CERM PI

BENCHMARKING FOR PERFORMANCE EXCELLENCE

University of
South Australia

20XX Customer Service Quality Report:

ABC Library

Contents

KEY STATISTICS

Library

98% of respondents are likely to recommend the library to others

XX% of respondents …

XX% of respondents …

Theatre

98% of respondents rated the quality of the performances in the theatre as good to very good

XX% of respondents …

82% of respondents …

Top 3 Activities for ABC Library

Borrow physical library resources
XX% respondents

Participate in activities and events
XX% respondents

Benefit the children in my care
XX% respondents

Top CSQ Benchmark Performance Attributes

▲ 0.2 | Have suitable parking
- | N/a
- | N/a

Weak CSQ Benchmark Performance Attributes

▼ -1.0 | Provide fast, reliable Wi-Fi
▼ -1.0 | Provide food & drink facilities
▼ -0.8 | Provide assistance with computer tasks

*Detailed view of Centre's Performance and comparison to CERM-PI Benchmark can be found on pages 8-9

What your customers said about the library[+]:

"The staff of the library greet you with a smile when you enter the premises they are accommodating people and look after me very well when I'm looking some things for my children, they help me with my computer works."

"When library moved to just storing all books alphabetically and got rid of the genre sections e.g., romance, crime, fantasy, etc. - it makes it hard when trying to find books in your chosen genre."

"What I like most about my Library is the wide range of books, graphic novels and the free online services."

[+] All customer comments and suggestions are discussed in Section 5 and listed in full in the attached 'All Comments' document.

Introduction and Methodology

INTRODUCTION

This report outlines the results and areas for consideration deriving from the Customer Service Quality survey conducted for the ABC Library by University of South Australia's CERM Performance Indicators research group. This report uses two separate sets of performance indicators (PIs), providing you with feedback to use as part of your own base-line management information. Your own results are displayed in conjunction to the benchmarks (medians) derived from the cohort of participating library services. The medians have been displayed based on the whole cohort of the Library. From this information you can consider ways to maximise strengths and develop strategies to correct any apparent deficiencies in the library's and theatre's performance as suggested by your performance indicators.

This report comprises three main sections, two of those being Library and Theatre, with their corresponding sections in each, and then the third and final section being General Demographics for the surveys:

Customer Satisfaction and Relations

This first section of the report presents respondents' overall level of satisfaction with the Library service, as well as the level of likelihood they would recommend the Library service to others.

Customer Service Quality (CSQ) Indicators

The CERM PI CSQ model, tailored to library services, incorporates two main dimensions of service quality: 20 items that focus on facility and provision aspects of the Library service and another 5 items that explore aspects of staffing in the Library service.

Benefit indicators

Another major focus of the CERM PI indicators is the benefits the end user or customer receives from their visit to the Library. This section presents respondents' rating of importance and achievement of 8 benefit attributes.

Usage and Awareness of Library Services

The fourth section reports the key activities visitors participate in at the Library, along with level of awareness of selected offerings at the Library. Furthermore, information sources for Library are also presented.

Library Specific Demographics

Demographics of respondents will enable the Library service to have an in-depth view of who their customers are attending with, what time they are visiting, usage preferences of the visitors, etc.

Library Comments and Suggestions

This section presents the additional comments and suggestions from visitors at the Library. A basic content analysis is presented which highlights and examines some of the three most common words mentioned in the open-ended question for the Library. A full list of comments can be found with the corresponding 'All comments' document.

Library Non-User Focus Group

Analysis from the focus group section is displayed and discussed giving more context and insights into the non-user base of the library service.

METHODOLOGY

Data for this report was collected using online and paper questionnaires under the guidance of the appropriate protocols issued by CERM PI®, University of South Australia.

Customers to the library and theatre were asked to complete the survey via online and/or paper methods. Those customers who were members of the library were sent a link to an online survey. The survey measured: customer satisfaction with facilities/operations and staff, benefits from library usage, their level of satisfaction & advocacy and questions relating to their usage and their demographics.

Analysis

The questionnaire was developed to provide library and theatre staff and management with diagnostic value in the area of customer profiles and service quality management. Library and theatre staff have an in-depth understanding of the wider environmental context in which the library and theatre operates and are best placed to interpret the results provided in this report. The study should not be treated in isolation but be used as part of the total information on which management decisions are based.

Note: Percentage totals may not equal (+ or -) 100% due to rounding.

Note: CERM PI 20XX benchmark is a cumulative median of the data collected across all centres from 20XX-20XX.

Total valid survey responses for Library (n) = 230

Confidentiality

The information contained in the report is the property of the client and CERM PI and may not be reproduced or transmitted in any form without their consent. CERM PI may utilise information gathered for further research and education and is committed to do so whilst protecting the confidentiality of the client. Outcomes of research efforts are usually reported in professional forums.

1. Customer Satisfaction and Relations

- **98%** of all of respondents indicated they were somewhat to very satisfied with the Library overall. This is **higher** than the 20XX CERM PI Benchmark (97%).

- The mean satisfaction for ABC Library is **6.6** ("Very satisfied") out of a 7-point scale. This is **higher** than the 20XX CERM PI Benchmark (6.2).

- **98%** of all respondents indicated either "Somewhat likely", "Likely" or "Very Likely" to recommend ABC Library to others. This is **higher** than the 20XX CERM PI Benchmark (95%).

- **80%** of respondents who filled out the survey were current users of the Library.

