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Gaps Model of Service Quality; Methods of Data Collection; Customer Comments; Customer Satisfaction Index; Customer Satisfaction Metrics; Concluding Thoughts; Notes; Chapter 7: Measuring Service Quality; E-Service Quality; Other Means of Listening to Customers; Concluding Thoughts; Notes; Chapter 8: Measuring Return on Investment (ROI); Economic Benefits; Total Value; Concluding Thoughts; Notes; Chapter 9: Measuring the Value of the Library and Its Services; Framework for Establishing Value; Value of Public Libraries; Examples from the Literature; Outlining a Process for Getting Started
Concluding Thoughts; Notes; Chapter 10: Using and Communicating the Results; To Whom Do We Communicate?; What Do We Communicate?; How Do We Communicate?; Why Do We Communicate?; When Do We Communicate?; Concluding Thoughts; Notes; Chapter 11: Positive Organizational Change; Institutional Effectiveness; Planning; Creating Positive Organizational Change; Concluding Thoughts; Notes; Appendix: Answers to Chapter Exercises; Selected Readings; About the Authors; Index

Sommario/riassunto

Finally library managers have a workbook to help them master key concepts of service quality assessment, offering directed exercises and worksheets to guide them.
