



# Me & Now of Customer Satisfaction

Library Assessment & Continuous Improvement

Ian Whyte  
Acting Chief Librarian  
University of Toronto Mississauga Library  
[ian.whyte@utoronto.ca](mailto:ian.whyte@utoronto.ca)

Ontario Library Association Super Conference  
February 2008



## Presentation Outline

- U of T Mississauga Library
  - Background information
- Service assessment experience
- New service satisfaction tool – LibSat™
  - What is it?
  - Functionality
  - Benefits
- Outcomes of using LibSat



U of T Mississauga Library – Hazel McCallion Academic Learning Centre  
University of Toronto Mississauga  
© 2008

1. Frame my presentation by first providing some context about our brand new Library that opened its doors in October 2006
2. Briefly talk about some of our assessment initiatives
3. Bulk of presentation will focus on our experience specifically with Counting Opinions LibSat survey and what I see as its benefits
4. Finish with a summary of the outcomes our using LibSat



1. Opened the Hazel McCallion Academic Learning Centre October 10, 2006
2. \$34 million building designed by Toronto architect's Shore, Tilbe, Irwin, and Partners
3. 108,000 square foot facility across four levels
4. HMALC is absolutely gorgeous inside and out!



1. Over-riding design principle was “people space over collections space”
2. Virtually all of our collections are housed in mobile electric shelving
3. Just under 1200 study spaces, about 85% more space than we had in the previous library, including 19 group study rooms
4. Leadership in Energy and Environmental Design (LEED) certified at silver level



1. Exterior cladding uses Prodema (resin-based wood product that makes the building look very rich and warm
2. Three outdoor gardens, including a rooftop garden
3. Design of the building based on a Japanese puzzle box metaphor; parts of the building are pulled out in different directions to reveal the treasure within – our collection
4. November 2007 - Hazel McCallion Academic Learning Centre one of several recipients of the Mississauga Urban design award of excellence. Centre also received Mississauga Urban Design People's Choice Award



1. Photo of north side of Level 2 featuring our BIX lounge chairs, which the students really like
2. In far corner we have four of our 19 nineteen study rooms; four on Level 1 and other 11 on Level 3



1. Photo taken in our RBC Financial Learning Commons
2. 170 public computers in our Learning Commons and Smart Classroom
3. 30 laptops for loan that are pretty much always signed out
4. Entire building is wired for wireless



1. View along the west side of level three.
2. On left there is bar seating the entire length of the building
3. On right there are the 11 of our 19 study rooms

## If we build it will they come?

- Yes!
- ... and in unprecedented numbers
- Library a huge success, but ...
  - Behavioural issues (e.g., noise)
  - Over-occupancy
  - Study space constraints
  - Absentee students
  - Use of space for purposes not intended



U of T Mississauga Library – Hazel McCallion Academic Learning Centre  
University of Toronto Mississauga  
© 2008

1. We built the Library and did they come? Yes!
2. At one point in our design phase we were actually concerned if students would come and use the Library because it is not geographically more remote. They started coming the first day we had record numbers.
3. But life in the Library has not been perfect. It's been a huge success and because of the success there has been issues such as:
  - Noise
  - Over-occupancy (safety and fire code concerns)
  - Study space constraints – strong sentiment against non-UTM students using the facility
  - Absentee students claiming space and disappearing for hours at a time
  - Use of space for social purposes beyond which building was designed

## Service Assessment Experience

- U of T Libraries' satisfaction survey
- "Tell Us What You Think" comment box
- Topic-focused surveys
- Focus groups
- Informal feedback
- LibQUAL+



U of T Mississauga Library – Hazel McCallion Academic Learning Centre  
University of Toronto Mississauga  
© 2008

1. Turn to service assessment experience.
2. Focus on service development and integrating service assessment are both key strategic directions for the U of T Mississauga Library - We are committed to listening and responding to feedback.
3. U of T Libraries has been doing its own home grown service satisfaction survey since 1999
  - Run ever two years
  - U of T Miss results extracted in 2006
4. Other assessment initiatives include:
  - Tell Us comments – during peak periods we will see 40-50 comments in a month, for which we prepare written responses and post to a comment board with the original comment
  - Instructional technology surveys of students and faculty
  - Evaluation of classroom instruction
  - Periodic focus groups
  - Informal assessment via email and other in-person interactions
5. We ran the LibQUAL survey for the first time in 2007 – three versions, one for each campus in March – April 2007
6. LibQUAL revealed we had issues associated with Library as place and information control and from the comments we determined there were some noise issues and problems accessing course materials
7. We had 276 response across students, faculty, and staff, 156 of which were undergraduate student responses.
  - 120 respondents provided comments and after categorizing them we had 160 distinct comments.
  - The two most significant issues were noise and sufficient seating, although space was pretty evenly split with positive and negative comment

## LibSat™ Service Satisfaction Survey

- LibSat Survey
  - Web-based primarily
  - Automates gathering data continuously
- Generates composite index – an overall snapshot of user identified improvement opportunities
  - *S*atisfaction
  - *Q*uality
  - *U*sage
  - *I*mportance
  - *R*eferral
  - *E*xpectation



U of T Mississauga Library – Hazel McCallion Academic Learning Centre  
University of Toronto Mississauga  
© 2008

1. Started working with Counting Opinions earlier in 2006, even before we started planning for LibQUAL. January 2007 we formally rolled our beta implementation of the LibSat survey to the community.
2. LibSAT is a web-based survey tool for gathering service satisfaction data continuously.
3. Composite index provides an overall snapshot of a library's, user identified satisfaction improvement opportunities
4. Measures "gap" between Satisfaction, Quality, and Usage versus the Importance, Expectation, and Likelihood of referring.
5. Following slides take you through some of the functionality of LibSat: First we will look at the survey itself, then some of the report tools, and then the comment management tools.

U of T Mississauga Library  
Hazel McCallion Academic Learning Centre

**Counting Opinions**

[privacy policy](#)

Copyright © 2008  
Counting Opinions  
(SQUIRE) Ltd  
All Rights Reserved

## Customer Satisfaction Survey

### Welcome,

Thank you for participating in our on-line Customer Satisfaction survey.

**Your feedback is very important to us.** It will help us to identify areas where we can improve services and better understand the needs in our community.

We offer a regular length and a more in-depth version of the survey. Please note that there is no need to answer any questions that do not apply to you.

To begin, select either the long or the short survey then click the BEGIN SURVEY button (below)

Sincerely,

Mary Ann Mavrinac, Chief Librarian  
U of T Mississauga Library

U of T Mississauga Library

U of T Mississauga Library


-- select a survey version --


**Begin Survey**


1. This is the home page for our customized version of the survey at [utm.countingopinions.com](http://utm.countingopinions.com)
2. Links to the survey are facilitated through a variety of mechanisms from the Library's home page. We have not as yet offered a print version of the survey because with our previous U of T survey no one used the print version.
3. From the second drop down list there are choices for a brief or an extended version of the survey; the regular survey takes about 5-7 minutes and the more in-depth survey takes about 15 minutes.


U of T Mississauga Library Hazel McCallion Academic Learning Centre							
Indicate your level of agreement from the following choices: 2-Disagree, 3-Somewhat Disagree, 4-Neither Agree Nor Disagree 5-Somewhat Agree, 6-Agree				< strongly disagree		strongly agree >	
	1	2	3	4	5	6	7
This Library is very important to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am very satisfied with the services of this Library.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The services of this Library consistently meet or exceed my expectations.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The quality of Library services is very high.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will recommend the services of this Library to others.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will reuse the services of this Library.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To find information I prefer to use the following sources ...				Level of Agreement			
Bookstore				--Level of Agreement--			
Information available from the Internet (not from the Library)				--Level of Agreement--			
Media (Television, Radio, Newspapers, etc.)				--Level of Agreement--			
Other Libraries				--Level of Agreement--			
A person (other than a Librarian)				--Level of Agreement--			
Other sources (not listed above)				--Level of Agreement--			
This Library				--Level of Agreement--			
Compared with other Libraries ...				Select A Choice			
This Library provides				--Select A Choice--			
Please indicate all reasons for using this Library ... (choose all that apply)							
study alone	group study	research	recreation/social	instructor led activity	meetings/events	other reasons	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
I am ... (select the best fit)							
undergrad student	grad student	other student	faculty/staff	alumni	visitor		
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		
<a href="#">NEXT</a>							
Copyright © 2008 Counting Opinions (SQUIRE) Ltd., All Rights Reserved							

