

Cast of Characters



Elena Rosenfeld
High Plains Library District
Greeley, CO



Crystal Schimpf
Community Technology Network
San Francisco, CA



Suzanne McGowan
Anythink Libraries
Thornton, CO

Suzanne Bio: Suzanne McGowan grew up on the east coast and would visit Disney World as a teenager. However, it was a book on sunny, warm San Diego, found at a garage sale that she looked through many times on below-zero, Vermont winter days that inspired her to get to Disney Land in California. After attending Simmons College and working in Youth Services in Massachusetts, Suzanne finally realized her childhood dream and moved to southern California. Working as the Literacy and Youth Services coordinator in northern San Diego County, Suzanne was able to visit Disney Land numerous times. In fact, she could see the evening fireworks from her balcony! However, the snow and mountains beckoned again, and she moved to Colorado in 2008, taking over the position of Standley Lake's library manager (vacated from Elena Rosenfeld!) and stayed with them for 4 years before moving on to her current position as branch manager of the Anythink Wright Farms location.

Elena Bio: After graduating from the University of Illinois with a Masters of Library and Information Science degree, Elena started her life as a Children's Librarian at the Mount Prospect (IL) Public Library before finding her way to Colorado to work at the Jefferson County Public Library first as a Head of Children's Services and then as a Library Manager. She is now at the High Plains Library District in Weld County, Colorado as the Associate Director of Public Services and Punning Coordinator. In her spare time, she relaxes by trying to learn more about just about anything and has taken it to the extreme by serving as the Colorado Association of Library's Legislative Committee co-Chair and Chapter Councilor to ALA.

Crystal Bio: Crystal is a California native who spent the last five years working in libraries in Colorado. As a librarian, Crystal has worked in outreach, programming, and technology training with an emphasis on adult populations. Most recently, she was a trainer at the



What Would Walt Do?

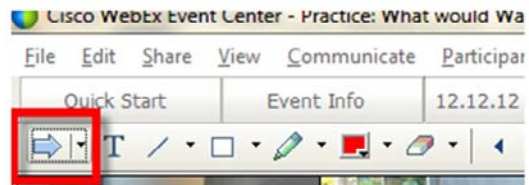
Quality Customer
Service for Libraries

What Would Walt Do?
If he were running a library?
Look into his eyes...

Using the pointer arrow

You will be asked to use annotation tools during today's webinar to answer questions.

- Go to the top left corner of the slide.
- Click on the arrow.
- Then click on your answer selection.



Have you been to a Disney theme park?	
Yes	No

Instructions: Make a mark on the slide if you have been to a Disney them park.
I grew up in California, so I've been to Disneyland many times as a teenager and as an adult.
If you haven't been to a Disney park, that's okay too. Just think of a place where you have gone where you had an exceptional level of customer service.
Think about what type of customer service experience you had. How did you feel while you were there? When you left? Was there a special moment that you remember?

