**Calendly Post-Consultation Surveys**

GW Libraries & Academic Innovation (GWLAI) uses the scheduling automation platform Calendly to make it easy for our users to schedule a consultation. Calendly has a “follow-up email” feature that automatically sends a message to users requesting feedback shortly after their consultation.

The user survey asks two primary questions: (1) Did you get the help you needed today and (2) Did you feel welcome and respected during your consultation? There is also a field for comments. Responses are anonymous unless the user chooses to self-identify.

**Survey Results**

Automated messages with surveys were activated in March 2021 for most teams providing consultation services. As of September 2022, GWLAI has received over 780 responses. The response rate is 31%. The feedback is almost 100% positive.

- **Did you get the help you needed?**
  - Yes 98.48%
  - No 0.63%
  - Other 0.89%

- **Did you feel welcome and respected?**
  - Yes 99.37%
  - No 0.25%
  - Other 0.38%

Most users include written comments, and these comments provide valuable insight into user experience and satisfaction. The small number of critical comments have been useful and led to improved service.

**Word cloud representing user’s written comments in the feedback survey**

The written comments not only showed that GWLAI staff were providing the help users needed, but also that users found staff to be patient, kind, and caring. The latter is incredibly important given that users are coming to us when they are vulnerable and in need of support.

**“She was absolutely incredible. Kind, patient, interested, and knowledgeable, she helped me find exactly what I was looking for and made me feel supported.”**

**Benefits**

- Evidence of significant value and high level of service
- Demonstration of care for students and dedication to their success
- High ROI resulting from almost entirely automated process
- Service enhancements resulting from user suggestions
- Availability of data to support decision making about services
- Increased staff morale from very positive feedback

**Virtual Reference**

GW Libraries also sought simple ways to obtain user feedback on our virtual reference services (email/chat). A link to a survey is embedded into the reference email signature and a welcome message in our chat system.

The response rate has not been as high as for consultations, but GWLAI has realized similar benefits. For chat, users indicate that chat is highly valued among the various options for getting help, so the survey has provided useful data to inform conversations about continuing the service.

**Share Your Experience**

Please visit this poster session’s Jamboard to share your ideas for gathering data to assess the value of library services!

https://bit.ly/3gsPsPo