



Newberg Public Library

Customer Service Survey Report

April 1 – 23, 2024

Newberg Library's Customer Service Survey was offered online via Google Survey and on paper at the library from April 1st - 23rd, 2024, in alignment with Newberg City Council goals and the City of Newberg Customer Service guide. While 4,209 entries were received, only 188 were viable as the others were spam. As soon as I realized what had happened, I changed some settings on the Google form so it wouldn't continue to happen.

I would have liked to have more respondents to the survey, with just 2.3% of adult library card holders responding. However, less people respond to surveys when they are happy with the service, so looking at our feedback the low response rate is to be expected.

The survey took most people under three minutes to complete. In exchange for completed entries/forms we offered a chance to win a \$25 gift certificate to Chapters Books & Coffee if people entered their email address. One hundred sixty-eight email addresses were entered.

Seven questions were asked in the survey (see Appendix A for charts):

1. **Overall, how would you rate your customer service experience at the Library?**

Excellent 80%

Good 17%

Fair 2%

Needs Improvement 1%

2. Overall, what is your experience with library programs at the Newberg Library?

Excellent 62%
Good 30%
Fair 6%
Needs Improvement 2%

3. Overall, do the current library hours meet you/your family's needs?

Excellent 46%
Good 41%
Fair 8%
Needs Improvement 5%

4. In general, how well does the library's collection of physical and digital books, movies, etc. meet your needs and expectations?

Excellent 52%
Good 36%
Fair 9%
Needs Improvement 3%

5. Do you use the CCRLS app to search, place holds, or scan your library barcode?

Yes 73%
No 18%
I didn't know it existed 9%

6. Do you use the Newberg Library self-check app to scan your library materials for check-out with your smart phone?

Yes 47%
No 28%
I didn't know it existed 25%

7. Do you use the Libby app with your library card to borrow free eAudiobooks, eBooks, and/or eMagazines?

Yes 66%
No 23%
I didn't know it existed 11%

In addition to the above questions we asked, **Is there anything you would like to share with the library?** One hundred and thirteen responses were received.

- 14 responses mentioned a wish to extend library hours on Friday, Sunday, and Monday; all were sent a follow up thank you for sharing about the hours.
- 13 responses mentioned library materials; all responses were sent the online form for “Suggest a title for purchase.”
- 27 responses mentioned library services or suggested additional services. All were sent a follow-up email.
- 2 people expressed concern about library safety but left no email for follow up on all the library has done in the past year.
- 57 responses expressed gratitude for the library staff, services, or collections.

While the library received overwhelmingly positive feedback about customer service, there are some take-aways to be improved on as well. Three questions specifically asked about library apps to get an idea of how many people were using the apps, as well as an educational opportunity. Based on the “I didn’t know it existed” responses we will work on promoting those resources to our library patrons, both in-house and on social media.

When asked about library hours, 87% of those surveyed said the hours met their needs. There were several comments about wishing for additional hours. Sending a survey to our current users about hours is still missing those not currently using the library, even if the survey was sent out on our social media accounts as well. There is no plan to change our current library hours at this time.

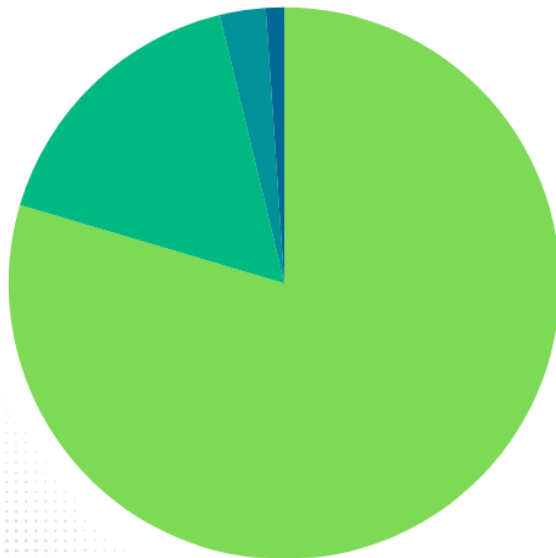
For the next customer service survey, we will make two separate questions for our in-print collections and online collections. From the comments I believe the lower customer service assessment was likely because our online eBooks and eAudiobooks have such long wait times on popular items. While I believe our collection development to be strong (evidenced by our record-breaking Circulation statistics), our budget for online materials is weak. For the 2024-2025 budget year I have allocated additional funds for eBooks and eAudiobooks for our Newberg patrons. CCRLS is also allocating more funds to digital collections for the 2024-2025 budget year for our consortium patrons.

