



State of the Service, 1st Quarter 2009

1st quarter 2009: 4404 questions asked **↑12%**
 1st quarter 2008: 3872 questions asked

Patron profile and feedback

-  89% of patrons from Australia
-  3% of patrons from New Zealand
- ? 8% patrons from other countries

Patrons are sent a feedback form at the end of each chat session. The average response rate is 10%, for this quarter we received 10%

The good ...

"Extremely helpful, it's so much better because you can get immediate help. No waiting for weeks for an email reply, or in my case, an expensive phone call"

"BRILLIANT! It was great to have such quick and personalised information. Not only did I get information regarding a local location for a New Zealand reference, but the librarian also sent the link for a possible online site that could help"

"I'd spent over an hour trying to source this information and got it within 5 minutes of accessing the chat service. I wish I'd known how helpful this was sooner!"

... with the bad

"I didn't realise AskNow went to any library. I thought I was going to chat with the State Library of NSW. The library that answered couldn't answer my question, which was annoying"

"I was surprised at the lag between typing in lines and having them show up on the screen"

"The conversation ended quite abruptly before I had the opportunity to ask a final question"

Suggestions ...

"Add a subsection on the front page interface which refers enquirers to librarians who have specialist knowledge in the area of enquiry"

"A Skype conversation tool would be useful"

"Staying open 2 or 3 nights a week up to 9pm EST would be good"

Location	% of patrons
ACT	4
International/invalid	8
New South Wales	41
Northern Territory	0
Queensland	10
South Australia	11
Tasmania	2
Victoria	16
Western Australia	8

Sample size n = 4344

Source: AskNow January-March 2009 transcripts

Research level	% of patrons
General interest	20
Primary school	6
Lower secondary	16
Upper secondary	18
Research	32
Tertiary	7
None indicated	1

Sample size n = 4386

Source: AskNow January-March 2009 transcripts

Age	% of patrons
Under 15	7
15 - 24	17
25 - 34	14
35 - 44	19
45 - 54	19
55 - 64	13
65 and over	7
None indicated	4

Sample size n = 439

Source: AskNow January-March 2009 exit survey data

Service rating	% of patrons
Excellent	69
Very good	16
Good	6
Fair	3
Poor	3
Don't know	1
None indicated	2

Sample size n = 439

Source: AskNow January-March 2009 exit survey data