




Proactive Chat Reference: Lessons Learned

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Why?

Low use of existing chat

Need for a tool that's more

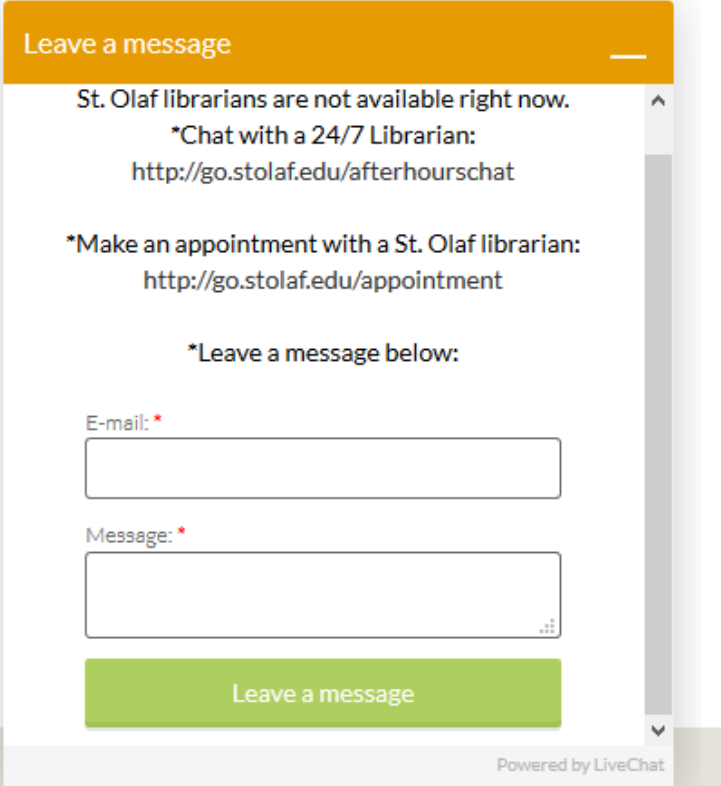
dynamic

customizable

personalized

useful in off-hours

informative about patron use



The image shows a screenshot of a web-based form titled "Leave a message" with an orange header. The form content is as follows:

- St. Olaf librarians are not available right now.
- *Chat with a 24/7 Librarian:
<http://go.stolaf.edu/afterhourschat>
- *Make an appointment with a St. Olaf librarian:
<http://go.stolaf.edu/appointment>
- *Leave a message below:

The form includes two input fields:

- E-mail: * (with a red asterisk) and a text input box.
- Message: * (with a red asterisk) and a text input box with a small icon in the bottom right corner.

At the bottom of the form is a green button labeled "Leave a message". The footer of the form area says "Powered by LiveChat".

Implementation considerations

What product?

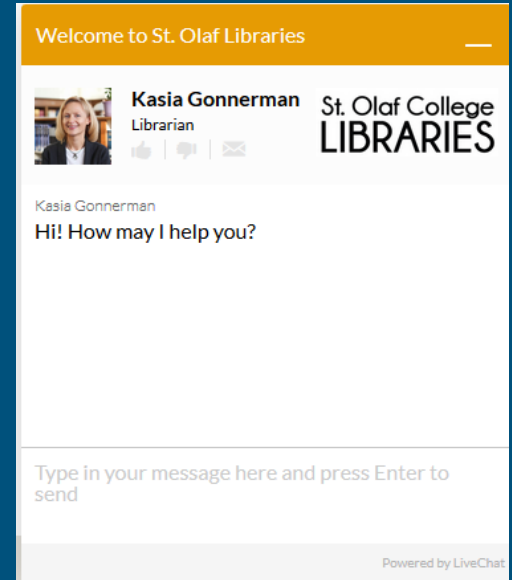
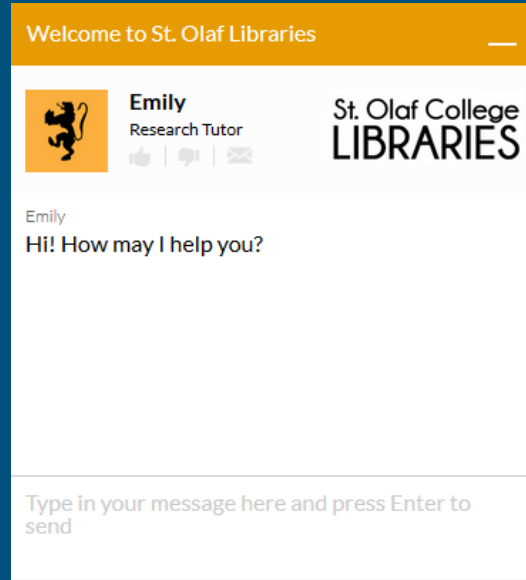
Where to embed?

