

University Library Client Survey



A rigorous, standardised framework that reveals what matters most in university library performance.

University libraries operate in a complex environment, balancing physical spaces, digital access, research enablement, and student experience. Leaders need more than satisfaction data. They need clarity about what matters most, where performance falls short, and how they compare to peer institutions.

Insync's University Library Client Survey (LCS) measures both importance and performance across 31 core service factors. Drawing on a benchmark database of more than 400,000 responses, we deliver a weighted performance index, best-practice comparisons, gap analysis, and advocacy metrics — giving library leaders clear direction for action.

This survey is particularly valuable when:

- You are reviewing or refreshing your library strategy
- Facilities or space redesign is under consideration
- You need evidence to support funding or investment cases
- Student experience indicators show mixed results
- Executive leaders require comparative performance data
- You want to measure progress over time

If you are asking, "Where should we focus next and how do we know?" this survey provides defensible answers.

What you can expect

A proven 31-factor framework

Students rate each statement on both importance and performance using a validated seven-point scale, allowing robust statistical analysis and meaningful discrimination of attitudes.

Importance-performance gap analysis

We identify the gap between what matters most and how well the library is perceived to perform, clearly highlighting priority areas that require attention.

Best practice category reporting

Results are reported across four weighted service domains:

- Communication
- Service delivery
- Facilities & equipment
- Information resources

Weighted performance index

A single overall performance score enables direct comparison with benchmark libraries and quartile positioning.

Benchmark comparisons

Your results are compared against peer university libraries in the Insync database, providing context for discussion.

Net Promoter Score (Advocacy)

Measure the strength of student and academic advocacy for your library service.

Executive-ready reporting

Clear, visually engaging reports that translate complex analysis into strategic insight, including scorecards, gap grids and priority summaries.

What difference it can make



Move from anecdote to evidence

Understand exactly what students believe is most important, and whether expectations are being met.



Enhance student and researcher experience

Identify the service elements most strongly linked to satisfaction and advocacy.



Prioritise with confidence

Focus on the areas with the largest importance–performance gaps before they become more problematic.



Demonstrate accountability

Provide credible, independent performance evidence to senior leadership.



Strengthen strategic investment cases

Use benchmark data and weighted indices to support funding and infrastructure decisions.



Create a continuous improvement cycle

Embed findings into planning through a structured Plan–Do–Check–Act model.

Plus, you can customise and extend

Every institution is different. We tailor the survey to reflect your context and priorities.

- **Custom institutional questions:** Align with local strategy, transformation initiatives or capital projects.
- **Cohort segmentation:** Analyse results by undergraduate, postgraduate, academic staff, discipline or usage patterns.
- **Research services deep dive:** Explore areas such as research data management, open access, metrics and scholarly support.
- **Learning space diagnostics:** Examine quiet study, group work, accessibility and equipment availability in greater detail.
- **Faculty or campus reporting:** Break down results across multiple library sites or faculties.
- **Results workshops:** Facilitated sessions with leadership teams to interpret findings and prioritise action.

Why partner with Insync

Specific-sector expertise

We specialise in education and understand the strategic pressures facing university libraries.

Meaningful benchmarking

Our extensive database enables credible peer comparisons, not just internal trend reporting.

Robust, defensible methodology

Our importance–performance framework and weighted index approach provide clarity beyond traditional satisfaction surveys.

Partnership beyond reporting

We support executive presentations, planning workshops, and ongoing tracking to ensure insights translate into action.

Clients we work with

