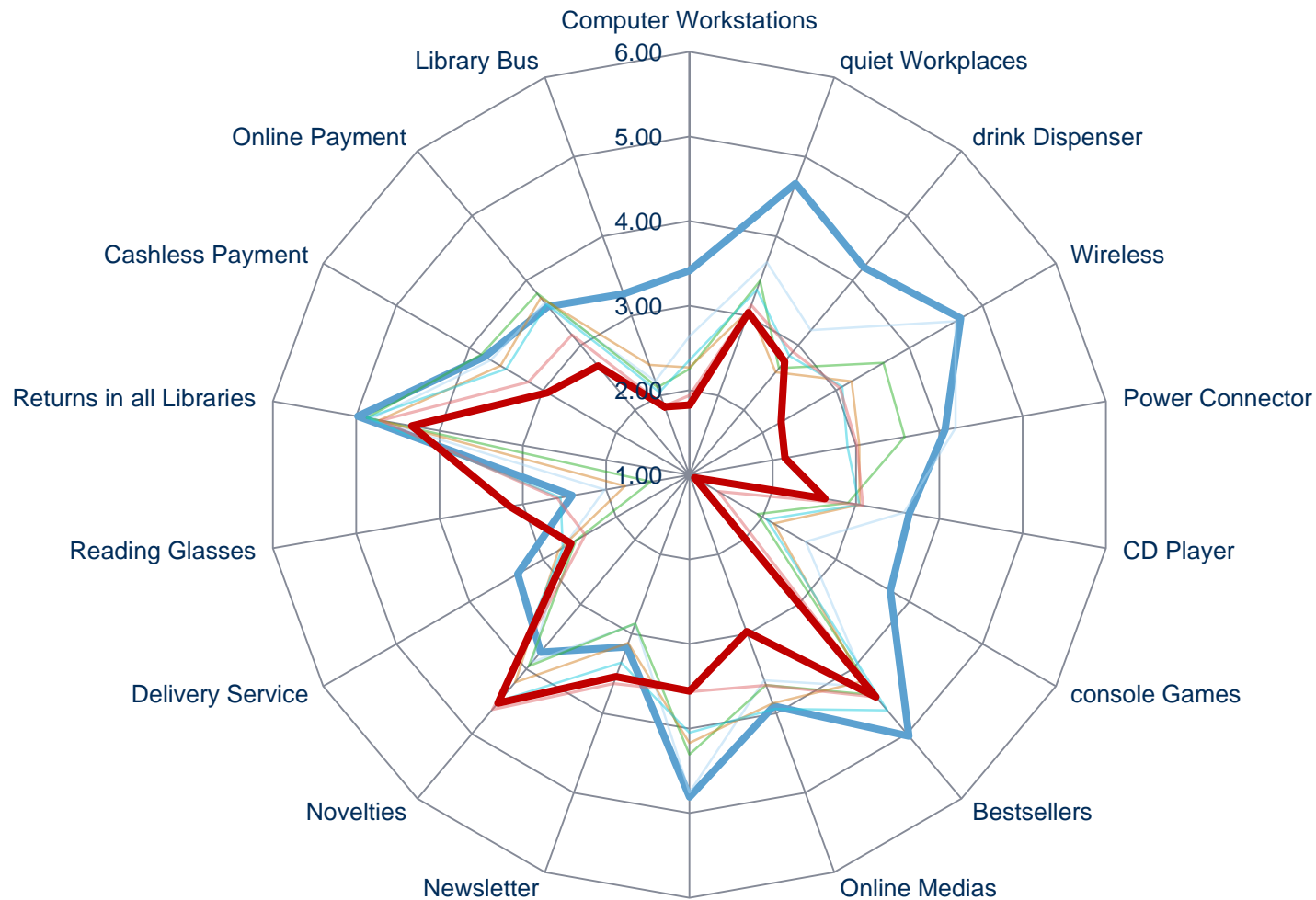
- Newer medias
- more copies of best-seller
- Downloadable Medias

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 ...

