



Monash University
Library
Customer Survey

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1. INTRODUCTION

1.1 Background

The Monash University Library is committed to 'continuous improvement' and to be recognised as an organisation consistently exhibiting "best practice" goals and values. These goals and values can be illustrated through the Best Practice Model. This model identifies the drivers for the Monash University Library's continuous improvement programs.

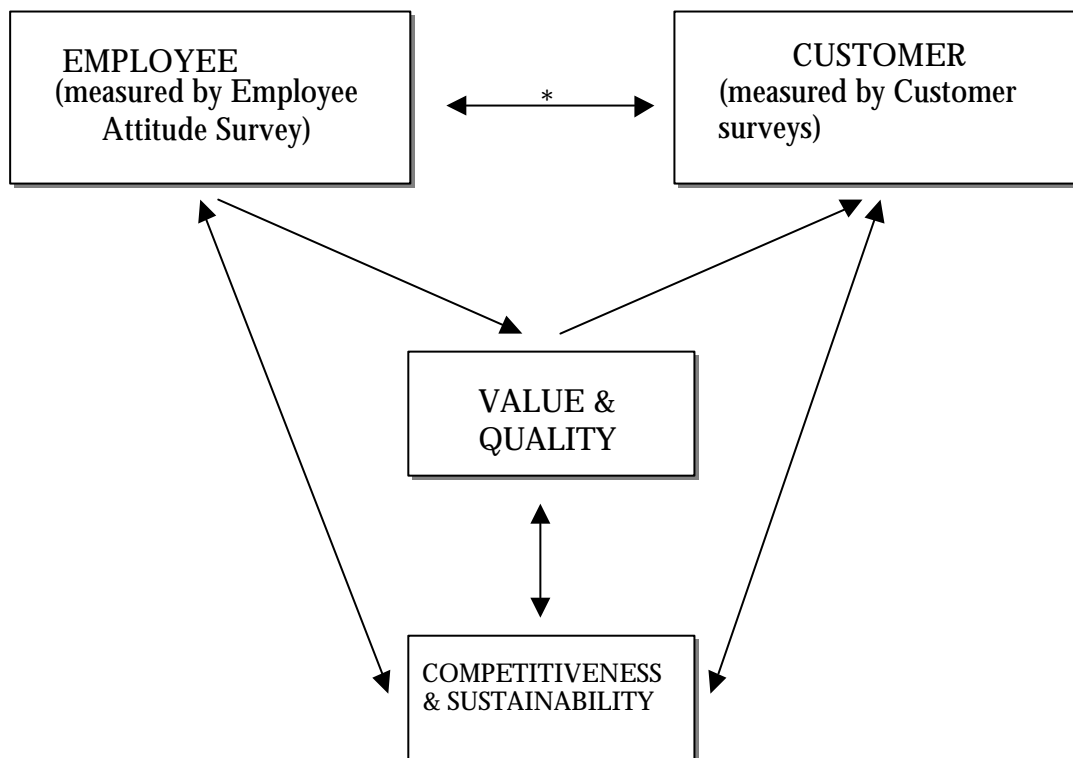


Figure 1 - The Best Practice Model

**On completion of employee and customer surveys we can enhance your understanding of this relationship and its implications.*

Consistent with these values, the Monash University Library has conducted a survey of its customers so that their views, ideas, and suggestions can be fully considered as an integral part of its commitment to improvement.

The results of the Monash University Library's customer survey are compared against other University Libraries in our database.

1.2 Objectives

The primary objective of the customer survey is to provide the Monash University Library with a means to identify key customer concerns that may presently exist. More specifically, the objectives of the survey are likely to include:

1. To identify and manage the key prioritised issues affecting customers;
2. To provide the ability to measure and monitor the performance of the Monash University Library over time;
3. To allow customers the opportunity to communicate openly and honestly with the management team of the Library; and
4. To compare results against other University Libraries database so that strategies for improvement can be shared with other organisations.

1.3 The Survey Process

The survey questionnaire forms the core of the customer research. It comprised the “Attitude Benchmark”[©] technique that sought from customers of the Monash University Library their responses to key variables considered critical to its continuing success.

The customer survey contained 29 variables in a bivariate format. That is, the survey required respondents to assess both the Importance and Performance of each of the Best Practice factors (on scales of 1 to 7), as they relate to the Monash University Library.

Customers of the Monash University Library were given the opportunity to participate in the survey in September 2000 by completing the questionnaire anonymously. This anonymity helps to ensure that the true concerns of the Monash University Library’s customers are identified. The survey could be completed either online or by using a paper questionnaire.