What types of messages

and alerts?

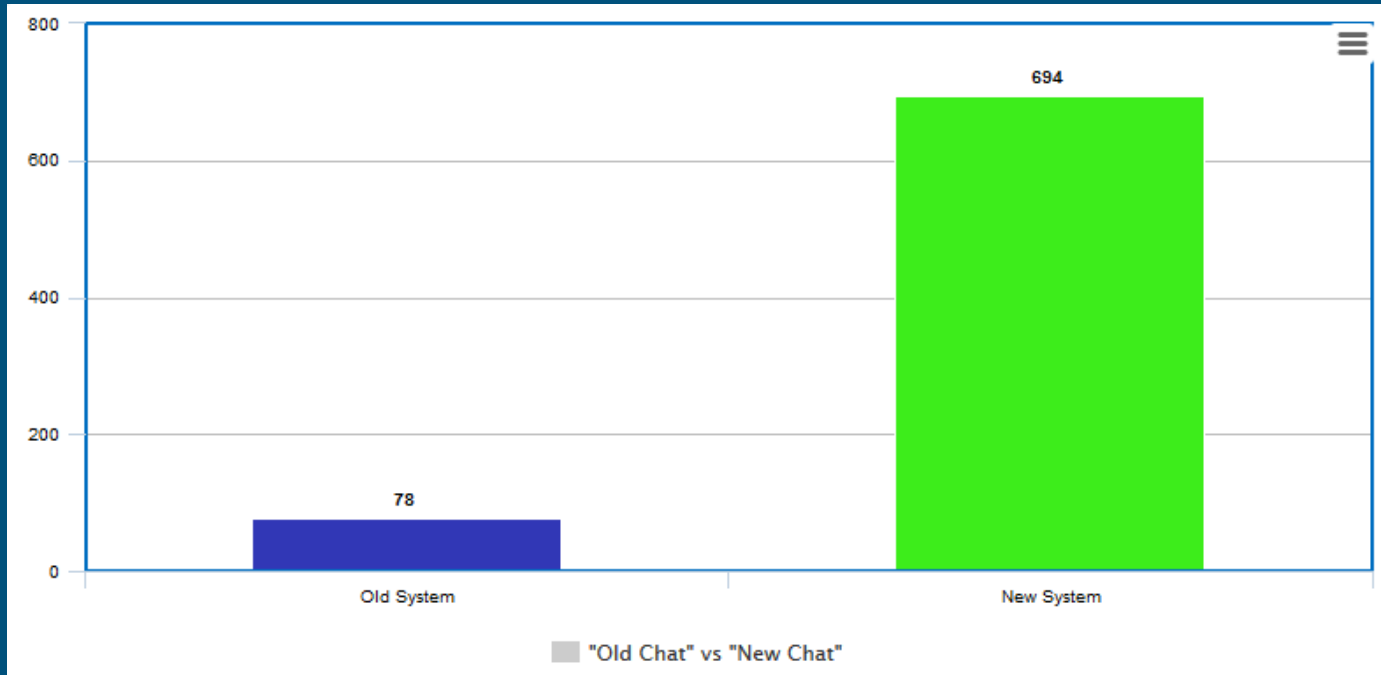
Privacy concerns

Training

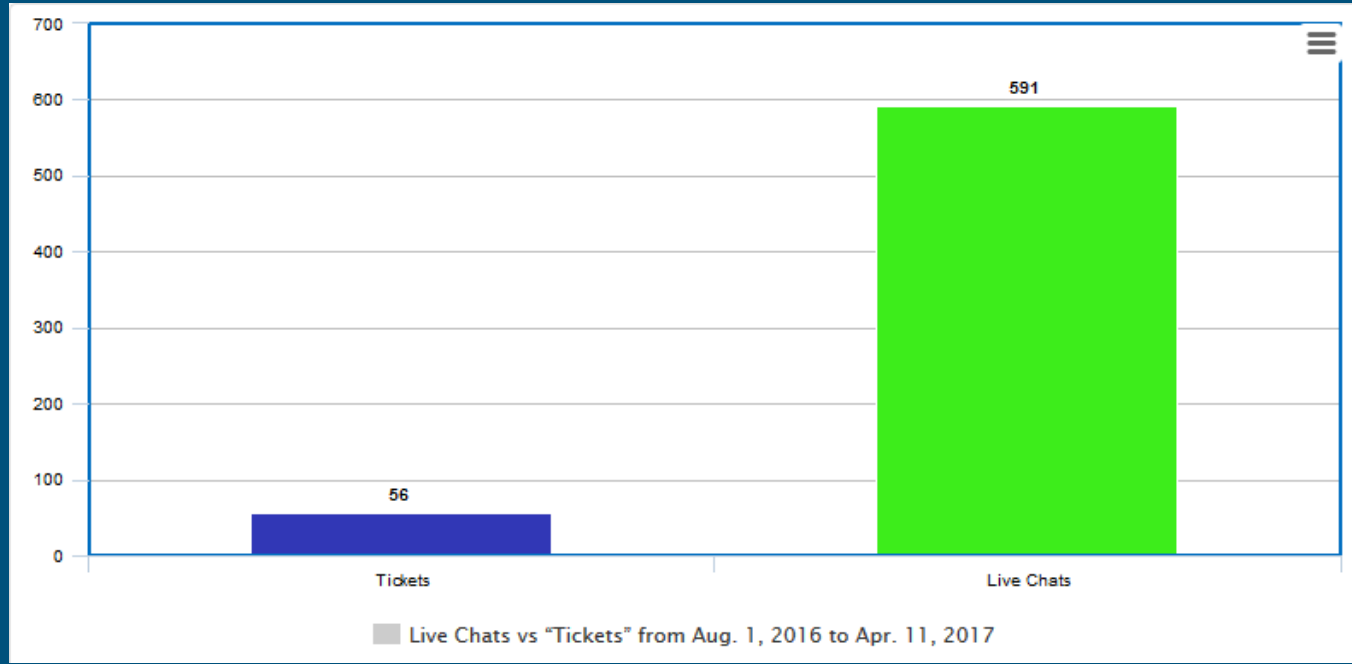


What have we learned?

“Before” (Aug. 1, 2015 to Apr. 11, 2016) and “After” (Aug. 1, 2016 to Apr. 11, 2017)