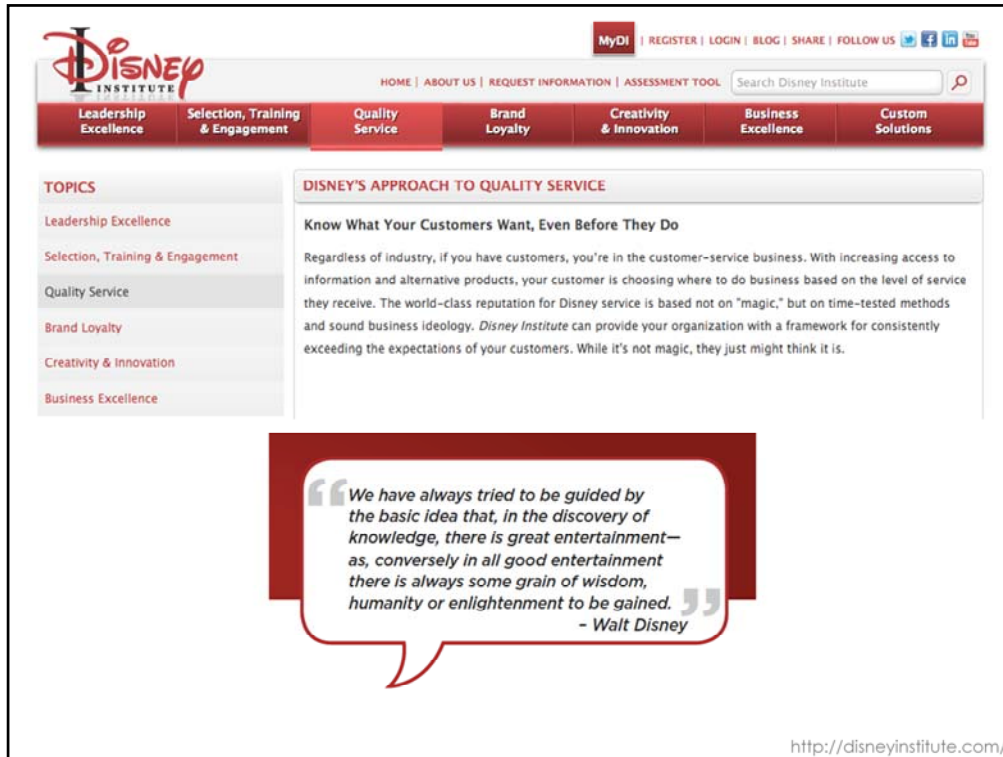


ALA Anaheim in 2012, we were just 3 of thousands of librarians descended upon Anaheim, and of course, Disneyland.

As part of our conference experience, we all chose to attend an all-day preconference workshop presented by Disney, on Disney Quality Service.

It was a fun way to kick off the conference: learning how Disney does Customer Service, including a special tour of Disneyland.

This workshop was presented by the ALA Learning Round Table.



The workshop was presented by the Disney Institute, from two trainers who have worked for Disney since high school, getting their start as cast members inside Disneyland park. (All Disneyland employees are called cast members!)

The Disney Institute provides training to small and large groups, and was kind enough to allow us to share some of what we learned with you today.

We will be sharing some of the Disney ideas through our own experience, both at Disney parks and in our libraries.

If you ever get a chance to take a workshop with the Disney Institute, though, I would highly recommend it.

Just as Walt says here in this quote, there is always a bit of entertainment in the discovery of knowledge, and that any good entertainment also provides an opportunity for learning. When I left for ALA, I had no intention of intending Disneyland. I had been there before many times, so I said.

After I attended this workshop, I just had to go to the park and see Disney Quality Service in action.



I asked you earlier to think of an experience, either at a Disney park or somewhere else, where you had a special moment, where customer service exceeded your expectations. Well, I have a story along those lines.

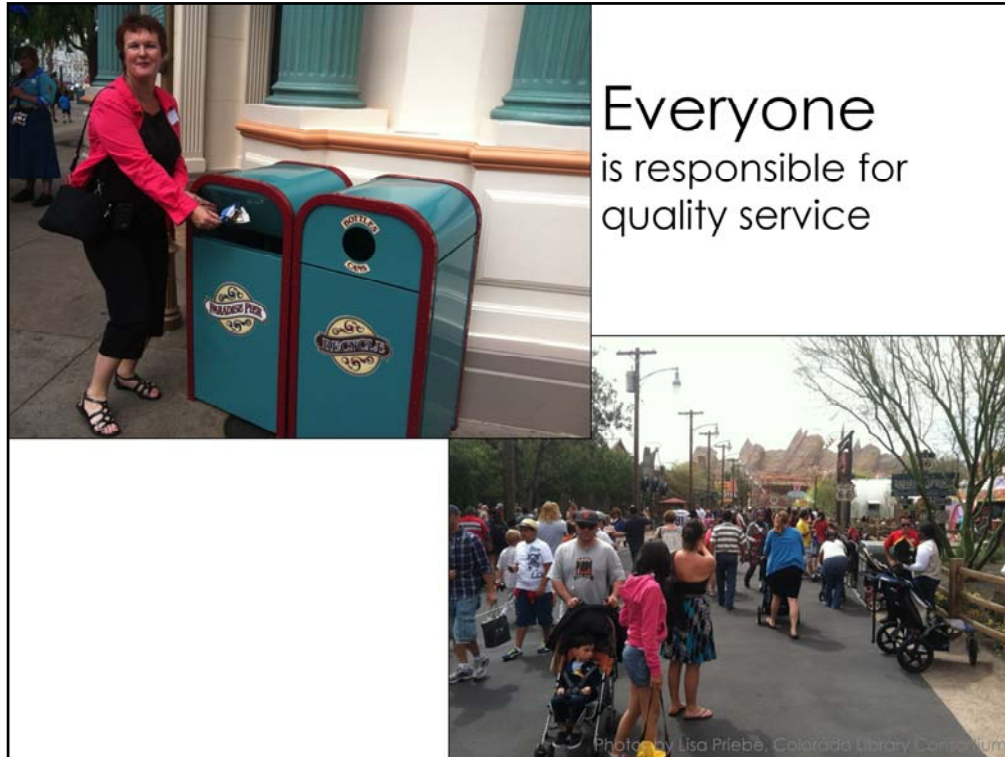
I remember a time when I was at the park with friends as a young adult. We were wandering through New Orleans's Square, when we stumbled across a Dixieland band playing in a back alley. We stopped to watch, and I was awestruck by their performance. It wasn't their effortless mastery of the musical style that grabbed me, though. It was that the band leader, a jovial clarinetist, was playing to the kids in the audience. There was a group of children that started dancing, and he played to them like the piper. He smiled, laughed, and led them in their dance. It was a joyous moment.