1. First page of the long survey. Basic version is about 5 pages and the longer one is 9 pages. There are branching questions that determine how many questions are actually asked so the length will vary
2. Take a few moments to scan selection of survey pages so you get a feel for some of the questions asked. Broadly speaking the questions cover Core services, Staff, Collections, Facilities, Equipment, Policies, Context for using the Library, and Competition

				
I have been using the services of this Library for ...				
<1 year	<2 years	<3 years	<4 years	4+ years
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I use Library services primarily ...				
On campus		Remotely		
<input type="radio"/>		<input type="radio"/>		
I have used the following Library services in the past year... (choose all that apply)				
<input type="checkbox"/>	Borrowed items (books and/or other materials)			
<input type="checkbox"/>	Used materials while in the Library (read, view, listen to, browse)			
<input type="checkbox"/>	Used the Library's equipment (e.g., computers, workstations, audio/video equipment, printers, copiers, etc.)			
<input type="checkbox"/>	Attended instructional sessions (e.g. Excel, Minitab, etc.)			
<input type="checkbox"/>	Attended events, programs or meetings			
<input type="checkbox"/>	Used the Library's facilities (e.g., chairs, tables, rooms, washrooms, etc.)			
<input type="checkbox"/>	Accessed Library services from a location other than the Library (e.g., online or over-the-phone)			
<input type="checkbox"/>	Accessed the Internet while at the Library			
<input type="checkbox"/>	Accessed an electronic database (available from the Library)			
<input type="checkbox"/>	Used the online catalogue			
<input type="checkbox"/>	Accessed other catalogue (specify) <input type="text"/>			
<input type="checkbox"/>	Accessed the Library web site			
<a href="#">NEXT</a>				
<small>Copyright © 2008 Counting Opinions (SQUIRE) Ltd., All Rights Reserved</small>				

 <b>U of T Mississauga Library</b> Hazel McCallion Academic Learning Centre	
The aspects of service that most impact my satisfaction include ... (choose all that apply)	
<input type="checkbox"/>	Convenient location
<input type="checkbox"/>	Accessible information
<input type="checkbox"/>	Range of services
<input type="checkbox"/>	Availability of assistance when required
<input type="checkbox"/>	Sufficient availability
<input type="checkbox"/>	Conducive environment
<input type="checkbox"/>	Other (specify) <input type="text"/>
I am most satisfied with ...	
<input type="text"/>	
I am least satisfied with ...	
<input type="text"/>	
The one thing that could be done to improve my experience at the Library includes ...	
<input type="text"/>	
Please share any stories or experiences worthy of mention, regarding any visit to this Library.	
<input type="text"/>	
<a href="#">NEXT</a>	
Copyright © 2008 Counting Opinions (SQUIRE) Ltd., All Rights Reserved	

 <b>U of T Mississauga Library</b> Hazel McCallion Academic Learning Centre		
I use the services of this Library ... (select the best fit)		
<input type="radio"/>	Daily	
<input type="radio"/>	More than once a week	
<input type="radio"/>	Weekly	
<input type="radio"/>	More than once a month	
<input type="radio"/>	Monthly	
<input type="radio"/>	Rarely	
<input type="radio"/>	Never	
I expect to use the services of this Library in the future ...		
more often	about the same	less often
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
During any previous visit to this Library location ...		Yes No
Did Library Staff meet, greet or initiate contact with you at any time?		<input type="radio"/> <input type="radio"/>
I requested assistance of a Library staff member ...		<input type="radio"/> <input type="radio"/>
With respect to staff, I am most satisfied with ...		
[Text input field with scroll bar]		
With respect to staff, I am least satisfied with ...		
[Text input field with scroll bar]		
Any other comments or suggestions regarding staff?		
[Text input field with scroll bar]		
<a href="#">NEXT</a>		
Copyright © 2008 Counting Opinions (SQUIRE) Ltd., All Rights Reserved		

 <b>U of T Mississauga Library</b> Hazel McCallion Academic Learning Centre			
During your most recent visit to this Library location ...		Yes <input type="radio"/>	No <input type="radio"/>
Did Library Staff meet, greet or initiate contact with you at any time?		<input type="radio"/>	<input type="radio"/>
Did you request assistance of a Library staff member?		<input type="radio"/>	<input type="radio"/>
My satisfaction with and the importance to me of the following services provided by this Library ...	Satisfaction	Importance	
Collections	--Satisfaction--	--Importance--	
Online Catalogue	--Satisfaction--	--Importance--	
Instructional Services	--Satisfaction--	--Importance--	
Research & Information Desk	--Satisfaction--	--Importance--	
Information & Loans Desk	--Satisfaction--	--Importance--	
Express Checkout Equipment	--Satisfaction--	--Importance--	
Library Electronic Resources	--Satisfaction--	--Importance--	
Laptop Loans Service	--Satisfaction--	--Importance--	
The service(s) that I am most satisfied with and why?			
<div style="border: 1px solid #ccc; height: 20px;"></div>			
The service(s) that I am least satisfied with and why?			
<div style="border: 1px solid #ccc; height: 20px;"></div>			
Any other comments or suggestions about the services of the Library?			
<div style="border: 1px solid #ccc; height: 20px;"></div>			
<a href="#" style="background-color: #0056b3; color: white; padding: 2px 10px; text-decoration: none;">NEXT</a>			
Copyright © 2008 Counting Opinions (SQUIRE) Ltd., All Rights Reserved			

U of T Mississauga Library Hazel McCallion Academic Learning Centre		
My satisfaction with and the importance to me of the following facilities of this Library ...	Satisfaction	Importance
Hours of access and operation	--Satisfaction--	--Importance--
Accessibility (access within and into building)	--Satisfaction--	--Importance--
Seating/Workspace	--Satisfaction--	--Importance--
Restrooms	--Satisfaction--	--Importance--
Facilities for personal safety	--Satisfaction--	--Importance--
Facilities for security of personal belongings	--Satisfaction--	--Importance--
Facilities for security of Library materials and property	--Satisfaction--	--Importance--
The Library building (e.g., general cleanliness)	--Satisfaction--	--Importance--
Parking	--Satisfaction--	--Importance--
Access to Library from a remote location ... Via phone,online, etc.	--Satisfaction--	--Importance--
The facilities I am most satisfied with include ...		
<input type="text"/>		
The facilities I am least satisfied with include ...		
<input type="text"/>		
Any other comments or suggestions about the facilities of this Library?		
<input type="text"/>		
We appreciate your feedback, comments and suggestions		
<input type="text"/>		
The following information is strictly optional		
Zip/Postal Code:	<input type="text"/>	This information will help us identify response coverage throughout our community
Email Address:	<input type="text"/>	If you wish to receive an Email reminder, for an annual survey follow-up

1. At end of the survey users are asked to enter their postal code for geographically mapping distribution of respondents
2. Users are also asked to enter their email address. In this case users are sent an annual reminder. We will likely be changing this, asking if users would like to be contacted for follow up as a result of their concerns.

**Counting Opinions**

**Reports**

- Summary Reports
- Comment Management
- Custom Reports
- Benchmarking Reports
- Getting Started
- Logout
- Reports Home
- Portal Home

**CUSTOMER PORTAL**

**Custom Reports** [Create Report](#)

[Select/Update/Delete an Existing Report](#)

Report Name	Description	Last Update	Delete
<a href="#">Test report</a>	Test	2007-01-27	<a href="#">Delete</a>
<a href="#">StaffResponses</a>	Test report for staff only responses	2007-02-06	<a href="#">Delete</a>
<a href="#">Report U of T Mississauga Library Students, Faculty, and Staff</a>	Responses from students, faculty, and staff	2008-01-03	<a href="#">Delete</a>
<a href="#">Grad and Undergrad Results</a>	Filter results to only show Grad and Undergrad results	2007-03-11	<a href="#">Delete</a>
<a href="#">AllResults</a>	View of all results	2007-07-04	<a href="#">Delete</a>
<a href="#">RIS</a>	ris	2007-11-01	<a href="#">Delete</a>
<a href="#">Grad Student Only Responses Importance</a>	Grad Student Only Responses Importance	2007-11-14	<a href="#">Delete</a>
<a href="#">Satisfaction with Facilities</a>	Satisfaction with Facilities	2008-01-03	<a href="#">Delete</a>
<a href="#">Fall Term versus Winter+Summer</a>	Fall Term versus Winter+Summer	2008-01-10	<a href="#">Delete</a>
<a href="#">Overall Satisfaction</a>	Overall Satisfaction	2008-01-30	<a href="#">Delete</a>
<a href="#">Services Satisfaction Report</a>	Report comparing services satisfaction from first half of 2007 to the second half of 2007.	2008-01-30	<a href="#">Delete</a>