1.4 Response Statistics

The following table illustrates the number of usable survey forms received from customers of the Monash University Library.

Monash University Library, September 2000	
Response Statistics	
Total	1842
Library Most Used	1698
Berwick	41
Caulfield	355
Gippsland	123
Hargrave-Andrew	480
Law	76
Matheson	452
Monash Medical School-Alfred Hospital	34
Peninsula	77
Pharmacy	60
<i>Unspecified</i>	144
Academic Status	1710
Undergraduate	820
Postgraduate	505
Academic/Research staff	295
General staff	58
From another university	13
Other	19
<i>Unspecified</i>	132
Faculty	1711
Faculty of Art and Design	21
Faculty of Arts	333
Faculty of Business and Economics	320
Faculty of Education	79
Faculty of Engineering	118
Faculty of Information Technology	192
Faculty of Law	86
Faculty of Medicine	203
College of Pharmacy	60
Faculty of Science	231
Other	68
<i>Unspecified</i>	131

At the aggregate level, 1842 responses is an excellent result and provides a high degree of confidence in the results obtained through the quantitative analysis.

The majority of responses received were via the on-line system. Ninety three percent (n = 1723) of the responses were completed on line, with only seven percent (n = 119) of respondents using paper questionnaires. A large number of non-responses were received from the on-line environment. Approximately 1000 site visits (to the on line survey) were received without completing the questionnaire.

2. CUSTOMER SURVEY RESULTS

2.1 What Customers Said Was Important

In terms of the relative ranking of mean scores obtained through the bivariate quantitative analysis, the highest ranked importance factors for customers of the Monash University Library as a whole (ranked in descending priority order) are:

The Ten Most Important Factors

September 2000	
Most Important Factor	Mean
[Q14] Library collections are adequate for my needs	6.49
[Q13] The library catalogue provides clear and useful information	6.45
[Q21] Access to electronic databases is readily available	6.41
[Q29] Library staff treat me fairly and without discrimination	6.35
[Q5] Library staff provide quality service	6.35
[Q7] Library staff provide clear, useful and accurate answers to enquiries	6.31
[Q12] Opening hours meet my needs	6.30
[Q6] Requests for document delivery (intercampus and interlibrary loans) are dealt with in a prompt manner	6.29
[Q19] Equipment (e.g. computers and microform readers) is in working order	6.27
[Q8] Library staff are readily available to assist me	6.23

An observation of the Top 10 Importance Table is that the priorities of the Monash University Library's customers include issues about the library collection and catalogue, electronic databases, interlibrary loans and document delivery, opening hours, and quality of service.

2.2 How Customers Feel the Monash University Library is Performing

When analysing the performance results, it is important to keep in mind that we are dealing with customers' **perceptions** of how the Monash University Library is performing.

In terms of the relative ranking of mean scores obtained through the bivariate quantitative analysis, the highest ranked performance factors for the Monash University Library as a whole (ranked in descending order) are:

Top 10 Highest Performing Factors

September 2000 Highest Performing Factors	Mean
[Q29] Library staff treat me fairly and without discrimination *	6.04
[Q27] Library staff are courteous	5.65
[Q18] I generally don't have to wait in long queues at the service desk	5.45
[Q21] Access to electronic databases is readily available *	5.41
[Q5] Library staff provide quality service *	5.38
[Q19] Equipment (e.g. computers and microform readers) is in working order *	5.37
[Q23] The library provides adequate seating and study areas	5.37
[Q4] Requests for information are followed through in a prompt manner	5.32
[Q9] Library staff give enquiries appropriate time and attention	5.31
[Q7] Library staff provide clear, useful and accurate answers to enquiries *	5.31

(NB: Factors marked * have been identified as Top Ten Importance issues)

The Top 10 Performance list contains five factors from the Top 10 Importance list, namely, *library staff treat me fairly and without discrimination*, *access to electronic databases is readily available*, *library staff provide quality service*, *equipment is in working order* and *library staff provide clear, useful and accurate answers to enquiries*. In other words, not only are these factors among the most important issues to customers, they are also being performed well by the Monash University Library.

An observation of the Top 10 performance list is that it contains many of the survey factors related to Library staff.

