Ex Libris Customer Survey Results/Actions

ANZREG Seminar │ 23 January 2009

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Survey Milestones

- Started February, 2008
  - Structure of the questions
  - Consultation with offices and departments
  - Consultation with IGELU & ELUNA
- Survey launched – June 4, 2008
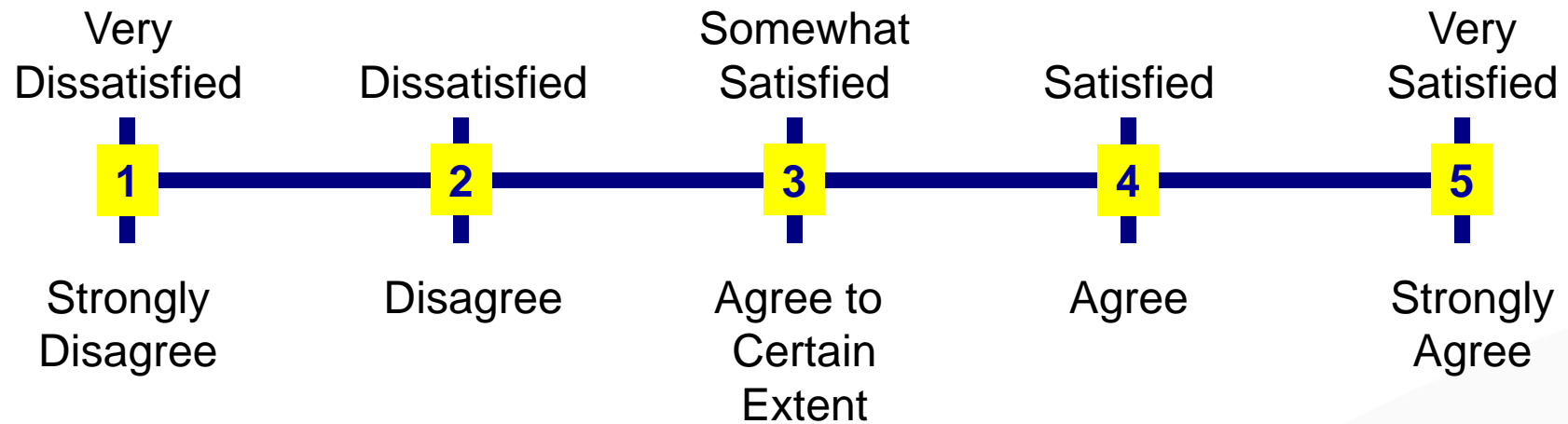- Survey closed – June 26, 2008

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Survey Numbers

- 9596 emails were sent
  - 1331 surveys completed   → **13.9%**
  - 700 surveys "in process"   → **7.3%**
- Surveys by Institutions
  - Emails to 2302 institutions
  - 886 institutions   → **38.5%**
  - 301 institution "in process" → **13.1%**

OVER 50% INSTITUTION PARTICIPATION

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Satisfaction Ranking

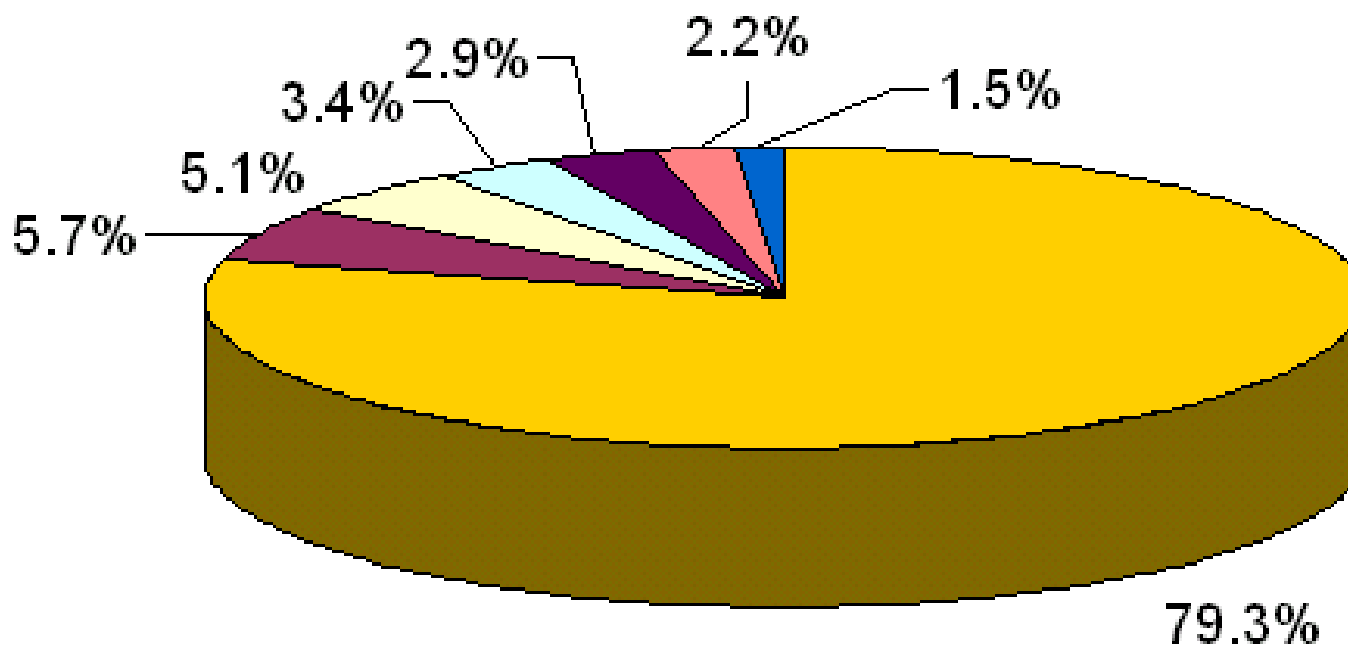| Very Dissatisfied	Dissatisfied	Somewhat Satisfied	Satisfied	Very Satisfied
1	**2**	**3**	**4**	**5**
Strongly Disagree	Disagree	Agree to Certain Extent	Agree	Strongly Agree

