University of South Australia

CUSTOMER SERVICE QUALITY REPORT:

LOCKYER VALLEY LIBRARIES

2022

KEY STATISTICS

96% respondents are likely to recommend the Library to others

97% respondents are satisfied*
*measured range from slightly satisfied to very satisfied

62% respondents visit between 9am-noon

51% respondents indicate "In the Library" as the most common source for Library updates

88% respondents drive in a personal car

55% respondents visit alone

Top 3 Primary Main Activities

Borrow Books
73% respondents

Participate in Library events
9% respondents

Borrow DVDs
5% respondents

Top CSQ Benchmark Performance Attributes		Weak CSQ Benchmark Performance Attributes	
▲ 0.3	Have suitable parking	▼ -1.1	Provides fast, reliable WIFI
▲ 0.2	Have well-presented staff	▼ -0.7	Provide enough digital content
		▼ -0.7	Provide suitable supporting technology

*Detailed view of Library's Performance vs. Expectation and comparison to CERM-PI Benchmarks can be found on Pages 7-9

What your customers said[+]:

"We love coming to the library, the staff are lovely, the kids always find a good selection of books to borrow and bub and I love meeting friends at the baby story and song groups"

"Not being open on weekends is a disservice to fulltime working families as children are not encouraged to go and attend. Please open on weekends again"

"My favourite place in the world aside from home is Gatton Library. I always leave happier. Everything about it is perfect, especially the beautiful staff who make me feel so welcome and warm"

[+] All customer comments and suggestions are attached in a separate document

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Introduction and Methodology

INTRODUCTION

This report outlines the results and areas for consideration deriving from the Customer Service Quality survey conducted for the Lockyer Valley Libraries by University of South Australia's CERM Performance Indicators research group. This report uses two separate sets of performance indicators (PIs), providing you with feedback to use as part of your own base-line management information. Your own results are displayed in conjunction to the benchmarks (medians) derived from the cohort of participating library services. The medians have been displayed based on the whole cohort of libraries. From this information you can consider ways to maximise strengths and develop strategies to correct any apparent deficiencies in the library's performance as suggested by your performance indicators.

This report comprises six (6) main sections:

Customer Relations and Satisfaction

The first section of the report presents respondents' overall level of satisfaction with the Library service, as well as the level of likelihood they would recommend the Library service to others.

Customer Service Quality (CSQ) Indicators

The CERM PI CSQ model, tailored to library services, incorporates two main dimensions of service quality: 20 items that focus on facility and provision aspects of the Library service and another 6 items that explore aspects of staffing in the Library service.

Benefit indicators

Another major focus of the CERM PI indicators is the benefits the end user or customer receives from their visit to the Library. This section presents respondents' rating of importance and achievement of 8 benefit attributes.

Usage and Awareness of Library services

The fourth section reports the key activities visitors participate in at the Library, along with level of awareness of selected offerings at the Library.

Visitor demographics

Demographics of respondents will enable the Library service to have an in-depth view of who their customers are, looking at age, gender, and usage preferences of the visitors.

Comments and Suggestions

The final section of the survey presents the additional comments and suggestions from visitors at the Library. These include the best aspects of the Library and suggested areas of improvement.

METHODOLOGY

Data for this report was collected using online and paper questionnaires under the guidance of the appropriate protocols issued by CERM PI®, University of South Australia.

Customers to the library were asked to complete the survey via online and/or paper methods. Those customers who were members of the library were sent a link to an online survey. The survey measured: customer satisfaction with facilities/operations and staff, benefits from library usage, their level of satisfaction & advocacy and questions relating to their usage and their demographics.

Analysis

The questionnaire was developed to provide library staff and management with diagnostic value in the area of customer profiles and service quality management. Library staff have an in-depth understanding of the wider environmental context in which the library operates and are best placed to interpret the results provided in this report. The study should not be treated in isolation but be used as part of the total information on which management decisions are based.

Note: Percentage totals may not equal (+ or -) 100% due to rounding.

Note: Total valid survey responses (n) = 204

Confidentiality

The information contained in the report is the property of the client and CERM PI, and may not be reproduced or transmitted in any form without their consent. CERM PI may utilise information gathered for further research and education and is committed to do so whilst protecting the confidentiality of the client. Outcomes of research efforts are usually reported in professional forums.

1. Customer Satisfaction and Relation

CUSTOMER SATISFACTION						
<1%	**<1%**	**1%**	**1%**	**8%**	**22%**	**67%**
Very dissatified	Dissatified	Somewhat dissatified	Neutral	Somewhat satisfied	Satisfied	Very satisfied

- **97%** of all of respondents indicated they were somewhat to very satisfied with the Library service overall.

- The mean **satisfaction** for Lockyer Valley Libraries is **6.5** (above "Satisfied") out of a 7-point scale, which is higher than the CERM PI Libraries 2022 Benchmark (6.1).