The lowest ranked performance factors for the Monash University Library are shown in the table below:

The Ten Lowest Performing Factors

September 2000 Lowest Performing Factors	Mean
[Q25] The library is a pleasant place to work and relax	4.95
[Q11] Support is provided for users with disabilities	4.92
[Q16] Books and journals are reshelfed quickly	4.87
[Q26] The library is an innovative and proactive organisation	4.65
[Q24] The library provides adequate group study facilities	4.64
[Q12] Opening hours meet my needs *	4.64
[Q14] Library collections are adequate for my needs *	4.45
[Q15] New materials are made accessible when I need them	4.36
[Q1] Library staff keep me informed about new services and collections	3.76
[Q17] Prompt action is taken regarding missing books and journals	3.71

(NB: Factors marked * have been identified as Top Ten Importance issues)

The Lowest 10 Performance list contains two factors from the Top 10 Importance list. They are the *opening hours meet my needs* and *library collection is adequate for my needs*. These are areas where customers perceive that the Monash University Library is performing relatively poorly on issues that are also of importance to them. In other words, they represent areas of frustration to customers.

The focus of the list includes factors regarding facilities, availability of books, materials and journals and being kept informed about new services.

2.3 Where Customers Feel the Monash University Library Can Improve

In identifying factors for greatest improvement we analyse the perceptual ‘gaps’ between the respective Importance and Performance scores for each factor. Gaps indicate areas of frustration or dissatisfaction for customers and also represent improvement opportunities. Based on our research with around 500 organisations, perceptual gaps around 2.00 are considered significant, with people exhibiting high levels of frustration and anger when gaps greater than 3.00 are communicated. Analysis of these ‘gaps’ provides the Monash University Library with the ability to prioritise strategies for improvement in terms of those factors considered in need of most attention by customers.

The factors highlighted with the largest gaps across the Monash University Library as a whole (ranked in descending order) are:

Top Ten Factors for Improvement

September 2000 Largest Gaps	Mean Gap
[Q17] Prompt action is taken regarding missing books and journals	2.41
[Q14] Library collections are adequate for my needs *	2.04
[Q15] New materials are made accessible when I need them	1.86
[Q12] Opening hours meet my needs *	1.67
[Q1] Library staff keep me informed about new services and collections	1.44
[Q13] The library catalogue provides clear and useful information *	1.42
[Q16] Books and journals are reshelfed quickly	1.31
[Q10] Library staff are focused on the needs of the users	1.19
[Q6] Requests for document delivery (intercampus and interlibrary loans) are dealt with in a prompt manner *	1.18
[Q20] Photocopying machines work adequately and quality is acceptable	1.17

(NB: Factors marked * have been identified as Top Ten Importance issues)

The Top 10 Improvement list contains four factors from the Top 10 Importance list, namely, *the library collection is adequate for my needs*, *opening hours meet my needs*, *the library catalogue provides clear and useful information* and *requests for document delivery are dealt with in a prompt manner*. In other words, these are areas of some concern to customers and are also of high priority to them.

Only two factors in the Top 10 Improvement list have gaps greater than 2.0. These factors are *prompt action is taken regarding missing books and journals* and *library collections are adequate for my needs*.

2.4 Gap Grid Analysis

The Gap Grid for the aggregate results is presented in Appendix A. Gap Grids provide a unique visual tool that incorporates the importance, performance and grid scores of the survey variables.

The Gap Grid is effective at an aggregate level and also at a specific demographic level.

The horizontal axis defines the performance score of each of the variables. The performance median for the particular demographic is highlighted by the small blue dot on the axis.

The vertical axis defines the importance score of each of the variables. The importance median is also highlighted by a small blue dot on the axis.

The grid is divided into 6 or less zones depending on the range of gap scores.

The individual zones identify the following range of gap scores:-

- ◆ Gap.2.95
- ◆ Gap.1.95
- ◆ Gap.1.45
- ◆ Gap.0.95

The gap score is calculated by reference to the difference between the importance and performance score of a particular variable. The gap score is also an indication of how certain we are that a majority or minority of your customers perceives a variable to be indicative of an issue or concern.

The pattern placement of the variables on the grid is broadly speaking of three types:

- ◆ Clustered, suggesting that your customers hold similar views about the majority of issues.
- ◆ Disparate, suggesting that your customers hold widely differing views about the majority of issues.
- ◆ A combination of the above two and or no discernible pattern, suggesting that there is minimal correlation amongst the variables and that your customers perceptions are not uniform.

The following observations are made in respect of the Monash University Library's 'Overall' Grid (see Appendix A):

- ◆ The variables are disparate, suggesting that the Monash University Library's customers hold varying views about most of the issues;
- ◆ The issues of concern for the Monash University Library's customers fall into the Best Practice category of *Service Delivery*.

