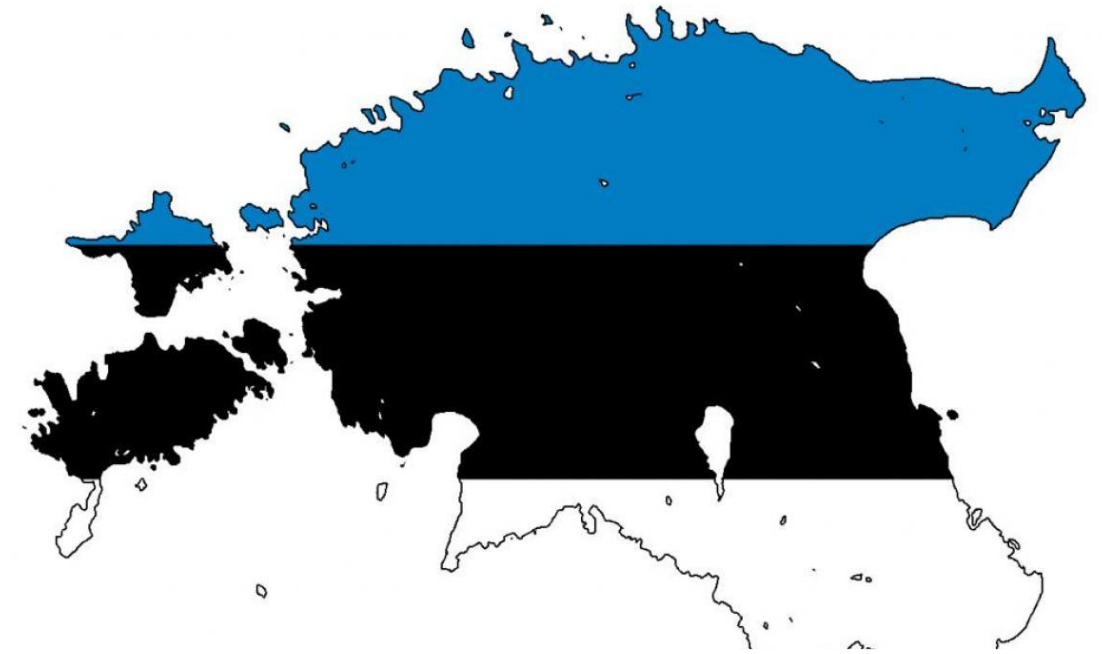


# Evaluation of Satisfaction – Why and How?

Krista Visas

Pärnu Central Library, Estonia

06.03.2024



# Where do I come from?



- Estonia has a population of just 1.3 million but is larger than Denmark or Holland - 45 339 km<sup>2</sup>
- Estonians speak Estonian...as well as English, Russian, Finnish and German
- Estonia is about 50% forest
- Estonia has over 2000 islands
- Estonia is one of the least religious countries in the world
- Estonia is a Digital Society
- Estonia has 893 libraries

# LIBRARIES AND SKILLS

## in Estonia

Population:  
**1.3 million**

One library  
per **~2.300** inhabitants

### Libraries in Estonia

18% of the public library users in Estonia took part in educational activities at the library



There are **11.2 million** book loans in Estonian libraries each year.

There are **14.000** e-book loans in Estonian public libraries each year.

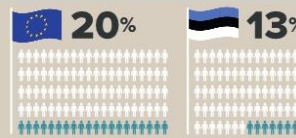
### Skills in Estonia

Estonia ranks **7** on the EU's Digital Economy & Society Index (DESI)

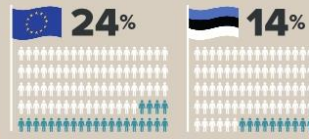
**13%** of Estonian adults participate in life-long learning activities

**69%** of Estonian employers encounter difficulties in finding employees with the rights skills

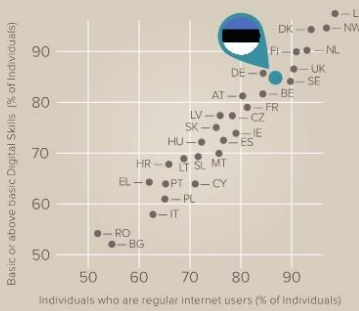
#### % adults with low literacy skills



#### % adults with low numeracy skills



#### How good are the Estonians online?



**Did You Know?**

Millions of people access the Internet for the first time in a public library.