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Survey Sections

- Institutional Information

- Ex Libris Products

- Customer Support

- Implementation

- Ex Libris as a Company

- Offices and Distributors

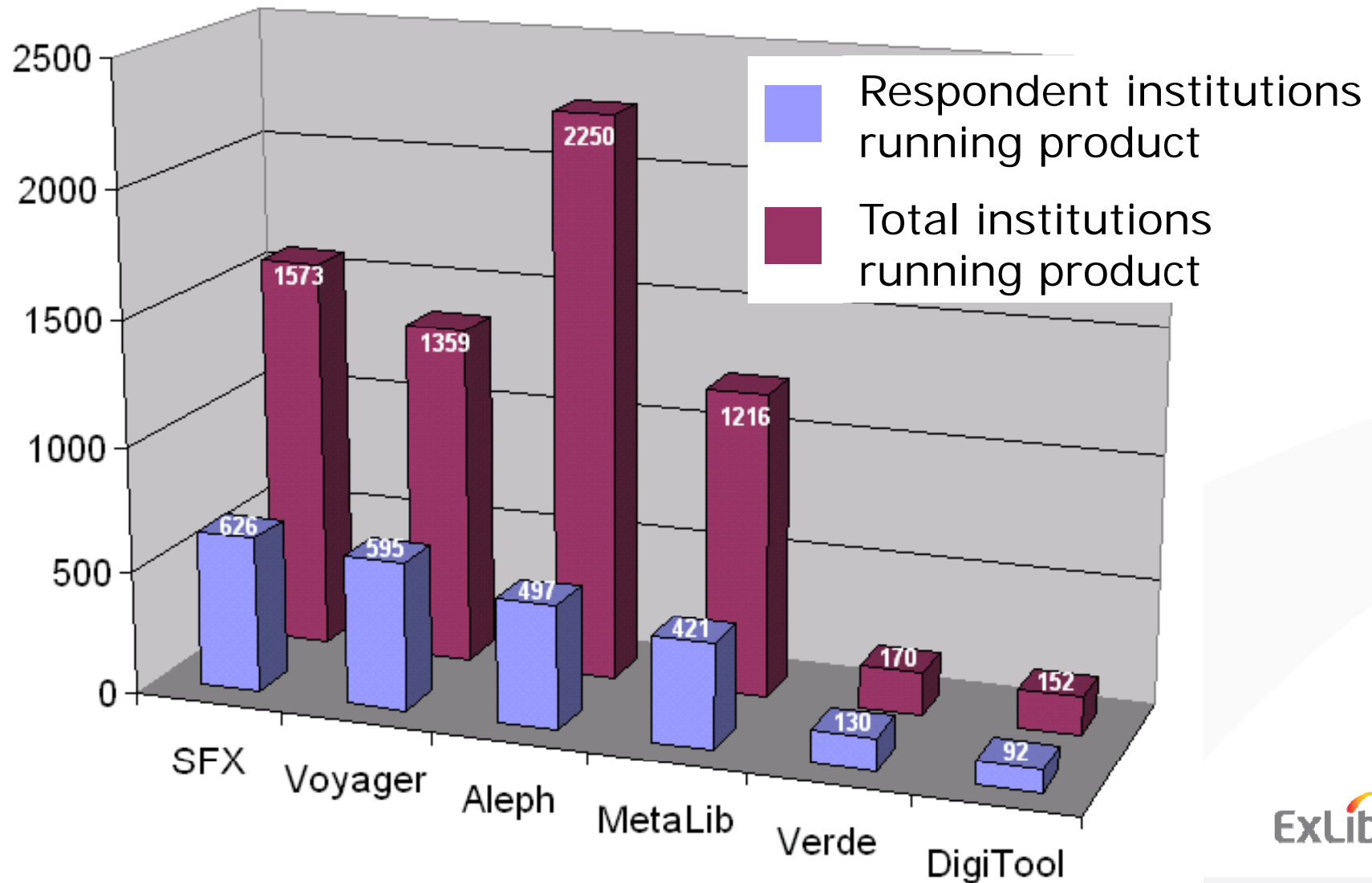- Additional Information

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Institutional Information

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Type of Institution

Legend: Academic · Special · Governmental · Research · National Library · Corporate · Public Library