Moving forward, our plan is to survey customers in March or April and then again in August or September. Our intent is to collect information for customer service improvement in the first

survey, and to collect information on our reading program for improvement and grant statistics in the second survey. In future surveys, we will start by requiring email addresses and limiting feedback to one per IP address to limit the spamming we encountered this time. While we have several issues to address from the feedback, such an overwhelmingly positive survey response is heartening.

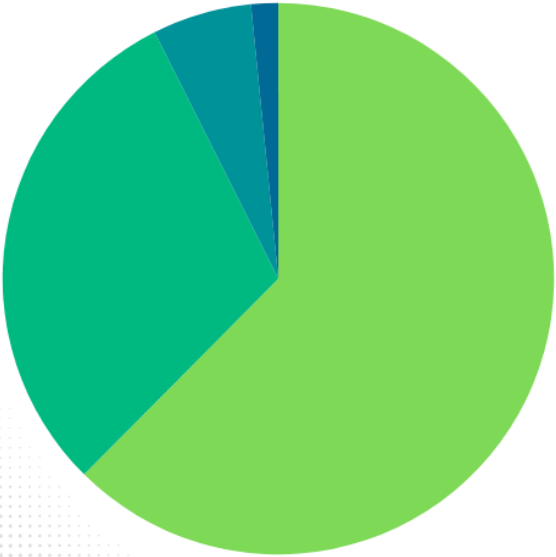
Survey Results by Pie Chart

OVERALL, HOW WOULD YOU RATE YOUR CUSTOMER SERVICE EXPERIENCE AT THE LIBRARY?



- Excellent - 80%
- Good - 17%
- Fair - 2%
- Needs Improvement - 1%

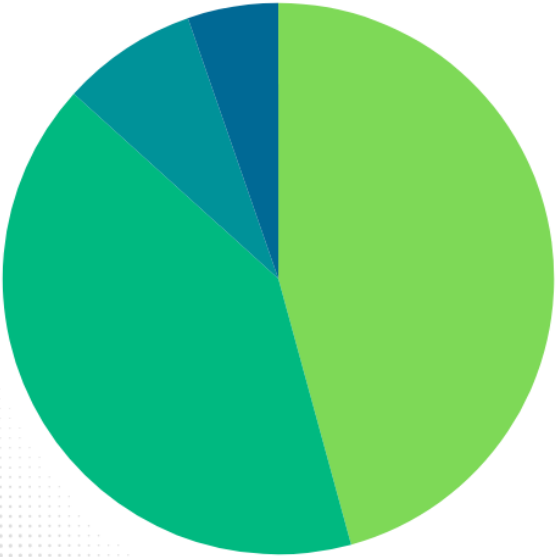
OVERALL, WHAT IS YOUR EXPERIENCE WITH LIBRARY PROGRAMS AT THE NEWBERG LIBRARY?



- Excellent - 62%
- Good - 30%
- Fair - 6%
- Needs Improvement - 2%



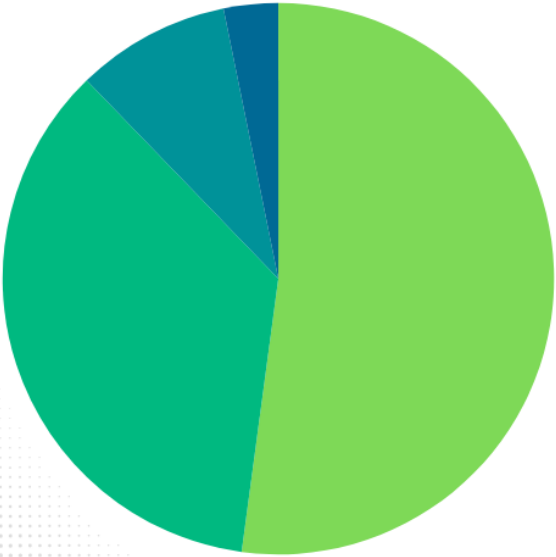
OVERALL, DO THE CURRENT LIBRARY HOURS MEET YOU/YOUR FAMILY'S NEEDS?



