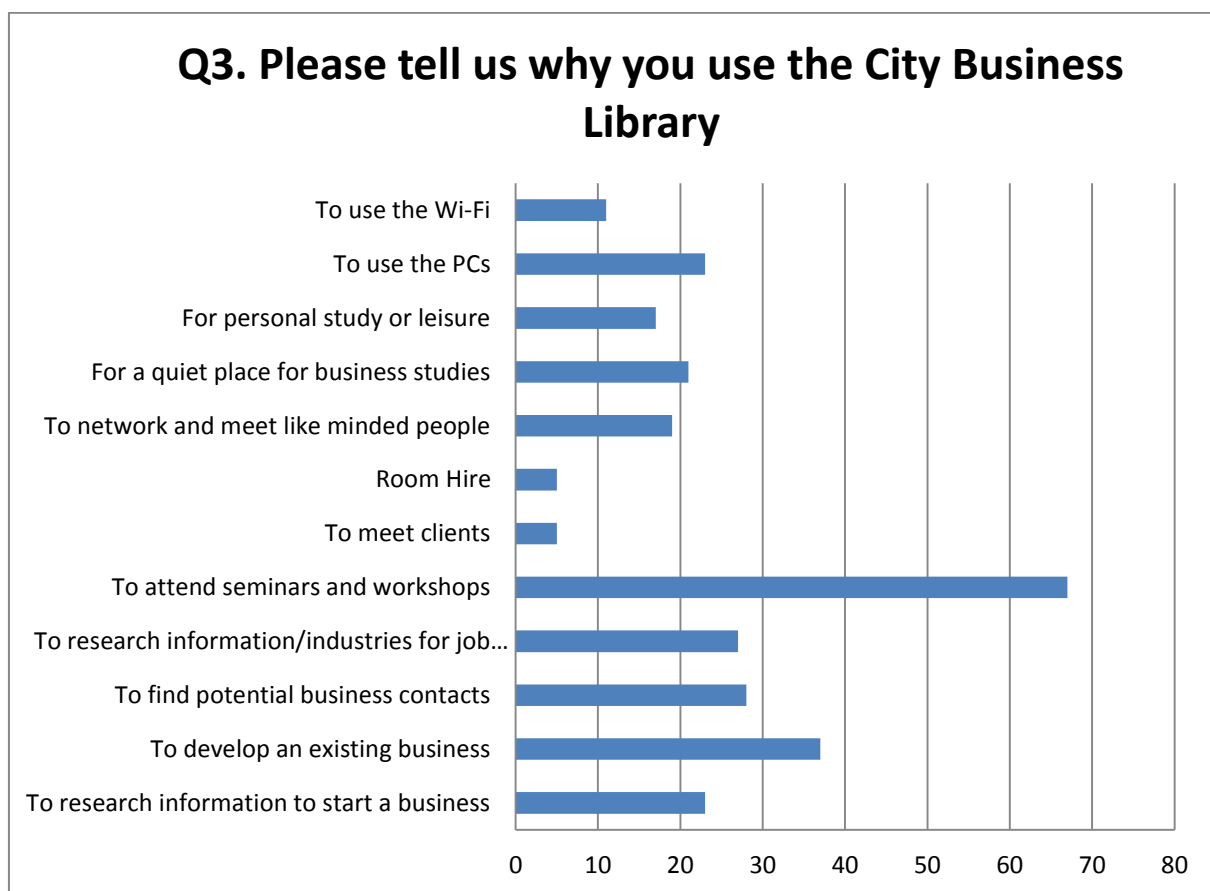


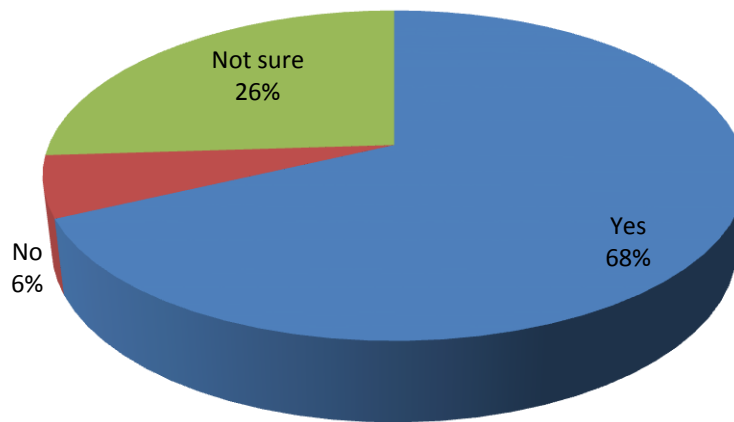
CBL Customer Survey Summary of Findings June 2015

