Haaga-Helia University of Applied Sciences
Library and Information Services
Results of the user survey 2017

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1 FOREWORD

The National User Survey of UAS Libraries was conducted between 6 April and 12 May 2017. Respondents were active at Haaga-Helia University of Applied Sciences: we received a total of 1,402 responses, corresponding to roughly 11 % of the respondents of all participating libraries. Approximately 63.2 % of the respondents evaluated the Pasila library. The other libraries were evaluated as follows: Haaga 13.1 %, Malmi 11.1 %, Porvoo 8.5 % and Vierumäki 4.1 %. A total of 91.4 % of the respondents were students, 4.7 % were teachers and 3.6 % were other staff. The remaining 8.6 % of the respondents were other users of the library, such as alumni and students and staff from upper secondary schools.

The majority of the respondents, approximately 90 %, use the library services both on the spot and online. A total of 34.4 % visit the library at least once a week, and 40 % visit more than once a month. A total of 5.3 % of respondents said they visit the library daily.

Users were very satisfied with the services provided by the library: in terms of success, the library services as a whole scored 4.3 out of 5. The library services are considered very important, as demonstrated by the score 4.8 out of 5.

In addition to assessing customer satisfaction, the survey sought to determine whether customers would recommend the library and its services to other students or colleagues. The chosen method was Net Promoter Score i.e. the NPS value, a customer loyalty indicator commonly used by businesses. The method is based on a single question that predicts the likelihood of the customer recommending the service to others. Customers give a response on a scale of 0–10. Those who give a score in the 0-6 range are "Detractors", scores 7-8 are "Passives" and scores 9-10 are "Promoters". The NPS value is calculated by deducting the percentage of Detractors from the percentage of Promoters. The final value is shown as an integer.

The NPS value in this survey was 65; results over 50 are generally considered as excellent. This was the first time the NPS value was used, and therefore no trend data are available. The indicator should continue to be used in future surveys in order to determine how customer loyalty develops in the long term.

> *"I am very pleased with the library staff as well as with the material and services provided. They have the right mindset and attitude towards us the students and they are super helpful at all times."*

2 SURVEY RESULTS BY SECTION

The survey results are analysed by means of gap analysis. Gap analysis compares the users' perceptions of the importance and success of the library services. This reveals the development areas of the services. If importance and success are rated equal, there is no gap and user satisfaction is optimal. In other words, the service has been implemented according to expectations. The service is also deemed successful when the gap is positive, which happens when success surpasses importance. Critical factors include services rated high in terms of importance, but low in terms of success.

If the gap is -0.4 or better (the green areas in the following tables), the service is deemed successful. A negative gap of 0.5–0.7 (the yellow areas in the tables) indicates the need for improvement. Services with a gap of -0.8 or worse are considered critical. The survey revealed no services falling into the latter category.

2.1 LIBRARY FACILITIES AND EQUIPMENT

Criterion	Importance	Success	Gap
Facilities for independent study	4.15	3.84	-0.31
Group work facilities	3.98	3.67	-0.31
Self-service library	4.36	4.37	0.01
Opening hours	4.57	4.1	-0.47
Equipment offered at the library	4.35	3.99	-0.36
Equipment available on loan from the library	3.56	3.61	0.05

Customers were very satisfied with the self-service libraries, which have helped to extend the opening hours. The self-service libraries allow customers to work at the library even when no customer service is available. Customers can lend and return titles and collect reservations as a self-service. Respondents requested even longer opening hours and 24h access to the library.

The library's facilities were mentioned frequently in the open feedback sections. In particular, customers would like to see more workspaces at the library. Both independent and group work facilities were requested. The respondents would like to see the group work facility booking system of Haaga library to be developed in line with the system used at the Pasila library.

In open feedback, the air quality of both Pasila and Haaga libraries was highlighted as being poor and thus affecting the ability to work at the library.

Additional computers and upgrades to existing computers were requested. Colour printers and new scanners were also requested. Although users are satisfied with the equipment available on loan from the library, many respondents were not aware that such a service exists.

Many respondents felt that the library offered a conducive and inspiring study environment.

> *"I would recommend it due to the study atmosphere here that beats you up for studies, even if you don't really want to. It is like a crowd behaviour: everyone studies - you study."*

2.2 LENDING AND INFORMATION SERVICES, FINNA ONLINE LIBRARY

Criterion	Importance	Success	Gap
Loans, returns, reservations, renewals	4.82	4.53	-0.29
Interlibrary service	4.27	4.29	0.02
Advice / information service	4.39	4.37	-0.02
Library chat service	3.08	3.8	0.72
Online payment	4.1	4.23	0.13
Finna search portal	4.61	4.22	-0.39

Our customers see the core library services (loans, returns, reservations, renewals) as very important. The library has provided these services very successfully. In particular, customers are very happy with the ability to order titles from other branches. The information services function well and respond to customers' needs.

