



**— WHO —  
WOULD WIN?**

# Airlines vs. Disney

JESSICA SCHOONOVER WLA 2021



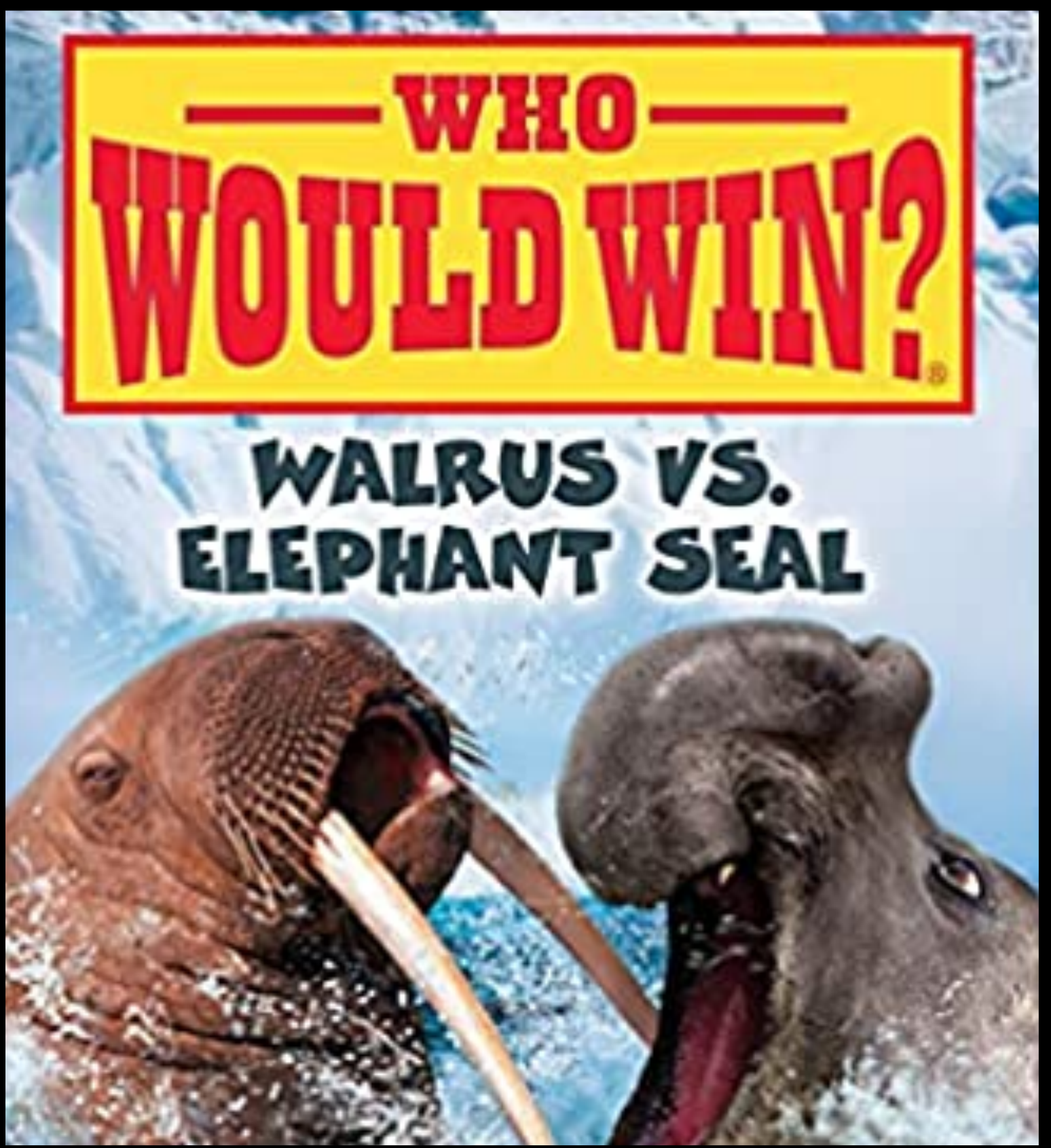
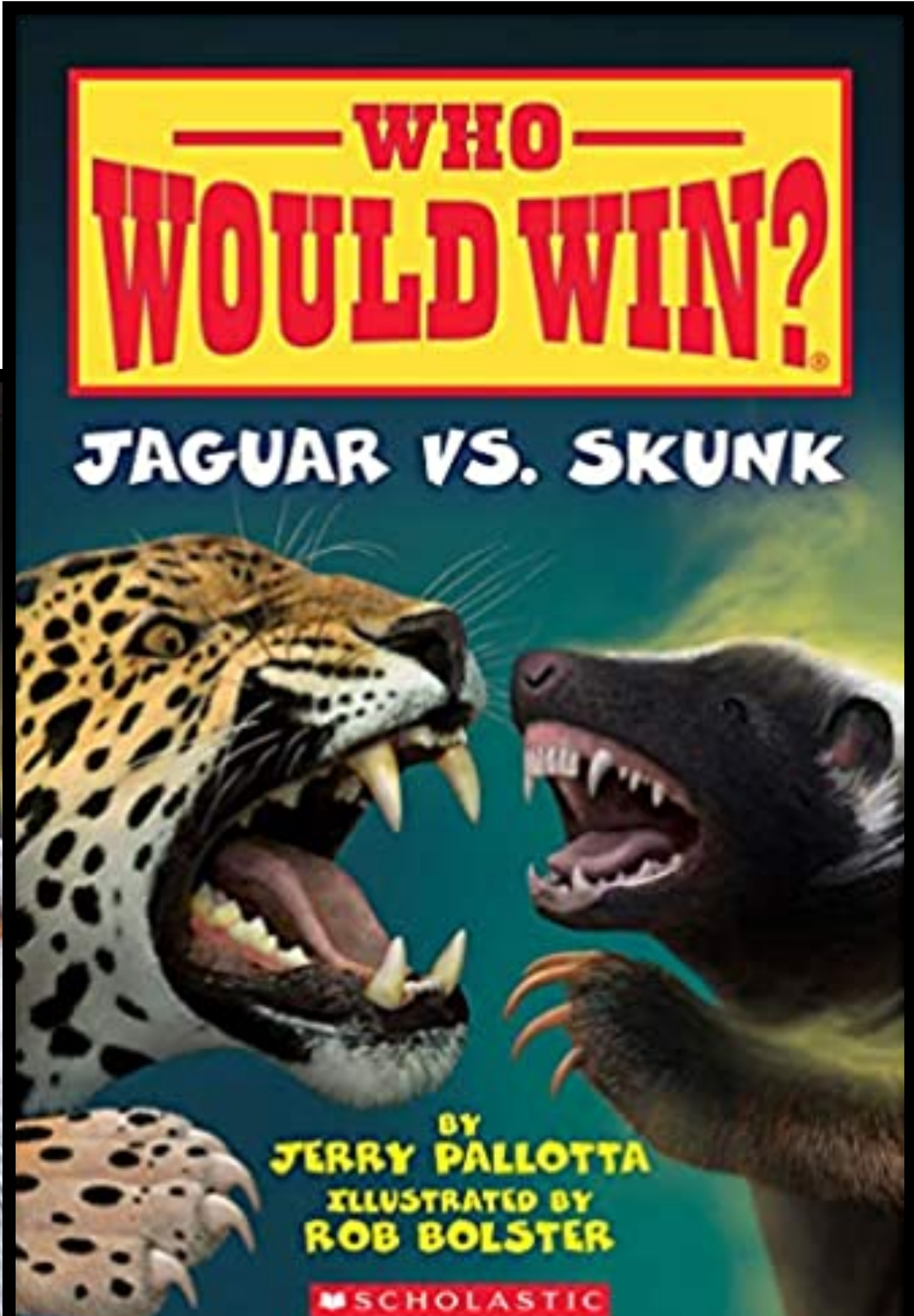
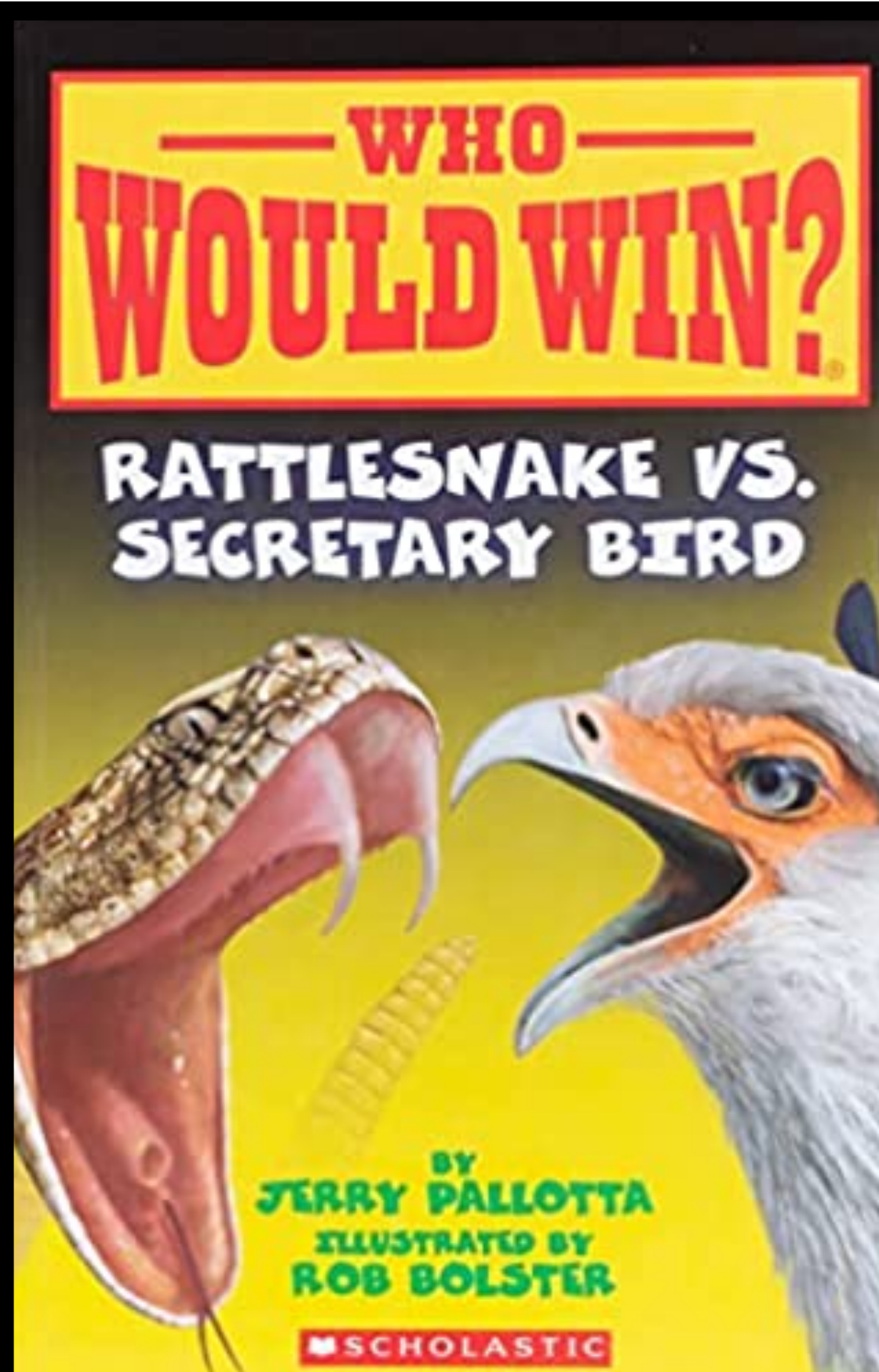


