

Knowing your worth: Evaluation and marketing

Based on presentation by Jacqueline Cropley, Head of Information Management, Clifford Chance.

It is vital to know how our information services fit into our organisations as a whole. This will help us protect and defend the service in times of retrenchment.

The following ideas, including benchmarking services, can help maximise our worth to our organisations:-

- visit similar units in other companies to establish best practice become open to new ideas
 - from visits, professional journals, colleagues realise that we may not need to offer high quality in the same areas as the units with which we compare ourselves
- consider customer surveys and usage statistics base questions on the 6 Ws
 - why, what, when, how, who, which examine our library processes and tasks, and whether they are still appropriate, or could be changed / scrapped
- find the 'critical success factors' that are vital to customer satisfaction keep objectives simple, and based on our research realise that surveys make customers expect an improved service afterwards
- make sure any changes we make are linked to the surveys / visits
- recognise and publicise our progress, and function, especially if it involves significant benefit to the organisation continue to scrutinise for possible improvements