- **96%** of all respondents indicated either "Maybe", "Likely" or "Very Likely" to recommend Lockyer Valley Libraries to others.

- The mean **recommendation** for Lockyer Valley Libraries is **6.5** (above "Satisfied") out of a 7-point scale. which is higher than the CERM PI Libraries 2022 Benchmark (6.1).

LIKELY TO RECOMMEND THE LIBRARY

Category	Percentage
Very likely	67%
Likely	26%
Maybe	3%
Neutral	2%
Maybe not	1%
Unlikely	0%
Very unlikely	2%
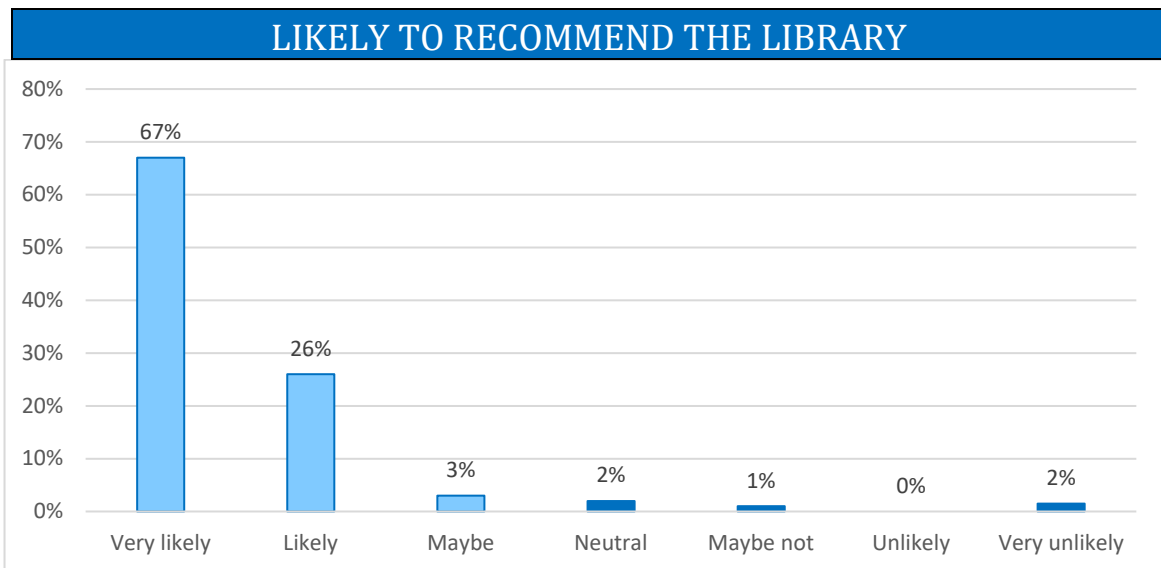
2. Customer Service Quality

In the questionnaire respondents were asked to rate expectations and perceptions of performance in relation to attributes of customer service quality (CSQ). **The scale used for this section ranges from 1 ('disagree') to 6 ('very strongly agree').**

Expectations refer to the extent to which customers believe a particular service attribute should be provided at the library. High expectations tend to represent higher priority CSQ attributes. Low expectations may indicate customers have limited interest or need for this CSQ attribute.

The expectations and the performance means are used to calculate the **Customer Service Quality Gap** (Performance Gap) for each CSQ attribute; the extent to which performance does not correspond to expectations.

The **performance** mean measures how a service attribute is perceived to be performing. High performance means indicate a service quality attribute is perceived by customers to be well delivered. A low performance mean may identify a potential problem requiring monitoring. Alternatively, it may be due to a unique circumstance of the library (e.g. shared use of public parking facilities).

The **Customer Service Quality Score** (CSQ Score) reflects the service quality gap as a percentage, allowing for more direct comparison with other customer feedback such as overall satisfaction with the library and willingness to recommend the library service.

SUMMARY

- Respondents rated having **"Clean amenities"**, **"Providing a broad selection of books and resources"** and **"Having friendly staff"** highest on expectations

- Respondents rated staff being **"Friendly"**, **"Eager to help"** and **"Well presented"** and highest on performance

- Lockyer Valley Libraries' best performing attributes compared to the CERM-PI CSQ Benchmarks were having **"Suitable parking"** and **"well-presented staff"**

