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

Erika Gearing

Johnson & Wales University, Providence, egearing@jwu.edu

David Meincke

Johnson & Wales University - Providence, dmeincke@jwu.edu

Sarah Campbell

Johnson & Wales University - Providence, scampbell@jwu.edu

Jenny Castel

Johnson & Wales University - Providence, jcastel@jwu.edu

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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

jwulibrarians
we're here for you



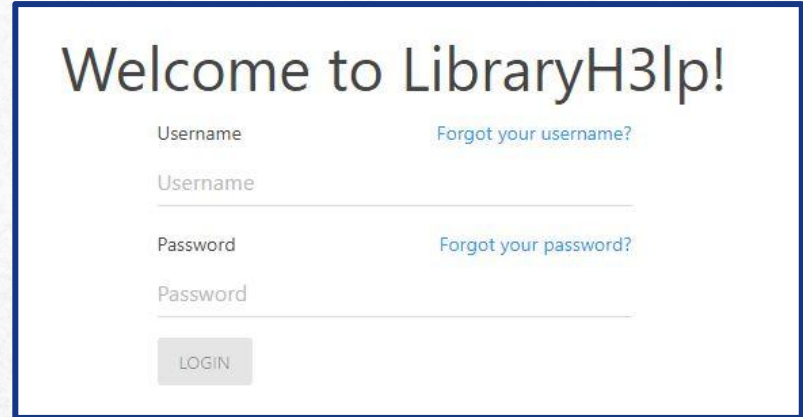
Top 3 Reasons Chat Service makes us jump for joy!



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



>Welcome to LibraryH3lp!

Username [Forgot your username?](#)

Username

Password [Forgot your password?](#)

Password

LOGIN

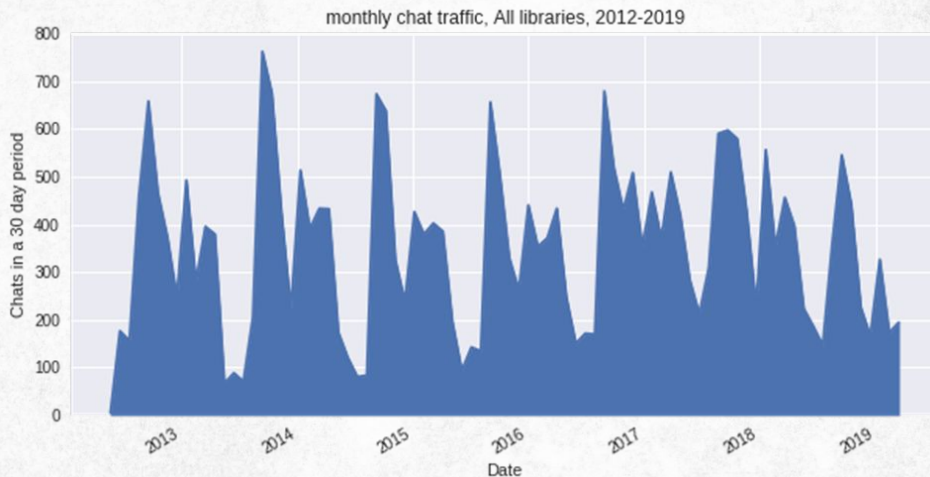
The Proof is in the Data

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

CHAT (INSTANT MESSAGE HELP)

Ask a Librarian



ASK A STUDENT



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!**

CHAT (INSTANT MESSAGE HELP)

Ask a Librarian



ASK A STUDENT



Questions?

jwulibrarians
we're here for you

