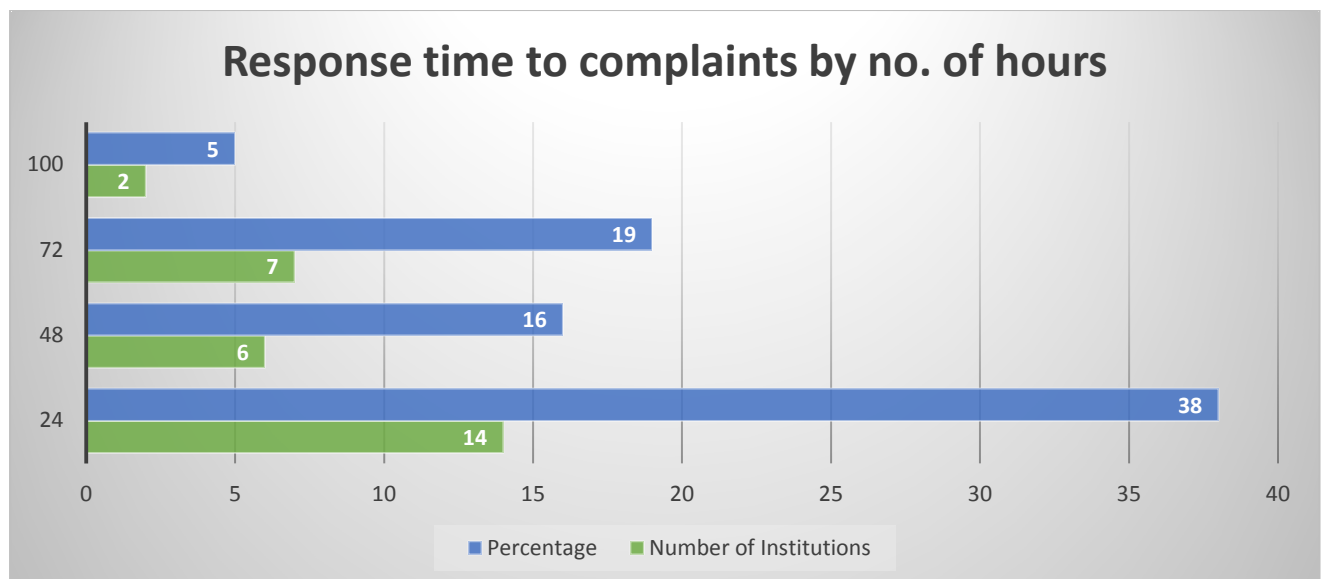# Communication and feedback

This part of database collects data regarding how we talk to our service users when asking for their feedback and listening to their complaints and how we communicate more formally regarding overdue notices and invoices for missing items. The section also questions what sanctions institutions use when items are not retrieved from service users.
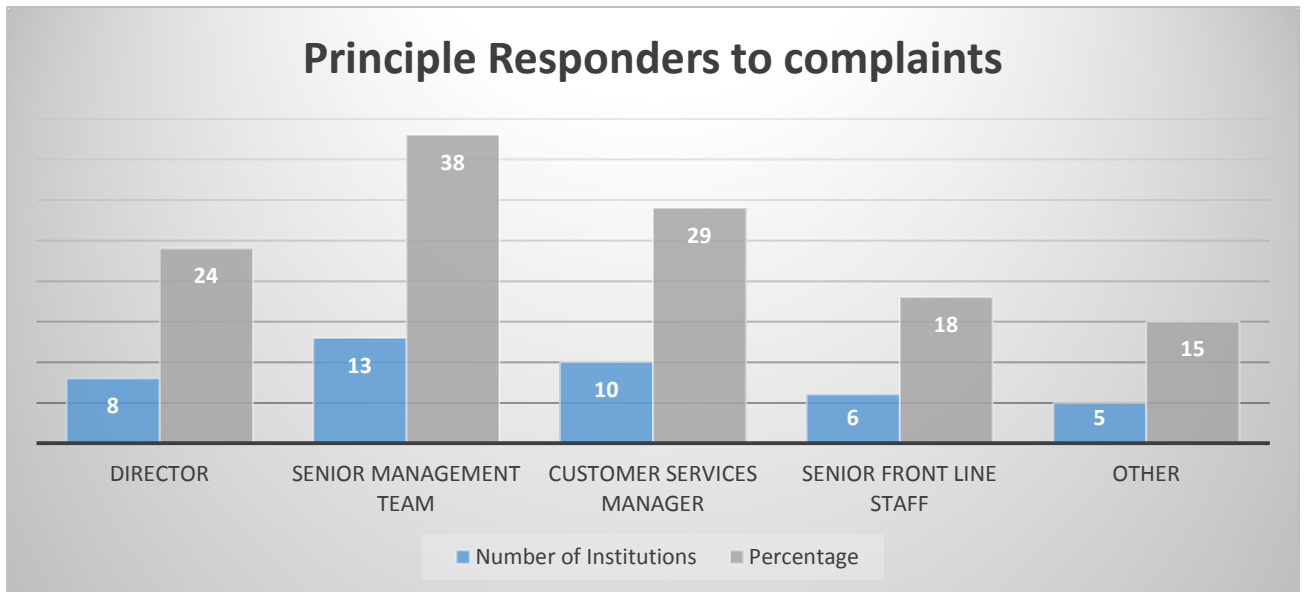
Complaints procedure

