

# CUSTOMER CARE POLICY

Revision	Revision Date	Owner	Reference	Comment
00	16/09/2011	General Manager (North)	OPS-POL-001	Format Revised
01	25/05/2015	Visitor Services Manager (Leeds)	OPS-POL-001	Content and title revised
02	10/11/2016	VSM (Leeds)	OPS-POL-001	Policy Updated
	01/01/2019	VSM (Leeds)		Reviewed. No change

Policy Number	OPS-POL-001	Date Printed	16/12/2022	Owner	Visitor Services Manager
Revision	02	Page	1	Change Ref.	

## 1. INTRODUCTION

The Royal Armouries is Britain's national museum of arms and armour, and one of the most important museums of its type in the world. As a museum we have a duty to care for these objects, learn from them and increase access for the wider public.

## 2. PURPOSE

- The ultimate purpose of the Royal Armouries is to excite and educate the public about arms and armour and their impact on the people, history and cultures of Britain and the world from ancient times to the present day.
- The purpose of this policy is to support that statement by enhancing the visitor experience and providing the outstanding, quality customer care that our visitors expect.
- It is important that all members of staff understand and are able to deliver consistent standards of customer service regardless of site or department.

## 3. CUSTOMER CARE CHARTER

We are dedicated to providing exhibitions and activities that provide enjoyment and education for all our visitors. Our staff are committed to delivering equal, inclusive and courteous treatment for all our visitors.

The customer charter will direct the behaviour of all of our staff and guide their approach to customer service.

- **We will welcome all visitors warmly** – We will let all visitors know that they are welcome and that we are grateful that they chose to visit us. All staff members will be friendly and acknowledge our visitors with a smile.
- **Our staff will be identifiable** – All front of House team will be easily identifiable by their uniform, staff pass and name badge. All other staff will be identifiable by their smart appearance and staff pass.
- **We will provide adequate facilities for the needs of our visitors** – When issues are reported they will be dealt with appropriately and repaired or replaced as soon as reasonably practical.
- **We will ensure that all our visitors are aware of how to get around the museum and what activities are taking place** – We will offer all visitors to the museum a daily sheet which contains a map of the building and details about the day's events and activities. We will make leaflets about upcoming events available and direct visitors to our website when appropriate.
- **We will ensure that our information is reliable and easy to access** – We will always strive to ensure that any information in our print materials or on our website is as accurate as possible and updated

Policy Number	OPS-POL-001	Date Printed	16/12/2022	Owner	Visitor Services Manager
Revision	02	Page	2	Change Ref.	

as often as necessary. We will ensure that all print is easy to read and accessible for as many visitors as possible.

#### **4. CUSTOMER CARE STANDARDS**

- We will ensure that the Museum itself is open for 100% of the advertised hours and that all designated visitor areas (Crossbow Range, Jester's Yard, Shop etc.) are open at least 90% of the time unless deemed unsafe for maintenance or staffing reasons.
- We will ensure that there is a member of staff to answer all switchboard calls between the hours of 9am and 5pm, 7 days a week (excluding 24<sup>th</sup>-26<sup>th</sup> December).
- We will aim to repair any defective displays within 5 days of the date of the report
- If a visitor contacts us with a general query we will aim to answer immediately or, in the worst case, within 24 hours. If an answer requires further investigation, we will forward the query on to a relevant colleague immediately.
- If a visitor contacts us to make a group, education or curatorial booking we will pick up the enquiry and reply within 48 hours. We will ensure that their needs are met as effectively and efficiently as possible and full confirmation will be issued as soon as all aspects are confirmed.
- If a visitor contacts us to book for an event we will confirm the booking immediately if possible or, in the worst case, within 24 hours and reserve tickets to be collected on the day.
- For general visits to the museum (as opposed to a pre-booked guest or contractor etc.), we will ensure that they feel welcome and have a good understanding of where to start in the museum.
- When a pre-booked visitor visits the museum, we will greet them warmly, log them into our fire list system, give them a name badge and arrange for their contact to meet them as soon as possible.

#### **5. METHODS OF MONITORING**

- We will make it easy for our visitors to leave us feedback and will act upon complaints and recommendations promptly.
- We will promote feedback options to our visitors when taking bookings over the phone and via email so that we can develop and improve all customer offers.
- Feedback form reports will be made available to all departments via the G: drive.

Policy Number	OPS-POL-001	Date Printed	16/12/2022	Owner	Visitor Services Manager
Revision	02	Page	3	Change Ref.	

## 6. RISK

The associated risk of non compliance of this policy is:

Impact of non-compliance: LOW

Likelihood of non compliance: LOW

Policy Number	OPS-POL-001	Date Printed	16/12/2022	Owner	Visitor Services Manager
Revision	02	Page	4	Change Ref.	