

Helen Plum Library Customer Service Community Survey Summary

2025 Strategic Plan Phase 1: Learn, Ask, Include

In August and September of 2024, HPL conducted a Customer Service survey to learn about patron experiences with staff.

The 18-question survey was presented to the public via several distribution methods. We shared the survey through our online newsletters, social media platforms, and as a banner on our website and event registration calendar. Print copies of the survey and flyers with the survey QR code were available in locations throughout the building. We also connected with patrons who previously agreed to further survey communication in our initial User Assessment Survey. The survey closed on September 30 with 185 responses.

According to the survey data, most respondents visit the library monthly or more frequently. They indicated that their households largely include adults and seniors. They primarily utilize the Adult Library collections. Families with children and teens were underrepresented in survey responses.

The average customer service rating is 4.54 out of 5. Overwhelmingly, patrons indicate that staff are approachable, knowledgeable, and responsive.

In addition to the quantitative and demographic data we obtained, we included multiple open-ended questions for a broader range of feedback.

The open-ended feedback indicated that while most patrons experience a high-level of customer service at HPL, others shared inconsistent experiences, including negative reactions to service points appearing understaffed and signage regarding patron behavior expectations surrounding restroom use.

The data and feedback collected will be instrumental in developing goals for the 2025 Strategic Plan. Some action in response to feedback can be taken more quickly particularly as it relates to improved communication and patron training points. For example, a patron noted that they would find noise softening headphones helpful to use in the Library when Study Rooms are unavailable; these are available in our KultureCity Sensory Bags.

Some responses indicated opportunities for potential changes outside of the intended survey scope. Shared themes included:

- Requests for additional comfort seating
- High demand for study rooms
- Frustration over sound carry
- Excitement about the quality of programs and interest in more
- Mostly favorable feedback regarding the drive-through book drops with exceptions

We look forward to learning more about patron experiences in the Digital and Physical Collection Survey scheduled for December 2024—January 2025 and Program Assessment in April—May 2025.

CUSTOMER SERVICE SURVEY SUMMARY



4.54 Average Customer Service Rating

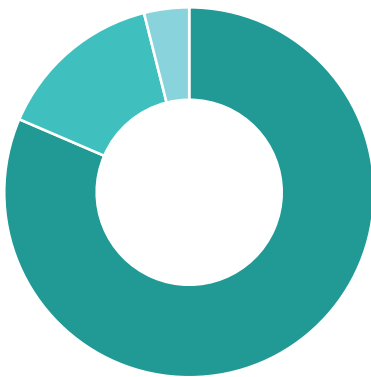
Library staff has always been kind, patient, and friendly to my child. Having a third space that they can play, read, learn, and have fun is so awesome. They love coming, and know that they (and everyone else in town) are welcome.

I have told several people how lucky Lombard is to have such a bright, airy, open spot to peruse an amazing book selection. Grandchildren also love it and we are always welcome 😊

I've yet to encounter a Library staff member that does not treat me with anything less than the utmost kindness & respect - unfortunately unusual in our world today. Grateful!!

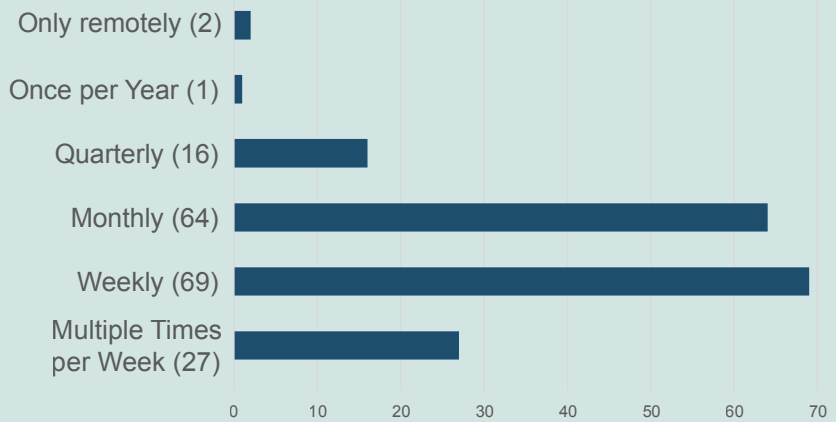
SERVICE STYLE

Are staff friendly and approachable?



■ Always ■ Sometimes ■ Never

How frequently do you typically visit the Library?



VISIT FREQUENCY

Great people who work here. Coming to this Library since 1996 (the new one is great)!

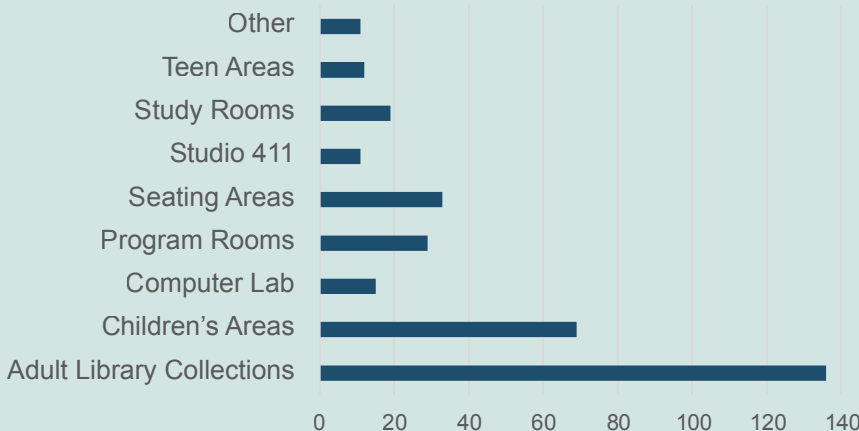
Staff are visible and available and ready with the (right) answer!

Great experience, always!!!!

90 % OF RESPONDENTS ARE LIKELY TO RECOMMEND HELEN PLUM LIBRARY

I love our library! It's really so responsive to my needs. The staff is very friendly and helpful. I never have felt so taken care of in a library situation. They do an excellent job!

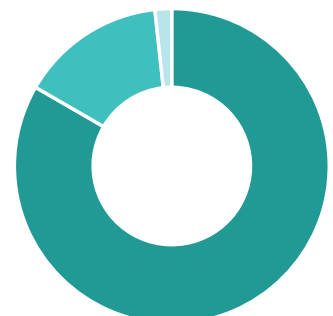
Which areas of the Library do you typically visit?



AREAS VISITED

INQUIRY SUCCESS

Typically, is your question or request effectively satisfied?



■ Always ■ Sometimes ■ Never