

Quality

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What is meant by „Quality“ ?

Definitions

- Fitness for purpose
- Conformance to requirements
- **The totality of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs (ISO 8402)**
- Quality is meaningful only in relation to the purpose and end use of the product.
- Meeting or exceeding customer expectations at a cost that represents value to them.

Purpose, Requirements, Needs, Expectations

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Quality = Highest possible grade ?

“Fitness for purpose”

“A product of a simple grade may be a very high quality product.”

(Brophy)

- **Quality is not absolute, but depends on the requirements on the specific product or service.**

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Quality = Highest possible grade ?

Example: Bicycles

For the normal cyclist:

- solidly built,
- durable,
- easy to use,
- cheap

For the racing cyclist:

- extremely strong,
- highest durability,
- light weight,
- may be expensive

"...quality for one person is not necessarily quality for another"

(Brophy)

Quality Criteria or Attributes

adapted from Brophy 2004

Example

Performance	A library service meets its most basic purpose	Making key information resources available on demand
Features	Secondary characteristics which add to the service but are beyond the essential core	Alerting services
Reliability	Consistency of the service's performance in use	No broken Web links
Conformance	The service meets the agreed standard	Dublin Core
Durability	Sustainability of the service over a period of time	Document delivery within 2 days
Currency	Up-to-dateness of information	OPAC

Quality Criteria or Attributes

adapted from Brophy 2004

Example

Serviceability	Level of help available to users	Complaint service
Aesthetics	Visual attractiveness	Physical library, Website
Usability/Accessibility	Ease of access and use	Opening hours, Website structure
Assurance/ Competence/Credibility	Good experience with staff's knowledgability	Correct reference answers
Courtesy/ Responsiveness/ Empathy	Accessibility, flexibility and friendliness of staff	Reference service
Communication	Clear explanation of services and options in language free of jargon	Website
Perceived quality	The user's view of the service	Satisfaction surveys

Quality Criteria or Attributes

We might add:

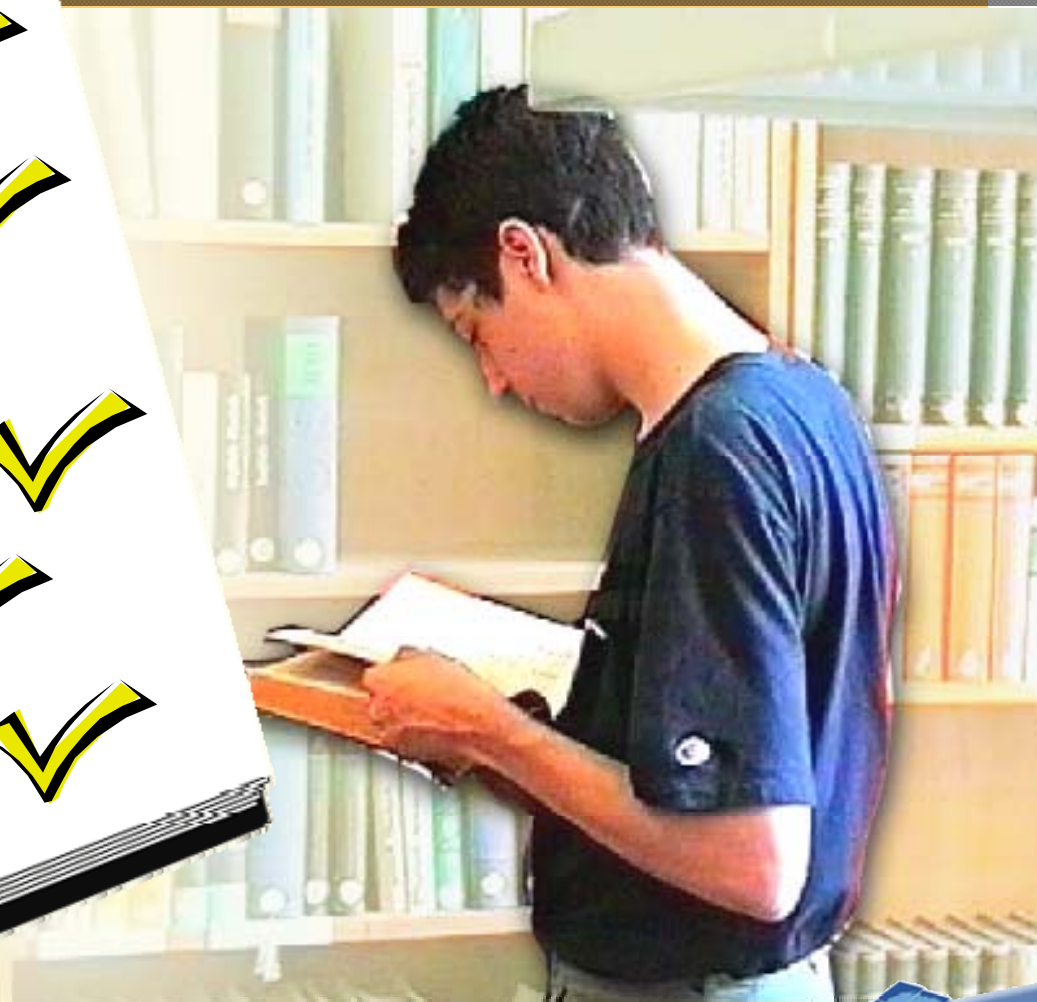
Example

Speed	Quick delivery of services	ILL
Variety of services offered	May clash with quality, if resources are not sufficient for maintaining quality in all services offered	Broad collection, Reference service in walk-in, mail and chat form

Quality: Stakeholder views

Users

- Access to information worldwide. ✓
- Delivery of information to the desktop ✓
- Speed of delivery ✓
- Good in-library working conditions ✓
- Responsiveness of staff ✓
- Reliability of services ✓



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Quality: Stakeholder views

Financing authorities

- Cost-effectiveness ✓
- Clear planning, effective organization ✓
- Positive outcome on users. ✓
- Effective cooperation with other institutions ✓
- High reputation of the library ✓



Quality: Stakeholder views

Staff

- Good working conditions ✓

- Clear planning, straight processes ✓

- High reputation of the library ✓

- Systematic staff development ✓



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Quality: Stakeholder views

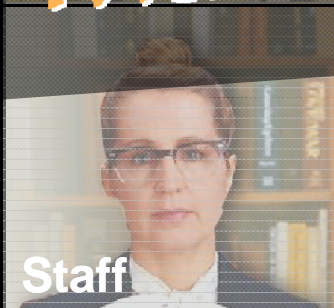
Not all of these issues may be aspects of quality, but they are important for maintaining quality



Users



Financing



Staff

- ◆ Access to information worldwide
- ◆ Delivery of information to the desktop
- ◆ Speed of delivery
- ◆ Good in-library working conditions
- ◆ Responsiveness of staff
- ◆ Reliability of service
- ◆ Cost-effectiveness
- ◆ Clear planning and implementation
- ◆ Positive outcome on users
- ◆ Effective cooperation with other institutions
- ◆ High reputation of the library
- ◆ Good working conditions
- ◆ Clear planning, straight processes
- ◆ High reputation of the library
- ◆ Systematic staff development