

Vaikuta tai kuole – arvoa vaikuttavuudesta

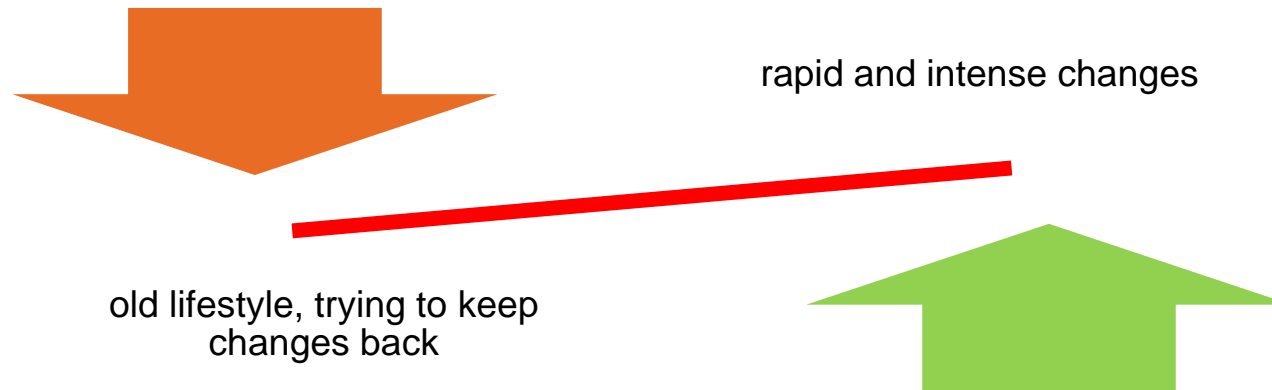
# Contemporary evaluation methods of library`s impact used in the National Library of Estonia

KAI VÄLBE

kai.valbe@nlib.ee

National Library of Estonia

# The double movement in society



It is the same in library world too.  
Library is moving from the traditional to digital forms with all the characteristics of the so called transformation time.  
**Are libraries able to have impact on the processes and **how we must act** to have positive impact?**

# The opportunity to use a large set of instruments to evaluate library impact

There are 2 main user satisfaction and impact survey methods used recently in NLE (the National Library of Estonia):

- **SERVQUAL gap-method** survey to evaluate service quality once in 5-year period

**K** (experienced) – **O** (expectations) = **KO** (service quality)

- **(NPS) Net Promoter Score** to constantly measure loyalty and satisfaction of users as a direct measurement method

Service quality SERVQUAL gap-method survey is like  
“**opera**” – big, rare, with great results



The National Library of Estonia:

- I) In 2006 with 935 responses
- II) In 2011 with 956 responses
- III) In 2016 with **1939** responses  
and **3 901** free answers

Service quality shows how clients recognize the service in comparison with their expectations.

Parasuraman, Zeithalm, Berry have labelled this interaction of expectations with reality **the moment of truth**.

## Some results

### 19 service quality indicators to evaluate

2016:

The average **level of user satisfaction** out of all the services together was **5,51** on a 7-point scale.

But **expectations** seem to have a slight tendency of coming down (in 2011 the average level 6,37 and last year 6,14).

The **average gap** between the level of expectations and the level of perceived services was quite small **-0,63**.

The most impactful sides of NLE:

- high competences of the library staff
- comfortable environment



## Some results

### **19 service quality indicators to evaluate**

- library building is used **less often**
- the number of those who are not using library e-services has **decreased**
- expectations **of library services are still high** but not as high as they used to be 5 years ago
- the unchanged indicator is the expectation of **simplicity of using e-services** because of **self-service**
- the **on-site advertising** of services has become one of the most important factors in users` expectations

**WE MUST SPEAK MORE CLEARLY ABOUT WHAT WE DO,  
IT'S NOT ENOUGH TO KNOW AMONG OURSELVES  
THAT WE DO THE BEST WE CAN**

## **ISO 16439:2014 Information and documentation. Methods and procedures for assessing the impact of libraries**

Defines the impact in **3 main areas**:

