Contents

The fullness with which you answer a question will vary according to the museum’s circumstances. Focus always on how your particularmuseum 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.

# Module 4 Customer Service

Kowae 4 Wähanga Äwhina Tangata

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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.

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Module 4: Customer Service



Module 4: Customer Service02

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.

# 4.1 Regular Access

|  |
| --- |
| 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 | [ ]  | [ ]  |
| 2 | Advanced notice of any changes or temporary closures planned for the next five years | [ ]  | [ ]  |
| 3 | Published museum publicity material | [ ]  | [ ]  |
| 4 | Statement of any special circumstances (eg. museum is housed in a building controlled by another authority) | [ ]  | [ ]  |
| 5 | Other documents or arrangements (please specify) | [ ]  | [ ]  |
|   |
| a) Comments about achievements:  (summary of a museum’s achievements towards meeting or exceeding standard) |
| Double click here  |
| b) Suggestions for further development: (suggestions of actions for you to consider in order to meet or exceed the standard) |
| Double click here  |
|  |
| Review feedback(X indicates reviewers’ assessment of current practice) |
| [ ]  Above standard | [ ]  Standard met | [ ]  Standard almost met | [ ]  Standard not met |



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.

# 4.2 Physical Access (see 4.3)

Module 4: Customer Service03

|  |
| --- |
| 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 | [ ]  | [ ]  |
| 2 | Statement of services for visitors with special needs | [ ]  | [ ]  |
| 3 | Letter of confirmation from local disability support group | [ ]  | [ ]  |
| 4 | Letter of support from local Visitor Information Network | [ ]  | [ ]  |
| 5 | Liaison with Barrier-free Trust and/or Arts Access Aotearoa | [ ]  | [ ]  |
| 6 | Child-friendly policy | [ ]  | [ ]  |
| 7 | Access ramps | [ ]  | [ ]  |
| 8 | Lifts | [ ]  | [ ]  |
| 9 | Carpark or nearby parking | [ ]  | [ ]  |
| 10 | External signage | [ ]  | [ ]  |
| 11 | Road signage | [ ]  | [ ]  |
| 12 | Coach drop-off | [ ]  | [ ]  |
| 13 | Public Transport available | [ ]  | [ ]  |
| 14 | Driver information | [ ]  | [ ]  |
| 15 | Maps | [ ]  | [ ]  |
| 16 | Orientation | [ ]  | [ ]  |
| 17 | Facilities audit | [ ]  | [ ]  |
| 18 | Other documents or arrangements (please specify) | [ ]  | [ ]  |
|  |
| a) Comments about achievements:  (summary of a museum’s achievements towards meeting or exceeding standard) |
| Double click here   |
| b) Suggestions for further development: (suggestions of actions for you to consider in order to meet or exceed the standard) |
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# 4.3 Visitor Facilities (see 4.2)

Module 4: Customer Service04

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 | [ ]  | [ ]  |
| 2 | Seating | [ ]  | [ ]  |
| 3 | Cloakroom/coat check | [ ]  | [ ]  |
| 4 | Museum shop | [ ]  | [ ]  |
| 5 | Drinking fountain | [ ]  | [ ]  |
| 6 | Catering/refreshments | [ ]  | [ ]  |
| 7 | Picnic area | [ ]  | [ ]  |
| 8 | Classroom/lecture theatre | [ ]  | [ ]  |
| 9 | Function venues and/or community space | [ ]  | [ ]  |
| 10 | Toilets | [ ]  | [ ]  |
| 11 | Baby changing area | [ ]  | [ ]  |
| 12 | Facilities for visitors with special needs | [ ]  | [ ]  |
| 13 | Dedicated visitor services staff/volunteers | [ ]  | [ ]  |
| 14 | Other documents or arrangements (please specify) | [ ]  | [ ]  |
|  |
| a) Comments about achievements:  (summary of a museum’s achievements towards meeting or exceeding standard) |
| Double click here  |
| b) Suggestions for further development: (suggestions of actions for you to consider in order to meet or exceed the standard) |
| Double click here  |
|  |
| Review feedback(X indicates reviewers’ assessment of current practice) |
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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 Mäori 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 | [ ]  | [ ]  |
| 2 | Dedicated staff or volunteer manager of visitor facilities | [ ]  | [ ]  |
| 3 | Certificate of compliance with legislation | [ ]  | [ ]  |
| 4 | Guidelines and training on iwi cultural concepts relating to food and hospitality | [ ]  | [ ]  |
| 5 | Guidelines for contractors and others working on-site | [ ]  | [ ]  |
| 6 | Other documents or arrangements (please specify) | [ ]  | [ ]  |
|  |
| a) Comments about achievements:  (summary of a museum’s achievements towards meeting or exceeding standard) |
| Double click here  |
| b) Suggestions for further development: (suggestions of actions for you to consider in order to meet or exceed the standard) |
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|  |
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Module 4: Customer Service05

