

WHITE ROSE LIBRARIES

Mystery Shopper Analysis



March 2015

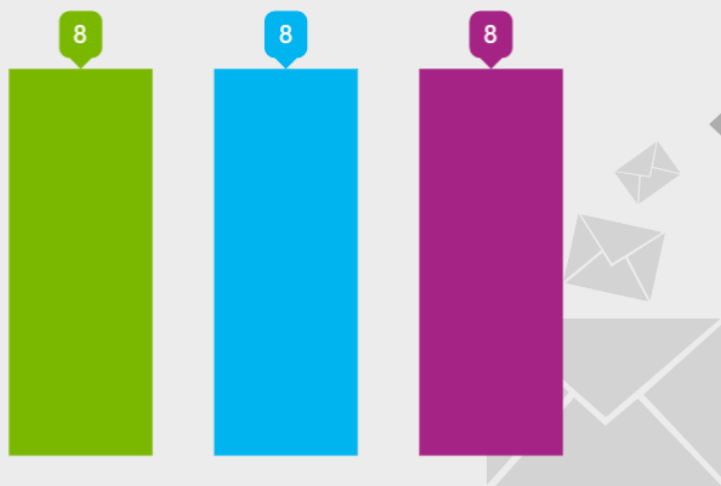


THE STATS

Leeds

Sheffield

York



Library staff interpersonal skills (out of 10)

Email contact

Typical comments

L The email was very clear and helpful.

S Email was very polite and friendly.... I felt that the enquiry I had made was not a bother for the staff member to answer. It was also impressively prompt.

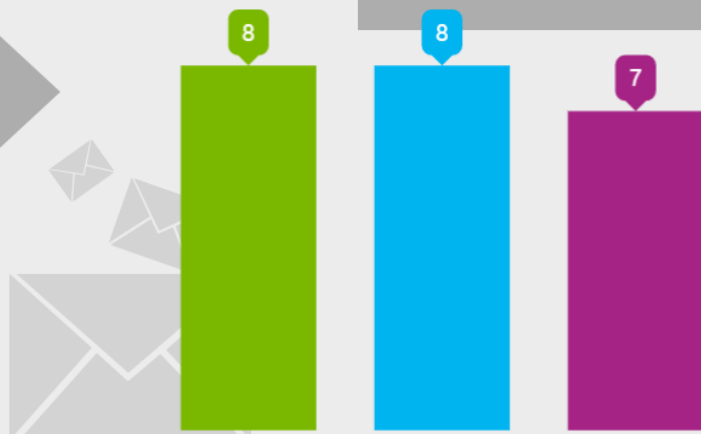
Y I was made aware that I wouldn't be able to borrow if I was an undergraduate but that 'other status' would give me borrowing rights, which was quite vague.

Typical comments

L Said I can have access to their resources ... also mentioned that membership does not include access to Leeds' computing facilities. However a small number of Library computers are available offering access to the internet and to some library e-resources.

S My question was appropriately answered.

Y The information was good and helpful.



Quality of information provided (out of 10)

Email contact

THE STATS

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York



Telephone enquiry

Library staff interpersonal skills (out of 10)

Typical comments

L Although the staff member was not certain about the exact cost of copying at the library - for which she apologised and did try to find out - she provided me with an approximate figure.

S Very friendly and tried to advise me as to which library to visit based on my area of study. They made me feel valued.

Y There wasn't any apology that I wouldn't be able to copy - after my question the first words I had were 'no', which felt a little blunt to me....

Friendly but sounded a bit in a rush.

Typical comments

L I asked about visitor copying and she advised me very well. ... She also told me their costs.

S Member of staff was very helpful...asked which department I was from and advised me which library to visit based on this information. Also able to tell me the costs of copying.

Y As a non-native speaker of English, I found it a bit difficult to understand him as his pace was a bit fast.



Telephone enquiry

Quality of information provided (out of 10)

THE STATS

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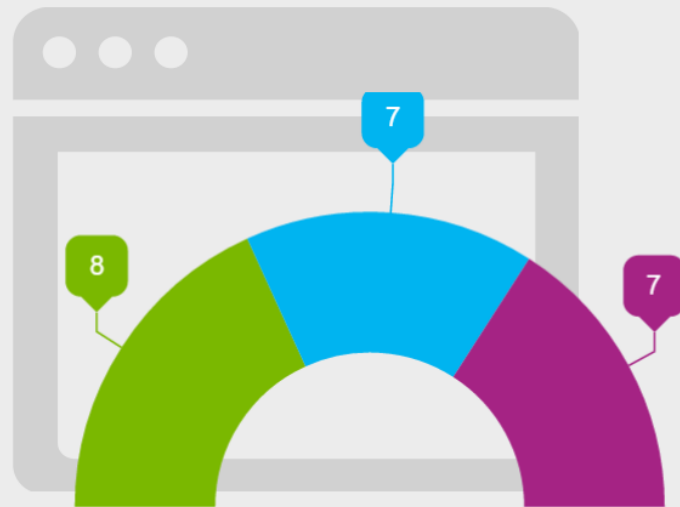
York

Typical comments

L Took a little more navigation to find information about membership.