2.5 Hierarchy of Improvement Opportunities

Gap scores should be considered in conjunction with their corresponding importance scores. The reason for this is that a low priority, together with a significant Gap score, is indicative of a non-issue. Conversely, high priority and large Gap suggests an area of concern for customers.

Gap Grids are a powerful tool for developing a hierarchy of improvement opportunities based on both the Gap size and Importance of an issues. For an issue to be in need of attention it suggested that it has to have both a Gap around 2.0 and be of above average Importance. On this basis, the issues of concern are as follows (ranked in descending order or Importance to customers):

- ◆ Library collections are adequate for my needs; and
- ◆ Prompt action is taken regarding missing books and journals.

Consideration of the Gap Grid identified two additional factors that while identified as having a gap score lower than 2.0, are of relatively high importance to customers. These factors are:

- ◆ Opening hours meet my needs; and
- ◆ New materials are made accessible when I need them.

It is therefore recommended that these issues not be discounted as current or potential concerns to customers.

2.6 Comparison to other University Libraries

The objective of the survey is to identify areas of potential improvement within the Monash University Library and to provide you with comparative results against other University libraries who have undertaken similar surveys. Only a limited number of the survey variables used by Monash University can be compared against the variables previously used by other universities. Therefore, comprehensive benchmarking analysis across the Best Practice Categories can not be completed. The information provided in Appendix A show the Monash University results compared against the range and mean of previous scores achieved (when comparison is appropriate).

Within the survey category of Communication, one variable was comparable with other library scores. In the case of *library staff acknowledge and handle problems in a professional manner* the performance result was on the average of other universities results.

The category of Service Quality had three variables that could be compared with previous results. For all three variables results were equivalent to the mean or average of previous results from other university libraries. The variables compared were *requests for information are followed through in a prompt manner*, *library staff provide quality services* and *requests for document delivery are dealt with in a prompt manner*.

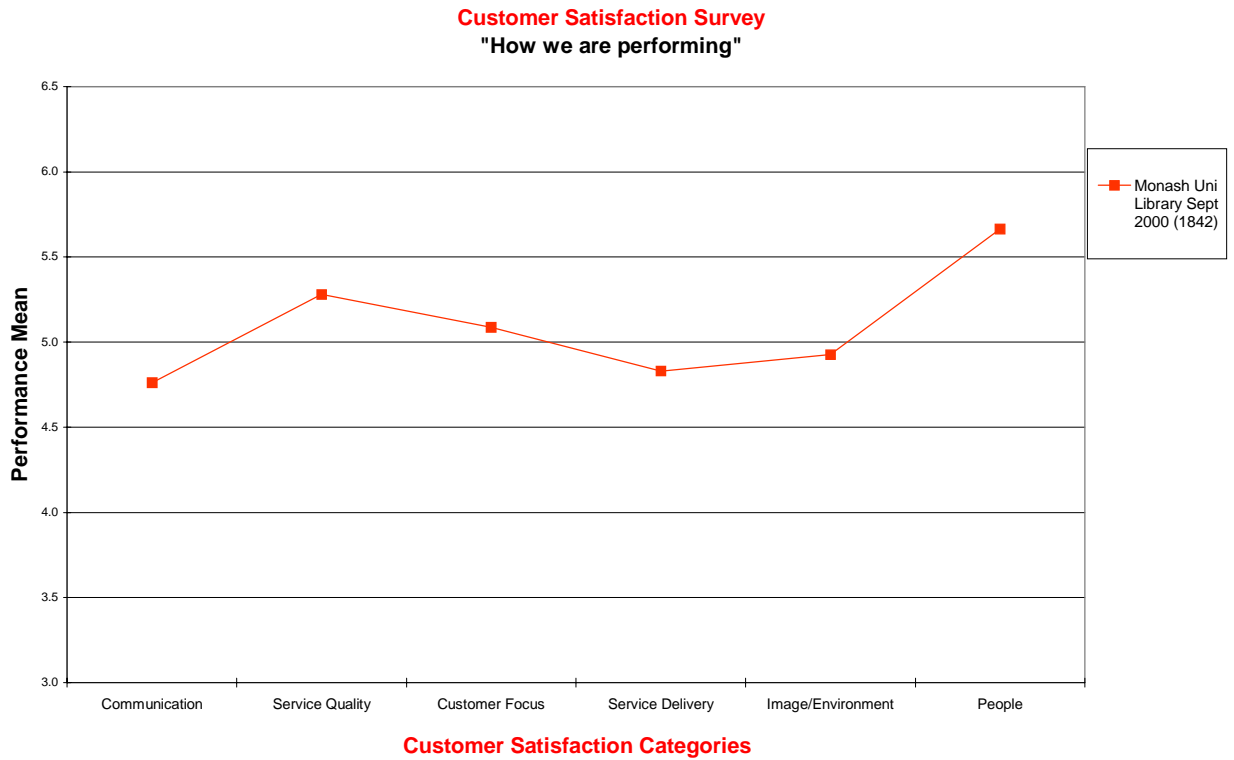
Four variables could be compared within the category of Customer Focus. Perceived performance on *library staff are readily available to assist me* and *library staff give enquiries appropriate time and attention* were equal with the average of previous results. For the remaining two variables the performance result was above the mean in comparison with other libraries results. The higher scoring variables were *library staff are focussed on the needs of the users* and *support is provided to users with disabilities*.

