



The Open
University

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

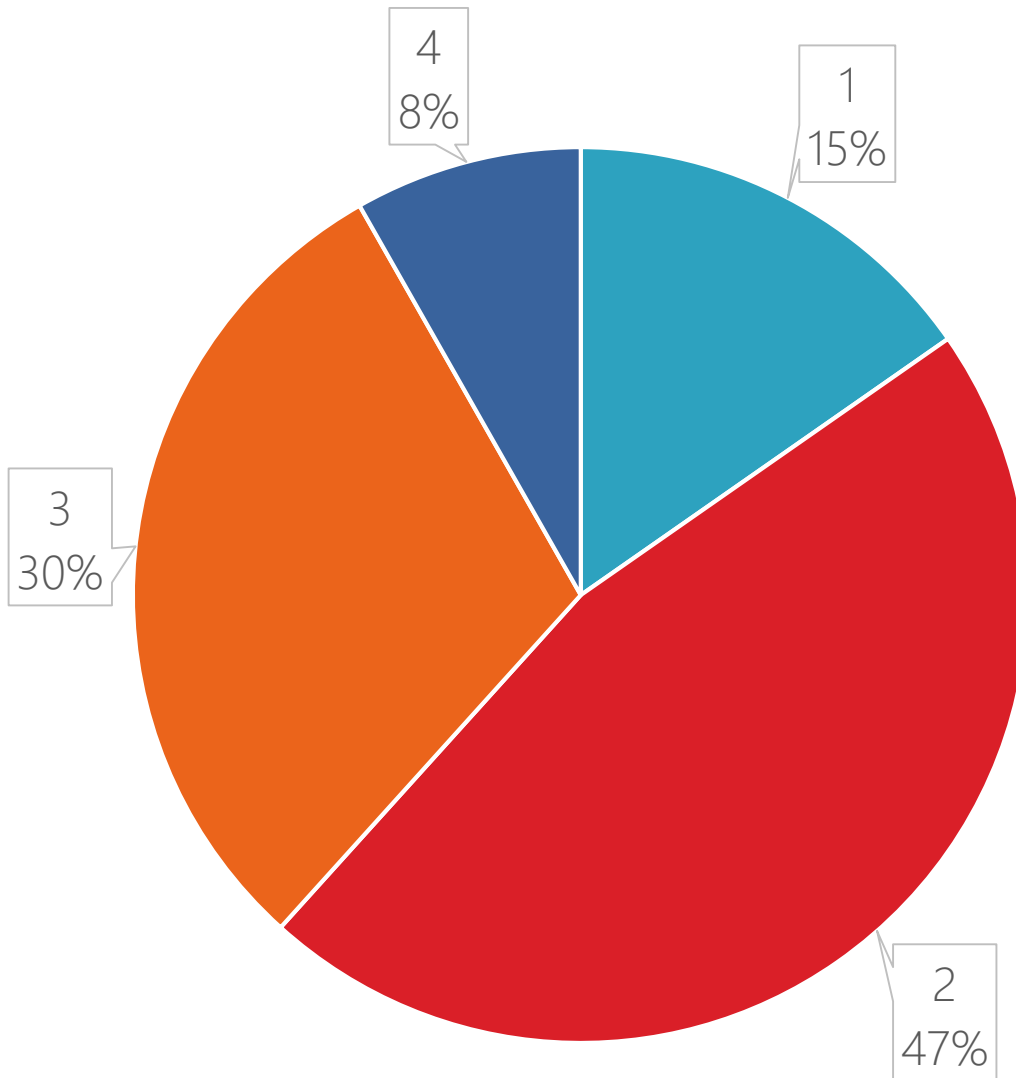
- Team of 83 colleagues
- Over 600,000 books, 65% electronic
- Over 98,000 serials, 100% electronic
- 87% of modules have embedded Digital & Information Literacy Skills & Library content



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



Source	Number
Telephone	2,570
Email	7,789
Webchat	5,052
Other	1,381

Students feel like a failure when they have to ask a librarian.

