KNOWING YOUR CUSTOMER

SHAPING PERCEPTIONS

PENNY HICKS, HEAD OF STRATEGIC MARKETING & COMMUNICATIONS
THE UNIVERSITY OF MANCHESTER LIBRARY
OUR APPROACH

Investment in strategic marketing

Methodology and skills

ACADEMIC ENGAGEMENT
10,000 academics
Over 100 channels

STRATEGIC MARKETING

MARKETING & COMMS
40,000 students
University staff
Library staff
Who are our customers?
What do they think they need?
When do they need it?
What is required by the University/the course?
What could be helpful?
What resource is realistic?

COMBINED WITH

OUR APPROACH
KNOWING YOUR CUSTOMER: STUDENTS

- Undergraduate
- Postgraduate
- PHD
- International
- Self-defined disabled
- Distance learners
DEMOPGRAPHIC - who thinks what?

BEHAVIOUR - what students think they do?

LIBRARY SPECIFICS

Perception of the Library

How easy is the Library to use?
Main Library Redevelopment

How do they search?
iLibrary project

How and what do they read?
Books Right Here Right Now

How do they use our sites?
From Enquiry to Expert Support

Training
On a scale of 0 to 10 where 0 is not at all likely and 10 is very likely, how likely would you be to recommend the University of Manchester Library to a friend or colleague? (Base: 1145)
To what extent do you agree or disagree that it is easy to access help and support when using Library services online? (Base: 1413)

- **17%** Disagree
- **34%** Neither agree nor disagree
- **49%** Agree
TAKE ACTION!

MORE PEOPLE, MORE ACCESSIBLE
MORE SPACE
IMPROVED SIGNAGE
INTENSIVE TESTING AND RESHAPING LIBRARY SEARCH
EXAM EXTRA CAMPAIGN

The University of Manchester
Over the past 12 months, would you say the Library has...?

Base: Year 2 respondents who are not in their first year (481)

- 4% said it got worse
- 64% said it stayed the same
- 32% said it got better
On a scale of 0 to 10, where 0 is not at all likely and 10 is very likely, how likely would you be to recommend The University of Manchester Library to a friend or colleague? Base: Year 1 (1445) Year 2 (1004)
To what extent do you agree or disagree that it is easy to access help and support when using Library services online? Base: Year 2 (1001, 1002)
WHAT CAN BECOME BUSINESS AS USUAL?

MORE PEOPLE, MORE ACCESSIBLE

MORE SPACE

IMPROVED SIGNAGE

EXAM EXTRA CAMPAIGN
RESULTS CONSOLIDATE: HAS THE LIBRARY GOT WORSE?

Over the past 12 months, would you say the Library has...?
Base: Respondents who are not in their first year 2014 (481) 2015 (1236)

2015
- Got worse: 2%
- Stayed the same: 81%
- Got better: 16%

2014
- Got worse: 4%
- Stayed the same: 64%
- Got better: 32%
On a scale of 0 to 10, where 0 is not at all likely and 10 is very likely, how likely would you be to recommend The University of Manchester Library to a friend or colleague?
Base: 2013 (1445) 2014 (1004) 2015 (1277)
Redevelop our space
Increase group study rooms
Reduce staff space ratio
Increase the visibility of staff
Longer opening hours
Business should never be usual for too long without review!