WHO

LIBRARY STAFF
• “Agents” / AAL site reps / AAL coordinator / Manager
• Other staff – intranet services, ITS, finance, other LiveChat groups…

 USERS
• Anyone!...not as simple as it sounds
3446 users of our Ask a Librarian chat reference service between 1 Feb and 16 Apr 2018:

I'm enquiring as a: (2997 answers)

- 80% — RMIT Student
- 3% — RMIT Online
- 12% — RMIT Staff
- 4% — Visitor

449 out of 3446 visitors didn't choose any of the answers.

Country location (3390 answers)

- 92% — Australia
- 3% — Vietnam
- 3% — Singapore
- 0% — Europe
- 2% — Other

56 out of 3446 visitors didn’t choose any of the answers.
WHAT

chat widget embedded in discovery layer

Broad users groups with broad information needs
WHEN

When can I expect an answer?

Help is available on Melbourne time.

Semester hours:
- Monday to Thursday: 9am-8.30pm
- Friday: 9am-5pm
- Weekends and public holidays: 10am-4.30pm

AAL Site roster from Mon 5 Feb 2018:

<table>
<thead>
<tr>
<th>Time</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
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</thead>
<tbody>
<tr>
<td>9:00 - 11:00</td>
<td>Swanston 2 staff</td>
<td>Swanston 2 staff</td>
<td>Swanston 2 staff</td>
<td>Swanston 2 staff</td>
<td>Brunswick 12-4.30 chat</td>
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<tr>
<td>11:00 - 1:00</td>
<td>Brunswick 1 staff</td>
<td>Brunswick 1 staff</td>
<td>Brunswick 1 staff</td>
<td>Brunswick 1 staff</td>
<td>Brunswick 1 staff</td>
<td>Brunswick 10-4.30 chat (from 3:30)</td>
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<tr>
<td>1:00 - 3:00</td>
<td>Carlton 1 staff</td>
<td>Brunswick 1 staff</td>
<td>Carlton 1 staff</td>
<td>Carlton 1 staff</td>
<td>Carlton 1 staff</td>
<td>Swanston 10-4.30 email</td>
</tr>
<tr>
<td>3:00 - 5:00</td>
<td>Swanston 2 staff</td>
<td>Swanston 2 staff</td>
<td>Swanston 2 staff</td>
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<td>Swanston 2 staff</td>
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<tr>
<td>After 5 pm</td>
<td>Brunswick (chat from 4.30)</td>
<td>Brunswick (chat from 4.30)</td>
<td>Brunswick (chat from 4.30)</td>
<td>Brunswick (chat from 4.30)</td>
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<td>Carlton (chat)</td>
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<td>Carlton (chat)</td>
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</tbody>
</table>
WHERE
Where do we run the service
Anywhere – at all sites (see precious slide)

Where do users access the service
WHY.

All users are engaged with us digitally. Prefered collection development policy. Full and partial online courses. Global reach = global engagement and responsibilities. Digital first overlay to be applied to all our services. A good fit.
Skills, support and training

All frontline staff have been impacted

- Reference staff
- Library officers
FUTURE?

Experienced staff – digital CX experience.

Re-configure the front facing physical services.

Re-configure the chat service.

Extended chat services.

Flexible service provision – working from home.

Further integration and positioning into our online services.

Library initiated chat.

ChatBots and personal assistants – what impact?