

# REPORT ON 2017 CUSTOMER SERVICE

Texas State Library  
and Archives Commission



Austin, Texas  
May 9, 2018

# Report on Customer Service

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and Archives Commission**

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# Texas State Library and Archives Commission

## Report on Fiscal Year 2017 Customer Service

### Executive Summary

Over 97 percent of the customers responding to customer satisfaction surveys for services provided by the Texas State Library and Archives Commission during Fiscal Year 2017 indicated they were satisfied with the services received.

The agency surveyed 32,094 of the almost 42 million agency customers identified, more than double the Fiscal Year 2015 number of 14,923. However, the response rate was down, with 26.1 percent of customers surveyed responding. Of the 8,374 customers responding to the surveys, 19.2 percent (or 1,608 respondents) made suggestions for improvements. Overall, 8,132 of the customers responding indicated satisfaction with the agency's programs and services.

Customer satisfaction rates in only one of the five programs declined; however, the agency's overall customer satisfaction rate increased from 95.4 percent in Fiscal Year 2015 to 97.17 percent in Fiscal Year 2017.

The Fiscal Year 2017 cost per customer surveyed declined by over 55 percent from Fiscal Year 2015, despite an overall increase in expenditures for the surveys. This is due, in part, to the increased number of customers surveyed and the fact that some of the surveys are conducted electronically.

The customer satisfaction responses reflected in the Fiscal Year 2017 Customer Satisfaction Report were collected as part of the standard, ongoing evaluation of agency services. These processes 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. Some of these (e.g., facilities, complaint-handling process) are not particularly relevant or pertain to a very small number of customers. While we 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.

## 2017 Inventory of External Customers

Strategy	Customer Group	Estimated Size
A.1.1	TexShare academic libraries	158
A.1.1	Libraries of Clinical Medicine	3
A.1.1	Students and faculty at Texas academic libraries	1,488,197
A.1.1	Users of Libraries of Clinical Medicine	66,068
A.1.1	K-12 public school districts	1,203
A.1.1	K-12 public school faculty and students	5,696,590
A.1.1	TexShare public libraries *	517
A.1.1	Public library customers for Resource Sharing services **	13,182,749
A.1.2	Staff of public libraries	6,852
A.1.2	Public library boards & Friends officers	5,490
A.1.2	Staff of Texas academic libraries	2,374
A.1.2	Staff of other libraries	4,062
A.1.2	Texas public libraries *	549
A.1.2	Texans who may use public libraries **	25,269,938
A.2.1	Persons eligible for Talking Book services	388,153
B.1.1	Genealogists	7,282,983
B.1.1	State Employees	323,418
B.1.1	Other researchers	916,094
C.1.1	Local governments	10,284
C.1.1	State agencies	156
C.1.1	Local government records personnel	30,852
C.1.1	State agency records personnel	1,170
	<b>Total</b>	<b>41,494,594</b>

\* TexShare public libraries are a subset of and included in the Texas public libraries number, and are shown for informational purposes only. Only the Texas public libraries are included in the Total Customers number above.

\*\* Public library customers for Resource Sharing services are a subset of and included in the Texans who may use public libraries number, and are shown for informational purposes only. Only the Texans who may use public libraries are included in the Total Customers number above.

## 2017 Agency Service Descriptions

Strategy	Services
A.1.1	Library resource sharing services included: interlibrary lending for public libraries; and, access to statewide databases for academic and public libraries and students of public K-12 schools. The TexShare program serves academic and public libraries; TexQuest provides databases to public K12 schools (program began implementation in FY2014-15). This strategy provides services to both the libraries and the people who use these libraries.
A.1.2	Services under this strategy are primarily provided to librarians and other staff working in libraries of all types to improve services provided through local public libraries. These services include various discretionary and competitive grants, training, technical assistance, and distribution of the Texas Summer Reading program materials. The strategy provides services to both libraries and the people who use libraries.
A.2.1	This strategy provides books in alternative formats to those registered at any time during the fiscal year. 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	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. In this strategy, the agency provides services to family history researchers, state employees, and other researchers.
C.1.1	Under this strategy, the agency assists state and local governments in managing their records. Agency staff provide training and technical expertise to employees of these governmental units. In addition, the agency also provides storage and imaging services to both state and local governmental entities under this strategy.

## Information-Gathering Methods

All customer satisfaction data reported here was collected during the agency's normal course of business for Fiscal Year 2017.

The agency administers participant evaluation forms for each significant workshop, and participants are asked questions relevant to the training materials and topics, including: "Overall, I considered this workshop to be . . ." and "Overall, how satisfied were you with . . ."

The Records Management training evaluation form asks participants to score responses on a scale from 1 (low) to 7 (high), with scores of 5 and above considered satisfactory for the purposes of this report. Additionally, the State and Local Records Management division surveys storage and imaging customers from state agencies and local governments using the same 7-point scale.

The Library Development and Networking division uses an evaluation form for training sessions conducted by agency staff and contracted trainers. The form asks participants to score responses on a scale from 1 (low) to 5 (high), with scores of 3 and above considered satisfactory for the purposes of this report.

The Library Development and Networking division also surveys public libraries annually regarding their experience with the Reading Club program materials. In addition, the division surveys academic and public libraries, and librarians of those entities, to determine satisfaction with services received from the division.

The Talking Book Program surveys users at the end of the second year of each biennium, and now use a 1 – 5 scale, with 1 being Very Satisfied, 2 being Satisfied, 3 is Dissatisfied, 4 is Very Dissatisfied, and 5 as No Opinion. Scores of 1 and 2 are considered satisfactory for the purpose of this report.

