Case Study 2: Customer Services Group

Service Standards and Benchmarking Database

Who we are?

Christina Lewis
Head of Gateway Services
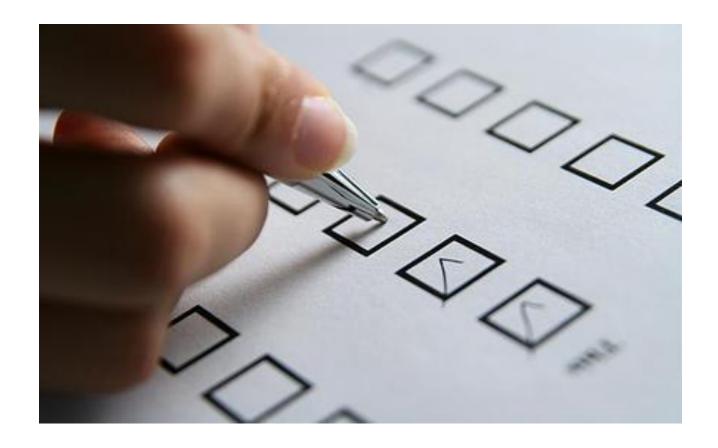Library & Student Services
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Lis Hannon
Associate Director (Customer Services,
Partnership & Liaison)
Library Services
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Overview of CSGUK Group

- Who is CSGUK?
- What are our aims?
- Steering Group & Task Groups
  - Benchmarking
  - Knowledge & Discovery
  - Quality in Customer Services
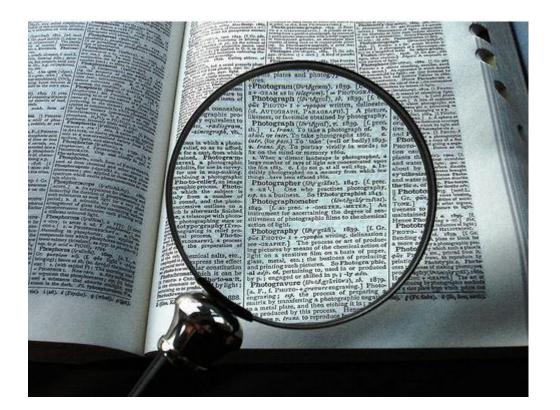 - Service Improvement

Benchmarking

Quality in Customer Service

Customer Services Group UK:
A Case Study

Service Standards

Explored our understanding

Explored our understanding

- Sector practice

- Professional practice
  - **SCONUL** defines KPIs as "financial and non-financial metrics used to quantify objectives to reflect strategic performance of an organization".
  - **BSI Information and Documentation** – library performance indicators BS ISO 11620:2008

Explored our understanding

- Non-sector practice
  - "KPIs represent a set of measures focusing on those aspects of an organisational performance that are the most critical for the current and future success of the organization."
    David Parmeter - Key Performance Indictors: developing, implementing & using winning KPIs
  - Seven unique characteristics

Customer Service KPIs

Customer Service KPIs

Four BSI categories:

- Resources, Access and Infrastructure
- Use
- Efficiency
- Potentials and Development

Alternatives categories:

Student Experience; Services to Research; Space; Collections

Example Customer Service KPIs: Resources, Access and Infrastructure

Opening hours	"We will open 100% of advertised opening hours during term time"
Availability of printing/equipment (e.g. printers, copiers, other ICT equipment	"We will ensure that our printing and copying facilities are available 95% of the time during term time"
Availability of resources (e.g. networking, online resources, ebooks) -	"We will ensure that our online resources are available 95% of term time

Outputs

Case Studies and Tools

Case studies are a great way of sharing experiences and helping support each other.