- Academic: 79.3%
- Special: 5.7%
- Governmental: 5.1%
- Research: 3.4%
- National Library: 2.9%
- Corporate: 2.2%
- Public Library: 1.5%

- Number of respondent institutions = 1782
- 46% of the respondent institutions are members of a consortium

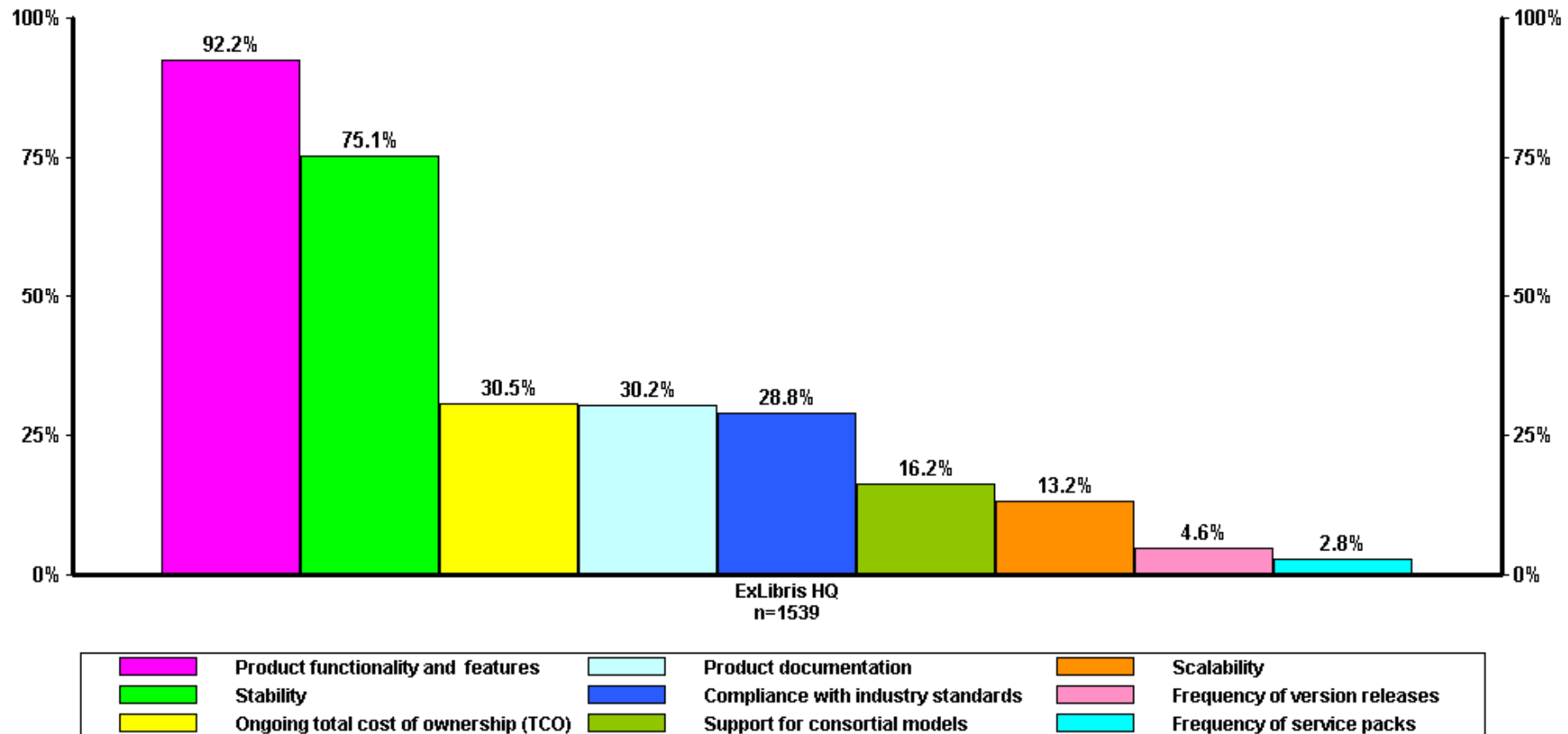ExLibris

Total Vs. Respondent Institution Product

Ex Libris Products

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Categories Most Important in a Product

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n=1539

Legend:
- **Product functionality and features** (magenta)
- **Stability** (green)
- **Ongoing total cost of ownership (TCO)** (yellow)
- **Product documentation** (light blue)
- **Compliance with industry standards** (blue)
- **Support for consortial models** (olive)
- **Scalability** (orange)
- **Frequency of version releases** (pink)
- **Frequency of service packs** (cyan)

Values: 92.2%, 75.1%, 30.5%, 30.2%, 28.8%, 16.2%, 13.2%, 4.6%, 2.8%

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Product Strengths & Areas to Evaluate