CUSTOMER SATISFACTION						
0%	**0%**	**<1%**	**1%**	**3%**	**33%**	**62%**
Very dissatisfied	Dissatisfied	Somewhat dissatisfied	Neutral	Somewhat satisfied	Satisfied	Very satisfied

LIKELY TO RECOMMEND THE LIBRARY
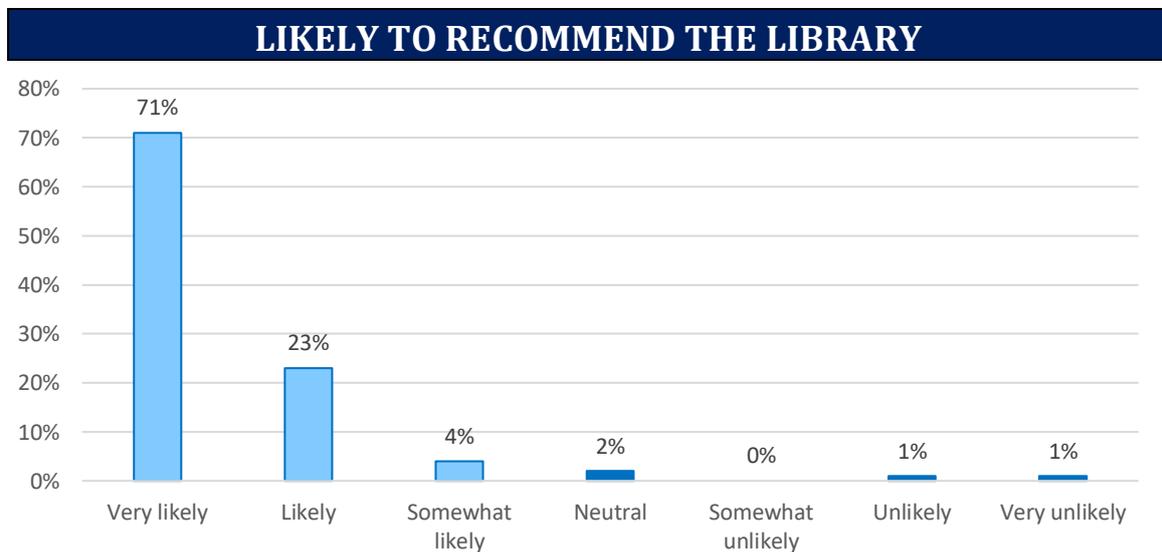
CURRENT LIBRARY USER	
	20XX (%)
Yes	80
No	20

2. Customer Service Quality

In the questionnaire respondents were asked to rate expectations and perceptions of performance in relation to attributes of customer service quality (CSQ). The scale used for this section ranges from 1 ('disagree') to 6 ('very strongly agree').

Expectations refer to the extent to which customers believe a particular service attribute should be provided at the library. High expectations tend to represent higher priority CSQ attributes. Low expectations may indicate customers have limited interest or need for this CSQ attribute.

The expectations and the performance means are used to calculate the **Customer Service Quality Gap** (CSQ Gap) for each CSQ attribute; the extent to which performance does not correspond to expectations.

The **performance** mean measures how a service attribute is perceived to be performing. High performance means indicate a service quality attribute is perceived by customers to be well delivered. A low performance mean may identify a potential problem requiring monitoring. Alternatively, it may be due to a unique circumstance of the library (e.g., shared use of public parking facilities).

The **Customer Service Quality Score** (CSQ Score) reflects the service quality gap as a percentage, allowing for more direct comparison with other customer feedback such as overall satisfaction with the library and willingness to recommend the library service. A score above 100% suggests a Library exceeded expectations on average. A score below 100% suggests a Library performed below expectations, on average.

SUMMARY

- Respondents rated "have friendly staff", "always have clean amenities", "be well maintained", "always be clean", and "have staff that is eager to help" **highest on expectations.**

- Respondents rated "have friendly staff", "have staff that is eager to help", "have well-presented staff", "always be clean", and "be well maintained" **highest on performance.**

- ABC Library's **best performing attribute** compared to the CERM-PI CSQ Benchmarks was "have suitable parking".

- ABC Library achieved an overall service quality score of **93%** which is **lower** than the 2023 CERM PI Benchmark (98%).

SERVICE QUALITY: EXPECTATION, PERFORMANCE AND BENCHMARK COMPARISON

CSQ ATTRIBUTES	Expectations	Performance	Performance Gap	CSQ Benchmark	Benchmark Gap	
The Library should...						
Always be clean	5.3	5.1	-0.3	0.0	▼	-0.2
Be well maintained	5.4	5.1	-0.3	0.0	▼	-0.3
Always have clean amenities	5.4	4.7	-0.7	-0.1	▼	-0.6
Provide enough space for research, study and reading	5.0	4.5	-0.5	-0.2	▼	-0.3
Provide suitable number of computers	4.6	4.1	-0.5	0.1	▼	-0.6
Provide a broad selection of books and resources	5.3	4.7	-0.6	-0.3	▼	-0.3
Provides fast, reliable WIFI	4.8	4.0	-0.8	0.2	▼	-1.0
Provide enough digital content (eBooks, music, family history, etc.)	4.7	4.2	-0.5	0.2	▼	-0.7
Be well organised and well run	5.3	5.0	-0.3	0.0	▼	-0.3
Have up-to-date information (on activities, events)	5.1	4.8	-0.3	0.0	▼	-0.3
Have programs/activities that are relevant to your needs	4.7	4.4	-0.2	0.1	▼	-0.3
Have good lighting	5.1	4.8	-0.3	0.0	▼	-0.2
Be well oriented and easy to navigate around	5.1	4.9	-0.2	-0.1	▼	-0.1
Ensure behaviour of others doesn't detract from my experience	4.9	4.5	-0.5	-0.2	▼	-0.3
Provide suitable supporting technology (printers, charing stations)	4.8	4.3	-0.5	0.2	▼	-0.7
Have clear and useful signage	5.0	4.7	-0.2	-0.1	▼	-0.1
Provide assistance with computer tasks (e.g. online application)	4.5	4.2	-0.4	0.4	▼	-0.8
Have suitable parking (i.e., spaces, drop off zones)	4.8	4.7	-0.1	-0.3	▲	0.2
Provide food & drink facilities	2.7	2.6	-0.1	0.9	▼	-1.0
Provide quality children's services / facilities	4.9	4.6	-0.3	0.3	▼	-0.6
Have friendly staff	5.4	5.2	-0.2	0.0	▼	-0.2
Have staff that is eager to help	5.3	5.1	-0.2	0.0	▼	-0.3
Have well-presented staff	5.0	5.1	0.1	0.3	▼	-0.2
Easy to identify staff (e.g. use of nametags)	4.8	4.5	-0.3	0.3	▼	-0.6
Have staff that is competent with physical collection	5.0	4.8	-0.2	0.1	▼	-0.3
Have staff that is competent with digital collection	4.8	4.4	-0.4	0.3	▼	-0.7
Overall service quality				93 %		

▲ Above 0 Gap | ▮ Neutral Gap | ▼ Below 0 Gap

* The Overall Service Quality result is calculated by dividing the combined averaged performance scores by the combined averaged expectations *100

*Note: Some gaps may be ±0.1 because of rounding.