The chat service is not well known: the number of "Don't know" responses was high.

> *"Online chat system is very useful as they help in finding specific book promptly."*

Respondents felt that the Finna search portal is important, but it had the highest gap between Importance and Success in this section (-0.39). Finna clearly divides opinion: some respondents consider it to be a good search portal, but others find it confusing and difficult to use. In open feedback, user instructions and guidance on Finna were requested.

> *"The e-library system (Finna) is quite complicated. Especially, it is hard to login there."*

2.3 COLLECTIONS

Criterion	Importance	Success	Gap
e-journals	4.02	4.02	0
e-books	4.46	3.97	-0.49
Printed journals	3.48	3.95	0.47
Printed books	4.64	4.38	-0.26
Course books/exam books	4.79	4.14	-0.65
Thesis databases	4.44	4.34	-0.1
Other databases	4.3	4.13	-0.17

The largest gaps and the most important development needs were identified in the Collections section. Although the library has paid special attention to the development of its course book collection, the gap remains high at -0.65. Respondents would like to see more copies of course books and longer lending periods. Customers also requested more e-books, especially for course reading materials, but printed books are still considered more important than e-books. The library has been reasonably successful in developing its printed book collection, but the e-book collection needs further development (gap -0.49).

> *"I think there should be more books available in accordance with the number of people enrolled in courses. There have been a few times when books are simply not available. I feel like there should be more communication between the teachers and the librarians about the number of students enrolled and the amount of books available."*

Our customers value the ability to obtain course books from the library.

With regard to journals and magazines, the library has made the right decision in reducing its printed journal collection. Our customers no longer place great importance on the availability of printed journals. Our e-journal collection corresponds to customers' needs very well: the gap was 0.

Likewise, customers are satisfied with the Theseus and HHThesis thesis databases, as the gap was only -0.1. As regards other databases, many respondents felt that they were unable to evaluate the service. Those who had used the databases were very satisfied.

2.4 INSTRUCTION AND GUIDANCE ON INFORMATION RETRIEVAL

Criterion	Importance	Success	Gap
Online guides	3.78	3.96	0.18
Video guides	3.32	3.75	0.43
Group instruction on information retrieval	3.59	3.85	0.26
Personal guidance on information retrieval	3.89	4.07	0.18

In this section, all gaps were positive, which means that the library's service provision exceeded customers' expectations. Further, the respondents did not consider these services to be as important as the library's other services. The results are partly explained by the high number of "Don't know" responses. Those who had used the services saw them as useful.

Respondents wanted instruction on information retrieval at different stages of their study, including at the start of the programme. Other than lecture-based instruction was also requested. The bimonthly open events on information retrieval were seen as useful.

2.5 STAFF

Criterion	Importance	Success	Gap
Service attitude among the library's staff	4.63	4.56	-0.07
Expertise among the library's staff	4.67	4.57	-0.1

Respondents were very satisfied with the library staff. This section had the highest scores of the whole survey. The library staff are seen as helpful, friendly and competent. Respondents praised the good availability of customer service at the library and hoped that it won't change.

> "The customer service via face-to-face or via email with library staff has been more than amazing. I just love to ask some of the basic info from library staff just because they talk so politely and they love to help us. Just love the way how they treat us. They always make my day."

Some criticism was also received. Some respondents felt that the quality of customer service varied depending on the person giving the service: the service quality is not consistent.

3 BENEFITS AND IMPACT OF LIBRARY SERVICES

In a user survey, it is very important to determine not only how successful the service provision is but also what impact the services have from the point of view of study and/or work. The survey sought to

determine whether the services had been beneficial to those who operate in the higher education environment.

3.1 Facilities

The usage rate of the library's facilities was high. The libraries are popular places for study and work. A total of 72.5% of the respondents felt that the facilities had enhanced their study/work, and 33% of respondents felt that the impact was significant.

> *"Library is the most convenient place to hop in and study. That is also why most of the time it is too crowded."*

3.2 Collections

The collections form the core of the library's operations. The library develops and maintains printed and digital collections. The work is steered by a common collections policy which applies to all branches of the library. Books are transferred between branches by internal deliveries. E-books are sourced from a number of suppliers, and an electronic version is obtained for all course books, if available.