Each musician in the group had their own role. The sousaphone held down the bass, bouncing up and down to the beat. The drummer kept time with expert precision, to keep everyone's toes tapping. The saxophone played smooth melodies, and the trumpet player hammed it up as the ultimate show-off.

Why didn't each musician just play his part and be done with it? Why did their energy transform the crowd from music listeners to active participants?

Because they were allowed to infuse their work with their own personal purpose, giving their own individual interpretation of their role. There was no singular "right way" to do their job. They were given the freedom to express themselves and interact with the crowd. The things we will share with you during this webinar are the tools you can use to empower staff to define their own personal purpose, and to support them as individuals who contribute value to your organization.

The result? A higher quality customer service to bring your library users new experiences every day.



One important tool is shared responsibility amongst all team members. At Disneyland, there is a mandate that everyone picks up trash, even the CEO.

As a Disney employee, if you are walking in the park and you see a piece of trash, you must pick it up and put it in the trash can.

While on our tour in the park, our tour guide stopped to pick up trash as instinctively as he put one foot in front of the other.

Even the workshop participants got in the spirit, as you can see Sandra Smith picking up some trash in the upper left photo. Some of you may know Sandra, who is the Learning and Development Coordinator at the Denver Public Library, and also a past president of the Learning Round Table.

It is also important to have the right infrastructure in place to support that responsibility.

In Disneyland, they place trash cans in close proximity to one another. The idea is that people shouldn't have to walk more than 20 steps to throw away trash. This makes it easy for park visitors and cast members to keep the park clean and tidy.

This made me think about the way libraries can sometimes pass off certain undesirable tasks, but that we can (and maybe should) all be held accountable to them.

Maybe you are already thinking of some tasks that everyone could be responsible for in your library? From picking up trash to shelving books to answering technology questions, we can set the tone for having a more equal level of responsibility.



Elena and Suzanne are going to talk about ways you can simplify staff directives to empower them to make decisions and take personal responsibility for their work.

I'm going to hand things over to Elena now, and she will start things off by talking about how to better understand your library users.

Understanding Our Guests

Needs



Wants



Stereotypes



Emotions



Overview: Understanding guests needs, wants, stereotypes, and emotions

Needs



Camping/basic needs

Wants



Wants – expectations, maybe a palace or Disney hotel!

Stereotypes



Stereotypes – Assumptions about industry – Marian librarian, Elena will sing

Emotions



Emotions – quirky emoticons, Disney themes?



