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Advancing Digital Empowerment
of Libraries in Europe

Case studies template

PR2



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Introduction

This document provides the template for the development of the Case Studies on digital transformation in libraries.

The ADELE project aims to contribute to the internationalisation of organisations that choose a path of digital transformation. Through the network they can connect, collaborate, compare, and exchange ideas with organisations across Europe and beyond.

The 100 case studies are aimed at initiating the digital transformation of libraries and inspiring libraries that want to improve their performance on certain areas of the tool.

The areas of the ADELE tool cover the use of digital technologies in libraries from different perspectives: management, infrastructure and equipment but also lifelong learning, users training opportunities and community and stakeholders involvement.

The case studies may be linked to an activity, a service, a new professional profile, an initiative, a place or a library infrastructure in line with the areas and the statements of the ADELE tool. We aim to create a database of good practices to foster innovation and the adoption of digital practices in the library.



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<p>Library presenting the case study (Name, city, website and contact details)</p>	<p>Name: Regional Library 'Pencho Slaveykov' City: Varna, Bulgaria Website: www.libvar.bg General email: office@libvar.bg Contact email: digilab@libvar.bg</p>
<p>Title of the case study</p>	<p>The Ellie ChatBot</p>
<p>Area of ADELE tool illustrated by the case study <i>Please underline the selected area</i></p>	<ul style="list-style-type: none"> <input type="checkbox"/> <i>Management</i> <input checked="" type="checkbox"/> <i>Infrastructure, Equipment and Support</i> <input type="checkbox"/> <i>Continuing Professional Development</i> <input type="checkbox"/> <i>Self-reflection on digital competences</i> <input type="checkbox"/> <i>Learning opportunities on digital competences for users</i> <input checked="" type="checkbox"/> <i>Collaboration, Networking, and Community</i>
<p>Description of the experience: aim, methods and outcomes</p>	<p>Aims:</p> <ul style="list-style-type: none"> ● Better service for users. ● Extension of working hours. ● Assigning specific library functions. ● Attract users. ● Increase the volume of communication in social networks. <p>Method:</p> <ul style="list-style-type: none"> ● Readers have questions! We have answers! <p>Outcomes:</p> <ul style="list-style-type: none"> ● There is always a new way to be in touch with users!
<p>Resources needed to implement the idea <i>Please, provide any link and/or send them in attachment</i></p>	<p>In our opinion a chatbot operating as a reference librarian will be the first-implemented AI application within GLAM organizations. The complicated process of chatbot deployment can be reduced to these key steps:</p> <ul style="list-style-type: none"> ● Business case development; ● Going through the design process; ● Deciding who you need on your team; ● Selecting the right tools; ● Building the chatbot; ● Integration with your other systems; ● Deployment management; ● Data security & privacy; ● Launching your chatbot; ● Legal requirements.
<p>Target groups</p>	<p>All users</p>
<p>Elements of innovation</p>	<p>From March 2020, the Pencho Slaveykov Public Library managers realised that The Bot was "the right person" to answer all user questions both during and outside library operating hours. The software assumes responsibilities never intended for library managers. Ellie, largely unknown prior to the case study, became popular very quickly. Initially, the average number of questions the chatbot answered each month was between 600 to 1200.</p> <p>The chatbot became a sustainable service over the course of three</p>



	<p>years (2020-2022). An unusual feature of the Varna library chatbot is the number of returning users at 92 %. In similar cases the average number of returning users in such services is around 75%. At Varna we have an extremely high number of returning users, demonstrating that this service is sustainable and well-positioned to continually attract more users.</p>
<p>Tips to other library staff using this idea</p>	<p>Suggestions: There's an AI for that:</p> <ul style="list-style-type: none"> ● Unpredictable power ● Intelligent Research Assistant ● Useful activity on the Internet ● New type of library users <p>One of the chatbot's essential features is to be available online 24/7. Ellie is assigned to answer all questions users might have, and library users are very active twenty-four hours in the day. Almost 26% of users would like to be able to communicate with the library when closed, and the chatbot perfectly fulfills this need.</p>
<p>Keywords</p>	<p>#chatbot #reference #digitalservice</p>
<p>References</p>	<p>Website: www.libvar.bg</p>