- Strengths

  - Stability

  - Compliance with Industry Standards

  - Scalability

- Areas to Evaluate

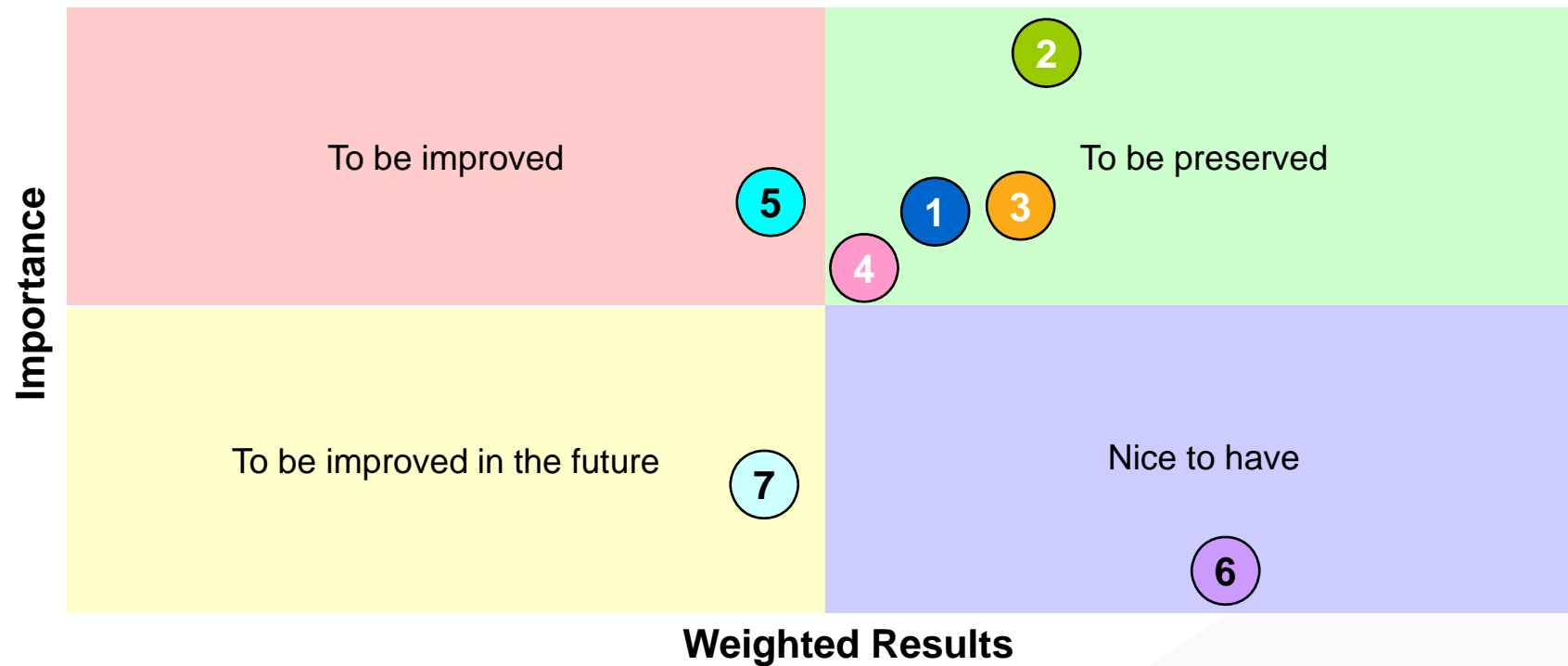 - Ongoing Total Cost of Ownership

  - Product Documentation

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Customer Support

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Most Important Categories in Support

Chart: "Most Important Categories in Support" bar chart with values:
- Knowledge and competence of support: 82.4% (1)
- Resolution time: 58.0% (2)
- Quality of support service: 53.9% (3)
- Responsiveness: 36.7%
- Initial response time: 34.5%
- Ease of product upgrade: 16.5%
- Followup: 9.9%
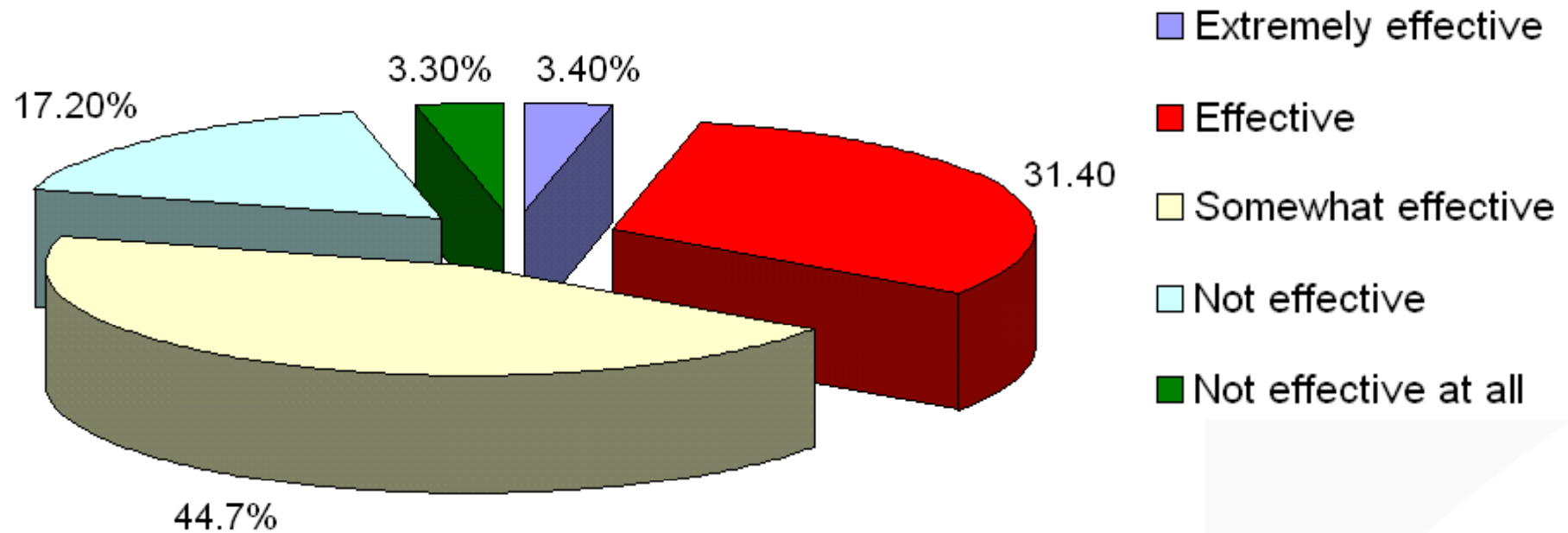- Courtesy: 5.3%

