“Working the Problem” and Proving our Value with Chat Reference

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This is not news! Others are talking about this

**September, 2018** Michael Epstein: ‘That thing is so annoying: How proactive chat helps us reach more users’ College & Research Libraries

**April, 2014** Jie Zhang and Nevin Mayer: ‘Proactive chat reference: Getting in the users’ space

Springshare Buzz / Newsletters

**August 2018**: Did You Know Proactive Chat Leads to More Engagement? It's Okay To Make The First Move

**October 2018**: Springshare Webinar: LibAnswers Proactive LibChat Helps You Reach More Users

**September 2014**: New Chat Widget - Proactive Chat is Here!
No Disruption . . .

- Maintenance
- Tweaking
- Assessment
Locations of most Chat (Ask a Librarian) widgets.
“We don't make mistakes, just happy little accidents.” -BR
LibChat Widget Creator

Widget Name & Type

- Widget name: Chat Now
- Who monitors the widget: List All Depts (let user choose)

Widget Appearance

- Width: 90%
- Height: 275 px

Custom CSS

```css
.s-la-widget {
  font-family: sans-serif;
  -ms-text-size-adjust: 100%;
}
```

Preview/Text Customization (more help)

Below is the live preview of every pane of this widget. Customize the UI Elements (Welcome to LibChat, text, labels inside form fields, buttons, colors (background and text, etc.) by clicking on the given label/area inside the widget.

Online and Offline Buttons

![Need Help? Chat With a Librarian Now](image)

Autoload View

When a widget is set to automatically open after a certain period of time, this is what the patron will see. Note: for the button widget this will pop up as a small modal and so will look slightly different than the preview below.

Do you need help?

A librarian is online ready to help.

- Chat Now
- No Thanks

Before the Chat

- Autoload Delay (in seconds): 10
First Impressions

1. Immediacy

2. Location, Location, Location

3. More interactive, engaged with your users

4. Real world, experiences
BUT ...

1. What’s the difference.

2. Would it be annoying?

3. Would it interfere (slow things/people down)?
### Timeframe

<table>
<thead>
<tr>
<th>Timeframe</th>
<th>Total Chats</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sept 2016 - May 2017</strong></td>
<td>205</td>
</tr>
<tr>
<td><strong>Sept 2017 - May 2018</strong></td>
<td>490</td>
</tr>
<tr>
<td><strong>139% Increase</strong></td>
<td></td>
</tr>
</tbody>
</table>
RVCC - Site specific integrations
How do our users get help?

In-person

Telephone

Email

Chat!
A LIFE RAFT FOR STUDENTS
Dogs, wolves, and coyotes.

Dogs, wolves, and coyotes represent eight out of thirteen genera and which also includes... More


Other Topics: Dog Training, Dogs in Native American culture, Dog phylogeny.

1. Dogs: their fossil relatives and evolutionary history / Xiaoming Wang, Richard H. Tedford; illustrations by Mauricio Antón.


Database: Raritan Valley Library Catalog

Subjects: Dogs; Canis; Fossil; Dogs -- Evolution; NATURE -- Animals -- Mammals; SCIENCE -- Life Sciences -- Zoology -- Mammals;
Staffing chat services

Click on the grid in the Calendar View to add/edit shifts. Buttons and options on the right provide additional Schedule options.