- 37 institutions out of 42 have formal complaints procedures (88%)
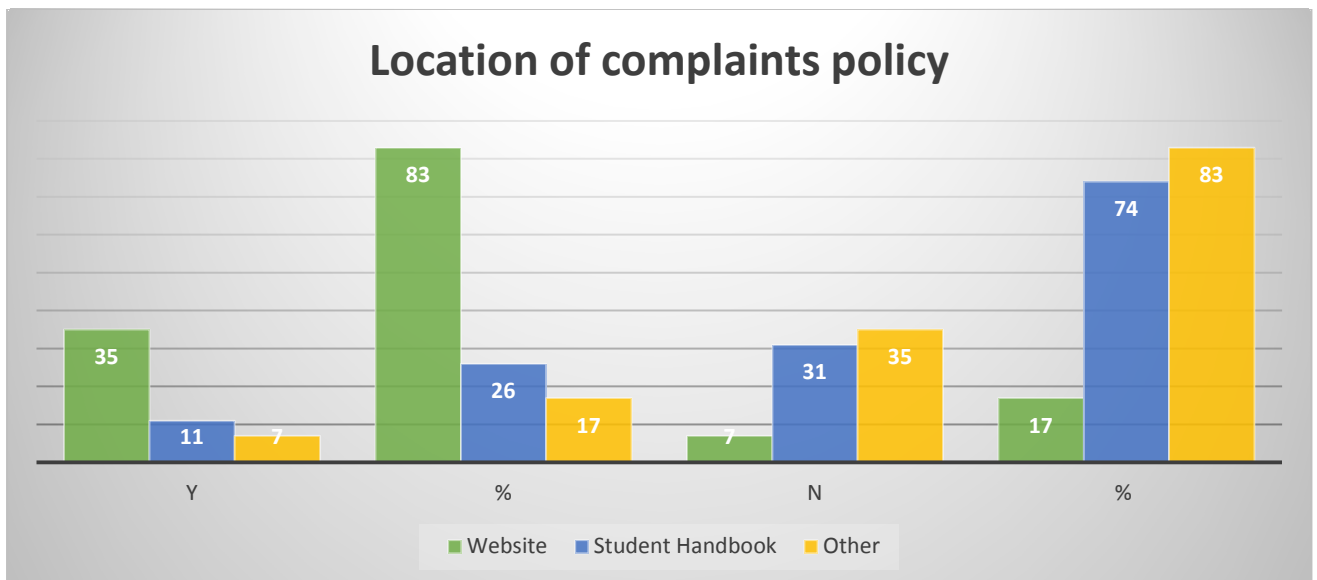- 34 of those have a formal escalation procedure (92%)
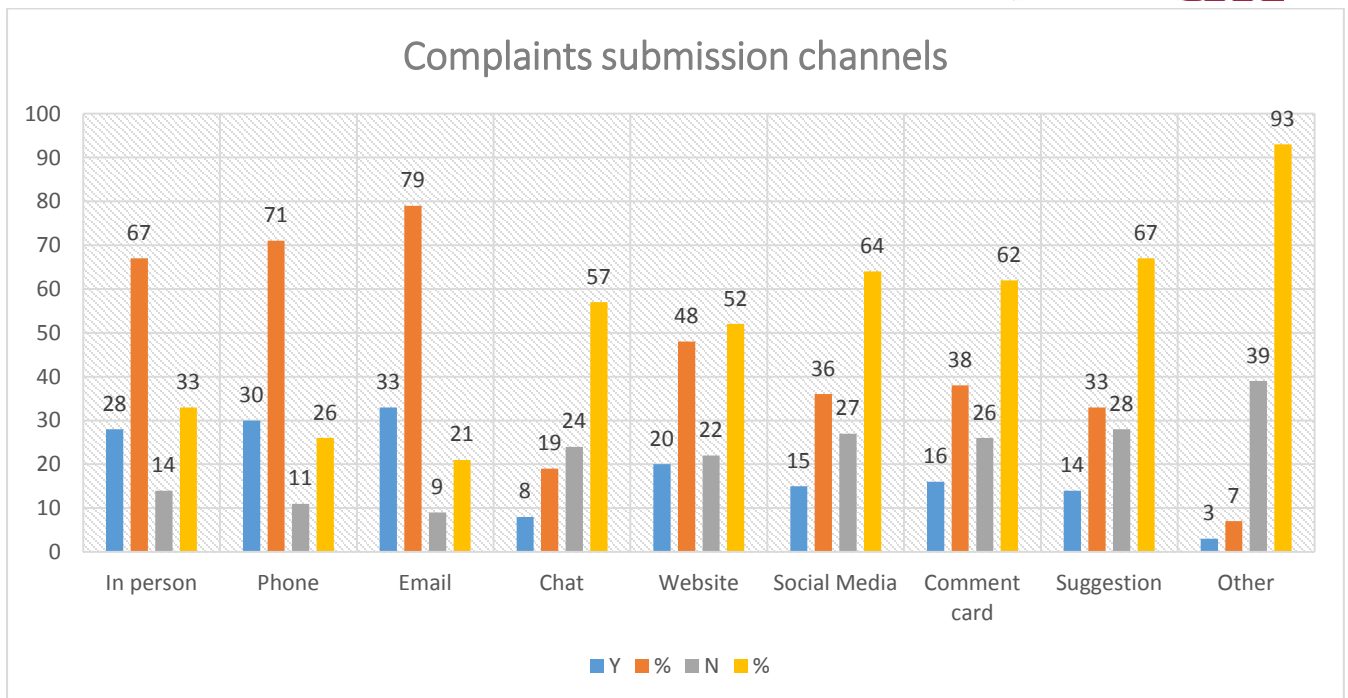
Response times to complaints

Principle responders to complaints

Principle Responders to complaints

	DIRECTOR	SENIOR MANAGEMENT TEAM	CUSTOMER SERVICES MANAGER	SENIOR FRONT LINE STAFF	OTHER
Number of Institutions	8	13	10	6	5
Percentage	24	38	29	18	15

Where can customers find complaints policies?

Location of complaints policy

	Y	%	N	%
Website	35	83	7	17
Student Handbook	11	26	31	74
Other	7	17	35	83

Complaints submission procedure

Complaints submission channels

Categories: In person, Phone, Email, Chat, Website, Social Media, Comment card, Suggestion, Other

Legend: Y %, N %

Channel	Y %	N %
In person	28 / 67	14 / 33
Phone	30 / 71	11 / 26
Email	33 / 79	9 / 21
Chat	8 / 19	24 / 57
Website	20 / 48	22 / 52
Social Media	15 / 36	27 / 64
Comment card	16 / 38	26 / 62
Suggestion	14 / 33	28 / 67
Other	3 / 7	39 / 93

Feedback

Does your institution ask for feedback?

Does your institution ask for feedback?

Yes 93%
No 7%

Which members of staff are your named responders to feedback?

Principle responders to feedback

Category	Number	Percentage
DIRECTOR	8	19
SENIOR MANAGEMENT TEAM	13	40
CUSTOMER SERVICE MANAGER	10	24
SENIOR FRONT LINE STAFF	6	14
OTHER	5	12