# Library in the 21st century

## Estonian librarians' vision of the future

### Where is Estonia?



Population 1.3 million  
 50% of Estonia is covered by forest  
 88.4% of population (16-74) is using the Internet  
 94% of population have ID-cards. Estonia has the most highly-developed electronic ID system  
 947 libraries in Estonia (540 public, 44 science and specialised, 363 school libraries)  
 Wi-Fi networks cover the entire country



### e-Estonia

- i-voting - In the 2015 parliamentary elections, nearly 31% of all votes cast were done online
- e-banking - 99.8% of banking transactions are done electronically
- e-healthcare - 99% of medication is prescribed electronically
- e-taxes - 98% of people declared their income electronically
- e-school - Students can check grades, learning progress and access learning materials
- e-residency - a transnational digital identity available to anyone in the world interested in administering a location-independent business online





Customer satisfaction includes positive and/or negative feelings, which are based on the extent to which the consumed product or service meets the customer's expectations, which he has developed prior to the consumption experience; his expectations are influenced by previous shopping experiences, recommendations of friends and acquaintances, and information and promises of the company and its competitors.. (Kotler & Keller, 2009, p 125)



- consumer satisfaction is a response (emotional or cognitive);
- the reaction concerns a specific focus (expectations, product, consumption experience, etc.);
- the reaction occurs at a certain point in time (after consumption, after choice, based on accumulated experience, etc.

**Thus, we can say that customer satisfaction is a reaction related to a specific focus (expectations, product, consumption experience, etc.) at a certain point in time**

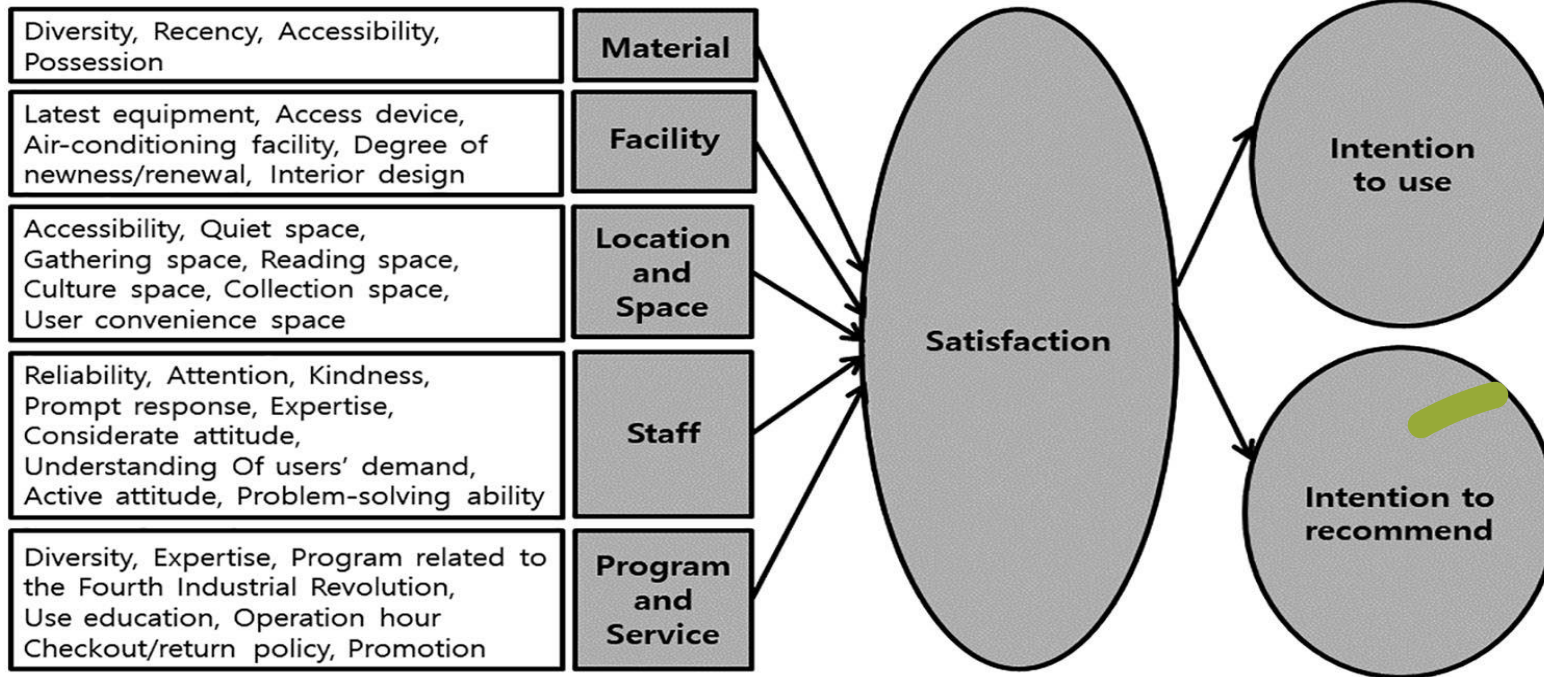
(Giese & Cote, 2000)



