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Expanding Your Reach: Adding a Chat Service Feature to Meet Your Users Where They Are - Online!

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Transformative Approaches Expo

Expanding Your Reach: Adding a Chat Service Feature to Meet Your Users Where They Are - Online!

Presented by JWU Librarians
Erika Gearing, David Meincke, Sarah Campbell, Jenny Castel

April 5, 2019
Top 3 Reasons Chat Service makes us jump for joy!

1. Adaptable, affordable, doable, sustainable
2. Instant value to target users
3. Involving Student Assistants
Small Investment, Big Returns

- Affordable chat platform with flexible features
- Statistics and chat history data
- Data informed resource and services decisions
- Ease of staffing and work-flow
Average Conversation Length:
- Ask a Librarian: 11 minutes
- Ask a Student: 7 minutes
- Many questions can be answered within a minute

Steady usage over 10+ years
- Total Questions from 2009-present = 14746 (and 29,000 between all campuses and IT)
- Total Ask a Student Questions since September 2018 = 158+
Instant Value to Target Users

- Increased hours of availability
- Comfortable and familiar online platform
- Anonymous
- Quick and easy referrals between library staff and Student Assistants
Involving Student Assistants

- “Ask a Student” pilot program
- Provides outreach services after hours
- Ongoing peer-to-peer learning and support
- Empowers student employees and provides valuable customer support experience
- Great resume building experience
Let’s Chat!

1. Take out your mobile device
2. Google jwu library prov
3. Ask us a question using Ask a Librarian or Ask a Student!
Questions?