



Virtual Reference Service

Revisited and Revived

Kim Granath
Sue Samson
Adrienne Alger

Clear Day Reference

- Better visibility
- Clear day reference
- Clear day reference

Usage

Stats



Usage

- 100% of users
- 100% of users
- 100% of users

Stats

- 100% of users
- 100% of users
- 100% of users

New Month

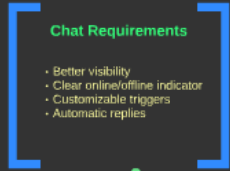
Thank You!



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Chat Problems

Journey mapping project identified problems with chat service:

- Inability to locate chat service link when needed
- Uneven mechanics and browser inconsistencies
- Inability to launch chat widget with triggers
- Service delays

Chat Requirements

- Better visibility
- Clear online/offline indicator
- Customizable triggers
- Automatic replies

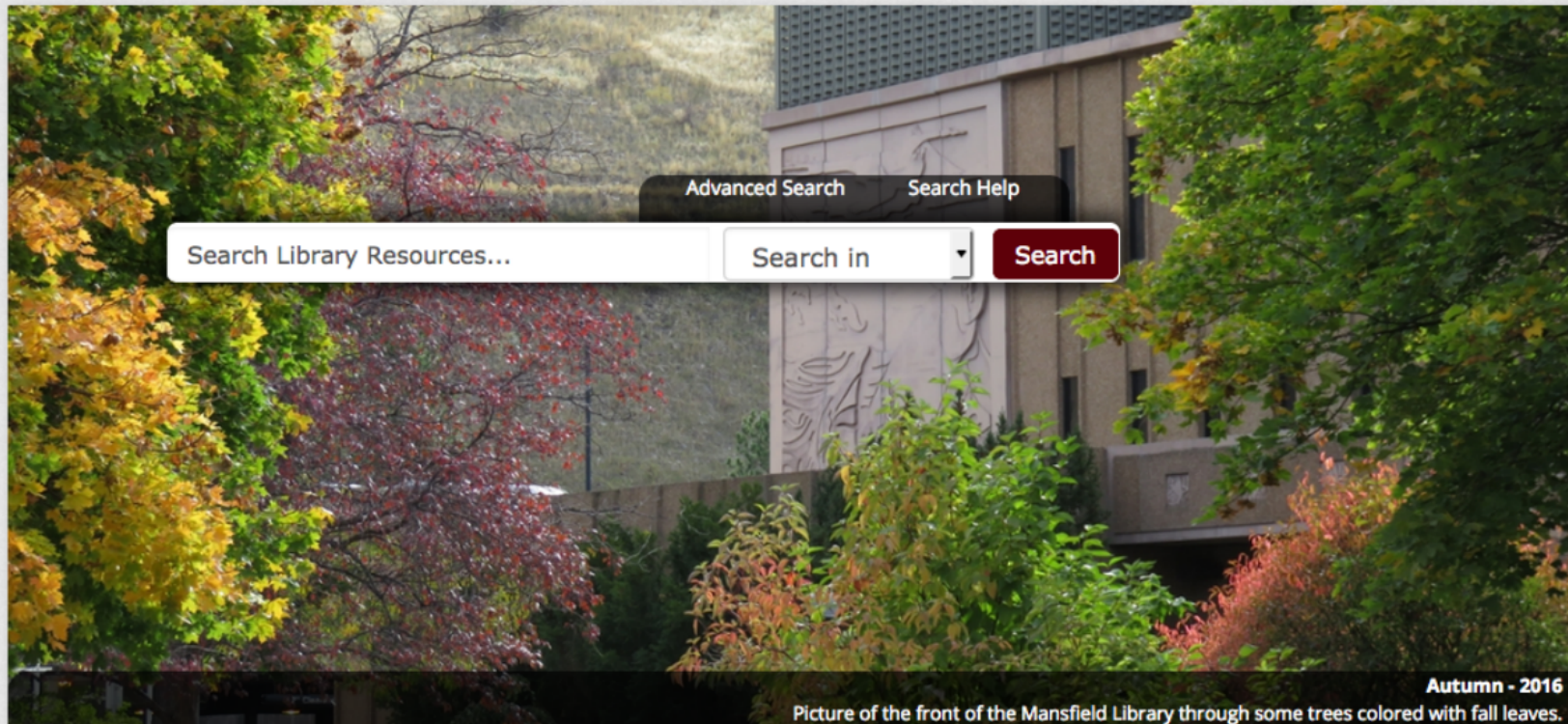
Chat Services

- Libraryh3lp
 - Trillian
 - Pidgin
 - Fire
 - Adium
 - Miranda
- Mosio for Libraries
 - LiveZilla
 - RefChatter
 - **Zopim**

Maureen and Mike Mansfield Library

Open: 7:00 am - 2:00 am | [View all hours.](#)

