

Доброю традицією стала участь харківських видавництв і книжкових крамниць у заходах, ініційованих ХДНБ ім. В. Г. Короленка. Представники провідних книговидавничих організацій не лише виступили меценатами ювілейних заходів, присвячених 125-річчю ХДНБ ім. В. Г. Короленка, але й стали співorganizаторами книжкового фестивалю «Читай, Харкове! Читай, Україно!», в межах якого проведено виставки книжкової продукції. Доведення результатів досліджень до цільової аудиторії — представників книговидавничого бізнесу — відбулося на проведеному в рамках фестивалю «круглому столі» «Видавець — Книга — Бібліотека», який об'єднав фахівців провідних видавництв східної України у вирішенні проблеми «кризи» читання. Результатом роботи «круглого столу» стали спільні рекомендації щодо розвитку соціального партнерства у сфері розповсюдження та використання друкованої продукції, сформована група зацікавлених осіб, яка головним своїм завданням вважає якнайширше інформування читачів про книги, видані в Харкові і визначені найкращими книгами року. Зокрема, пропонується запровадження у практику роботи ХДНБ ім. В. Г. Короленка експонування рейтингових книжкових виставок за результатами моніторингу видавничої продукції. Фіналом книжкового фестивалю «Читай, Харкове! Читай, Україно!» стала безкоштовна передача літератури, представленої на виставках книжкової продукції до фонду нашої бібліотеки.

Бібліотечні фахівці і видавці переживають сьогодні складний період розвитку. Поки що не стабілізувалися економічні, правові та інші умови для їхньої спільної діяльності, проте вони працюють в цьому напрямку, що дає надію на вирішення існуючих проблем.

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THE QUALITY OF LIBRARY SERVICE IN POLISH LIBRARIES (Practical study)

Marketing management is: «an art and science of choice of the target markets and gaining, keeping and increasing the number of customers through creating a higher value, delivering it and informing clients about it» [1, p. 9]. As it can be easily seen, in the centre of the presented definition there is a client. It is for him that the services are designed, innovations increasing their values are introduced and the quality of the service is increased, which influences the user's satisfaction and devotion to a particular institution. Also in libraries, apart from the satisfaction from the gained



information or using a rich offer, the readers pay more and more attention to the quality of service and on the basis of their own impressions and feelings they choose a library institution, to which they will come for years.

By many specialists dealing with management, a customer service is believed to be a sort of artistry or art, which is the most important marketing strategy and its aim is to «understand and fulfil any client's needs» [2, p. 3].

The library users form their opinion about the quality of contacts with the library workers on the basis of their own experience, and other people's experience, who shared their impressions with them. Irregularities in service can be easily observed on the basis of the characteristic symptoms, including:

- growing number of an displeased users;
- numerous resignation from library service - a decrease of the number of users;
- a significant increase in time devoted to customer service, which suggests complications and problems in this range;
- frequent problems with the functioning of the service departments, which requires special solutions;
- lack of the possibility to improve the workers' education, who have a direct contact with users;
- lack of regular trainings in customer service.

Designing, and then marking the library customer servicing system, one should remember that the service mark is made by the readers on the basis of clean subjective feelings and impressions. Objective factors, or factors significant for the librarians, are not always taken into consideration by the library clients. It happens that a lot of effort, time and money are devoted to improve the library work aspect, which can be unnoticed by the reader. This is why it is so important to mark the service regularly and monitor which of its aspects are the most important for the readers and improve it continually. The basic mistakes in customer servicing include:

- ignoring the users;
- giving untrue or contradictory information, which happens the most frequently in big libraries, which employ a lot of workers;
- giving wrong information;
- showing own indifference or reluctance;
- treating clients in an unpleasant or uncultural way;
- lack of time for listening to the readers, getting to know their problems or trying to solve them;
- referring the reader to next departments or people in order to solve the problem, which the reader has asked the librarian to help with (lack of accepting the responsibility by the librarian);



- treating the readers condescendingly, especially those who do not manage in the library;
- not fulfilling one's promises to the readers and promises which it is obvious that will not be realised in advance;
- not reacting to the readers' complaints, which cause their unwillingness to further library use;
- lack of active endeavoring to solve the readers' problems;
- using the library statue and formal rules to explain lack of action and own comfort of the workers;
- making it hard for the users to use the library (starting from trifles, which only make the visit in the library unpleasant, up to creating serious problems);
- treating different users in a different way, for example distinguishing the level of service depending on the user status (in academic libraries one can often meet better academic staff servicing and worse for the students);
- the opinion, that it is only the service workers that deal with customer servicing and providing them with help, whereas the librarians from other departments managers, headmasters are exempt from this obligation.

How is it in Polish libraries? Can one still talk about attachment of the users? Do they still use one and the same institution throughout whole years or are the youngest generations, having an easier access to information, less loyal and more demanding? What do they expect from librarians working in servicing departments? Readers of different types of libraries answered those questions (inter alia academic, scientific, public, pedagogical) from the area of Poland.

In the research, which aimed at describing the quality of services in libraries and preparing librarians in this range, there took part over 300 readers and 170 librarians, mainly headmasters and managers supervising the trainings in the libraries.

In majority of cases the readers are satisfied from the way they are serviced by the librarians. However, almost 20% from the people surveyed declares lack of satisfaction in this range and numerous misconducts of the library staff. Both the clients of commercial companies and libraries hardly ever, in spite of being treated in an incomplete, offensive or just unpleasant way, make formal complaints. The clients do not complain because they do not have a conviction to their effectiveness (50%), it costs too much effort for them (17%), they do not want to cause difficulties (17%), they are too busy (8%), or too stressed (8%) [3, p. 64]. In commercial companies the complaints are formalized by 4% of clients [2, p. 2], 96% of disappointed people do not present their allegations to the service provider, but most likely they resign from the offer [3, p. 64]. Among the surveyed readers there was only one person satisfied with the way of considering the complaints. While doing this, one should remember



that, as the research of business companies shows, more than a half of clients, who reported the complaint, will still use the services of the organisation, provided that the complaint reaches the desired effect and is considered quickly [2, p. 2].