- Lockyer Valley Libraries achieved an overall service quality score of **97%**

SERVICE QUALITY: EXPECTATION, PERFORMANCE AND BENCHMARK COMPARISON

CSQ ATTRIBUTES	Expectations 2022	Performance 2022	Performance Gap 2022	CSQ Benchmark 2022	Benchmark	Benchmark Gap 2022
The Library should...						
Always be clean	5.3	5.3	0.0	0.0	▬	0.0
Be well maintained	5.2	5.2	0.0	0.0	▬	0.0
Always have clean amenities	**5.4**	5.1	-0.3	-0.1	▼	-0.4
Provide enough space for research, study and reading	4.9	4.8	-0.1	-0.1	▬	0.0
Provide suitable number of computers	4.5	4.3	-0.2	0.2	▼	-0.4
Provide a broad selection of books and resources	**5.3**	4.6	-0.7	-0.2	▼	-0.5
Provides fast, reliable WIFI	4.8	3.9	-0.9	0.2	▼	-1.1
Provide enough digital content (eBooks, music, family history, etc.)	4.5	4.1	-0.4	0.3	▼	-0.7
Be well organised and well run	5.2	5.1	-0.1	0.0	▼	-0.1
Have up-to-date information (on activities, events)	5.1	4.9	-0.2	0.1	▼	-0.3
Have programs/activities that are relevant to your needs	4.5	4.3	-0.2	0.2	▼	-0.4
Have good lighting	5.1	4.9	-0.2	0.0	▼	-0.2
Be well oriented and easy to navigate around	5.1	4.9	-0.2	-0.1	▼	-0.1
Ensure behaviour of others doesn't detract from my experience	4.8	4.5	-0.3	0.0	▼	-0.3
Provide suitable supporting technology (printers, charing stations)	4.7	4.2	-0.5	0.2	▼	-0.7
Have clear and useful signage	4.9	4.7	-0.2	0.0	▼	-0.2
Provide assistance with computer tasks (e.g. online application)	4.4	4.2	-0.2	0.5	▼	-0.7
Have suitable parking (i.e., spaces, drop off zones)	4.8	4.8	0.0	-0.3	▲	0.3
Provide food & drink facilities	2.8	3.2	0.4	0.9	▼	-0.5
Provide quality children's services / facilities	4.6	4.4	-0.2	0.3	▼	-0.5
Have friendly staff	**5.3**	**5.4**	0.1	0.1	▬	0.0
Have staff that is eager to help	5.2	**5.3**	0.1	0.1	▬	0.0
Have well-presented staff	4.8	**5.3**	0.5	0.3	▲	0.2
Easy to identify staff (e.g. use of nametags)	4.8	4.8	0.0	0.3	▼	-0.3
Have staff that is competent with physical collection	4.9	5.1	0.2	0.2	▬	0.0
Have staff that is competent with digital collection	4.8	4.7	-0.1	0.3	▼	-0.4
Overall service quality				97 %		

▲ Above 0 Gap | ▬ Neutral Gap | ▼ Below 0 Gap

* The Overall Service Quality result is calculated by dividing the combined averaged performance scores by the combined averaged expectations *100

3. Customer Benefit Analysis

The questionnaire asked the respondents to rate their level of importance and achievement in relation to a list of benefits. **The scale used for this section ranged from 1 ('not at all') to 5 ('very high').**

The **importance** mean measures the relative importance of particular benefit as a reason for attending this library.

The **achievement** mean indicates the extent to which the benefits were achieved as a customer of the library.

The **importance and achievement** means are used to calculate the **'Benefits gap'** for each attribute – that is, the extent to which achievement does not correspond with the importance rating. A positive gap indicates the customers' needs are being met, while a negative gap suggests they are not.

Use of benefits: Understanding the benefits achieved by your library, customers will aid in the design, promotion and delivery of opportunities appropriate for different target groups at your library.

BENEFIT ATTRIBUTES: PERCEIVED IMPORTANCE AND ACHIEVEMENT BENCHMARK COMPARISON						
BENEFITS ATTRIBUTES	Importance 2022	Achieved 2022	Benefits Gaps 2022	Benchmarks 2022		Benefits Gaps 2022
Improved education	3.5	3.5	0.0	-0.1	▲	0.1
Enjoyment	**4.1**	**4.1**	0.0	-0.1	▲	0.1
Relaxation	**3.9**	**3.9**	0.0	0.0	▬	0.0
Socialising with family &/or friends	3.1	3.5	0.4	0.3	▲	0.1
Improved well-being	**3.7**	**3.8**	0.1	0.0	▲	0.1
Feeling of connection with the community	3.6	3.6	0.0	0.0	▬	0.0
Improved confidence in my technology skills	3.1	3.3	0.2	0.1	▲	0.1
Helps financially	2.8	3.1	0.3	0.2	▲	0.1

▲ Above 0 Gap | ▬ Neutral Gap | ▼ Below 0 Gap

SUMMARY

- Respondents rated **"Enjoyment"**, **"Relaxation"** and **"Improved well-being"** highest on expectations

- Respondents rated **"Enjoyment"**, **"Relaxation"**, and **"Improved wellbeing"** highest on performance

- Overall Lockyer Valley Libraries' performed reasonably well, being slightly above the CERM-PI Benchmarks on most indicators, with only **"Relaxation"** and **"Feeling of connection with the community"** scoring even on the benchmark.