Strategic Shifts



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Empowered
Independent
Learners

Proactive
Support

Resource
Realignment

Institutional CRM

VOICE File Edit View Navigate Query Tools Links Help *Open Activities

Activity:

[Home](#)
[Contacts](#)
[Corporate Contacts](#)
[Tutor Contacts](#)
[Service](#)
[Activities](#)
[Accounts](#)
[User Preferences](#)

Webchat

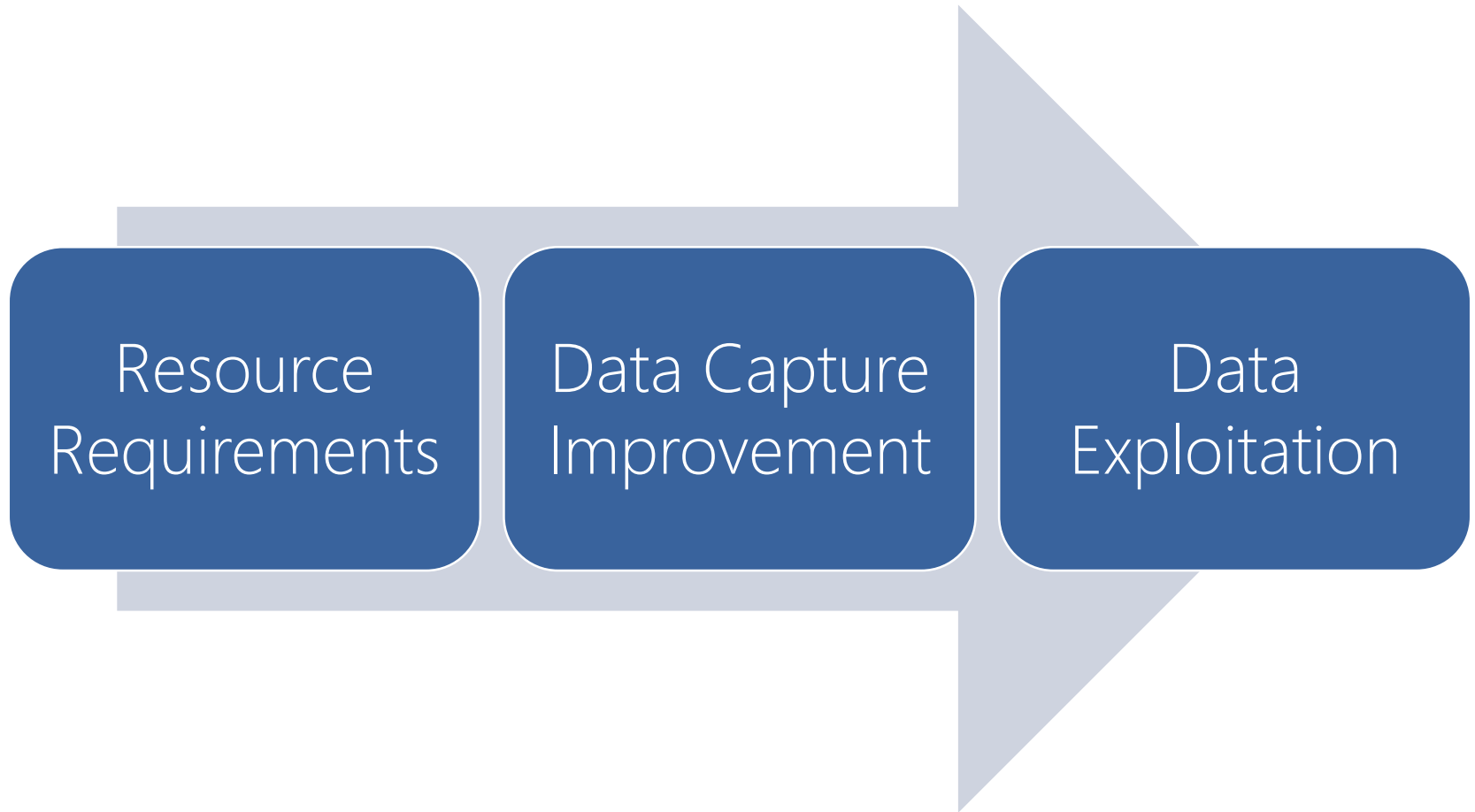
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[CIRCE Folder](#)
[Account](#)
[Opportunity](#)
[Create SR](#)

Activity #: 1-1LPQMPL	Status: ★ Open	Owner: AJP658	Description:
Priority: 3-Medium	SR #: 1-3489804928	Opportunity:	I have just purchased Endnote. I am looking to format the import to Word ability
Categorisation	Contact details	Background	Comments:
Type: ★ Library	Personal ID: [REDACTED]	Created By: [REDACTED]	I have just purchased Endnote. I am looking to format the import to Word ability in the OU referencing style, but this isn't
Area: Information Literacy	Title: [REDACTED]	Created: 19/Jul/2017 12:38:1	
Sub Area: Plagiarism/refer	First Name: [REDACTED]	Planned Start: 19/Jul/2017 12:00	
Action: Webchat	Last Name: [REDACTED]	Planned End: 19/Jul/2017 12:00	
Additional Action:	Account:	Actual End:	
Product: 215 A874	Number of Attendees:	Due: 19/Jul/2017 12:00 A	Background Information:
Pres Code: 17J	Call ID:	Duration: 15	Outcome:
Sub Product:		Alarm: <input type="checkbox"/>	Avoidable Contact Description:
Source of Interest:		SST Name:	
Subject of Interest:		Preferred Callback Timeslot:	
Avoidable Reason:			
Responsible Party:			



