Chat Assessment Report FY 2013

This document contains the data and analysis of the FY 2013 survey that was sent to patrons that utilized the Melvin J.

FY 2012-2013
Executive Summary
Librarians are adapting to the digital world by offering live chat to patrons to get help from the Research Center at their convenience. During FY 2012-2013, librarians answered 2,093 chats from the library’s chat service.

The library also conducted a survey of patrons that left an email address to gather data on the chat service. This survey will be used to both grow this program and to make recommended changes based on feedback from respondents.

55 survey responses were received from the 275 patrons that the survey was emailed to, for a 20% return rate. Responses were tabulated and open ended questions were categorized in order to analyze trends in answers.

Data shows that patrons were satisfied with the chat service provided to them during this time period.

Major Recommendations
- Look into a screen sharing software that can be integrated into chat
- Look into a mobile app that offers the chat service
- Link to a FAQ page when chat is unavailable
- Librarians should identify themselves and ask if the user has any additional needs
- Advertise chat hours, especially night and weekend hours
Introduction
This survey was conducted during FY 2013. 55 responses were received from 275 users for a 20% return rate. Of the responses, 96% were either Extremely Satisfied, Very Satisfied or Satisfied with their chat experience.

This report will outline the successes and suggestions of this assessment and will lead the direction of this service in future years. The questions could be placed into three categories: demographic information, usage information, and overall satisfaction.

Respondents mentioned a librarian by name 11 times and mentioned librarians 22 times in their open ended responses.

During FY 2013, librarians answered 2,093 chats. On average, patrons waited 29 seconds to have a librarian answer their questions and chats lasted about 8 minutes.

Methodology
At the top of the chat box, users are prompted to submit their email address. Periodically throughout the year, Scott Mellendorf, Head of Research Services, emailed chat users a link to the survey. Once the data was collected it was analyzed and categorized. The open-ended responses were coded by the Research and Assessment Librarian. Recommendations were made based on the feedback provided by the chat survey respondents.
Data and Analysis

Demographic Information

Gender and Age
Most of the survey respondents were female. A majority of the respondents (47%) were between the ages of 18 and 25. The second highest age range was 40-49 with 16% of all respondents identifying themselves in this age group.

Status at SVSU
51% of survey respondents identified as SVSU undergraduate students. 24% were SVSU graduate students and 20% were SVSU faculty. Only 3% of respondents were SVSU Staff members and 2% were users outside of the SVSU system.
Usage Information

Why did you use live chat over calling or visiting the library to seek assistance?
Most users responded that they used the chat service because it was convenient or that they needed help with a specific assignment. One respondent stated “I was home working on the paper and it was the most convenient option at the time, although I do like working with the librarians in person.” The fact that 27 respondents mentioned convenience shows that this service is very easy for patrons to use. Another respondent said “I needed to locate a book and I was on the fourth floor. The chat function was just easier than going down all four floors.” Even when patrons are in the library and need assistance, they find that asking a librarian virtually is easier than coming up to the Research Center or calling with their query.

Respondents also saw chat as a place where they could get help, whether it was with a software issue, information about the library or help with a research assignment. One student said that they used the service “Because I was in class and needed some answers to continue with a project. My professor encouraged me to use the service.” The professor’s encouragement led the student to seek help with their research assignment when they were outside of the library and not in a position to call the library.
Why did you use live chat over calling or visiting the library to seek assistance?

- Convenient: 27
- Needed Help with Assignment: 12
- Needed Troubleshooting Help: 6
- Needed Help in General: 4
- Helpful Responses: 3
- Needed Help finding or Using an Article: 1
- Like the Service: 1
- N/A: 1
- Knew the Librarian: 1
**Patron Satisfaction**

Most respondents were Extremely Satisfied with their experience with the chat service. There were only a few who listed their experience as only somewhat satisfactory and no one said that they were not satisfied with the chat experience.

**Rate your satisfaction with the chat experience:**

- **Extremely Satisfied**: 67%
- **Very Satisfied**: 27%
- **Satisfied**: 4%
- **Somewhat Satisfied**: 2%
- **Not Satisfied**: 0%
Comments regarding chat experience
Several users commented on how helpful and friendly the librarians are that answer the chat services. A few even mentioned that librarians went above and beyond helping them by following up on their question later on through email. The users also enjoyed how quickly librarians respond to questions and that they were able to receive helpful responses via chat.

<table>
<thead>
<tr>
<th>Comment</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Helpful/Friendly Staff</td>
<td>13</td>
</tr>
<tr>
<td>Prompt Responses</td>
<td>6</td>
</tr>
<tr>
<td>Helpful Responses</td>
<td>4</td>
</tr>
<tr>
<td>Great Experience</td>
<td>3</td>
</tr>
<tr>
<td>Librarian Followed-Up on Question</td>
<td>3</td>
</tr>
<tr>
<td>Okay Experience</td>
<td>1</td>
</tr>
<tr>
<td>Didn't Know When Chat Ended</td>
<td>1</td>
</tr>
<tr>
<td>Like Getting Links</td>
<td>1</td>
</tr>
<tr>
<td>Convenient</td>
<td>1</td>
</tr>
<tr>
<td>Couldn't Find Resource</td>
<td>1</td>
</tr>
<tr>
<td>Librarian Needs to Screenshare</td>
<td>1</td>
</tr>
</tbody>
</table>
Would you use library chat again?

