

## The Hong Kong University Library Transforms its Patron Experience with the campusM Mobile App

### Executive Summary

In 2019, digital strategy leaders at the University of Hong Kong Libraries (HKUL) were looking for a modern, mobile platform for library services. After assessing the performance and specifications of several campus apps and consulting with senior librarians from other institutions, in Feb 2020 they chose Ex Libris campusM.

Following a timely and straightforward implementation by the Ex Libris team and Account Manager in May 2020, all HKUL users now benefit from a single-entry point to library services. HKUL's extensive library community, which includes students, researchers, instructors and even alumni, can download Mobile@HKUL to any Android or Apple mobile device or access it through the University's web portal.

### Key Benefits

- Increased patron engagement with easy smartphone access to library services
- Reduced library spending with push notifications
- campusM infrastructure enables library staff to plan for future functionalities

### About the University of Hong Kong Libraries

The University of Hong Kong Libraries is an essential part of the educational facilities provided to current students and staff by the University. The Libraries advances the teaching and learning, research, and knowledge exchange pursuits of the University through its outstanding resources, people-centred services as well as its innovative and collaborative approaches.

The Libraries consists of the Main Library and six branch libraries, namely the [Dental Library](#), [Fung Ping Shan Library](#), [Lui Che Woo Law Library](#), [Music Library](#), [Tin Ka Ping Education Library](#), and the [Yu Chun Keung Medical Library](#). Of scholarly interest is Special Collections which houses a unique collection of Hong Kong materials, rare books, pamphlets, and microforms. The Main Library and the six branches are located across the University, <https://lib.hku.hk/general/location/index.html>.

## Shifting the Library Towards More Efficient Operations

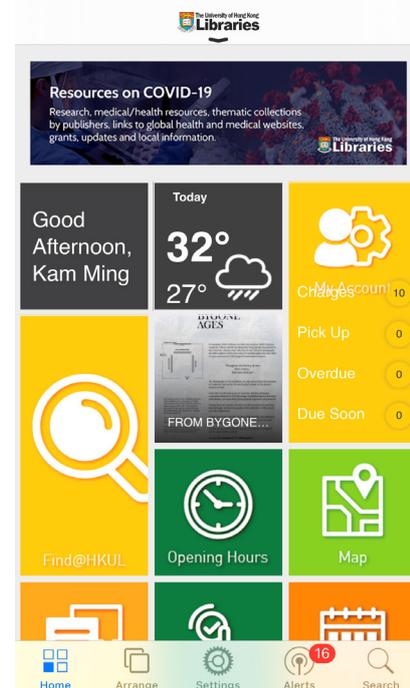
For HKUL, a major consideration in choosing campusM was the cost. Before their adoption of campusM, the library had been using costly SMS notifications to communicate with patrons about loans, events and other library announcements. campusM enables the university to replace SMS messages with unlimited push notifications at no extra cost.

## Simplifying Communication with Patrons at Scale

One of HKUL's main goals for the library app was enhancing communications with patrons. Push notifications help HKUL manage real-time communication with their numerous groups of associated users. Using these notifications in concert with app features such as events and news has helped HKUL automate its messaging.

## Improving the Patron Experience

The library touches on so many aspects of the academic experience, and HKUL was eager to empower students to learn and explore through the library app. An out-of-the-box integration with the university's existing virtual learning environment, Moodle™, allows students to move seamlessly between library discovery apps and course resources.



*“Offering patrons a one-stop digital shop for all library services that is simple to use and consistent in look and functionality across mobile devices has increased patron engagement,”* said K.M. Ku, Chair of the Mobile App Team.

## campusM's Flexible Infrastructure Helps HKUL Plan for the Future

The campusM responsive web design was a deciding factor for HKUL. Built-in opportunities for developing the app through product integrations and application extension kits are giving librarians and IT teams new opportunities to collaborate on future functionalities.

*“The Ex Libris team's knowledge and enthusiasm sparked internal dialogues about how we can become more creative with our library offerings and solutions,”* K.M. Ku commented. *“Thanks to the no-code campusM App Manager, all library staff can take initiative in building the Mobile@HKUL of the future.”*

## About Ex Libris campusM

Ex Libris, a ProQuest company, is a leading global provider of cloud-based SaaS solutions that enable institutions and their individual users to create, manage, and share knowledge. In close collaboration with its customers and the broader community, Ex Libris develops innovative solutions that increase library productivity, maximize the impact of research activities, enhance teaching and learning, and drive student mobile engagement. Ex Libris serves over 7,500 customers in 90 countries. For more information, see our website and join us on LinkedIn, YouTube, Facebook, and Twitter.