■ Number ■ Percentage

Feedback Response Times

Response times to feedback by no. of hours*

Hours	Percentage	Number of Institutions
72	14	6
48	17	7
24	33	14
1	5	2
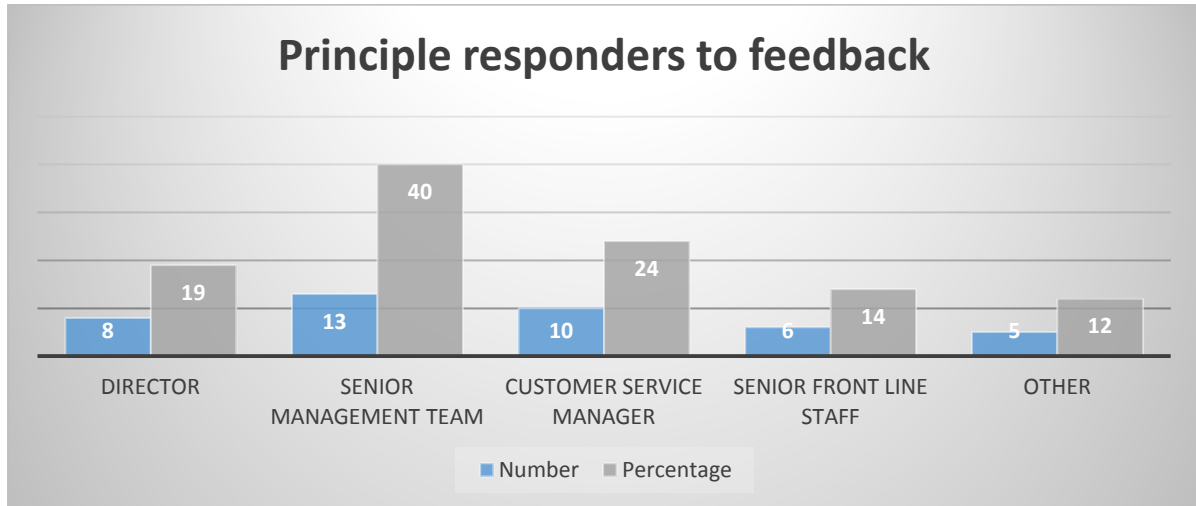
■ Percentage ■ Number of Institutions
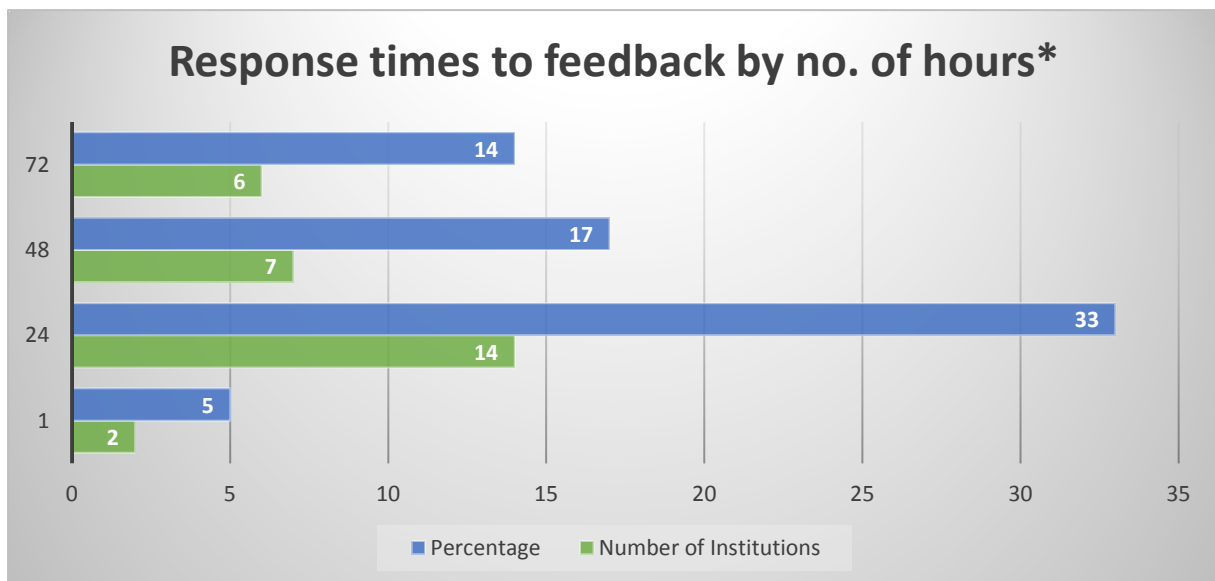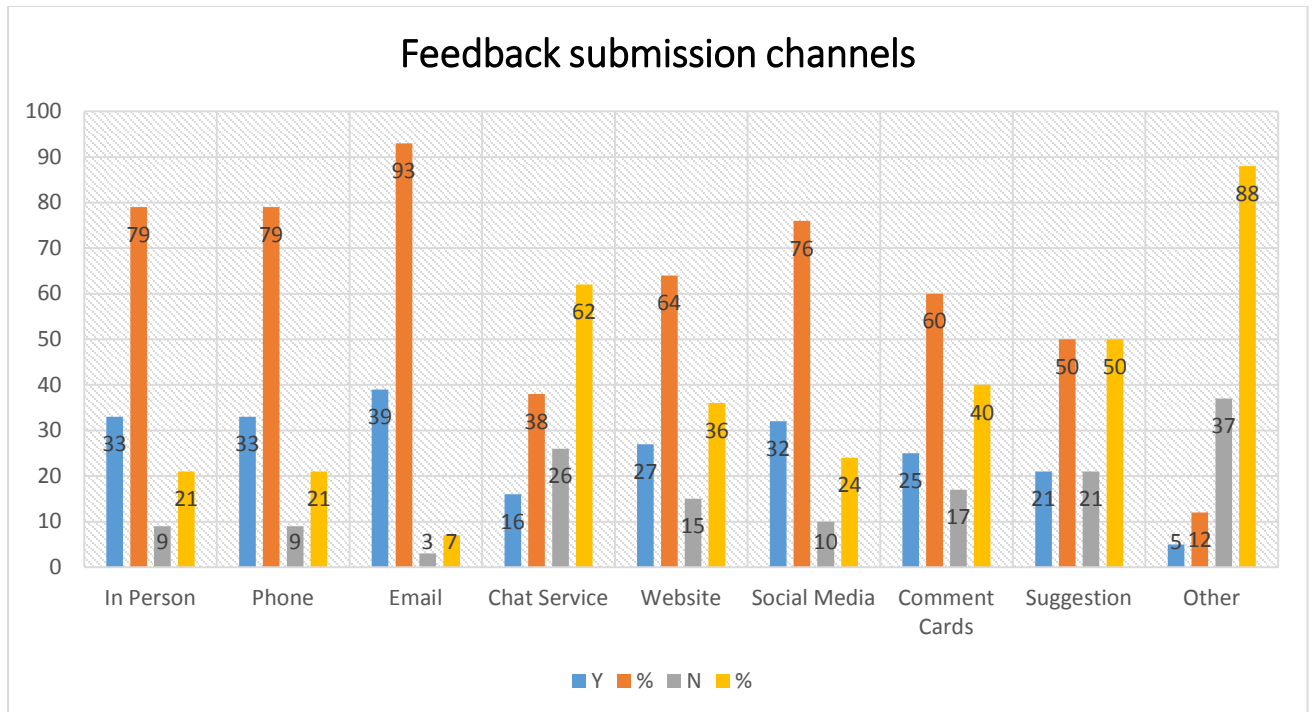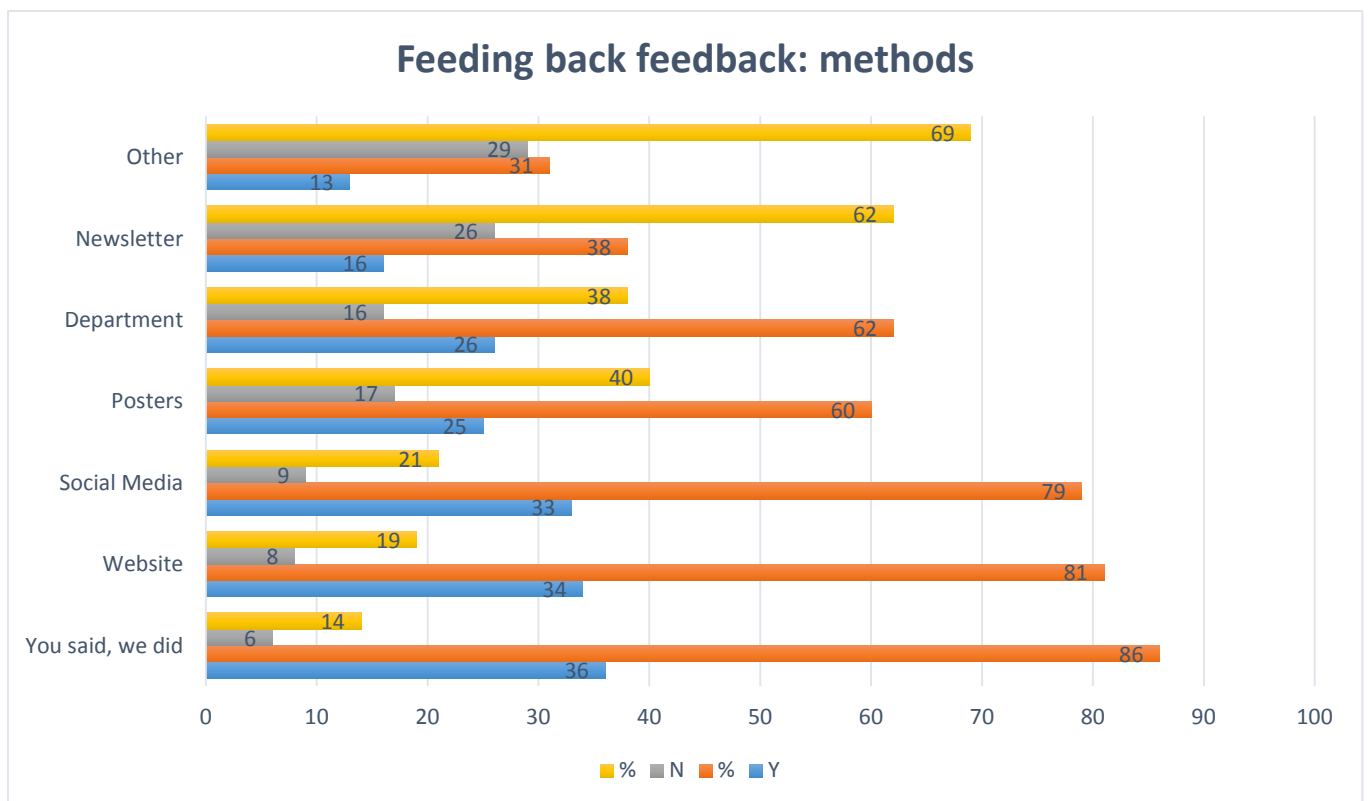
*1 named institution had feedback response times each of 2, 5, 6, 96,100,120,336 and 480 hours.