**Cross Tab Reports** [Create Report](#)

[Select/Update/Delete an Existing Report](#)

Report Name	Description	From	To	Last Update	Delete
<a href="#">Test Cross-Tabs Report</a>	Test	2006-11-27	2007-02-06	2007-02-06	<a href="#">Delete</a>
<a href="#">Grad and Undergrad Satisfaction</a>	Example report to compare satisfaction by Sub-group	2007-09-01	2007-12-30	2008-01-28	<a href="#">Delete</a>
<a href="#">Major-Satisfaction Test</a>	Comparing the satisfaction levels of students based on their Major.	2007-01-01	2007-12-02	2007-12-02	<a href="#">Delete</a>
<a href="#">Satisfaction by Frequency</a>		2007-01-01	2007-12-30	2008-01-07	<a href="#">Delete</a>
<a href="#">Satisfaction by level</a>		2007-01-01	2007-12-21	2008-01-03	<a href="#">Delete</a>
<a href="#">Primary Reasons For Using Library</a>	Primary Reasons For Using Library	2007-01-01	2008-02-01	2008-01-30	<a href="#">Delete</a>
<a href="#">InfoLoans</a>		2007-11-03	2008-01-03	2008-01-03	<a href="#">Delete</a>
<a href="#">Status vs Length of Library Use</a>	Importance vs Exceed Expectations	2007-01-01	2008-02-01	2008-01-30	<a href="#">Delete</a>
<a href="#">Importance vs Satisfaction</a>	Importance vs Satisfaction	2007-09-01	2007-12-21	2008-01-30	<a href="#">Delete</a>
<a href="#">Status vs Satisfaction</a>	Status vs Satisfaction	2007-01-01	2008-02-01	2008-01-30	<a href="#">Delete</a>

Copyright © 2008 Counting Opinions (SQUIRE) Ltd.  
All Rights Reserved

1. As a subscriber to LibSat you have access to the administrative back end. This is where the report and comment management tools reside.
2. Because of the level of busyness and building issues after opening the new Library it was only towards the end of last summer that we started to leverage the report tools. Counting Opinions also added new functionality that has made it easier for us to extract data.

**Counting Opinions**

**Reports**

- Summary Reports
- Comment Management
- Custom Reports
- Benchmarking Reports
- Getting Started
- Logout
- Reports Home
- Portal Home

### Custom Report Settings

Report Name: Services Satisfaction Report

Description: Report comparing services satisfaction from first half of 2007 to the second half of 2007.

Branch Type: Public

Branches:

- All
- U of T Mississauga Library
- Staff at UTM Library
- Internal Testing Only

Dimensions:

- All
- Overall
- Service
- Staff
- Facilities
- Competition

Questions:





































- All
- I am very satisfied with the services of this Library.
- The quality of Library services is very high.
- I will definitely reuse the services of this Library.
- This Library is very important to me.
- I will definitely recommend the services of this Library to others.

Period	From		To	
	Year	Month	Year	Month
Period 1	2007	January	2007	June
Period 2	2007	July	2007	December

Create

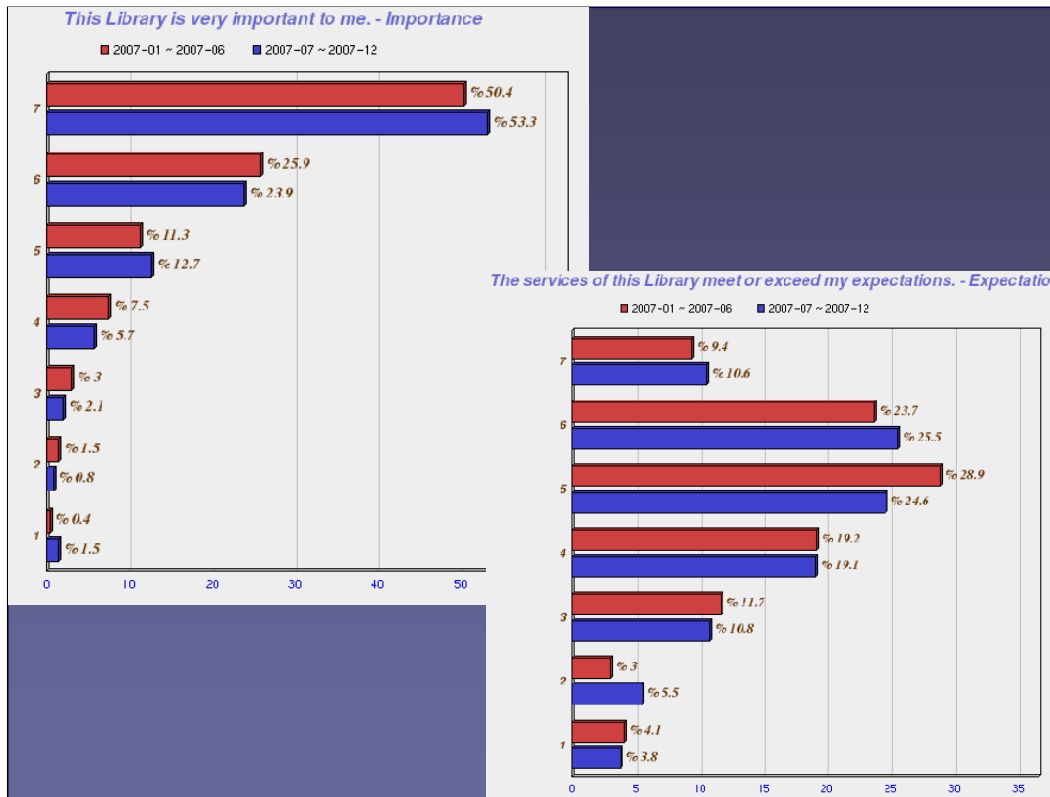
Copyright © 2008 Counting Opinions (SQUIRE) Ltd.  
All Rights Reserved

1. Selecting Custom Reports takes us to this screen. The survey is organized in blocks of questions where each block is associated with a dimension. On the left we can select one or more dimensions, select specific questions related to the dimensions of interest, and then select a range of dates for comparative purposes.
2. Here I am preparing a report for illustration purposes of service satisfaction comparing data from the first half of the year with the second half.


Services Satisfaction Report				Current Date	Survey Start Date		
				2008-01-30	2006-08-21		
Survey version	-- All --	Email	-- All --	Postal/Zip Code	-- All --		
Language	-- All --	Distance	-- All --				
Run Report		Run Grouping Report					
From	To	Total Responses	Responses	SQUIRE Index			
2007-01-01	2007-06-31	277	268	6.8			
2007-07-01	2007-12-31	476	478	6.12			
Public			Responses	Average	GAP	Average	Responses
Overall							
I am very satisfied with the services of this Library.  			266	4.93	0	4.92	471
The quality of Library services is very high.  			266	4.93	-0.05	4.98	472
This Library is very important to me.  			266	6.07	-0.04	6.12	473
The services of this Library meet or exceed my expectations.  			266	4.74	0	4.74	471
Service							
Collections							
Satisfaction  			81	4.66	-0.45	5.11	123
Importance  			80	5.71	0.24	5.47	120
Online Catalogue							
Satisfaction  			80	5.76	0.2	5.56	124
Importance  			82	6.36	0.36	6	122
Instructional Services							
Satisfaction  			75	4.46	-0.16	4.63	119
Importance  			77	4.45	-0.09	4.55	118
Research & Information Kiosk							
Satisfaction  			78	4.93	-0.06	4.99	121
Importance  			80	5.57	0.11	5.46	121
Loans & Information Desk							
Satisfaction  			80	4.96	-0.05	5.02	120
Importance  			80	5.82	0.41	5.41	120
Express Checkout Kiosks							
Satisfaction  			78	5.14	-0.14	5.28	121
Importance  			78	5.01	-0.19	5.2	120
Library Electronic Resources							
Satisfaction  			80	5.5	0.16	5.33	120
Importance  			80	6.33	0.2	6.12	120

1. After making selections and naming the report I can then run it and immediately see the results.

2. From here if we wanted we could do some additional filtering. We can also look graphically at specific responses by clicking on one of these icons.



1. For example, Here is a bar chart of the response distribution for the question “The Library is very important to me.” Next, is a quick bar chart of responses to the question “The services of this Library meet or exceed my expectations.”