3. Customer Benefit Analysis

The questionnaire asked the respondents to rate their level of importance and achievement in relation to a list of benefits. The scale used for this section ranged from 1 ('not at all') to 5 ('very high').

The **importance** mean measures the relative importance of particular benefit as a reason for attending this library.

The **importance and achievement** means are used to calculate the **'Benefits gap'** for each attribute – that is, the extent to which achievement does not correspond with the importance rating. A positive gap indicates the customers' needs are being met, while a negative gap suggests they are not.

The **achievement** mean indicates the extent to which the benefits were achieved as a customer of the library.

Use of benefits: Understanding the benefits achieved by your library, customers will aid in the design, promotion and delivery of opportunities appropriate for different target groups at your library.

BENEFIT ATTRIBUTES: IMPORTANCE, ACHIEVEMENT AND BENCHMARK COMPARISON

BENEFITS ATTRIBUTES	Importance	Achieved	Benefits Gaps	Benchmarks		Benefits Gaps
Improved education	**4.2**	3.7	-0.5	-0.1	▼	-0.4
Enjoyment	**4.4**	**4.2**	-0.3	-0.1	▼	-0.1
Relaxation	**4.2**	**4.0**	-0.2	0.0	▼	-0.2
Socialising with family &/or friends	3.5	3.5	0.1	0.3	▼	-0.2
Improved well-being	4.0	3.8	-0.1	0.0	▼	-0.1
Feeling of connection with the community	3.9	3.8	-0.1	0.0	▼	-0.1
Improved confidence in my technology skills	3.6	3.6	0.0	0.1	▼	-0.2
Helps financially	3.2	3.1	-0.1	0.2	▼	-0.3

▲ Above 0 Gap | 🟨 Neutral Gap | ▼ Below 0 Gap

* Note: Some gaps may be ±0.1 because of rounding.

SUMMARY

- Respondents rated "Enjoyment", "Improved education", and "Relaxation" **highest on perceived importance**.

- Respondents rated "Enjoyment" and "Relaxation" **highest on achievement of benefit**.

- ABC Library's **worst performing attributes** compared to the CERM-PI CSQ Benchmarks were "Improved education" and "Helps financially".

4. Awareness and Usage of Library Services

- **87%** of library users were aware of **"Free Wi-Fi / Computers"**, while **53%** of those users said they engaged in **"Activities / Events"** at the Library.

- **86%** of respondents said they used the library to **"Borrow books"**.

- **"Facebook"**, **"In the Library"**, and **"Friends/Family"** were cited as the top three common information sources for the Library.

- **49%** of library non-users said they do not use the library because they are too busy. While **35%** of all respondents said **"Café facilities"** would encourage them to visit the Library more.

AWARENESS AND USE OF LIBRARY SERVICES ABC LIBRARY			
	AWARE (Non-user, n=45) %	AWARE (User, n=185) %	USED (n=185) %
eBooks / Audiobooks	87	85	43
Digital movies	38	55	18
Activities / Events	80	85	53
Free Wi-Fi / Computers	76	87	36
Digital magazines / Newspapers	57	62	16
Local / Family history research assistance	44	38	8
Help accessing technology	64	66	16

Note: Total for services can be ±100% representing more than 1 service being selected by individual respondents, or no service selected by some respondents. The stated percentage reflects frequency of response on each selected service.

REASONS TO USE THE LIBRARY
(n = 185)
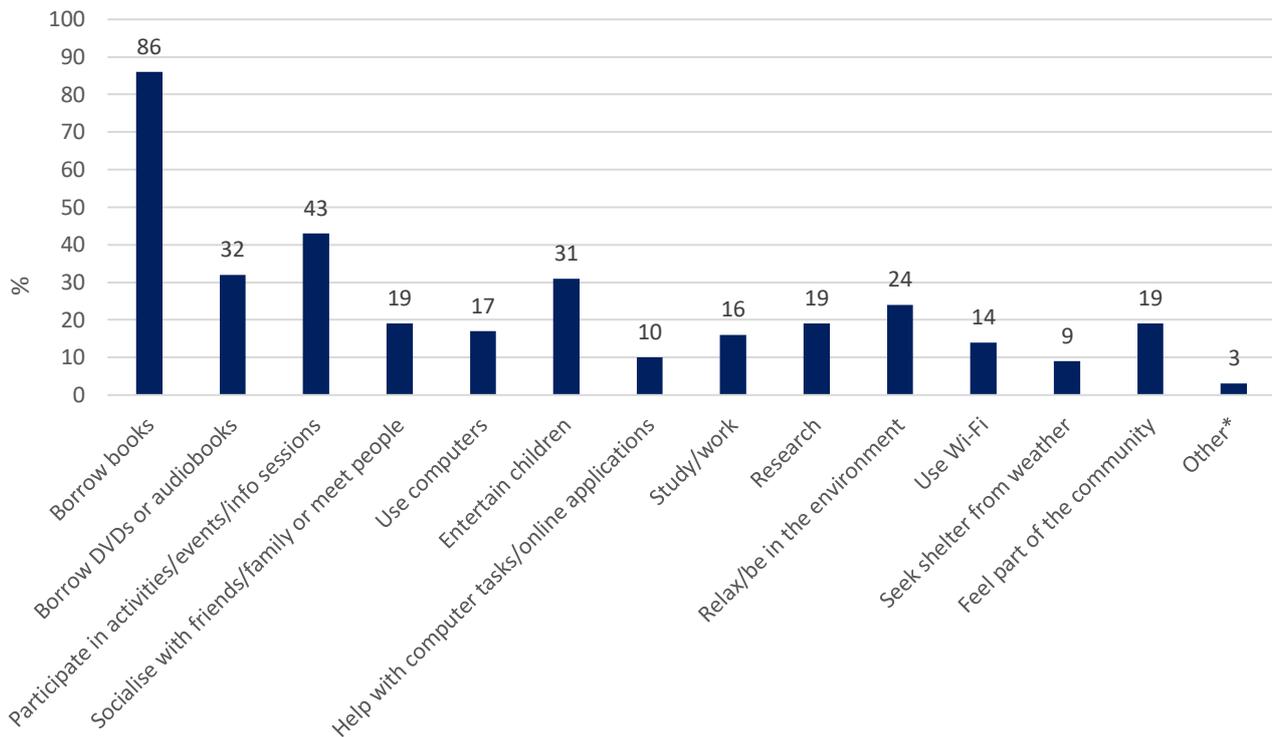
Reason	%
Borrow books	86
Borrow DVDs or audiobooks	32
Participate in activities/events/info sessions	43
Socialise with friends/family or meet people	19
Use computers	17
Entertain children	31
Help with computer tasks/online applications	10
Study/work	16
Research	19
Relax/be in the environment	24
Use Wi-Fi	14
Seek shelter from weather	9
Feel part of the community	19
Other*	3