S The first contact details in Contact Us were for postal address... I just wanted online details. Information feels very tightly packed and I had to read it a couple of times to make sure I fully understood. Very text heavy.

Y I wasn't sure what order the different categories had been placed in, it felt quite muddled, but the information itself that I found across various pages seemed useful.



Ease of use - overall (out of 10)

Web pages

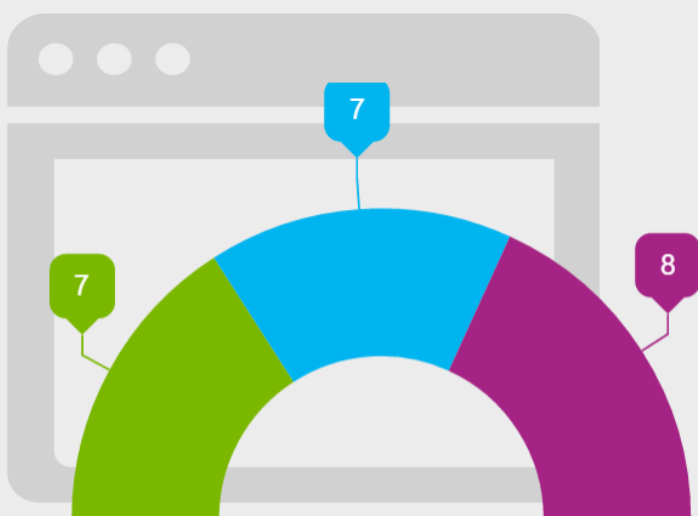
Typical comments

I found the email address and telephone number from the webpage; it was very easy to find.

Lit doesn't say that in order to get an authorisation email from my home university I first have to complete a SCONUL application form.

S Excellent, although I feel like there's a lot of it. All the information provided was useful but I felt it was split across several pages... which I then have to click through to access again.

Y I also liked that it was all on one page, so clicks were kept to a minimum!



Quality of information found (out of 10)

Web pages

”

THE STATS

● Leeds

● Sheffield

● York

“ Typical comments

L It took me a while to find location maps. I was expecting to see maps on the Home page but I couldn't.

S Maps available but not interactive... and not available for each library location. The link was not working for Information Commons & no location tab was provided for the Health Sciences Library Northern General Hospital.

Y Campus map felt intuitive and navigable because it was interactive.... liked the tab layout for locations; it made working out where I was supposed to be going a bit easier, not having to load another page and being able to flit between them. ”



Web pages

Ease of use - finding locations (out of 10)

“ Typical comments

L Opening hours clearly displayed and easy to interpret.

S Opening hours easy to locate. Had to click twice to access: firstly clicked on library sites and opening hours and then clicked on opening hours link for each site.

Y Didn't make clear was if external visitors would be able to gain access during self-service hours or whether your enquiries desk was open 24 hours as well. ”



Web pages

Ease of use - finding opening hours (out of 10)

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Registration process

Ease of use (out of 10)

“ Typical comments

It was very simple, easy and straightforward.

L

Instructions very straightforward and easy to use. Very user-friendly.

S

It was very easy, fast and simple.

Because the link wasn't included in the reply email it added a few extra (and unnecessary) steps to the process.

Y

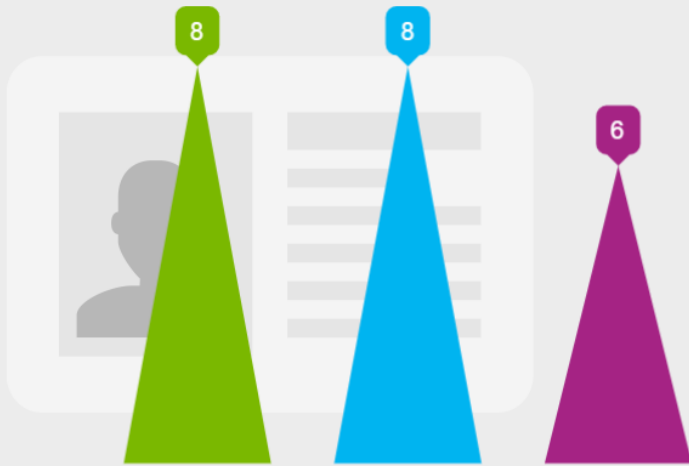
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Quality of information provided (out of 10)

Collection of user card

Typical comments

L

The information I received was helpful and clear...
...I was not told about the wifi access until I asked.

