Measuring user satisfaction and expectations
to improve service quality and support decision making

Introduction

To manage an academic library, integrated in the context of the Lisbon Academic Medical Center – CAML, means to be able to serve tree different institutions: the Faculdade de Medicina da Universidade de Lisboa (FML), the Instituto de Medicina Molecular (IMM) and the Hospital de Santa Maria (HSM) - a medical school, a research center and a hospital, with different user profiles and needs. To assure that user needs and expectations are fulfilled, our challenge is to contribute with relevant scientific evidence, for education, research and decision making in medical practice, giving the right answer at the right time, to all CAML community. The distribution of questionnaires to measure user satisfaction and evaluate quality of services becomes an essential management tool for data collection, mainly in these times of economic constraint. The relevance of library is constantly checked, so working with an evidence based strategy is required (1). Concerning this three-dimensional reality, in which a culture of quality and commitment to the user is recommended, the distribution of questionnaires to measure user satisfaction and expectations becomes an essential management tool to support decision making (2).

OBJETIVES

Through the analysis of the results obtained from the questionnaires distributed during 2014/2015, to evaluate user satisfaction and expectations concerning available services and resources; online collection and user training program, some relevant results are presented.

Methodology

Focused on user satisfaction and expectations, during the 2014/2015 academic year some indicators were measured to support service management and decision making concerning available services and resources; online collection and user training program. The chosen audiences were: students, professors, clinicians, researchers from CAML and external users from outside of CAML. Questions were mostly around available services and resources; collections, spaces; support provided by library team and user suggestions. The questionnaires were distributed in bough paper and online format, depending on the audience and objectives.
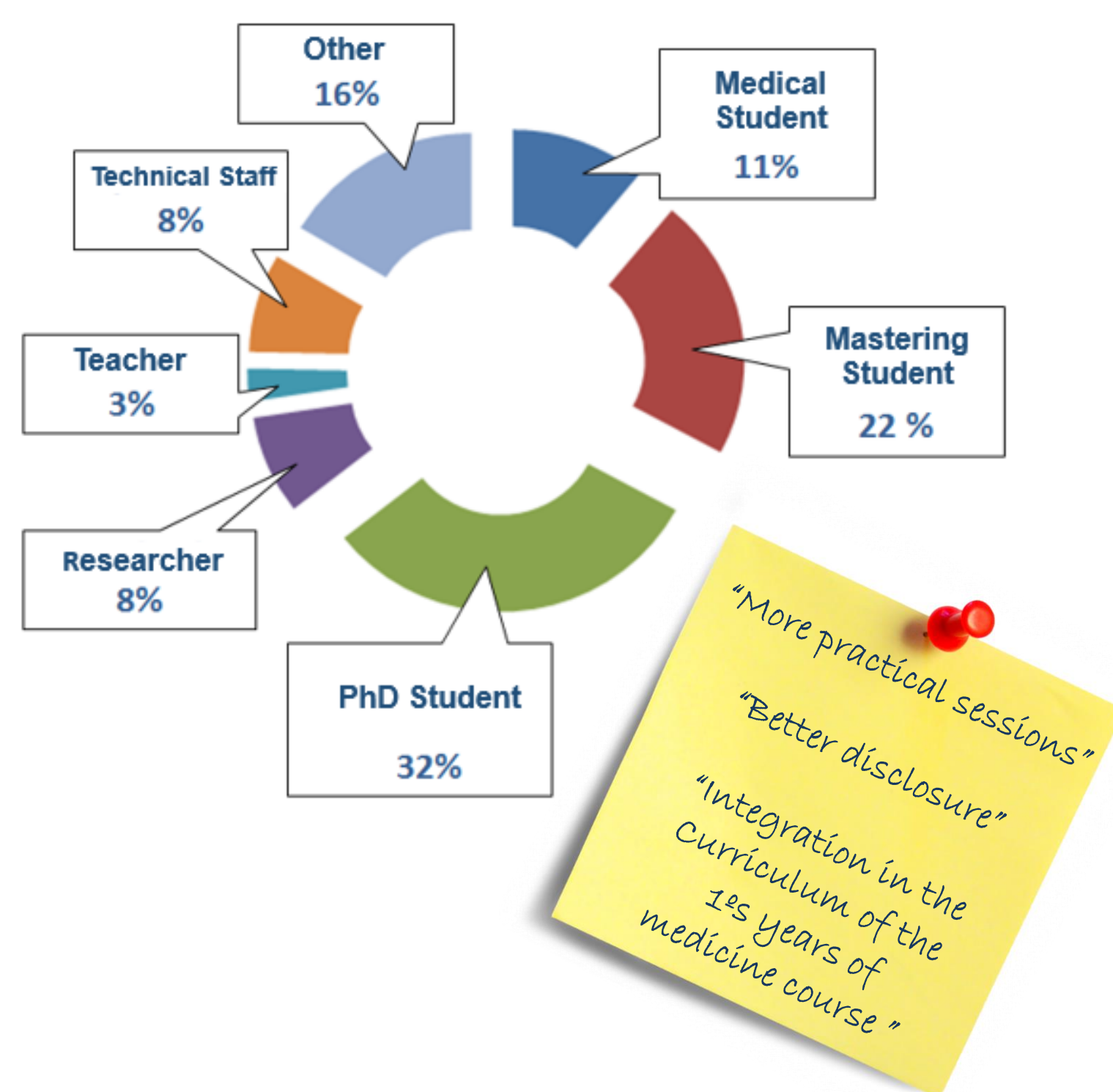
Conclusions