4. Usage and Awareness of Library Services

- **73%** of all respondents indicated **"Borrowing books"** was their primary main activity at the Library, while a further **17%** indicated it was either their second or third main activity.

- Other significant activities that respondents indicated were first, second or third main activities at the Library were **"Participating in events" (34%), "Borrowing DVDs / Audiobooks" (32%)** and **"Relaxing/Enjoying the environment" (28%)**.

- **88%** of respondents were aware of **"Ebooks / eAudio"** as a service offered by the Library, while **43%** of respondents use them.

- **"Email from Library / Council"** (63%), **"In the Library"** (51%), and **"Facebook"** (34%) were the top three sources for Library information.

MAIN ACTIVITY UNDERTAKEN AT THE LIBRARY			
	FIRST (%)	SECOND (%)	THIRD (%)
Borrowing books	73%	13%	4%
Borrowing DVDs / Audiobooks	5%	21%	6%
Participate in library events	9%	12%	13%
To socialise / meet people	2%	6%	9%
To use computers	2%	4%	3%
To receive tech-help (computers / online applications)	-	3%	3%
To use the WIFI	1%	2%	3%
To entertain my children	5%	7%	8%
To study	1%	2%	1%
To research	-	4%	7%
To relax / Enjoy the environment	2%	11%	15%
Other	2%	6%	5%

Note: Total for activity rank can be less than 100%, representing the percentage of respondents (n = 204) that picked an activity in each rank.

INFORMATION SOURCES FOR THE LIBRARY

51% In the Library

29% Library Website

6% Council Website

63% Email from Library / Council

34% Facebook

6% Newspaper

17% Friends / Family

2% Other sources

AWARENESS OF LIBRARY SERVICES

	AWARE %	USED %
eBooks	88	43
Digital music/movies	60	16
Digital magazines	56	13
Other	13	14

WHICH LIBRARY BRANCH DO YOU VISIT MOST REGULARLY?

|	
Gatton Library	53%
Laidley Library	36%
Online Library	6%

*Other included: Printing (especially colour), Justic of Peace, Book Club, photocopying, reading newspapers, Art shows/gallery, Borrowbox, kids activities, homework, watching movies, visiting Council offices, and getting out the house/filling in time.

Note: Total for Awareness of Library services can exceed 100%, indicating that more than one option was selected by respondents.

5. Visitor Demographic

- **55%** of all respondents attend the Library **alone**

- **88%** of all respondents travel to the Library **in a private car**

- **47%** of all respondents visit the Library **a few times per month**

- **62%** of all respondents visit the Library **between 9am and noon**

TOP VISITING POSTCODES TO THE LIBRARY

4341 (39%)	4343 (27%)	4311 (5%)
4342 (4%)	4347 (4%)	4344 (3%)
	Others* (11%)	
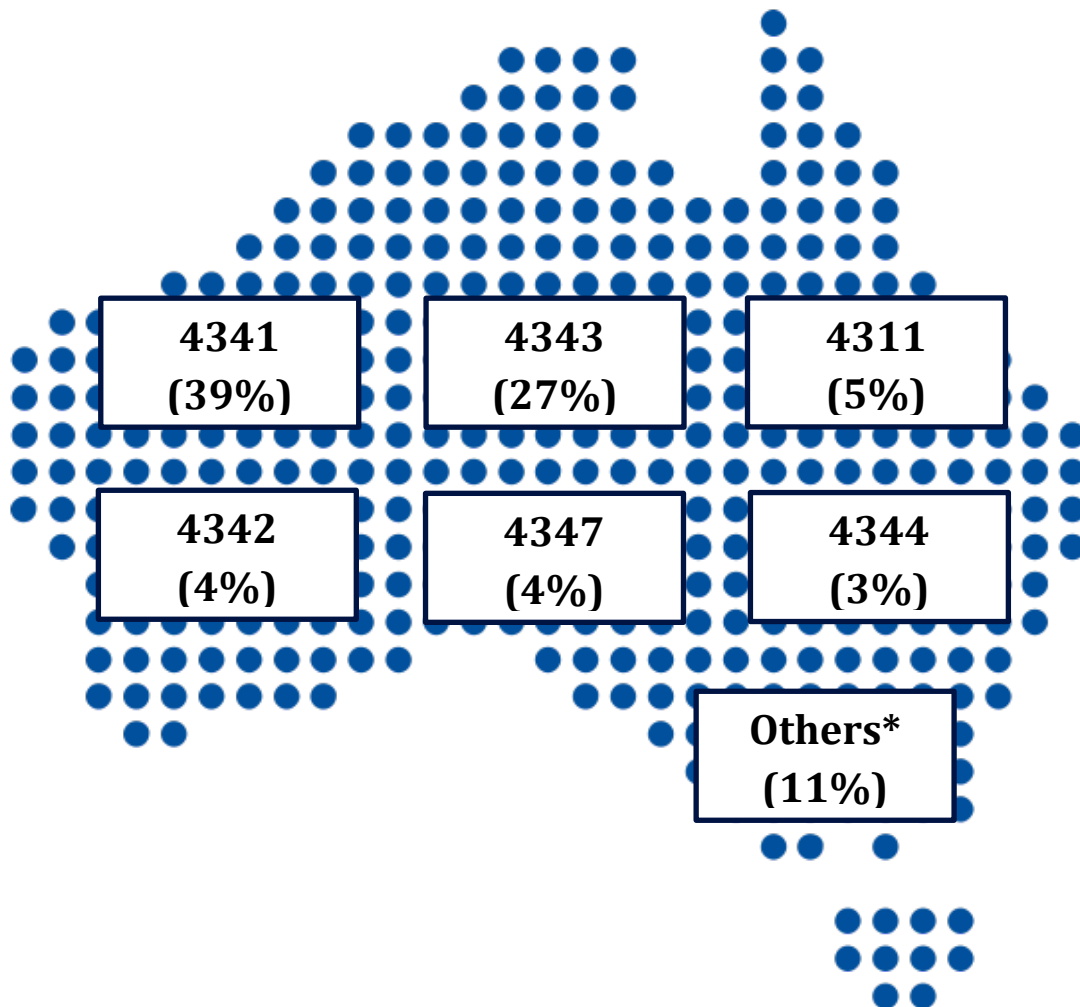
*Others include: 4305, 4312, 4350, 4325, 4740 (1-2% each).