The survey asked a number of different questions about why customers visit the library, how they define themselves and specific questions about our plans to reposition the library. Over 95 customers completed the survey which is the highest response rate CBL has had to a survey. The full report from the survey is available to view if required, however I have just picked out a few highlights to demonstrate the rationale for the direction of travel below:

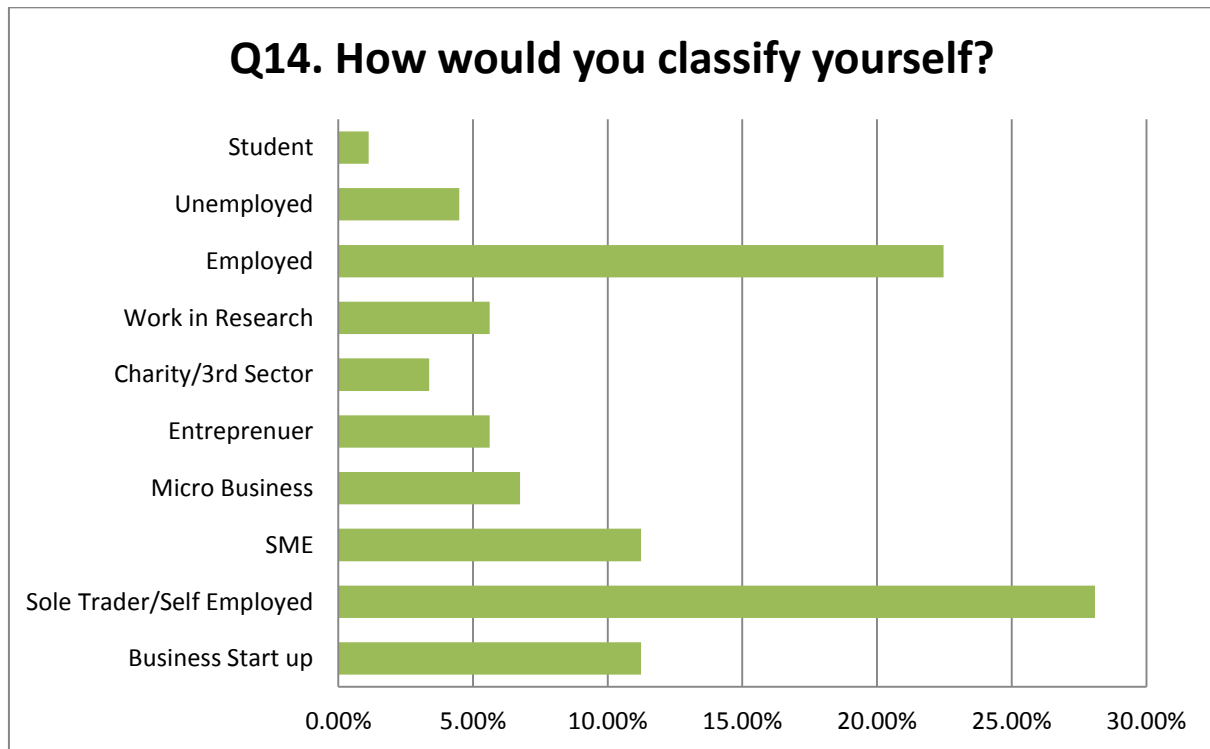


The above graph illustrates the variety of reasons why customers use CBL as well as demonstrating the diverse usage of the service. The most popular service being the being the seminars and workshops and the least popular being the room hire and meeting clients. This can be attributed to the limited promotionally activity undertaken previously about the room hire offer. There is a huge opportunity to develop the room hire offer through advertising and promotional activity externally in magazines, websites and apps. This helps shape the USP of the service as well as understanding what areas of growth potential there might be.