A total of 98.2 % of the respondents felt that the library's collections had been useful for their study/work. Some 82 % felt that the impact has been substantial.

3.3 Instruction and guidance on information retrieval

The library organises open events on information retrieval in Finnish and English every other week. The information specialists also give instruction on information retrieval as part of programme-specific curricula. The library organises e-collection workshops for the staff, and the information specialists provide personal guidance on information retrieval to both students and staff. Instruction and guidance on information retrieval is also provided in daily customer service situations as part of the library's general services.

Approximately 70 % of the respondents felt that the instruction/guidance on information retrieval they had received had been beneficial to their study or work, and 31.5 % felt that the benefits were significant. Just over one fifth (21.4 %) of the respondents couldn't say whether the instruction/guidance had been beneficial as they did not have enough experience of the service in question.

3.4 Staff

The expertise and friendliness of the library's staff were rated very well both in the numerical scores and open (verbal) feedback. Customers are happy with the fact that customer service continues to be available alongside the self-service libraries.

A total of 83.3% of the respondents felt that the library staff had supported their study or work. Some 42.9 % felt that the help had been substantial.

4 COMMUNICATIONS

Overall, the library's communications were not rated very highly (overall score 3.83), but on the other hand customers' expectations were met very well, as the gap was positive at 0.13. Customers receive

information about library services primarily from the library website and Intranet/Mynet, as well as directly from the library's staff.

Other information channels are shown in Figure 1. Customers also mentioned tutors and library visits organised in conjunction with the orientation of new students as important sources of information.
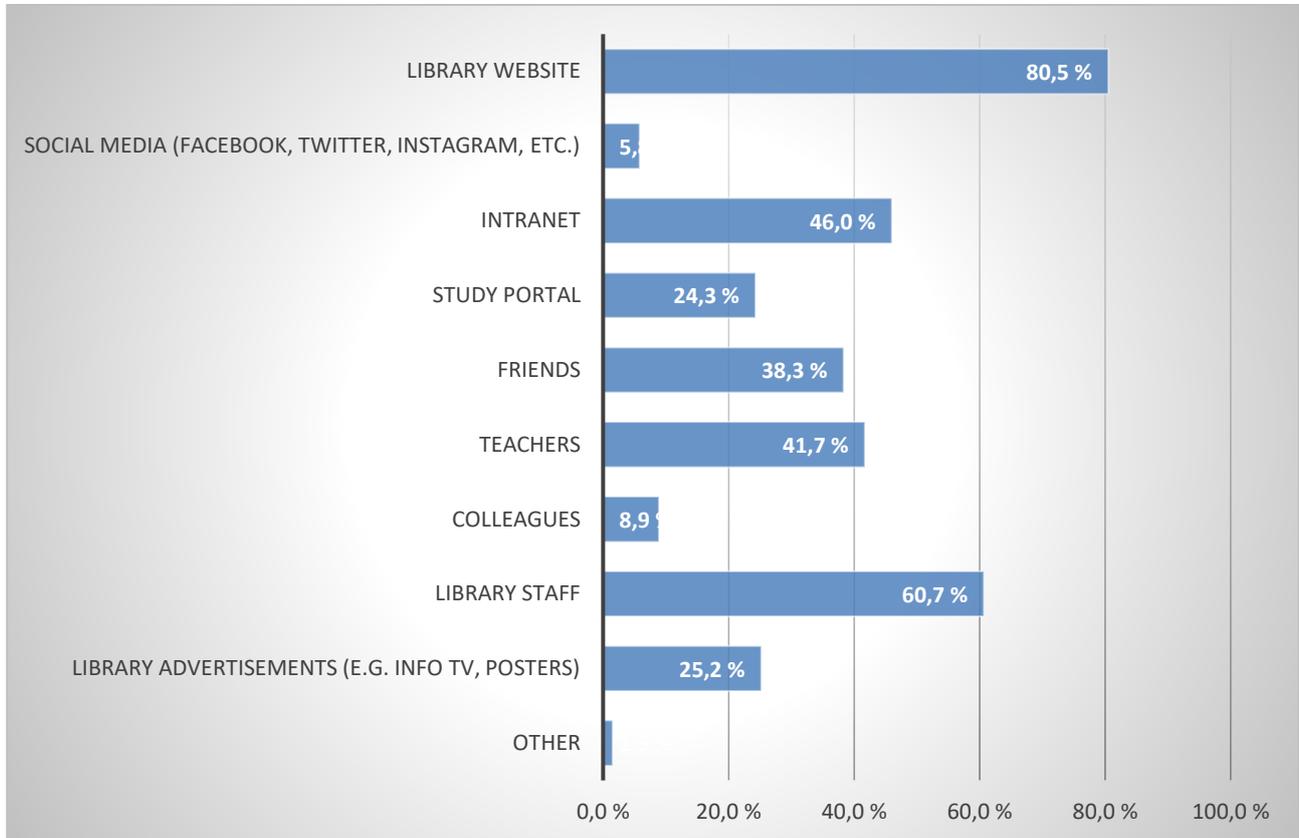

Figure 1 I get information about the library's services

Some respondents felt that the library should be more active in adopting new communication methods to advertise its services. More visibility on social media was requested.