# 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 | [ ]  | [ ]  |
| 2 | Visitor surveys | [ ]  | [ ]  |
| 3 | Non-visitor surveys | [ ]  | [ ]  |
| 4 | Visitors’ book | [ ]  | [ ]  |
| 5 | Monitoring of web-site visitors (virtual visitors) | [ ]  | [ ]  |
| 6 | Identification of specific target audiences | [ ]  | [ ]  |
| 7 | Identification of community partners or advisors | [ ]  | [ ]  |
| 8 | Use of publicly available statistics such as Census | [ ]  | [ ]  |
| 9 | Use of other research information | [ ]  | [ ]  |
|  |
| a) Comments about achievements:  (summary of a museum’s achievements towards meeting or exceeding standard) |
| Double click here   |
| b) Suggestions for further development: (suggestions of actions for you to consider in order to meet or exceed the standard) |
| Double click here  |
|  |
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Module 4: Customer Service06

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.

# 4.6 Visitor Numbers (see 4.5, 5.6)

|  |
| --- |
| 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) | [ ]  | [ ]  |
| 2 | Annual statistics of researchers and other museum users | [ ]  | [ ]  |
| 3 | Website hits record | [ ]  | [ ]  |
| 4 | Other documents or arrangements (please specify) | [ ]  | [ ]  |
|  |
| a) Comments about achievements:  (summary of a museum’s achievements towards meeting or exceeding standard) |
| Double click here  |
| b) Suggestions for further development: (suggestions of actions for you to consider in order to meet or exceed the standard) |
| Double click here |
|  |
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| [ ]  Above standard | [ ]  Standard met | [ ]  Standard almost met | [ ]  Standard not met |



Module 4: Customer Service07

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.

# 4.7 Marketing (see 4.8 and 4.9)

|  |
| --- |
| 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 | [ ]  | [ ]  |
| 2 | Job description of marketing staff or volunteers/terms of reference for a promotions subcommittee | [ ]  | [ ]  |
| 3 | Evidence of how market research is used in promotional/marketing plan | [ ]  | [ ]  |
| 4 | Other documents or arrangements (please specify) | [ ]  | [ ]  |
|  |
| a) Comments about achievements:  (summary of a museum’s achievements towards meeting or exceeding standard) |
| Double click here   |
| b) Suggestions for further development: (suggestions of actions for you to consider in order to meet or exceed the standard) |
| Double click here  |
|  |
| Review feedback(X indicates reviewers’ assessment of current practice) |
| [ ]  Above standard | [ ]  Standard met | [ ]  Standard almost met | [ ]  Standard not met |



Module 4: Customer Service08

Module 4: Customer Service09

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.

# 4.8 Collaborative Marketing (see 4.7 and 4.9)

|  |
| --- |
| 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 active membership of tourism or other relevant groups | [ ]  | [ ]  |
| 2 | Regular information-sharing with Visitor Information Networks | [ ]  | [ ]  |
| 3 | Familiarisation visits for tourism and hospitality industries | [ ]  | [ ]  |
| 4 | www.nzmuseums.co.nz website | [ ]  | [ ]  |
| 5 | Pure NZ website | [ ]  | [ ]  |
| 6 | Updates on tourism trends | [ ]  | [ ]  |
| 7 | Collaborative ventures with other visitor attraction | [ ]  | [ ]  |
| 8 | Other documents or arrangements (please specify) | [ ]  | [ ]  |
|   |
| a) Comments about achievements:  (summary of a museum’s achievements towards meeting or exceeding standard) |
| Double click here   |
| b) Suggestions for further development: (suggestions of actions for you to consider in order to meet or exceed the standard) |
| Double click here  |
|  |
| Review feedback(X indicates reviewers’ assessment of current practice) |
| [ ]  Above standard | [ ]  Standard met | [ ]  Standard almost met | [ ]  Standard not met |



Module 4: Customer Service10

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.