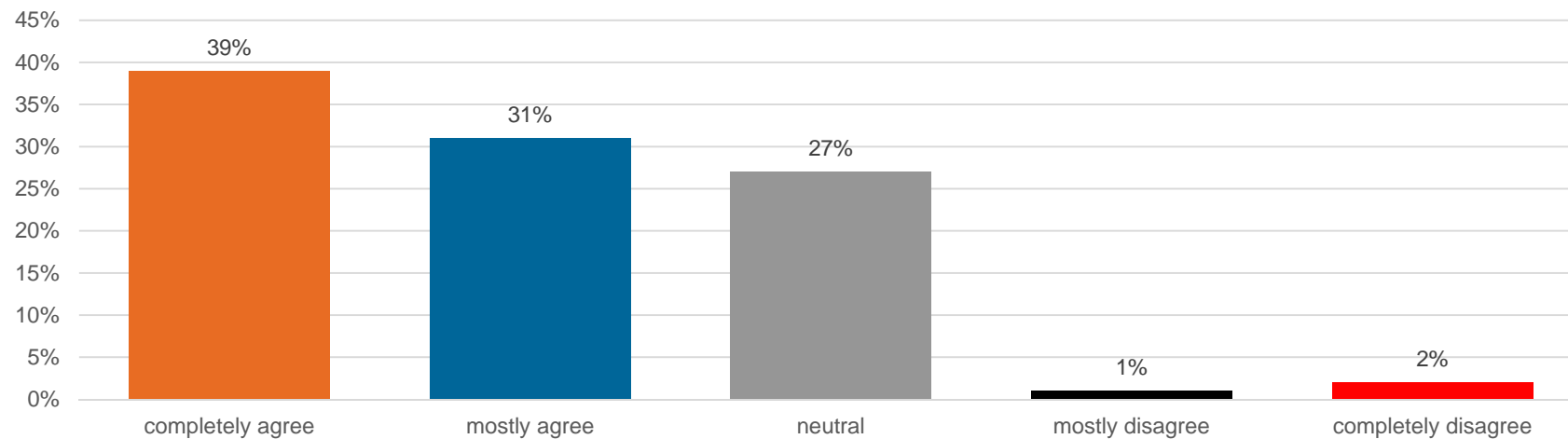
- impact on individuals;
- impact on the library's institution or community;
- social impact

**Users estimate library benefits according to their own experience** and their information needs usually as positive impact.

The positive changes couldn't always be measured by numbers or money. Nevertheless, ISO 16439 gives us several possibilities to show it and expound the results.

## The direct impact questions of SERVQUAL survey in 2016:

To what extent do you agree that:  
**Library helps me to stay informed of  
the topics that interest me**