# A QUICK STORY...





# MY INSPIRATION





**STELLAR**

**CUSTOMER SERVICE**

**WINS EVERY TIME**



# LET US ACKNOWLEDGE...

- **MY EXPERIENCE MAY BE DIFFERENT THAN YOURS BUT..**
- **YOU HAVE COVID FATIGUE**
- **YOU HAVE COMPASSION FATIGUE**
- **PEOPLE ARE DIFFICULT**
- **NOT EVERYTHING IS A COMPETITION**





# POLAR OPPOSITES



**\*DISCLAIMER:**  
I APOLOGIZE IN ADVANCE IF I  
OFFEND ANY FAMILY MEMBERS OF  
AIRLINE WORKERS OR THOSE  
WHO APPRECIATE THE CUSTOMER  
SERVICE THEY FIND AT THEIR  
FAVORITE AIRLINE.











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**POSITIVE**

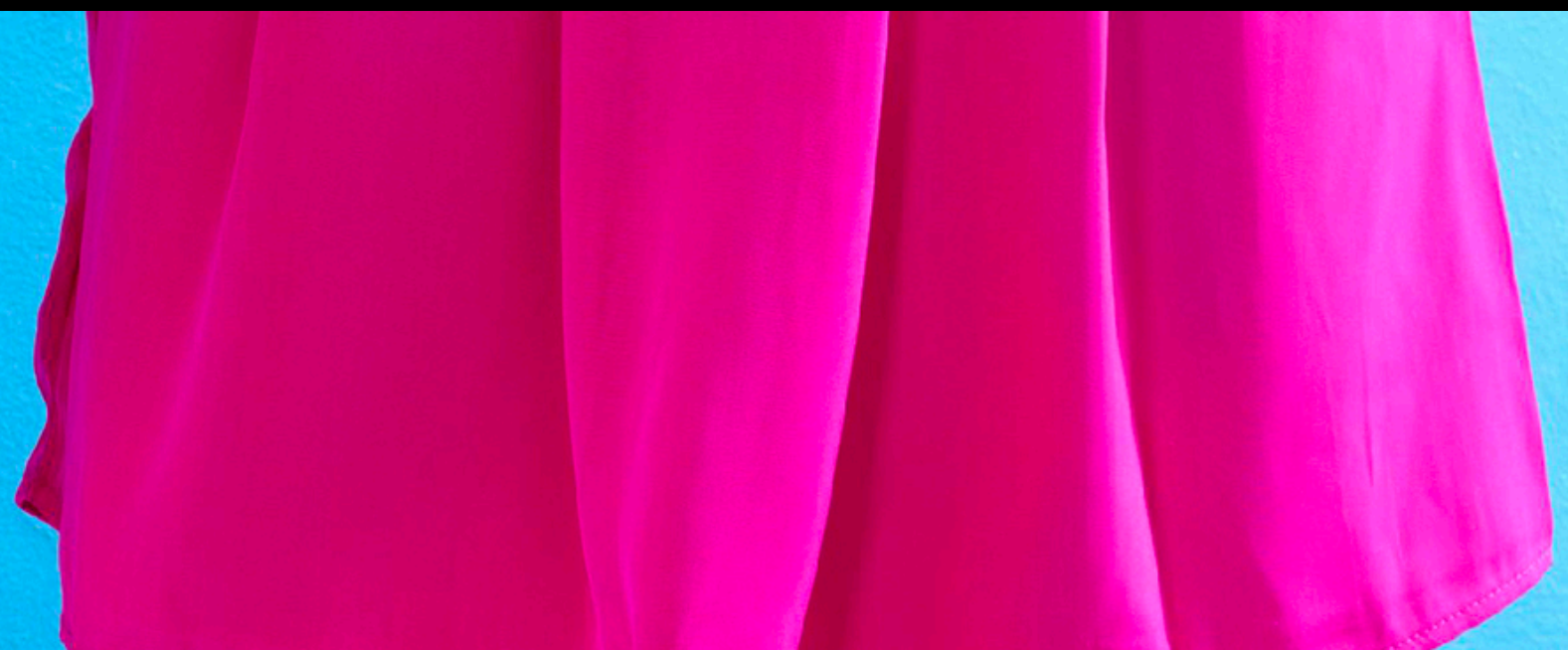
**CUSTOMER  
EXPERIENCE**

**CREATES A LOYAL LIBRARY  
AMBASSADOR**





# IN THE DOORS





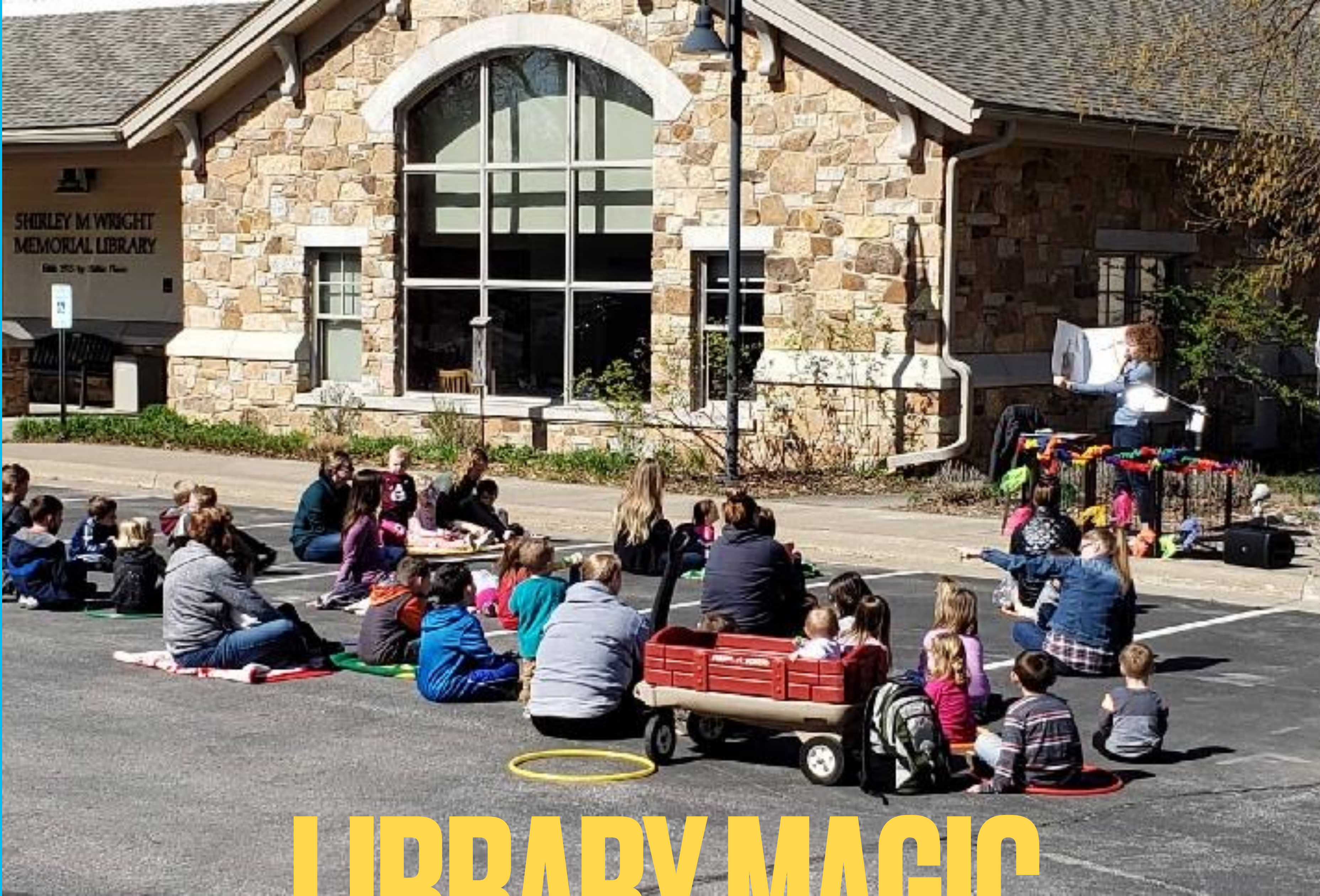
**OH, HI**

**ENGAGE**

**SERVE**

**CHEESE**





SHIRLEY M WRIGHT  
MEMORIAL LIBRARY

You go the extra mile  
every day at your  
library...It's who we are  
and what we do