**Counting Opinions**

**Reports**

- Summary Reports >
- Comment Management >
- Custom Reports >
- Benchmarking Reports >
- Getting Started >
- Logout
- Reports Home
- Portal Home

**CUSTOMER PORTAL**

**Custom Reports** [Create Report](#)

[Select/Update/Delete an Existing Report](#)

Report Name	Description	Last Update	Delete
<a href="#">Test report</a>	Test	2007-01-27	<a href="#">Delete</a>
<a href="#">StaffResponses</a>	Test report for staff only responses	2007-02-06	<a href="#">Delete</a>
<a href="#">Report U of T Mississauga Library Students, Faculty, and Staff</a>	Responses from students, faculty, and staff	2008-01-03	<a href="#">Delete</a>
<a href="#">Grad and Undergrad Results</a>	Filter results to only show Grad and Undergrad results	2007-03-11	<a href="#">Delete</a>
<a href="#">AllResults</a>	View of all results	2007-07-04	<a href="#">Delete</a>
<a href="#">RIS</a>	ris	2007-11-01	<a href="#">Delete</a>
<a href="#">Grad Student Only Responses</a>	Grad Student Only Responses	2007-11-14	<a href="#">Delete</a>
<a href="#">Importance</a>	Importance	2008-01-03	<a href="#">Delete</a>
<a href="#">Satisfaction with Facilities</a>	Satisfaction with Facilities	2008-01-08	<a href="#">Delete</a>
<a href="#">Fall Term versus Winter+Summer</a>	Fall Term versus Winter+Summer	2008-01-10	<a href="#">Delete</a>
<a href="#">Overall Satisfaction</a>	Overall Satisfaction	2008-01-30	<a href="#">Delete</a>
<a href="#">Services Satisfaction Report</a>	Report comparing services satisfaction from first half of 2007 to the second half of 2007.	2008-01-30	<a href="#">Delete</a>

**Cross Tab Reports** [Create Report](#)

[Select/Update/Delete an Existing Report](#)

Report Name	Description	From	To	Last Update	Delete
<a href="#">Test Cross-Tabs Report</a>	Test	2006-11-27	2007-02-06	2007-02-06	<a href="#">Delete</a>
<a href="#">Grad and Undergrad Satisfaction</a>	Example report to compare satisfaction by Sub-group	2007-09-01	2007-12-30	2008-01-28	<a href="#">Delete</a>
<a href="#">Major-Satisfaction Test</a>	Comparing the satisfaction levels of students based on their Major.	2007-01-01	2007-12-02	2007-12-02	<a href="#">Delete</a>
<a href="#">Satisfaction by Frequency</a>		2007-01-01	2007-12-30	2008-01-07	<a href="#">Delete</a>
<a href="#">Satisfaction by level</a>		2007-01-01	2007-12-21	2008-01-03	<a href="#">Delete</a>
<a href="#">Primary Reasons For Using Library</a>	Primary Reasons For Using Library	2007-01-01	2008-02-01	2008-01-30	<a href="#">Delete</a>
<a href="#">InfoLoans</a>		2007-11-03	2008-01-03	2008-01-03	<a href="#">Delete</a>
<a href="#">Status vs Length of Library Use</a>	Importance vs Exceed Expectations	2007-01-01	2008-02-01	2008-01-30	<a href="#">Delete</a>
<a href="#">Importance vs Satisfaction</a>	Importance vs Satisfaction	2007-09-01	2007-12-21	2008-01-30	<a href="#">Delete</a>
<a href="#">Status vs Satisfaction</a>	Status vs Satisfaction	2007-01-01	2008-02-01	2008-01-30	<a href="#">Delete</a>

Copyright © 2008 Counting Opinions (SQUIRE) Ltd.  
All Rights Reserved

1. Back to our menu, another option we can select is reports for cross tabulations or contingency tables.

Counting Opinions

CUSTOMER PORTAL

**Reports**

- Summary Reports
- Comment Management
- Custom Reports
- Benchmarking Reports
- Getting Started
- Logout
- Reports Home
- Portal Home

### Cross-Tab Report Settings

Report Name: Importance vs Satisfaction

Description: Importance vs Satisfaction

Report Period

From: 2007 September 1

To: 2007 December 21

Branch Type: Public

Branch(es): U of T Mississauga Library, Staff at UTM Library, Internal Testing Only

**Independent Variable**

Dimension: Overall

Question: This Library is very important to me. Group Options

**Dependent Variable**

Dimension: Overall

Question: I am very satisfied with the services of this Library. Group Options

Save Updated Report Settings Run Report

Copyright © 2008 Counting Opinions (SQUIRE) Ltd. All Rights Reserved

1. Like custom report we name the report, select a report period from which to extract the data, select an independent variable for the cross tab and a dependent variable In this case, I am running a report of
2. For each selection we must select first the dimension and then the specific question. This allows us to see the joint distribution of one variable with respect to the other.

Overall - Satisfaction								
Overall - Importance	1	2	3	4	5	6	7	Row Total
Low importance	<u>4</u> 20 26.7	<u>2</u> 10 14.3	<u>6</u> 30 14.6	<u>1</u> 5 1.6	<u>2</u> 10 1.8	<u>2</u> 10 1.9	<u>3</u> 15 5.9	20 5
Neither			<u>2</u> 8.3 4.9	<u>12</u> 50 18.8	<u>7</u> 29.2 6.1	<u>3</u> 12.5 2.9		24 5.9
High importance	<u>11</u> 3.1 73.3	<u>12</u> 3.3 85.7	<u>33</u> 9.2 80.5	<u>51</u> 14.2 79.7	<u>105</u> 29.2 92.1	<u>100</u> 27.8 95.2	<u>48</u> 13.3 94.1	360 89.1
Column Total	15 3.7	14 3.5	41 10.1	64 15.8	114 28.2	105 26	51 12.6	404 100

Note: Underlined values in each table cell are actual response counts. These values link to the respondents profiles matching the criteria in that cell. Blue numbers in each cell are percentages(%) of row values in that cell. Green numbers in each cell are percentages(%) of column values in that cell.

1. Here I am taking an extra step and have grouped the overall importance variable into low importance, neither high or low, and high importance. The underlined values are the actual response counts. The blue numbers are percentages of row values in that cell and the green numbers are percentages of column values.
2. One really nifty feature is the underlined values are hyperlinked.

CUSTOMER PORTAL		HOME
<b>Respondent Info</b>		
Survey Date	2007-12-14	
Branch Initials	MB	
Postal Code	No	
Email	No	
Duration	07:23	
SQUIRE Index	29.63	
<b>Questions</b>	<b>Responses</b>	
Competition		
Bookstore	4	
Information available from the Internet (not from the Library)	4	
Media (Television, Radio, Newspapers, etc.)	4	
Other Libraries	7	
A person (other than a Librarian)	4	
Other sources (not listed above)	4	
This Library provides	lower value	
In the past year, you have ...		
You ...		
This Library	5	
Context		
I am ... (select the best fit)	undergrad	
My status is ...	Full time	
My use of Library services is primarily done ...	On campus	
Length of Program	4 year	
Current Level	1st year	
Major	Sociology	
Minor (if applicable)		
Please indicate all reasons for using this Library ... (choose all that apply)	study alone	
The primary reason for using this Library relates to ... (select the best fit)	study alone	
Please indicate those aspects of service that most impact your satisfaction ... (choose all that apply)	Convenient location	
Please indicate all Library services that you have used in the past		

1. Selecting one of the links takes us to a the respondent comments. Clicking on any one of these allows us to mine down right to the individual survey so that you can read comments in context with the person's other responses (completely anonymous of course).

**Context - I Have Been Using The Services Of This Library For**

<b>Context - I Am</b>	<b>&lt; 1 year</b>	<b>&lt; 2 years</b>	<b>&lt; 3 years</b>	<b>&lt; 4 years</b>	<b>4+ years</b>	<b>Row Total</b>
<b>undergrad</b>	$\frac{245}{34.8}$ 93.5	$\frac{203}{28.8}$ 94	$\frac{112}{15.9}$ 97.4	$\frac{99}{14}$ 96.1	$\frac{46}{6.5}$ 74.2	$\frac{705}{93}$
<b>grad</b>	$\frac{10}{37}$ 3.8	$\frac{10}{37}$ 4.6		$\frac{1}{3.7}$ 1	$\frac{6}{22.2}$ 9.7	$\frac{27}{3.6}$
<b>other</b>	$\frac{1}{20}$ 0.4	$\frac{1}{20}$ 0.5	$\frac{1}{20}$ 0.9		$\frac{2}{40}$ 3.2	$\frac{5}{0.7}$
<b>faculty/staff</b>	$\frac{2}{25}$ 0.8			$\frac{1}{12.5}$ 1	$\frac{5}{62.5}$ 8.1	$\frac{8}{1.1}$
<b>alumni</b>	$\frac{1}{16.7}$ 0.4	$\frac{1}{16.7}$ 0.5		$\frac{2}{33.3}$ 1.9	$\frac{2}{33.3}$ 3.2	$\frac{6}{0.8}$
<b>visitor</b>	$\frac{3}{42.9}$ 1.1	$\frac{1}{14.3}$ 0.5	$\frac{2}{28.6}$ 1.7		$\frac{1}{14.3}$ 1.6	$\frac{7}{0.9}$
<b>Column Total</b>	$\frac{262}{34.6}$	$\frac{216}{28.5}$	$\frac{115}{15.2}$	$\frac{103}{13.6}$	$\frac{62}{8.2}$	$\frac{758}{100}$

1. Here is contingency table that displays the distribution of status versus the number of years using Library services.
2. One of the issues for continuous surveying is ensuring a relative degree of representativeness. A strategy we are looking at is to target specific areas of our website to increase responses from faculty and graduate students.

