

# 2023 CUSTOMER SATISFACTION SURVEY

## EXECUTIVE RESULTS SUMMARY

[www.mackay.qld.gov.au/libraries](http://www.mackay.qld.gov.au/libraries)

### A message from your Library Services team

The results of the 2023 customer survey are in!

We would like to thank everyone who took the time to provide us with feedback.

Your input is greatly valued. Understanding what you like most about our service, and what you would like us to change, has given us some great ideas of where to focus our efforts over the coming year. We will continue to work on the aspects that you would like to see changed, and update you as the changes happen, so you can let us know if we get it right. Please keep telling us what would make our libraries even better for you.

We'd love you to hear that the most valuable thing in your wallet is your library card!



### Overview

We asked our customers if they are satisfied with Mackay Regional Council Library Service and how we can improve, to help us understand what contributes to their satisfaction or dissatisfaction.

 **1869** RESIDENTS COMPLETED THE SURVEY

**A total of 1869 responses were received from residents across the council area.**

This survey complements similar surveys conducted annually. The number of responses for this survey is considered comprehensive and rigorous.

SATISFIED     

**98.2% rated they are satisfied with the library service.**  
With 1.98% of respondents indicating they are not satisfied.

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## RESULTS AND FINDINGS

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### Collection

Customers indicated that at times items in the collection are taking too long to become available.



Getting books back into circulation quicker is our priority and we are committed to improving in this area by reviewing current processes.



We ensure equity of access to resources through an automated rotation of collection. Customers can look forward to collections that are updated daily across all library branches.



Some of the most popular magazine titles are now available to be borrowed simultaneously on the BorrowBox app.

### At a glance 2022/2023

Continually keeping our customers informed is a priority.

Here are some highlights from 2022/2023 that we'd like to share with you:



Visitors



Website



Loans



Catalogue hits



eNews subscribers



Computer bookings



New members



Current members



Items reserved



Total programs



Program attendees



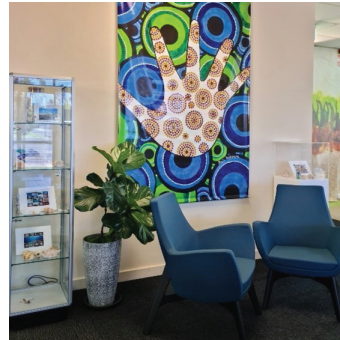
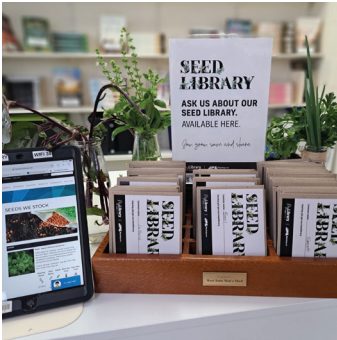
Social media



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### We asked customers what we need to do better.

We've highlighted a few of the most common response topics.

#### eNewsletter content

You indicated that you'd love to see new authors and books recently added to the collection feature in the fortnightly eNewsletter. We look forward to implementing this content in our upcoming eNewsletters.

#### Mobile Library service

Surveyed customers are hoping to see the return of the Mobile Library service. We are currently recruiting for this position and hope to be able to share some information on this topic soon.

#### Extend opening hours

You asked us to open longer each day and for Walkerston Library to stay open over lunch. We are pleased to advise that Walkerston Library will operate with extended opening hours. In addition, reduced hours at Gordon White Library and Dudley Denny City Library will cease with usual hours resuming. These changes will come into effect on Monday, November 13.

Find all the details at [mackay.qld.gov.au/contactus](http://mackay.qld.gov.au/contactus)

### Customers gave the following compliments.

We've highlighted a few of the compliments you gave in the survey.

*"Staff are very friendly, one of the staff assisted me in my printing job. I'm so grateful with all her help, I was so clueless on how to use the machine but she was so friendly and patient. Thanks so much. Will come back again soon".*

*"Just keep up the great work you all do already. Cheers".*

*"No improvements. Thank you for the great service and facilities".*

*"Your staff are amazing. I always leave feeling accomplished. Amazing place, amazing people".*

*"I think Mackay Libraries are brilliant. Always helpful and courteous, love the staff".*

*"My child/ren really love the STEAM club at the Gordon White Library!"*

*"Nothing to improve. Very happy with the service have a great day".*