S

The information I received was really comprehensive - I didn't feel the need to ask any questions as the level of detail covered everything.

Y

I had to wait 20 minutes to get my card.

Typical comments

L

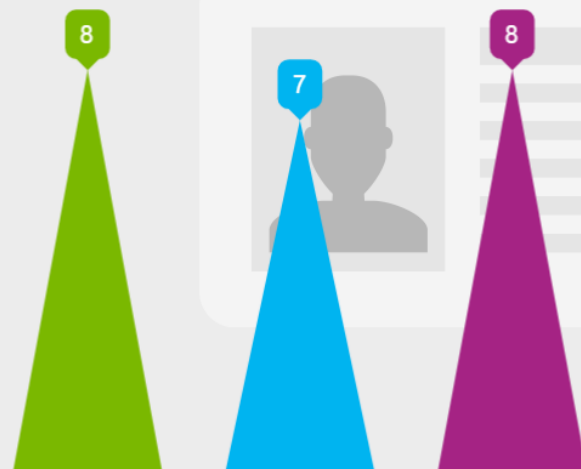
They were very welcoming and helpful. I felt very good.

S

Very friendly and eager to assist me in gaining access to the library and to get what I wanted from the visit.

Y

Staff sounded really happy to help. I was treated in a very friendly way.
Just wish I had been given a little more information about the Library and how to use its facilities.



Library staff interpersonal skills (out of 10)

Collection of user card

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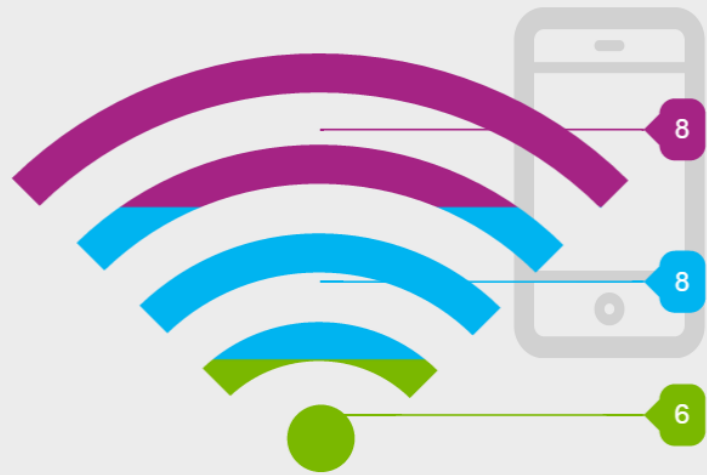
Typical comments

They told me I can't have wifi access on my device unless my home library is part of eduroam. I told them it is. Then they said it should be fine ...

L However, I tried but it didn't work. I went back to the info desk and they referred me to the enquiry office who sorted the problem out.

S I didn't even have to ask! The information was readily supplied to me when I arrived, as part of my Introduction to the Library.

Y I didn't need to prompt the member of staff to tell me about eduroam - she mentioned when speaking about study spaces.



Connection to wifi

Quality of information provided (out of 10)

Typical comments

L I felt that the help desk staff member assumed that I already knew about eduroam and therefore did not tell me about it.

S Both members of staff seemed happy to help, but perhaps a little distracted as one was showing the other how to register my access.

Y Very friendly and conversational.



Question 2b - connection to wifi

Library staff interpersonal skills (out of 10)

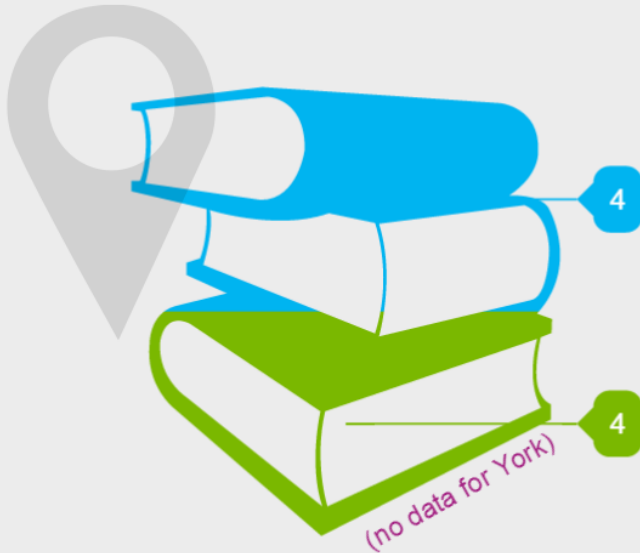
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Locating an item

Library staff interpersonal skills (out of 5)

Typical comments

I checked for the location of the book online. It was very easy...

