



Putting visitor experience first at the State Library

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Context

- **slv21**
service model based around digital information and access
- **slv@swanston**
improved service delivery for all onsite visitors

Drivers

- Growing visitor numbers – 1.5M visitors in 2007-08
- Changing user needs – mobile devices
- Diverse user needs – cultural tourism – space for tertiary study – internet use
- 36% of visitors under 25 (2008 survey)
- 56% regular visitors
- 14% first timers

Visitor Experience Review

Key objectives:

- Who
- What
- Where
- Constraints
- Current problems
- Future needs and current trends

Methodology

Data analysis

- customer feedback, surveys
- reading room occupancy
- reference enquiries, wireless usage & stack requests

Methodology

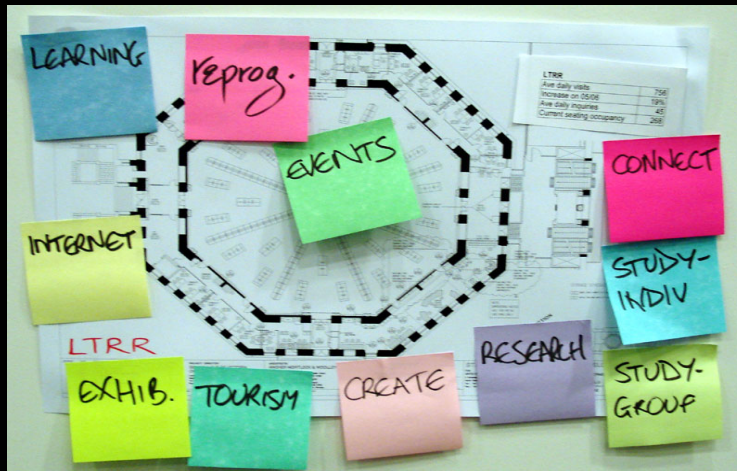
Site visits

- Cultural
- Commercial
- Libraries



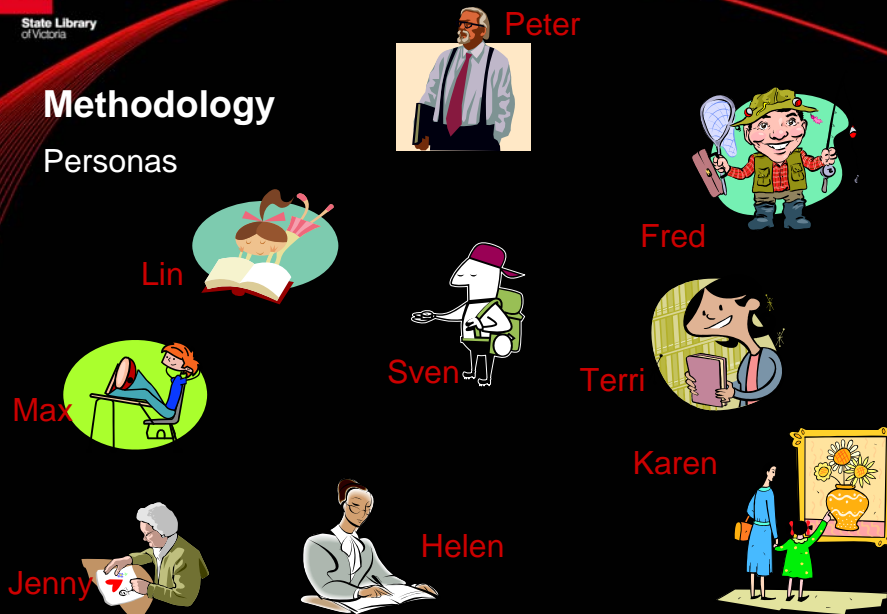
Methodology

Activity mapping



Methodology

Personas





Recommendations

- 14 major recommendations
- Total 78 recommendations/actions
- 30 implemented/in progress





SLV Site



Previous Front of House Staffing Model

Several separate groups of staff

Each space staffed relatively independently

Staffing hours per week: approx 70%
librarian/technician, 30% customer service

Inquiries: approx 30% requiring a librarian/technician
and 70% customer service

New groups of library users often have very different
needs: assistance with wireless, print/copy systems,
laptop and PC issues...



Service Model Redesign

Built on the site design from Visitor Experience Review

Staff workshops

Discussion paper on roving reference

Analysis of inquiry statistics



Key Principles of Redesigned Model

One team: staffing site as a whole, not individual rooms

Mobility: to meet demand where it arises and to get right staff to right place at the right time

Communication

Proactive Service

Flexible model

Communication System

Vocera

Runs over wireless network

Voice commands

Group names

Integration with phones



Vocera badge

Outcomes of new service model

Tiered service model

Combined customer service roles – Library Officers,
including new “Rover” role

Librarians & technicians: mixture of desk based and
roving

Stronger role for “shift leaders”

Consolidation of offsite inquiries

Supported by changed location and setup of service
points



Lessons

Build staffing model around the needs of the users

Technology doesn't determine staff behavior – but it does make some behaviors easier and some harder

Resist the urge to formalise everything and create procedural “coral reefs”

Work with a group of change agents

Communicate a positive vision of the future



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