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## Program Synopsis

### "The Golden Rules of Customer Service"

L.L.Bean's reputation for delivering world-class customer service has made the company an acknowledged pace-setter in the catalog sales industry. For 90 years, the key to our legendary service has been the vision and values of our founder, Leon Leonwood Bean. This presentation will introduce you to L.L.'s "Golden Rule", and will teach you simple ways that you can begin delivering world-class service, starting first thing tomorrow morning.

### Details

The program is approximately four hours, plus a 15 minute break at the 2 hour mark. The presentation begins with a one hour presentation introducing attendees to L.L.'s Golden Rule and discussing the basic principles that guide all customer contact at L.L.Bean. This is followed by an open Q&A session with the presenter. The attendees then do some small group work where they identify common service issues and use the Golden Rule and guiding service principles to try and identify possible solutions to those issues. These solutions are then presented to the larger group as a whole. By the conclusion of the program attendees will be able to define customer service, identify common customer service issues as they relate to libraries, and will have a list of strategies for incorporating service strategies into their daily work.

### Presenter Bio

Anne Washburne is a Training Developer for L.L.Bean Customer Satisfaction, where her current focus is finding ways to use new and emerging technologies to enhance and preserve L.L.Bean's tradition of World Class Customer Service.

She started at L.L.Bean in 1989 as a seasonal Order Representative. Since joining the Learning area in 1993, Anne has designed and delivered seminars about a wide assortment of technical and service related topics to thousands of customer contact representatives.

Anne grew up in Gardiner, Maine. She holds a BA in English and Education from the University of Maine, Farmington and also studied Medieval and Renaissance Drama in Oxford, England. She is an avid vintage toy collector, and is an active member of an a national non-profit organization devoted to the study and recreation of the European Middle Ages.