L I identified that the book was on the 9th floor (D-O CRA). From this information I could not find the book and had to ask at enquiries for help.

S (Using staff assistance) The process was very clear and easy.

Y Found it difficult that some of the books didn't have the shelfmarks on their spine, and were instead written on the inside front page of the book or on the front cover.

The floor map and library map was very clear on each floor.

Typical comments

L Friendly staff member, pointed me in the right direction. As the library is so big and was very quiet, with lots of staff on, it would have been helpful to have been shown.

S Excellent interpersonal skills. Staff member made me feel very valued.

Y (no comments were recorded)



Locating an item

Quality of information provided (out of 5)

THE STATS

● Leeds

● Sheffield

● York

“ Typical comments

L Very friendly and helpful.

S Helpful and clear in explaining how to use the self issue machine.

Y Supportive and helpful.

”



Borrowing

Library staff interpersonal skills (out of 5)



Borrowing

Quality of information provided (out of 5)

“ Typical comments

L The machines were easy to locate and I had no problem in using them.

S The information I received whilst being given my copy and external user card where sufficient to know what to do. Borrowing and renewing terms, as well as returns and fines are also all highlighted in the "External Members Guide". This booklet is a great idea.

Y The only thing I would ask is why do the machines automatically print receipts? At Leeds and Sheffield you're given the option to print a receipt, which is maybe a little more 'green'.

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Signage and guidance (out of 10)

Assessment of study space

Typical comments

L Floor plans were visible and easy to follow

S Initially struggled to navigate my way around, especially when locating the book... I wasn't sure which floor I was on... [but] the floor plan was easy to understand and the book shelves were clearly labelled. I would have liked to see what was on other floors in terms of subjects, or group study areas.

Y I was a little uncertain of what floor I was on at times, as on the stairs the floor plans for each level are next to each other and it took a few seconds to work out which was supposed to be the prominent one.

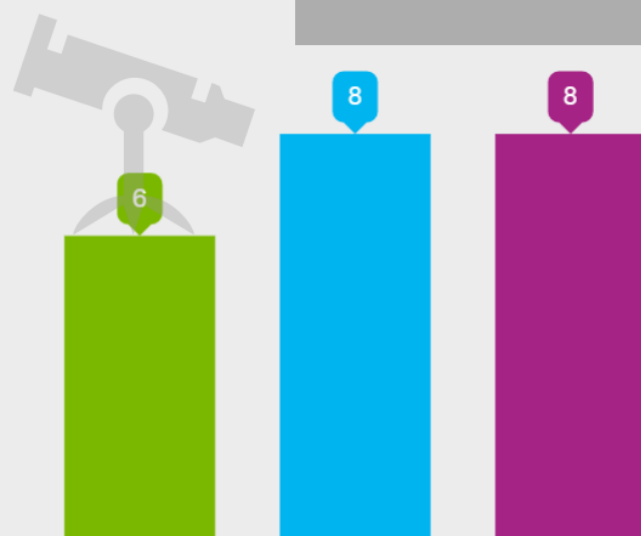
Typical comments

L The PC was a bit old-fashioned but its speed was OK. Lots of desks available but not all areas seemed very clean/tidy.

S Lovely environment to work in, very clean and nicely decorated. Lots of desk space. The space was very conducive to learning.

Y The space was very clean and tidy, and there was a very studious atmosphere, with ample plug sockets. I liked the range of study environments as well - quiet, silent and studious buzz, as well as all the different kinds of seating, especially the pods with one desk.

I felt relaxed and found it a good place to focus.



Quality of library environment (out of 10)

Assessment of study space

THE STATS

● Leeds

● Sheffield

● York

“ Typical comments

L She was a bit confused and kept double checking with her colleague. But it was informative and they were very friendly.

S The member of staff was keen to provide me with all the information she could - I'm quite impressed I didn't even have to ask; the information was just automatically offered, really helpful stuff.

Y Staff were really very informative and friendly!

”



Obtaining an item from another site

Library staff interpersonal skills (out of 10)



Obtaining an item from another site

Quality of information provided (out of 10)

“ Typical comments

L The advice was quick and helpful.

The information was very clear - I was shown how to request an item via StarPlus.

S She ran through what Libraries I had access to and what to do if there was a book I needed from a particular site.

Y The screens you have at the front desk work really well, when turned around to show the customer.

”