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

|  |
| --- |
| 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 | [ ]  | [ ]  |
| 2 | Advertising schedule | [ ]  | [ ]  |
| 3 | Examples of advertising | [ ]  | [ ]  |
| 4 | Your museum’s website | [ ]  | [ ]  |
| 5 | Other websites | [ ]  | [ ]  |
| 6 | Text of recorded message | [ ]  | [ ]  |
| 7 | Regular checks on accuracy of public information | [ ]  | [ ]  |
| 8 | Surveys of visitors to find out how they learned about your museum | [ ]  | [ ]  |
| 9 | Use of English, Mäori and other community languages | [ ]  | [ ]  |
| 10 | Targeted media releases | [ ]  | [ ]  |
| 11 | www.nzmuseums.co.nz website | [ ]  | [ ]  |
| 12 | Regular distribution of information to local visitor centres, visitor publications and media | [ ]  | [ ]  |
| 11 | Other documents or arrangements (please specify) | [ ]  | [ ]  |
|   |
| a) Comments about achievements:  (summary of a museum’s achievements towards meeting or exceeding standard) |
| Double click here   |
| b) Suggestions for further development: (suggestions of actions for you to consider in order to meet or exceed the standard) |
| Double click here  |
|  |
| Review feedback(X indicates reviewers’ assessment of current practice) |
| [ ]  Above standard | [ ]  Standard met | [ ]  Standard almost met | [ ]  Standard not met |



Module 4: Customer Service11

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.

# 4.10 Customer Feedback (see 4.11, 4.12 and 5.6)

|  |
| --- |
| 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 | [ ]  | [ ]  |
| 2 | Visitor comments books | [ ]  | [ ]  |
| 3 | Daybook | [ ]  | [ ]  |
| 4 | Suggestion box | [ ]  | [ ]  |
| 5 | Monitoring and action procedures | [ ]  | [ ]  |
| 6 | Feedback from other museum users | [ ]  | [ ]  |
| 7 | Staff feedback | [ ]  | [ ]  |
| 8 | Other documents or arrangements (please specify) | [ ]  | [ ]  |
|   |
| a) Comments about achievements:  (summary of a museum’s achievements towards meeting or exceeding standard) |
| Double click here   |
| b) Suggestions for further development: (suggestions of actions for you to consider in order to meet or exceed the standard) |
| Double click here  |
|  |
| Review feedback(X indicates reviewers’ assessment of current practice) |
| [ ]  Above standard | [ ]  Standard met | [ ]  Standard almost met | [ ]  Standard not met |



Module 4: Customer Service12

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.

# 4.11 Customer Complaints (see 4.10, 4.12 and 5.6)

|  |
| --- |
| 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 | [ ]  | [ ]  |
| 2 | Service recovery policy | [ ]  | [ ]  |
| 3 | Easy-to-use complaints form | [ ]  | [ ]  |
| 4 | Feedback from front of house team | [ ]  | [ ]  |
| 5 | Record-keeping system for recording complaints and decision/action taken | [ ]  | [ ]  |
| 6 | Follow-up procedures | [ ]  | [ ]  |
| 7 | Other documents or arrangements (please specify) | [ ]  | [ ]  |
|   |
| a) Comments about achievements:  (summary of a museum’s achievements towards meeting or exceeding standard) |
| Double click here   |
| b) Suggestions for further development: (suggestions of actions for you to consider in order to meet or exceed the standard) |
| Double click here  |
|  |
| Review feedback(X indicates reviewers’ assessment of current practice) |
| [ ]  Above standard | [ ]  Standard met | [ ]  Standard almost met | [ ]  Standard not met |



Module 4: Customer Service13

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.

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

|  |
| --- |
| 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 | [ ]  | [ ]  |
| 2 | Mystery visitors and callers representing a range of cultural groups | [ ]  | [ ]  |
| 3 | Monitoring of paid and volunteer staff | [ ]  | [ ]  |
| 4 | Kiwihost/Superhost accreditation (or similar) | [ ]  | [ ]  |
| 5 | Dedicated user advocate | [ ]  | [ ]  |
| 6 | Response time targets for telephone and written enquiries | [ ]  | [ ]  |
| 7 | Service quality forms | [ ]  | [ ]  |
| 8 | Other documents or arrangements (please specify) | [ ]  | [ ]  |
|  |
| a) Comments about achievements:  (summary of a museum’s achievements towards meeting or exceeding standard) |
| Double click here   |
| b) Suggestions for further development: (suggestions of actions for you to consider in order to meet or exceed the standard) |
| Double click here  |
|  |
| Review feedback(X indicates reviewers’ assessment of current practice) |
| [ ]  Above standard | [ ]  Standard met | [ ]  Standard almost met | [ ]  Standard not met |