Feedback submission procedure

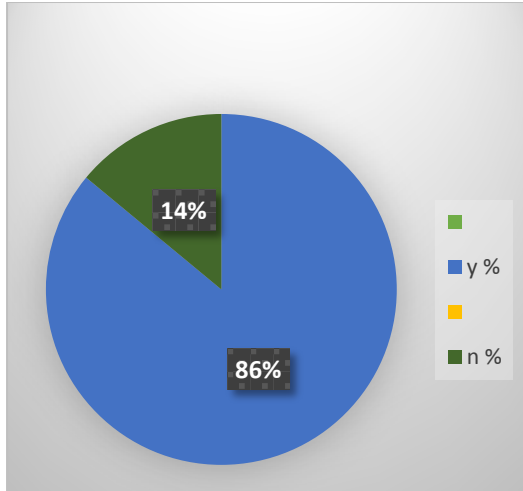## Feedback submission channels

Bar chart "Feedback submission channels" with legend: Y, %, N, %

Channel	Y	%	N	%
In Person	33	79	9	21
Phone	33	79	9	21
Email	39	93	3	7
Chat Service	16	38	26	62
Website	27	64	15	36
Social Media	32	76	10	24
Comment Cards	25	60	17	40
Suggestion	21	50	21	50
Other	5	12	37	88

How do you Feedback your feedback?