# LIBRARY MAGIC





# READER'S ADVISORY

- Series Labels
- Read a Likes
- Shelf Talkers
- Privacy
- Advertise the Goods

# TOUGH TOPICS

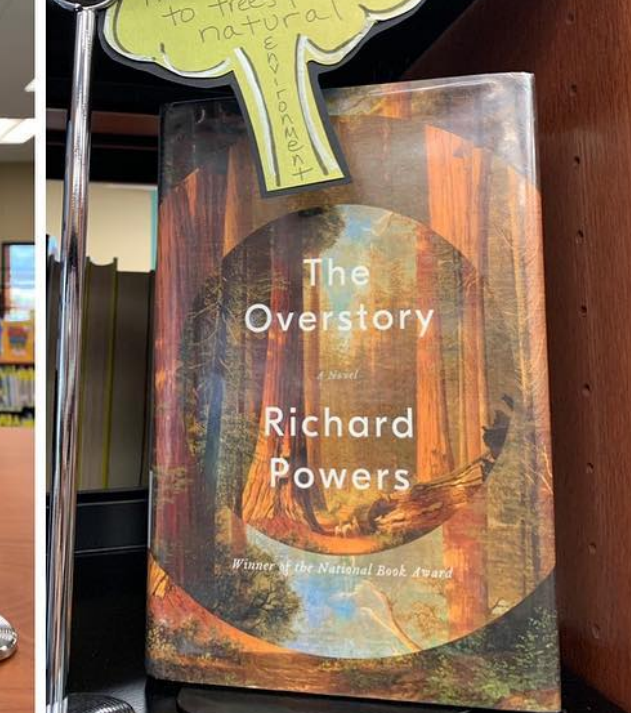
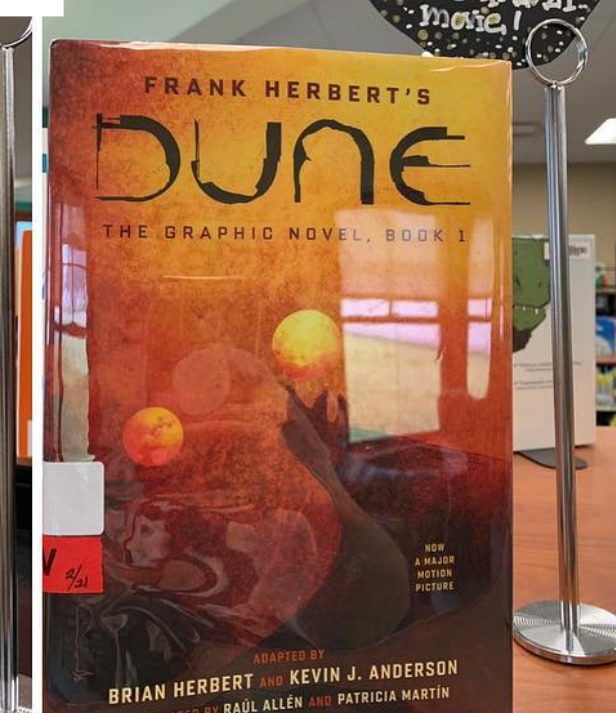
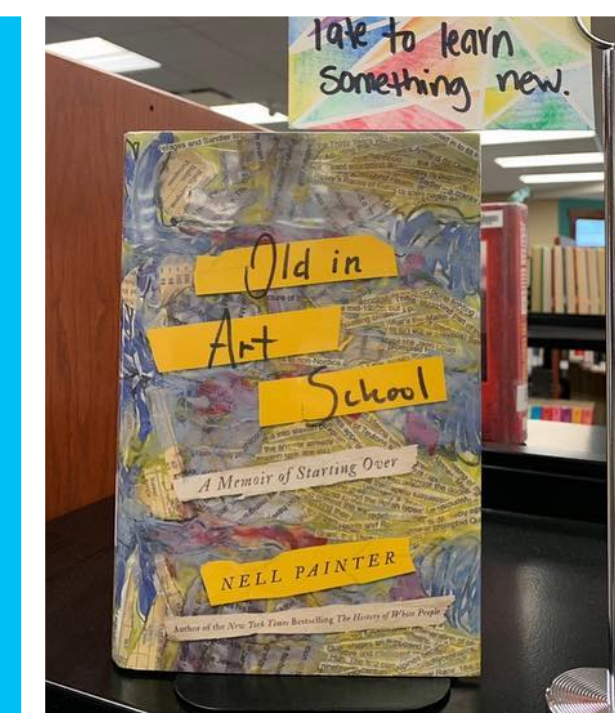
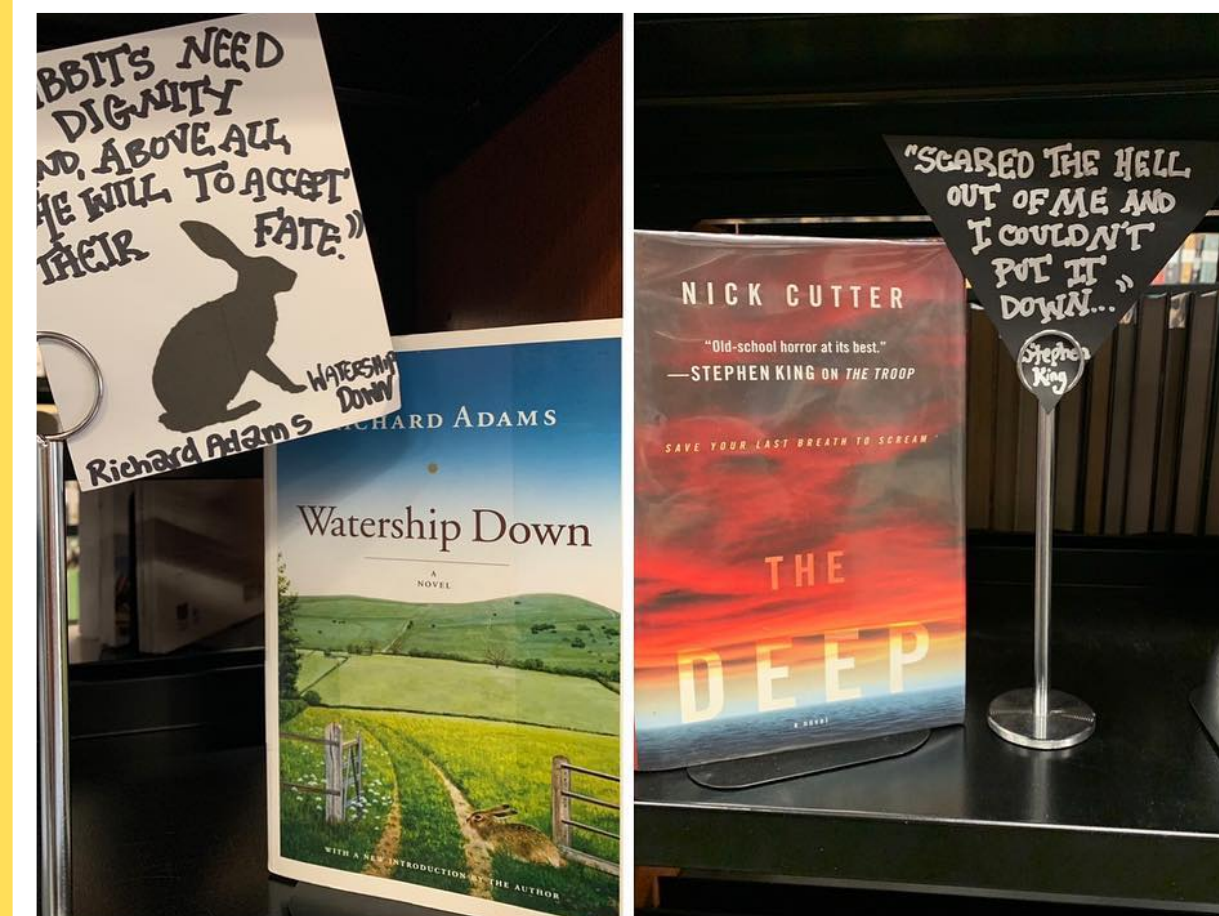


RESOURCES FOR PRIVATE INFORMATION NEEDS

ABUSE.....	362.8
ACNE/SKINCARE.....	616.5
ALCOHOL.....	616.8
BANKRUPTCY/DEBT.....	346.73, 332.024
BODY CHANGES.....	613.9
DEATH.....	155.9
DEPRESSION.....	616.85
DIVORCE.....	306.89
DRUGS.....	616.86
EATING DISORDERS.....	616.85
HOMELESSNESS.....	362.5
INFERTILITY.....	618.3
LGBTQ+.....	306.76
MISCARRIAGE.....	618.3
PREGNANCY.....	618.2
RAPE.....	362.8
RELATIONSHIPS.....	306.8
SEX.....	613.9
STDs.....	616.95
SUICIDE.....	362.2
SELF-HARM.....	616.85

Sometimes you don't want to ask for help with tough topics.