Note: Total for reasons can be ±100% representing more than 1 reason being selected by individual respondents, or no reason selected by some respondents. The stated percentage reflects frequency of response on each selected reason.

*Other reasons included (in order of prevalence): "To use the printer", "I work here as well :D", "jp".

INFORMATION SOURCES FOR THE LIBRARY
(n = 185)

Source	%
In the Library	55%
Library Website	25%
Council eNewsletter	10%
Printed Program	16%
Facebook	62%
Newspaper	4%
Friends/Family	31%
Other*	3%
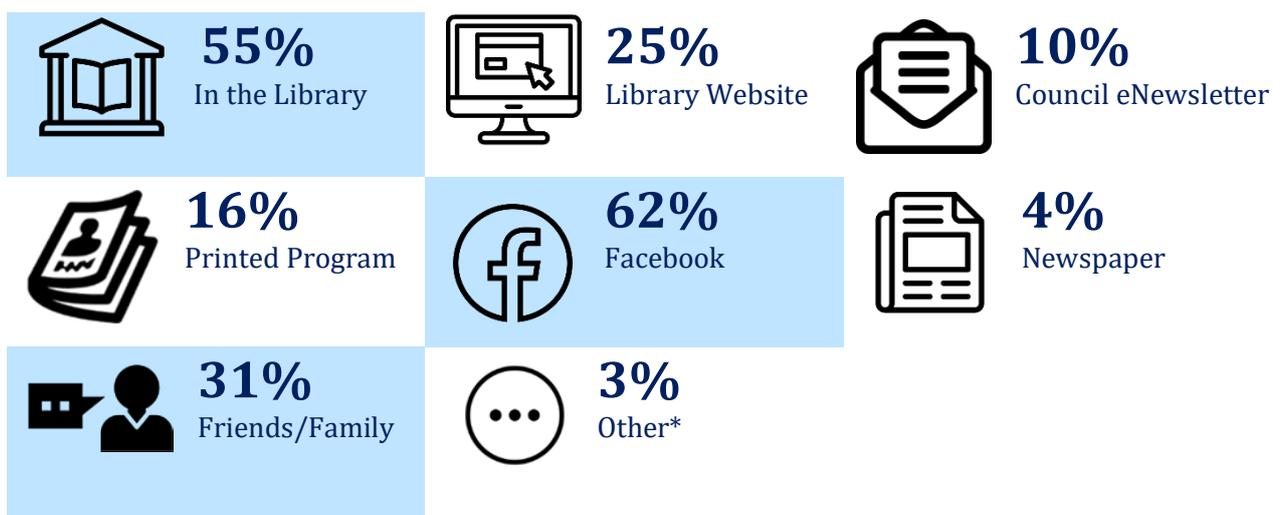
Note: Total for sources can be ±100% representing more than 1 source being selected by individual respondents, or no source selected by some respondents. The stated percentage reflects frequency of response on each selected source.

*Other reasons included (in order of prevalence): "Promotional Posters via the school newsletter", "Emailed library programme", "Email and School Facebook posts".

