

Module 4 Customer Service

Kowae 4

Wāhanga Āwhina Tangata

The fullness with which you answer a question will vary according to the museum's circumstances. Focus always on how *your particular* museum service¹ operates.

If a question can be answered by including a copy of all or part of an existing document, please do so. Please do not include original documents.

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¹ The word 'museum' is used to include any museum, art gallery, iwi museum/cultural centre, historic place, open air museum, heritage or marae collection, science centre, or exhibition centre.

4.1 Regular Access

Objective: The public can expect regular access to the exhibitions and other public services at convenient times and for reasonable periods appropriate to the nature and location of the museum.

Standard: The museum can show that it maintains regular advertised public opening hours for visitors and other users.

What are the regular opening hours at your museum?

	Does your museum have one or more of the following that answers or supports the above query?	You have this	Copy is attached
1	Statement of current regular opening hours and their rationale	<input type="checkbox"/>	<input type="checkbox"/>
2	Advanced notice of any changes or temporary closures planned for the next five years	<input type="checkbox"/>	<input type="checkbox"/>
3	Published museum publicity material	<input type="checkbox"/>	<input type="checkbox"/>
4	Statement of any special circumstances (eg. museum is housed in a building controlled by another authority)	<input type="checkbox"/>	<input type="checkbox"/>
5	Other documents or arrangements (please specify)	<input type="checkbox"/>	<input type="checkbox"/>

a) Comments about achievements:

(summary of a museum's achievements towards meeting or exceeding standard)

b) Suggestions for further development:

(suggestions of actions for you to consider in order to meet or exceed the standard)

Review feedback (*X indicates reviewers' assessment of current practice*)

Above standard Standard met Standard almost met Standard not met

4.2 Physical Access (see 4.3)

Objective: All members of the public can readily locate and access the museum, its entrance, galleries and facilities with ease.

Standard: The museum can show that it provides adequate facilities to assist visitors to locate the museum and visit the publicly accessible areas of its premises.

What are the physical access arrangements at the museum?

	Does your museum have one or more of the following that answers or supports the above query?	You have this	Copy is attached
1	Published museum publicity material	<input type="checkbox"/>	<input type="checkbox"/>
2	Statement of services for visitors with special needs	<input type="checkbox"/>	<input type="checkbox"/>
3	Letter of confirmation from local disability support group	<input type="checkbox"/>	<input type="checkbox"/>
4	Letter of support from local Visitor Information Network	<input type="checkbox"/>	<input type="checkbox"/>
5	Liaison with Barrier-free Trust and/or Arts Access Aotearoa	<input type="checkbox"/>	<input type="checkbox"/>
6	Child-friendly policy	<input type="checkbox"/>	<input type="checkbox"/>
7	Access ramps	<input type="checkbox"/>	<input type="checkbox"/>
8	Lifts	<input type="checkbox"/>	<input type="checkbox"/>
9	Carpark or nearby parking	<input type="checkbox"/>	<input type="checkbox"/>
10	External signage	<input type="checkbox"/>	<input type="checkbox"/>
11	Road signage	<input type="checkbox"/>	<input type="checkbox"/>
12	Coach drop-off	<input type="checkbox"/>	<input type="checkbox"/>
13	Public Transport available	<input type="checkbox"/>	<input type="checkbox"/>
14	Driver information	<input type="checkbox"/>	<input type="checkbox"/>
15	Maps	<input type="checkbox"/>	<input type="checkbox"/>
16	Orientation	<input type="checkbox"/>	<input type="checkbox"/>
17	Facilities audit	<input type="checkbox"/>	<input type="checkbox"/>
18	Other documents or arrangements (please specify)	<input type="checkbox"/>	<input type="checkbox"/>

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4.3 Visitor Facilities (see 4.2)

Objective: A visit to the museum is a high quality experience which allows visitors and users to focus on their enjoyment of the collections and taonga, exhibits and events.

Standard: The museum can show that it has considered the whole visitor experience and provides adequate facilities to make the visit welcoming, comfortable and enjoyable.

