

Innovative Practices and Service Excellence: A Study On Delivering User Satisfaction

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Abstract

This article explores the innovative library services offered to users of Marudhar Kesari Jain College for Women, Vaniyambadi. It reviews literature on innovative, value-added services and best practices in academic libraries. The paper's primary aim is to present new ideas for enhancing library services. The study focuses on user satisfaction with information sources and services, emphasizing that all library activities from resource selection to organization, storage, and dissemination—are centered on meeting user needs. The article underscores the importance of tailoring innovative and value-added services to the preferences and needs of users. It highlights the ongoing evaluation and updating of library services to keep pace with users' evolving expectations. Service quality is assessed by measuring the gap between users' expectations and the services provided. The study emphasizes the importance of user satisfaction and the effective utilization of library resources and services, ensuring they are optimized for the best possible use.

Keywords: User Satisfaction; Best Practices; Innovative Practices; Service Excellence; User Services

Introduction:

The library's primary objective is to meet the informational needs of its users. All library activities, from the selection of resources to their organization, storage, and dissemination, are carried out with the users' requirements in mind. User satisfaction is not just a goal but the ultimate measure of our success. Therefore, libraries must continually assess their services to ensure that the best use of available resources is made. This study explores innovative services for users, research groups, and faculty, with the understanding that their satisfaction is at the heart of our mission. Marudhar Kesari Jain College for Women, Vaniyambadi, was founded in 1994 with the noble mission of advancing women's education, particularly for those from inclusive communities. The college emphasizes rural development and education, aiming to empower women with the knowledge needed to become self-sufficient and excel in various aspects of life. Offering 21

Undergraduate courses, 15 postgraduate courses, and 10 PhD programs, MKJC serves 3,000 students with a dedicated team of 200 teaching and 164 non-teaching staff. The college provides holistic education that blends academic excellence with industry-relevant technical skills, preparing students to apply their knowledge and experience in real-world scenarios and make a significant impact. MKJC is also committed to nurturing future leaders who are equipped with industry readiness.

The Department of Library boasts many books and theses, delivering high-quality services to support learning, teaching, and research. The reading area is spacious and equipped with ergonomically designed furniture, ensuring comfort during long study sessions. The library is committed to meeting the needs of its users by planning, implementing, and assessing information skills programs while systematically managing and maintaining its resources for easy identification and access. Additionally, it oversees the upkeep of its infrastructure, ensuring it is in excellent condition and used efficiently. Today, libraries' services are more significant than ever for the survival and growth of modern societies. MKJC library is centrally located and easily accessible to various departments within the campus.

Review of Literature

1. In 2015, Curtis Brundy examined 29 studies (including dissertations) related to academic libraries and innovation (Brundy, 2015). He concluded that the studies must provide a definitive direction for improving innovation in academic libraries. However, an outline of the innovative academic library with a flatter organizational structure that encourages

and enables participation in decision-making begins to emerge." Further research Brundy recommended included organizational structures that promote innovation, a climate that supports and drives innovation, and qualities that innovative librarians share.

2. In 2019, Anne Llewellyn authored a literature review on academic library innovations for learning and teaching. She identified themes related to academic librarian roles, changing pedagogies, digital learning/e-learning, information literacy, partnership and co-creation, student experience, space, and learning (Llewellyn, 2019, p. 130). Scattered throughout the text are examples that may help spark additional innovations; in her conclusion, Llewellyn forecasts community-impact innovations beyond just those for learning and teaching.

3. Rachel Ivy Clarke wrote an introduction to design thinking (Clarke, 2020) for innovating in libraries, in general. Clarke uses very plain language to help beginners understand the basics of design thinking. She describes it as a method for finding human-centered solutions to problems that do not have a scientific answer (Clarke 2020,44). It is an iterative process – building in continuous improvement and feedback. Try, evaluate, revise, re-try, evaluate, revise. It may come out perfect on the first try, but always be looking for ways to improve it.

4. Jennifer Rowley advocates open or collaborative innovation. It was first described by Henry W. Chesbrough in 2003 as an innovation that bridges organizational boundaries' (Rowley 2011,208). Rowley asserts that by opening up their innovation process, searching beyond their boundaries, and developing and managing a rich set of network relationships, organizations enhance their capacity to innovate" (Rowley, 2011, pp. 211-12). For academic libraries, this could foster closer relationships between disparate library units across campus and other libraries.

These literature reviews all provide ideas and examples that may help generate creative solutions; however, none of them are conducive to novices looking to learn more about the basics of innovation in libraries or identify best practices for implementing innovation in libraries

The main objectives of the study are:

1. To measure the user's satisfaction with best practices and innovative value-added services
2. To figure out the extreme satisfaction of the staff and students
3. To Contextualize the application of needs and expectations of users
4. To list the services provided by library services to distill specific innovations to hitherto routine processes.