**Q16. We are planning to re-zone the library environment to provide quiet spaces, an area for networking, meetings and business calls. Do you think this would enhance the customer experience?**

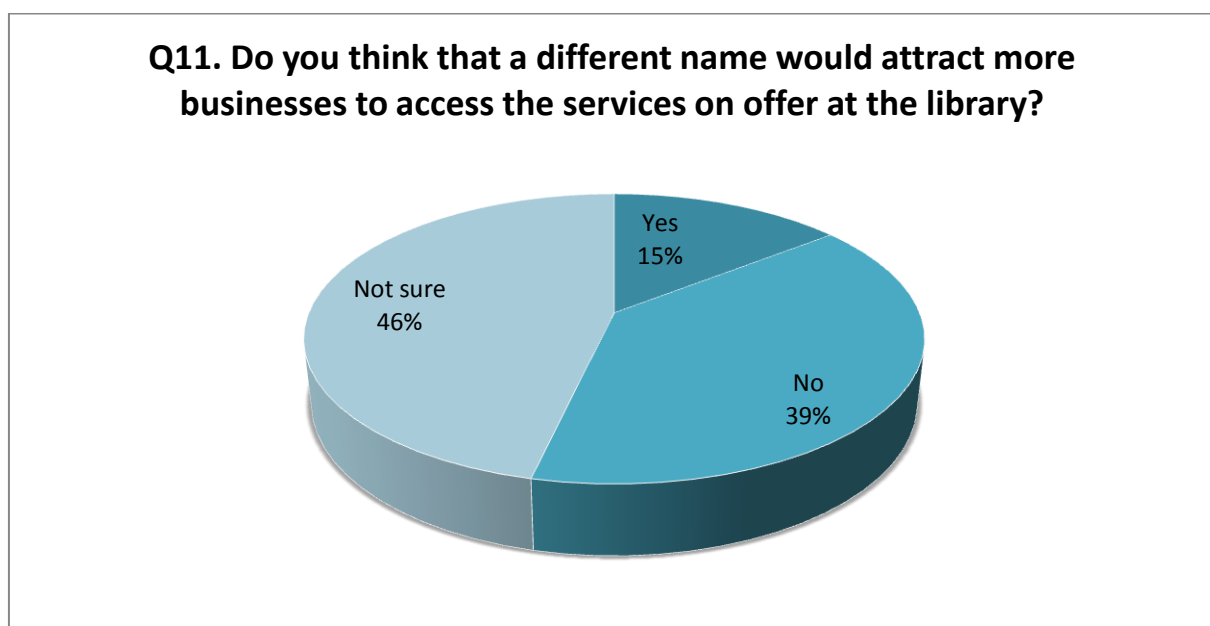
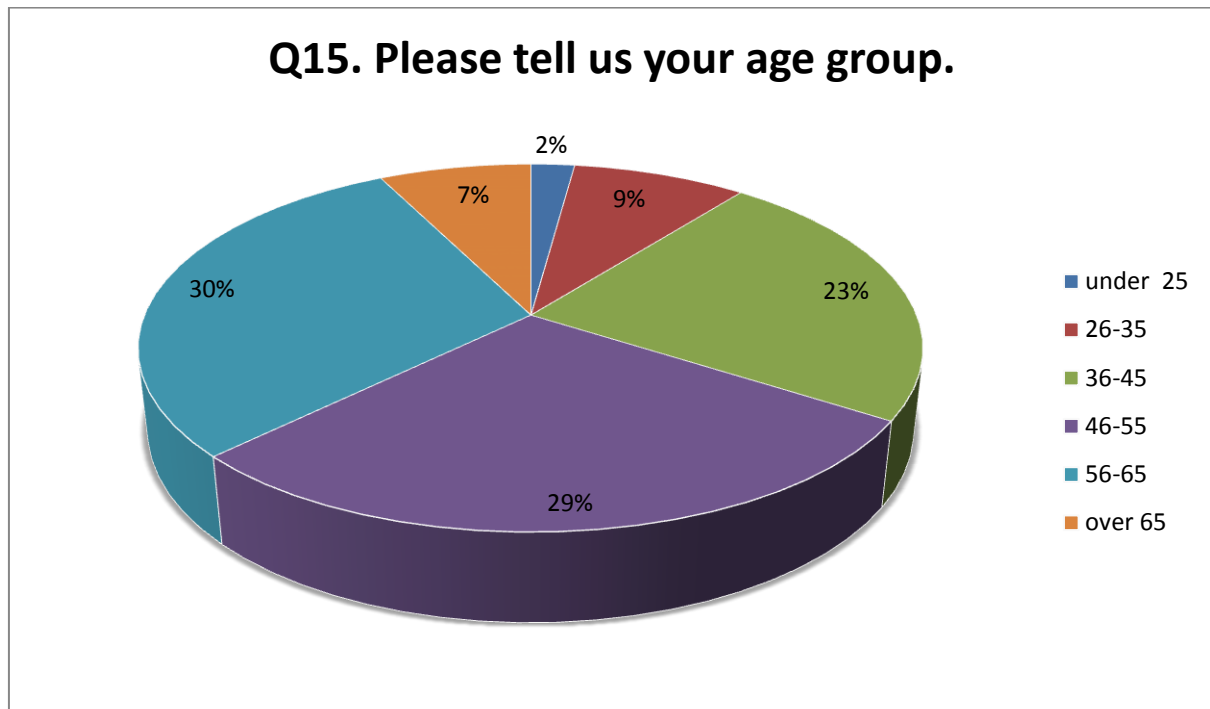