REASONS TO NOT USE LIBRARY
(n = 45)
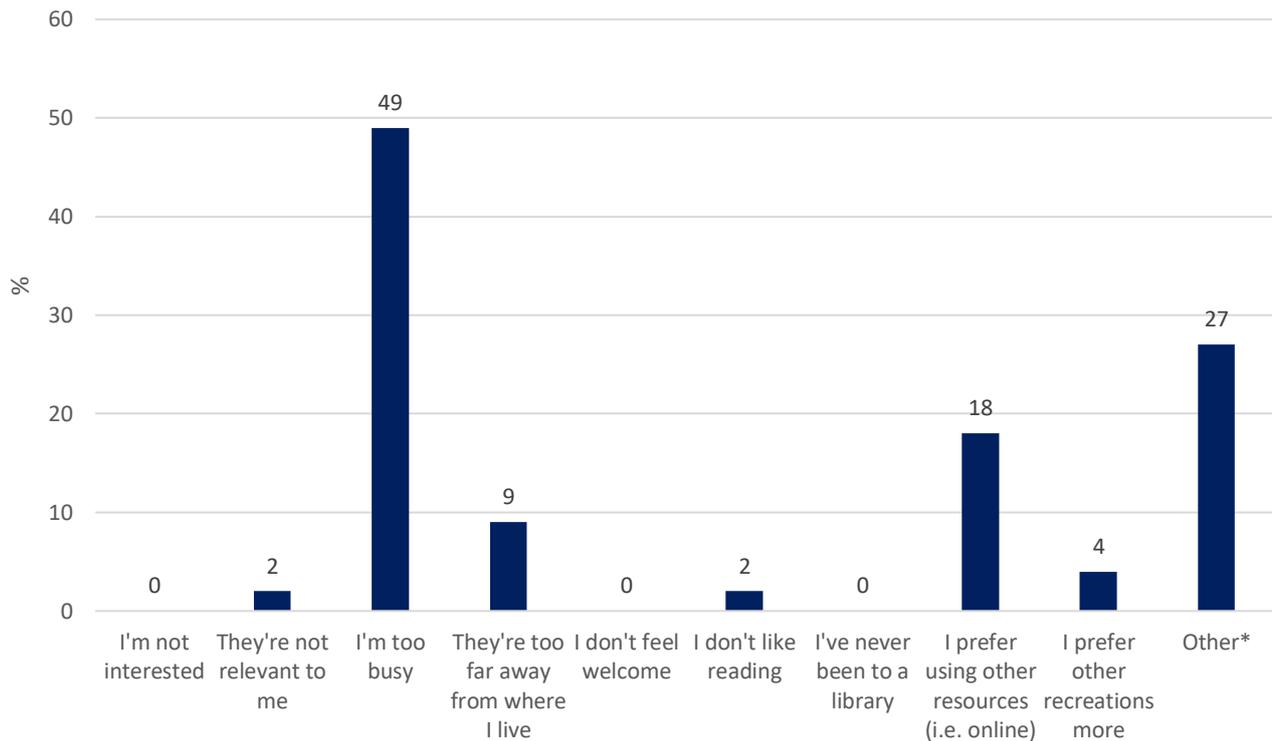
Bar chart showing percentage of reasons to not use library:
- I'm not interested: 0
- They're not relevant to me: 2
- I'm too busy: 49
- They're too far away from where I live: 9
- I don't feel welcome: 0
- I don't like reading: 2
- I've never been to a library: 0
- I prefer using other resources (i.e. online): 18
- I prefer other recreations more: 4
- Other*: 27

Note: Total for reasons can be ±100% representing more than 1 reason being selected by individual respondents, or no reason selected by some respondents. The stated percentage reflects frequency of response on each selected reason.

*Other reasons included (in order of prevalence): Time poor, Used but not needed lately, Buying books, "Incapacitated husband & sister", "I mislaid my card at one stage and the staff were not able to give me a new one. I was asked to pay and I couldn't afford to".

ENCOURAGEMENT TO USE LIBRARY MORE
(n = 230)
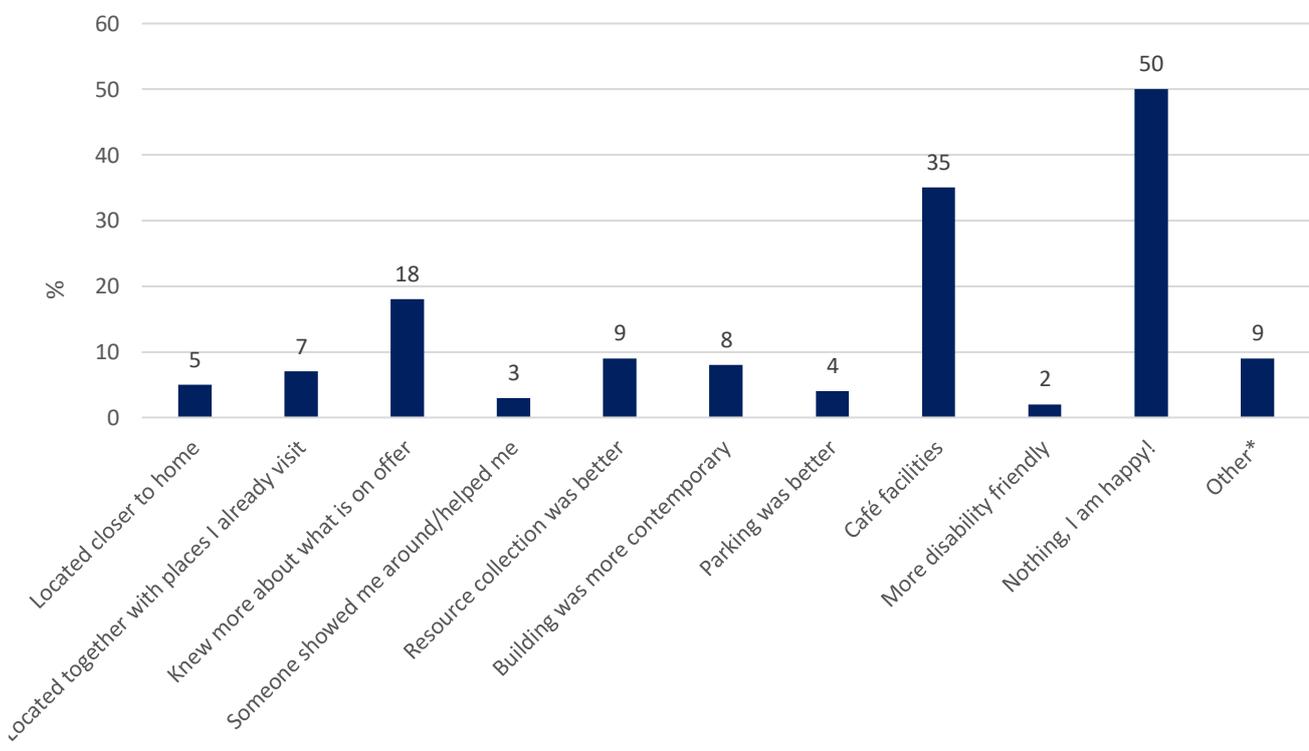
Chart showing percentages (%) for reasons:

| Reason	%
Located closer to home	5
Located together with places I already visit	7
Knew more about what is on offer	18
Someone showed me around/helped me	3
Resource collection was better	9
Building was more contemporary	8
Parking was better	4
Café facilities	35
More disability friendly	2
Nothing, I am happy!	50
Other*	9

Note: Total for reasons can be ±100% representing more than 1 reason being selected by individual respondents, or no reason selected by some respondents. The stated percentage reflects frequency of response on each selected reason.