**Counting Opinions**

**U of T Mississauga Library**  
Survey Start Date: 2006-08-21

Report Type: Text Report

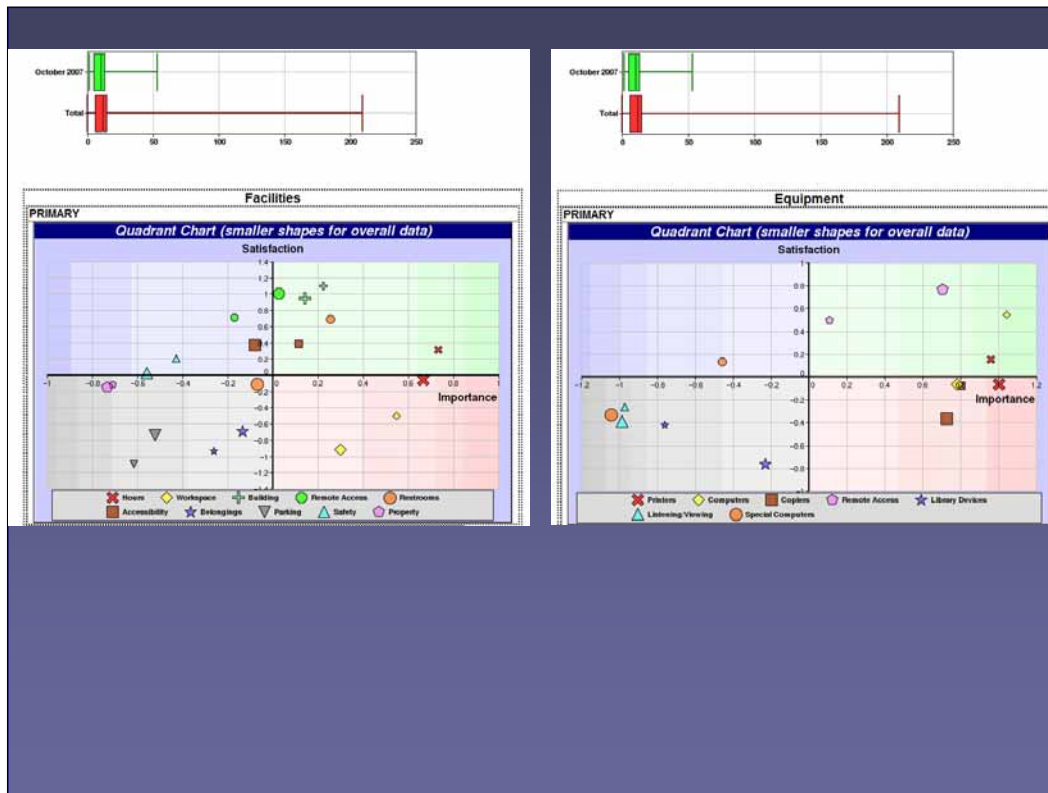
Dimension(s): All, Overall, Service, Staff

Year/Month: 2008, January

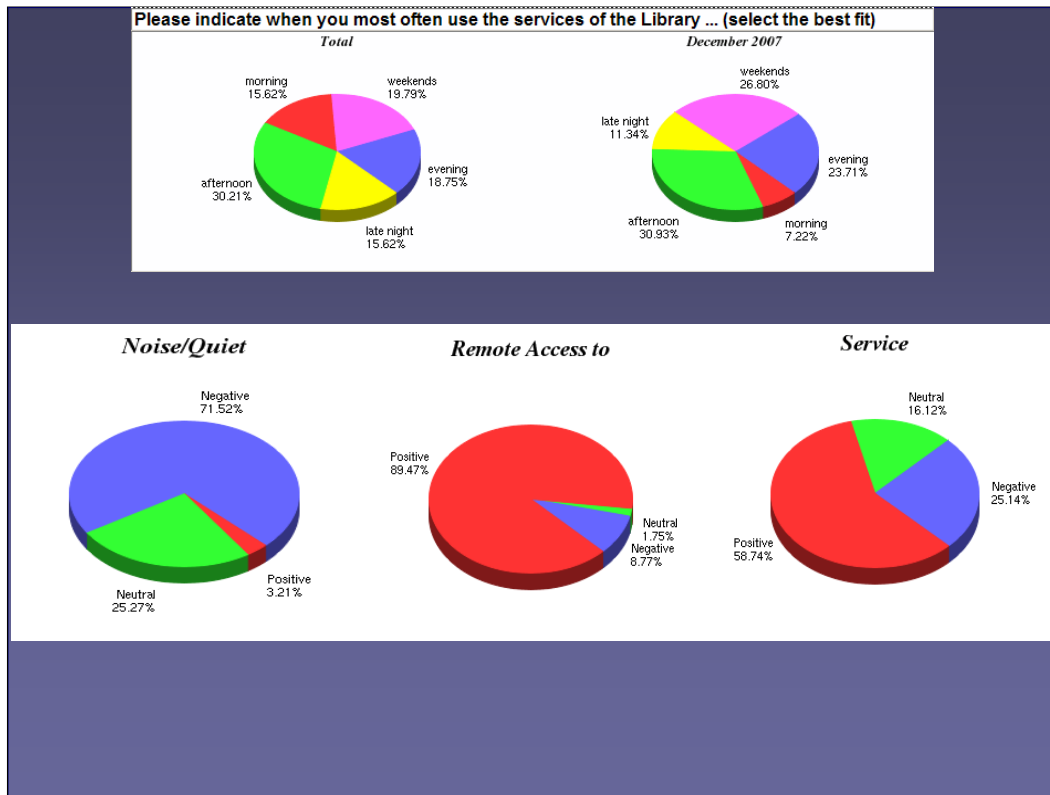
Period	Responses	SQUIRE Index	Total Time	Avg Duration	Fastest	Slowest	Email	Respondents with Comments	Zip/Postal	Avg Distance
Total	788	6.34	6:15:36:44	12:09	00:09	03:29:30	98	555	258	16.56
2008-01	31	7.09	05:43:25	11:04	00:31	51:00	2	22	8	8.33
2007-12	102	7.2	1:00:46:00	14:34	00:14	29:30	7	82	32	4.36
2007-11	187	6.53	1:10:21:45	11:01	00:09	14:16	23	126	54	6.8
2007-10	68	4.93	12:03:27	10:38	01:23	52:55	8	38	20	7.46
2007-09	55	4.27	09:10:31	10:00	01:15	22:02	5	32	17	9.08
2007-08	24	4.75	05:28:30	13:41	01:49	42:05	7	17	9	9.03
2007-07	42	6.76	08:20:16	11:54	02:52	30:52	7	33	20	18.02
2007-06	77	6.43	15:24:58	12:00	02:22	51:57	6	57	25	101.24
2007-05	53	5.51	10:11:04	11:31	01:44	43:15	7	32	18	4.98
2007-04	14	7.09	03:02:35	13:02	04:22	28:12	2	13	5	2.75
2007-03	30	6.7	07:53:35	15:47	02:27	23:04	7	24	8	6.93
2007-02	93	7.69	19:59:18	12:53	02:38	03:32	17	72	38	4.93
2007-01	12	4.31	02:28:36	12:23	04:20	38:40	0	7	4	4.1

© 2008 Counting Opinions (SQUIRE) Ltd.

1. A third type of report is a summary report; the default summary page displays a variety of statistics for each month, including the SQUIRE Index, the total time, average time, fastest and slowest time, and so on. It also presents the number of responses per month.
2. From here we can select a specific month, one or more dimensions, and then select a text, graphical, or frequency display.



