“Yes, we can!”

Customizing ILL Service for Maximum Satisfaction
About Antioch University Library

Antioch University Library is a network of libraries supporting programs and research across our five campus locations as well as in online and low residency programs. The Library provides a strong, central core of services and resources while preserving remarkable and distinct local collections. Antioch University students are welcome to study, browse, or borrow materials at any of our five campus locations (Keene, NH; Yellow Springs, OH; Seattle, WA; Santa Barbara, CA; Los Angeles, CA).

**We Deliver** is the Interlibrary Loan, Document Delivery, and Intracampus Borrowing system for Antioch University. It was thoughtfully designed and first piloted during the fall semester of 2007.
Our Survey
Every Fall Since 2012
Have you used We Deliver!, the Interlibrary Loan/Document Delivery service provided by Antioch University?

Why haven’t you used We Deliver!, the Interlibrary Loan/Document Delivery service provided by Antioch University? (check all that apply)

I use We Deliver!...
  Once or twice a semester
  A few times every month
Weekly
Rate the following for ease of use
  Filling in the online request form
  Checking the status of my requests
  Picking up documents online
Rate your overall satisfaction
  Process of requesting items
  Percentage of requests filled
  Timeliness of arrival
  Assistance with problems

If you could change one thing about this service, what would it be?

I am... Note: If you hold multiple roles, select the one that brings you to use We Deliver.
  Undergraduate Student
  Graduate Student
  Core Faculty
  Adjunct Faculty
  Staff
  Other (Please specify)
  My Campus

We Deliver Survey
Every Fall Since 2012

<table>
<thead>
<tr>
<th>EASY</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
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<td>83.9%</td>
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<td>Picking up documents online</td>
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<table>
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<th>2017</th>
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<tr>
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Not enough variation to identify meaningful trends...

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If you could change **ONE THING** about this service, what would it be?
Comment Tags

It’s All Good

As nice as it is to hear a compliment (or many), they don’t typically spark change. Compliments make us complacent and there’s no growth or development. No one wants to shake things up. Users don’t think creatively or ask for more. Service stagnates and becomes irrelevant. Patrons change every year and the service needs to evolve to meet their needs.

We Already Do That!

It’s all in the marketing. And even if you’ve announced far and wide that you have initiated an eBook on Demand service or now can arrange off-campus delivery, someone didn’t get the message. Don’t get frustrated. Take this feedback and find any trends and target the marketing to new students, adjuncts, a certain campus or program, etc.

If someone leaves a comment about another library service or even something completely unrelated to the library, follow up. Even as an anonymous suggestion, it will start conversations and might spark an idea or change.
Comment Tags

Not How It Works

Ideas that spring from our patrons’ minds are not shaped by the limits we’ve placed on ourselves in the library. Some ideas will never fit our service model; these kind of ideas may inspire us to push the edges and adapt our services to meet evolving needs.

Faster!

Fast. Free. Perfect. (Pick two.)

In ILL, we often sacrifice Perfect for Fast and Free. Most ILL units don’t have any other options than Free (or at least Cheap). We turn on automation to quickly route “routine” book requests – but lose the personal attention of reading every note or calling or emailing to confirm some small detail. We turn on “trusted sender” for all libraries so patrons get their articles as soon as they arrive digitally – but we lose the Perfect of checking incoming PDFs page by page and correcting them before delivery. Find the right balance for your service unit and be truthful to your patrons about anticipated turnaround times.
<table>
<thead>
<tr>
<th>Feature</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Alumni Access</td>
<td>3.81%</td>
</tr>
<tr>
<td>Due Dates/Renewals</td>
<td>14.29%</td>
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<tr>
<td>eBooks</td>
<td>2.86%</td>
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<tr>
<td>Faster</td>
<td>11.43%</td>
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<tr>
<td>Fill Rate</td>
<td>8.57%</td>
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<tr>
<td>Not How It Works</td>
<td>20%</td>
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<tr>
<td>Notices/Web Form</td>
<td>21.90%</td>
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<tr>
<td>Return Mailer</td>
<td>1.90%</td>
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</tbody>
</table>
Can I use We Deliver as an alumni?

Have access to the library services after I graduate, as an Antioch University alumna.

I wish I could continue to use this service after I graduate!! I love you guys - you are amazing!!!!

To have access to it after I've graduated!

That alumni could continue to use the service to ensure we are using best practices in our work beyond the university.

I am a current student but if it is not already the case, I am advocating strongly (in this survey) that We Deliver be available to alums!

Included We Deliver service as part of the ongoing Alumni Library Access Pilot. Limited requests to 5 at a time, non-returnables only.
Can I get that as an eBook?

Easier access to eBooks and more eBook options. We Deliver is amazing!

To gain access to the ebook versions (when available) of the books.

Wider availability of journal access and ebooks

Having the option of reading more books online

I would add more books for current classes so that students who cannot afford to buy their books may have their required reading material.

When developing courses with faculty, librarians keep eResources in mind and recommend them. Syllabi are reviewed to identify potential eBook or eVideo acquisitions. ILL requests are monitored and eBooks are ordered at point of request if multiple copies are requested.

Introduce an “eBooks only” option for patrons. Process requests from a special queue. Borrow or purchase eBooks, including Kindle.
Can your notices be more clear?

I would make the notifications about book arrivals and due dates more clear. For example, rather than receiving an e-mail with a subject line that says "Courtesy Notice" and having to read through to see what it means, it would be nice to have clear e-mails with subject lines that read things like "BOOK HAS ARRIVED" or "BOOK IS DUE ON xx/xx/xxxx"

Include more information in email subject lines. Take the time to edit template emails when you need to convey special information to a patron.

