

Research On User-Centered University libraries Information Service System

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Abstract: The traditional information service system of university's library and existing disadvantages were analyzed. On the basis of the customer relationship management principle in the western marketing theory, the necessity and feasibility of implementing customer's management of university's library were explained. Through transplanting the customer relationship management idea, the modern information service system of university's library was build up.

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The ever-changing modern information technology and the rapid growth of network information resources promote the library to develop in the direction of automation, digital and networked strongly. It makes users service in university libraries bring out the obvious nature of social, openness and academic. Due to the change of information resource configuration, user types, information service, information service content, operation mechanism and external environment, it brings great challenges to the traditional information service of the libraries. For the teaching -oriented university libraries, they have to realize own value through its own service. How to improve the information service users is one of the key tasks for the libraries which have poor service foundation.

1 Traditional University Library Information Service Mode and Its Disadvantages

1.1 The Traditional University Library Information Service System

The information service of university library refers to the activities that the university library takes all kinds of information resources and various ways to provide customers with services. The university library in the traditional sense is a library management institution which pays attention to collection development, especially in the field of information service activities. Regardless of its type and size, most of the libraries regard the development of collection as the core business. All the information service of university library focus on the literature. The scope and level of information service limited by the layout and size of the library in a great extent, and it contributes to an information service system which see the literature as the center^[1].

The object of traditional university library information service is each kind of "the readers" in the

university. But in terms of the specific circumstances, "the readers" is not refer to all teachers and students or the members who have information needs, but the users who using the information resources of university libraries belong to "the real readers".

Traditional information resources of university libraries is about mainly printed literature information and small amounts of digital resources, and on the basis carry on the secondary development, then create some kinds of information resource catalogue reference.

The information service of university libraries have not been out of the practical problem of library collection physical order and delivery for a long time. Especially for the teaching-oriented university library service with relatively poor service infrastructure, their scale of information consultation and information research is small as well as their quality is not well, and it not as standardized, systematic and universal as the lending way.

Instead of organizing the resources by optimizing the information needs of users, the traditional information service of university library pay more attention to the resource-oriented utilization and the "position" service based on collection resources. To be strictly, part of the information personnel is the resource managers rather than information servers. They are promotion managers and server that attached the resources.

The traditional information service of university library activities generally have limited time, and users could not use the literature resources collection entities and on-site service from information service personnel out the range of the library opening time. Users may also not get the information service of university library even in the opening time, since some university libraries only provide part of service at the weekend.

The traditional university library information service system is restricted by the economic and technological factors, so information resources is unitary and the information service activities is limited in a certain range. Service work regards the physical construction of the library as their positions and always gives the priority to passive service. Almost all of the basic information service includes “Collection centered--what resources to provide what service” and “librarian centered--what personnel to provide what services”. Library collection is the core and the main factor in service, and the user is the object in the subordinate position. Its information service based on providing resources. Meeting the basic needs of various users belongs to the simple information rather than the value-added service of information. Information service activities, service subject and object are concentrated in the library construction entity. Traditional university library information service system is basically an information service system with “conveniently small”, “big and loose” and “light weight” self sealing structure.

1.2 The Drawbacks of Traditional Information Service in University Library

1.2.1 Information service concept is relatively backward

The traditional information service is the “library” as the axis of the “readers-- library--readers” oriented information service mode, is an embodiment of simple information demand, and provide collection of resources as the main entities of literature. In the new environment of information technology, the information service of university library will be based on the information demand of users as the axis of the universal mode of knowledge service, implement a full range of intelligent knowledge service, provide the value-added, deep processing of concentrated, refined information service ordering^[2].

1.2.2 Information service means is single

The traditional information service of university library is relatively simple in the form, and often is a position service mode. It is bounded by university library, is basically passive waiting restricted by time and space. The traditional university library reference mode is simple to carry out interactive, teaching and publishing of the reference in the physical space, can be very good to meet the information demand of users. In the new environment, information consulting services, all resources will be organized into a logical whole, users can through an integrated service system of “one-stop” access to information and related services, achieve all-round, all-weather consulting services.

1.2.3 The knowledge of information service staff is aging

Information service is relatively high demand for

the staff related knowledge and knowledge structure, and existing staff’s knowledge structure in university library more difficult to adapt to the needs of user information demand. In the information society, as the information resources’ manager, organizer and disseminators, the information retrieval and uses’ navigator and pedagogue, the university library staff should change their knowledge structure, improve the comprehensive quality of information; Facing with a large number of non-native language and data information, must analysis, research, restructuring all kinds of information source, and make the user's information needs to match. The new information service personnel must have compound talents in library and information science, English, information technology and professional knowledge.

1.2.4 Information resource system is not complete

The traditional library information service is mainly relying on the printed literature information resources, and the information resources are mostly according to the “small and complete”, “great and construction”, which has not formed the museum's unique collections, and too much attention to “possess” that emphasizes the collection and inter library loan to achieve a higher rate of literature guarantee. Under the environment of network, the concept of “physical collection” will gradually fade, the college library is more access to a wealth of cyber source, and let the user to utilize, develop from single static real collection to dynamic and virtual collection, information resource collection strategies from emphasize collection to emphasize division until emphasize access^[3].

