Proactive customer engagement at Leeds Beckett University Library: Measuring impact

Jane Percival and Pippa Wood
Leeds Beckett University Library

- 13 schools
- 28,000 students
- City Campus and Headingley Campus
- Library at each campus
Proactive Customer Service Events

- Delivering events for over a decade
- Staff from across the Library involved
- Creative and engaging
- Mapped to student academic calendar
- Clear message, target audience, planned location
Collecting impact evidence

Why?
- Better understanding of how the events support student academic success
- Resources
- Plan future events

How?
- Impact forms at events
- Staff feedback following on from events
• Promoted new service outside the Library
• Easy way to talk to lots of students
• Captured student feedback

“that’s really helpful, as I’m only in one day a week and it will help me manage”

What worked well?

What did we learn?

• Record the number of people hearing about a service for first time during a promotion
Write Right

What worked well?

• Working with the Students’ Union
• Quality engagements

What did we learn?

• Difficult to record data at busy events
• Use a bespoke impact form for each event
Halloween

What worked well?

• Creativity of event
• Encourages student engagement and feedback

What did we learn?

• Collate and feedback data captured following on from events to relevant LLI teams

‘I need more help with writing portfolios’
Refreshers

What worked well?

• New activity
• Activity involved collecting data – wasn’t an interruption or afterthought

What did we learn?

• Less is more!
## Moving forwards

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<thead>
<tr>
<th>We will continue to:</th>
<th>We will introduce:</th>
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<tbody>
<tr>
<td>• Work with different teams</td>
<td>• Asking a key question (sometimes!)</td>
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<tr>
<td>• Be creative</td>
<td>• A bespoke impact form</td>
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<td>• Event focus, planned time and location</td>
<td>• Formally record feedback</td>
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<tr>
<td>• Record engagements</td>
<td>• Focused information gathering</td>
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Questions?
Thank you

Jane Percival
j.percival@leedsbeckett.ac.uk
Pippa Wood
p.l.wood@leedsbeckett.ac.uk