Stretch
to achieve
quality service

Service Priorities

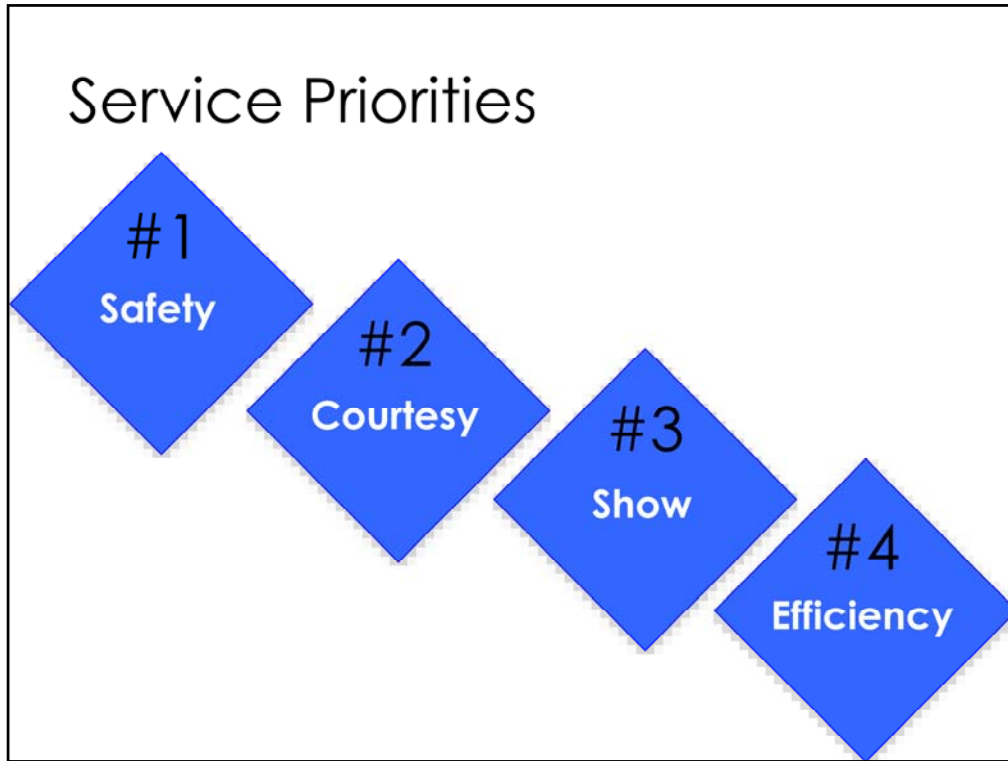
Courtesy

Efficiency

Safety

Show

What Disney has used as their top priorities, Elena will describe
Interactive idea: use whiteboard tools, vote for top priority



Here are the priorities, listed in Disney priority order

Operating Principles

- On a daily basis the library anticipates and meets community needs
- No community goes unserved
- Service delivery aligns with individual patron's preference
- Patrons find what they need at first contact
- We continuously innovate
- We never say NO

(from High Plains Library District)

Operating Principles – good for thoughtful processes...not so great a toolkit for people in the middle of everyday work

This are INTERNAL only – not something that we advertise, but something to live by

Decision Making Tools

#1: Safety

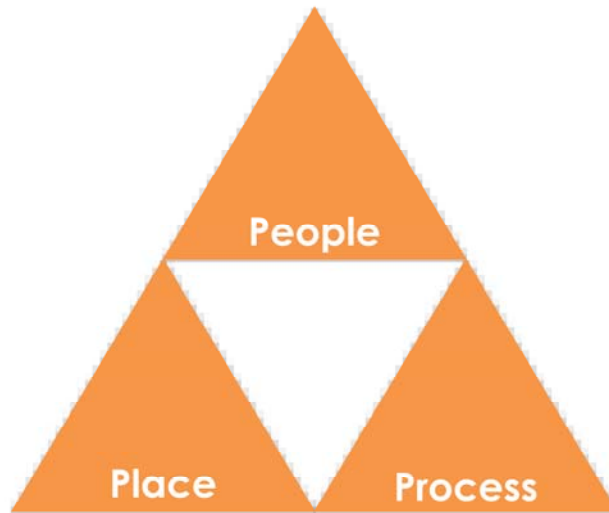
#2: People leave on a good note

#3: Minimize handoffs

(from High Plains Library District)

PROPOSED Setting the Direction – a toolkit for actions

Supporting Service Priorities



How place supports those priorities

If you want people to be safe, you have to put the right furniture in place. Everyone has to support the priorities: people, place, process



Looking at the people aspect
7:00 light show?

The 3:00 parade – how we've used this at WF

What are the situations where we have differing answers?

Service without library card present

How do we address the answer?

Are there any things we can't do?

What obvious questions get asked in your library?

What is your 7:00 light show questions?
Service without library card



California adventure area for kids with badges, special handshake
Authentic voice – even though you are saying it 1,000 times a day (or so it feels like)

JCPL – example of what I admire about you

Russell

Cinderella

How we are using it at WF?

Preparation for building boundaries and tools

They have had a voice through the entire process

How do we keep things fresh
and authentic?

Magic Moments



The Cinderella story

Simplicity: Disney has the four keys to empower

Cast members and we are looking to create simple, easy-to-remember tools for staff to use in decision

making. Staff are looking to have direction and consistency. Because we can't provide exact answers, we are empowering them to give excellent customer service within the guidelines that they've agree to.

In the beginning of next year, WF will be meeting together to actually come up with agreed upon 3:00 parade questions, how to answer them, and any "don't stand in the walkway" responses.

Customer Service Toolkit



Empowering staff and setting simple expectations
Our purpose is more important than our task
Value the magic

Thank you!

