

# **REPORT ON CUSTOMER SERVICE**

## **TEXAS STATE LIBRARY AND ARCHIVES COMMISSION**



**AUSTIN, TEXAS  
JUNE 1, 2016**

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**TEXAS STATE LIBRARY  
AND ARCHIVES COMMISSION**

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# TEXAS STATE LIBRARY AND ARCHIVES COMMISSION

## REPORT ON CUSTOMER SERVICE

### EXECUTIVE SUMMARY

More than 95 percent of the customers responding to customer satisfaction surveys for services provided by the Texas State Library and Archives Commission during Fiscal Year 2015 indicated they were satisfied with the services received.

The agency surveyed 14,923 of the more than 51 million agency customers identified (up from 12,814 surveyed in Fiscal Year 2013), and 49 percent of surveyed customers responded. Of the 7,312 customers responding to the surveys, almost nine percent made suggestions for improvements. Overall, 6,980 of the customers responding indicated satisfaction with the agency's programs and services.

While customer satisfaction rates in three of the five programs declined slightly, the agency's overall customer satisfaction rate increased from 95.1 percent in Fiscal Year 2013 to 95.5 percent in Fiscal Year 2015.

The Fiscal Year 2015 cost per customer surveyed remained the same as Fiscal Year 2013, despite an overall increase in expenditures for the surveys. This is due, in part, to the increase in number of customers surveyed.

The customer satisfaction responses reflected in the Fiscal Year 2016 Customer Satisfaction Report were collected as part of the standard, ongoing evaluation of agency services provided during Fiscal Year 2015. The metrics reported here focus on an assessment of the customer's overall satisfaction of the services received, rather than the facilities, staff, communications, Internet site, complaint-handling process, service timeliness and printed information provided. Some of these (e.g., facilities, Internet site, complaint-handling process) are not particularly relevant to overall customer satisfaction with agency programs and services, or pertain to a very small number of customers. While we may gather information on the other service quality elements in some of our surveys, we limit the questions asked for the purpose of this report to ensure the maximum number of customer responses.

## INVENTORY OF EXTERNAL CUSTOMERS

<b>Strategy</b>	<b>Customer Group</b>	<b>Estimated Size</b>
A.1.1	TexShare academic libraries	156
A.1.1	Libraries of Clinical Medicine	3
A.1.1	Students and faculty at Texas academic libraries	884,925
A.1.1	Users of Libraries of Clinical Medicine	54,705
A.1.1	K-12 public school districts	1,219
A.1.1	K-12 public school faculty and students	5,905,205
A.1.1	TexShare public libraries	534
A.1.1	Public library customers for LRS services	13,182,749
A.1.2	Staff of public libraries	6,788
A.1.2	Public library boards & Friends officers	5,580
A.1.2	Staff of Texas academic libraries	2,660
A.1.2	Staff of other libraries	4,575
A.1.2	Non-public libraries (Texas Reading Club)	458
A.1.2	Texas public libraries	558
A.1.2	Texans who may use public libraries	24,391,446
A.2.1	Persons eligible for Talking Book services	387,000
B.1.1	Genealogists	5,833,355
B.1.1	State Employees in Travis County	58,192
B.1.1	Other researchers	892,269
C.1.1	Local governments	10,187
C.1.1	State agencies	159
C.1.1	Local government records personnel	30,561
C.1.1	State agency records personnel	1,193
	<b>Total</b>	<b>51,564,477</b>

Note: Estimates are for Fiscal Year 2015 customers.

## AGENCY PROGRAM AND SERVICE DESCRIPTIONS

Strategy	Programs and Services Provided
A.1.1	Library resource sharing services provided: interlibrary lending for public libraries; databases are provided for academic and public libraries and students of K-12 schools. The TexShare program serves academic and public libraries with a variety of services and programs; TexQuest provides databases to public K12 schools (program began implementation in FY2014-15); the strategy is considered to provide services to both the libraries and the people who use these libraries.
A.1.2	To aid local libraries, services are primarily provided to librarians and other staff working in libraries of all types. Services to libraries include numerous discretionary grants, training, technical assistance, and distribution of the Texas Reading program materials. The strategy is considered to provide services to both libraries and the people who use libraries.
A.2.1	The Talking Book Program is only authorized to serve people who are certified to meet the eligibility criteria specified by the Library of Congress' National Library Service Program. To be eligible, a person must be incapable of reading or holding a standard printed book.
B.1.1	In this strategy, the agency provides reference and information services by managing the Reference/Documents collection, the Genealogy collection, and the State Archives collection in Austin and in Liberty. Services are provided to family history researchers, state employees, and other researchers.
C.1.1	This strategy assists state and local governments in managing their records. Employees of these governmental units are trained and provided technical assistance.