Please note: 7% of respondents did not provide a postcode

USUAL TRANSPORT MODE TO THE LIBRARY

Private car / motorbike	88%
Walk	8%
Bicycle	4%
Public transport	1%

DISTANCE TRAVELLED TO VISIT

5kms or less	36%
Over 5kms to 10kms	16%
Over 10kms to 25 kms	36%
Over 25 kms	12%

TIME SPENT AT THE LIBRARY

Less than 30 minutes	35%
About 30-60 minutes	44%
About 60-90 minutes	18%
Over 90 minutes	4%

USUAL DAY OF THE WEEK TO VISIT

Monday	12%
Tuesday	21%
Wednesday	35%
Thursday	14%
Friday	18%

AGE OF RESPONDENTS

15-19 years	2%
20-29 years	8%
30-39 years	17%
40-49 years	11%
50-59 years	16%
60-69 years	24%
70+ years	22%
Prefer not to say	1%

RESPONDENTS WITH CHRONIC ILLNESS OR DISABILITY

No	78%
Yes	17%
Prefer not to say	4%

DO YOU IDENTIFY AS BEING ABORIGINAL / TORRES STRAIT ISLANDER ORIGIN?

No	96%
Yes	4%
Prefer not to say	-

ATTEND ALONE OR AS A GROUP

Alone	55%
With Others (Family and/or Friends)	45%

ATTENDANCE AS GROUP INCLUDES…

Children under 5 years	25%
Children 5-15 years	35%
Both (Under 5 & 5-15 years)	9%
No Children	31%

FREQUENCY OF VISIT

Daily	1%
Few times per week	10%
Once per month	20%
Few times per month	47%
Few times per year	19%
Once per year	4%

USUAL TIME TO VISIT THE LIBRARY

Between 9am and noon	62%
Between noon and 3pm	23%
Between 3pm and 6pm	15%

EMPLOYMENT STATUS

Unemployed	6%
Employed part time	20%
Employed full time	20%
Student	2%
Retired	40%
Full time parent	9%
Home duties without children	3%

