



State of the Service, 2nd Quarter 2009

2nd quarter 2009: 4645 questions asked ↓ **14%**
 2nd quarter 2008: 5400 questions asked ↓

Patron profile and feedback

-  88% of patrons from Australia
-  3% of patrons from New Zealand
- ? 9% 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 9%

The good ...

"Unbelievably good! I am very impressed. I like the immediate response - if I had to wait a day or more I probably would have lost interest in the question - and the answer! All the replies I received were very polite, courteous and succinct and I shall be using them again. Thank you for a wonderful service."

"I was surprised to find such a facility. It was an easy and straight forward interface to use. The speed of the resultant search by the librarian was simply amazing. A very impressive, courteous and comprehensive service."

"This was really helpful and it was great having a librarian provide me with sources without actually going into a library."
 ... with the bad

"I didn't realise that this was a generalised service. I clicked the link from SLNSW with a specific SLNSW collection query. The referral page does not make this clear."

"I did not find it that helpful. I ended up having to call the library. The question wasn't answered in my view."

Suggestions ...

"AskNow should have a status bar like MS Messenger so I can see if the correspondent is typing a message and vice versa."

"Great idea. Problem will be the depth of knowledge/ability to answer more difficult questions. Would be good to have an escalation procedure to more senior or specialised librarians."

Location	% of patrons
ACT	5
International/invalid	8
New South Wales	42
Northern Territory	1
Queensland	11
South Australia	10
Tasmania	3
Victoria	15
Western Australia	5

Sample size n = 4701

Source: AskNow April-June 2009 transcripts

Research level	% of patrons
General interest	20
Primary school	9
Lower secondary	16
Upper secondary	19
Research	27
Tertiary	8
None indicated	1

Sample size n = 4701

Source: AskNow April-June 2009 transcripts

Age	% of patrons
Under 15	11
15 - 24	22
25 - 34	11
35 - 44	14
45 - 54	18
55 - 64	14
65 and over	6
None indicated	4

Sample size n = 410

Source: AskNow April-June 2009 exit survey data

Service rating	% of patrons
Excellent	61
Very good	19
Good	10
Fair	3
Poor	4
Don't know	1
None indicated	2

Sample size n = 410

Source: AskNow April-June 2009 exit survey data