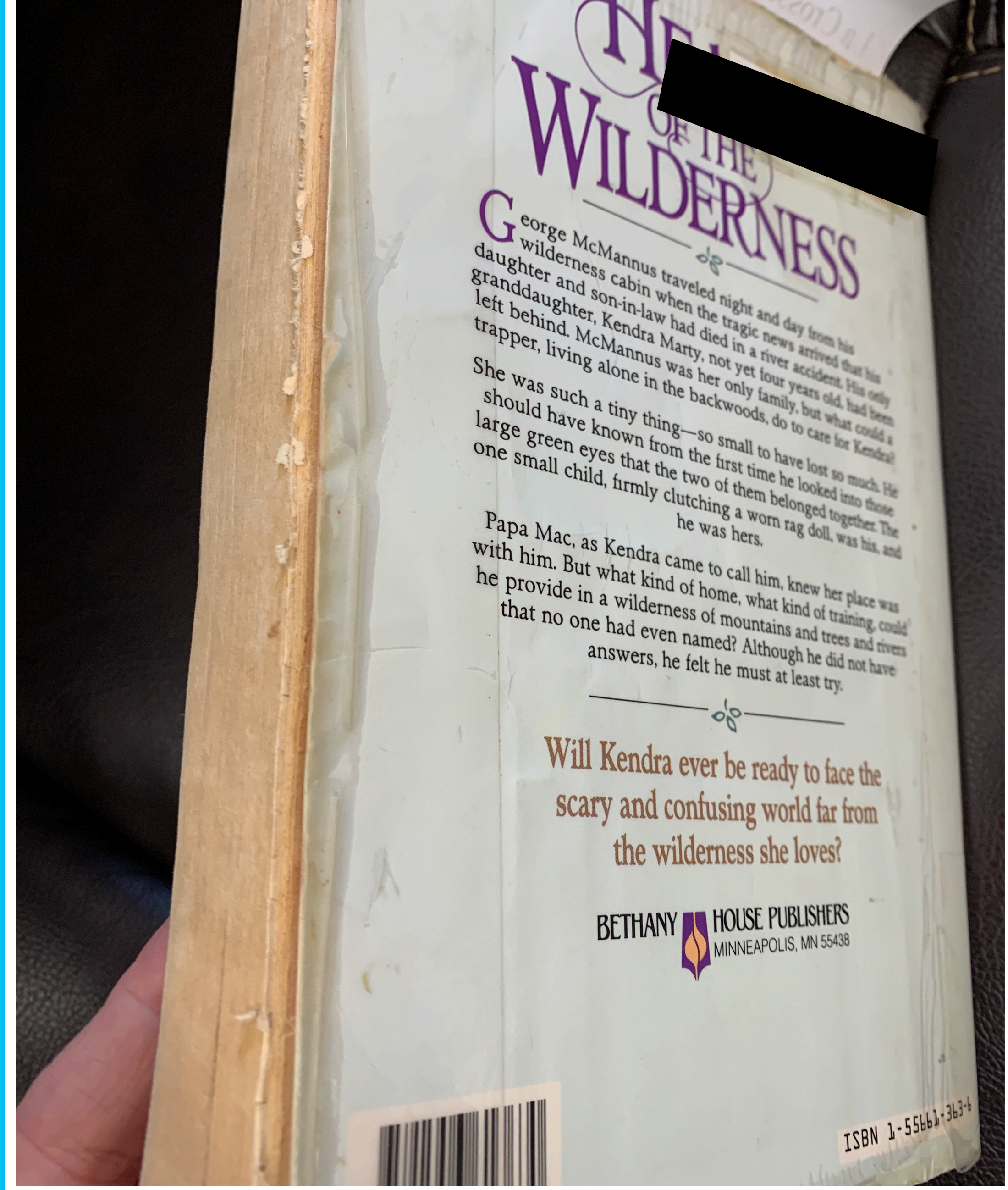
Your library is a safe, private space.  
We are here to help.





# COLLECTION

- Keep them Clean!
- Replace
- Community Minded
- Mindful of Hold Lists





# DIVERSIFY

- More Than Books
- Crafting Kits
- Children's Backpack Station





# PERSONAL TOUCH

- Share a Bit of You
- Call Before You Cancel
- Don't Give Up





# ASK WHY?

- Internet Access for All
- Necessary Requirements
- Remove the Hoops





# STAFFING

- Train
- Empower and Involve
- Appreciate

#NATIONAL LIBRARY WEEK

**MY LIBRARY**

Kind and professional staff are happy and eager to help!