Answer all emails with care and thought. If someone is replying to a machine-generated email, take the time to read carefully and address their concerns. Let them know the courtesy/overdue/billed and blocked notice isn’t personal, it was delivered by a computer program. Consider the content and tone of your notices if you are constantly hearing from patrons who are upset or annoyed.
Can you send it faster?

I would make mail delivery of books faster. Even 2 to 3 days would be a big improvement.

Longer loan, especially with items that are mailed.

Somehow being able to see/track if items are on their way and/or an estimated delivery time. As I write this I wonder if the system could at least generate a clear "it's in the mail!" message or note for patrons, so at least that step is clear.

Timeliness of arrival--it takes too long for requested items to arrive

Item arrival needs to be faster.

Transit Time (in days)
FY 2019 We Deliver Borrowing Transactions

<table>
<thead>
<tr>
<th>Service</th>
<th>Low</th>
<th>High</th>
<th>Average Delivery Days</th>
<th>Average Cost per Package</th>
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</thead>
<tbody>
<tr>
<td>Media Mail</td>
<td>1</td>
<td>24</td>
<td>4.78</td>
<td>$3.24</td>
</tr>
<tr>
<td>First Class</td>
<td>1</td>
<td>6</td>
<td>2.85</td>
<td>$3.64</td>
</tr>
<tr>
<td>Priority Mail</td>
<td>1</td>
<td>6</td>
<td>2.62</td>
<td>$8.68</td>
</tr>
</tbody>
</table>

Continue to use USPS Flat Rate Padded Mailers for majority of home delivery. Closely monitor USPS data for Media Mail deliveries. Turn on shipping notifications in Endicia software allowing patrons to track their own packages.
Can you renew that for me?

If the time we’re allowed to keep books was the same for every book it would be very helpful.

Deadlines seem to approach too quickly, it should be based on the length of the quarters.

Maybe make the borrow times align with the Antioch semesters.

Often by the time I receive a book from an interlibrary loan, it's due only a week or two later and I usually need more time. That said, I've loved the opportunity to have books delivered to my desk!

To be able to check out a book for an entire quarter rather than having only one renewal totaling about 6-8 weeks.

Due Dates (in weeks)

<table>
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<tr>
<th></th>
<th>High</th>
<th>Low</th>
<th>Average</th>
<th>Median</th>
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<td>FY 2019 We Deliver Borrowing Transactions</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mail to Address</td>
<td>32.6</td>
<td>3.22</td>
<td>9.73</td>
<td>8.62</td>
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<tr>
<td>Hold for Pickup</td>
<td>31.72</td>
<td>3.06</td>
<td>8.24</td>
<td>7.02</td>
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</table>

Based on the data, we decided this was a marketing/perception issue, not something we will change about the service at this time.
Can you improve your website?

A central dashboard on the site that lets me see everything at once, rather than a menu with confusing links that I have to hunt through.

I have had issues with seeing the entire screen when inputting requests but it may be due to my browser. Otherwise, I love We Deliver and tell all my students about it.

Simplify and personalize! Changed the entry screen to be more welcoming with a first name and open layout with all requests displayed.
Open Comments Are A Treasure. Sometimes.

Although you may be able to gather inspiration from comments, be prepared for…

**Patrons who have no idea how libraries exchange articles...**
It would be cool if some articles could be delivered online. I assume that some of the articles we request through this service are available electronically through other schools so it would be faster and easier if articles falling into that category could be emailed.

**Patrons who want 24/7/365 service...**
Look when I have access to the UW library I can drive to their library and get the articles I need last minute. We deliver you have no idea how long it will take and they only fill orders during normal business hours from my experience. They need to expand their hours.

**Patrons who don’t understand copyright...**
Have more articles available online as PDF files for immediate download. Basically, if someone requests a PDF why can't it be linked to the source reference for others to simply download in the future? Seems like the system could be easily programmed to accommodate that. Otherwise, great service!
Open Comments Are A Treasure. Sometimes.

Patrons who want it all...
Ensure all items are found somewhere. If they are published, they are out there somewhere.

Make available all materials requested despite road blocks. If a book or article was published, we should be able to get it.

Patrons who want you to be Amazon. For free.
Be certain I could get item requested in less than one week

Patrons who don’t understand ILL/other libraries’ books = other libraries’ rules
If I request 4 books at a time, they should all be due at the same time. If one of them is late, then that should be the date where the loan period starts for all four books.

If the time we're allowed to keep books was the same for every book it would be very helpful

Make all the items renewable And when the item is sent the confirmation email could have the APA reference citation.
Open Comments Are A Treasure. Always.

Don’t be afraid to ask.

Whether it’s an annual survey or continual comment box on your website, read and evaluate each comment.

Consider using tags or other coding to sort and group similar ideas.

Enjoy your praise, but don’t become complacent.
Read your criticism, but remember to breathe. And know that patrons don’t understand the internal working of your service or limits and constraints -- some of which cannot be altered.

Decide what is a marketing issue and make sure all your ambassadors (librarians, student workers, etc.) have accurate information about your service, especially regarding turnaround time, renewals, textbook requests, etc.

Find a gem of an idea and consider how you can evolve your service to make someone not just satisfied, but delighted.
Cathy Boswell
Library Systems Administrator
Antioch University
cboswell@antioch.edu
603-283-2401