



City of Arts & Innovation

Board of Library Trustees

TO: BOARD OF LIBRARY TRUSTEES

DATE: APRIL 24, 2017

FROM: RIVERSIDE PUBLIC LIBRARY

SUBJECT: NEW CUSTOMER SERVICE MEASUREMENT TECHNOLOGY TOOL – *HAPPY OR NOT*™

ISSUE:

Receive and file this report on the new customer service measurement technology tool – *Happy or Not*™.

RECOMMENDATION:

That the Board of Library Trustees receive and file this report on the new customer service measurement technology tool – *Happy or Not*™.

BACKGROUND:

On February 21, 2017, the City Council received a presentation from the Innovation and Technology department on features, benefits, and locations of the new customer service measurement technology, *Happy or Not*™.

On April 28, 2015, the City Council approved the City's strategic plan, *Riverside 2.0*, and provided direction to ensure staff have adequately captured the implementation intent for the strategic priorities.

On February 24, 2015, the City Council endorsed the seven strategic priorities from the City Council Strategic Planning Workshops listing the top priority as Enhanced Customer Service: Improved Quality of Life.

DISCUSSION:

Happy or Not™ is a customer satisfaction measurement tool (used around the world) various City departments are using to measure citywide customer satisfaction and aid in the tracking of performance measures. *Happy or Not*™ monitors satisfaction levels through colorful physical kiosks called Smiley Terminals™ and web buttons called Web Smileys™.

A Web Smiley™ is a virtual kiosk that will be placed on key City web pages. This product will measure the level of customer service satisfaction of the website visitors' online experience. The initial question on the Library's web page will ask customers "How satisfied are you with the Library services today?" Data collected from both kiosks, physical and virtual, will then be fed

into a web based collection and reporting system. This data will allow City departments to monitor customer satisfaction levels with the goal to ultimately improve services and further engage customers.

The physical kiosks will be placed in a variety of locations throughout the City. One kiosk will be placed at the Main Library. This kiosk will measure customer service satisfaction levels of in-person customer engagements and consist of a free-standing unit with four physical buttons available to be pressed. The initial question on the kiosk will ask customers to "Please rate our customer service today." A custom sign will be posted above the kiosk asking a specific customer service-related question, which can be changed periodically.

FISCAL IMPACT:

The total fiscal impact of this action is \$1,916.20 for two years. The funds are available in the Measure I, Non-Personnel Account 5140000-421000 for the total amount of \$1,916.20.

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