Feeding back feedback: methods

Horizontal bar chart "Feeding back feedback: methods" with legend: %, N, %, Y

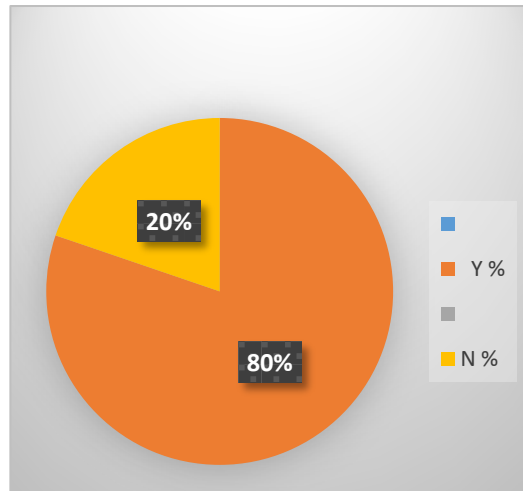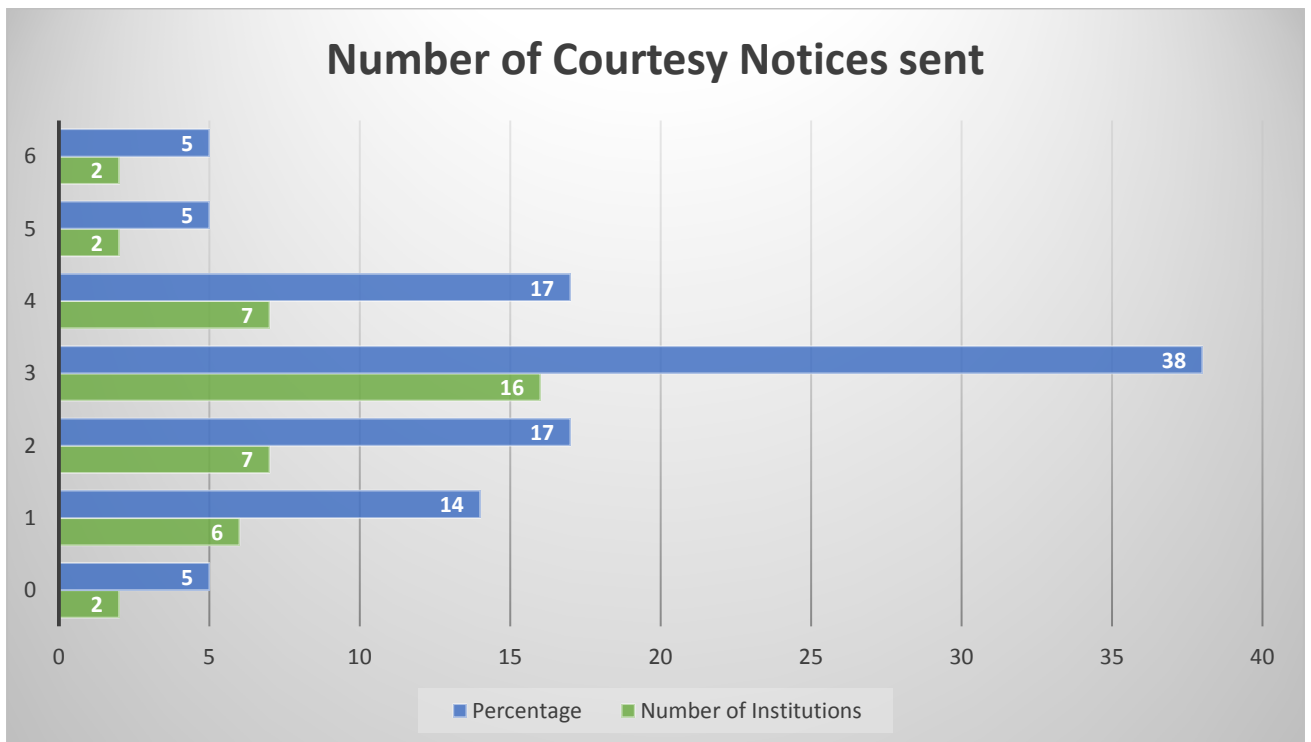| Method	Y	%	N	%
You said, we did	36	86	6	14
Website	34	81	8	19
Social Media	33	79	9	21
Posters	25	60	17	40
Department	26	62	16	38
Newsletter	16	38	26	62
Other	13	31	29	69

Courtesy notices and Invoices
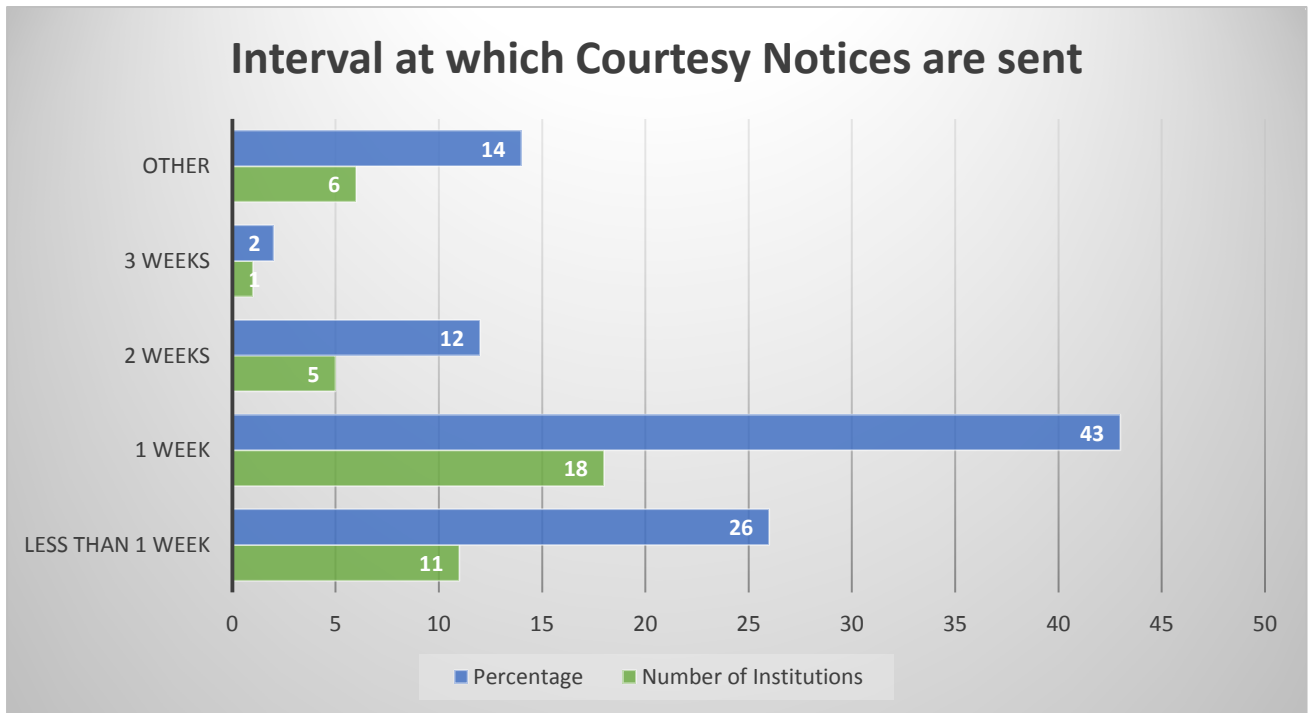
Do you send reminder notices?

Are fines payable for non-receipt?

Number of courtesy notices sent

Interval at which courtesy notices are sent

Interval at which Courtesy Notices are sent

Category	Percentage	Number of Institutions
OTHER	14	6
3 WEEKS	2	1
2 WEEKS	12	5
1 WEEK	43	18
LESS THAN 1 WEEK	26	11

Do you invoice for overdue items?