Awards & Standards

Tools for helping you think about going for an award or standard

Measuring Quality

Tools for helping you to start measuring the quality of your services

Key Performance Indicators

Tools to help you understand what KPIs are and how to use them

Building Quality Teams

Tools to help you to start to build a high performing quality team

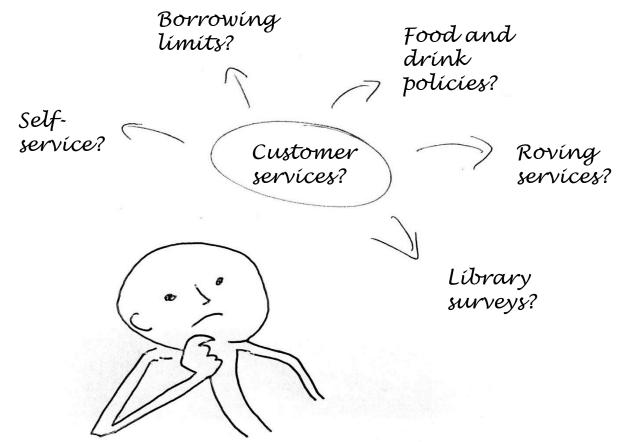# What next?

Benchmarking Database

Our Initial Aim

- **To provide an easy way to use benchmarking in order to improve your customer services**

- **To produce a repository where customer services data can be uploaded, stored and utilised by you**

What to include? What do we mean by customer services?

Themes

- **Library systems and self-service**
- **Circulation**
- **Environment and facilities**
- **Opening hours**
- **Communication and feedback**
- **Help and support**
- **Mobile technology**

Theme: Circulation				
Criteria:	**User type**			
Category types:	UG	TPG	PGR	Academic
Criteria:	**Loan Periods**			
Category Type:	24 hours or less		1 wk to 2 wks	3 wks or more
Data type:	(3 hr/1 day/na)	(2 day/3 day…)	(1 wk/2 wk…)	(3 wk/4wk…)
Subcategories:				
Criteria:	**Fine levels**			
Category type:	User Type	Loan Period	Amount	Time period
Data type;	(all or subcat from Usertype)	(all or subcat from loan period and total)	(number)	(per hr/per day/ per wk)

Opening Hours

Category Type

24 hour opening?

Days per week at 24 hour?

24 hour staffing?

Weeks per year for 24 hour?

Latest weekday staffed hours – term time?

Latest weekend staffed hours – summer vac?

Open Easter college closed days?

Open Christmas college closed days?

Open on other closed days?

Benchmarking group: future work

Customer Services Group UK
Benchmarking Database

Welcome

You are logged in as a user for King's College London

Your user access level is: Admin

Your institution's details are entered, you may use the system. FAQs can be found at the bottom of this page.

Edit Institution Data:

[Edit Library Systems and Self Service Data](#)

[Edit Circulation Data](#)

[Edit Further Circulation Data](#)

[Edit Environment and Facilities Data](#)

[Edit Opening Hours Data](#)

[Edit Communication and Feedback Data](#)

[Edit Help & Support Data](#)

View Repository Data:

View Library Systems and Self Service Data

Any Questions?

Contact Details

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http://www.customerservicesgroup.co.uk/

Afternoon Session: Role of the benchmarking database

- **How might it develop and be more supportive towards service standards**
- **How might it be used to support CSE work**

Benchmarking: getting the information in order to set the standard

- **There is a difference between benchmarking facts and figures and benchmarking the standards you've set for yourself**
- **Both are important**
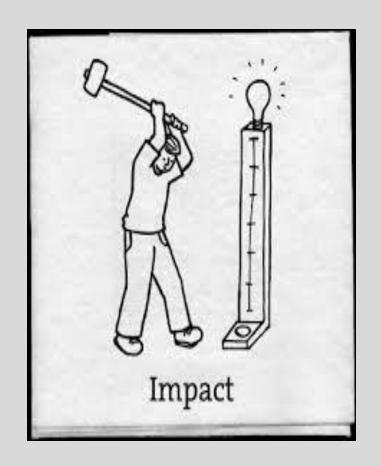- **CSGUK Database does the former**
- **Can we do the latter?**

CSE Standards

5.3 Achieved Timely Delivery

5.3.3

"Our performance in relation to timeliness and quality of service compares well with that of similar organisations"

Our future aims...?

Impact

how to measure QUALITY

Sorry we don't have a microwave because we are a library not a kitchen. We have books about microwaves tho. #library #notakitchen

UNIVERSITY OF LIVERPOOL

Ideas from CSE networking event

- **Agree on set of questions – similar to RLUK standards**

- **Survey information – whether scores have improved/dipped**

- **CSE information**