Methodology:

To meet the objectives, the study used a survey method, disciplined questionnaire, and observation as instruments for data collection. Staff and Students from Marudhar Kesari Jain College for Women were asked to participate in the survey. One hundred fifty questionnaires were distributed randomly to the respondents; the respondents filled out 128 questionnaires. Tables and figures were created based on the data collected and analyzed.

Infrastructure of the Library

Table 1.1

S.No	Description	Yes	No
1.	Visible Library Material on Shelves	Yes	
2.	RFID facility	Yes	
3.	Study Area	Yes	
4.	Separate Section for Career Guidance	Yes	
5.	Separate Reading Hall	Yes	
6.	Separate Stack Area	Yes	
7.	Separate Section for Digital Library	Yes	

Distribution of Questionnaire and Response Received

Table – 1.2

Sl. No	Description	Questionnaire Distributed	Received	Percentage
1.	Staff	50	45	35%
2.	U.G. Students	50	35	27.3%
3.	P.G. Students	50	48	37.5%
	Total	150	128	99.8%

A total number of 150 questionnaires were distributed to the respondents to the staff, U.G. Students, and P.G. Students, out of which 128 (99.8%) were duly filled up from the staff, 45 (35%) U.G. Students, 35 (27.3%) and P.G. Students 48 (37.5%)

Best Practices in Library

Table 1.3

S. No	Description	Extremely Satisfied	Satisfied	Indifferent
1	User Orientation	122 (95.31%)	6 (4.68%)	-
2	Electronic Display of Daily News and Current Events	108 (65.62%)	20 (15.62%)	
3	Separate Career Guidance Section	114 (89.06%)	12 (9.37%)	12 (9.37%)
4	Ready Reference Service	95 (74.21%)	23 (17.96%)	10 (7.81%)
5	Digital Library	100 (78.1%)	16 (12.5%)	12 (9.37%)
6	Web OPAC	110 (85.93%)	18 (14.00%)	
7	Rajasthan Youth Association Book Bank Service	110 (85.9%)	8 (6.25%)	10 (7.81%)

Table 1.3 provides an overview of best practices for fulfilling customers' needs. It indicates that user orientation is 95.31%, a separate career guidance section is 89.06%, Ready reference service is 74.21%, digital library is 78.01%, and Rajasthan Youth Association Book Bank Service is 85.9%.

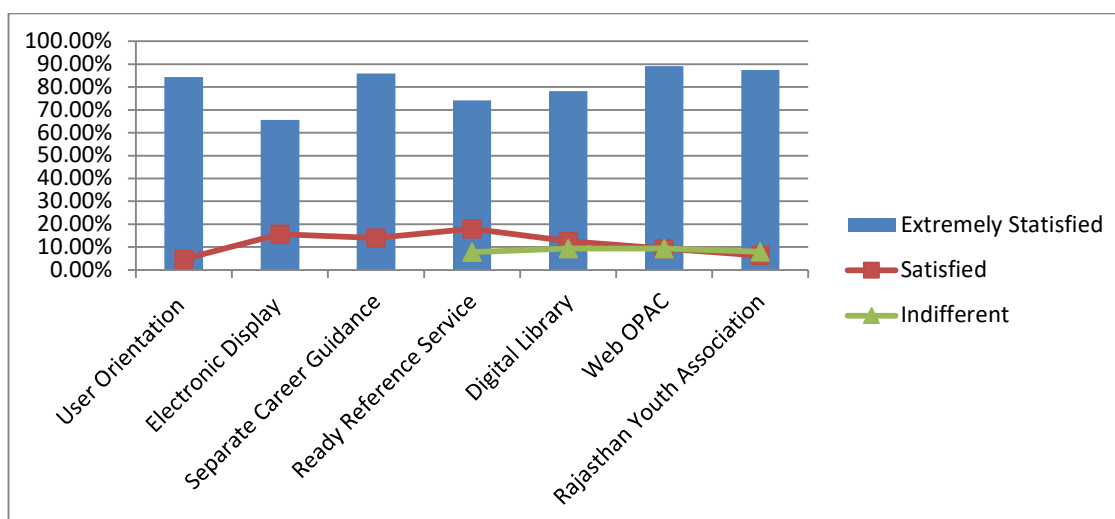


Figure 1.1

The Bar chart above shows the percentage level of best practices utilized by users who are extremely satisfied, satisfied, or indifferent.

Innovative Value-Added Services

Systematically implementing quality and innovative value-added LIS services requires a concise and exhaustive framework. The following points provide the systematic framework for quality assurance in LIS. The services motivate the users and deliver the satisfaction of staff and students. Table 1.4 explains the innovative value-added services.