The Archives and Information Services division surveys on-site researchers who ask reference questions on randomly selected survey sample days in the first month of each quarter of the fiscal year. Staff give the surveys to patrons who visit the agency's facilities in Austin and Liberty. The surveys ask if the customer is satisfied with service/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)	4	120	124	96.8%
LD (A.1.2)	48	4,433	4,481	98.9%
LRS (A.1.1)	40	835	874	95.4%
SLRM (C.1.1)	73	1,283	1,356	94.6%
TBP (A.2.1)	77	1,461	1,538	95.0%
<b>Totals</b>	<b>242</b>	<b>8,132</b>	<b>8,374</b>	<b>97.1%</b>

**Table 2: Percent Customers identifying ways to improve service delivery**

Division (Strategy)	# Responding	# identifying	% identifying
ARIS (B.1.1)	124	4	3.2%
LD (A.1.2)	4,481	470	10.5%
LRS (A.1.1)	685	134	19.6%
SLRM (C.1.1)	1,356	164	12.1%
TBP (A.2.1)	1,538	836	54.4%
<b>Totals</b>	<b>8,374</b>	<b>1,608</b>	<b>19.2%</b>

**Table 3: Number of Customers Surveyed**

Division (Strategy)	# Surveyed
ARIS (B.1.1)	154
LD (A.1.2)	5,807
LRS (A.1.1)	5,462
SLRM (C.1.1)	7,671
TBP (A.2.1)	13,000
<b>Totals</b>	<b>32,094</b>

**Table 4: Cost per Customer Surveyed**

Estimated cost	Unit cost
\$217.03	\$1.41
\$4,383	\$0.75
\$1,115	\$0.20
\$6,372	\$0.83
\$1,235	\$0.10
<b>\$13,321</b>	<b>\$0.42</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)	891,964	8,522,495	3
LD (A.1.2)	668,634	25,289,265	6
LRS (A.1.1)	6,056,310	7,252,219	8
SLRM (C.1.1)	26,655	42,462	4
TBP (A.2.1)	15,507	388,153	1
<b>Totals</b>	<b>7,659,070</b>	<b>41,494,594</b>	<b>22</b>

## Customer-related Performance Measures

### Outcome Measures

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

<b>Short Definition</b>	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.
<b>Purpose / Importance</b>	This is a required measure.
<b>Source / Collection of Data</b>	<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>
<b>Method of Calculation</b>	<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>
<b>Data Limitations</b>	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.
<b>Calculation Type</b>	Cumulative
<b>New Measure</b>	No
<b>Desired Performance</b>	Higher than target

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

<b>Short Definition</b>	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.
<b>Purpose / Importance</b>	This is a required measure.
<b>Source / Collection of Data</b>	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.
<b>Method of Calculation</b>	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.
<b>Data Limitations</b>	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.
<b>Calculation Type</b>	Non-cumulative
<b>New Measure</b>	No
<b>Desired Performance</b>	Not applicable

**Output Measures: Number of Customers Surveyed**

<b>Short Definition</b>	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.
<b>Purpose / Importance</b>	This is a required measure.
<b>Source / Collection of Data</b>	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.
<b>Method of Calculation</b>	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.

<b>Data Limitations</b>	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.
<b>Calculation Type</b>	Cumulative
<b>New Measure</b>	No
<b>Desired Performance</b>	Higher than target

### Number of Customers Served

<b>Short Definition</b>	This is the number of people who received services as customers of the Texas State Library and Archives Commission.
<b>Purpose / Importance</b>	This is a required measure.
<b>Source / Collection of Data</b>	Staff in program divisions will tabulate the number of customers they serve.
<b>Method of Calculation</b>	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.
<b>Data Limitations</b>	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.
<b>Calculation Type</b>	Cumulative
<b>New Measure</b>	No
<b>Desired Performance</b>	Higher than target

Efficiency Measures: **Cost per Customer Surveyed**

<b>Short Definition</b>	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.
<b>Purpose / Importance</b>	This is a required measure.
<b>Source / Collection of Data</b>	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.
<b>Method of Calculation</b>	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.
<b>Data Limitations</b>	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-departed 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.
<b>Calculation Type</b>	Non-cumulative
<b>New Measure</b>	No
<b>Desired Performance</b>	Lower than target

Explanatory Measures: **Number of Customers Identified**

<b>Short Definition</b>	This is the total number of people who are in the customer service groups inventoried by the Texas State Library and Archives Commission.
<b>Purpose / Importance</b>	This is a required measure.
<b>Source / Collection of Data</b>	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.
<b>Method of Calculation</b>	All of the group members will be added together to compute the total number of customers toward whom the agency targets its services.
<b>Data Limitations</b>	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.
<b>Calculation Type</b>	Cumulative
<b>New Measure</b>	No
<b>Desired Performance</b>	Not Applicable

### Number of Customer Groups Inventoried

<b>Short Definition</b>	This is the total number of potential customer groups of the Texas State Library and Archives Commission.
<b>Purpose / Importance</b>	This is a required measure.
<b>Source / Collection of Data</b>	Staff will identify all groups of customers that have a reasonable potential of being a customer group to whom the agency targets its services.
<b>Method of Calculation</b>	All of the groups will be added together to identify the total number of customer groups toward whom the agency targets its services.
<b>Data Limitations</b>	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.
<b>Calculation Type</b>	Cumulative
<b>New Measure</b>	No
<b>Desired Performance</b>	Not Applicable