1. For example, here are two graphical 2x2 quadrant charts for Facilities and Equipment for the month of October 2007.
2. The area in the bottom right quadrant is the red zone and any values in this area we need to be concerned about; work, hours on the left and computers, printers, and copiers on the right
3. Further examination of comments would reveal there are indeed issues with printers and copiers, or rather the cash to chip machine we have that students use to place money on the cards used for printing and copying. In mid-October we started our 24x5 hours of opening but students want 24x7. Because of the numbers of people in the Library and the issues I mentioned previously the library was noisy and at times crowded; we saw lots of comments that referred to these issues.



# 1. Colour pie charts

Top 20 Ranking - Factors of Importance - September to December 2007			
Rank	Dimension	Question	Importance
1	Facilities	Hours of access and operation	6.50
2	Facilities	Seating/Workspace	6.31
3	Context	Accessing the Internet from the Library	6.26
4	Equipment	Computer workstations	6.12
5	Service	Library Electronic Resources	6.08
6	Facilities	The Library building (e.g., general cleanliness)	6.06
7	Equipment	Printers	6.05
8	Context	Using the Library's facilities (e.g., chairs, tables, rooms, washrooms, etc.)	6.04
9	Context	Accessing the online catalogue	6.00
10	Context	Accessing an online database provided by the Library	5.99
11	Facilities	Restrooms	5.98
12	Service	Online Catalogue	5.92
13	Context	Using the Library's equipment (e.g., computers, workstations, audio/video equipmer	5.90
14	Facilities	Accessibility (access within and into building)	5.87
15	Equipment	Copiers	5.83
16	Context	Accessing the Library from another location	5.77
17	Context	Accessing the Library's web site	5.71
18	Context	Borrowing books and other available materials	5.66
19	Facilities	Remote Access facilities ...	5.61
20	Policies	Lending policies	5.60

1. Another summary report allows me to extract into Excel rankings for various periods. On this slide we have the top 20 dimensions ranked and sorted according to the level of importance from September to December 2007.

Top 20 Ranking - Factors of Satisfaction - September to December 2007			
Rank	Dimension	Question	Satisfaction
1	Facilities	The Library building (e.g., general cleanliness)	5.73
2	Context	Accessing the Library's web site	5.62
3	Service	Online Catalogue	5.55
4	Context	Accessing the online catalogue	5.47
5	Competition	Information available from the Internet (not from the Library)	5.41
6	Context	Accessing the Library from another location	5.37
7	Context	Accessing an online database provided by the Library	5.33
8	Service	Express Checkout Kiosks	5.32
9	Service	Library Electronic Resources	5.28
10	Facilities	Remote Access facilities ...	5.27
11	Facilities	Accessibility (access within and into building)	5.25
12	Context	Using materials while in the Library (to read, view, listen to, browse)	5.24
13	Context	Accessing the Internet from the Library	5.21
14	Context	Borrowing books and other available materials	5.20
15	Context	You often have success in finding the information you are seeking	5.15
16	Context	Using the Library's facilities (e.g., chairs, tables, rooms, washrooms, etc.)	5.09
17	Facilities	Restrooms	5.08
18	Policies	Check In / Check Out	5.07
19	Service	Collections	5.05
20	Facilities	Hours of access and operation	5.04

1. This ranking chart presents the top 20 factors according to levels of satisfaction. Very different from the previous page.

Counting Opinions

Reports

- Summary Reports
- Comment Management
- Custom Reports
- Benchmarking Reports
- Getting Started
- Logout
- Reports Home
- Portal Home

CUSTOMER PORTAL

Comment Report

Current Date: 2008-01-30  
Start Date: 2008-08-21

**U of T Mississauga Library**  
**Comments by Category**

Respondents: 777  
Comments: 2960  
Categorized: 9812

Start: 2007 January 01 Reload  
End: 2008 January 31

All Branches General All Types

Comment Category	General	Positive	Neutral	Negative	Total
Overall	70	37	18	15	70
Support Material	2	0	0	2	2
Events/Programs	1	0	1	0	1
Competition	0	0	0	0	0
Staff	516	249	81	175	516
Knowledgeable/reliable	78	49	0	29	78
Available	68	15	21	32	68
Efficient/helpful	105	81	5	19	105
Friendly/approachable	120	71	7	42	120
SubTotal	887	465	114	297	887
Facilities	1767	493	447	823	1767
Equipment	317	132	68	114	317
Seating	476	123	112	241	476
Internet Access	93	36	21	36	93
Phones	0	0	0	0	0
Web Site	8	7	0	1	8
Restrooms	77	29	4	44	77
Accessibility	8	2	2	4	8
Security	32	3	7	22	32
Cafe/food area	71	10	37	24	71
Directories/signs	6	1	4	1	6
Parking	37	3	4	30	37
Library design	81	45	7	29	81
Computers/software	294	98	81	115	294
Lighting	14	9	0	5	14
Temperature/humidity	14	0	5	9	14
Noise/Quiet	467	15	118	334	467
Printers	95	25	18	52	95
Photocopiers	71	13	10	48	71
Mobile shelving	25	6	1	18	25
Cleanliness of facilities	91	54	5	32	91

1. In terms of the LibSat Survey functionality, I've saved the best for last. This is the survey's comment management system
2. Needless, to say, I really like it!
3. We are now looking at the top of the Comment Summary page. This displays the high level dimensions and the subcategories under them that have been used to tag comments. The tagging is done much like you would tag a bibliographic record using a controlled list of descriptors. We are looking at the Overall category, Support Material, Events/Programs, Competition, Staff, and Facilities




All Branches	General		All Types		
Comment Category	General	Positive	Neutral	Negative	Total
<b>Facilities</b>	1767	493	447	823	1767
Equipment	317	132	68	114	317
Seating	476	123	112	241	476
Internet Access	93	36	21	36	93
Phones	0	0	0	0	0
Web Site	8	7	0	1	8
Restrooms	77	29	4	44	77
Accessibility	8	2	2	4	8
Security	32	3	7	22	32
Cafe/food area	71	10	37	24	71
Directories/signs	6	1	4	1	6
Parking	37	3	4	30	37
Library design	81	45	7	29	81
Computers/software	294	98	81	115	294
Lighting	14	9	0	5	14
Temperature/humidity	14	0	5	9	14
Noise/Quiet	467	15	118	334	467
Printers	95	25	18	52	95
Photocopiers	71	13	10	48	71
Mobile shelving	25	6	1	18	25
Cleanliness of facilities	91	54	5	32	91
Wireless connectivity	57	4	15	38	57
Power outlets	4	2	1	1	4
Safety	14	2	7	5	14
Express Checkout	43	32	2	9	43
<b>SubTotal</b>	<b>4162</b>	<b>1144</b>	<b>976</b>	<b>2035</b>	<b>4162</b>
<b>Collections</b>	353	199	55	99	353
DVD	2	0	0	2	2
Books	93	32	25	36	93
CDs	1	0	0	1	1
Periodicals	25	13	4	8	25
Short term loans/Reserves	49	11	11	27	49
Novelties	8	2	5	1	8
Microfiche	0	0	0	0	0
Electronic journals	85	58	7	20	85
Remote Access to	57	51	1	5	57
online resources	107	87	8	12	107
<b>SubTotal</b>	<b>780</b>	<b>453</b>	<b>116</b>	<b>211</b>	<b>780</b>