# Methods of evaluating the quality of services :

- SERVQUAL
- Importance-Performance Analysis (IPA)
- Net Promoter Score (NPS)
- LibQual
- Mystery Shopping
- Benchmarking etc



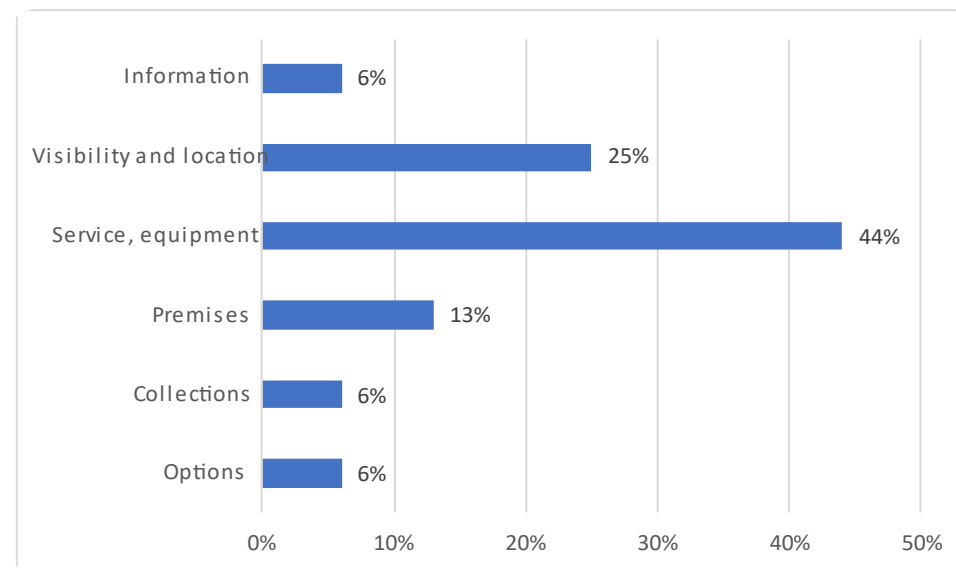


**Influential factors residents' satisfaction, intention to use, and intention to recommend public libraries. Noh ja Chang 2020, p 1114**



LRE (Library Rankind Europe) - the criteria of the comparison system and their share in the formation of the assessment. Berndtson & Öström 2020, p 312