## SURVEY INFORMATION-GATHERING METHODS

All data reported in this report regarding customer satisfaction is from data collected in customer satisfaction survey and feedback forms during the agency's normal course of business for Fiscal Year 2015.

The agency conducts participant evaluation forms for each significant workshop, and participants are asked a number of questions regarding the training, including: "Overall, I considered this workshop to be . . ." Participants in Records Management training sessions score their responses on a scale from 1 (low) to 7 (high) with scores of 5 and above considered satisfactory. Participants in Library Development and Networking training sessions score their responses on a scale from 1 (low) to 5 (high) with scores of 3 and above considered satisfactory.

The Talking Book Program surveys users at the end of the second year of the biennium, and also use a 1 – 7 scale, with scores of 5 and above considered satisfactory. Likewise, the State and Local Records

Management division surveys state agencies and local governments receiving records storage, records management or imaging services using the same 7-point scale as the training evaluation forms.

The Library Development and Networking division surveys public libraries on their experience with the Reading Club program materials. Academic and public libraries and librarians were also surveyed to determine their satisfaction with services they received, as were end users for the TexShare database programs.

The Archives and Information Services division surveys researchers who ask reference questions on randomly selected survey sample days. These surveys are given to patrons who visit the agency's locations in Austin and Liberty. The surveys are used to determine if customers are satisfied with answer(s) provided by staff; this is accomplished with a single "yes/no" question.

## CUSTOMER SATISFACTION

Table 1: Percent of Customers Satisfied

Division (Strategy)	# Not Satisfied	# Satisfied	Total	% Satisfied
ARIS (B.1.1)	1	144	145	99.3%
LD (A.1.2)	131	4,324	4,455	97.1%
LRS (A.1.1)	37	726	763	95.2%
SLRM (C.1.1)	122	1,494	1,616	92.5%
TBP (A.2.1)	41	292	333	87.7%
<b>Totals</b>	<b>332</b>	<b>6,980</b>	<b>7,312</b>	<b>95.5%</b>

Table 2: Percent Customers identifying ways to improve service delivery

Division (Strategy)	# Responding	# identifying	% identifying
ARIS (B.1.1)	145	8	5.5%
LD (A.1.2)	4,455	325	7.3%
LRS (A.1.1)	763	30	3.9%
SLRM (C.1.1)	1,616	271	16.8%
TBP (A.2.1)	333	2	>1%
<b>Totals</b>	<b>7,312</b>	<b>636</b>	<b>8.7%</b>

Table 3: Number of Customers Surveyed

Division (Strategy)	# Surveyed
ARIS (B.1.1)	173
LD (A.1.2)	5,083
LRS (A.1.1)	1,063
SLRM (C.1.1)	6,604
TBP (A.2.1)	2,000
<b>Totals</b>	<b>14,923</b>

Table 4: Cost per Customer Surveyed

Estimated cost	Unit cost
\$384	\$2.22
\$4,236	\$0.83
\$491	\$0.46
\$5,185	\$0.79
\$965	\$0.48
<b>\$11,261</b>	<b>\$0.75</b>

Table 5: Customers Served, Customers Identified, and Customer Groups Inventoried

Division (Strategy)	Number of Customers Served	Number of Customers Identified	Number of Customer Groups Inventoried
ARIS (B.1.1)	97,000	6,783,816	3
LD (A.1.2)	781,839	24,412,065	7
LRS (A.1.1)	10,258,510	20,029,496	8
SLRM (C.1.1)	26,906	42,100	4
TBP (A.2.1)	16,020	387,000	1
<b>Totals</b>	<b>11,180,275</b>	<b>51,654,477</b>	<b>23</b>