1. Here is a second page ... with the remainder of the Facilities sub-categories and Collections

All Branches	General		All Types			
Comment Category	General		Positive	Neutral	Negative	Total
<a href="#">Policies</a>	680		161	186	324	680
<a href="#">Hours of Operation</a>	118		54	33	31	118
<a href="#">Fees and Fines</a>	63		6	9	48	63
<a href="#">Laptop loans</a>	36		20	4	12	36
<a href="#">Study room bookings</a>	17		8	3	6	17
<a href="#">Borrowing policies</a>	76		30	11	35	76
<a href="#">Security</a>	5		0	0	5	5
<a href="#">Library policies in general</a>	12		1	3	8	12
<a href="#">Library code of conduct</a>	126		17	46	63	126
<a href="#">Library access/Non UoT</a>	150		14	47	89	150
<a href="#">Eating/Food &amp; Drink Policy</a>	54		8	21	25	54
<a href="#">No smoking</a>	11		0	2	9	11
<b>SubTotal</b>	<b>1348</b>		<b>319</b>	<b>365</b>	<b>655</b>	<b>1348</b>
<a href="#">Catalogue</a>	53		35	9	9	53
<a href="#">Special Directories</a>	0		0	0	0	0
<b>SubTotal</b>	<b>53</b>		<b>35</b>	<b>9</b>	<b>9</b>	<b>53</b>
<a href="#">Service</a>	375		215	59	91	375
<a href="#">Resource Sharing</a>	61		44	6	11	61
<a href="#">Reference &amp; Research</a>	73		55	4	14	73
<a href="#">Information &amp; Loans</a>	76		58	3	15	76
<a href="#">Instruction</a>	19		11	6	2	19
<a href="#">Re-shelving</a>	4		0	2	2	4
<b>SubTotal</b>	<b>608</b>		<b>383</b>	<b>80</b>	<b>135</b>	<b>608</b>
<a href="#">Context</a>	1540		455	512	573	1540
<a href="#">Convenient location</a>	60		8	14	38	60
<a href="#">A place for various purposes</a>	26		11	14	1	26
<a href="#">Study/assignments</a>	102		28	62	12	102
<a href="#">Research</a>	21		7	14	0	21
<a href="#">Socializing</a>	74		0	27	47	74
<a href="#">Group projects</a>	22		7	15	0	22
<a href="#">Reading</a>	11		4	7	0	11
<a href="#">Quiet/reflection</a>	13		6	6	1	13
<a href="#">Recreational use</a>	19		0	9	10	19
<a href="#">Knowledge/learning</a>	3		1	2	0	3
<a href="#">Rest/relax</a>	10		0	9	1	10
<b>SubTotal</b>	<b>1901</b>		<b>527</b>	<b>691</b>	<b>683</b>	<b>1901</b>
<b>Total</b>	<b>9812</b>		<b>3363</b>	<b>2370</b>	<b>4042</b>	<b>9812</b>

1. And a third page displaying the categories for Policies, Catalogue, Services, Context, and the final overall totals
2. We have responses from 778 usable surveys who have submitted 2967 comments. The total you see at the bottom of 9812 comments is a result of tagging with multiple subcategories.

**U of T Mississauga Library**







 - 
  - **Comment Detail Report** - 
 

[View Details](#)

Branch: All Branches      Date From: 2008-01-01      To: 2008-01-31

Comment Category	General	Positive	Total
<input checked="" type="checkbox"/> Staff	11	11	11

Comments made about staff (any)

Date	Branch	Comment
Question:	3	With which services are you most satisfied?
<input checked="" type="checkbox"/> 2008-01-23	MB	selection of books and helpfulness of the staff 
<input checked="" type="checkbox"/> 2008-01-21	MB	The helpful staff, and the wide selection of available information and books. 
<input checked="" type="checkbox"/> 2008-01-12	MB	Staff services. They are absolutely wonderful. 
Question:	4	Please relay any stories or experiences worthy of mention, regarding any visit to this Library.
<input checked="" type="checkbox"/> 2008-01-25	MB	ENG140 session by Pam was: informative, at a reasonable pace, so all could follow, even if they had not been to the LIB before, humourous and light, hands on so it will stay in our memory, because we actually went thru' all the steps 
<input checked="" type="checkbox"/> 2008-01-12	MB	This isn't about just one experience but rather the common/typical experience whenever I'm there. The library staff is so helpful and nice it's amazing (particularly the people who regularly work the front desk). Their professionalism and kindness is a breath of fresh air 
<input checked="" type="checkbox"/> 2008-01-08	MB	The 24 hour service was fantastic; it is much less expensive than going to tim horton's to study, and it was one of the few things that made me really glad I chose to go to UTM. It became characteristic of my campus as being UTM. Also, the staff are really friendly and helpful, and that makes a big difference to me! 
<input checked="" type="checkbox"/>	MB	The full-time employees that work the help desk are awesome, very approachable and really make this a more friendly library. The photocopy machines are annoying at times, when there are students hovering around trying to buy copies off other people's cards...a change using copier would be very useful to have around for people who

1. Here is an example where I filtered the display to give us just the positive comments related to staff.
2. From this page we can download the comment report in Word, PDF, or Excel or if we want by clicking on the plus sign we can burrow down and look at a comments the context of the person's entire set of survey responses

**U of T Mississauga Library**

- Comment Detail Report -

[View Details](#)  
 Branch: All Branches      Date From: 2007-11-01      To: 2007-12-31

Comment Category	General	Negative	Total
Wireless connectivity	31	31	31

Date	Branch	Comment
Question:	22	With which services are you least satisfied with?
2007-12-17	MB	wireless internet
2007-12-14	MB	the reliability of the wireless and internet connections throughout the library.
2007-12-13	MB	the poor internet service.
2007-12-13	MB	The space. I do not like having to fight with students from other universities just so I can study on my campus. I also am unhappy that its a shot in the dark with the internet... sometimes it works, other times, well most of the time it doesn't. It is also too noisy in the library.
2007-12-09	MB	INTERNET!! It never works for my laptop when it's crowded in the library, and there are few or no workstations available
2007-12-07	MB	As a student who pays over \$5000 a year for tuition, I find it really frustrating to come to the library and not find a seat because students from other universities and high schools have taken up all the space. High traffic study times are between 9:00 am - 7:00 pm, so although the T-card policy has been enforced; essentially it is not very effective. At the very least, the T-card policy should be enforced at ALL times during exam period, not only after 10:00pm. I also find it very frustrating when the wireless Internet is not working. This has not only happened countless times during the week, but countless times during a single day. The Internet is very slow and unstable. When I have an immense load of schoolwork to do, the last thing I want is to be delayed by is our poor internet service. We definitely need a better wireless connection service.
2007-12-06	MB	The fact that you cannot access the internet during the day!...it is absolutely ridiculous the only time the internet works is midnight and that is totally unreasonable.

1. In this second example I have filtered this time for negative comments related to wireless connectivity.

Current Date:		2008-01-30		U of T Mississauga Library		Respondents:	777
Start Date:		2006-08-21		Survey Comments		Comments:	2930
						Categorized:	9733
Start	2007	December	01	Branches	U of T Mississauga Library		
End	2007	December	31	Category	Service	Reload	
Survey Date	Branch	Comments					Assign
Service	12	Which services are you most satisfied with and why?					
2007-12-23	MB	I love being able to access the UofT libraries from my home. It is incredibly convenient.					<a href="#">Categories</a>
2007-12-18	MB	Satisfied with studying facilities.					<a href="#">Categories</a>
2007-12-13	MB	express checkout because you can avoid the long line up.					<a href="#">Categories</a>
2007-12-12	MB	-Express checkout, saves a lot of time -24/5 hours, everybody studies at different rates and times and i study the most late night					<a href="#">Categories</a>
2007-12-06	MB	Library electronic sources and online catalogue because they're so easy to access from home.					<a href="#">Categories</a>
2007-12-05	MB	noise level					<a href="#">Categories</a>
2007-12-05	MB	noise level					<a href="#">Categories</a>
2007-12-05	MB	Intercampus delivery system, which provides access to an incredibly large amount of resources.					<a href="#">Categories</a>
2007-12-05	MB	The Information and Loans desk. I deal with them the most frequently and I've never had any problems - it's always very quick and easy. Also, electronic resources/online catalogue/collection. I'm referring to access to journals online. When I'm doing something school related, I always use these. It's such a vast collection and it's much more convenient to find and use online resources than print ones.					<a href="#">Categories</a>
2007-12-03	MB	Research and information desk because they helped so much!					<a href="#">Categories</a>
2007-12-03	MB	The library electronic resources. It enables students to gain the same amount of information whether they are actually in the library or at home.					<a href="#">Categories</a>
2007-12-02	MB	anything to do with looking up books					<a href="#">Categories</a>
Service	12	Which services are you least satisfied with and why?					
2007-12-23	MB	N/A					<a href="#">Categories</a>
2007-12-18	MB	Collections. I do not like having to use the inter library loan service even though I am very satisfied with it.					<a href="#">Categories</a>
2007-12-18	MB	Access to computer facilities as a visitor. Was much easier when there was a common temporary ID which was valid for months at a time.					<a href="#">Categories</a>
2007-12-13	MB	the wait for the information & loans desk can get really long					<a href="#">Categories</a>
2007-12-12	MB	The unstable internet					<a href="#">Categories</a>

1. This is the main comment report page from which I can select one specific category or all, a period of time, and then display those comments. This is the section that's used for managing how comments are categorized. Right now we are looking at Context comments for the month of November 2007.
2. Here next screen we are looking at Service comments from the month of December 2007. To categorize a comment, I would click on the Categories link at the right.