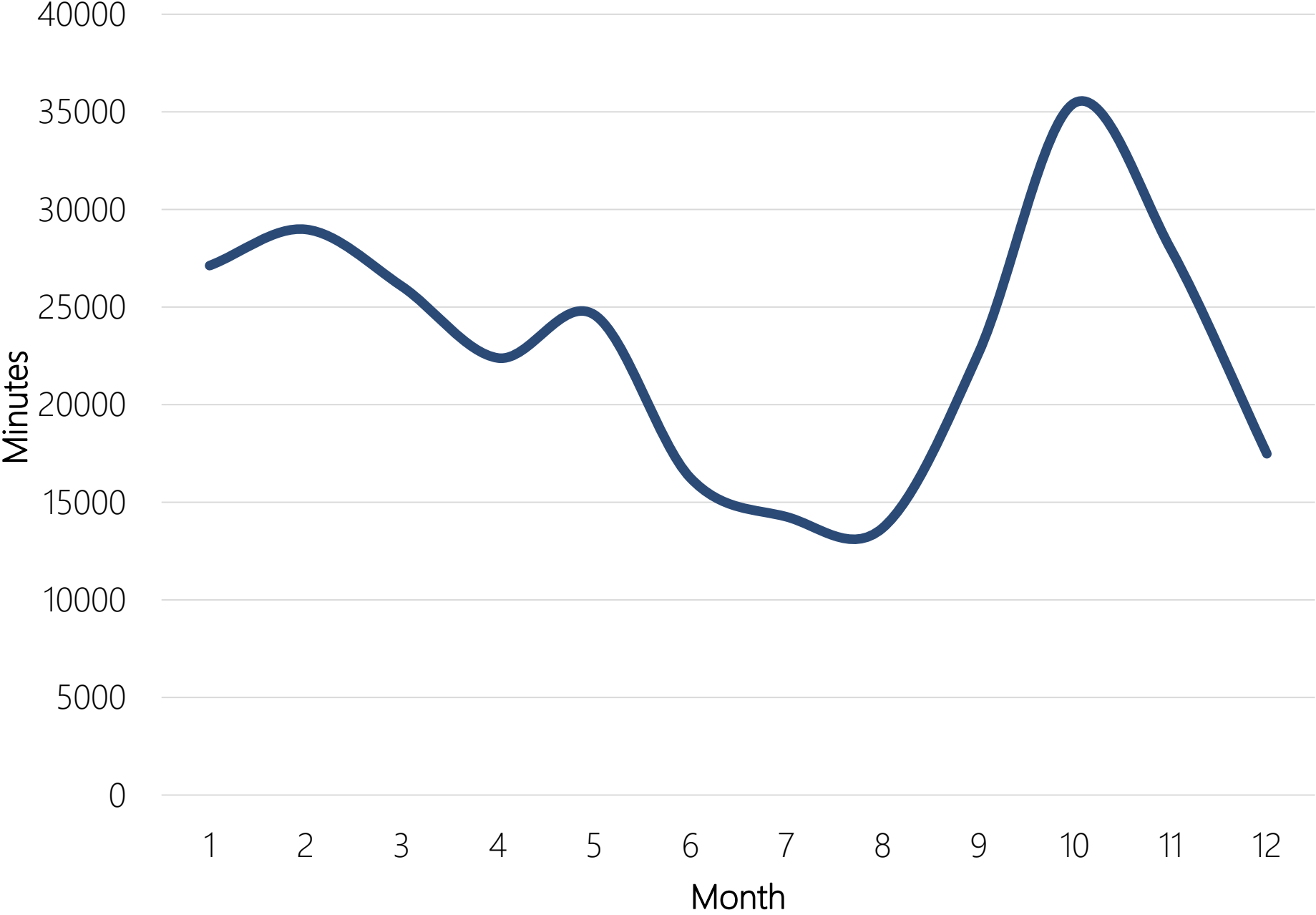
Phased approach



Resource Requirements

- Working with history data
- Data deep dive
- Time estimates for each source
- Daily prediction modelling
- Leeway
- Staff time reappportioned