ExLibris HQ
n=1388

Legend:
- Knowledge and competence of support
- Resolution time
- Quality of support service
- Responsiveness
- Initial response time
- Ease of product upgrade
- Followup
- Courtesy

Support

Effectiveness of Escalation Process

40% of the respondents said they are familiar with the escalation process

17.20%   3.30%   3.40%
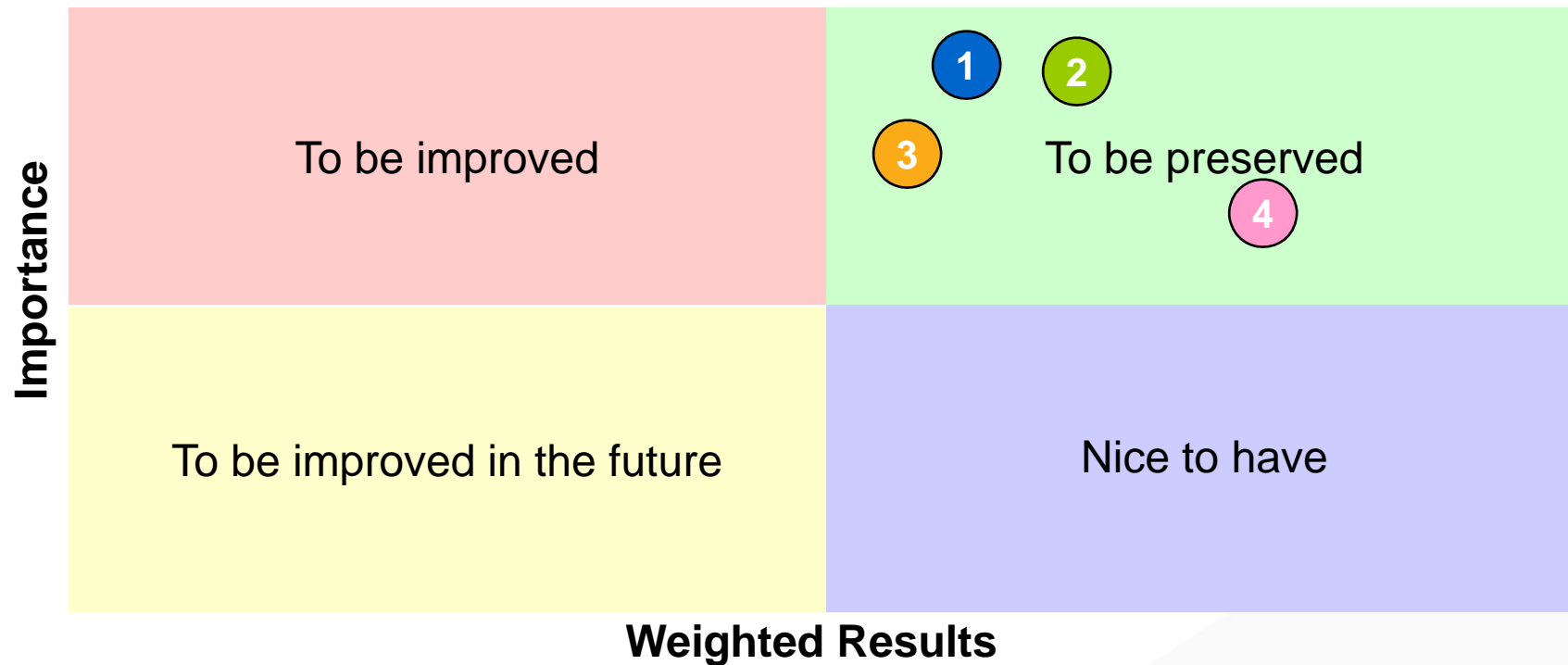
□ Extremely effective
■ Effective
□ Somewhat effective
□ Not effective
■ Not effective at all

