

10 ADMINISTRATION

10.15 Customer Service Policy

10.15.1 Objective

To develop a customer focused culture that is mindful of the Museum's total customer experience, ensuring that everyone who comes into contact with the Museum in any way, whether on site, off site or through any communication medium, receives world-class customer service.

This will optimise their opportunities for enjoying their experience, perhaps inspiring them to get involved with or to support the Museum in some way, and to recommend the Museum to other people.

Delivery of world-class customer service will help to enhance the Museum's reputation and brand, underpin visitor and revenue growth - including through repeat visits - and, generally, contribute positively to the local community and Australia's museum sector.

10.15.2 Application

This policy applies to everyone involved with the operation of the Museum including, but not limited to:

- Staff at all times while at work or whenever wearing Museum uniform
- Volunteers, Program Participants (except Education Program Participants) and Contractors while at work for the Museum when their activities bring them into contact with customers, or whenever wearing Museum uniform.

This policy also applies to the interactions Staff, Volunteers, Program Participants (except Education Program Participants) and Contractors have between each other.

10.15.3 Definitions

At work means:

Staff, Volunteers, Program Participants (except, in this case, Education Program Participants) or Contractors who are undertaking work for the benefit of the Museum or representing the Museum anywhere on-site, off-site or through any communication medium. It includes being in a vehicle, vessel, aircraft or other mobile structure, on any water or water course, or on any structure on land.

Customer - External Customer means:

a member of the public, including media representatives and anyone providing goods or services to the Museum, who:

- comes to the Museum Complex or who comes into contact with a Customer Service Provider while off-site
- comes into contact with the Museum via any electronic, digital, non-electronic and non-digital communication or production method and experienced through any of the five main senses, including print, telephone, texting, email, Museum website, webcam, video, video conferencing, social media, radio, television, public speaking, public program, and for any purpose or reason
- comes into contact with any Museum marketing, advertising, promotion, public relations, merchandise or other products, documentation, stationery, correspondence, signage or other material or information disseminated through any communication medium whether on-site or off-site.

Customer - Internal Customer means:

Staff, Volunteers, Program Participants (except Education Program Participants) and Contractors while at work or whenever wearing Museum uniform

Customers means:

External customers and internal customers collectively

Customer focus means:

everyone involved with the operation of the Museum, lead and guided by the Customer Service Champion, being mindful at all times and in everything being done, of contributing to the success of delivering the Museum's total customer experience

Customer service means:

assessing and then taking care of a customer's needs by providing and delivering professional, friendly, respectful, helpful, personalised assistance before, during, and after the customer's requirements are met or exceeded, with an emphasis on quality

Customer Service Provider means:

Staff, Volunteers, Program Participants (except Education Program Participants) and Contractors whose activities bring them into contact with customers while at work or whenever wearing Museum uniform

World-class means:

of or among the best in the world, of an international standard of excellence, of the highest calibre, performing in the top 5% of museum and visitor attraction organisations worldwide, and on a continuous basis over an extended period of time

10.15.4 Policy statements

- The Museum will strive for excellence and improvement in all areas of customer focus and customer service and reflect this in the objectives and targets contained in its strategy and planning documents.
- The Executive Chairman will appoint one Staff Member as the Museum's Customer Service Champion to ensure that customer focus is embedded and maintained, world-class customer service is delivered, and to act as the Customer advocate; the Executive Chairman also reserves the right to fill this role himself.
- The Museum will foster a culture that recognises that everything we do - individually, in groups or collectively - at all times, in all places and in all ways, has a customer service component to it.
- The Museum will, as far as practicable, continue to provide Museum visitors with opportunities to see and touch real collection items, rather than reproductions or replicas, to see collection items being worked on by Staff, Volunteers and Program Participants (except Education Program Participants) and to learn about the collection directly from Customer Service Providers.
- The Museum will, as far as practicable, continue to expand the methods by which customers can access collection-related information.
- All Customer Service Providers will aim to provide the best possible level of customer service to all customers at all times on site, off site or through any communication medium.

- The Museum will strive to ensure equal and inclusive treatment of all customers and foster a positive approach to equal opportunity across the organisation; it will identify barriers to participation and learning and work to remove them; it will be consciously aware in all its planning and operations of the physical and intellectual access requirements of customers, observing the principles of independence, dignity, integration and equal opportunity.
- The Museum will always fulfil any promise made in any advertising or other communication or, if that is not possible for some unavoidable reason, it will make a genuine apology and attempt to find an alternative way to satisfy the customer.
- The Museum will develop and maintain a customer service training regime that introduces all Staff (and Volunteers, Program Participants - except Education Program Participants - and Contractors as appropriate) to the types and levels of customer service relevant to their individual roles and responsibilities, and increases their customer service knowledge and skills with each subsequent year of working at the Museum.
- The Museum will develop and maintain methods of benchmarking its customer service performance metrics against national and international Museum industry and non-Museum industry best practice and learning from the customer service excellence of other organisations.
- The Museum will develop and maintain methods of seeking input and feedback from its customers, conducting customer surveys and for managing complaints, so as to achieve maximum understanding of customers' needs and preferences and to use that information to improve customer focus, customer service and operations generally.

*Policy adopted by the Board of Australian Age of Dinosaurs Limited
on 20 July 2015 for immediate implementation
Recommended for review in 2017*