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úložiště
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literatury

Vyhodnocení mystery shoppingového průzkumu Národní technické knihovny 2015

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Instructions for National Library of Technology (NTK) 2015 Mystery Shopping Participants

Includes:

- Basic information about mystery shopping
- Basic information about NTK
- Scenarios for each area of research
- Review forms

Basic information about NTK mystery shopping research

Mystery shopping research takes place between **30 November and 11 December**.

Please be aware of the library opening hours.

What is mystery shopping?

During mystery shopping research, you will act as a common library customer and ask questions, borrow books, etc. You will be provided with information informing you of the correct answers to your questions, as well as the actions the librarian should be taking. This will help us determine if the library is running as it should be.

Try to act as you normally would in a library. If you will be taking notes—you don't have to do so, but this may help you when filling out the review form—please do so discretely at a table, or somewhere the librarian won't see you. The employees of the library will be aware of the research, meaning they may recognize suspicious behavior and alter their own as a result.

If you have any questions, please contact a mystery shopping coordinator at mysteryshopping@techlib.cz, or call +420 773 683 824.

What will I need?

You will need to be registered at the library, which will include the creation of a library card and other services. You will be charged for these services, but all costs for research purposes will be reimbursed. The money will be returned to your library account and can be collected at the library cash desk.

Due to these costs, please make sure that you have sufficient funds, whether cash or credit card, when visiting the library. You can also transfer money directly from your account into the library account on our website if your credit card allows online payments.

If you are not a registered customer of the library, you will need 400 CZK. If you're already registered, you will only need 200 CZK.

Don't forget to bring:

- Identity card
- A smart card with a photograph – such as ISIC, OpenCard, InKarta of Czech Railways, or others (If you don't have one, you will receive one during the registration process for a fee of 200 CZK.)
- Paper for notes, pen (or audio recording device)
- Cash or credit card

During the research, please find a few free moments to step away and discretely take notes about any encounter with a librarian or at a workstation. Notes will help you fill out the review form. If you don't take notes, please try to remember your encounters to the best of your ability.

What will I review?

- Web
- Phone call
- Personal visit

Max. 10 minutes per task

Review forms

You will be given a specific form—or section of a form—for each area you're asked to review. The review process will have two components: scores and written evaluations. Both provide equally important feedback. Please don't neglect the written commentaries. Mention your encounter or task, how it went, how you felt about it, and if any problems occurred. If none occur, we also welcome you to express your satisfaction with our services. Please be thorough; note anything that comes to mind. Use the questions provided on the forms to help you write your commentary. If there is not enough space on the forms to express yourself, please use the back side of the paper, and mark the specific task on which you are commenting.

The reviewing scale is as follows:

Score 1 (best)

Score 2

Score 3

Score 4

Score 5 (worst)

Score 6 is for tasks that you are not able to review (please write why you were unable to do so)

What is my role in this mystery shopping research?

- Registered student
- Foreigner

What do I do after the mystery shopping research?

Forms with the results of your observation will be given to a mystery shopping coordinator through 14 December, either in person or via email. The coordinator will review your results during a personal meeting, which will take place after you have submitted the form. The date of the meeting will be set individually with each mystery shopper.

If you have any questions, or if an issue occurs, please contact the mystery shopping coordinator using the information provided below:

Jana Orlová

mysteryshopping@techlib.cz

tel.: +420 773 683 824

Basic information about the National Library of Technology

Opened in September 2009, the National Library of Technology is a public library containing mainly technical literature.

There are six stories above ground and three stories underground. Below the ground level, you can find book deposits, garages, and a car wash.

Floors one and two are mainly for customer service, while floors three to six contain bookshelves and computer terminals. A librarian is on duty from 8:00 to 16:00.

Our books and journals mainly focus on science, technology, and nature, but you can also find information on other subjects, like economy or the humanities.

There are four entrances to the library building. To enter the library spaces located within the building, you need to enter through the glass section—with turnstiles and rotating doors—in the middle of the ground floor. A security employee can assist you at the turnstiles, if need be.

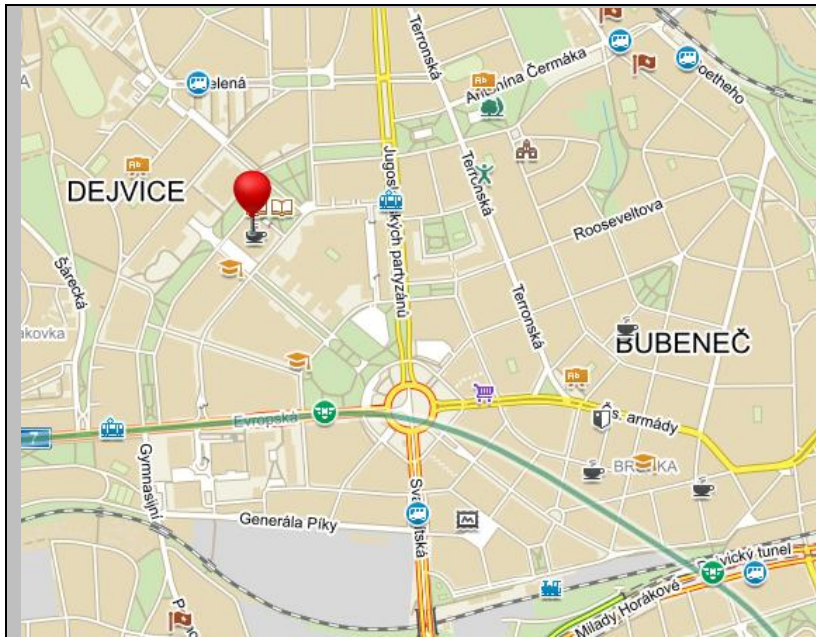
The librarians don't just stay at one workstation, but instead regularly change workstations throughout the day. On floors three to six, you can find employees from other departments—who do not primarily specialize in customer service—at the workstations.

Most of our patrons are students of the surrounding universities.

Last resource table

Library address: Technická 6/2710, 160 80 Prague 6

[map](#)



[National Library of Technology Opening Hours](#)

Weekdays: 8:00 - 20:00, Saturday: 10:00 - 17:00

Phone number: [232 002 535](tel:232002535)

E-mail: mysteryshopping@techlib.cz