- Excellent - 46%
- Good - 41%
- Fair - 8%
- Needs Improvement - 5%

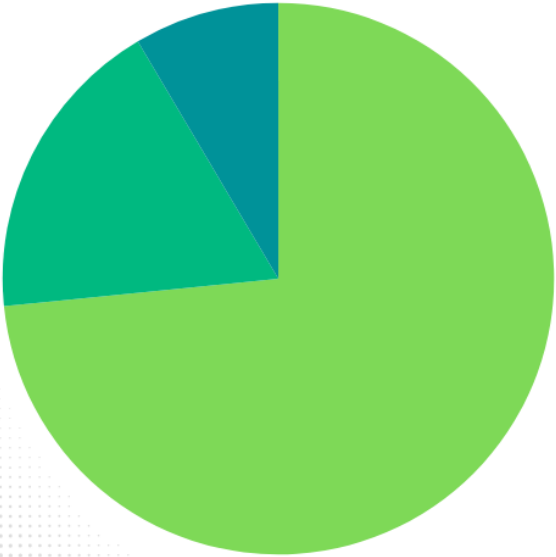


IN GENERAL, HOW WELL DOES THE LIBRARY'S COLLECTION OF PHYSICAL AND DIGITAL BOOKS, MOVIES, ETC. MEET YOUR NEEDS AND EXPECTATIONS?



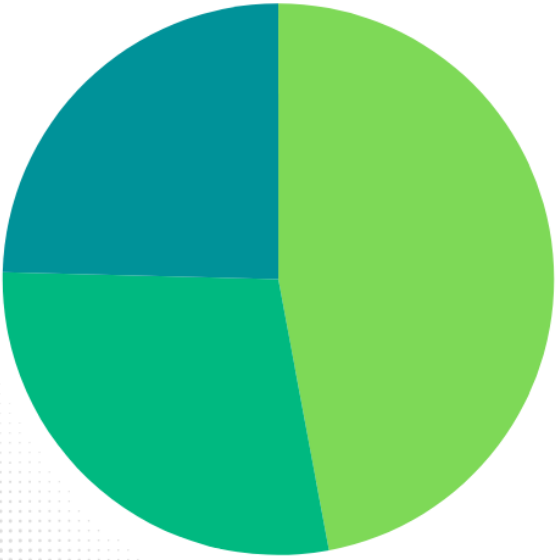
- Excellent - 52%
- Good - 36%
- Fair - 9%
- Needs Improvement - 3%

**DO YOU USE THE CCRLS APP TO SEARCH, PLACE HOLDS,
OR SCAN YOUR LIBRARY BARCODE?**



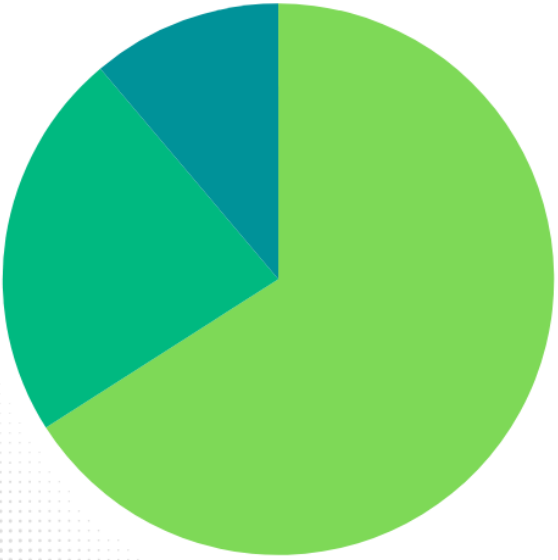
- Yes - 73%
- No - 18%
- I didn't know it existed- 9%

**DO YOU USE THE NEWBERG LIBRARY SELF-CHECK APP TO
SCAN YOUR LIBRARY MATERIALS FOR CHECK-OUT WITH
YOUR SMART PHONE?**



- Yes - 47%
- No - 28%
- I didn't know it existed-25%

DO YOU USE THE LIBBY APP WITH YOUR LIBRARY CARD TO BORROW FREE EAUDIOBOOKS, EBOOKS, AND/OR EMAGAZINES?



- Yes - 66%
- No - 23%
- I didn't know it existed-11%