



To: Kaukauna Public Library Board of Trustees
From: Library Director Ashley Thiem-Menning
Date: 3/21/24
Re: HootCon

On March 12th OWLS offered their HootCon conference in Little Chute. Five staff members from our Library opted to attend.

Staff attended a variety of presentations during the day.

The session I enjoyed the most was *Giving Great Service* by Jamie Matczak from Wisconsin Valley Library Service. The presenter had recently attended the Disney Institute for a training called *Disney's Approach to Quality Service*. I learned a lot from her presentation and we will be making some changes here as a result. I plan to use what I learned from her presentation for a session on customer service during our next staff-training day.

My key takeaways from her presentation:

- 3 in 4 customers say a bad interaction with a business can ruin their day. She pointed out how critical customer service can be.
- She gave some great examples of industry service standards and even recommended developing a service standard document for our organization, which we will be working on. This may include things like response times for email, voicemail etc.
- She discussed the rigorous training that Disney employees go through before they are allowed to interact with guests. That translates well to increasing the amount of customer service training we do with our new hires, so this will affect our onboarding process and training in a positive way.
- Cleanliness also plays a large role in customer service. She stated that consumer perception on a space is developed within the first seven seconds they enter a space. We had some discussions after as a staff about ensuring that we schedule cleaning points during the day to re-set high traffic areas to ensure that perception is more consistent throughout the day on cleanliness.