Y % 86%
N % 14%
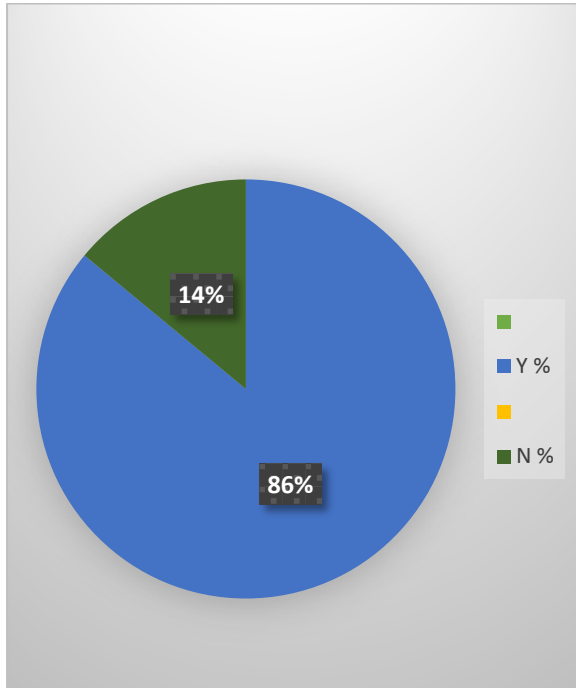
Do you charge a set price?

Y % 30%
N % 70%
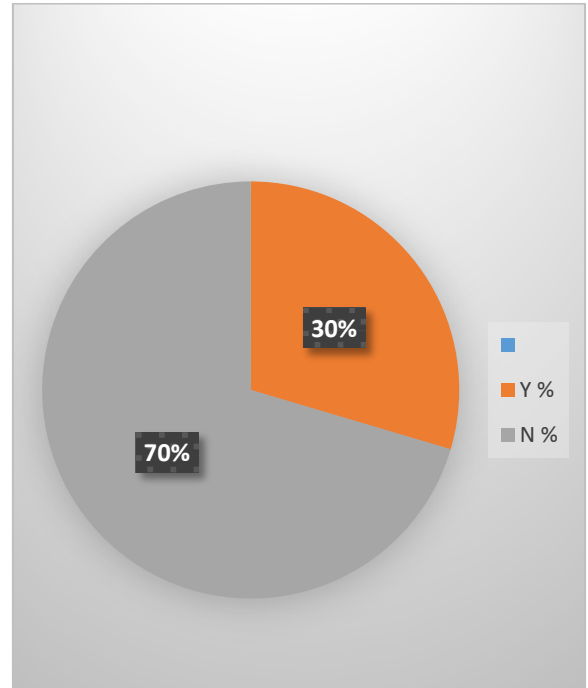
How long overdue is an item at invoicing?

Length of overdue time necessary before invoicing

	Percentage	Number of institutions
MORE THAN 4 WEEKS	50	21
4 WEEKS	19	8
3 WEEKS	7	3
2 WEEKS	7	3
LESS THAN 1 WEEK	10	4

Sanctions

Sanction in place when item invoiced item on account

Category	Number of institutions	Percentage
Borrowing restriction	32	76
None	7	17
Other	2	5
Restricted library access	1	2
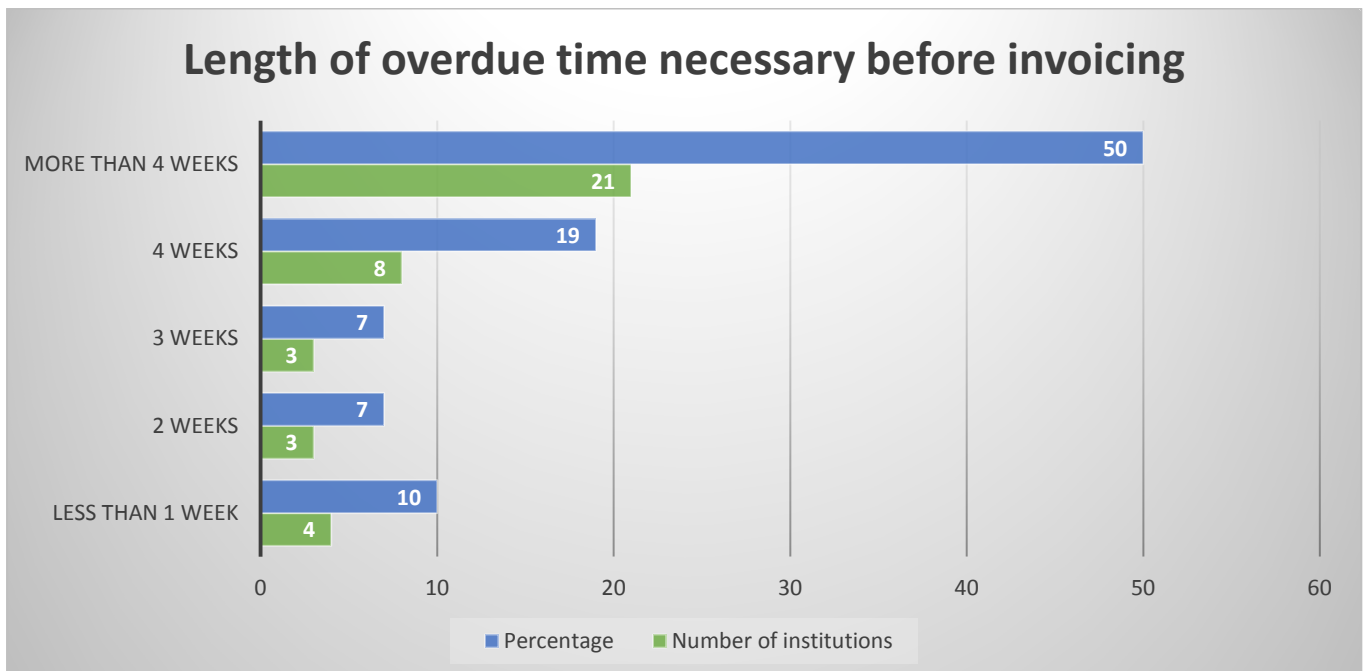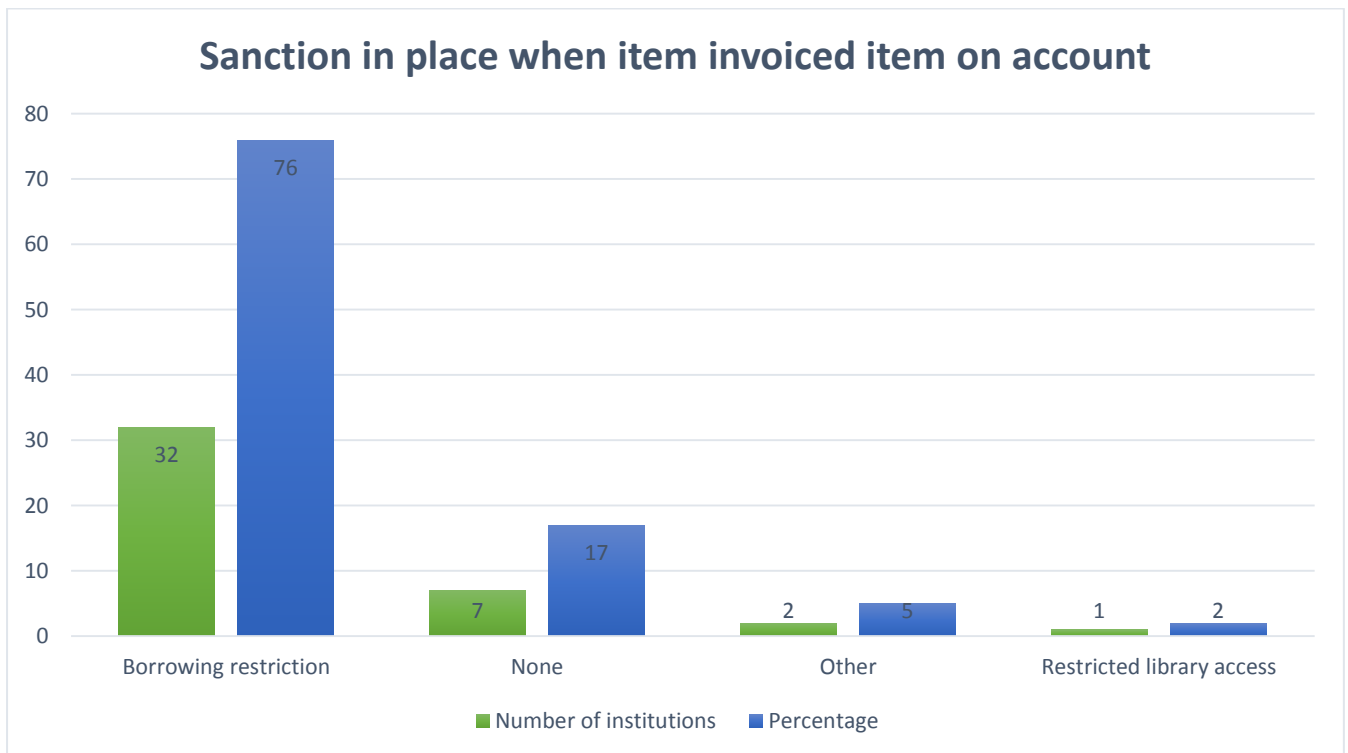
Do you have a debtor procedure?

