

**University of Liverpool Library
Mystery Shopper Report, April 2015**

The Mystery Shopper exercise was undertaken in March 2015, it is one element in a range of methods that the Library uses to regularly evaluate the student experience.

16 students were recruited to visit both the Sydney Jones and Harold Cohen Libraries at different times, to evaluate the buildings, test our services and rate our customer service. Our Mystery Shoppers also tested our online services, Chat, Ask Us, Twitter, Facebook and, last but not least, our telephone service.

Some of the areas/services that we asked our Mystery Shoppers to evaluate.

Area/Service rated	Overall %
Rate satisfaction with Library entrance	81%
Was the member of staff on Reception wearing a badge?	74%
Rate the quality of your interaction with Reception staff	76%
How easy was it to use the Info Points?	86%
Rate the customer service you received at the Help Desk	91%
Rate the quality of the information you were given	88%
Rate your satisfaction with the Library signage	79%
Do you know about Text Help service?	75%
Do you use PCs in the Library?	81%
Is the temperature comfortable?	88%
Do you use the Library Café and or vending machines?	50%
How satisfied are you with the cleanliness of the toilets?	63%
Rate your overall visit	85%

This is what some of our students said about their overall library experience

- *Modern easy to navigate building with friendly helpful staff*
- *Overall I think the SJ is a great Library, normally clean, I can always find a work space and the staff are very accommodating*
- *Attitudes of reception and help desk staff were positive and friendly*
- *Vast amount of computing facilities and study areas. Nice friendly staff*
- *I really like the Library renovations it is excellent clean and fresh now (HCL)*
- *Great location on campus, friendly and informative staff, plenty of space*
- *The staff were extremely helpful and friendly*
- *I like the environment of the Library its very inviting to use for study and it's easy to find the books*

We also asked our Mystery Shoppers 'what one thing' they would change about the Library if they could.

- *Clean the PCS*
- *Toilets need to be cleaned on a more regular basis*
- *Better working temperature*
- *Better selection of food and drink at more reasonable prices (vending)*
- *I use the books stack and group study area for studying, would it be possible to have more plug points as I use my own Laptop and stay a very long time.*
- *Would it be possible to have a prayer facility in the HCL as they do in the SJL? I know a lot of people have the same issue*
- *Signpost certain areas better, toilets and PC rooms, as it would be helpful for newcomers*
- *More bike racks outside*
- *Sort out the toilets, they are messy, smelly, damaged, only one in 3 hot taps working*

We asked our Mystery Shoppers to test our online services. This included our live Chat, 'Ask Us' online enquiry service, and our Twitter and Facebook presence

Chat

81% satisfaction rating for quality of reply; 100% satisfied with waiting time

Our Chat service scored very well and included feedback on our out-of-hours service, staffed by librarians in the USA, available after 9.30 PM and at weekends.

- *Response was full of detail advising me how to access the book and very accurate.*
- *I waited 2 mins for greeting and 4 minutes for answer, very fast response, accurate and helpful.*
- *I cannot fault this service, very impressed with Randy from Virginia*
- *She said have a nice day at the end. It's a satisfactory service; the staff are enthusiastic and responded very quickly*

Ask Us, our online enquiry service

83% satisfaction rating for quality of reply; 75% satisfied with waiting time

- *Long detailed answer, I actually learnt something new. I have never used Ask Us before but I will again in the future*
- *Not enough detail simply sent a link, didn't answer specific questions, could have been more informative*

Telephone enquiries

74% satisfaction rating for quality of reply; 81% satisfaction with waiting time

- *No name given just 'the library'. Person on the phone was nice and friendly. The answering of the phone lacked confidence but after that it was great, I'd use this service again*

Twitter

63% used Twitter; 38% follow @Livunilibrary; 81% rating for service

- *The symbol is too small at the bottom of the page, overall the page is very good and I like the posts that update students*
- *Personally I don't find Twitter useful at all but Library Twitter has information mixed with fun stuff which is good. Very updated too*

Facebook

94% used Facebook; 6% follow livunilibrary; 83% rating for service

- *Looks similar to Twitter account, informative, fun, regular updates, provides sufficient information about the Library. I am now following ☺*

Overall Impressions

- *The Library staff are kind and enthusiastic. They gave me as much detail as they can to help me*
- *I really like the Library, HCL is one of my favourite places to be on campus and I spend most of my time there. I do commute and use my own laptop I'd really like to see more plug points in study areas, this would make it perfect*

Once again we asked our Mystery Shoppers 'what one thing' they would change about our online services if they could.

- *Increase some resources like software instructional videos in the digital library*
- *Make these services more public. I have never used Chat or others to ask questions before*
- *You need to advertise these services more*
- *Make the Twitter and Facebook symbols bigger and promote both the Twitter and Facebook page more*
- *Make it more known that these services exist they are great and should be promoted more*
- *The Facebook page seems a little confused between factual and humorous!*
- *Speed up LibAnswers*



Mystery Shopper Highs

Helpful friendly staff

Quick effective Chat service

Funny and informative Library Twitter and Facebook



And Lows!

Dirty toilets

Dirty PCs

Expensive vending



Some things to improve on

- Consistent response times for the 'Ask us' Enquiry Service
- Our telephone technique
- Publicise our services more effectively
- Liaise with colleagues in Facilities Management to improve the cleanliness of the buildings, especially the toilets
- Liaise with colleagues in Commercial Services and seek improvement in cost and variety of vending machines
- Look at where we can install additional power sockets in existing study areas
- Provide additional bike racks

Look out for regular updates on how we are working to improve



UNIVERSITY OF
LIVERPOOL

LIBRARY

inspiring
supporting
informing