Table 1.4

S. No	Description	Extremely Satisfied	Satisfied	Indifferent
1	ICT based services	90 (70.3%)	25 (19.53%)	13 (10.15%)
2	E-library	95 (70.31%)	21 (16.40%)	12 (9.37%)
3	Digitization	98 (76.56%)	16 (12.5%)	14 (10.93%)
4	Technology tools for LIS service	75 (58.59%)	22 (17.18%)	31 (24.21%)
5	Procurement & LIS service	68 (53.1%)	38 (29.68%)	22 (17.18%)
6	Library Automation	79 (61.71%)	27 (21%)	22 (17.18%)

7	Translation services	82 (64.06%)	26 (20.31%)	20 (15.6%)
8	Mobile services	62 (48.43%)	45 (35.15%)	21(16.40%)
9	Newspaper clipping Services	101 (78.9%)	12 (9.37%)	15 (11.7%)
10	Information Literacy	93 (72.6%)	19 (14.84%)	16 (12.5%)
11	Emergence of social networking	112 (87.5%)	9 (7%)	7 (5.46%)
12	Virtual book display	119 (92.9%)	5 (3.90%)	4 (3%)
13	Development personality skills	99 (77.34%)	16 (12.5%)	13 (10.1%)
14	Library website	91 (71%)	20 (15.6%)	18 (14%)
15	Collaboration and partnership	72 (56.2%)	45 (35.1%)	11 (8.59%)
16	Research in Librarianship	68 (53.1%)	49 (38.28%)	11 (8.59%)

Table 1.4 We found that satisfactory level of staff and students of Marudhar Kesari Jain College for Women by delivering best practices and innovative value-added services in the library Virtual book display 92.9%, Emergence of social networking 87.5%, developing personality skills 77.34%, Newspaper clipping services 78.9%, digitization 76.56%.

Innovative Value-added Services

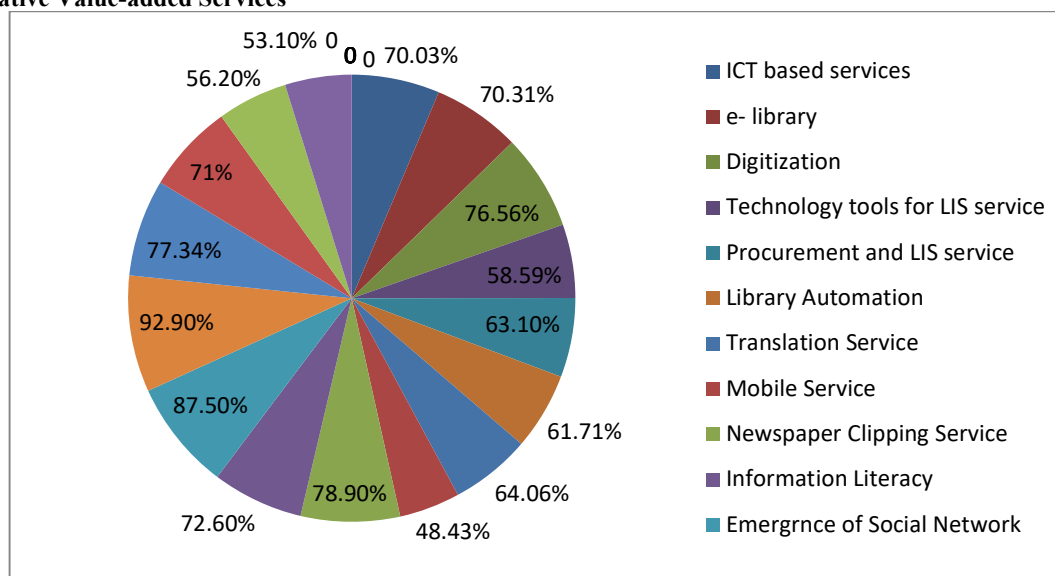


Figure 1.2

Findings:

The institutional library always aims at providing a wholesome learning experience from the library. Every library activity and best practice takes measures to showcase user satisfaction and the potential of library resources and services. The study believes the outcome of the quality of services is incorporated into the teaching and learning process. Quality service delivery entails meeting library users' needs and expectations by providing timely, efficient, and effective services. An analysis of the sources and services utilized by the Marudhar Kesari Jain College users revealed they were more familiar with library information sources and services.

Conclusions:

The institutional library has successfully centered its operations on the needs of its users, both staff and students. By providing essential resources, implementing user awareness programs, and ensuring equitable access to E-resources, the library has demonstrated its commitment to fostering a robust learning environment. Establishing a Book Bank in collaboration with the Rajasthan Youth Association is a commendable initiative that extends the library's impact beyond the institution's walls. These collective efforts highlight the library's pivotal role in the academic and social development of the community.

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