31.40

44.7%

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Implementation

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Training

Weighted Results

Importance
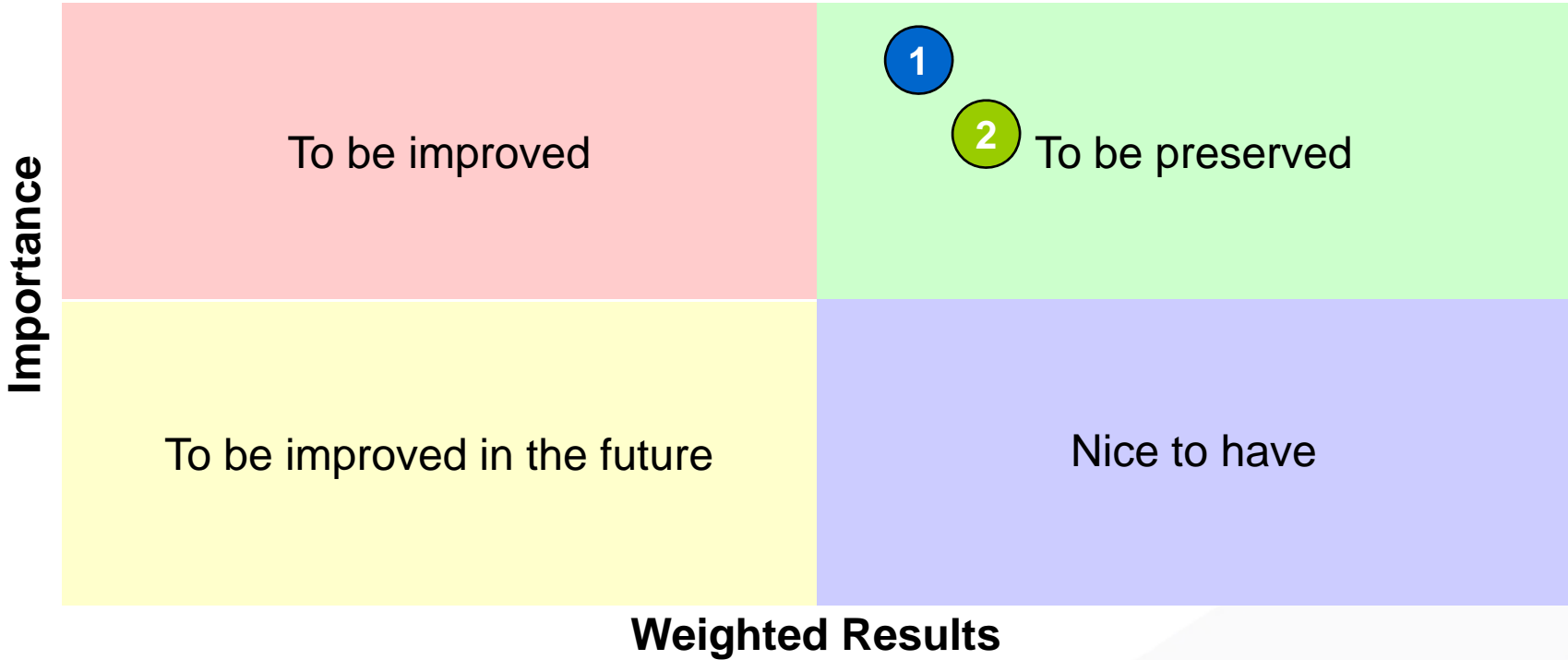
To be improved

To be preserved

To be improved in the future

Nice to have

1 – Time was used effectively
2 – Training covered topics required
3 – Materials were of high quality
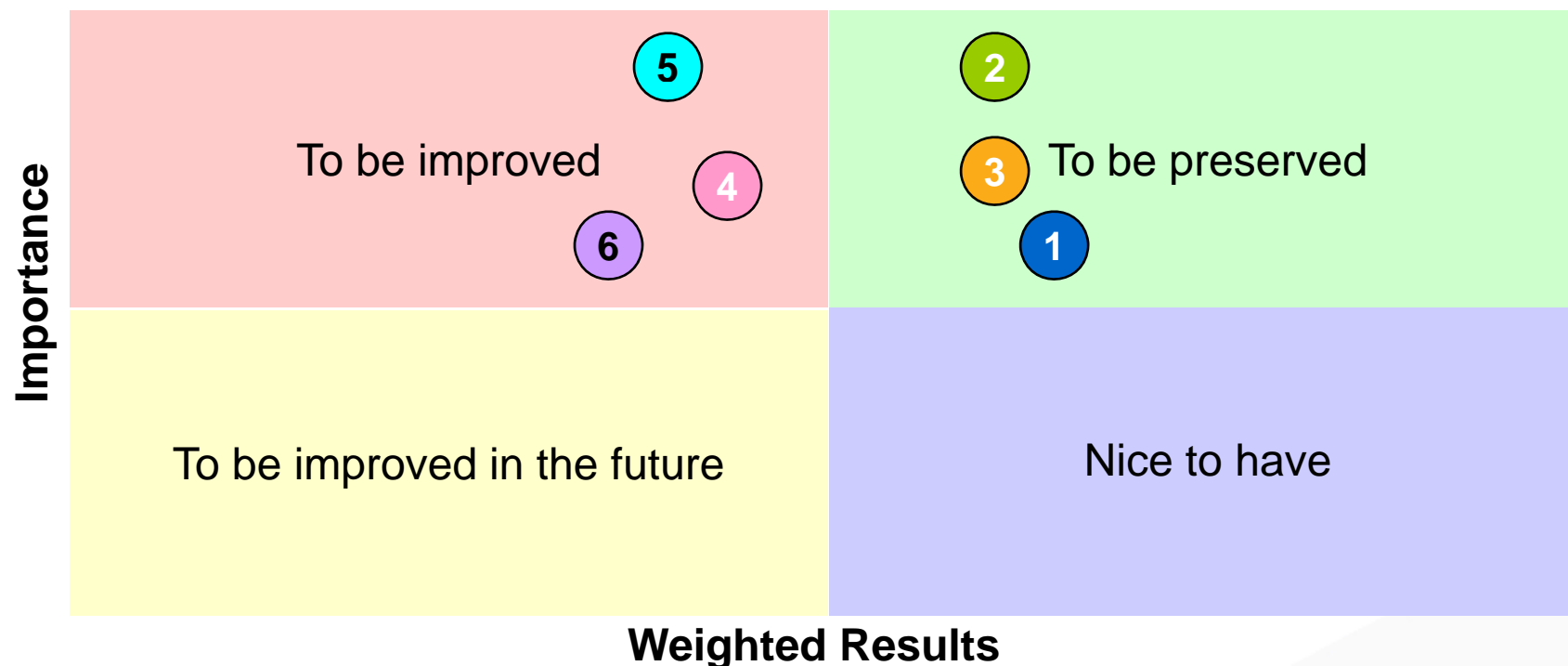4 – Trainers were knowledgeable & competent

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Implementation

