

CHANGING EXPECTATIONS OF OUR USERS

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With a changing user audience, how will expectations change?

- Users will know what computers can do and will indeed expect service, not just "hope" for service.
- Users will expect all services 24 hours each day, seven days a week.
- Users will expect us to come to them, any time of day or night.
- Users will expect personalized, prescriptive service, tailored to their individual needs.
- Users will expect infinite variety.
- Users will expect access to services anywhere, from anywhere.
- Users will expect near-total transparency.
- Users will expect user control of all aspects of service--or, at the very least, the illusion of user control.
- Users will expect service to be provided in modular, interchangeable units.
- Users will expect reduced costs.
- Users will expect bigger and better from us, and smaller and better.
- Users will expect service that is user-friendly according to the user's personal definition.
- Users will expect on-line, off-line, hands-on, and human service on a demand basis, no waiting.
- Users will expect a "matchmaking" service that puts them in touch with others of similar interests.

In short, users in the coming decade will continue to expect the impossible. And User Services personnel will continue to labor to give them the impossible.