The collected data provides strong evidence that the role of the Library continues to be recognized as an essential support to teaching, research and clinical practice in CAML. However a constant focus on the development and reinforcement of resources and services is required. About the communication and marketing strategy, for example, is important to develop new dynamics, since some of the collected suggestions were about the acquisition of resources and services that are already implemented and available for all CAML community. The results also reinforces the empirical perception that library physical spaces are still needed, coexisting with digital resources in a hybrid model (3). Also in terms of Information Literacy training, future strategies were identified to strengthen this area among undergraduate students, to overcome future constraints. In conclusion, the importance of this questionnaires as a management support tool is recognized in particular regarding the need of identifying weaknesses and improvement actions. In the future the use of these should be extended to other areas and services.
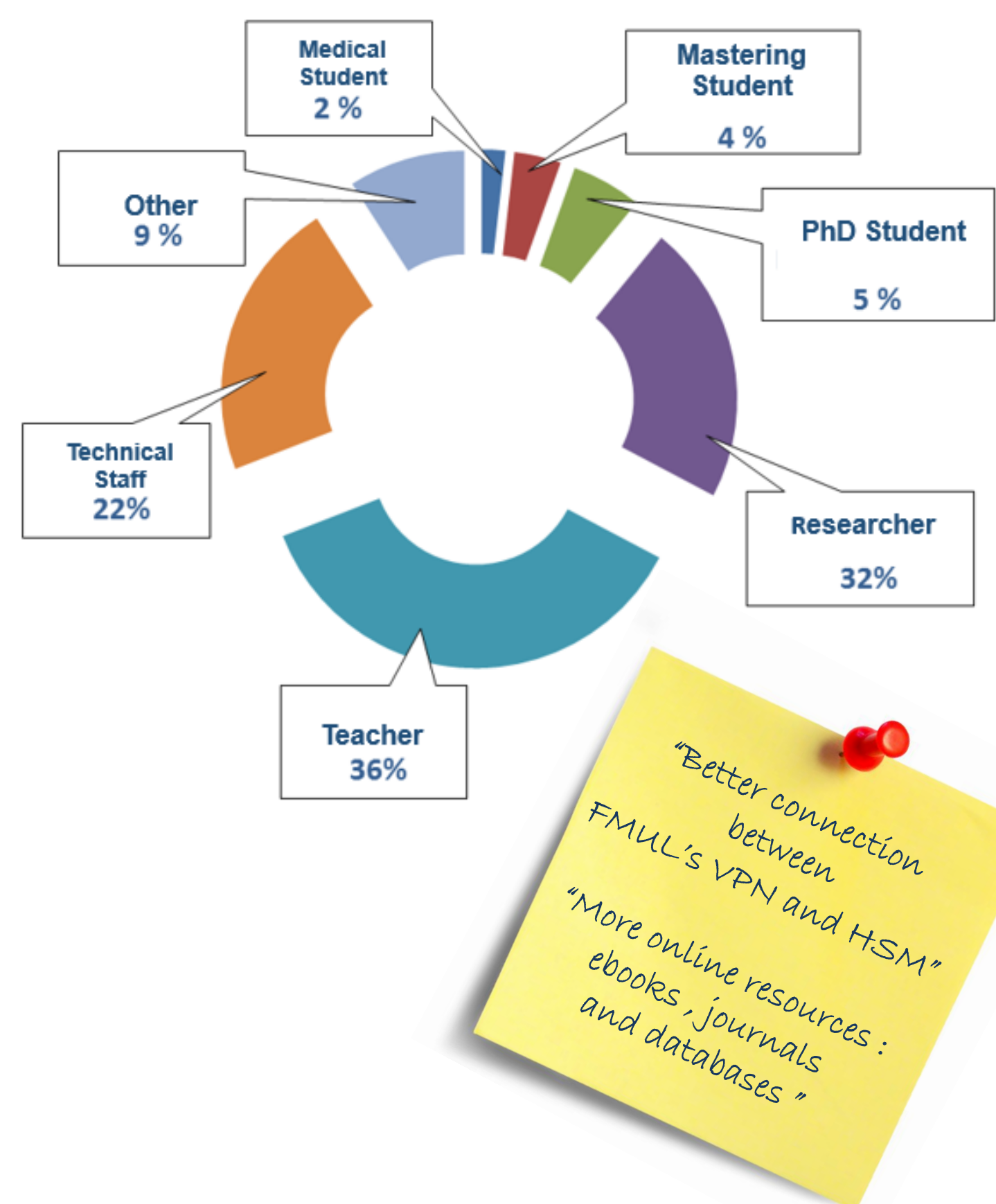
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User Training Program - Profile of Trainees

Other 16%
Medical Student 11%
Technical Staff 8%
Mastering Student 22 %
Teacher 3%
Researcher 8%
PhD Student 32%

"More practical sessions"
"Better disclosure"
"Integration in the Curriculum of the 1es Years of medicine course "

Online Resources – Users Profile

Medical Student 2 %
Mastering Student 4 %
Other 9 %
PhD Student 5 %
Technical Staff 22%
Researcher 32%
Teacher 36%

"Better connection between FMUL's VPN and HSM"
"More online resources : ebooks , journals and databases "

Use of Physical Spaces

Physician 15%
Teacher 5%
Mastering Student 8%
Medical Student 72%

"More study rooms"
"Extended hours"
"Open at weekends"

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