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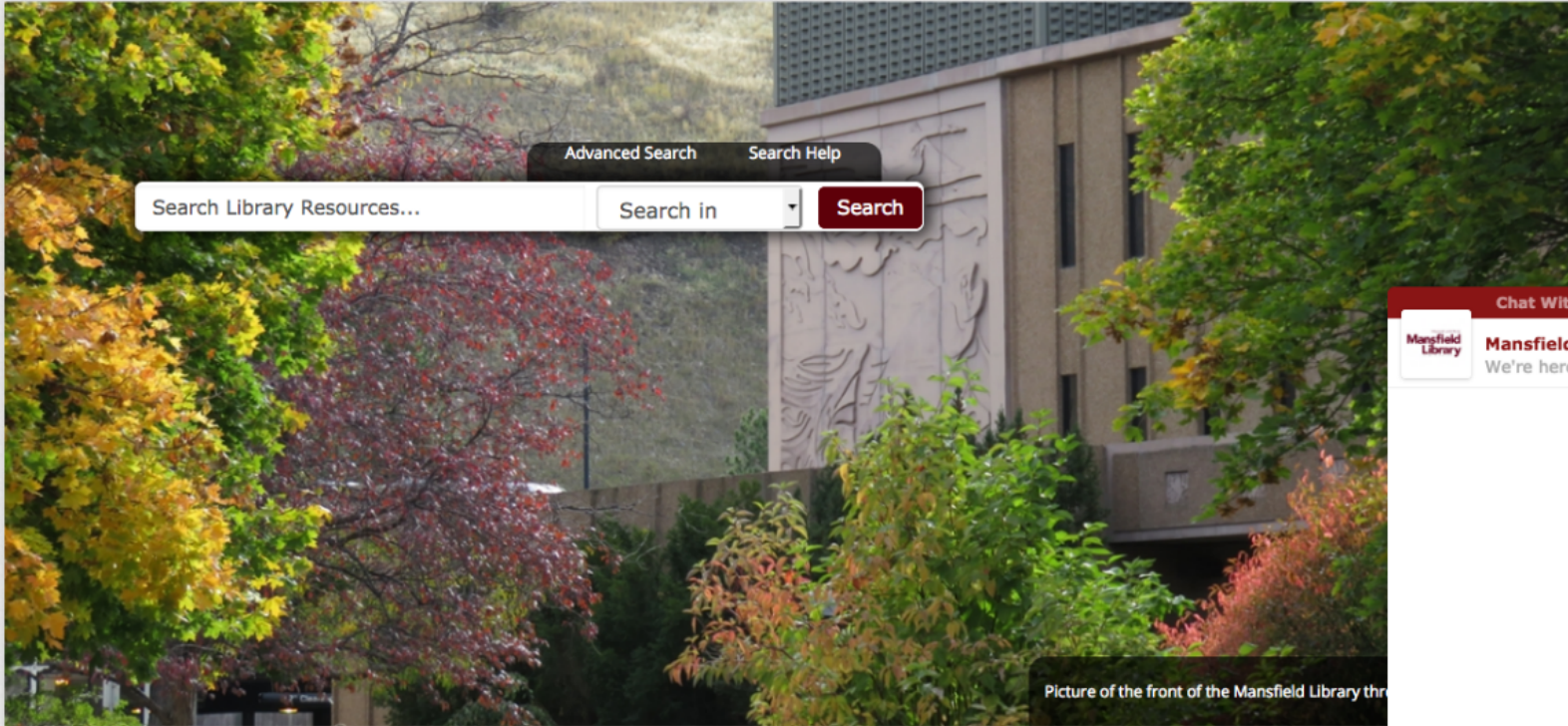
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Chat With a Librarian

Mansfield Library
Mansfield Library
We're here to help!

Type your message here

Options - Sign in zopim

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700im

Home

VISITOR 28610326   

Actions

Current Chat

Past Chats (2)

Visitor 28610326 has joined.

2:50 PM

Visitor 28610326



2:50 PM

How do I get access to RefWorks?

Mansfield Library: Adrienne has joined.

2:50 PM

Hi! You can access RefWorks by visiting refworks.proquest.com!

 Rating  Attach



Add name

Add email

Add phone number

Add visitor notes

Tags

Add chat tags

215

PAST VISITS

2

PAST CHATS

0 min

TIME ON SITE

VISITOR PATH

↓ Direct Traffic

● Maureen and Mike Mansfield Library - Ma...

LOCATION

Missoula, Montana, United States

Usage

- 1,609 chats for FY 2016
 - On campus - 612 (38%)
 - Triggered - 837 (52%)
 - Initiated - 770 (48%)
- 665 chats Spring 2016 compared to 90 in Spring 2015 (638% increase)
- Locations
 - Missoula 73%
 - Other MT 11%
 - Other States 14%
 - International 2%

Stats

Analytics for Week of 10/9/16

- Total chats = 39
- Chats completed = 31
- Chats dropped = 7
- Chats missed = 1
- Offline messages = 12
- Average wait time = 34s
- Average chat duration = 9m 45s
- Satisfaction = 100%

New Models

The robust increase in queries encouraged us to add/adapt the following services:

- Main reference desk provides first level of service.
- Librarians provide backup during their office hours spread across the day.
- Evening hour shifts (Sunday through Thursday, 5pm-9pm) are covered remotely.
- Circulation staff refer patrons to the Chat Service during evening hours.



Thank You!