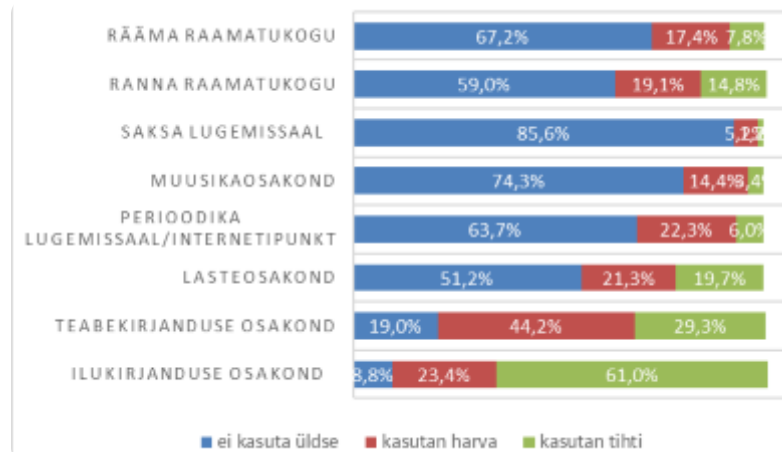
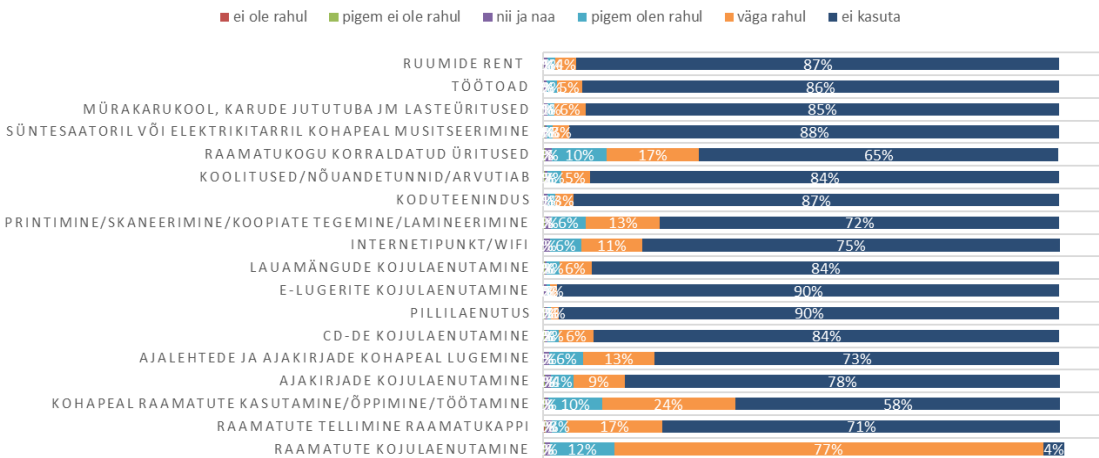
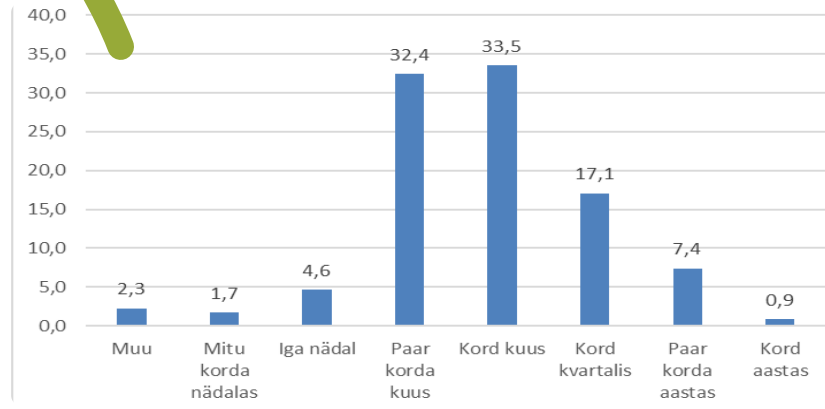
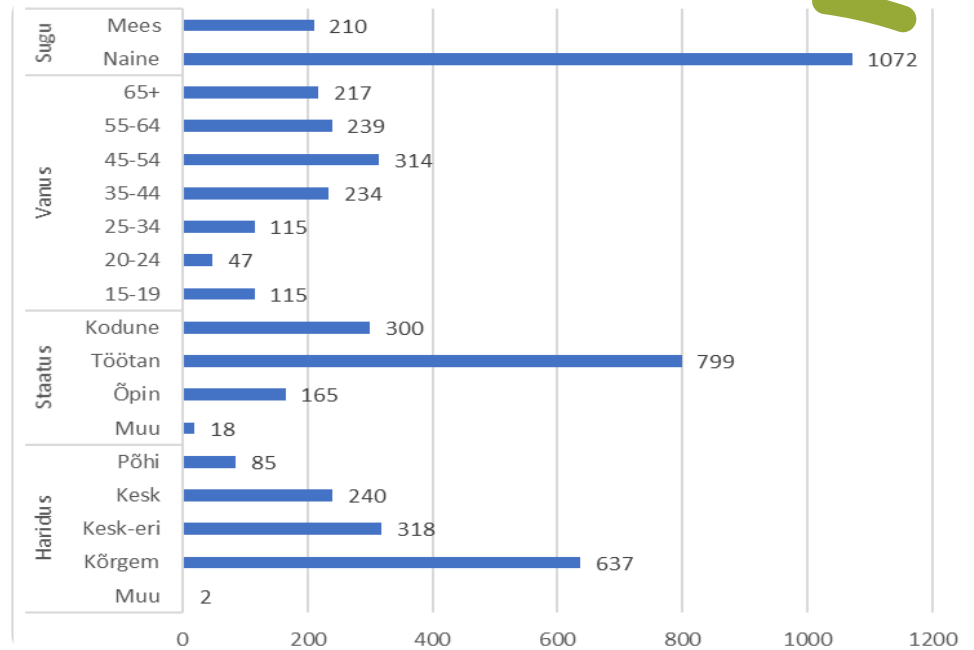
<http://libraryranking.com/about/rankings/>



The variety of services, collections, physical environment, the attitude of the staff and the availability of information have the greatest influence on the satisfaction of the customers of public libraries.



# Pärnu Central Library – 1282 answers (11,9%)



# Recommendation index

**NPS – 67,5**

The respondents' assessment was most influenced by the friendly attitude of the library staff, the quality of service, rich collections, the library's modern environment, good location, various exhibitions and events.