Within the category of Image/Environment only one variable was able to be compared. The result from *the library has adequate signage* was on the average when compared against other libraries.

Two variables were able to be compared with the People category and in both cases higher than average performance was achieved. The variables were *library staff are prepared to make an extra effort when it is needed* and *library staff treat me fairly and without discrimination*.

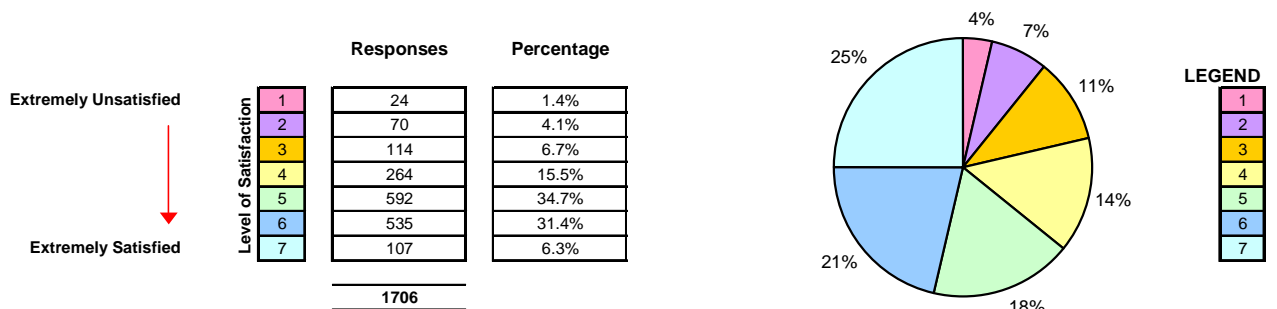
In summary, when comparisons were possible Monash University Library was perceived to be performing on or above average in all of the variables relative to the other libraries in our database.

When results are compared across the Customer Satisfaction categories used in the survey, strengths and weaknesses can be identified. The highest results were achieved within the categories of Service Quality, Customer Focus and People. Lower performance results were identified for the categories Communication, Service Delivery and Image/Environment (see graph below).



3. OVERALL SATISFACTION

Respondents were asked to provide an overall rating of level of satisfaction with the Library. The responses at the aggregate level are provided below. The majority of customers reported high levels of satisfaction with the Monash University Library. In particular, 38% of respondents identified their level of satisfaction as extremely high (rating 6 or 7 on 7 point scale), with only 6% indicating their level of satisfaction as extremely low (rating 1 or 2 on 7 point scale).



* There were 136 people in 'All Respondents' who did not respond

** A score of 1 represents an 'Extremely Unsatisfied' patron while a 7 represents an 'Extremely Satisfied' patron

The Overall Satisfaction score for 'All Respondents' is 4.97

4. RESULTS BY DEMOGRAPHICS

Although there were some areas of frustration or dissatisfaction in the specific demographics categories collected, there was a large degree of similarity in the issues identified across the different Library Branches, Category of Library User, and Faculty (See Appendices B to D for detailed analyses). In other words, the same issues appear consistently across many of the demographic groups. Those issues include: *new materials are made accessible when I need them*, *library collections are adequate for my needs* and *prompt action is taken regarding missing books and journals*. The following tables show the Top 5 Improvement lists for each of the demographic groups in the survey.