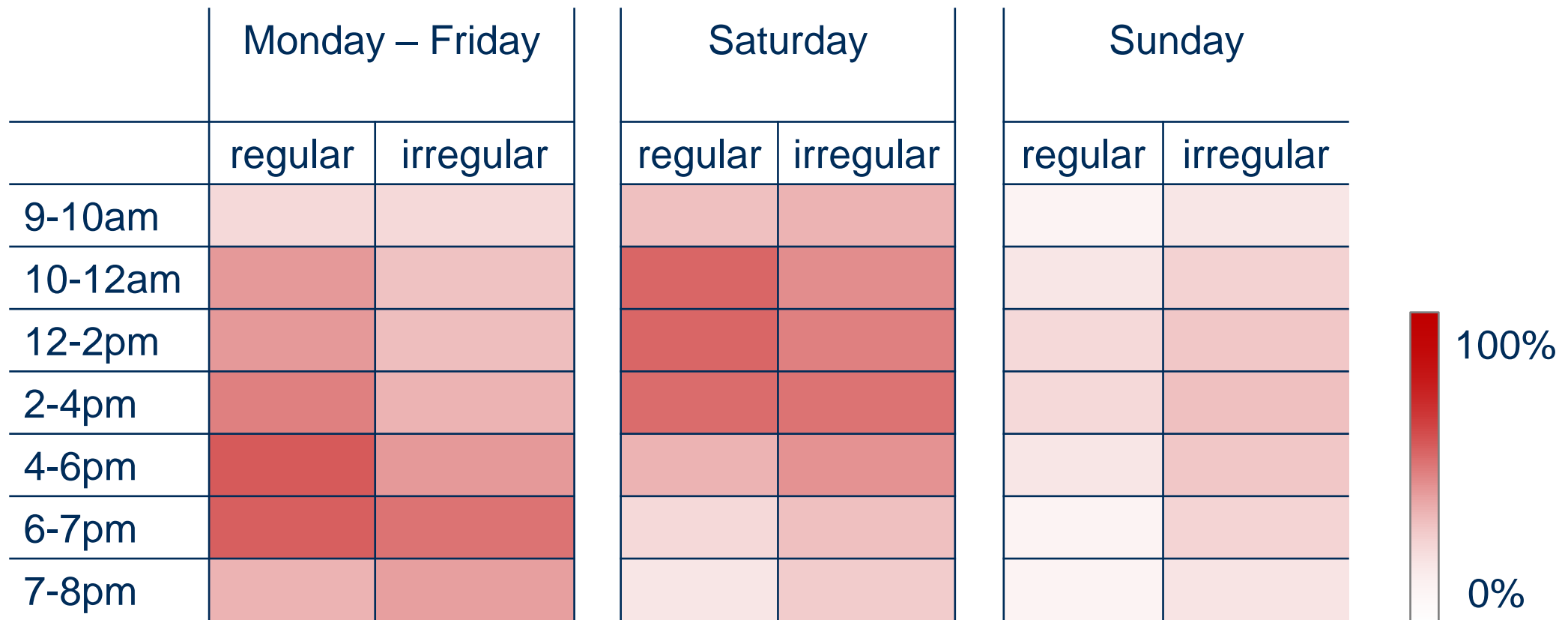


scale:
from
1 not important until
6 important



Irregular visitors tend to prefer extended opening times on weekdays

Desired typical opening time profile for regular and irregular visitors compared:



Key Points

Overall: Highly satisfied visitors in the area of the media offers, services and staff

The PBZ does a good job!

Improvement potential

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)

Flexible opening times could motivate visitors to use the library regularly

Increased flexibility with returning of the media in all pbz Library's

More copies of best-sellers and newer Medias (downloadable Medias)

More help and guidance in the choice of books