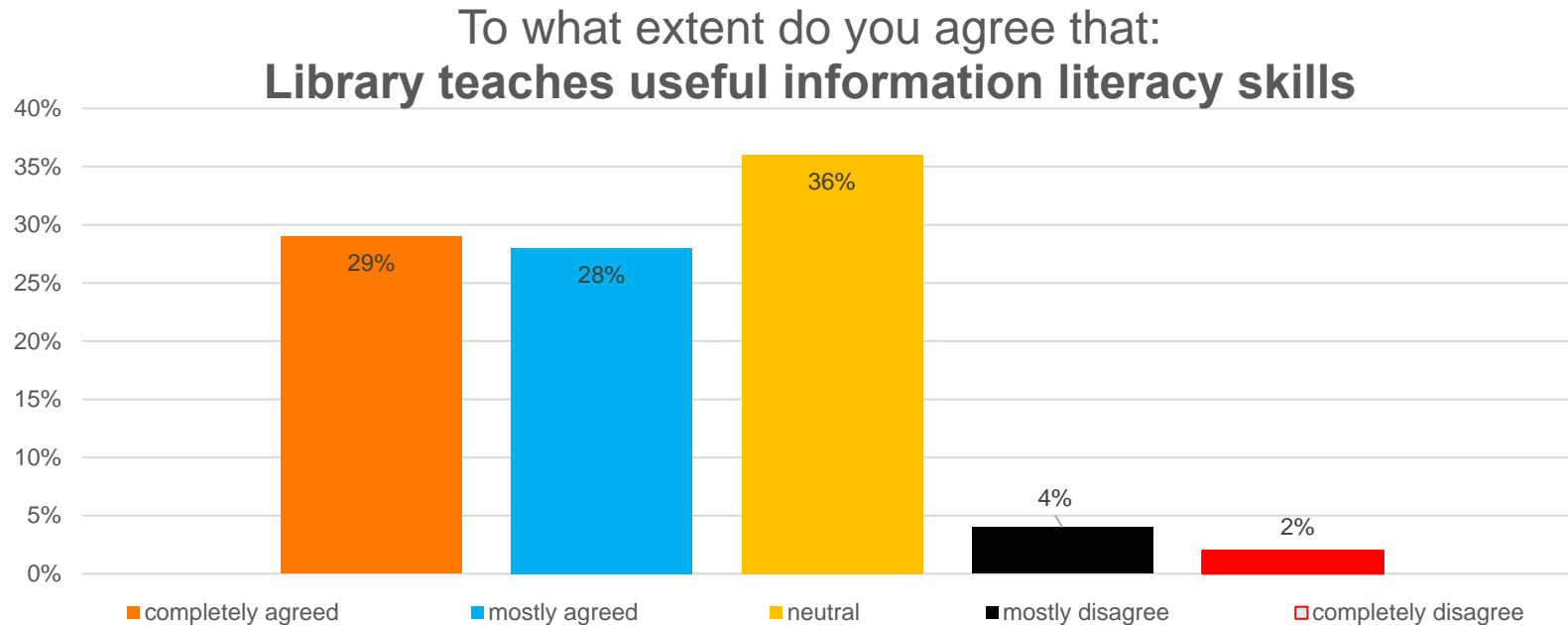
**70% of users admit that library has impact in the areas important for them.**

Most of over 60-year-old respondents and 75% of creative professionals, also university and schoolteachers agree with that.

*„Library is often a step behind the Internet. Let`s say – library is a place to deepen your knowledge as the first hints for your interest come over the web.“*



The direct impact questions of SERVQUAL survey in 2016:



Completely and mostly agreed over a half of the people (almost 57%).

The majority of them were older people (61% were 50 to over 60 year old).

The number of students who agreed has increased.

64% of school students (18 or younger) agreed with the statement.

**What if we had asked the non-users opinion?**

## The inferred evidence of impact (by ISO 16439)

The results of surveys  
give valuable information for further development  
of **user-friendly services**

**This was definitely an example of impact survey for library:**

- addressed all main user groups
- the questions covered frequency of library visits (both in the building and over the web) and the library's impact
- questions for satisfaction formed the core of the survey in order to show the interrelation between all topics

## Some results and tendencies of NLE service quality survey in 2016

- “Remote accessibility of electronic sources at home or in office” - **the only critical gap** between the expected and received services;
- All the gaps between expected and received level of library services were **smaller than 5 year ago**;
- Library has still **the biggest impact on researchers and PhD students**, 60% of them are at least monthly users of almost all the services of NLE;
- School students** 18 and younger - the “newly found” user group (rules of NLE users have changed) use e-services 14% more than 5 years ago;
- experience exceeded expectations** in the indicator “Library as a cultural centre with art exhibitions, academic conferences, concerts and meetings”.

## NPS (Net Promoter Score)

The National Library of Estonia is constantly using the **NPS** to measure the satisfaction of its users with several branches of library service.