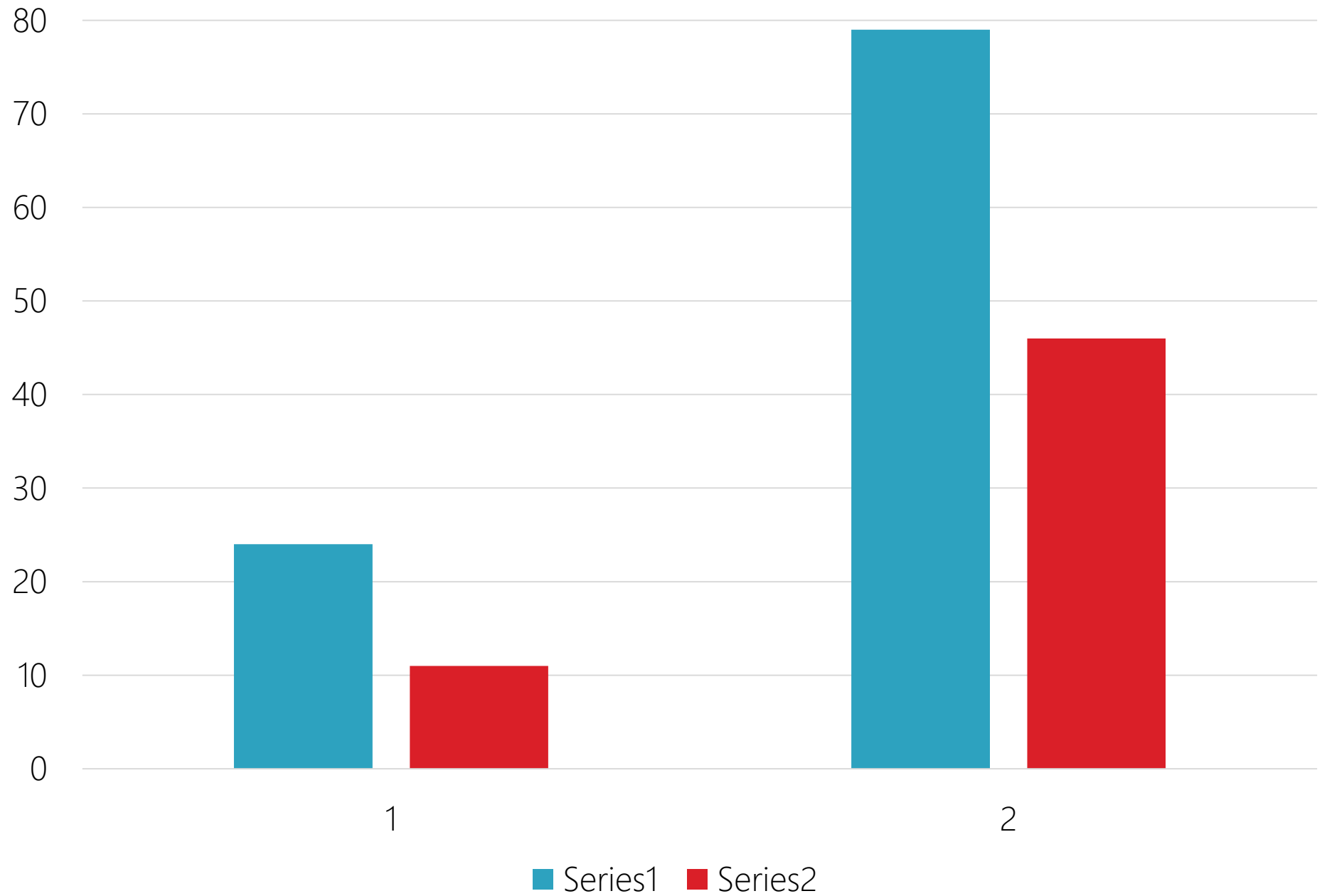
Staff Time Required for Enquiries



Data capture improvement

- Requirements
- Capabilities
- Consistency
- Simplification

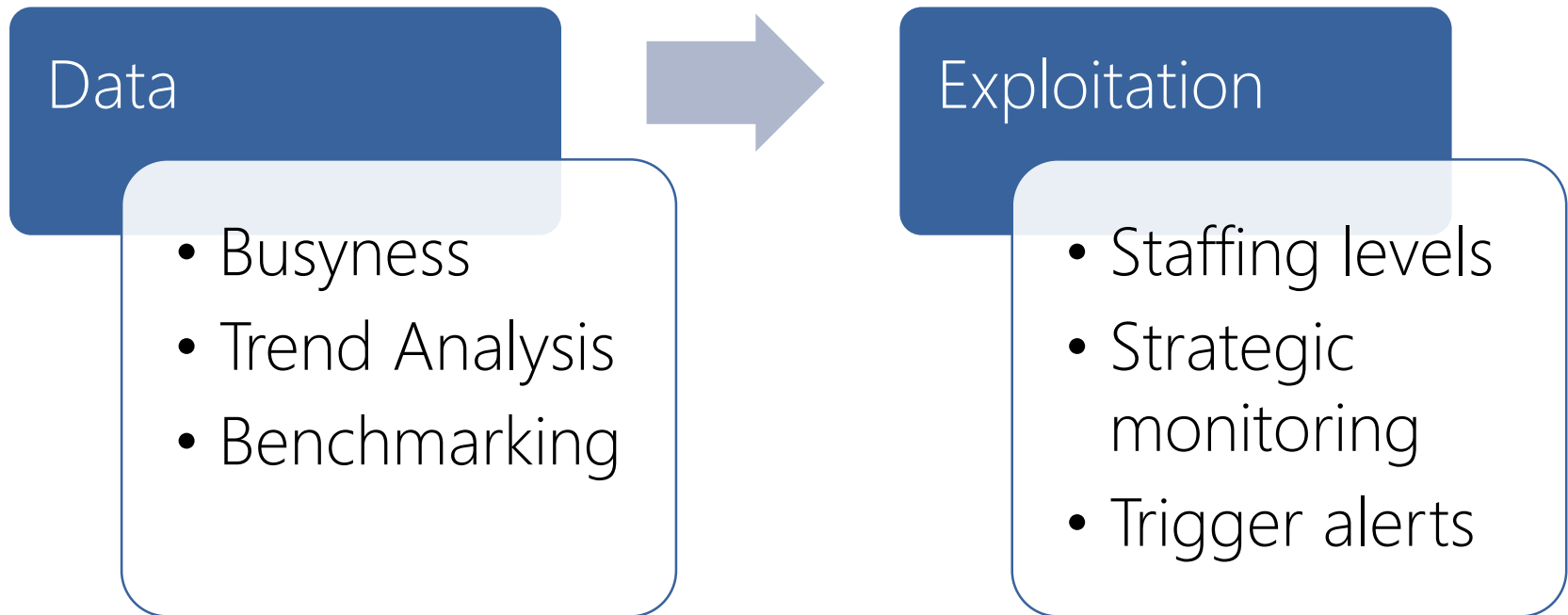
System Simplification





If you're not
