



# 2024+ MEMBER SURVEY RESULTS



# 1 | INTRODUCTION

We run a survey every year to make sure we capture feedback from our members and subscribers. We want to know how you feel about your experience, what you value most and least, what you want to see improved and what you'd like to see introduced.

This year we got **640 responses** from 143 member institutions, including library teams, teaching staff and students.

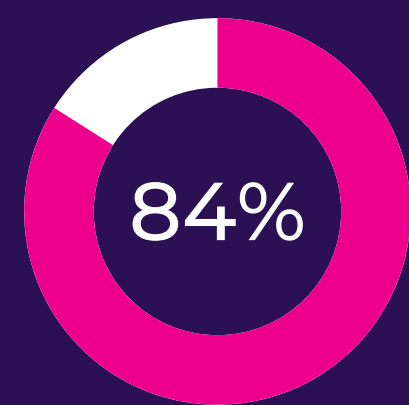
**Read on to find out what we learned and what we plan to do!**



143 Institutions

# 2 | HOW ARE WE DOING?

Overall our members rated the services we provide as excellent and great value for money.



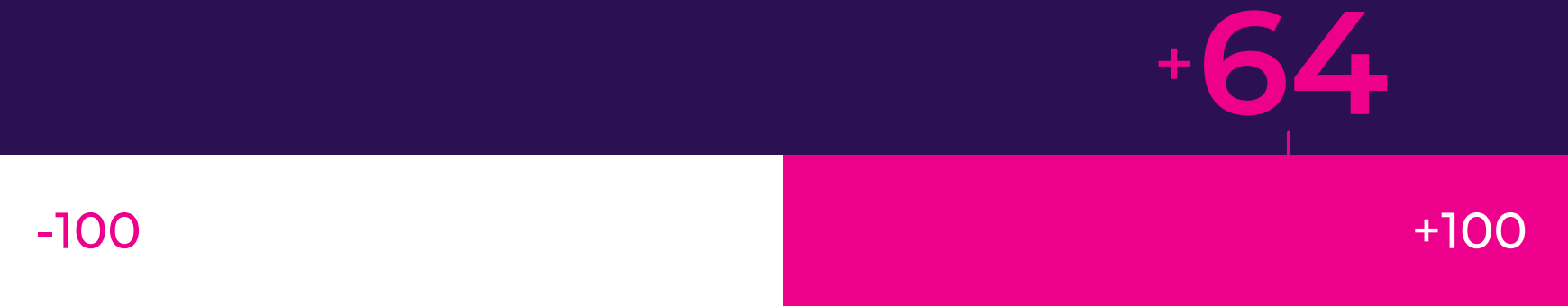
MEMBER  
SATISFACTION

bob

8.5/10 SATISFACTION

8.5/10 VALUE FOR MONEY

They are also highly likely to recommend us to a colleague or peer, which means we have a great Net Promoter Score, an important indicator of service quality.



Our **NPS** score is considered excellent

### 3 | WHAT DO YOU VALUE THE MOST?

**We offer a range of services and support and we wanted to know what you value the most so we can invest more in these areas.**

- ✧ By far the most cited benefit was the sheer volume and range of content we have available.
- ✧ Our educational resources are also valued, such as the ability to access public playlists and citation notes.
- ✧ Our specific and unique databases and collections are also valued.
- ✧ Members love the quality of our customer support.



### 3 | WHAT DO YOU VALUE THE LEAST?

**We also asked what members value the least or what they struggle with so that we can focus on the areas that matter the most to you.**

- ❏ Our radio content isn't considered as relevant and is less valued than our video content.
- ❏ Some members mentioned a lack of accessible formats and subtitles being an issue.
- ❏ A few members noted challenges with administrative processes, such as renewals.



## 4 | WHAT WOULD YOU LIKE TO SEE IMPROVED?

**You have asked for a range of improvements to your existing services and we are listening to your feedback. Here are your most common requests and how we are fulfilling these.**



### IMPROVED SUPPORT ON HOW TO USE THE RESOURCES

We are hard at work creating a new suite of how-to resources that can be accessed from your member homepage



### INCREASED PRODUCT PROMOTION TO ENCOURAGE USAGE

We are also busy creating student engagement resources for you to promote our services to your student users.



### EXPANDED ACCESS FOR OFFSHORE STUDENTS

You can now join our pilot to expand content access to your offshore students for the first time.



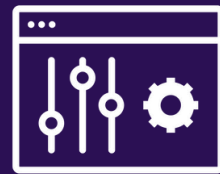
### FLEXIBLE PAYMENT & MEMBERSHIP OPTIONS

We are exploring our corporate, associate and individual membership options based on feedback.



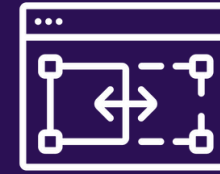
### BETTER SEARCH FUNCTIONALITY FOR OUR CONTENT

Our digital team have taken all your feedback on board and have mapped out a series of search improvements to roll out across next year.



### AN UPGRADED USER INTERFACE FOR OUR PLATFORMS

We are almost finished migrating and collating our content and collections and will be launching a new streamlined user experience next year.



### IMPROVED BROWSER COMPATABILITY

Our team are working on testing and providing parity of experience across all browsers and improving buffering issues.



### A SMOOTHER REFINED LOG IN PROCESS

With next year's streamlined user experience will come a simpler and more user-friendly log-in process.

## 5 | WHAT WOULD YOU LIKE TO SEE US INTRODUCE?

Finally, we asked you what you'd like us offer that we don't offer already, or would like us to build on. This is what you said and how we're responding.

- Members expressed a desire for structured networking and knowledge-sharing events which we will be running in 2025.
- Our dedicated Member Representatives would love administrative improvements such as a portal to manage invoices/billing.
- Members would love to see more archive content including older content and regional programs (e.g., BBC and ITV).
- Some smaller institutions expressed a desire for more flexibility with our tiered pricing structure.

We will be looking into these areas further once we've rolled out our priority improvements.





## 6 | WHAT NEXT?

We will be doing a lot more to engage with our members in 2025. We will be running more regular feedback polls and convening focus groups as we launch new resources and roll out platform improvements.

If you'd like to be more involved in improvements, give more detailed feedback, join focus groups or get involved in user-testing new features and functionality get in touch!

Email our new Membership and Communities Officer below.