NPS (Net Promoter Score) compared with SERVQUAL is like **background music – necessary for the mood.**

- a quality indicator which serves the constant need to improve one`s performance
- is based on the fact that when people recommend something to a friend, they take on a sort of responsibility for the quality of the recommended thing

**Reichheld, Frederick F. Loyalty rules! :  
how today's leaders build lasting relationships**

# NPS (Net Promoter Score)

Widely used in the business world to measure the loyalty of customers

**1. What is the probability of you recommending us to your friend or colleague? (0 – 10)**

2. Why?

User satisfaction measurement tool = the last questions in the questionnaire:



**3. How would you rate the service you received? / (0=poor, 5=average, 10=excellent) / 4. Please explain**

**Are we alone among libraries to use NPS?!**

**Libraries must not be afraid to use more business measures in order to better their performance and increase their impact**

## NPS (Net Promoter Score)

The scale is **0 - 10**

The real promoters are considered to estimate from **9 to 10**

The non-promoters estimate between 0 and 6

7 and 8 are passive customers

**NPS = % of the Promoters — % of the Non-Promoters**

survey environment to use: <http://app.recommy.com/Default2.aspx>

In 2015-2017 we continued to carry out systematic user surveys based on NPS.

**How likely is it that you recommend the National Library of Estonia to a friend or a colleague?** / 0=not at all, 10=very likely / Please explain

Each sector has its own "good score":

Several **NPS surveys** have been successfully accomplished

3 branches of library service are **frequently assessed**:

sector of NPS	evaluation	PLAN set	22.09.2017
the user satisfaction of new visitors of the library	every month	65%	65%
enquiries	once in 2 months	85%	90%
professional training for librarians	quarterly	78%	75%

In addition, **e-services** were assessed:

sector of NPS	evaluation	PLAN set	true
digital copies and e-books on demand (EoD)	2016	70%	54%
digital archive for periodicals (Digar)	2015	?	40%

## We have TIMING PLAN of NPS in NLE

**In 2017** there will be NPS of

- 16-29-year-old users
- renewed space acceptance on the 7th floor
- conference services etc.

NPS of all the services together

Sept. 22, 2017

**64%**

**934** respondents



# Our experience showed ... of NPS

## ... the advantages:

- clear, short and easy
- illustrates the statistic figures
- **constant feedback** points to problems
- helps to make management decisions
- serves as a marketing tool for the library



## ...the disadvantages:

- based on emotional decisions
- a question or two may not be enough
- needs resources
- the lack of CRM software
- difficult to follow the customer`s route at the library

**ISO 16439:2014** Information and documentation. Methods and procedures for assessing the impact of libraries:

*I. A quote: „User satisfaction surveys can be used for identifying potential impact“*

This can be done **by NPS with the satisfaction question**, placed later in the survey:

How would you rate the service you received?  
(0=poor, 5=average, 10=excellent)

**ISO 16439:2014** Information and documentation. Methods and procedures for assessing the impact of libraries:

II. *A quote:* „The results of user satisfaction surveys will be most useful if the identical survey is applied in **more or less regular time intervals** over a period of years ...“