*Other reasons included (in order of prevalence): Earlier and later opening times, More events/activities, "Closed at 5:30", "Meeting room", "Do most online", "Open on weekends", "More books from my favourite authors", "I go when it suits me. I would not go more often with the above features changed", "I just need to make going to the library a priority", "If I could have been given a new card at no cost, I would have continued to patronise the library", "If only one day per week it was open later to allow fulltime + Saturday workers a time to visit".

5. Library Specific Demographics

ATTEND ALONE OR AS A GROUP

Alone	56%
With Others (Family and/or Friends)	44%

ATTENDANCE AS GROUP INCLUDES...

Children under 5 years	24%
Children 5-15 years	48%
Both (Under 5 & 5-15 years)	12%
A person with a disability/ requiring my assistance	2%
Other*	14%

*Other responses: "Spouse", Husband, "Pensioner", "N/a".

HOW OFTEN DO YOU VISIT A LIBRARY?

Daily	2%
A few times per week	11%
A few times per month	18%
Once per month	34%
A few times per year	33%
Once per year	2%

USUAL TIME TO VISIT THE LIBRARY

Between 9am and noon	56%
Between noon and 3pm	17%
Between 3pm and 5pm	27%

USUAL MODE OF TRANSPORT TO THE LIBRARY

Private car	96%
Walk	4%
Bicycle	0%
Public transport	1%

DISTANCE TRAVELLED TO VISIT THE LIBRARY

5km or less	57%
Over 5km to 10km	21%
Over 10km	16%
Over 25km	7%

WHAT LIBRARY DO YOU NORMALLY ATTEND

ABC Library	89%
Home Hill Branch Library	11%

CLOSEST OR TRAVEL TO ANOTHER LIBRARY

Use library closest to me	93%
Travel to another library	7%

WHY DO YOU TRAVEL TO THE OTHER LIBRARY? (n=13)

Prefer the building/setting	8%
Better resources – books	8%
Better resources – digital	0%
Better staff	0%
Better children's area/resources	0%
Prefer the activities/programs	15%
It is closer to my work/other regular activities	23%
It is more disability friendly	0%
Other*	46%

*Other responses included (in order of prevalence): Close to work, "I usually drop in to the library when I am shopping, have my car being serviced and have lots of time to fill", "Not always open", "No reason just do", "More PCs".

DAY OF THE WEEK FOR USUAL VISIT

Weekdays	88%
Weekends	12%

TIME SPENT AT THE LIBRARY

Less than 30 minutes	36%
About 30-60 minutes	38%
About 60-90 minutes	20%
Over 90 minutes	6%

6. Library Comments and Responses (Open-ended)

Note: This report shares only a sample of the comments, along with a count of some of the most mentioned words in each section below (top themes in comments). A full list of comments for all open-ended questions is provided as an attachment with this report.

"WHAT DO YOU LIKE MOST ABOUT YOUR LIBRARY?"

"Staff" was mentioned about 55 times when respondents were discussing their favourite aspects of the library. Staff were very often described as "friendly", but other adjectives used included "helpful", "cheerful", "knowledgeable", "approachable", etc., but some respondents simply said "staff". Some who elaborated appreciated how welcoming staff made them feel and the assistance they received with finding books they were looking for or with using technology and computers.

"Books" was mentioned approximately 55 times and was also commonly cited as one of the best aspects about the library. Respondents praised the range/variety/collection/selection of books at the Library. The ability to use and borrow free and up-to-date books, even online, was also seen as a plus by some. Interlibrary loans and the ability to get unavailable books was well-liked, too.

"Activities" was mentioned 12 times when respondents focused on things they enjoyed at the library. Respondents would often state which activities they enjoyed (e.g., children's, holiday, school, etc.). Some respondents discussed how they enjoyed the amount of activities offered, not only for kids, but all ages, and the social and learning benefits from these activities.

"Staff always happy to assist with my request even going above and beyond."

"I like how friendly the staff is and how they help when I ask for assistance."

"… Staff are very friendly & helpful & always make you feel welcome. A very comfortable clean place to visit. Homely atmosphere. Always quiet."

"Staff"

"I am able to access a variety of resources with the help of friendly, knowledgeable staff."

"Convenient, friendly staff, tries to cater for the needs of the community from young to old."

"The staff of the library greet you with a smile when you enter the premises they are accommodating people and look after me very well when I'm looking some things for my children, they help me with my computer works."

"The very large selection of books available." "I can find new books to read."

"Books"

"The easy access to a variety of books." "If want to read a particular book and not at the library, the book has been sourced from another library for me. Thought that was good."

"What I like most about my Library is the wide range of books, graphic novels and the free online services."

"Very well managed and looked after, whilst being run/staffed by great people. The kids activities are really good too and are a hit with my family." "There are many activities and school holiday programs for children to enjoy."

"Activities"

"The activities provided and social aspect." "I love the coding program for my boy and the holiday activities."

"Outside school activities."

"WHAT DO YOU LIKE LEAST ABOUT YOUR LIBRARY?"

When answering this question regarding problems at the library, respondents predominantly said **"Nothing"** (mentioned approximately 25 times). Respondents would simply say "nothing" or write some other form of this (e.g., nil, n/a, etc.). Captured in this, were respondents talking about how they enjoyed the library and had no complaints.

Contrasting above, **"Books"** was mentioned approximately 25 times when respondents were talking about issues they have had at the library. Respondents often focused on specific issues they had with the selection (especially online and audiobooks). Some spoke about the organisation and layout of the books being an issue. The removal of particular books or genres was also raised as a concern in some comments.

"People" (mentioned approximately 10 times) was labelled as a problem at the Library. Respondents were most often discussing other 'people' (i.e., patrons) being noisy,

disrespectful, or disruptive in the library. Some others discussed overcrowding in the library as being an issue, too.

"There is nothing I dislike."

"Quite honestly, there is nothing to like least about MY library ♡."

"Nothing, I love my library."

"Nothing"

"There's nothing to dislike about this Library in Ayr."

"Limited access to foreign language textbooks, novels."