What visitor facilities are available to enhance the physical comfort of visitors and users and their enjoyment of the visit, and how are these managed?

	Does your museum have one or more of the following that answers or supports the above query?	You have this	Copy is attached
1	Maps of galleries or site/orientation display	<input type="checkbox"/>	<input type="checkbox"/>
2	Seating	<input type="checkbox"/>	<input type="checkbox"/>
3	Cloakroom/coat check	<input type="checkbox"/>	<input type="checkbox"/>
4	Museum shop	<input type="checkbox"/>	<input type="checkbox"/>
5	Drinking fountain	<input type="checkbox"/>	<input type="checkbox"/>
6	Catering/refreshments	<input type="checkbox"/>	<input type="checkbox"/>
7	Picnic area	<input type="checkbox"/>	<input type="checkbox"/>
8	Classroom/lecture theatre	<input type="checkbox"/>	<input type="checkbox"/>
9	Function venues and/or community space	<input type="checkbox"/>	<input type="checkbox"/>
10	Toilets	<input type="checkbox"/>	<input type="checkbox"/>
11	Baby changing area	<input type="checkbox"/>	<input type="checkbox"/>
12	Facilities for visitors with special needs	<input type="checkbox"/>	<input type="checkbox"/>
13	Dedicated visitor services staff/volunteers	<input type="checkbox"/>	<input type="checkbox"/>
14	Other documents or arrangements (please specify)	<input type="checkbox"/>	<input type="checkbox"/>

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4.4 Management of Visitor Facilities

Objective: The museum ensures that its facilities are always fully operational and extend the pleasure of its visitors and users.

Standard: The museum can show that responsibility for visitor services has been delegated to a specific manager, that regular maintenance and monitoring ensure compliance with hygiene and health regulations and that Māori tikanga is observed.

What systems are in place for managing the visitor facilities?

	Does your museum have one or more of the following that answers or supports the above query?	You have this	Copy is attached
1	Regular cleaning and maintenance schedule	<input type="checkbox"/>	<input type="checkbox"/>
2	Dedicated staff or volunteer manager of visitor facilities	<input type="checkbox"/>	<input type="checkbox"/>
3	Certificate of compliance with legislation	<input type="checkbox"/>	<input type="checkbox"/>
4	Guidelines and training on iwi cultural concepts relating to food and hospitality	<input type="checkbox"/>	<input type="checkbox"/>
5	Guidelines for contractors and others working on-site	<input type="checkbox"/>	<input type="checkbox"/>
6	Other documents or arrangements (please specify)	<input type="checkbox"/>	<input type="checkbox"/>

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4.5 Market Research (see 1.14, 3.8, 4.6, 4.12 and 5.6)

Objective: All exhibitions, programmes and other services reach the widest possible audience.

Standard: The museum regularly acquires data on current visitors and users and on potential visitors and users, and uses the data in the planning, targeting and delivery of its public programmes and other services.

How does your museum gather information about actual and potential visitors for use in providing visitor services and public programmes?

	Does your museum have one or more of the following that answers or supports the above query?	You have this	Copy is attached
1	Regular market research	<input type="checkbox"/>	<input type="checkbox"/>
2	Visitor surveys	<input type="checkbox"/>	<input type="checkbox"/>
3	Non-visitor surveys	<input type="checkbox"/>	<input type="checkbox"/>
4	Visitors' book	<input type="checkbox"/>	<input type="checkbox"/>
5	Monitoring of web-site visitors (virtual visitors)	<input type="checkbox"/>	<input type="checkbox"/>
6	Identification of specific target audiences	<input type="checkbox"/>	<input type="checkbox"/>
7	Identification of community partners or advisors	<input type="checkbox"/>	<input type="checkbox"/>
8	Use of publicly available statistics such as Census	<input type="checkbox"/>	<input type="checkbox"/>
9	Use of other research information	<input type="checkbox"/>	<input type="checkbox"/>

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4.6 Visitor Numbers (see 4.5, 5.6)

Objective: Accurate visiting and user patterns are tracked to assist with planning and to demonstrate the level of public interest and use.

