The One Question That Can Transform Your Library

Brian Mathews
Assistant University Librarian
...what do we really need to know?

- Volume, Time, Duration
- Quality
- Accuracy
- Satisfaction
- Perceptions
- Expectations
- Awareness
- Motivation

- Helpfulness
- Behaviors
- Attitudes
- Effectiveness
- Impact
- Knowledge
- Repeated Use
- Value
Word of Mouth
The Number of People Who Love You - The Number of People Who Hate You = Your Net Promoter Score

😊 - 😞 = NPS
FIGURE A-2

U.S. life insurance industry


Net Promoter Score

Source: AM Best, Satmetrix survey (Q1 2001–Q4 2002).
Assessment as an introspective framework.

It is less about what patrons think about the library... and more about how we think about the way that we think about our patrons.
What is the ultimate question?

EXHIBIT 2-1

Mapping responses to the ultimate question

“How likely is it that you would recommend Company X to a friend or colleague?”

0      1      2      3      4      5      6      7      8      9      10

Extremely likely

10  9  8  7  6  5  4  3  2  1  0

Not at all likely

Promoter Passive Detractor
0 – 6 Detractors
Patrons who feel they have been treated poorly. Ignored, mistreated, misunderstood, offended, angry.

7 – 8 Passives
Patrons who are generally content, but are not impressed.

9 – 10 Promoters
Patrons who are delighted and enthusiastic. Loyal, repeat-users, tell others good things.
Open-ended follow-up questions.

- **Detractors** are asked the reason for their score.

- **Passives** are asked what it would take to receive a rating of 10.

- **Promoters** are asked what they would tell others about the product or service.
What it takes to make a great impression...

1. A sense of value.

2. A good feeling about the interaction.

3. An ongoing relationship.
The advantages of using NPS

• It is simple to understand throughout the organization.

• It turns the idea of satisfaction into something more concrete.

• It gives all employees a target for improvement.

• It reveals trends & hotspots and allows problems to be addressed.

• It allows you to gauge results from various user segments.

• It is easy to conduct – high return rate.
One a scale of 0-4, how likely is it that you would recommend your library to a friend?

- 0 (40%) = 38
- 1 (12%) = 11
- 2 (12%) = 11
- 3 (14%) = 13
- 4 (23%) = 22

One a scale of 0-4, how likely is it that you would recommend the Georgia Tech Library to a friend?

- 0 (8%) = 34
- 1 (7%) = 11
- 2 (11%) = 11
- 3 (34%) = 34
- 4 (39%) = 39

One a scale of 0-4, how likely is it that you would recommend the Cornell Libraries to a friend?

- 0 (5%) = 5
- 1 (1%) = 1
- 2 (6%) = 6
- 3 (26%) = 26
- 4 (62%) = 62

The is the average score for a library?
1996 was their most profitable year to date. Yet they were worried because they were starting to see a decline in customer service ratings.

- Struggled with interpreting satisfaction scores.
- Employees blamed the customers or questionnaire.
- Needed a systemic way to gather customer input & a meaningful way to use it.
Developed their own version of NPS (1-5 scale)
300 companies from a wide variety of industries were surveyed about their customer service:

- 96% said they were customer-focused.
- 80% believed that they delivered a “superior” customer service experience.
- When customers were asked... only 8% gave them a superior rating.

NPS = the focus is on what customers are thinking, feeling, and doing
The average NPS of frontline employees who have worked at their company for 10+ years... -29

It is impossible to develop good customer relationships when frontline staff don’t believe in the organization themselves.
Detractors: aesthetics, sometimes unsafe, limited seating and study rooms

Passives: needs more couches!!!!, foot traffic, limited availability of desk space, limited availability of outlets, limited hours of operation, wireless is questionable

Promoters: quiet, good study facilities, good computers for web access, research help
The UCSB Library recently upgraded the wireless system by adding twenty-five new hubs. Now you can get online.... (sample)
The UCSB Library recently renovated 24 hour room plus created the group commons. Blah blah blah. This spaces is designed for groups and blah blah. (sample content)
“We will keep in mind that our organization is not merely a service center, but rather a complex and evolving personal relationship between a patron and their library.”

UCSB Library
Priorities 2009-2010

• Collect feedback regularly→ share it internally→ share it with our users.

• Closed loop→ measurements are tied into actions.

• Focus becomes delighting users, not pushing our products or just providing great services.
www.netpromoter.com