- Y % 86%
- N % 14%
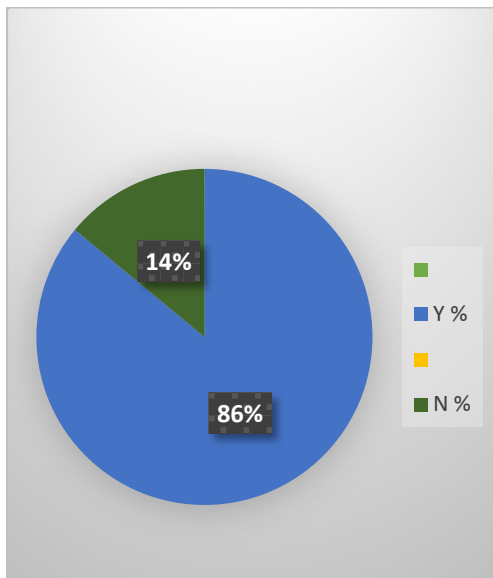
Do you pursue debtors after leaving?

- Y % 76%
- N % 24%

When do you pursue Debtors?

When do you pursue debtors?

	Percentage	Number of institutions
OTHER	12	5
END OF TERM	5	2
END OF COURSE	24	10
CERTAIN STAGE OVERDUE	60	25
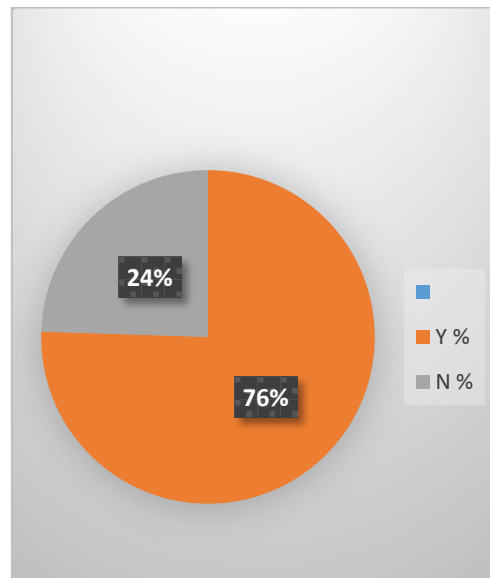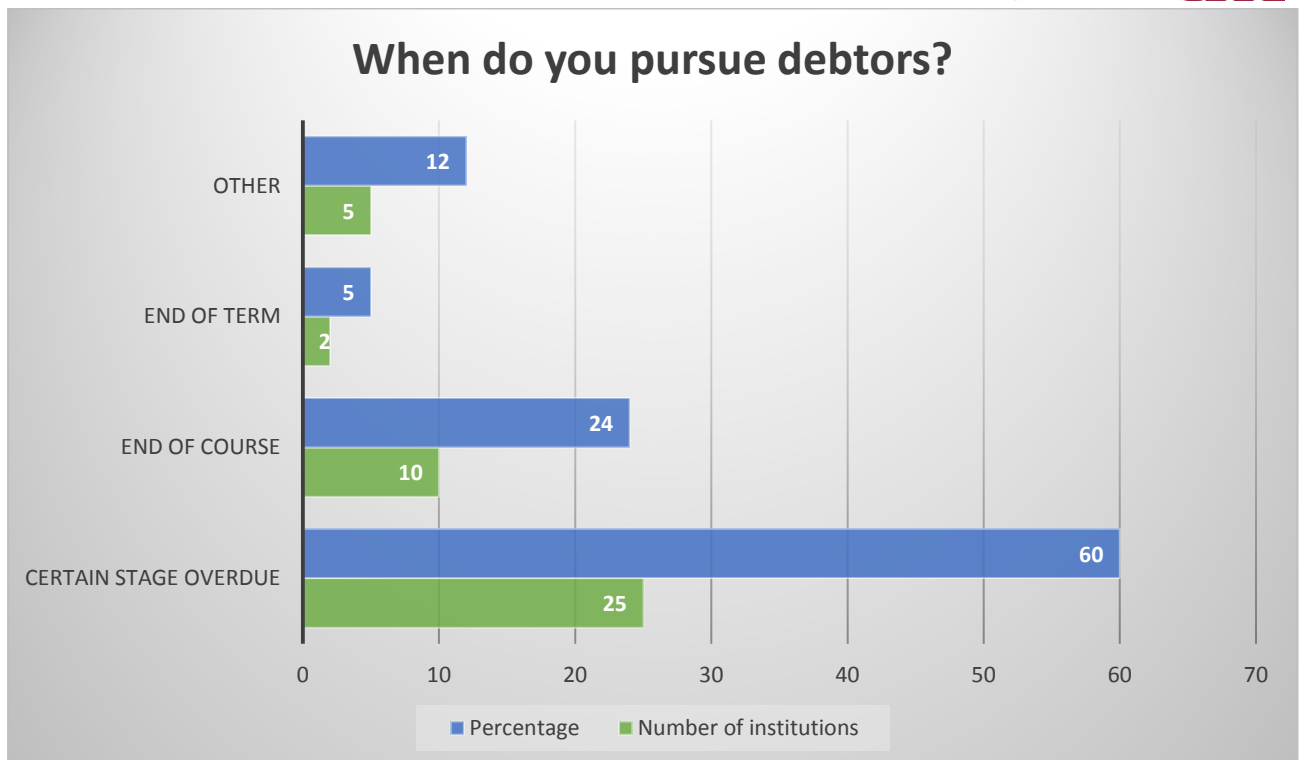
What debtor sanctions are in place?