Standard: The museum can show that it collects accurate visitors and user numbers, and uses the information in planning, assessing and advocating its services.

How do you record numbers of visitors and other museum users?

	Does your museum have one or more of the following that answers or supports the above query?	You have this	Copy is attached
1	Description of visitor monitoring system (visitor count, ticket sales, visitor book, record of where visitors come from)	<input type="checkbox"/>	<input type="checkbox"/>
2	Annual statistics of researchers and other museum users	<input type="checkbox"/>	<input type="checkbox"/>
3	Website hits record	<input type="checkbox"/>	<input type="checkbox"/>
4	Other documents or arrangements (please specify)	<input type="checkbox"/>	<input type="checkbox"/>

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4.7 Marketing (see 4.8 and 4.9)

Objective: The marketing budget and resources are used to maximum effect, in accordance with an agreed annual plan to encourage regular visitors and attract new audiences.

Standard: The museum has identified key target markets, marketing resources and included a marketing action plan in annual business plans.

How do you plan the marketing of your museum?

	Does your museum have one or more of the following that answers or supports the above query?	You have this	Copy is attached
1	Recent marketing plan	<input type="checkbox"/>	<input type="checkbox"/>
2	Job description of marketing staff or volunteers/terms of reference for a promotions subcommittee	<input type="checkbox"/>	<input type="checkbox"/>
3	Evidence of how market research is used in promotional/marketing plan	<input type="checkbox"/>	<input type="checkbox"/>
4	Other documents or arrangements (please specify)	<input type="checkbox"/>	<input type="checkbox"/>

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4.8 Collaborative Marketing (see 4.7 and 4.9)

Objective: The museum can strengthen and consolidate its promotional efforts.

Standard: The museum takes advantage of the opportunities to network, share data and benefit from joint marketing initiatives provided through local and national tourism organisations and other partnerships.

How does your museum make the best use of local or national tourism organisations or other appropriate bodies?

	Does your museum have one or more of the following that answers or supports the above query?	You have this	Copy is attached
1	Statement of <i>active</i> membership of tourism or other relevant groups	<input type="checkbox"/>	<input type="checkbox"/>
2	Regular information-sharing with Visitor Information Networks	<input type="checkbox"/>	<input type="checkbox"/>
3	Familiarisation visits for tourism and hospitality industries	<input type="checkbox"/>	<input type="checkbox"/>
4	<i>www.nzmuseums.co.nz</i> website	<input type="checkbox"/>	<input type="checkbox"/>
5	Pure NZ website	<input type="checkbox"/>	<input type="checkbox"/>
6	Updates on tourism trends	<input type="checkbox"/>	<input type="checkbox"/>
7	Collaborative ventures with other visitor attraction	<input type="checkbox"/>	<input type="checkbox"/>
8	Other documents or arrangements (please specify)	<input type="checkbox"/>	<input type="checkbox"/>

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4.9 Advertising and Publicity (see 1.4, 4.7, 4.8 and 4.12)

Objective: Visitors know when the museum is open, gain some sense of what they will experience and are confident that the information provided is current.

Standard: The museum provides adequate information, readily available through accessible outlets, and ensures that this information is kept up-to-date and distributed frequently.

How does your museum advertise its opening hours, its collections and taonga strengths, the content of its exhibitions and its other offerings?

	Does your museum have one or more of the following that answers or supports the above query?	You have this	Copy is attached
1	Marketing plan	<input type="checkbox"/>	<input type="checkbox"/>
2	Advertising schedule	<input type="checkbox"/>	<input type="checkbox"/>
3	Examples of advertising	<input type="checkbox"/>	<input type="checkbox"/>
4	Your museum's website	<input type="checkbox"/>	<input type="checkbox"/>
5	Other websites	<input type="checkbox"/>	<input type="checkbox"/>
6	Text of recorded message	<input type="checkbox"/>	<input type="checkbox"/>
7	Regular checks on accuracy of public information	<input type="checkbox"/>	<input type="checkbox"/>
8	Surveys of visitors to find out how they learned about your museum	<input type="checkbox"/>	<input type="checkbox"/>
9	Use of English, Māori and other community languages	<input type="checkbox"/>	<input type="checkbox"/>
10	Targeted media releases	<input type="checkbox"/>	<input type="checkbox"/>
11	www.nz museums.co.nz website	<input type="checkbox"/>	<input type="checkbox"/>
12	Regular distribution of information to local visitor centres, visitor publications and media	<input type="checkbox"/>	<input type="checkbox"/>
13	Other documents or arrangements (please specify)	<input type="checkbox"/>	<input type="checkbox"/>

