



***IMPROVING CUSTOMER SERVICE BY DESIGN:  
A Conversation with Retail Expert Paco Underhill***

**October 25, 2005**

1:00-2:30 ET • 12:00-1:30 CT • 11:00-12:30 MT • 10:00-11:30 PT

**An Urban Libraries Council AUDIO CONFERENCE**

*Please register by October 21, 2005*

ULC announces a unique opportunity to get a perspective on the "retail" elements of the public library business from one of the foremost experts in the U.S., Paco Underhill.



Paco Underhill styles himself as a "retail anthropologist." His specialty is "looking at the interaction between people and products, and people and spaces." He has spent the past two decades trying to figure out why consumers buy some things and not others. What he's learned so far has made him one of the most sought-after retail consultants in the world for companies large and small. Underhill doesn't talk with consumers about their likes and dislikes. Instead, he records their actual behavior on the selling floor, utilizing hidden cameras and human "trackers" who follow customers and document every move they make. Underhill's trackers snoop on thousands of shoppers annually, and his analysis of those findings, are contained in two books, *Why We Buy: The Science*

*of Shopping*, and *The Call of the Mall, A Walking Tour Through the Crossroads of Our Shopping Culture*.

Mr. Underhill's career started in urban land use planning, analyzing how people use public spaces, then moved to consulting in 1979 when he formed Environmental Analysis & Planning Consultants and adapted his research methodologies to issues in retail environments. The firm changed its name in 1989 to Envirosell, Inc. Envirosell is a leading research and consulting agency for stores, banks, restaurants, and consumer product manufacturers, including Fortune 500 companies like The Gap, Ann Taylor, CompUSA, Unilever, Gillette, Hewlett Packard, Microsoft, McDonalds, Starbucks, Citibank, and NationsBank; virtual companies like Yahoo; and urban developers like The Rouse Company.

Mr. Underhill's 90-minute presentation will be guided by questions from ULC President, Martin Gómez, and *Library Journal* Editor, Francine Fialkoff, both of whom will direct the conversation to issues relevant to real and virtual customer behavior in public libraries. There will be opportunities for audience questions.

QUESTIONS?

Contact us at the Urban Libraries Council, 847.866.9999 or  
**Email your inquiries to [info@urbanlibraries.org](mailto:info@urbanlibraries.org)**