Ex Libris as a Company

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Ex Libris as a Company - Analysis

Importance

Weighted Results

To be improved

To be preserved

To be improved in the future

Nice to have

1 – We receive regular updates on the products, strategy and roadmap of Ex Libris

2 – Market leader in developing software solutions for libraries

3 – Satisfaction about technical support with the main office or distributor

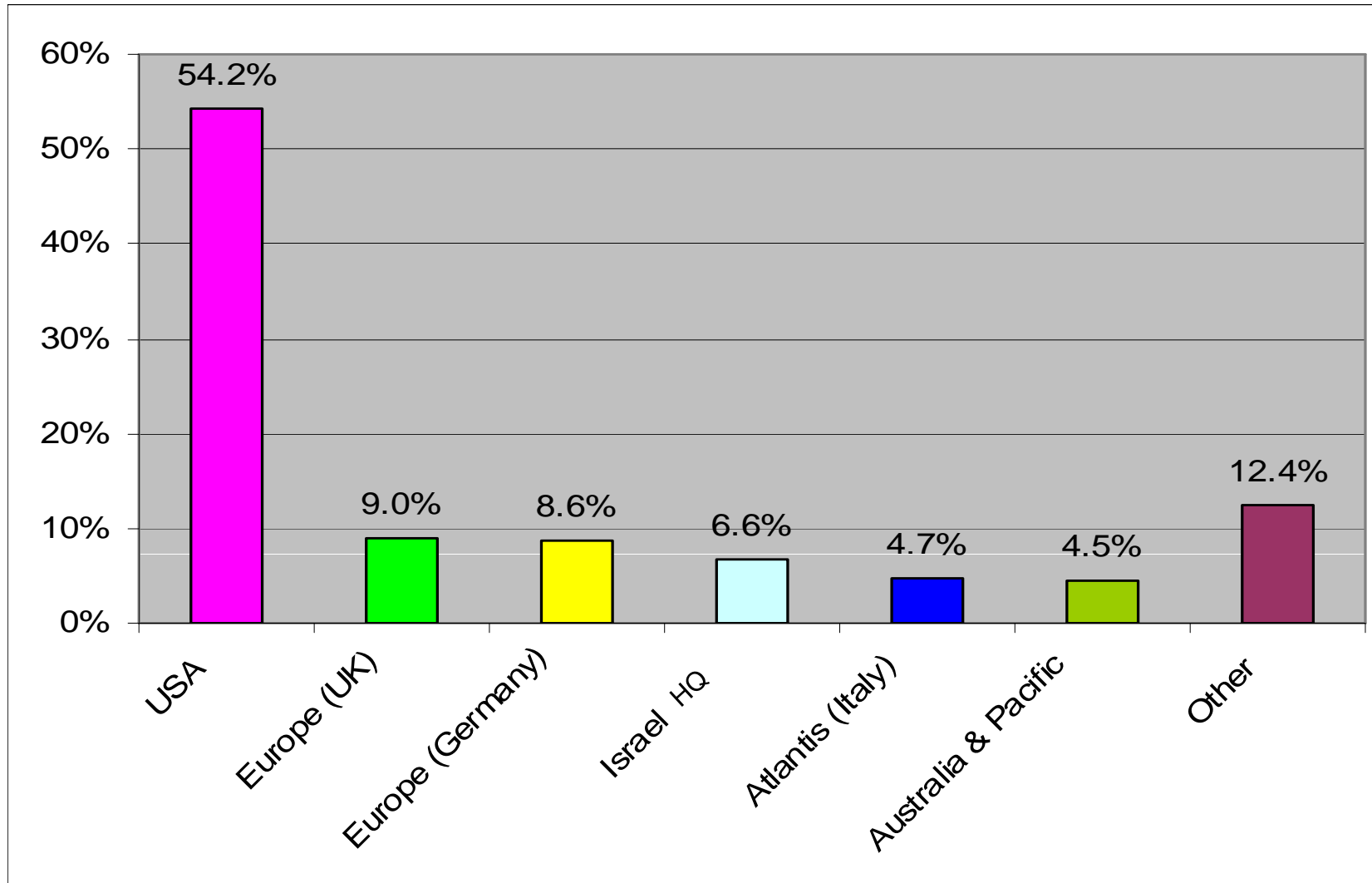**4 –** Collaboration closely with customers in development of products