"The small non-fiction range could be expanded - more art books - perhaps rotated more to the Home Hill branch as I've seen more non-fiction in Ayr."

"I would like to see a greater range of books in a series e.g., the entire series rather than random books from a series."

"Books

"Some years ago the library got rid of a lot of books that are considered classics in their genre. It was very disappointing. I think it is important to important to let books go that are no longer popular but never at the expense of the classics. New books are fine however a good library should always have a copies of what are considered classics in their genre."

"When library moved to just storing all books alphabetically and got rid of the genre sections e.g., romance, crime, fantasy etc - it makes it hard when trying to find books in your chosen genre."

"Not enough computers. Printers not easily accessed. Support depends how busy staff are. Can have some people/groups making interfering noise..."

"People talk loudly on their mobile phones."

"Crowded in summer (people on bean bags everywhere)."

"People"

"Some people just hang out there and it can make other users uncomfortable… Why do you just sit there??"

"It can at times have some users who are a bit excessive in being disruptive and disrespectful. I find that sometimes the level of talking is quite excessive for a library, and that some people do not show respect towards other library users. This can be from noise and/or being a grub. I do understand that in this day [and] age it would be hard for library staff to directly address this due to the nature of the people who are noisy/disrespectful."

7. General Demographics of Respondents

Respondents with Chronic Illness or Disability

- 4%
- 13%
- 83%

■ No ■ Yes ■ Prefer not to say
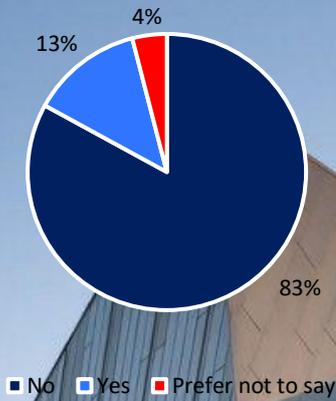
Identify as Aboriginal and/or Torres Strait Islander
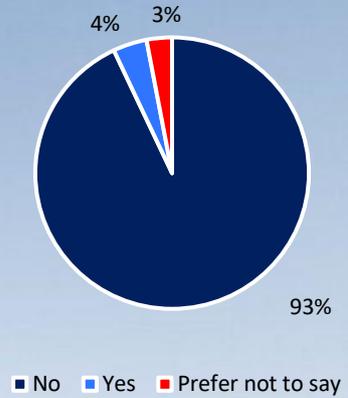
- 4%
- 3%
- 93%

■ No ■ Yes ■ Prefer not to say

Place of Birth

- 7%
- 3%
- 90%

□ Australia
□ Overseas English-speaking country
□ Overseas non-English-speaking county

Gender of Respondents

- 1% 1%
- 18%
- 81%

□ Man ■ Woman
□ Non-binary/Gender diverse □ Specify*
■ Prefer not to say

Employment Status

- 2% 1% 2%
- 29%
- 23%
- 1%
- 8%
- 33%

□ Unemployed □ Employed part-time
□ Employed full-time □ Self-employed
□ Student □ Retired
□ Full-time parent □ Home duties without children

Age of Respondents

- 1% 2% 5%
- 15%
- 15%
- 25%
- 17%
- 21%

□ 15-19 years □ 20-29 years
□ 30-39 years □ 40-49 years
□ 50-59 years □ 60-69 years
□ 70+ years □ Prefer not to say
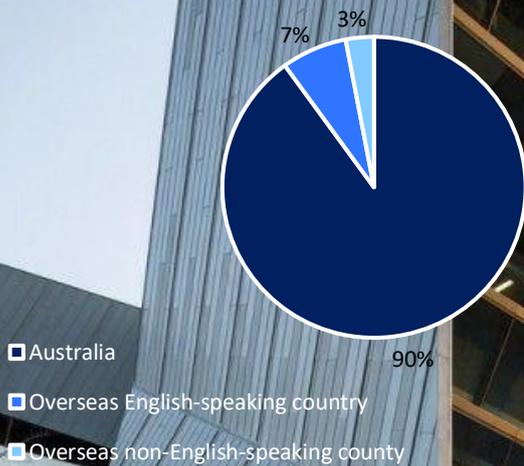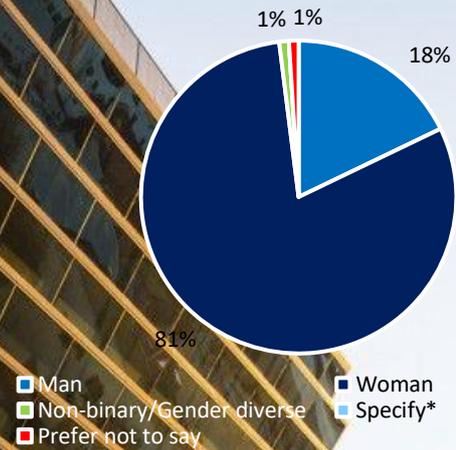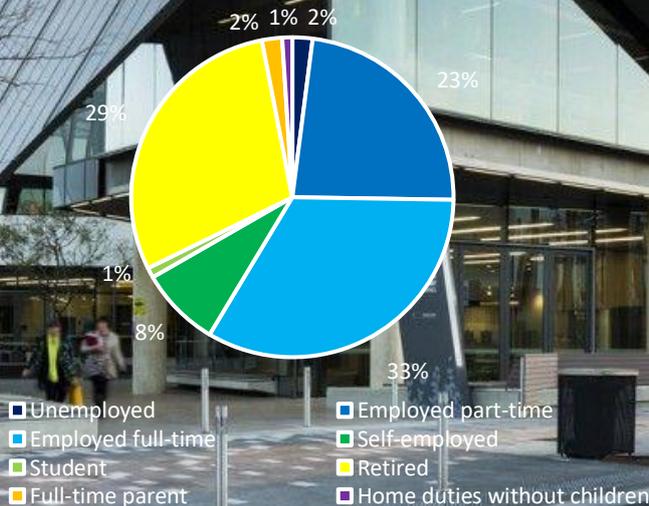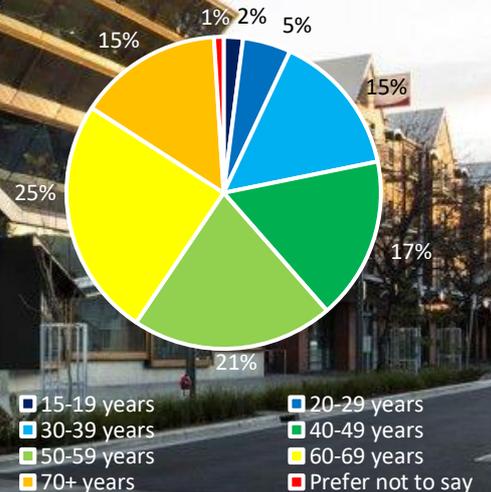
TOP VISITING POSTCODES TO THE LIBRARY