Comment Category Assignment		
Survey Date	Branch	Comments
2007-12-03	MB	Research and information desk because they helped so much!
Service	Which services are you most satisfied with and why?	
<a href="#">Next Comment&gt;&gt;</a>	<a href="#">Next Comment (same category)&gt;&gt;</a>	
Comment Categories		
<input type="checkbox"/> Overall	General	Neutral
<input type="checkbox"/> Support Material	General	Neutral
<input type="checkbox"/> Events/Programs	General	Neutral
<input type="checkbox"/> Competition	General	Neutral
<input checked="" type="checkbox"/> Staff	General	Positive
<input type="checkbox"/> Knowledgeable/reliable	General	Neutral
<input type="checkbox"/> Available	General	Neutral
<input checked="" type="checkbox"/> Efficient/helpful	General	Positive
<input type="checkbox"/> Friendly/approachable	General	Neutral
<input type="checkbox"/> Facilities	General	Neutral
<input type="checkbox"/> Equipment	General	Neutral
<input type="checkbox"/> Seating	General	Neutral
<input type="checkbox"/> Internet Access	General	Neutral
<input type="checkbox"/> Phones	General	Neutral
<input checked="" type="checkbox"/> Service	General	Positive
<input type="checkbox"/> Resource Sharing	General	Neutral
<input checked="" type="checkbox"/> Reference & Research	General	Positive
<input type="checkbox"/> Information & Loans	General	Neutral
<input type="checkbox"/> Instruction	General	Neutral
<input type="checkbox"/> Re-shelving	General	Neutral
<input type="checkbox"/> Context	General	Neutral
<input type="checkbox"/> Convenient location	General	Neutral
<input type="checkbox"/> A place for various purposes	General	Neutral
<input type="checkbox"/> Study/assignments	General	Neutral
<input type="checkbox"/> Research	General	Neutral

1. Scanning down the categories I select those that appropriately describe the comment. Here I have selected the category Staff and the sub-category “Efficient/helpful” and then down below I have made another selection under the category Service and the sub-category “Reference & Research.” I also select whether the comment appears to be positive, negative, or neutral.
2. Almost all of the comments answering the question “Which services are you most satisfied with and why?” are positive and virtually all comments answering the question “Which services are you least satisfied with and why?” are negative.

## LibSat Features & Benefits

- Real-time continuous collection of data
- Integration with in-library comments
- Core survey questions for benchmarking and making comparisons
- Flexible comment management system
  - Wide cross-section of comments across time (i.e., different academic contexts)
- Labour/time saving & easy to use
- Data rich in comments
- Information collected has added value



U of T Mississauga Library – Hazel McCallion Academic Learning Centre  
University of Toronto Mississauga  
© 2008

1. So that, in a nutshell, is the some of functionality of LibSat and there is lots more.
2. So what benefits have we realized from using LibSat?
  - It provides with a tool for collecting and tracking data about issues of concerns in real-time.
  - We have collected a substantial amount of comment-rich data over one year and now we can start making comparisons
  - We have a flexible comment management system that now collects feedback in tandem with our in-library comments
  - The process of collecting and manipulating the data has been easy and cost-effective
  - The information we have collected has already been of value in our planning
1. We have been working systematically with Counting Opinions to improve functionality. The tool has good face validity.
2. Counting Opinions has been very helpful with marketing; we have discovered the single most effective strategy has been implementing a pop up web page inviting community members to take the survey
3. The data collected are heavily representative of undergraduate students and we are now looking at additional strategies targeting faculty and graduate students

## Opportunity Gaps

- Measurements of ...
  - Core services & process
  - Staff
  - Collections
  - Equipment
  - Facilities
  - Policies
  - Contexts & uses
  - Competition



U of T Mississauga Library – Hazel McCallion Academic Learning Centre  
University of Toronto Mississauga  
© 2008

1. Like LibQUAL+, the LibSat survey allows us to explore gaps in service or “gaps of opportunity”

## Opportunity (Cont'd)

- Measurements from student & faculty perspective
- Perceptions of library staff & management
- Students (so far) really want to give feedback
  - Venting – survey serves cathartic function
  - Many students really do care and it shows



U of T Mississauga Library – Hazel McCallion Academic Learning Centre  
University of Toronto Mississauga  
© 2008

1. We are able to collect data and assess the perceptions of service satisfaction of students and faculty from individual points of view and we are able to do this in continuously.
2. We also have the capability to assess the perceptions of service satisfaction of students and faculty from the point of view of staff and management.
3. So far it has just been students, but they really want to give us feedback – more than 30% percent of respondents opted to take the longer survey spending in an average of 20 minutes. The opportunity lies in our willingness to listen.
4. Through creative segmented marketing we expect to receive even more feedback.

## Outcomes of Using LibSat

- Measures importance/least importance
- Satisfaction/Importance levels
  - Cross-tabulations, e.g., satisfaction vs status
- Preferred methods for finding information
- Reasons for using library
- Ranking comparisons
- Service priorities
- Overall effectiveness



U of T Mississauga Library – Hazel McCallion Academic Learning Centre  
University of Toronto Mississauga  
© 2008

1. We have relative measures of importance and least importance
2. Ratings of satisfaction versus importance
3. And, we are seeing other preferred methods for finding information – no surprises there
4. We are seeing some interesting and some not so interesting uses of the Library
5. And we can do ranking comparisons, establish service priorities based on data and intuition, and get a sense of overall organizational effectiveness

## Outcomes of Using LibSat

- Support for policy formation
  - Library Code of Conduct
    - students asked us to control problem behaviour
- Marketing
  - Presentations of preliminary results
    - Library Council
    - Advisory Committee
    - Academic Affairs Committee
  - Library Code of Conduct marketing initiatives



U of T Mississauga Library – Hazel McCallion Academic Learning Centre  
University of Toronto Mississauga  
© 2008

1. As a result of the all the feedback we received during last year and the summer 2007 relating to noise and behavioural issues we introduced a Library Code of Conduct in August of 2007. Through their feedback students asked us to preserve the Library as a safe and quiet place for study and we are doing that.
2. We have used LibSat data for marketing purposes, for example we have included results in our accountability reports to the Library Council, our Library Advisory Committee, and the University's Academic Affairs Committee, a standing committee of the University Council
3. We have also used data in marketing the Library Code of Conduct

## Outcomes of Using LibSat (cont'd)

- Financial support
  - Several proposals included data
    - e.g., Re-allocation of funding for 3-year 24/5 study space pilot project
    - Allowed us to substantially re-allocate resources to hire additional Library security
- Responding to feedback systematically – developed action plans



U of T Mississauga Library – Hazel McCallion Academic Learning Centre  
University of Toronto Mississauga  
© 2008

1. We have also used the data in the preparation of several proposals to seek additional funding
2. And, used the data to seek approval to reallocate funding in the second year of our 24/5 study space pilot project to hire additional library security staff
3. The feedback through the survey is anonymous but we have committed to responding through the development and communication of action plans to the community

## Outcomes of Using LibSat (cont'd)

- Follow up conversations for problem behaviour
- Staff training enhancements
- Shared language for making changes for improvement
- Share success stories
  - Some staff named specifically



U of T Mississauga Library – Hazel McCallion Academic Learning Centre  
University of Toronto Mississauga  
© 2008

1. We have been able to follow up and have conversations with staff in regards to specific identified problems
2. We have used data to make enhancements to our staff training
3. And the survey has given us a shared language for making changes for improve
4. Finally, we have started sharing success stories: in some comments staff are named specifically and in others feedback is very positive and needs to be shared! Good for staff morale.

## Service Assessment - What's Next

- Understanding and measuring service satisfaction is complex
- Me & Now of customer service
  - Point in time surveys not sufficient
  - Imperative to track trends/issues
  - Integration of assessment tools
    - Incremental improvements



U of T Mississauga Library – Hazel McCallion Academic Learning Centre  
University of Toronto Mississauga  
© 2008

1. From research that was done in developing ServQUAL, from which LibQUAL was adapted, we know that perceptions of service quality and service satisfaction is multidimensional
2. Measuring perceptions of service satisfaction and understanding service expectations is complex.
3. The title for this presentation captures for me two key components for service satisfaction – Me and now – our focus must be on the experience of that person who is me and be as responsive as we can for each now for which we have an opportunity to interact with that person.
4. Point in time surveys are not sufficient to capture what's happening with our users on an ongoing basis
5. It is imperative we create service assessment programs that track trends and issues using multiple tools: quantitative and qualitative, statistics and intuition
6. And, we need to plan and be responsive in a structured systematic manner, improving service incrementally

[www.countingopinions.com](http://www.countingopinions.com)

[utm.countingopinions.com](http://utm.countingopinions.com)