

Customer Service Excellence through Service Quality Assessment and Enhancement Project at Al Maktoum Medical Library

Tamara Muir and Thasleem Harif Rahman

Mohammed Bin Rashid University of Medicine and Health Sciences, Dubai, United Arab Emirates

BACKGROUND

Al Maktoum Medical Library (AMML) support patrons to find solutions for their information needs and provide effective & efficient ways of services to deliver information. To achieve excellence in customer service continuous assessment is required. To ensure high quality services to the patrons library benchmarked international standard for delivering excellence in customer service.



PROJECT GOALS



To assess library services to ensure for its efficiency, effectiveness, excellence, equity and empowering.



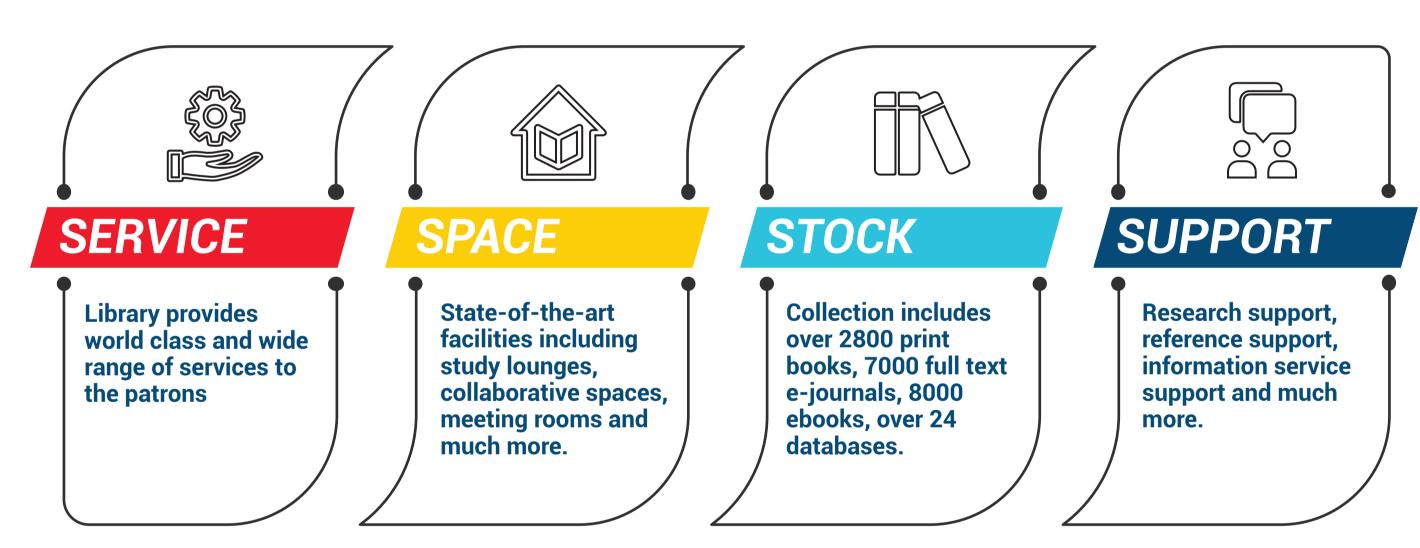
To improve quality of services & processes to ensure a customer-centric library.



To enhance teamwork and collaboration

LIBRARY STANDARDS





LIBRARY SERVICE EXCELLENCE MEASURE LIBQUAL METHOD

ASSURANCE

Research support, authoritative resources

RESPONSIVENESS

Responds to the requests in timely manner.



RELIABILITY

Access to services and facilities, professional support and 24x7 online access.

