

## Information for Managers

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A ready-made business case to help persuade key decision makers of the merits of taking part in the service is available below. This business case was sent to all Chiefs and Heads of Service at the beginning of December 2008.

Information for Managers 2008-2009 415.50 Kb along with the following letters:

-  
Non-Subscribing authorities letter

- Subscribing authorities letter

### Resources for libraries

- Download the Tavistock Report 2007-11-09 17:38:31 370.04 Kb
- View the October 2008 Consultation Plan for Delivering Digital Inclusion (October 2008):  
<http://www.communities.gov.uk/documents/communities/pdf/1001077.pdf>

Additional service benefits that you get from participating rather than just linking are:

- service participation used as an effective training tool not just for IT, but for reference skills, searching and using qualitative data and good customer service.
- a heightened awareness by staff of electronic subscriptions, thereby increasing staff awareness of the subscriptions and then the ability to better help your citizens.

- ability to have local questions referred within the software to enable citizens to be serviced by their own library staff.

- making every customer contact count as all referrals can be tracked within the software and queries can be sent anywhere within the council for a reply. These can all be tracked to ensure there is a full customer contact audit.

- the ability to create adhoc as well as permanent local chat or email services - authorities have been incredibly innovative and to date have conducted:

- Ask an Author
- Ask a Councillor
- Ask a Communications Director (for internal council staff)
- Ask a Chief Executive (as yet,, sadly no Ask a Chief Librarian)
- Ask an Environmental Officer
- Ask a Music and Drama Librarian
- Ask a Genealogist (some involving volunteer groups)
- Homework Helper services
- Full time complimentary local chat services
- Local ask sessions in conjunction with other departments and Age Concern

There are many additional benefits to be gained from participation in the service, rather than linking for free.