In hearing about LibQUAL+ as a survey instrument or those curious in hearing how an American-designed user perception instrument was used internationally. South Africa is still undergoing transformation. An overhaul was made in the laws and the educational system; the new constitution was implemented 10 years ago in 1996. LibQUAL+ was administered in August 2005, thanks to grant funding, in five South African universities, including UCT where the author works. Challenges in administering the survey instrument: time-demanding preparations, diversity problems (the need to translate questions when English was not users’ primary language), some sites’ inability to administer the survey electronically, some sites’ lack of “buy in” by library users, resulting in less than optimal response rates. Still, the libraries felt they improved their credibility and university administrations listened, since international benchmarks were used. Survey analysis provides a map for short-term solutions and long-term planning. At UCT, the library addressed comments about noise levels, began publicizing off-campus resource access, and licensed additional electronic collections and packages sooner than planned. Librarians’ subject expertise at all libraries will be addressed through grant funding, and LibQUAL+ will be administered again. D. Sales expressed pride that the South African academic libraries were willing to expose themselves to the survey after living so long in a political environment of protectionism and separation.