going to do
anything with
the data,
stop counting.

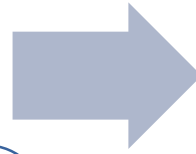
Service Monitoring



Proactive Support

Data

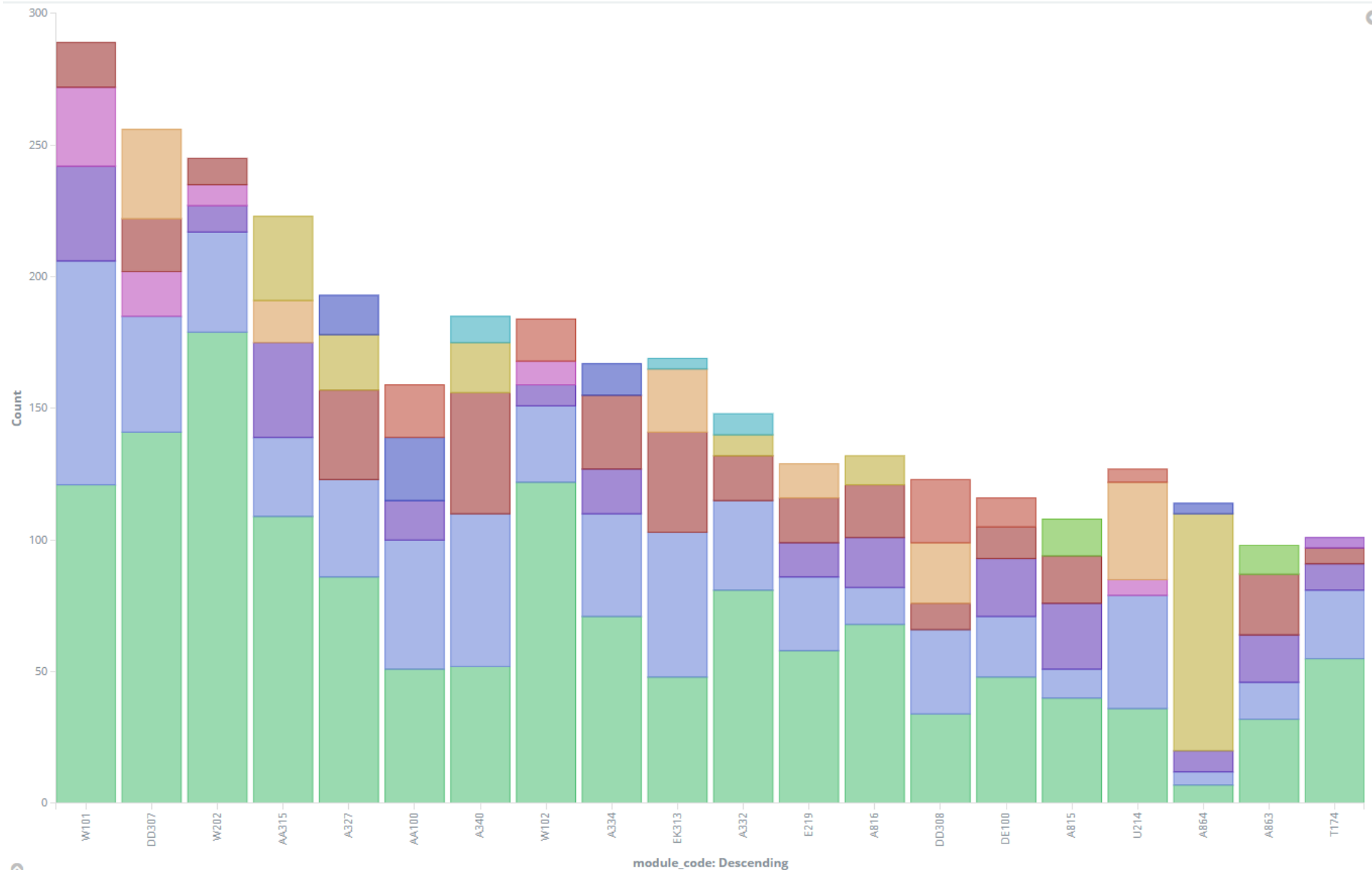
- Top enquiries each month
- Comparisons to previous years