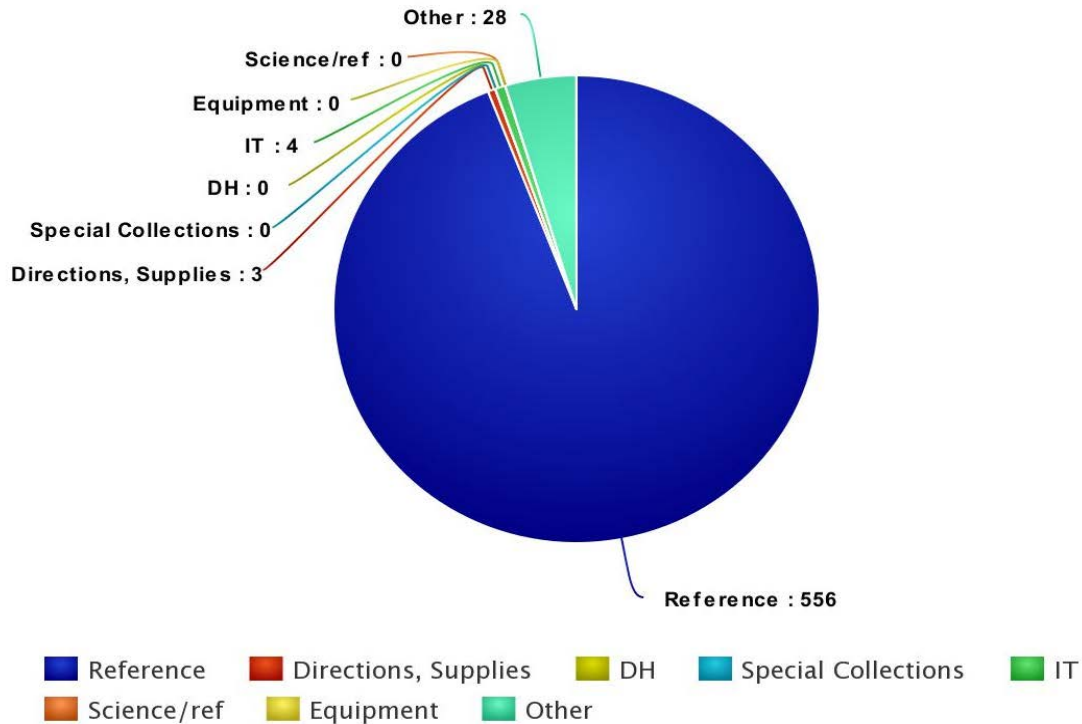


Live Chats vs “Tickets” from Aug. 1, 2016 to Apr. 11, 2017



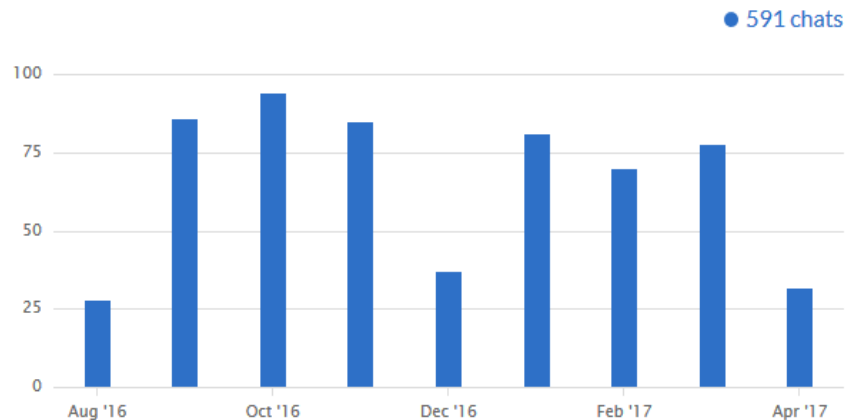
What have we learned?

Types of LiveChat questions, Aug. 1, 2016 to Apr. 11, 2017

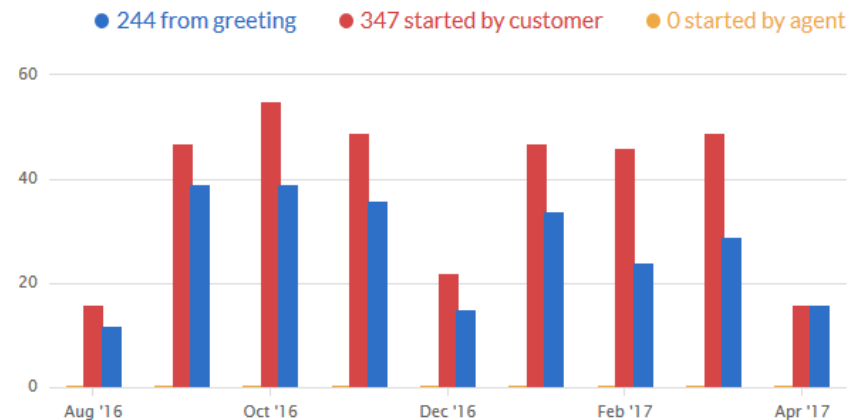


What have we learned?

Total between Aug. 1, 2016 & Apr. 11, 2017



Chat engagement



Impact on number of in-person questions at research desk

