

Improving the Reader Services of Libraries Using Quality Function Deployment - An Overview

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At present, research has been directed towards identifying suitable quality management tool to improve service quality in organizations. In libraries, quality of services is measured in terms of reader's satisfaction. Several researches have been conducted with regard to evaluation and improvement of reader services in libraries. In this paper, the possibility of using Quality Function Deployment (QFD) tool for improving the quality of library reader services is explored, and a framework referred to as *Service QFD* is proposed. There are four phases in this model. Initial phase helps to identify the reader's needs and requirements (quality of the library collection, attitude and skills of employees, etc.), and the second phase translates them into service terms (willingness of employees, competency of employees, etc.). Subsequently, third phase consists of processes to be planned, and fourth phase involves the implementation of quality management activities (recruitment of employees, skill training for employees, etc.). Further, there are three matrixes related to this process available. Reader's needs are translated into service requirements in the first matrix. Second matrix links, service requirements to reader service process, and the third matrix relates the reader service process to quality management activities. In each matrix absolute score and relative score are calculated. Based on the relative score, quality management activities are ranked and prioritized. This tool has been tested by several service sectors and proved to be efficient in service quality improvement. The framework presented in this paper shall be customized to reflect the requirements of individual libraries. Moreover, it helps to highlight where resources and efforts should be exploited, and leads to improvement in the quality of reader services of libraries.

Keywords: Quality Function Deployment; Reader services; Service improvement; Total Quality Management tools; Reader satisfaction.