TOP 5 GAP
 Monash University Library, September 2000
 Results by Library Most Used

<i>Berwick (41)</i>		<i>Caulfield (355)</i>		<i>Gippsland (123)</i>	
[Q24] The library provides adequate group study facilities	2.05	[Q17] Prompt action is taken regarding missing books and journals	2.56	[Q15] New materials are made accessible when I need them	2.17
[Q14] Library collections are adequate for my needs	1.99	[Q14] Library collections are adequate for my needs	2.24	[Q17] Prompt action is taken regarding missing books and journals	2.06
[Q12] Opening hours meet my needs	1.85	[Q15] New materials are made accessible when I need them	2.18	[Q14] Library collections are adequate for my needs	1.91
[Q15] New materials are made accessible when I need them	1.73	[Q1] Library staff keep me informed about new services and collections	1.81	[Q1] Library staff keep me informed about new services and collections	1.72
[Q17] Prompt action is taken regarding missing books and journals	1.32	[Q16] Books and journals are reshelfed quickly	1.76	[Q6] Requests for document delivery (intercampus and interlibrary loans) are dealt with in a prompt manner	1.58
<i>Hargrave-Andrew (480)</i>		<i>Law (76)</i>		<i>Matheson (452)</i>	
[Q17] Prompt action is taken regarding missing books and journals	2.47	[Q12] Opening hours meet my needs	2.46	[Q17] Prompt action is taken regarding missing books and journals	2.80
[Q14] Library collections are adequate for my needs	2.29	[Q17] Prompt action is taken regarding missing books and journals	2.08	[Q15] New materials are made accessible when I need them	1.93
[Q15] New materials are made accessible when I need them	1.81	[Q1] Library staff keep me informed about new services and collections	1.38	[Q14] Library collections are adequate for my needs	1.92
[Q12] Opening hours meet my needs	1.67	[Q20] Photocopying machines work adequately and quality is acceptable	1.32	[Q12] Opening hours meet my needs	1.86
[Q13] The library catalogue provides clear and useful information	1.66	[Q15] New materials are made accessible when I need them	1.19	[Q16] Books and journals are reshelfed quickly	1.56
<i>Monash Medical School-Alfred Hospital (34)</i>		<i>Peninsula (77)</i>		<i>Pharmacy (60)</i>	
[Q17] Prompt action is taken regarding missing books and journals	2.46	[Q17] Prompt action is taken regarding missing books and journals	1.80	[Q14] Library collections are adequate for my needs	1.85
[Q14] Library collections are adequate for my needs	2.15	[Q14] Library collections are adequate for my needs	1.77	[Q24] The library provides adequate group study facilities	1.33
[Q6] Requests for document delivery (intercampus and interlibrary loans) are dealt with in a prompt manner	1.46	[Q15] New materials are made accessible when I need them	1.56	[Q13] The library catalogue provides clear and useful information	1.25
[Q13] The library catalogue provides clear and useful information	1.32	[Q6] Requests for document delivery (intercampus and interlibrary loans) are dealt with in a prompt manner	1.45	[Q15] New materials are made accessible when I need them	1.19
[Q15] New materials are made accessible when I need them	1.13	[Q1] Library staff keep me informed about new services and collections	1.29	[Q25] The library is a pleasant place to work and relax	1.06

LEGEND

- Variable is in the Top 5 of only ONE Demographic Group
- Variable is in the Top 5 of LESS THAN HALF OF the Demographic Groups
- Variable is in the Top 5 of MORE THAN HALF OF the Demographic Groups
- Variable is in the Top 5 of ALL the Demographic Groups

The highest number of gap scores greater than 2.0 was identified for the Caulfield Library, with three significant gaps. Four other libraries were identified to have two gap scores higher than 2.0, namely Gippsland, Hargrave-Andrew, Law and Monash Medical School-Alfred Hospital. One factor was evident in all the groups Top 5 lists, *new materials are made accessible when I need them*. Two further factors were included as Top 5 concerns in the majority of Libraries. Specifically, *library collections are adequate for my needs* and *prompt action is taken regarding missing books and journals*.