“Clients do not  
come first.  
Employees come  
first.  
If you take care of  
your employees ,  
they will take care  
of the clients.”

**Richard Branson**



# Survey

## 1. Palun hinnake oma rahulolu \*

	ei ole üldse rahul	pigem ei ole rahul	nii ja naa	pigem olen rahul	olen väga rahul
Töö sisu	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Töökorraldus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Töökeskkond	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## 2. Mis on hästi? \*

Sisestage oma vastus

## 3. Mida tuleks muuta? \*

Sisestage oma vastus

## 1. Rate your satisfaction

- The content of work
- Organization of work
- Work environment

## 2. What do you like?

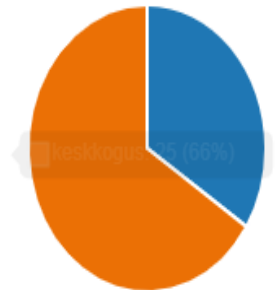
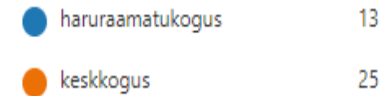
## 3. What has to be

changed?

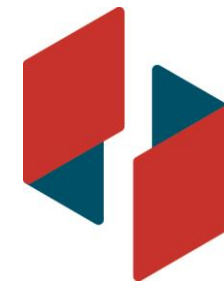
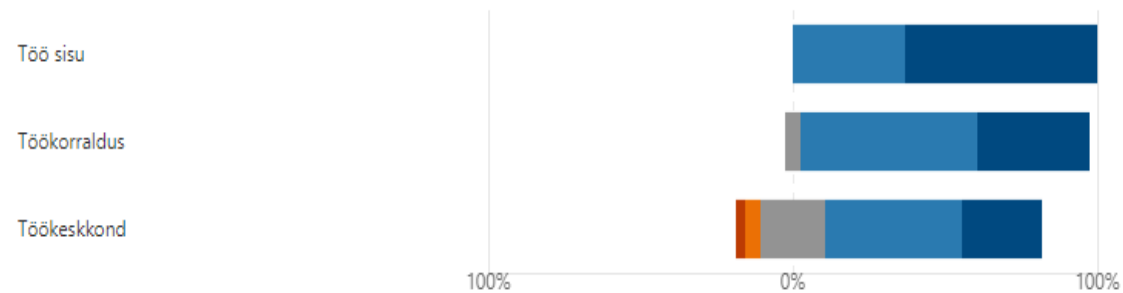
# The satisfaction survey of librarians of Pärnu Central Library

1. Töötan:

[Rohkem üksikasju](#)



■ ei ole üldse rahul ■ pigem ei ole rahul ■ nii ja naa ■ pigem olen rahul ■ olen väga rahul



**PÄRNU KESK-  
RAAMATUKOGU**

# What's good- PCL?

- Nice colleagues, nice clients, opportunities for personal development, fast computers, beautiful work environment.
- Nice colleagues, happy readers and the fact that work has not become routine - there is always something new and interesting. We hope that the corona time will pass and more events will take place for both readers and our employees.
- The closest co-workers are very nice and the work environment is therefore very pleasant. The work organization within the department is good, and most of the readers are also pleasant. It is very good to know people to turn to with various problems.
- That I like my job. I'm sure my colleagues like it too and that's a great value.
- Working in a library environment is inspiring. I also like to help people and find literature that speaks to each person. The library is a place where you can implement interesting ideas and apply different skills.
- Certain tasks are distributed among the employees.
- Every year the work becomes more diverse and interesting





# What has to be changed- PCL?

- Everything is very good, nothing needs to be changed.
- Regular development discussions could be held with employees to find out, e.g. training needs/desires, troubles and joys.
- The management could be more open to outside ideas and take criticism and questions more calmly
- From time to time, I would like to have more time to deepen into different topics, the day would not be so fragmented and the information would not be drowned out, but worthy ideas and innovations would still receive attention. There is no exact recipe for achieving this.
- It would be necessary to conduct an indoor air quality study. Very dry air has a bad effect on health. Problems with ventilation and air conditioning (especially in summer).
- I need to change myself a bit, learn to plan my time better.



Researching customer satisfaction and asking for feedback is important for any organization. In order to find out the customer's satisfaction with the services offered, it must be measured.

Satisfaction is a customer's personal assessment, which is influenced by his expectations, which in turn are based on the customer's experience in dealing with the company. A satisfied customer always comes back and recommends the service/product to his friends, his suggestions must be taken into account.



Aitäh!  
Thank you!

