

TO: BOARD OF LIBRARY TRUSTEES

FROM: Library Services Department
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TITLE: Customer Survey

RECOMMENDATION:

Staff requests that the Board of Library Trustees review the attached survey and offer their feedback.

DISCUSSION:

The power in the Library-patron relationship should lie with the patron. Our customers decide which resources or services they wish to use or alternately, choose to use another provider if our resources or services are found to be lacking. The customer service they experience from the Library also plays a part in those decisions. Therefore, it is essential to take the time and find out what customers have to say.

One of the best ways to solicit customer input is by implementing customer satisfaction surveys. These surveys can provide the input about the Library's customer service that we might be missing. Customer satisfaction surveys allow the Library to receive feedback about the service the customer experiences. This data is a critical element for improving resources and services. Survey results also lend the opportunity for the Library to gain a better understanding of their customers themselves and their changing needs and perceptions.

The benefits of customer satisfaction surveys are clear. The Library has established the evaluation of the customer experience in determining resources and services as an operational goal. Staff requests that the Board review the draft survey and offer any input to fine tune or augment the document.

After review and approval, staff intends to implement the survey in both print and online formats. The Library Admin is exploring various methods of disseminating the survey.

NOTICING:

This agenda item has been noticed according to the Brown Act (72 hours in advance of the meeting at which the Board of Library Trustees considers the item).

ATTACHMENT A: Draft of Customer Satisfaction survey.