

ASA Guidelines

The Association and its members exist to deliver the highest standards of service to libraries and publishers. The Association fosters the use of a 'best practice' approach to customer and publisher service and has developed Guidelines to ensure standards are maintained¹. By joining the ASA, members agree to abide by these guidelines.

Library-facing Services

- ◆ Provide an overall quality of service in line with generally accepted standards and/or recognised best practice procedures.
- ◆ Maintain accurate and easily accessible records
- ◆ Maintain up-to-date journal and price information, backed up by a comprehensive collection of reference material for tracing out-of-the-way titles. Provide a single source of information on serials consistent with the needs of customers
- ◆ Keep information on the availability and prices of electronic journals and provide advice on their pricing, licensing and access as required
- ◆ Be able to handle some or all of the following material: back issues, microforms, electronic and other new media
- ◆ Produce price lists, or bulletins and provide price quotations
- ◆ Provide clear, detailed invoices observing the customer's special requirements
- ◆ Process and order efficiently new subscriptions from the many thousands of possible suppliers
- ◆ Renew subscriptions in good time thereby avoiding breaks in the supply of serials
- ◆ Handle subscriptions on both an annual and an 'until forbidden' basis
- ◆ Respond effectively to claims for missing issues and other queries. Provide advance information about delays in publication, title changes, etc.
- ◆ Build good personal relationships with the librarian and staff and handle all dealings with customers in a professional and courteous manner
- ◆ Establish good relationships with publishers and become familiar with their procedures
- ◆ Aid customers as much as possible with their budgeting and finance management
- ◆ Provide management reports and/or advice in order to help the librarian to manage the collection
- ◆ Support and encourage the use of automation by customers

¹ It is recognised that members are in fair and respectful competition with each other.

- ◆ Represent all publishers' material honestly.

Publisher-facing Services

- ◆ Work closely with all publishers to improve services, save costs and increase sales
- ◆ To enter and maintain subscriptions for institutional and/or personal customers; wherever possible to ascertain the *bona fide* nature of individual subscriptions and to guarantee that they are not intended for institutional use, and to ensure that such subscriptions conform to individual publishers' criteria.
- ◆ Help automate the renewal procedure so as to reduce administration for both agent and publisher wherever practicable and economic to do so.
- ◆ Pay the publisher in the appropriate currency and at the appropriate rate as declared in publishers' price lists or such other agreement as shall exist between Members and publishers
- ◆ Provide the full address of institutional end users by agreement.
- ◆ Provide publishers with appropriate information on customers so as to enable the publisher both to deliver postal copies and make electronic journals available to the customer

*Association of Subscription Agents & Intermediaries
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