GENDER OF RESPONDENTS

Male	15%
Female	84%
Prefer not to say	1%

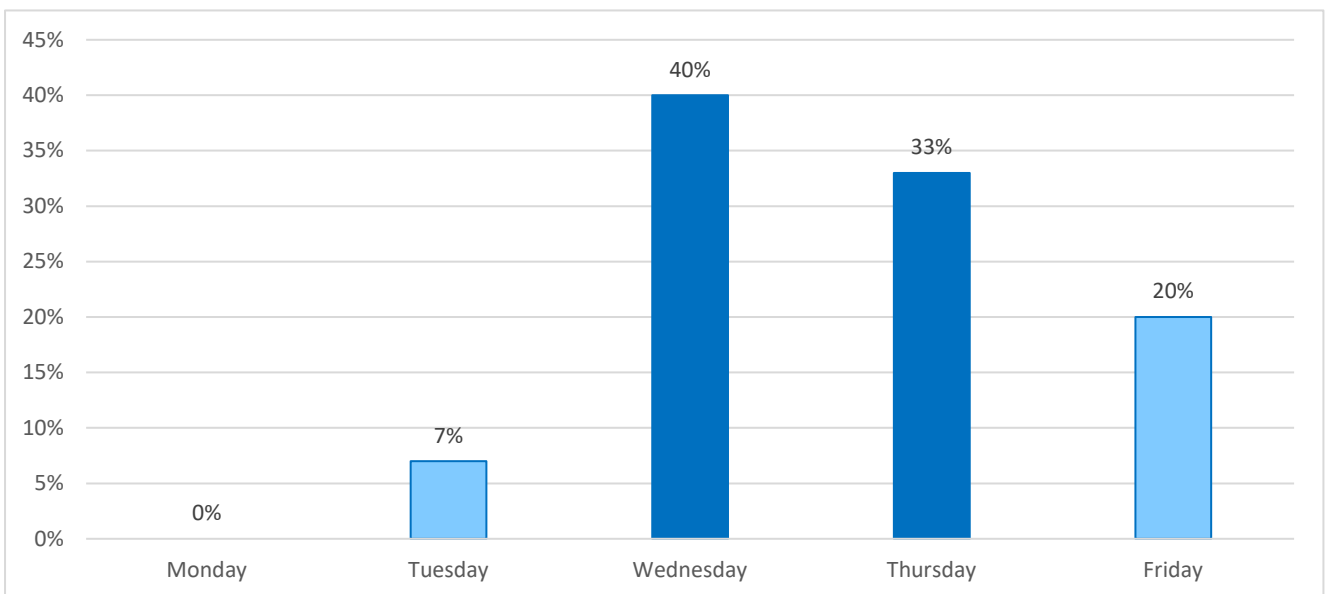## PLACE OF BIRTH

Australia	79%
Overseas English-speaking	17%
Overseas non-English-speaking	4%
Prefer not to say	1%

6. Additional Questions

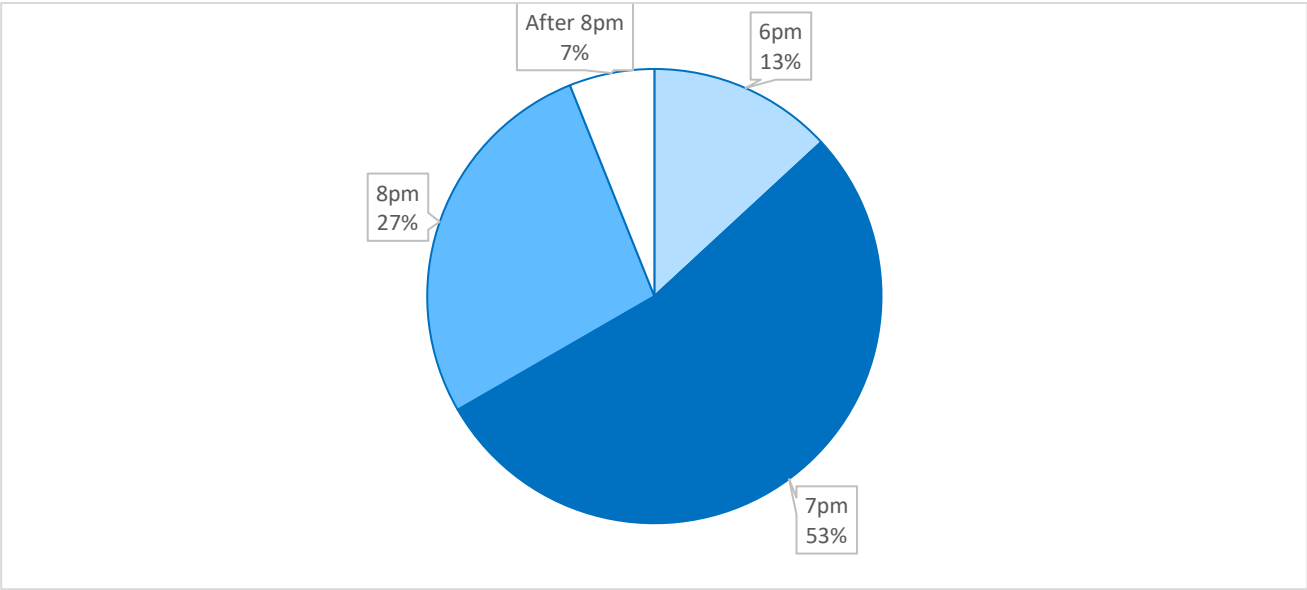## WOULD YOU PREFER TO SEE THE LIBRARY OPEN ON A SATURDAY MORNING OR A WEEKDAY EVENING?