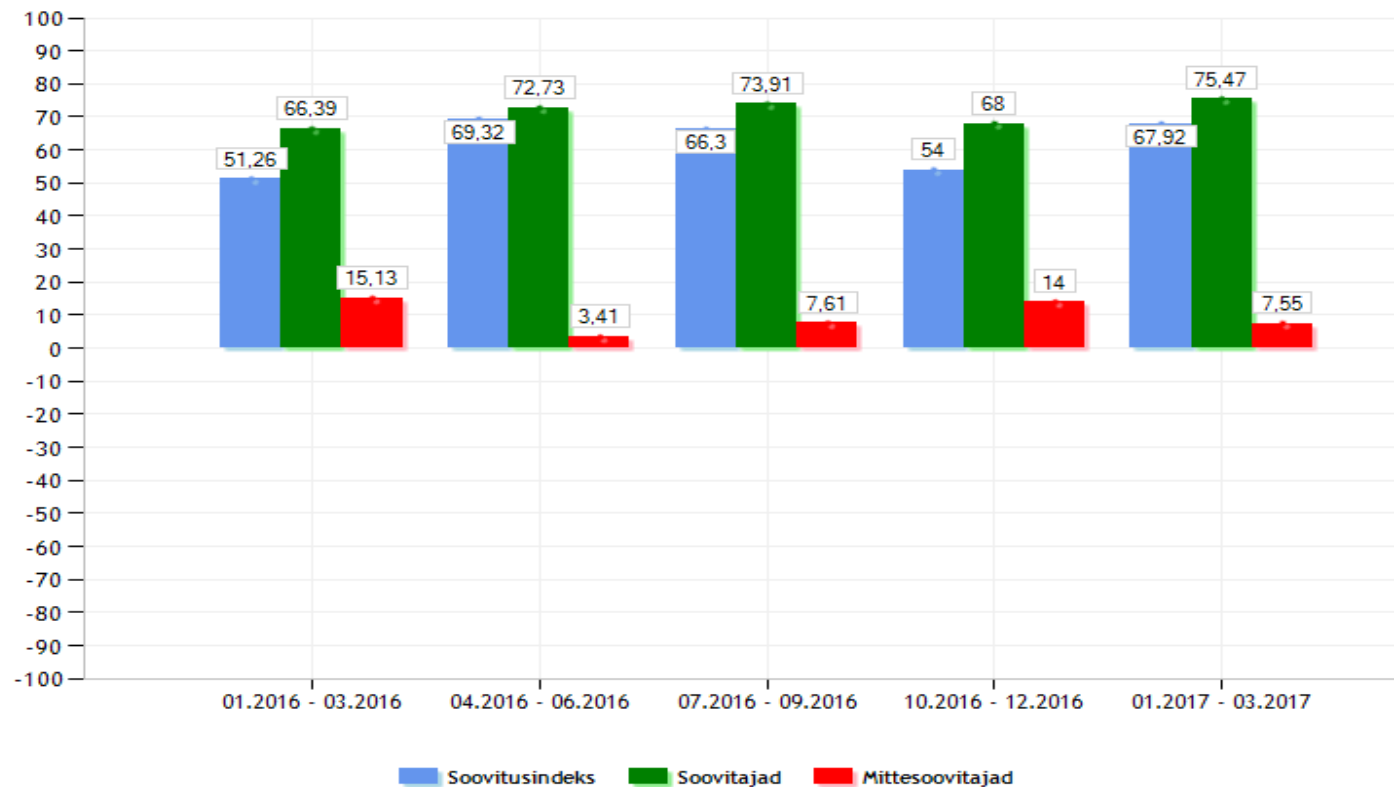
By NPS it is possible to conduct a survey **as often as necessary**. The wisest thing is to compare yourself to yourself – meaning you should **follow your own score** and **try to improve it** step by step.

## ISO 16439:2014 Information and documentation. Methods and procedures for assessing the impact of libraries:

III. A quote: „Data can then be reviewed against former results, timelines can be established and comparison between the different periods shows changes very clearly.“

For example:  
 the new  
 customers  
 NPS  
 during 2016-2017  
 (Plan set 65%)

1. Küsimus vastamise aja järgi



**ISO 16439:2014** Information and documentation. Methods and procedures for assessing the impact of libraries:

IV. *A quote:* „Though satisfaction in itself is not a direct impact in the sense of this International Standard, it can **predispose users for being influenced** and can serve as basis for impact in furthering receptivity.“

**Such assumptions also can be validated by  
using the NPS**

**ISO 16439:2014 Information and documentation. Methods and procedures for assessing the impact of libraries:**

For example as **a centre of professional training** for librarians:

What is the possibility recommending the National Library of Estonia professional trainings to your colleague?

Please explain.