5 – Ex Libris is attentive to our product needs & requirements

6 – Effectiveness of the escalation process

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Offices and Distributors

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Main Point of Support

Category	Percentage
USA	54.2%
Europe (UK)	9.0%
Europe (Germany)	8.6%
Israel HQ	6.6%
Atlantis (Italy)	4.7%
Australia & Pacific	4.5%
Other	12.4%

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Satisfaction with Main Office or Distributor

ExLibris HQ
n=1335

2.2% 6.1% 32.2% 45.2% 14.3%

1 - Very dissatisfied
2 - Dissatisfied
3 - Somewhat satisfied
4 - Satisfied
5 - Very satisfied

USA

ExLibris HQ
n=684

1 - Very dissatisfied	3 - Somewhat satisfied	5 - Very satisfied
2 - Dissatisfied	4 - Satisfied	

Israel HQ

ExLibris HQ
n=100

| 1 - Very dissatisfied | 3 - Somewhat satisfied | 5 - Very satisfied |
| 2 - Dissatisfied | 4 - Satisfied | |

Europe

ExLibris HQ
n=254

Legend:
- 1 - Very dissatisfied
- 2 - Dissatisfied
- 3 - Somewhat satisfied
- 4 - Satisfied
- 5 - Very satisfied

Values: 1.2%, 4.7%, 31.9%, 48.0%, 14.2%

Survey Action Items (1)

Area	Item	Action Items
Products and Services	Ease of Implementation and ease of use	• Explore areas to streamline Implementation processes • Evaluate additional ways to further automate service pack and release installation
Products	Customers felt that they don't have input to the enhancement process	• Explore, with IGeLU and ELUNA, better ways to communicate the enhancement processes in place • Explore the feasibility of implementing "me too" functionality for enhancement requests
Support	Improve responsiveness and transparency	• Implement a robust 24X7 customer centre • Apply better messaging in Pivotal explaining how support works, how to contact, expectations, etc.

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Survey Action Items (2)

Area	Item	Action Items
Support	Escalation paths are unclear	• Publish known issues across product lines • Clarify roles in the organization and improve accessibility to information about Ex Libris personnel
Documentation	Documentation is sometimes difficult to find, and is not consistent in structure	• **Implement a new documentation centre** • Process already begun to implement new documentation standards in DigiTool. Once complete, replicate this standard across the other products
Professional Services	Increase web-based training	• Increase web and flash-based training options • Develop a library of recorded sessions

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Escalation Procedure

Escalation (1)

In the event you need to escalate an issue to give it more importance, please follow these escalation steps:

FIRST escalation is to the Support Analyst via eService/Pivotal

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Escalation (2)

SECOND escalation to the Customer Support
  Team Leader

- SFX/MetaLib - Eitan Ben-David

   eitan.ben-david@exlibrisgroup.com

- Verde - Katya Tsirlin

   Katya.Tsirlin@exlibrisgroup.com

- Aleph - Yoel Kortick

   Yoel.Kortick@exlibrisgroup.com

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Escalation (3)

- Voyager - Shelley Hostetler

  shelley.hostetler@exlibrisgroup.com

- Primo - Julia Goldshtein

  Julia.Goldshtein@exlibrisgroup.com

- DigiTool & DPS - David Zyroff

  david.zyroff@exlibrisgroup.com

Escalation (4)

THIRD escalation to the Customer Support
 Manager

- SFX/ML/Verde/DigiTool & DPS - Carmit Marcus

  carmit.marcus@exlibrisgroup.com

- Aleph - Noam Kaminer

  Noam.Kaminer@exlibrisgroup.com

- Primo - Luda Cherinsky

  Luda.Cherinsky@exlibrisgroup.com

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Escalation (5)

FOURTH escalation to the Corporate Vice President, Global Customer Support

- Anat Kuper

  anat.kuper@exlibrisgroup.com in Israel

Australian office – always available to assist

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Thank You!

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The bridge to knowledge