



CASE STUDY

Ripple Effects of Long Overdue Patrons

Impacting More Patrons Than You Realize?

AT A GLANCE

There is a critical need for a service like Unique's Gentle Nudge. Not only does it expedite the return of overdue materials, but it creates a more seamless experience for all patrons involved. It reminds us that the act of borrowing and returning isn't isolated but part of a broader ecosystem where everyone's actions impact others.

KEY METRICS

STUDY



5,000
Materials



1,200
Patrons



Multiple
Libraries

FINDINGS



For Every
4 PATRONS
Long Overdue



An additional
3 ITEMS
On Hold For Other Patrons

DATA ANALYSIS



Recent data analysis from Unique Library has uncovered a ripple effect that's much larger than we might have expected. With sample size of over 1,200 patrons and 5,000 items spanning multiple library sizes, patron populations and dates, we made an illuminating discovery.

FINDINGS



The data showed for every 4 patrons referred to our Gentle Nudge service, an additional 3 patrons are indirectly impacted. How? There are 3 items on hold for every 4 long overdue accounts. Patrons with materials on hold are the silent majority affected.

Consider the numbers at scale: if you have 20 patrons qualifying as long overdue, there are another 15 patrons at a minimum who have holds waiting for those very materials. In essence, the Gentle Nudge isn't just nudging one individual to return to the library as a patron in good standing: it's potentially facilitating a positive experience for multiple patrons.

BENEFITS OF HAVING A SYSTEM



1

A Boosted Patron Experience

Addressing long overdue patrons allows more patrons already in good standing to access the materials they've been eagerly waiting for, ensuring continued patron satisfaction.

2

Revving Up Circulation

When materials are returned promptly, circulation becomes more efficient. Faster circulation means happier, more engaged patrons.

3

Asset Optimization

With Gentle Nudge, materials spend less time lost and more time in the hands of eager readers, ensuring libraries get the most out of every asset. Additionally, less popular materials will have to go through the costly and time-consuming repurchasing process.