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4.10 Customer Feedback (see 4.11, 4.12 and 5.6)

Objective: The museum can respond to favourable and unfavourable comments by taking action to recognise staff success and to improve the quality of its exhibitions, facilities, user services and other aspects of the museum's operations.

Standard: The museum can show that it records visitor comments, regularly reviews these with staff and volunteers and responds constructively to them.

How does your museum record visitor comments?

	Does your museum have one or more of the following that answers or supports the above query?	You have this	Copy is attached
1	Visitor comment forms	<input type="checkbox"/>	<input type="checkbox"/>
2	Visitor comments books	<input type="checkbox"/>	<input type="checkbox"/>
3	Daybook	<input type="checkbox"/>	<input type="checkbox"/>
4	Suggestion box	<input type="checkbox"/>	<input type="checkbox"/>
5	Monitoring and action procedures	<input type="checkbox"/>	<input type="checkbox"/>
6	Feedback from other museum users	<input type="checkbox"/>	<input type="checkbox"/>
7	Staff feedback	<input type="checkbox"/>	<input type="checkbox"/>
8	Other documents or arrangements (please specify)	<input type="checkbox"/>	<input type="checkbox"/>

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4.11 Customer Complaints (see 4.10, 4.12 and 5.6)

Objective: Problems are recorded and addressed with action taken where necessary to avoid disappointing other visitors and users.

Standard: The museum can show that it has systems in place for recording and responding to complaints and for reviewing its procedures in the light of service deficiencies brought to its attention.

How does your museum deal with complaints?

	Does your museum have one or more of the following that answers or supports the above query?	You have this	Copy is attached
1	Complaints procedures	<input type="checkbox"/>	<input type="checkbox"/>
2	Service recovery policy	<input type="checkbox"/>	<input type="checkbox"/>
3	Easy-to-use complaints form	<input type="checkbox"/>	<input type="checkbox"/>
4	Feedback from front of house team	<input type="checkbox"/>	<input type="checkbox"/>
5	Record-keeping system for recording complaints and decision/action taken	<input type="checkbox"/>	<input type="checkbox"/>
6	Follow-up procedures	<input type="checkbox"/>	<input type="checkbox"/>
7	Other documents or arrangements (please specify)	<input type="checkbox"/>	<input type="checkbox"/>

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4.12 Customer Satisfaction (see 4.5, 4.9, 4.10, 4.11 and 5.6)

Objective: All museum users receive a warm welcome and a consistent level of service, regardless of the extent or nature of their contact with the museum.

Standard: The museum takes steps to monitor and review its customer service standards regularly.

How does your museum ensure consistent levels of visitor and user services throughout the museum's activities?

	Does your museum have one or more of the following that answers or supports the above query?	You have this	Copy is attached
1	Regular customer satisfaction surveys	<input type="checkbox"/>	<input type="checkbox"/>
2	Mystery visitors and callers representing a range of cultural groups	<input type="checkbox"/>	<input type="checkbox"/>
3	Monitoring of paid and volunteer staff	<input type="checkbox"/>	<input type="checkbox"/>
4	Kiwihost/Superhost accreditation (or similar)	<input type="checkbox"/>	<input type="checkbox"/>
5	Dedicated user advocate	<input type="checkbox"/>	<input type="checkbox"/>
6	Response time targets for telephone and written enquiries	<input type="checkbox"/>	<input type="checkbox"/>
7	Service quality forms	<input type="checkbox"/>	<input type="checkbox"/>
8	Other documents or arrangements (please specify)	<input type="checkbox"/>	<input type="checkbox"/>

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