



## State of the Service, 3rd Quarter 2009

3<sup>rd</sup> quarter 2009: 4286 questions asked ↓ **28%**  
 3<sup>rd</sup> quarter 2008: 5994 questions asked ↓

### Patron profile and feedback

-  82% of patrons from Australia
-  6% of patrons from New Zealand
- ? 12% 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 ...

"It is a very helpful service especially when you're unable to get to a library - much easier than waiting on the phone or trying to battle on alone."

"The material I asked for was quickly supplied and information was provided from several view points. Thanks for this wonderful service."

"AskNow is one of the best services you could hope to find. Extremely efficient and informative."

... with the bad

"The email I sent to the library referred me to the AskNow service. Then I ended up being told by AskNow that I should ring the library. Seems a bit silly and really wasted some time."

"They must have a better system in place than giving me data that is already on the NLA website. It wastes everyone's time. The URL you gave me is the webpage that I got your contact from. You sent me back to where I started. That is ridiculous."

"I was not finished with my inquiry. I did have 1 additional question but my chat was ended by the librarian. I strongly suggest the librarians ask if we have any more questions or if we are happy with the response."

### Suggestions ...

"How would I be able to get in contact with the specific librarian that helped me with my enquiry if I have any problems down the track."

Location	% of patrons
ACT	4
International/invalid	7
New South Wales	42
Northern Territory	0.2
Queensland	8
South Australia	10
Tasmania	5
Victoria	16
Western Australia	8

Sample size n = 4317

Source: AskNow July-September 2009 transcripts

Research level	% of patrons
General interest	19
Primary school	8
Lower secondary	18
Upper secondary	16
Research	30
Tertiary	7
None indicated	1

Sample size n = 4317

Source: AskNow July-September 2009 transcripts

Age	% of patrons
Under 15	11
15 - 24	19
25 - 34	12
35 - 44	17
45 - 54	17
55 - 64	11
65 and over	8
None indicated	5

Sample size n = 387

Source: AskNow July-September 2009 exit survey data

Service rating	% of patrons
Excellent	66
Very good	17
Good	7
Fair	3
Poor	3
Don't know	1
None indicated	3

Sample size n = 387

Source: AskNow July-September 2009 exit survey data