No preference
36%

Saturday
56%

Weekday evening
7%
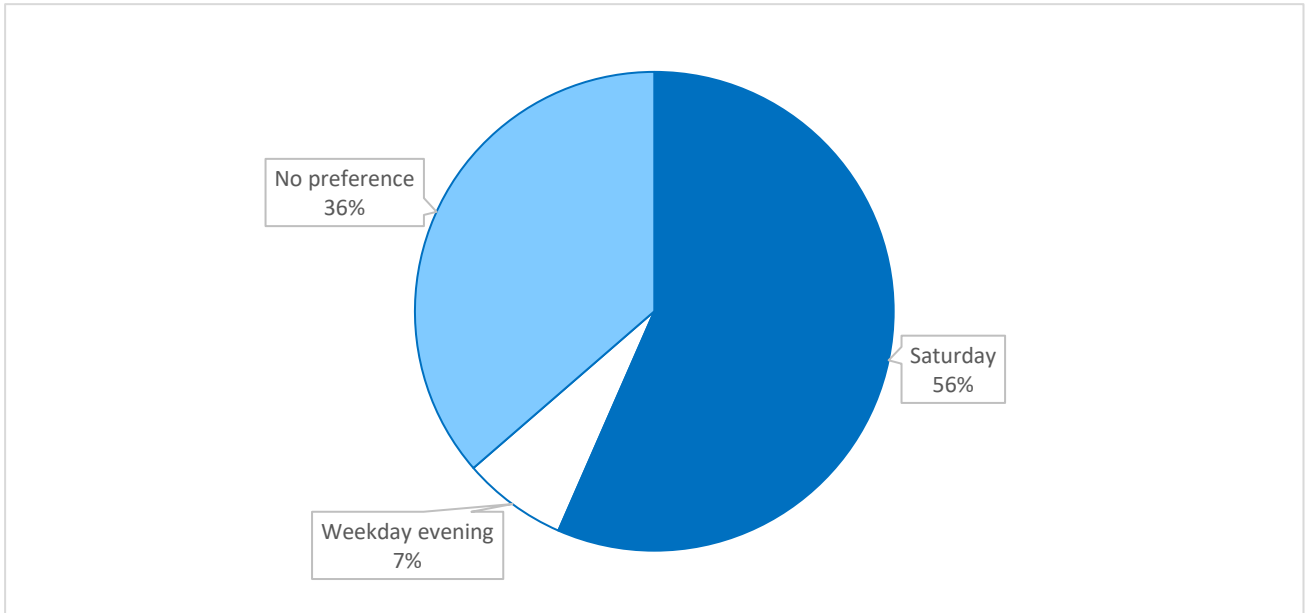
WHICH EVENING WOULD SUIT YOU BEST?

Monday: 0%
Tuesday: 7%
Wednesday: 40%
Thursday: 33%
Friday: 20%

*Only 7% of respondents answered this question

HOW LATE WOULD YOU LIKE THE LIBRARY OPEN UNTIL?*

- After 8pm 7%
- 6pm 13%
- 8pm 27%
- 7pm 53%

*NB: Only 7% of respondents answered this question

WHAT IS YOUR OPINION OF THE LIBRARY SERVICE?

Category	Percentage
Very good	79%
Good	16%
Satisfactory	4%
Poor	0%
Very Poor	1%
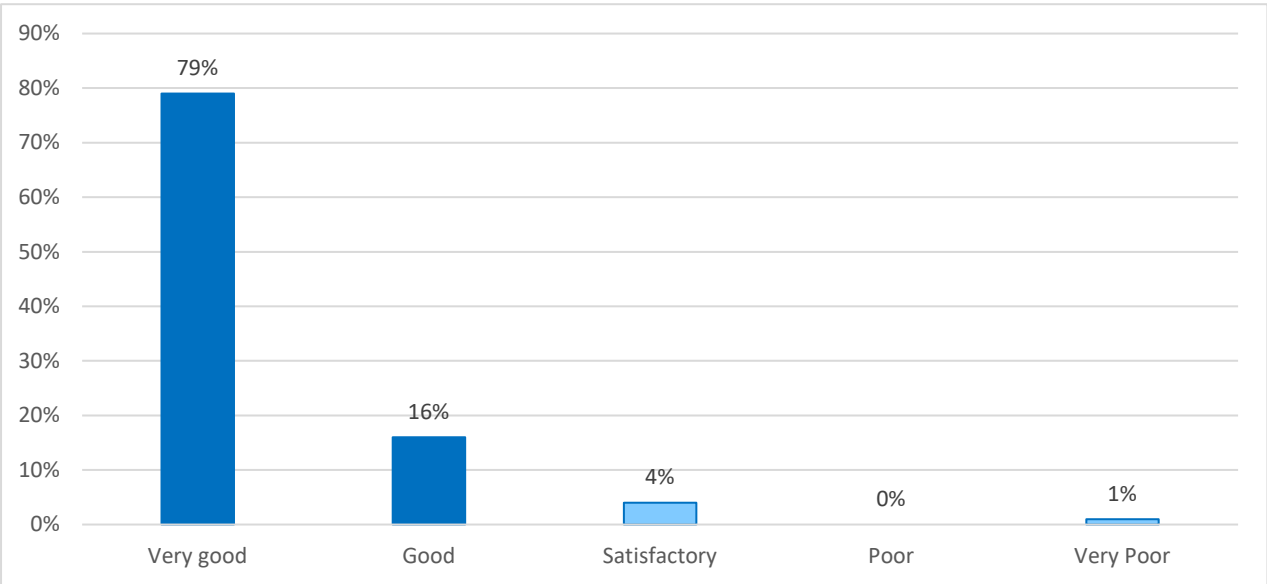
WHICH PROGRAMS WOULD YOU BE INTERESTED IN ATTENDING IN FUTURE AT THE LIBRARY BRANCH YOU VISIT MOST?