## CUSTOMER-RELATED PERFORMANCE MEASURES

### OUTCOME MEASURES

#### Percentage of Surveyed Customer Respondents Expressing Overall Satisfaction with Services Received

Short Definition	This is the percentage of people who indicated they received overall satisfactory customer services from the Texas State Library and Archives Commission, as indicated by their response to survey questions.
Purpose / Importance	This is a required measure.
Source / Collection of Data	<p>Periodic surveys of customers are conducted by all divisions that provide a direct service to one of the agency's identified customer groups. These surveys may be designed to gather satisfaction levels either on one particular service, or on an expanded range of services.</p> <p>All surveys will ask the customer to answer the question: "Overall, I considered this service to be..." (wording may be altered to reflect the service being evaluated).</p> <p>Additional questions may be asked on the survey, but only questions related to overall satisfaction with the programs and services will be used to calculate the score for this measure.</p> <p>A survey will be conducted at the end of each major workshop, training, or seminar conducted or sponsored by the agency. Each division that provides a direct service to a customer group will conduct a customer satisfaction survey at least once each biennium. Certain projects may also conduct surveys to evaluate project-specific satisfaction.</p>
Method of Calculation	<p>At the conclusion of each survey period, the staff member responsible for that survey will submit a report to the agency's customer service representative.</p> <p>Some surveys will allow a "yes/no" answer. Others will ask for an opinion on a 1-to-7 scale. Scores of 1-4 will indicate non-satisfaction, and scores of 5-7 will indicate satisfaction. On surveys with a 1 – 5 scale, scores from 1 – 2 will indicate non-satisfaction, and scores of 3 – 5 will indicate satisfaction.</p> <p>Those surveys submitted by staff of this agency (e.g., as a participant in a workshop or the recipient of other customer service) will not be included in the scoring.</p>
Data Limitations	Respondents that mark more than one score per question will be considered non-responsive and scores will not be included for this measure. Not all participants in workshops, trainings, or seminars will submit surveys; surveys could be lost prior to tabulation; respondents may score the service inconsistently from question to question.
Calculation Type	Cumulative
New Measure	No
Desired Performance	Higher than target

**Percentage of Surveyed Customer Respondents Identifying Ways to Improve Service Delivery**

Short Definition	This is the percentage of people who provided feedback on ways to improve the customer services delivered by the State Library, as indicated by their comments outside of closed-ended survey questions.
Purpose / Importance	This is a required measure.
Source / Collection of Data	Periodic surveys of customers are done by all divisions that provide a direct service to one of our customer groups. These surveys may be designed to gather satisfaction levels either on one particular service, or on an expanded range of services. Surveys will include a statement: "I suggest the following improvements in the services of the State Library ..." (wording may be altered to reflect the service being evaluated). Other questions may be asked on the survey, but only this question will be used to calculate the score for this measure. This survey will be conducted with the same methodology specified for the previous measure.
Method of Calculation	At the conclusion of each survey period, the staff member responsible for that survey will submit a report to the agency's customer service representative. The report will indicate total the number of persons and percentage of total respondents who provided a response to this statement.
Data Limitations	Respondents' suggestions may not be legible or relevant to the agency's programs and services; these will be considered non-responsive. Surveys could be lost or misplaced prior to tabulation. Respondents may evaluate the service inconsistently from question to question.
Calculation Type	Non-cumulative
New Measure	No
Desired Performance	Not applicable

**OUTPUT MEASURES: Number of Customers Surveyed**

Short Definition	This is the number of people who were surveyed by the Texas State Library and Archives Commission's programs and services, in an effort to determine their level of satisfaction as a customer of the agency.
Purpose / Importance	This is a required measure.
Source / Collection of Data	Periodic surveys of customers are conducted by all divisions that provide a direct service to one of the identified customer groups. These surveys may be designed to gather satisfaction levels either on one particular service, or on an expanded range of services. This measure represents the number of surveys provided to agency customers for their response.
Method of Calculation	Staff in program divisions will submit reports that tabulate the number of customers they survey during the reporting period. These reports will be added together to compile the totals for the agency.
Data Limitations	In workshop situations, participants may come and go, and staff may not always know whether a late-comer or an early-departer received and/or completed a survey. Mail or email delivery issues may result in a customer not receiving a survey. Some reports may be based on estimates or sampling.
Calculation Type	Cumulative