### October 28 – November 3

<table>
<thead>
<tr>
<th>Sun 10/28</th>
<th>Mon 10/29</th>
<th>Tue 10/30</th>
<th>Wed 10/31</th>
<th>Thu 11/1</th>
<th>Fri 11/2</th>
<th>Sat 11/3</th>
</tr>
</thead>
<tbody>
<tr>
<td>8am</td>
<td>8:30am - 9am Early AM</td>
<td>8:30am - 9am Early AM</td>
<td>8:30am - 9am Early AM</td>
<td>8:30am - 9am Early AM</td>
<td>8:30am - 9am Early AM</td>
<td>8:30am - 9am Early AM</td>
</tr>
<tr>
<td>9am</td>
<td>UNFILLED</td>
<td>UNFILLED</td>
<td>UNFILLED</td>
<td>UNFILLED</td>
<td>UNFILLED</td>
<td>UNFILLED</td>
</tr>
<tr>
<td>10am</td>
<td>10am - 11:30am Mid AM</td>
<td>10am - 11:30am Mid AM</td>
<td>11:30am - 12pm Mid AM</td>
<td>10am - 11:30am Mid AM</td>
<td>10am - 11:30am Mid AM</td>
<td>10am - 11:30am Mid AM</td>
</tr>
<tr>
<td>11am</td>
<td>UNFILLED</td>
<td>UNFILLED</td>
<td>UNFILLED</td>
<td>UNFILLED</td>
<td>UNFILLED</td>
<td>UNFILLED</td>
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<tr>
<td>12pm</td>
<td>12pm - 1pm Noon</td>
<td>12pm - 1pm Noon</td>
<td>12pm - 1pm Noon</td>
<td>12pm - 1pm Noon</td>
<td>12pm - 1pm Noon</td>
<td>12pm - 1pm Noon</td>
</tr>
<tr>
<td>1pm</td>
<td>1pm - 2pm Early Afternoon</td>
<td>1pm - 2pm Early Afternoon</td>
<td>1pm - 2pm Early Afternoon</td>
<td>1pm - 2pm Early Afternoon</td>
<td>1pm - 2pm Early Afternoon</td>
<td>1pm - 2pm Early Afternoon</td>
</tr>
<tr>
<td>2pm</td>
<td>UNFILLED</td>
<td>UNFILLED</td>
<td>UNFILLED</td>
<td>UNFILLED</td>
<td>UNFILLED</td>
<td>UNFILLED</td>
</tr>
<tr>
<td>3pm</td>
<td>3pm - 4pm Mid Afternoon</td>
<td>3pm - 4pm Mid Afternoon</td>
<td>3pm - 4pm Mid Afternoon</td>
<td>3pm - 4pm Mid Afternoon</td>
<td>3pm - 4pm Mid Afternoon</td>
<td>3pm - 4pm Mid Afternoon</td>
</tr>
<tr>
<td>4pm</td>
<td>4pm - 5pm Late Afternoon</td>
<td>4pm - 5pm Late Afternoon</td>
<td>4pm - 5pm Late Afternoon</td>
<td>4pm - 5pm Late Afternoon</td>
<td>4pm - 5pm Late Afternoon</td>
<td>4pm - 5pm Late Afternoon</td>
</tr>
<tr>
<td># Chats</td>
<td>% Change</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>---------</td>
<td>-----------</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1,401</td>
<td>250%</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>400</td>
<td>2.8%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>389</td>
<td>-27.6</td>
<td></td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

Statistics over 3 years
Ratings since January 2017

Unrated = submitted
1 = Bad
2 = So-So
3 = Good
4 = Excellent
IMPACT ON OUR USERS

- Thank you :) Sometimes, I don't feel comfortable talking face to face so I prefer the chat.
- Great assistance in a prompt timing! RVCC librarians rocks
- Very direct and to the point, I got what I needed help with right away
- I got what I needed easily, thanks to the librarian
- Thorough and patient with explanations!
- The librarian was fantastic. I got everything I needed
- Provided lost of articles to choose from
- Very quick and my problem was immediately solved. Thank you
## Fall 2018 statistics

Fall 2018 (8/28 - 12/11) raw stats:

<table>
<thead>
<tr>
<th>Status</th>
<th>AUG</th>
<th>SEP</th>
<th>OCT</th>
<th>NOV</th>
<th>DEC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Answered Chats</td>
<td>8</td>
<td>73</td>
<td>109</td>
<td>197</td>
<td>83</td>
</tr>
</tbody>
</table>
Improving Chat Participation with a Data Dashboard
The Stony Brook Experiment

A monthly leaderboard shown at the liaison meeting visualizing chat statistics and a leaderboard for discussion.

Purpose: to diversify the chat schedule
Leaderboards and Edtech


- Inspiration for this project came from education technology
- Leaderboards inspired students to spend more time on projects
Distributed Leadership Theory


- Empowering a team of leaders toward self-reflection
- Collaborative leadership and learning within a team
Experimental Year 2017
## Comparing Chat Participants

<table>
<thead>
<tr>
<th></th>
<th>Potential Participants</th>
<th>Actual Participants</th>
<th>% Participating</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>24</td>
<td>14</td>
<td>58.3%</td>
</tr>
<tr>
<td>2016</td>
<td>22</td>
<td>15</td>
<td>68.2%</td>
</tr>
<tr>
<td>Ex. 2017</td>
<td>26</td>
<td>20</td>
<td>76.9%</td>
</tr>
</tbody>
</table>
Librarian Survey

- People hated it!
- Feelings were strongly tied to the position on the list
- Some people did find it motivating
- People liked the data
Questions on the READ Scale

- 4
- 3
- 2
- 1
- 56

Questions by Hour

- Number of Records
- Hour of Time

Questions by Day of the Week

<table>
<thead>
<tr>
<th>Day of the Week</th>
<th>Sunday</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>17</td>
<td>116</td>
<td>97</td>
<td>105</td>
<td>84</td>
<td>1</td>
</tr>
</tbody>
</table>
Questions / Discussion
Thank you!