Debtor sanctions in place

	Y	%	N	%
Temporarily banned	22	52	20	48
Degree transcript withheld	11	26	31	74
Exam results withheld	5	12	37	88
Permanently banned	3	7	39	93
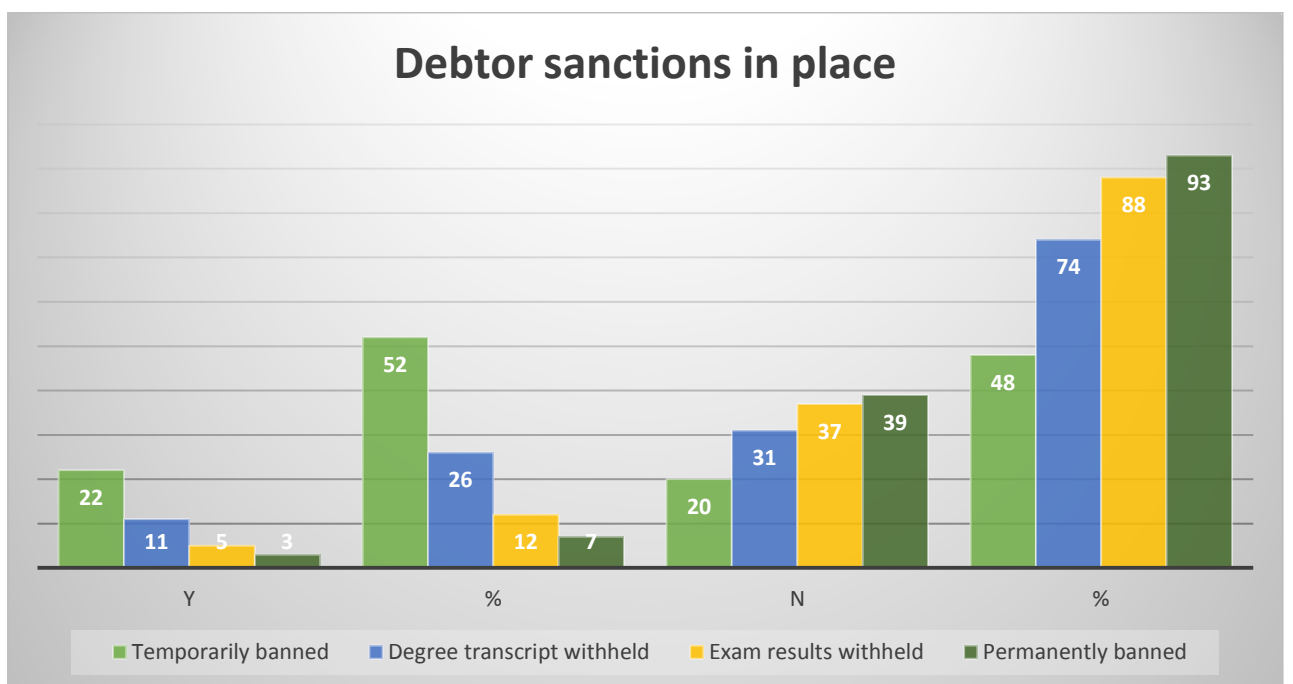
Observations

Complaints

The vast majority of institutions now have formal complaints procedures and formal escalation procedures should service users not be satisfied with the initial response. All institutions set formal time frames for a response with 24 hours being the most popular choice.

Just under a quarter of institutions still have the Director as the named first responders, although the most frequent nominees are those from Senior Management Teams and Customer Service Managers.

Most of us now put our complaints policies on the web, as opposed to the ubiquitous student handbook, which now sees only 26% of institutions including complaints information for the library.

The data suggests we use a wide variety of communication channels in order to enable our service users to contact us, with web forms, email, social media and comment cards all being popular methods of receiving complaints.

Feedback

The use of feedback for building customer insight in our academic libraries has now become an essential part of our services, illustrated in the fact that 93% of institutions ask for feedback in some form or other.

First responders for feedback still appear to be Senior Managers and Customer Service Managers in the majority (with 19% reporting that the Director the named first responder) although a number of places do list library assistants and 'other' staff as responders. Again, 24 hours is the most popular choice in regards to a response time and again the wide variety of feedback channels and methods used suggests that we want to give our service users as many opportunities as possible to feedback to us. We are sure that the methods listed in the database no longer cover the myriad of different and innovative ways institutions now capture feedback.

Courtesy notices

Most institutions still send out courtesy notices (86% versus 14%) and most places still charge fines regardless of whether the service user claims to have received the courtesy notice or not.

From the data available, the general pattern for the majority of institutions appears to be notices sent on a weekly basis for 3 weeks before the invoice process is triggered. 86% of all institutions invoice for lost items with half of all institutions invoicing once said item is over 4 weeks overdue. The most popular sanction is restricted borrowing at 76%. 17% have no sanction at all. Only 2% restrict library access.

86% of institutions have a debtor procedure, with 74% continuing to pursue service users once they have left. This procedure usually happens at a fixed point in the procedure, rather than another arbitrary