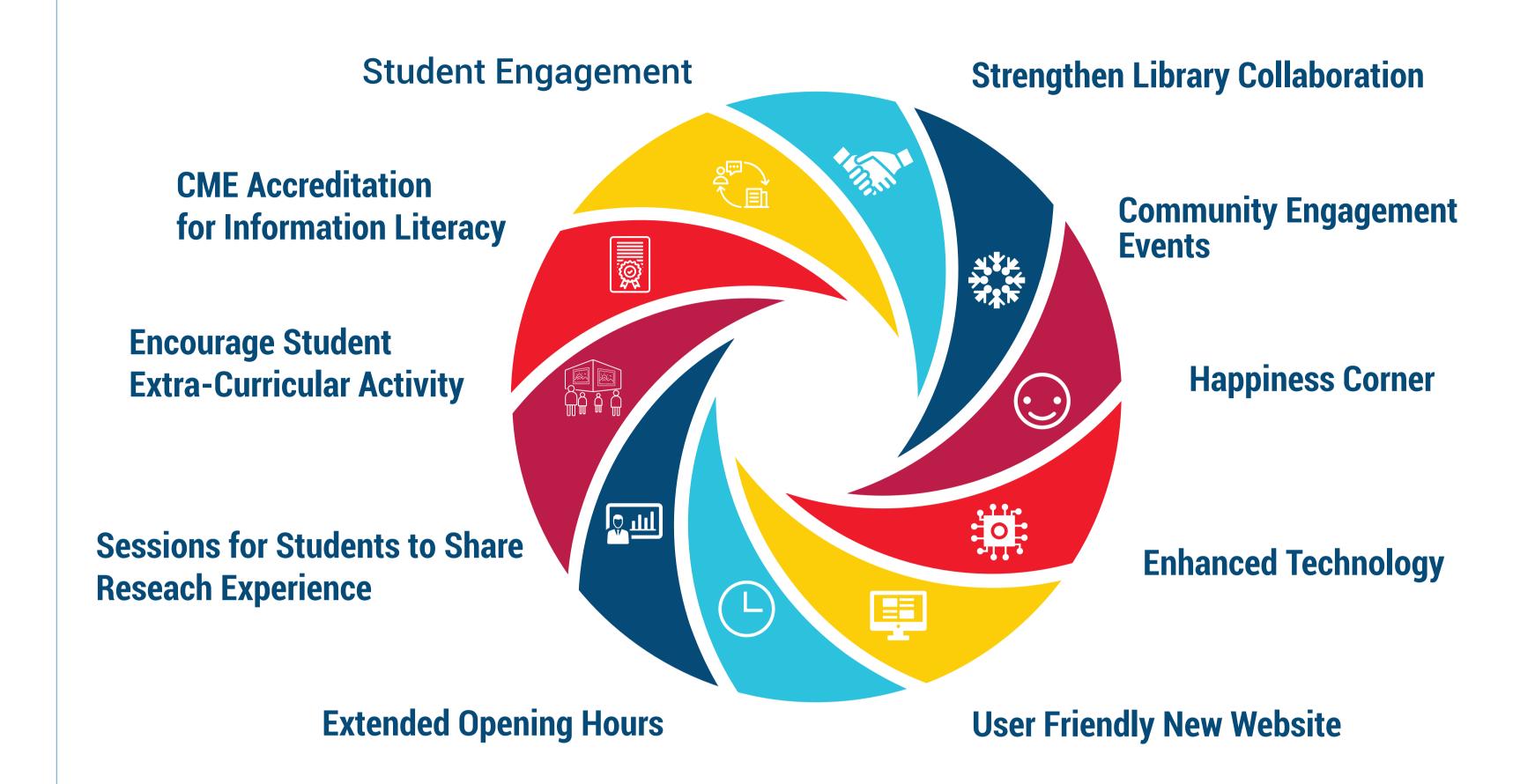
EMPATHY

Patron focused service, understanding the patrons needs

TANGIBLES

Friendly atmosphere for conductive study and remote access to resources

EXCELLENCE - AY 2018-19



KEY CHALLENGES



Group study rooms & Individual study rooms



Staff office space



24x7 Access to library facility



Weeding procedure and collection update



Embargos, document delivery service



Curriculum integrated information literacy



Vacant staff positions



Institutional Repository

ACTION PLAN AY 2019-20

Research workshop series

2 > 24x7 access to the facility with access control system

New collaboration for resources sharing and interlibrary loan

Integrate information literacy programs into curriculum

5 Recruit additional professional staff

6 Create additional staff offices

7 | Implement institutional repository

8 Create additional group study rooms, individual study rooms and collaborate spaces

CONCLUSION

The project proved useful to assess the quality of services offered at AMML. It concludes that AMML should maintain and strengthen the services with which users are satisfied, and improve those about which they are concerned. A library is required not only to improve its collection, services and facilities, but it also should continue taking their feedback to discover the effectiveness of the resources and services offered. Such studies may be conducted at regular intervals to understand internal process, assess the quality of services and users' perceptions that may be addressed to achieve their satisfaction.