TOP 5 GAP

Monash University Library, September 2000

Results by Faculty

Faculty of Art and Design (21)		Faculty of Arts (333)		Faculty of Business and Economics (320)		Faculty of Education (79)	
[Q14] Library collections are adequate for my needs	2.75	[Q17] Prompt action is taken regarding missing books and journals	2.59	[Q17] Prompt action is taken regarding missing books and journals	2.78	[Q17] Prompt action is taken regarding missing books and journals	2.56
[Q17] Prompt action is taken regarding missing books and journals	2.40	[Q14] Library collections are adequate for my needs	2.00	[Q14] Library collections are adequate for my needs	2.12	[Q12] Opening hours meet my needs	1.81
[Q15] New materials are made accessible when I need them	2.35	[Q15] New materials are made accessible when I need them	1.96	[Q12] Opening hours meet my needs	1.98	[Q14] Library collections are adequate for my needs	1.70
[Q6] Requests for document delivery (intercampus and interlibrary loans) are dealt with in a prompt manner	2.12	[Q12] Opening hours meet my needs	1.67	[Q15] New materials are made accessible when I need them	1.96	[Q15] New materials are made accessible when I need them	1.61
[Q1] Library staff keep me informed about new services and collections	1.95	[Q1] Library staff keep me informed about new services and collections	1.44	[Q16] Books and journals are reshelfed quickly	1.77	[Q16] Books and journals are reshelfed quickly	1.36
Faculty of Engineering (118)		Faculty of Information Technology (192)		Faculty of Law (86)		Faculty of Medicine (203)	
[Q17] Prompt action is taken regarding missing books and journals	2.57	[Q15] New materials are made accessible when I need them	2.32	[Q15] New materials are made accessible when I need them	1.43	[Q14] Library collections are adequate for my needs	2.37
[Q14] Library collections are adequate for my needs	2.14	[Q17] Prompt action is taken regarding missing books and journals	2.19	[Q17] Prompt action is taken regarding missing books and journals	2.07	[Q17] Prompt action is taken regarding missing books and journals	2.17
[Q15] New materials are made accessible when I need them	1.85	[Q14] Library collections are adequate for my needs	2.02	[Q14] Library collections are adequate for my needs	1.24	[Q15] New materials are made accessible when I need them	1.77
[Q12] Opening hours meet my needs	1.80	[Q16] Books and journals are reshelfed quickly	1.65	[Q16] Books and journals are reshelfed quickly	1.16	[Q13] The library catalogue provides clear and useful information	1.71
[Q13] The library catalogue provides clear and useful information	1.66	[Q1] Library staff keep me informed about new services and collections	1.56	[Q1] Library staff keep me informed about new services and collections	1.46	[Q6] Requests for document delivery (intercampus and interlibrary loans) are dealt with in a prompt manner	1.57
College of Pharmacy (60)		Faculty of Science (231)		Other (68)			
[Q14] Library collections are adequate for my needs	1.96	[Q17] Prompt action is taken regarding missing books and journals	2.64	[Q17] Prompt action is taken regarding missing books and journals	2.14		
[Q24] The library provides adequate group study facilities	1.48	[Q14] Library collections are adequate for my needs	2.16	[Q14] Library collections are adequate for my needs	2.03		
[Q13] The library catalogue provides clear and useful information	1.44	[Q12] Opening hours meet my needs	1.66	[Q15] New materials are made accessible when I need them	1.98		
[Q15] New materials are made accessible when I need them	1.33	[Q15] New materials are made accessible when I need them	1.64	[Q13] The library catalogue provides clear and useful information	1.62		
[Q25] The library is a pleasant place to work and relax	1.16	[Q20] Photocopying machines work adequately and quality is acceptable	1.48	[Q1] Library staff keep me informed about new services and collections	1.43		

LEGEND

- Variable is in the Top 5 of only ONE Demographic Group
- Variable is in the Top 5 of LESS THAN HALF OF the Demographic Groups
- Variable is in the Top 5 of MORE THAN HALF OF the Demographic Groups
- Variable is in the Top 5 of ALL the Demographic Groups

When the results are considered across the faculties, once again, consistency in the factors of concern were found. Two factors were apparent in all faculty groups, namely *library collections are adequate for my needs* and *new materials are made accessible when I need them*. One further factor was evident in most of the groups, *prompt action is taken regarding missing books and journals*. The faculty group with the greatest number of significant gaps was Faculty of Art and Design (four gaps greater than 2.0). Faculty of Information Technology had 3 factors with gap scores greater than 2.0. College of Pharmacy was the only group identified with no significant gaps.