New Measure	No
Desired Performance	Higher than target

**Number of Customers Served**

Short Definition	This is the number of people who received services as customers of the Texas State Library and Archives Commission.
Purpose / Importance	This is a required measure.
Source / Collection of Data	Staff in program divisions will tabulate the number of customers they serve.
Method of Calculation	Reports will be submitted by the program divisions that identify the number of customers served during the survey period. These reports will be added together to compile the agency totals.
Data Limitations	Staff may find it difficult to accurately count and/or otherwise document each customer. People are mobile during events and it is difficult to determine an exact count of the number that received the service. Many services are based on reports by third parties who receive grants or contracts. Some reports may be based on estimates or sampling.
Calculation Type	Cumulative
New Measure	No
Desired Performance	Higher than target

**EFFICIENCY MEASURES: Cost per Customer Surveyed**

Short Definition	This is the average cost of surveying each customer of the Texas State Library and Archives Commission to determine their level of satisfaction with the services provided.
Purpose / Importance	This is a required measure.
Source / Collection of Data	The "number of customers surveyed" will be determined in the Output Measure so named. Costs will be determined by using internal cost estimates related to printing, postage and staff time to both distribute the survey and analyze results.
Method of Calculation	The total cost of surveying customers will be determined by estimating the cost of staff time, postage, consumable supplies, and other operating costs directly associated with conducting the customer surveys. Costs associated with overhead or equipment will not be included. The total costs will be divided by the total number of customers surveyed.
Data Limitations	Estimates of costs will be used. In workshop situations, participants may come and go, and staff may not always know whether a late-comer or an early-departer received and/or completed a survey. Mail or email delivery issues may result in a customer not receiving a survey. Some reports may be based on estimates or sampling.
Calculation Type	Non-cumulative
New Measure	No
Desired Performance	Lower than target

**EXPLANATORY MEASURES: Number of Customers Identified**

Short Definition	This is the total number of people who are in the customer service groups inventoried by the Texas State Library and Archives Commission.
Purpose / Importance	This is a required measure.
Source / Collection of Data	Agency staff will inventory a sample of all groups of customers that have a reasonable potential of being a customer group to whom the agency targets its services. Using available sources, the staff will calculate the estimated number of customers in each group.
Method of Calculation	All of the group members will be added together to compute the total number of customers toward whom the agency targets its services.
Data Limitations	Individuals who fall into two or more customer groups will be counted more than once provided the customer groups receive services from one or more programs. Estimates will be used to determine the number of customers in each group.
Calculation Type	Cumulative
New Measure	No
Desired Performance	Not Applicable

**Number of Customer Groups Inventoried**

Short Definition	This is the total number of potential customer groups of the Texas State Library and Archives Commission.
Purpose / Importance	This is a required measure.
Source / Collection of Data	Staff will identify all groups of customers that have a reasonable potential of being a customer group to whom the agency targets its services.
Method of Calculation	All of the groups will be added together to identify the total number of customer groups toward whom the agency targets its services.
Data Limitations	Customer service groups may not be clearly or cleanly identifiable, and population growth variables across the state make it difficult to have accurate numbers for each group.
Calculation Type	Cumulative
New Measure	No
Desired Performance	Not Applicable

**Note:** Some of the definitions for the above measure elements have been updated to clarify language, add new customer groups, and/or further define methodologies used for data collection during the survey period for Fiscal Year 2015. The measure titles have not been edited or updated.

Questions about the information presented in this report can be submitted to Donna Osborne, Chief Operations and Fiscal Officer, at [dosborne@tsl.texas.gov](mailto:dosborne@tsl.texas.gov).

TSLAC's Customer Service Policies are located on the agency's website at: <https://www.tsl.texas.gov/agency/customer/index.html>

TSLAC's Compact with Texans is located on the agency's website at: <https://www.tsl.texas.gov/agency/customer/compact.html>