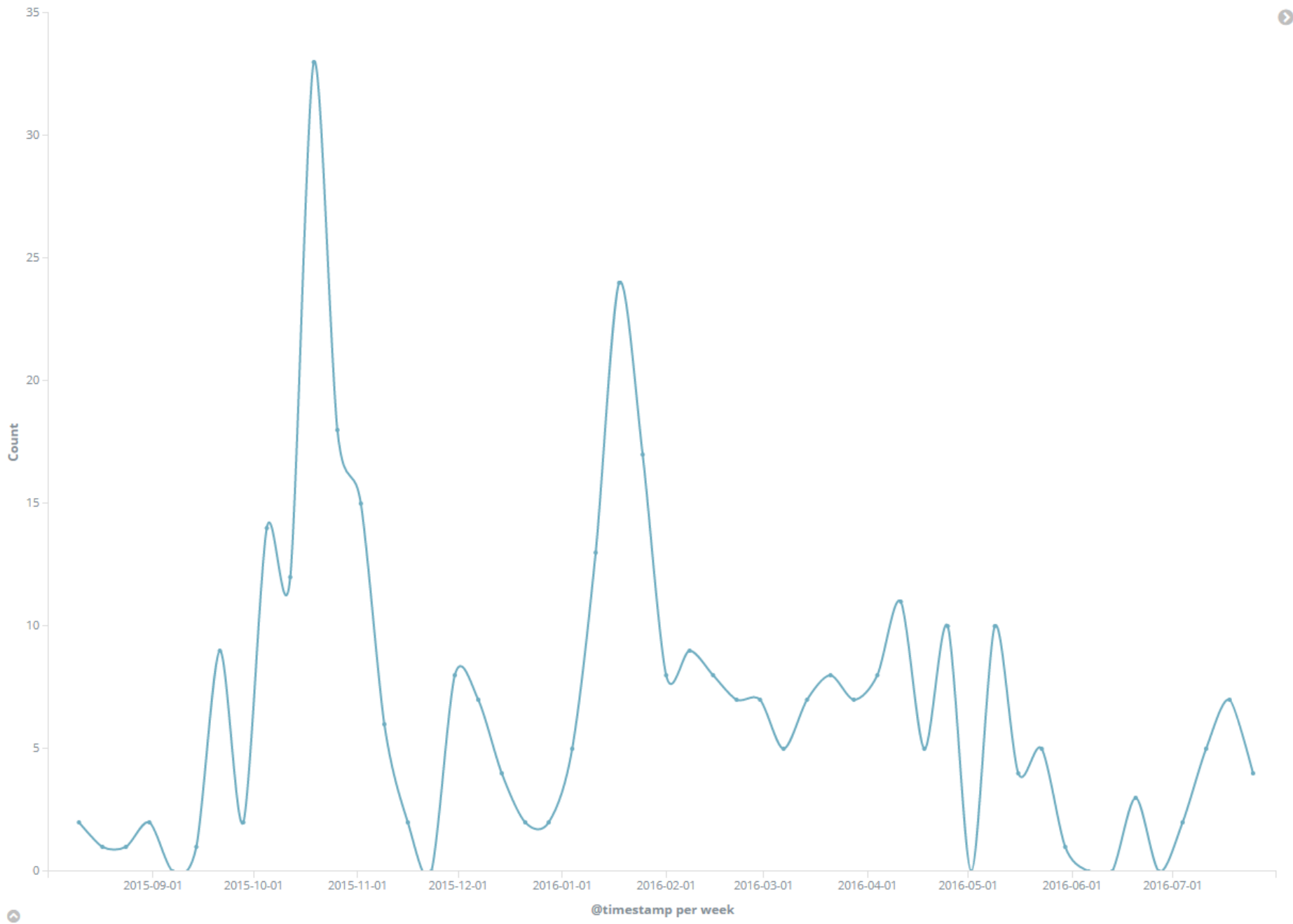


Exploitation

- Push communications
- One-to-many training
- System improvements

Visualisations





#WWMD

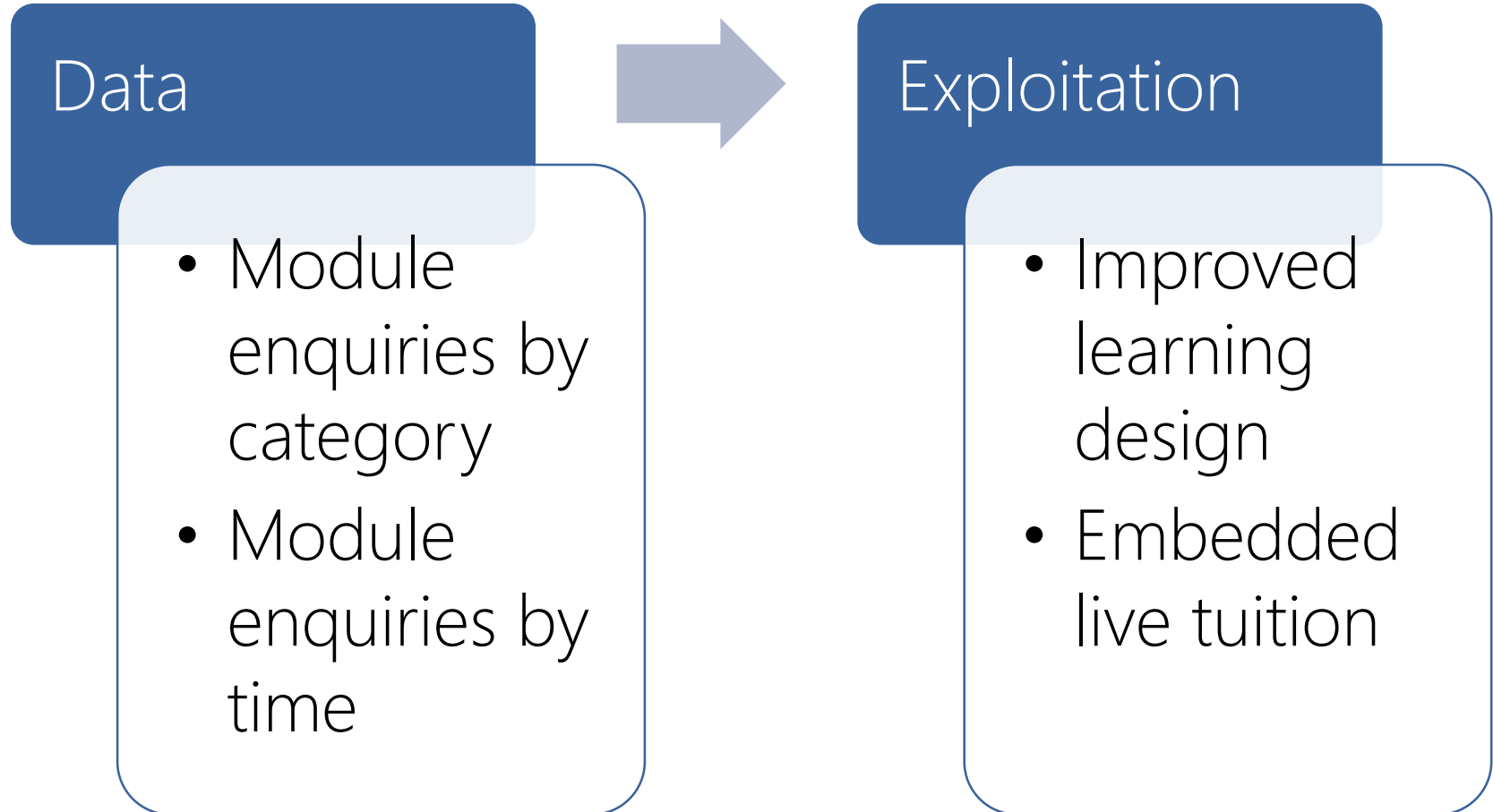


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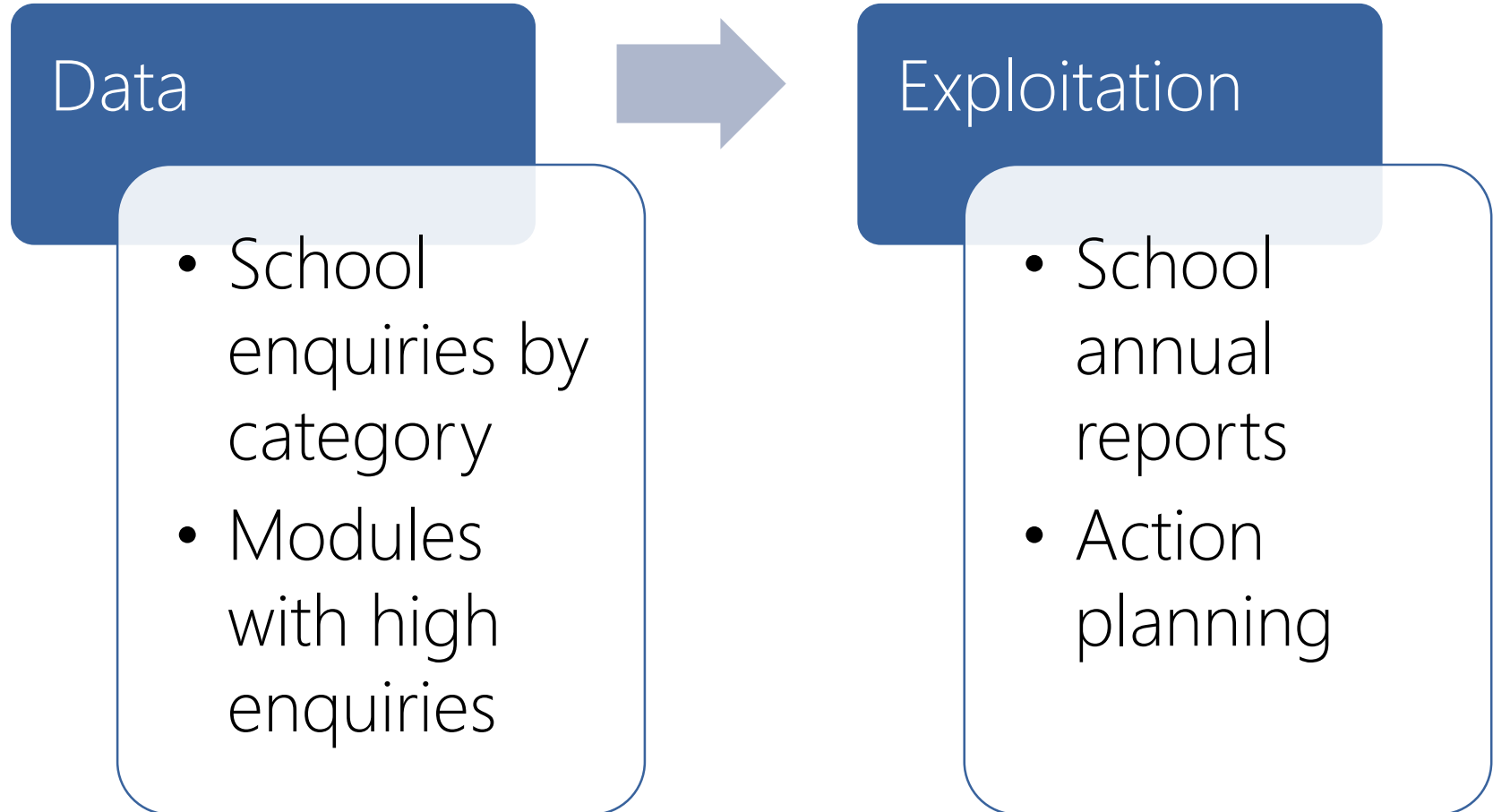
If you're not going to
communicate your
results, don't bother
doing assessment

Megan Oakleaf

Learning Design



Advocacy



Lessons Learnt

- Do your research
- Get your requirements right
- Bring people on the journey
- Invest in development
- Capture the knowledge



Acknowledgements

The Awesome team at the OU Library, especially...

- Sam Dick @sam_d
- Katherine Moore @KatherineHMH
- Fiona Bowtell @FeeBowtell
- Chris Yates @chris_s_yates

Thank you!

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