The traditional information service mode in university library, because of the shortage and deficiency, the effect of information service and information demand of the user satisfaction can imagine. Most of the information service of university library in the information service basically in traditional phase.

2 User-centered Information Service System

Information service concept is the basic idea of information services. In the new environment, information service work should always focus on the information needs of users, all the work of the University Library are put the user at the center. From the perspective of the user's needs of information to organize and evaluate the university library service, in order to improve customer satisfaction as the ultimate goal, in the course of construction of the new information the service concept, widely used in the business world can be transplanted customer relationship management concept idea to rebuild the university library information service.

2.1 Customer Relationship Management Principles

Customer relationship management originates from western marketing theory. Its background is related to the new economy and new technologies. It originated and developed rapidly in the United States. Industrial economy based on “products” seller's market-oriented production economic times. With the increase in productivity due to greatly enrich the goods and the emergence of a relative surplus, customers need to present personalized features. In order to improve the “customer satisfaction”, companies must complete grasp of customer information, accurately grasp customer needs, respond to the individual needs of fast. In this context, customer relationship management theory is constantly being improved, and gradually be improved.

Currently the definition of customer relationship management, there is not a unified accurate statements. Comprehensive analysis of the various definitions, We think: Customer Relationship Management is an enterprise continues to accumulate, analyze and use customer information based on comprehensive, customer-oriented mode of operation in accordance with the reasonable allocation of corporate resources, operational support and standardized management through the system to meet customer demand, which improve customer satisfaction, loyalty, and enable enterprises to maximize profits.

Customer Relationship Management is a management philosophy, its core idea is to information to organize the customer as the most important asset of information to organize, through the improvement of customer service and in-depth analysis of the customer to meet customer demand for personalized, create value for our customers more much more will be possible to enhance customer satisfaction, improve customer loyalty, in order to achieve and maintain customers, help to increase the value created for enterprise customers to maximize corporate profits.

Customer Relationship Management is a management system designed to improve the management mechanism of the new relationship between organizations and customers, can be applied to the field of customer-related business marketing, sales, service and technical support.

At the same time, customer relationship management is a management software technology, information technology, Its is the sum of the hardware and software system integration and application solutions management approach is to help organizations manage customer relationships ways and means, is a series of sales, marketing, customer service of process automation software and even hardware systems.

As market competition intensified, the traditional

business management thinking more and more difficult competent dynamic customer channels and relationship management, customer relationship management, network environment not only brought major changes to the enterprise management mode on, but also include books development of various social organizations, including the museum has very important significance.

2.2 Customer Relationship Management of University Libraries

Currently, customer relationship management is mainly used in the business community. University Library, although different companies, is a nonprofit organization of public information, but “promising only bit” and therefore, the university library is also facing competition in the market competition and development^[4]. How to learn from business formation and after some efficient organization and management of long-term operation of the market test methods to stimulate service potential, the effect is the enhancement of information services in the library community has been concerned about the fierce competition in the market, and foreign libraries have in this regard been achieved good results.

2.2.1 Necessity of university library customer relationship management

Currently, all types of library information service has formed a certain scale, with certain advantages, such as relatively fixed users, more stable supply chain literature information resources, more advanced equipment and databases and business knowledge skilled professional personnel. With the development of information technology and user demand information services to the intelligent, digital, network, personalized direction, competitive information market has become increasingly fierce. In the information age, the traditional concept of university library information service be a great challenge, how to keep the university library in the information services industry's competitiveness and achieve the development of the library community had become a serious problem to face. Therefore, from the highly innovative information services to examine the University Library Information Service in the information age, the modern advanced management ideas transplanted to university library management mode, in the library and information service development process of university digital library, a comprehensive introduction customer relationship management, can provide the core of the University Library resource management tools to become university library to provide personalized information service based information services to better meet the needs of market competition, break the shackles of traditional concepts, will give the library manage a huge leap.

2.2.2 The feasibility of the implementation of customer relationship management in university library

The implementation of customer relationship management in libraries of colleges and universities to meet the requirements of the “user centric”, but also in line with the strategy of sustainable development requirements and the individualized information service of university library user requirements. From customer relationship management identification, selection, development and maintain the customer's business model, can truly user-centered in the college library management and services. Through business process re-engineering based on user information needs as the core of the organization structure, Establish a rapid response mechanism user information needs and standardize user-centric business processes, to provide user information demand driven products and services, allowing users to get real “core” and “God” feeling, so as to cultivate customer loyalty. At the same time, the rapid development of modern information technology provides the necessary technical support for different types of Library in the implementation of customer relationship management; we can fully understand and meet customer information demand, can improve the ability to respond to user.

3 The Construction of University Library Information Service System

In the digital and networked information services market environment, the traditional information service institutions faced the dilemma of existence, only to break the shackles of thinking and behavior, innovative service models, to strive to develop space in the information service market in rapid change and fierce competition. In order to make better use of information resources of the university library, to meet the user's information needs, through the transfer of customer relationship management to the construction of information service system of modern university library.