	FIRST (%)	SECOND (%)	THIRD (%)
Early and family literacy including Storytime, Wriggle and Rhyme, Toddler Time and Wriggle and Rhyme	17%	3%	4%
Junior programs including school holiday programs	10%	15%	5%
Youth programs	5%	7%	9%
Technology classes including Tech Savvy Seniors and Digital literacy classes	17%	10%	4%
Local studies events/workshops	14%	18%	14%
Social/adult literacy events including book clubs/chats, author talks, craft groups, guest speakers	21%	16%	12%
Events outside of hours including silent book club, author talks	6%	8%	9%
Online events including author talks, guest speakers and information sessions	7%	8%	17%
Other	3%	1%	3%

Note: Total for activity rank can be less than 100%, representing the percentage of respondents (n = 204) that picked an activity in each rank.

WHAT NEEDS SHOULD THE LIBRARIES MEET IN THE FUTURE?

Be spaces that inspire creativity & innovation	74%
Be spaces for small business to begin	21%
Be spaces for diverse cultures to meet, learn and share	64%
Enhance health & wellbeing	71%
Other	7%

Note: Total for future expectations of library can be more than 100%, representing users who selected more than 1 outcome.

7. Comments and Responses (Open-ended)

Note: This report shares only a sample of the comments, along with a count of some of the most mentioned words in each section below. A full list of comments for all questions is provided as an attachment with this report.

"BEST ASPECTS ABOUT THE LIBRARY"

SUMMARY:

- **"Staff"** (40 times) was the most commonly used word when respondents were asked for further comments about their library service. Respondents most frequently mentioned staff being **"helpful"** (26 times), **"friendly"** (21 times) and **"great"** (20 times), and creating an attractive and inviting atmosphere/vibe.
- Respondents also appreciated the number, variety and quality of children's/holiday activities and resources available at the libraries, and the way children are made to feel welcomed and included.

"The Lockyer Libraries do a wonderful job at providing different events for young children! We've loved every event we've been to and are so grateful that they are run! Thank you!"

"We LOVE attending the children's activities. My active toddler needs the stimulation since our second born came along. We love seeing Miss Julieanne and Miss Chelle at the library"

"I can't speak highly enough of the staff, very friendly and always helpful"

"Staff are always extremely friendly and very helpful, and a part of what our family looks forward to each library visit"

"SUGGESTED IMPROVEMENTS AT THE LIBRARY"

SUMMARY:

- Respondents would like to see a wider variety and quantity of resources/material available in the libraries.
- Respondents would like to see more extensive library opening hours, particularly including evenings and weekends.

"Not enough variety in certain sections and not enough material"

"Need more books of the classics & non fiction, need better, easier to navigate website"

"I feel like there is a significantly low number of books to choose from"

"Please open Saturdays again. Working full-time it's very hard to get there during the week and I'm always pushed for time"

"They should be open longer and on weekends for those of us who work full time - I would go much more often!!"

"All great. I rarely spend time in the library because it's too noisy. In the past I've utilised libraries as places to study and research. Not so at Gatton. No the fault of staff. It doubles as a children's play area"

How can the results be used?

Each year CERM PI service quality reports are conducted for many Australian Libraries. Some of the ways your organisation may benefit from the information in this report include:

- Share and discuss the results of the report with staff at the Library.
- Promote key results to Customers and thank them for their contribution.
- Incorporate the information into management plans, KPIs and contracts where relevant.

Consider further analysis. Does this report highlight something you'd like to know more about? We can help with this.

Examples of Recent CERM PI industry collaborators

Adelaide City

Adelaide Hills

Adelaide Plains

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Port Lincoln

Prospect

Public Library Services (SA)

Randwick

Roxby Downs

Tea Tree Gully

Toowoomba

Unley

Victor Harbour

Wattle Ranges

Whyalla

Yorke Peninsula

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