



LEEDS
BECKETT
UNIVERSITY

Citation:

Wood, PL and Percival, J (2018) Proactive customer engagement at Leeds Beckett University Library: Measuring impact. In: Northern Collaboration Conference, 6th September 2018, University of Lancaster. (Unpublished)

Link to Leeds Beckett Repository record:

<https://eprints.leedsbeckett.ac.uk/id/eprint/5309/>

Document Version:

Conference or Workshop Item (Published Version)

The aim of the Leeds Beckett Repository is to provide open access to our research, as required by funder policies and permitted by publishers and copyright law.

The Leeds Beckett repository holds a wide range of publications, each of which has been checked for copyright and the relevant embargo period has been applied by the Research Services team.

We operate on a standard take-down policy. If you are the author or publisher of an output and you would like it removed from the repository, please [contact us](#) and we will investigate on a case-by-case basis.

Each thesis in the repository has been cleared where necessary by the author for third party copyright. If you would like a thesis to be removed from the repository or believe there is an issue with copyright, please contact us on openaccess@leedsbeckett.ac.uk and we will investigate on a case-by-case basis.

Proactive customer engagement at Leeds Beckett University Library: Measuring impact

Jane Percival and Pippa Wood



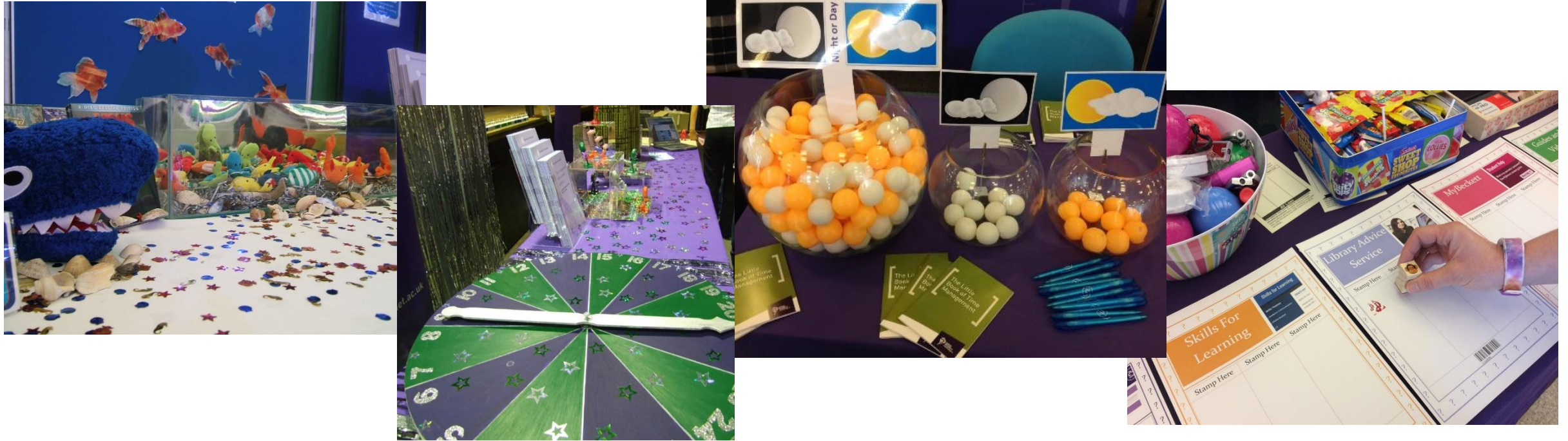
LEEDS
BECKETT
UNIVERSITY

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

Autorenewals

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

What worked well?

- Promoted new service outside the Library
- Easy way to talk to lots of students
- Captured student feedback

We'll renew for you!
You no longer need to remember to renew your loans yourself.
All items* will now be renewed automatically for up to six months unless requested by someone else.
*except Short Loans, Laptop Loans and Interlibrary Loans.
library.leedsbeckett.ac.uk

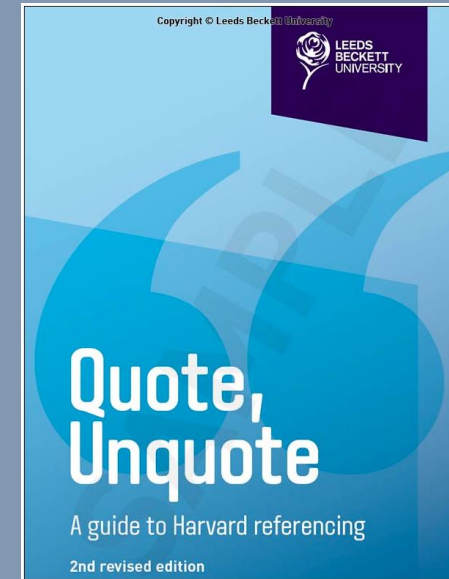
If you want it, request it!
Because we automatically renew items on loan it's really important that you put a hold on something you want if it's on loan to someone else - don't just wait for it to be returned!
library.leedsbeckett.ac.uk

Return on time, avoid a fine!
Remember to check your University email for any messages asking you to return your loans if they are needed by someone else.
We'll only fine if you don't return by the date shown.
Fines are £2 per item per day.
library.leedsbeckett.ac.uk

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



What's the scariest thing about writing an essay?

- Understanding the question
- Finding information
- Planning and structuring
- Something else



.....

'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

We will continue to:

- Work with different teams
- Be creative
- Event focus, planned time and location
- Record engagements

We will introduce:

- Asking a key question (sometimes!)
- A bespoke impact form
- Formally record feedback
- Focused information gathering

Questions?



**LEEDS
BECKETT
UNIVERSITY**

Thank you

Jane Percival

j.percival@leedsbeckett.ac.uk

Pippa Wood

p.l.wood@leedsbeckett.ac.uk



**LEEDS
BECKETT
UNIVERSITY**