The Finna Service: Meeting the New Challenges of Collecting Data for Measuring, Evaluation and Decision-Making in Cultural Heritage Organizations

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Control

Power

Knowledge
Control
- Users need expertise
- Users need time
- Usage patterns determined by technology

User-friendliness
- Openness
- Single point of contact
- Ease of use
- Speed
A one stop shop to replace the OPAC
Not a portal but a pathway
Finna is Swedish for “to find”
Challenges of evaluation

We may get big numbers that in reality reflect nothing of anything

How do you identify the searches made by the staff and those done by the clientele?

How to exclude reliably the hits by search robots?

How to take the fact that one search made in a system may generate searches in other systems?
Demands for cost-effectivity and showing the positive impact are growing.

What kind of information searches the clientele made in the traditional card files of a library?

Still need to agree on common rules what information should be collected!

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Net Promoter Score (NPS)

On scale 0-10, how likely would you recommend [brand] to a friend or colleague?
0 = Not at all likely - 10 = Extremely likely

Detractors: 0-6
Neutrals: 7-8
Promoters: 9-10

Adapting Reichheld (2003)
Net Promoter Score (NPS)

Promoters % - Detractors % = NPS

Reichheld (2003)
**Net Promoter Score (NPS)**

-100 %
- Everybody is a detractor

+100 %
- Everybody is a promoter

**The truth is somewhere between...**
“What changes in Finna would make you to give it a higher rating?”
The users like Finna 😊

"I would recommend Finna..."

![Chart showing user sentiment from 2014 to 2016]

- 2014: 21.7% (Detractors: 3,186, Passives: 11,919, Promoters: 14,478)
- 2015: 27.0% (Detractors: 3,186, Passives: 11,919, Promoters: 14,478)
- 2016: 29.9% (Detractors: 3,186, Passives: 11,919, Promoters: 14,478)
Thank you for your interest

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