

LSIILARA3v2

Identify customer requirements for information and library services, archive services and records management functions



Overview

Services need to meet the requirements of the parent organisation and contribute to the achievement of its objectives. This standard is about understanding the culture, objectives and key processes of your organisation, and tracking these changes, so that strategies and services are fit for purpose.

The standard is applicable to people in management and practitioner roles with responsibility for planning and developing information and library services, archive services and records management functions. It is also relevant to people in practitioner and operational roles who are engaged in the delivery of services to customers.

LSIILARA3v2

Identify customer requirements for information and library services, archive services and records management functions

Performance criteria

You must be able to:

- P1 identify customers and potential customers
- P2 develop processes, appropriate to your service and its size, for monitoring the requirements of current and potential customers and usage of current services
- P3 identify the ways in which the physical environment, organisational policies and procedures can impact upon people with physical, sensory, learning or other disabilities to deter or prevent them from accessing services and facilities
- P4 employ quantitative and qualitative market research techniques appropriately to assess the needs of potential and current customers
- P5 identify and establish contact with individuals/groups within local communities who can benefit from and/or contribute to the services you provide
- P6 undertake consultation using appropriate methods and feedback analyse the results to determine future service developments
- P7 analyse results of market research in the external environment to determine potential requirements
- P8 identify appropriate agencies or specialists to undertake market research, if appropriate
- P9 ensure that data and information gathered as part of market research is used appropriately and ethically
- P10 prepare clear and relevant briefs for market research projects

LSIILARA3v2

Identify customer requirements for information and library services, archive services and records management functions

Knowledge and understanding

You need to know and understand:

- K1 the current and potential customers of your services, including those identified by age, disability, gender, race, religion and belief, sexual orientation and the language requirements of bilingual communities
- K2 the context in which they need information and library services, archive service or records management systems
- K3 what their objectives and priorities are, and the differential impact of policies on different customer groups
- K4 the key businesses processes and workflows of your organisation
- K5 the key activities and concerns of your current and potential customers
- K6 the range of quantitative and qualitative market research and consultation techniques available, and when it is appropriate to use them
- K7 how information and library services, archive service or records management systems can benefit organisations and individuals
- K8 the potential contribution of community participation work to wider social policy agendas both regionally and nationally

LSIILARA3v2

Identify customer requirements for information and library services, archive services and records management functions

Additional Information

Behaviours

1. You take note of and communicate changing customer needs as you identify them
2. You consider the likely needs of potential customers, especially those from diverse, under-represented and hard-to-reach groups, in addition to those of existing customers
3. You recognise that customers may not express their needs clearly, through lack of awareness of the capability of services or for other reasons
4. You are aware of the potential barriers to communities and individuals in taking-up / participating in the services you provide
5. You respect and value diversity

Links to other NOS

This standard has links with

F7 – Support customer service improvements and

F8 – Work with others to improve customer service in the NOS for Management and Leadership, developed by the Management Standards Centre.

LSIILARA3v2

Identify customer requirements for information and library services, archive services and records management functions

Developed by	Learning and Skills Improvement Service
Version number	1
Date approved	April 2008
Indicative review date	April 2010
Validity	Current
Status	Original
Originating organisation	Lifelong Learning UK
Original URN	LAISA3
Relevant occupations	Public Services; Information and Communication Technology; Research Professionals; Librarians and Related Professionals; Local Area Archives; Microfilm and Microfiche Technician; Education and training; Direct learning support; Quality and Customer Care Managers; Public Service Professionals; Government and Related Organisations; Records; Communications; General; Public Service and Other Associate Professionals;
Suite	Information and Library Services, Archive Services and Records Management
Key words	Information, library, archive, knowledge, records management