Many people, unsatisfied with the level of the service, in spite of not reporting a written protest in the case, change their attitude towards the institution providing the services. In the case of commercial companies, 90% of clients stop using the offer in a conflict situation [2, p. 2]. The library users are more forgiving and only 7% of them changes the library for another. The reasons are various. In majority, the attachment to the particular institution results from its valuable, frequently unique and unrepeatable collection (35%), for many people the localisation of the institution is important (20%) and the opening hours (12%). There also occur readers, for whom the behaviour of the librarian does not have a significance (10%). According to the estimates of commercial libraries, every displeased client tells about the negative experiences even to 9 other people. In the client's opinion there need to be even 12 positive cases of being serviced in order to balance one negative case [2, p. 2]. The library users in majority prefer when each of them makes up an opinion about the library by their own. Only 33% of people tries to transfer the information about a bad servicing to others.

What in servicing irritates the library users the most? There are:

- Long time for waiting for the realisation of the order, queues in the library,
- Lack of culture of other readers, noisy behaviour,
- Lack of willingness to help from the librarian, lack of patience,
- Unfriendly behaviour of the librarians,
- Lack of knowing the library by the librarians,
- Lack of knowledge from the subject profile of the library,
- Not paying attention to the readers,
- Librarians' unwillingness to inform about the library's rules of work, negative attitude to people who do not know the procedure,
- Inadequate comments from the librarians, abruptness,
- Librarians' tardiness,
- Librarians' conversation about private matters while customer servicing,
- Incompetence,
- Little personal culture,
- Complicated procedures,
- Ignoring the readers,
- Importunate librarians' recommendations particular book titles,
- Making problems by the librarians from small and insignificant matters.



In the readers' opinion, libraries from servicing department should primarily be able to search the needed information or book efficiently (61%) and have a wide knowledge (51%). They also ought to have a kind disposition, making the visits in a library more pleasant (25%). In turn, 8% of readers expect the librarian to fulfil their every request.

Readers say «thank you» very willingly if they are satisfied with kind and competent service. Most frequently it is a smile or a gesture (64%) and saying thank you (32%). It is unusually rare that they bring a small gift or flowers and coffee (1%). 6% of readers think that librarians fulfil their duties and they do not show their satisfaction, and even 3% does not have energy or time for this.

The above results indicate quite a high mark of servicing libraries. However librarians should continually increase the service quality so that it equals the highest standards, because their role and significance decrease. While searching information, 72% of library users goes to the Internet first. Among this group there can be also added people, who do not use libraries at all, using only alternative sources of information. Only 24% of readers, while searching knowledge, immediately heads towards a library, 12% prefers to search an electronic database, and in occasional cases an information is gained through bookshops, own libraries or friends' libraries.

The library users are also not as «loyal» as they used to be. While looking for services of higher level of completed information, which cannot be delivered by only one institution, they use bigger and bigger amount of libraries (or they search the best one, which fulfills their expectations). More and more readers visits more than only one library, most frequently three, four, five or two. Moreover, there are people, who have declared to use even 12 libraries in the last five years.

In order to check, what librarians do to increase the quality of servicing and to attract new readers to their libraries, headmasters and managers were asked questions concerning trainings. Librarians' trainings concerning only the way of servicing users (without, for instance, trainings in the range of using database, library programmes etc.) are made in 50% of the tested libraries. However, one should take it into account that the surveyed, answering a question, very often considered also short trainings, which rather have an instruction and introducing to the workplace character than a professional full-time training from client servicing. 67% out of the trainings are designed for all the workers, no matter the department, which they work in, and 33% only for librarians, who are in contact with readers every day, so for the workers from so called service departments. Librarians take courses either in the moment of being employed (57%), or they are posted for them in a later period (43%). It should be underlined here how it is important to immediately educate people, who are to represent the library in contacts with the users. In majority of institutions, trainings



are made once a year, (45%) or once for six months (36%). Some libraries organise them once for a five years (5%), or ever more rarely (12%). Generally, trainings have a character of inside meetings and are prepared by the library workers – for example managers, people after courses for trainers etc. (55%) and headmasters (40%). More rarely they are commissioned to outside companies (33%). Some libraries use several forms of educating simultaneously.

Majority of headmasters fulfilling a questionnaire, appreciated the role of trainings from user servicing and they are convinced that it should be done always on the highest level (88%). 14% did not notice the significant changes after the trainings, and 7% thinks that in a library there are many more important expenditures. None of the headmasters considered the librarians' trainings as a waste of money.

To sum up the conclusions from the above solutions, it can be claimed for sure that the high level of user service influences the positive attitude of readers, their loyalty, better opinions about the library and the conviction about the significant role of a library. In the times, when they are no longer monopolists in the range of giving information, and when the competition in the information sector is continually increasing, a high level of servicing and benevolent help from librarians can become the factor, which prejudices about the institution choice and decide about the advantage of libraries over other information sources.

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ОРГАНІЗАЦІЯ БІБЛІОТЕЧНОГО ПРОСТОРУ – ЗАПОРУКА УСПІХУ І ВИМОГА ЧАСУ

Бібліотека має важливе культурне значення у суспільстві, вона демонструє собою акумуляцію невмирущих цінностей, поєднуючи їх із сучасними надбаннями соціуму. Сьогодні ми хочемо привернути вашу увагу до унікальності будівлі бібліотеки.