All respondents said that they would use the chat service again. This shows that even though there were differences in satisfaction among the users, everyone that responded still thought that this was a valuable service for Zahnow Library to offer and would use it again to help in their research.

Comments regarding using library chat again:

Most of the respondents said that this service was very convenient and helpful. There weren’t as many responses to this question as there were to other open ended questions on the survey, but most respondents talked about the convenience and said that they would use the service again.
Chat service hours were adequate.
Most respondents (96%) said that the chat service hours were adequate for their needs, but some did offer suggestions of how to improve service hours in the comments. Again, a large number of respondents didn’t answer this open-ended question but most people agreed that there were good current hours. One respondent said “Always there when I need it.” A couple of respondents said that they would prefer if the service was available “at least until midnight” and another said that it should be available 24/7 for student use. According to our statistics, most students chatted between 6pm and 9pm.

![Chat service hours were adequate](chart)

Comments regarding chat service hours
Most respondents said that they find the current hours adequate and stated that there was always a librarian available when they had a question. One person even said that the “hours were great because I work late.” A couple of people suggested that this should become a 24/7 service and one person said that the service should be offered until midnight. One respondent said that they were unsure of the current chat hours.
What aspects of chat did you find most valuable?
Most respondents said that they find the librarians’ fast responses to be the most valuable part of their chat experience. In FY2013, librarians answered questions in 29 seconds on average. Several respondents also mentioned that the librarians they were chatting with were extremely knowledgeable and helpful. One person said that the most valuable part of this service is “knowing a qualified and personable professional was replying”. Other respondents focused on the convenience, hours and ease of use in their responses.
Please comment or give suggestions regarding the library chat service.

In response to the prompt about suggestions to this service, most respondents stated that it was a great service and that the librarians answering questions were helpful. One person stated, “I really enjoy this service. It makes me want to use the library more often.” Some people asked that the service continue, unsure if this was a permanent service that the library offered. There were several helpful suggestions that the library will look into, such as one person stated, “I would highly suggest screencasting feature into the chat service.”
Please comment or give suggestions regarding the library chat service

- Great Service: 22
- Helpful Librarians: 12
- N/A: 4
- Continue the Service: 3
- More Hours: 3
- Patrons Should Choose Librarians to chat with: 1
- Librarians Should Identify Themselves: 1
- Service Increases Library Usage: 1
- Add Screencasting: 1
- Easy to Use: 1
- Slow Response Times: 1
- Chat follows from page to page: 1
- Expand Chat to Tutoring Service: 1
- Efficient Service: 1
- Create a FAQ: 1
- Would Recommend the Service: 1
- Route Chats to most knowledgeable Librarian in the…: 1
- Need Chat App: 1
- No Changes: 1
Conclusion

Lessons Learned
Overall users were either Extremely Satisfied or Very Satisfied with the chat experience and found the service to be convenient. Respondents appreciated the helpful and friendly staff on the other end of the chat. They also valued the quick responses to their queries. Every single responder said that they would use this service again because of the helpfulness and convenience. Most of the respondents also thought that the hours that chat is offered were adequate.

Since most respondents have positive experiences with the library’s chat service, the program should continue as is with some minor tweaks based on suggestions.

Recommendations
Based on the recommendations of the respondents, the library should continue to offer friendly and knowledgeable support via chat. Librarians that answer chat questions should make sure that they greet the patron, keep them updated on the status of their question, and let them know when the librarian has stopped working on the question. One patron said they would appreciate it if the librarian identified themselves, because the patron wants to know who they are talking to. The librarian should also see if the user has any additional help that they need.

The library should also look into if there is a screen sharing option that can be used in conjunction with chat so that users can see what the librarian is doing as they help the patron. Librarians should look into join.me, screenleap, and other free screen sharing software to use.

There are also several other suggestions that the library should look into in order to improve this service. A patron suggested using a mobile application in order to chat with a librarian. Creating a link to a FAQ page so that patrons can get help even when chat is unavailable. One user commented on the inability to move chat from one page to another, so the library should look into ways to easily pop out the chat box in a separate window.

Since most people responded that chat service hours are adequate, the library should advertise these hours more frequently online, especially night and weekend hours.
Appendix A

Survey

1. Your Gender:
   a. Female
   b. Male

2. Your Age:
   a. 18 to 24
   b. 25 to 29
   c. 30 to 39
   d. 40 to 49
   e. 50 to 59
   f. 60 to 69
   g. 70 and above

3. Your Status:
   a. SVSU Undergrad Student
   b. SVSU Graduate Student
   c. SVSU Faculty
   d. SVSU Staff
   e. Community Member

4. Why did you use live chat over calling or visiting the library to seek assistance?

5. Rate your satisfaction with the chat experience:
   a. Not satisfied
   b. Somewhat satisfied
   c. Satisfied
   d. Very satisfied
   e. Extremely satisfied

6. Comments regarding chat experience

7. Would you use library chat again?
   a. Yes
   b. No

8. Comments regarding using library chat again:

9. Chat service hours were adequate:
   a. Yes
   b. No

10. Comments regarding chat service hours

11. What aspects of chat did you find most valuable?

12. Please comment or give suggestions regarding the library chat service.