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

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Transformative Approaches Expo

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

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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
The Proof is in the Data

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
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?