Exploiting customer relationship management analytics to improve the student experience.

Conference or Workshop Item

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Exploiting customer relationship management analytics to improve the student experience

Selena Killick
Senior Library Manager (Student Engagement)
The Open University

@SelenaKillick
The Open University (in Stats)

- 173,000
- 33%
- 22,000
- 180 & 600
- 31%
- 48
The Open University Library

- Team of 83 colleagues
- Over 600,000 books, 65% electronic
- Over 98,000 serials, 100% electronic
- 87% of modules have embedded Digital & Information Literacy Skills & Library content
Library Enquiry Service

• 24/7 Virtual Library Helpdesk
• Training not answering culture
• Over 16,500 enquires annually
• Decreasing student numbers / increasing number of enquiries
Annual Enquiries by Source

<table>
<thead>
<tr>
<th>Source</th>
<th>Number</th>
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<tbody>
<tr>
<td>Telephone</td>
<td>2,570</td>
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<tr>
<td>Email</td>
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<tr>
<td>Webchat</td>
<td>5,052</td>
</tr>
<tr>
<td>Other</td>
<td>1,381</td>
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</table>
Students feel like a failure when they have to ask a librarian.
Strategic Shifts

Empowered Independent Learners

Proactive Support

Resource Realignment
Institutional CRM
Phased approach

- Resource Requirements
- Data Capture Improvement
- Data Exploitation
Resource Requirements

• Working with history data
• Data deep dive
• Time estimates for each source
• Daily prediction modelling
• Leeway
• Staff time reapportioned
Staff Time Required for Enquiries

Minutes vs. Month
Data capture improvement

• Requirements
• Capabilities
• Consistency
• Simplification
System Simplification

Series 1 vs Series 2

<table>
<thead>
<tr>
<th></th>
<th>Series1</th>
<th>Series2</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td>10</td>
</tr>
<tr>
<td>2</td>
<td>80</td>
<td></td>
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</table>
If you’re not going to do anything with the data, stop counting.
Service Monitoring

Data
- Busyness
- Trend Analysis
- Benchmarking

Exploitation
- Staffing levels
- Strategic monitoring
- Trigger alerts
Proactive Support

Data
- Top enquiries each month
- Comparisons to previous years

Exploitation
- Push communications
- One-to-many training
- System improvements
Visualisations
If you’re not going to communicate your results, don’t bother doing assessment.

Megan Oakleaf
Learning Design

Data
- Module enquiries by category
- Module enquiries by time

Exploitation
- Improved learning design
- Embedded live tuition
Advocacy

Data
- School enquiries by category
- Modules with high enquiries

Exploitation
- School annual reports
- Action planning
Lessons Learnt

• Do your research
• Get your requirements right
• Bring people on the journey
• Invest in development
• Capture the knowledge
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• Fiona Bowtell  @FeeBowtell
• Chris Yates  @chris_s_yates
Thank you!

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