A chat widget appears on the edge of every library webpage. When clicked, a pop up chat box appears. When chat is offline, users are directed to ask.libraries.psu.edu.

Patrons can email askalibrarian@psu.edu or use a web form at ask.libraries.psu.edu.

Chat & Email questions (aka “tickets”) can be referred to other departments or individuals for later follow up.

Text Messages sent to 814-409-7946 go to the LibAnswers queue with other email questions.

Replies sent through LibAnswers are returned to the patron via text message.
One Library, Many Campuses
Using LibChat & LibAnswers to Connect with Students Near & Far, Night & Day

Ask A Librarian
ask.libraries.psu.edu

Table:

<table>
<thead>
<tr>
<th></th>
<th>Spring 2015</th>
<th>Fall 2014</th>
<th>Spring 2014</th>
<th>Fall 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chat</td>
<td>2,851</td>
<td>3,558</td>
<td>3,584</td>
<td>4,677</td>
</tr>
<tr>
<td>Email</td>
<td>746</td>
<td>660</td>
<td>689</td>
<td>607</td>
</tr>
<tr>
<td>SMS/Text</td>
<td>30</td>
<td>43</td>
<td>22</td>
<td>28</td>
</tr>
</tbody>
</table>

Graphs:

Live Chat

Email

Approx. Response Time for Emails
Within 1 Hour: 40%
Within 12 Hours: 60%
Within 24 Hours: 80%

Text Message

Training

- Written procedures and guidelines
- Recorded training sessions available to view on demand
- New employees work with a mentor
- Periodic updates and announcements are shared by email

All Data from Spring 2015 Semester
User Satisfaction

Over 90% of users who leave a rating, rate the service as 3 or 4 (out of 4)

- Amazingly helpful! I hope students recognize all the work the librarians do!
- Extremely helpful and very quick.
- I’m so glad you have this service!
- This was GREAT!! I LOVE THIS SERVICE
- This is absolutely incredible!!!
- Saved the day!
- So much easier than multiple emails back and forth.
- Very quick response from first the librarian who received my question, secondly, within a short time from the librarian who was able to respond more thoroughly! First class service!
- I sincerely appreciate all that the reference librarians do for faculty - and now I have yet another anecdote to share with my undergraduate students about the benefits of asking a librarian for help on a research project.

Challenges

- Staffing on Sundays and Weekday evenings
- Keeping up with user account additions/deletions
- Training new employees

Future

- Proactive chat (pop up chat widget)
- Continuous Training
- Continuous evaluation of software and settings
- Further develop and maintain searchable FAQ database at ask.libraries.psu.edu

Tom Reinsfelder MLS, Ph.D.
Penn State Mont Alto
Pennsylvania Library Association
October 6, 2015