

## Library and Learning Services

### Customer Engagement Strategy 2018-19



In line with our Customer Charter we shall use a variety of methods to consult with customers so that our services are continually developing and improving.

Working in partnership with other university teams and the Students' Union we will use a variety of consultative methods to engage our customers and encourage feedback.

We shall use a selection of the following consultative methods:

- “Snap” Focus Groups
- Twitter account – Social Media Group
- Online survey
- Polls – using counters and containers
- Course Committes
- Customer suggestion forms
- One to one interviews
- Training feedback
- Customer facing help desk enquiries
- Pop up Library events – informal consultation

These methods will enable us to target customer groups and focus on their needs.

We will also attend wider University meetings (e.g. Student Forum meetings, and Course Committee meetings, in order to obtain feedback on our services and take action. These meetings will enable us to consult with student representatives from across all Schools.)

Data from the bigger surveys (e.g. National Student Survey) will be analysed by the **Strategy and Policy Unit**. The Library Management Team will take appropriate action to address any issues which may be flagged as a result of NSS analysis.

We will keep customers informed about service developments via the library portal and posters/leaflets. We will use the “You said, we did” web pages to tell our customers how their feedback has improved our service.

We will produce an annual customer feedback report to ensure that customer feedback is recorded and actioned. This will be published on the portal with previous annual reports for reference.

The LLS Management Team will review annually the effectiveness and reliability of the consultative methods used in the annual Customer Engagement Strategy document.

To be reviewed Oct 2019