

An Aussie in the UK - “Improving customer value: changes in business processes as a result of customer feedback and innovative use of technology”

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Abstract:

This case study highlights the profound effect on the internal business processes of two University libraries as a result of Customer Value Research. This research, undertaken with academic staff, students and university stakeholders, provided library managers with information on what services and resources were of value to customers, and what irritated them about existing services and resources. The findings resulted in significant changes to collection development, and the acquisitions and cataloguing processes. This resulted in the introduction of a number of value adding services for the customer, greater speed and efficiency in dealing with collection development, acquisitions and cataloguing by the introduction of more technology-enhanced services and improved overall customer satisfaction. The changes to services that were introduced as a result of the customer feedback also improved relationships between librarians and their university community through the introduction of a more proactive and supportive service.