Many respondents were completely unaware of some of the services offered by the library. The library's communications had not reached them.

5 OPPORTUNITIES TO INFLUENCE LIBRARY SERVICES AND OPERATION

Just over half (51.5 %) of the respondents felt that they had opportunities to contribute to the development of the library's services. However, as many as 42.7 % felt that they were unable to evaluate whether they have such opportunities. Although the library systematically collects customer feedback and uses surveys as well as other methods in order to engage its customers in service development, not all customers are aware of these opportunities.

6 DEVELOPMENT MEASURES

The survey produced valuable information for the development of the library premises and services. Many of the measures have already been implemented, while the rest are to be included in the action plan for 2018.

6.1 Library facilities and equipment

Some book shelves will be removed at the Pasila and Malmi branches in order to provide additional workspaces for customers. The libraries will acquire additional furniture to enable customers to work on their laptops. At the Pasila library, additional furniture will be acquired for the reading room to provide a relaxed reading environment.

Different types of workspaces (silent, workspace, group work, social) will be clearly labelled and user instructions will be drawn up for each workspace.

The floor of the Malmi library has been refurbished, which has improved the air quality at the library. The ventilation system of the Pasila branch will be refurbished and upgraded in autumn 2017 to improve air quality.

Special attention is being paid to the tidiness of the libraries.

At the Haaga branch, the reservation system for group workspaces will be overhauled and moved completely online.

Information about the self-service libraries will be communicated actively through different media. The library will review its equipment portfolio with the IT services and carry out necessary upgrades.

6.2 Lending and information services, Finna online library

The front page of the Finna portal has been redesigned. Key functions have been made more visible on the front page. We will produce additional video guides and organise training sessions for staff members and students. We will work in close cooperation with the national Finna agency and developers to improve the functionalities.

The chat service will be promoted more actively.

6.3 Collections

The library has paid special attention to the development of its course book collection for a number of years. In recent years, the development of the e-book collection has been one of the key development measures. The numbers of available copies are monitored continuously: if demand exceeds supply, we respond by obtaining additional copies. With regard to e-books, we always try to acquire a version that does not limit the number of simultaneous users. Unfortunately, these types of licences are rare, and we also have to buy individual copies of e-books. The usage and sufficiency of e-books are also monitored and acquisitions are made according to need.

We will improve access to e-books and promote awareness about them by introducing tablets that promote e-books at the libraries.

Cooperation with teachers on the development of our collections and acquisitions will be enhanced, and a good flow of information between the library and teachers will be established.

6.4 Instruction and guidance on information retrieval

The library will increase communications about all information retrieval events, video guides and online guides. Other development measures include making the instruction sessions more engaging and integrating them into authentic learning assignments. The library will work in close cooperation with teachers on the provision of information retrieval instruction.

6.5 Staff

Customer service training will be organised for library staff. Our aim is to make our customer service as consistent as possible.

6.6 Communications

The library will start using Instagram and e-newsletters. Existing communication channels will also be utilised to promote and introduce our services.

7 TRENDS

In its current form, the user survey has been conducted since 2004. The results have always been good and remained roughly at the same levels for a number of years now. The customers see library services as very important to the success of their studies and hope that HEIs continue to invest in them.

	2008	2010	2013	2017
"As a whole, the library services function well" – success	4.1	4.2	4.3	4.3
"As a whole, the library services function well" – importance	4.6	4.7	4.7	**4.8**

No critical areas have been identified in the last two surveys. The largest gaps between importance and success are still found in the number of course books and in opening hours. E-books are a new area of development, which reflects the fact that e-books are increasingly popular. In open feedback, respondents continue to highlight the importance of being able to work in peace at libraries and the need for workspaces such as group work facilities.

In national comparison, the libraries of all universities of applied sciences are very much at the same level: the users were collectively very satisfied with the services (success rated at 4.3). Services are seen as very important (4.7). The development areas tend to be the same for all UAS libraries: a sufficient number of course books, quiet workspaces, and opening hours.