3.1 Subject knowledge service

In the introduction of the business process re-engineering of organization structure in the process of modern library, university library according to the school discipline distribution and the setting of the specific situation, the establishment of the subject information service center according to the subject of professional requirements, this is the first step of information service model innovation. Subject Information Service Center carries out information services actively, in particular should pay attention to form and development of scientific analysis disciplines, using the effective way to gather information resources, and vigorously promote and

continuously improve the problem of information integration services.

3.2 Information service marketing management

With the aggravation of the competition between the information service industries, the marketing activities have attracted more and more attention to information service industry. As an important part of the information service of library, as a public institution, through the introduction of marketing management, change the service environment and image in the market fundamentally. Use of marketing management to improve the visibility of the library, the promotion of information products and services to meet the information needs of users, to enhance all types of library information services competitiveness is very valuable.

In order to change the current information services, particularly in emerging information services paid insufficient attention to the situation, the university library by setting up a dedicated customer service department to enhance information services marketing management, improvement and optimization of modern library information service model. The customer service department to collect information from the internal needs of the user and user's external environment, auditing, monitoring and evaluation, found that the information resources of the university library, analyzes on the information service of University Library in the strengths and weaknesses, its purpose is to establish the university library information marketing strategy and implementation of marketing information service. The customer service department of information services and the quality of the product, the level of service, pre-sale after sale service and other factors to consider the implementation of specific marketing strategies.

The customer service department to make full use of the existing information technology carries out various forms of marketing to attract users. Enhance the user and between staff exchanges and communication, enhance interaction, establish a good image of university library users in mind, building service brand. At the same time committed to the common development of user and university libraries, participating users to build their own knowledge system, under the principle of balanced rights and obligations, as far as possible to the user's knowledge system into the digital library information resource system. University Library in the process of carrying out the information marketing, always centered on the user, to the user's information demand satisfaction as the goal.

3.3 Vertical personalized service

The traditional university library information services are faced to the public school teachers and students, and it's characteristic is widespread, but not

deep, it can't solve some fundamental or deep-seated problems of the users' information needs. Therefore, due to the lack of initiative and personalized information services, the satisfaction of the university library information services is getting lower and lower. The library of the university should take interactive services and provide quality and innovative information services, which is based on the users' potential needs. The library of the university should be changed from providing information trail, bibliographic data or information reference data service to the vertical services for the users' individual needs.

The vertical information service is specialized, personalized, quality and creative. It is serviced to enable the user information needs of the new environment has been greatly satisfied, which plays an important role in the library information services. Under the conditions of modern information technology, the concepts and methods of customer relationship management are put into the university library information service, and the user's basic information, user behavior information and user needs information received unprecedented attention, which provides an excellent initiative for the implementation of personalized information services foundation.

When the library of university implements the vertical personalized proactive information service, it should build an information space to adapt to the individual psychological and behavioral, which is based on the concept of service and technology. Then set up an information resources system and user information file system to understand the users' information needs comprehensively, which are based on the retrieving and utilizing the characteristics of individual users.

In nowadays, the personalized service is changing the type of libraries, which is "I offer what and the user use what" mode in the past, and creating a new develop mode which is "user needs what, I'll provide what", and it has brought competition and the development for the university library information services market. The library of university should make full use of modern information technology, and carry out personalized information services for the university's key users. Then make personalized information services become a core capability, and promote its sustainable development.

3.4 Proactive service

The traditional library information service requests the users "come to my place, and use my resources and equipment". One hand, the information services are constraint by the entity resources and physical space; on the other hand, it has seriously hindered the sense of service staff, and forming a passive waiting service concepts. As the development

of digital and network, the space problems of museum services are gradually fade, the supporting platform of web services growing mature, university library's information service requires initiative from the macro, mining community information needs, and finding service opportunities, and then occupy the services market^[5]. In addition, from a micro perspective, the university library information service activities cannot be limited to meet the information needs of a single user; users should be involved in the problem-solving process, providing comprehensive information service in the whole process.

The university library in abroad and the domestic research university use modern information technology; construct the digital reference service system based on a variety of forms, which carry out the active information service. We can use artificial and technology combination of active information service mode of university library at present. According to the user's information demand, the university library staff or team from the physical information resources and virtual information resource database, search related information actively, then the information through the user's e-mail, Short Message and others modern way of transmitting information to the user's hands. In order to improve the effect of active information service, in the process of pushing information, provide feedback to user demand for information service effect. The feedback information will be further analysis, be used to adjust the information requirement of the user database, so that the information demand of the user database and constantly improve, real close to the user's information demand.

The main points and the innovation of information service of university library, is from the resource oriented information service to the user oriented information service mode, so as to establish the information service mechanism of user oriented^[6]. In the process of setting up the model of university library information service mode, pay attention to the information service mode innovation, such as digital reference service, information technology support service, subject information navigation service etc. By the transplantation of the concept of customer relationship management, the establishment of university library information service system is a complex project, but no matter what kind of service model, to all customers at the center. As the basis of users' demand, the university library will continue to innovation and development, build the digital information service mechanism based on user, rather than the information service mode based on resource or mechanism.

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