TOP 5 GAP

Monash University Library, September 2000

Results by Academic Status

Undergraduate (820)		Postgraduate (505)		Academic/Research Staff (295)	
[Q17] Prompt action is taken regarding missing books and journals	2.33	[Q17] Prompt action is taken regarding missing books and journals	2.79	[Q14] Library collections are adequate for my needs	2.43
[Q15] New materials are made accessible when I need them	1.94	[Q14] Library collections are adequate for my needs	2.27	[Q17] Prompt action is taken regarding missing books and journals	2.11
[Q12] Opening hours meet my needs	1.88	[Q15] New materials are made accessible when I need them	1.92	[Q15] New materials are made accessible when I need them	1.72
[Q14] Library collections are adequate for my needs	1.83	[Q12] Opening hours meet my needs	1.88	[Q13] The library catalogue provides clear and useful information	1.64
[Q1] Library staff keep me informed about new services and collections	1.61	[Q1] Library staff keep me informed about new services and collections	1.63	[Q6] Requests for document delivery (intercampus and interlibrary loans) are dealt with in a prompt manner	1.42
General staff (58)		From another university (13)		Other (19)	
[Q17] Prompt action is taken regarding missing books and journals	1.71	[Q3] Telephone calls and emails are answered quickly and professionally	1.84	[Q17] Prompt action is taken regarding missing books and journals	2.62
[Q14] Library collections are adequate for my needs	1.21	[Q19] Equipment (eg. computers and microform readers) is in working order	1.78	[Q15] New materials are made accessible when I need them	2.07
[Q24] The library provides adequate group study facilities	1.07	[Q21] Access to electronic databases is readily available	1.67	[Q13] The library catalogue provides clear and useful information	1.94
[Q15] New materials are made accessible when I need them	1.03	[Q17] Prompt action is taken regarding missing books and journals	1.67	[Q1] Library staff keep me informed about new services and collections	1.88
[Q6] Requests for document delivery (intercampus and interlibrary loans) are dealt with in a prompt manner	1.02	[Q15] New materials are made accessible when I need them	1.63	[Q14] Library collections are adequate for my needs	1.82

LEGEND

- Variable is in the Top 5 of only ONE Demographic Group
- Variable is in the Top 5 of LESS THAN OR EQUAL TO HALF OF the Demographic Groups
- Variable is in the Top 5 of MORE THAN HALF OF the Demographic Groups
- Variable is in the Top 5 of ALL the Demographic Groups

The highest gap score evident across the demographic group of Academic Status was for Postgraduates. This group identified *prompt action taken regarding missing books and journals* with a gaps score of 2.79. Postgraduates identified a second gap score greater than 2.0 for, *library collections are adequate for my needs*. Two further groups also had two significant gap scores, Academic/research Staff and Other. Customers from Another university had the most unique concerns at three, although none of these were identified as significant issues or frustrations.

5. DISCUSSION

The Monash University Library has conducted a survey of its customers so that their views, ideas, and suggestions can be considered as an integral part of its commitment to improvement.

The results of the survey indicate that the priorities of the Monash University Library's customers include issues about the library collection and catalogue, electronic databases, interlibrary loans and document delivery, opening hours, and quality of service.

The Monash University Library's results are on or above the mean relative to the other libraries in our database. The highest performance when compared against other libraries were in relation to focus on customer needs, support for users with disabilities, library staff making an extra effort when needed and staff treating people fairly and without discrimination. The highest results across the survey categories were identified for Service Quality, Customer Focus and People.

Customers of the Library rate the performance of staff among the highest performing factors. In other words, the Top 10 performance list contains many of the survey factors related to Library staff.

Monash University Library has a number of factors that were perceived to be both high in importance and high performers, namely *library staff treat me fairly and without discrimination, access to electronic databases is readily available, library staff provide quality service, equipment is in working order and library staff provide clear, useful and accurate answers to enquiries*

In contrast, the Monash University Library is performing relatively poorly in relation to issues such as facilities, availability of books, materials and journals and being kept informed about new services. Furthermore, two issues of high importance to customers were perceived to be performing relatively poorly. They are the *opening hours meet my needs* and *library collection is adequate for my needs*.


As mentioned previously, from the Gap grids analysis, a hierarchy of improvement opportunities can be developed based on both the Gap size and Importance score for each issue. On this basis, the issues of concern for customers are:

- ◆ Library collections are adequate for my needs; and
- ◆ Prompt action is taken regarding missing books and journals.

Additional factors identified as potential concerns to customers were:

- ◆ Opening hours meet my needs; and
- ◆ New materials are made accessible when I need them.

Customers appear to be relatively satisfied with the level and quality of service provided by Library staff. In deed, the questions about customers' overall assessment of satisfaction yielded a positive result, with the majority of customers scoring the Library very strongly.



Although there were some areas of frustration or dissatisfaction in the specific demographic categories collected, there was a large degree of similarity in issues across the different Library Branches, Category of Library User, and Faculty. The issues of concern included: *new materials are made accessible when I need them, library collections are adequate for my needs* and *prompt action is taken regarding missing books and journals*.

When considered across the demographic groups customers from the following areas were identified with the strongest or greatest number of significant frustrations: Caulfield Library; Faculty of Art and Design; Faculty of Information Technology; and Postgraduates.