The response to question 16 clearly demonstrates that the current environment does not sufficiently allow the service to fully deliver an offer that is modern and flexible that allows the service to support the varied customer usage. In view of the response to this question, a review of the space envelope within CBL should be considered as part of the overall strategy.



The graph above shows the results from question 14, that highlight the key user groups. The largest group being the Sole Trader/Self Employed customer and if you add up all the groups relating to businesses, ranging from start-ups to established small businesses and SME's this equates to 63% of users. This must be kept in mind when making any changes to the service to ensure that we are providing the right support for the main customer groups.

It was also very interesting to see the age profile of our current customers in the below graph and interestingly 66% of customers surveyed were aged 46 and over and only 11% of customers were aged below 35.



In order to decide whether a name change would be necessary, we asked the above question and 39% of customers surveyed did not agree that changing the name of the library would attract more businesses and entrepreneurs to use the service moving forward, whilst 47% of customers were not sure if a name change would be beneficial. Although interestingly, those customers who did think that a name change would be beneficial felt that this name change would encourage more usage of the meeting room and venue hire offer. Some of the customer comments below further highlight the depth of feeling from customers to keep the name the same:

*"I think the current name says it all. Based in the City and deals with business"*

*"The City Business Library brand is already well known and respected, why change it?"*

*"Just add a range of subtitles to explain the different services"*

### **Competitor Analysis**

The online presence and Library space visited to benchmark the CBL offer were:

- Business and IP Centre – British Library
- The City of Westminster Library
- The London Library
- The Wellcome Library
- Senate House Library

The closest competitor being the BIPC in the British Library was visited twice during this research stage as well as the City of Westminster Library to review their venue hire offer. The remaining libraries were reviewed online to establish their brand identities.

The BIPC has already re-zoned their internal environment to offer their customers clearly defined spaces to undertake research, attend seminars and meet/network with like-minded people. The BIPC have been able to successfully build their offer around their Business Information and this has in turn encouraged more use of the resources. The BIPC has a clearly defined brand identity and with corporate sponsorship they have been able to promote the service more widely. However, it was interesting to see how complicated it was to use the space and how CBL is certainly more accessible for customers to use the resources. The BIPC also stated that whilst corporate sponsorship enabled them to raise their profile and reposition themselves, this sponsorship did also restrict their flexibility to shape the service. During conversations with some CBL customers, they use CBL as it is more accessible and the customer service offered was more bespoke.

The City of Westminster library was already advertising their room hire externally to generate more income. After visiting this library it became clear that CBL has a more varied offer with regards to meeting and training room hire and that this was something that CBL should almost certainly capitalise upon moving forward.

Your place in The City **to talk business**