

OCLC QuestionPoint and Texting



U.S. libraries that subscribe to both QuestionPoint® and Mosio's Text a Librarian™ can now receive SMS text questions in QuestionPoint at no additional cost.* This allows the QuestionPoint library to integrate all its methods for receiving questions—e-mail, chat, text messages, and even telephone and in-person (via the Add-Question feature)—into one interface for answering, referring, tracking, and reporting.

Why texting?

Texting is already the communication medium of choice for most teen-agers and young adults. And it is fast gaining ground with older users as well.

By integrating Mosio, one of the fastest-growing texting aggregators in the United States, with QuestionPoint, you can text with your users yet enjoy all the advantages of the QuestionPoint platform:

- Referrals if needed
- Notification and assignments
- Statistical reports
- Scripts

Without having to learn new software and passwords, libraries also have access to the tools necessary to keep texts brief and economical for the user:

- Easily distinguishable TXT MSG indicator
- Character counter so you can keep your response short
- URL “minimizer” to shorten long URLs and keep the character count under control

Convenient and Economical

Libraries contract with one text aggregator and one virtual reference service rather than needing to manage licenses with multiple carriers or learn how to use several software packages. Likewise, because QuestionPoint works with an aggregator instead of individual carriers, we have been able to contain the costs for this service, resulting in no price increase for our libraries.

The screenshot shows the 'New Questions' section of the QuestionPoint interface. It features a table with columns for question ID, received/updated dates, and assignment status. The questions listed include inquiries about Steinbeck, family history, course reserves, and database URLs.

Question ID	Received/Updated	Assignment
15791: TXT MSG: need Steinbeck East of eden. Do you have?	Received: 2010/02/23 13:59:21	-- Unassigned -- Patron: TXT Patron
15789: TXT MSG: want to surprise my mom w family history. Where to begin?	Received: 2010/02/23 13:47:21	-- Unassigned -- Patron: TXT Patron
15788: TXT MSG: I'm in lib. Where are course reserves?	Received: 2010/02/23 13:40:45	-- Unassigned -- Patron: TXT Patron
15776: TXT MSG: When do you open on Sat.?	Received: 2010/02/11 18:24:28 Updated: 2010/02/11 18:29:32	Assigned to: PAULA RUMBAUGH Patron: TXT Patron
15770: TXT MSG: What date did Amelia Earhart NOT land on Howland as planned?	Received: 2010/02/10 18:31:19 Updated: 2010/02/10 18:50:30	Assigned to: Louise Thadden Patron: TXT Patron
15747: TXT MSG: . Please send url for your databases	Received: 2010/02/02 16:07:39 Updated: 2010/02/02 16:16:39	Assigned to: PAULA RUMBAUGH Patron: TXT Patron
15744: By how many votes did President Leonel Fernandez win in Dominican Republic?	Received: 2010/02/02 16:04:23	-- Unassigned -- Patron:

New questions

The screenshot shows the 'Answer Question' interface. It displays a question about Steinbeck and provides a text area for the answer. Below the answer area, there are fields for 'Long URL' and 'Shortened URL', along with buttons for 'Send Answer', 'Save Draft', and 'Cancel'. A character counter shows 162 characters remaining.

Answer questions

* Discounts may be available to current and future subscribers of both services.

Integration with QuestionPoint's reference management capabilities

- Reports and statistics provide information on text messages within the context of the total reference service at your library, to compare texting traffic with general chat, e-mail, telephone, and walk-up traffic.
- Text message transactions are available for review and analysis

The reference services advantage

Text a Librarian manages text messages so that any replies from patrons within two hours of your answer will be part of the question string. New questions that are really a continuation of the old do not skew statistics.

You can quickly find and reuse answers to often-asked questions, and copy them into the text box. Or, ask the patron for an e-mail, and follow up with more in-depth information or elaboration from a partner expert. It's all tracked in one transcript.

Virtually no set up

For libraries with a Text a Librarian account, set up is no more than logging into TAL and entering your QuestionPoint institution ID in the field provided in the Edit Board & Footer page of the Microboard Administration.

My QuestionPoint Support Help OCLC

Home Reports Librarian | Institution | Group | Virtual Group | QP Usage | Suggest A Report

Institution Report

Ask Service

Daily Report 2010-2 (OCLC Product Services -- (Test Account 1))

Daily/Monthly Breakdown Stats:

All statistics here are reported in Eastern Time (-5 GMT)

Time Period	2/1	2/2	2/3	2/4	2/5	2/6	2/7	2/8	2/9	2/10	2/11	2/12	2/13	2/14	2/15	2/16
Questions Referred via E-mail	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0
Questions Received via Direct Entry	0	5	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Answers Sent	0	2	0	0	0	0	0	0	0	0	11	0	0	0	0	0
Questions (Total) Received	0	8	0	0	0	0	0	0	0	0	2	0	0	0	0	0
Text Messages Received	0	3	0	0	0	0	0	0	0	0	2	0	0	0	0	0
Text Messages Answers Sent	0	2	0	0	0	0	0	0	0	0	10	0	0	0	0	0

Daily/Monthly Breakdown Stats(2/17-2/28):

Time Period	2/17	2/18	2/19	2/20	2/21	2/22	2/23	2/24	2/25	2/26	2/27	2/28	Total
Questions Referred via E-mail	0	0	0	0	0	0	0	0	0	0	0	0	1
Questions Received via Direct Entry	0	0	0	0	0	0	0	0	0	0	0	0	5
Answers Sent	0	0	0	0	0	0	0	0	0	0	0	0	13
Questions (Total) Received	0	0	0	0	0	0	0	0	0	0	0	0	10
Text Messages Received	0	0	0	0	0	0	0	0	0	0	0	0	5

Institution Report

Question Order:

Time Zone: Local time is currently 10:37 AM - Refresh

Text for Instructions: Success! 1.Reply to this text w/ your question or msg 2.Save 66746 in ur phone as "devoclc" in case you are asked for it later More: http://mos.io/i

SMS Footer: -- devoclc --

Twitter: Show "Post to Twitter" option.

QuestionPoint ID:

QuestionPoint integration is currently: ON

devoclc

Edit Board & Footer
Board Members
Answer Templates
Auto Responder
Deleted Questions
Quicklink Management

Reporting
Question Statistics
Top 10 Responders

Outgoing Text Counter
Export Questions

Marketing
Patron Marketing Materials

Quick Links

Quicklink Management

My Favorites
New Features Updated Mar 17, 2010
7 Day Quick Tip Emails
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Instructions



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