9999
(60%)

9998
(16%)

9997
(9%)
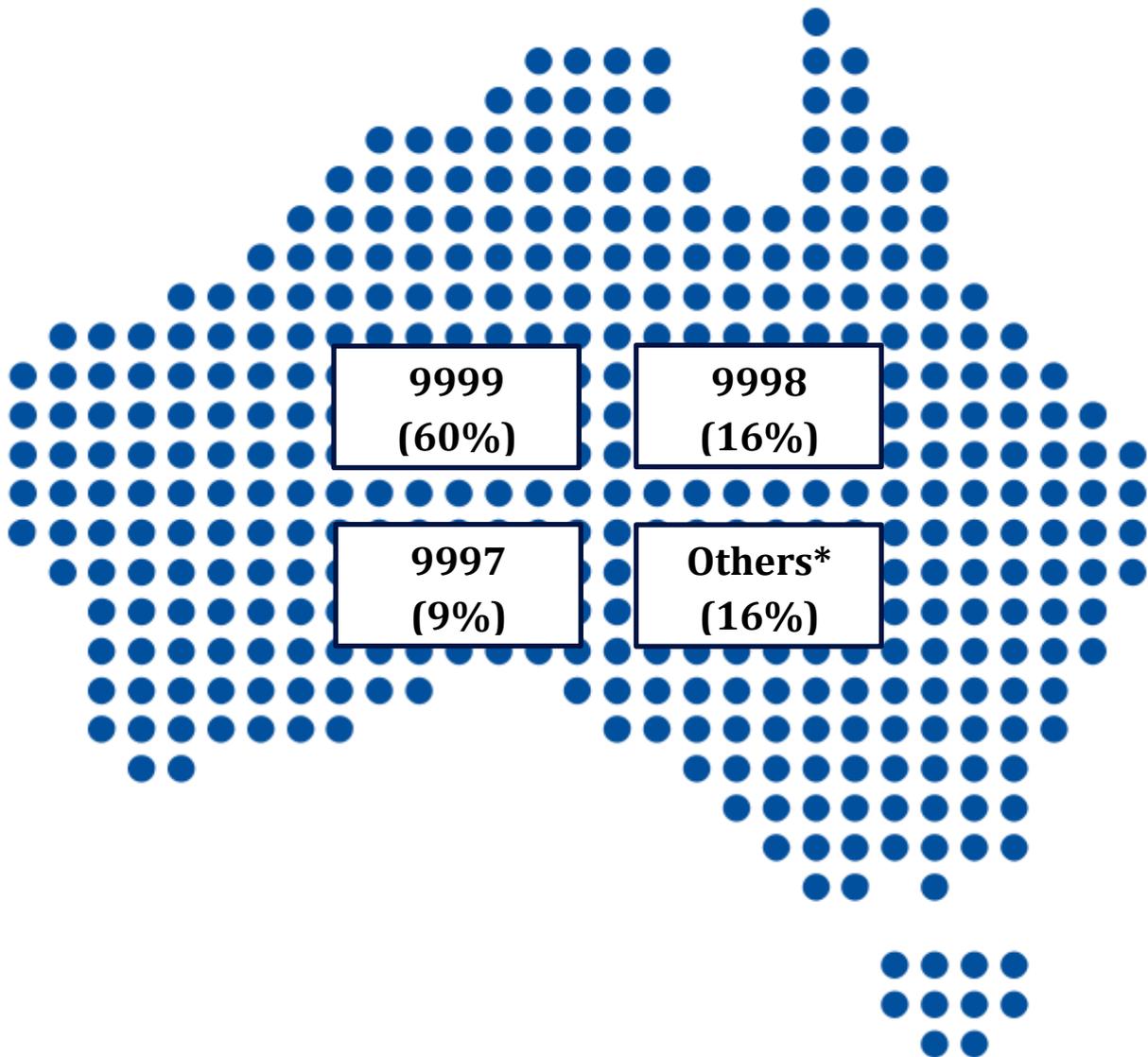
Others*
(16%)

*Others include: 9996 (4%) | 9995, 9994, 9993, 9992, 9991 (1-2% each) | 9990 (<1% each)

How can the results be used?

Each year CERM PI service quality reports are conducted for many Australian libraries. Some of the ways your organisation may benefit from the information in this report include:

- Share and discuss the results of the report with staff at the library.
- Promote key results to Customers and thank them for their contribution.
- Incorporate the information into management plans, KPIs and contracts where relevant.

Consider further analysis: *Does this report highlight something you'd like to know more about? We can help with this.*

These findings, and report as a whole, could also benefit from further examination and inquiry into customer satisfaction with the centre. For instance, focus groups could help to elucidate and add more context and understanding to some of the findings in this report. If these, or other methods of inquiry/analysis, are of interest, CERM PI offers numerous high-quality research services.

Other services

CERM PI offers services that focus on assessing and benchmarking not just libraries, but aquatic and recreation centres and botanic gardens. CERM PI also offers organisational culture surveys which allows councils to view and understand the cultural climate of the organisation and how this impacts behaviour and productivity (e.g., employees' satisfaction, resiliency, and optimism, to name a few). Get in contact with us for further information or to discuss a specific customised project you might have in mind.

Contact Us

Further information can be obtained by contacting CERM PI®

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