**How attendance in the NLE training influenced the level of your professional knowledge?**

no influence at all / has had some difference / has had a big difference / I do not know

Namely, what knowledge and abilities have you acquired?

(an open question)

## NPS survey implemented in the **Parliament Reading Room**

As the National Library of Estonia also fulfills the function of a parliamentary library, the library addressed the Members of Parliament in 2016

**The members of the Parliament (Riigikogu) were asked:**

What is the probability of you recommending the services of the **Parliament Reading Room of the National Library** to your friend or colleague?

0 = not likely at all, 10 = very likely

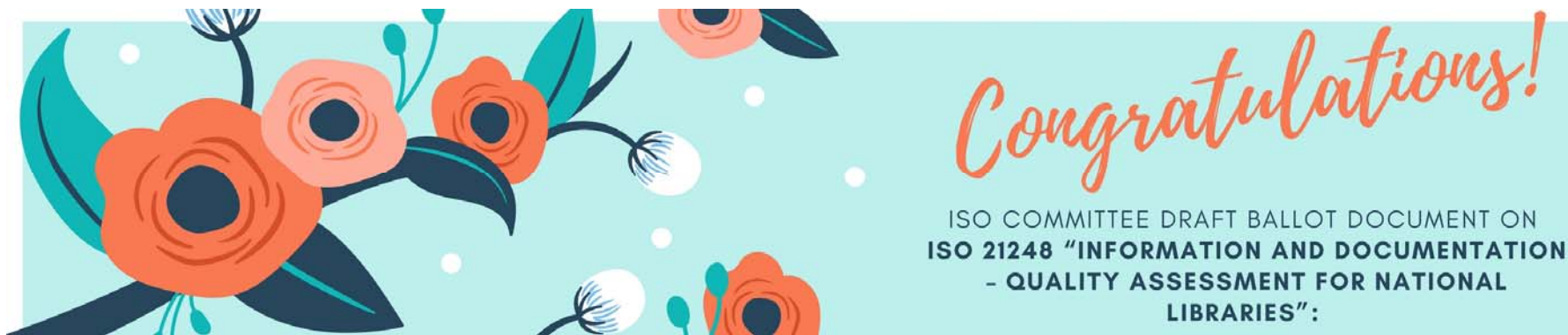
Please give the reason of your assessment

...and asked them also a question of impact:

**Please describe how the library has helped you in your professional life**

# To conclude the NPS subject

NPS is not a classical academic method for user satisfaction survey but it has good characteristics for the assessment mission - **comfortable system of online survey management** if the right questions are asked, even **impact survey** questions



## A.2.1.1 User Satisfaction

The NPS in the National Library of Estonia is mentioned among other ideas and examples



## It`s all about user satisfaction, isn`t it?

All libraries are like bridges between people and knowledge.

The higher is the level of satisfaction with the library services, the stronger is the positive impact.

We **have to make efforts to use feedback** for better services.

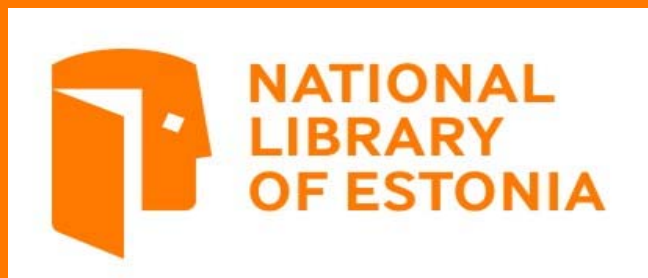


I hope you agree that the essence of the saying  
is still up to date:

Hans Jürman, one of the great men in Estonian  
librarianship of 20<sup>th</sup> century said

*“The main mission of a librarian is to serve the library  
users. All activities in library are directly or indirectly  
subordinated to this task.” (1999)*





Thank you for your attention!

**It's better to make impact than die.**

Questions? Comments?

[kai.valbe@nlib.ee](mailto:kai.valbe@nlib.ee)