**ROCKS!**

Shirley M. Wright  
**MEMORIAL LIBRARY**  
Est. 1913 by Hettie Pierce

The collage features four individual photos of library staff members smiling in front of a stone fireplace. The text is arranged in a graphic layout with various fonts and colors. The quote is enclosed in a speech bubble, and the library logo is positioned in the bottom left corner.



**STELLAR**

**CUSTOMER SERVICE**

**LEADS TO**

**POSITIVE**

**CUSTOMER EXPERIENCES**

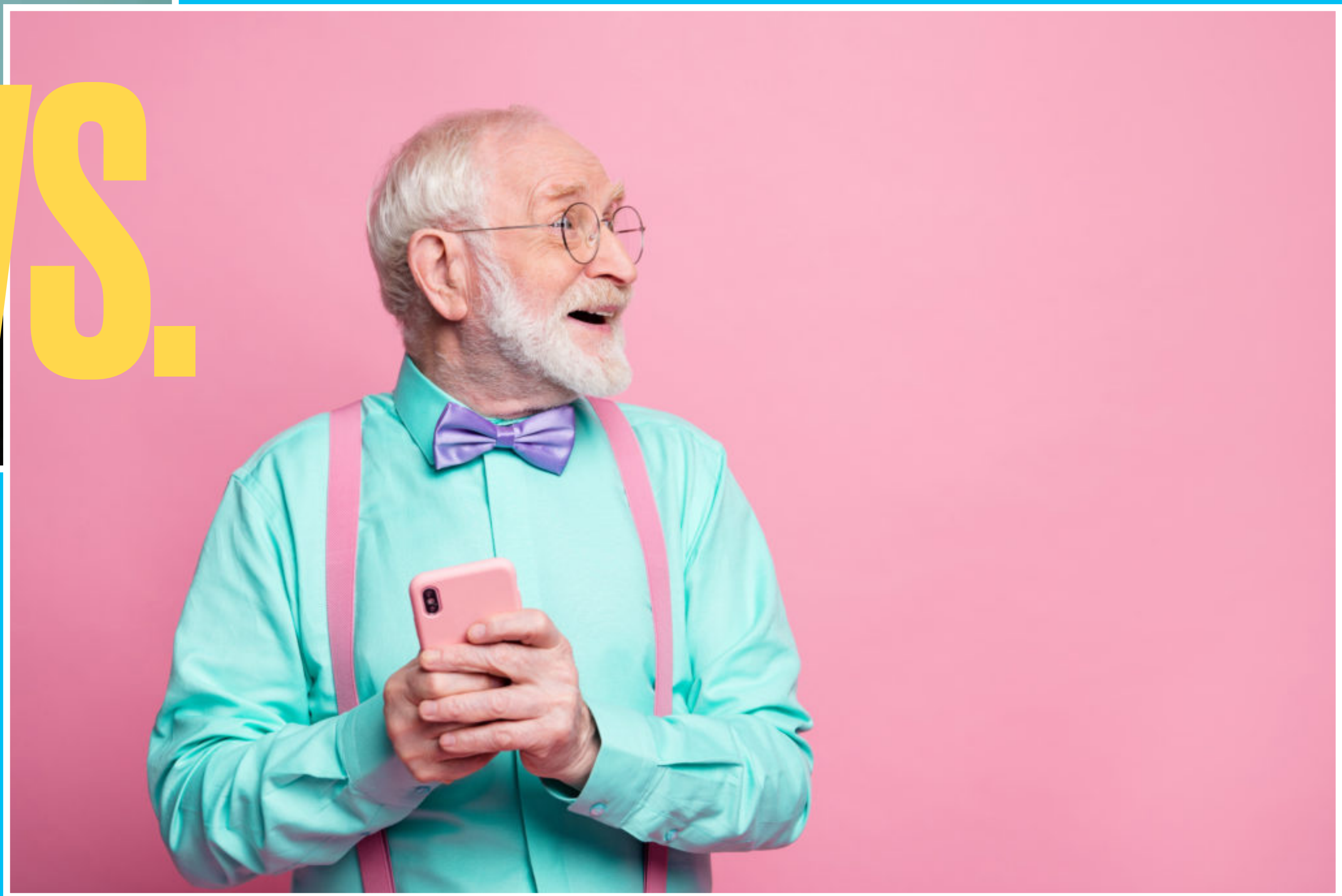
**WHICH CREATE LOYAL LIBRARY**

**AMBASSADORS**





vs.







**YOUR LIBRARY & YOUR COMMUNITY!**

**REACH OUT!  
[SWMLDIRECTOR@WRLSWEB.ORG](mailto:SWMLDIRECTOR@WRLSWEB.ORG)  
608-534-6197**