

Stoke Museums and Galleries

Customer Service Commitments

1. We will provide all our customers with a warm and courteous welcome
2. We will promote the services our museums and galleries have to offer to all our customers
3. We will provide a prompt and helpful response to all enquiries within one week.
4. We will ensure our information is well presented, accurate, up to date and meets our customers' needs at all times
5. We will ensure our museums and exhibitions are safe, clean, well presented and well maintained at all times
6. We will provide museums, exhibitions and activities which are engaging, fun and accessible for all

1. We will provide all our customers with a warm and courteous welcome

1. We will provide clear and well presented signage outside each of our museums which says welcome, the name of the venue and gives our opening times
2. All visitors will be warmly welcomed with eye contact, a smile and a greeting e.g. 'Good morning,' or 'Good afternoon' and when at our entrance desks we will always ask how we can help
3. We will always act professionally and be alert and attentive. We will always stand when customers are in the area
4. Our customers are the top priority and will receive our full attention, we will not have personal conversations in their presence or use mobile phones on duty and we will not eat or drink in view of any customers and we will comply with Stoke City Council's code of practice
5. In all public areas we will not wait for our customers to engage with us, we will be proactive and look for opportunities to verbally acknowledge them and where a visitor looks like they might need help to offer assistance
6. When at work we will always wear our name badges, showing our first names and the name of the organisation and all id tags will be kept visible
7. We will always look clean, smart, tidy, well presented and in accordance with the relevant dress code for that job
8. Where possible we will acknowledge customers as they exit our museums, offer them a parting greeting and where appropriate we will ask them 'How was their

visit?' and 'Where else are they planning to visit?' We will inform them about our other museums

9. We will warmly greet customers on the telephone by smiling down the line saying 'Good morning' or 'Good afternoon' giving the name of the venue and our name
10. The general public telephone lines voicemail message will be welcoming in tone and message, give the name of the venue, promote the website and website address and leave the option for a customer to leave a message and informs the customer that we will call them back
11. Museum staff voicemail message will be warm in tone and message, give the member of staff's name, museum venue and leave an option for a customer to leave a message and informs our customers that we will call them back
12. Outside of museum opening hours we will provide a different voicemail message on our main public telephone lines. The message will be warm in tone, welcoming, give the name of the museum, make it clear that the museum is now closed, but will provide basic information about opening times, our location, promote our website for further information, provide an option for a customer to leave a message and informs our customers that we will call them back
13. The Stoke-on-Trent Tourist Information Centre (TIC) is based in the Potteries Museum & Art Gallery. The TIC are on hand to help with local, regional and national tourist information, accommodation bookings, as well as maps, merchandise and local and regional event tickets.

2. We will promote the services our museums and galleries have to offer to all our customers

1. Where possible outside our museums we will provide well presented signage promoting our exhibitions and events
2. At the admissions desk or the main front of house area we will provide clear and well presented signage providing: an introduction to the museum; a plan of the museum including promoting our exhibitions and events and our other museums and where appropriate important services such as catering
3. We will ask our customers if this is their first visit and at our information and admissions points all our customers will be given a brief introduction about the museum by our staff, where available we will provide an orientation leaflet and point out the main highlights, temporary exhibitions, where to start your visit and key services including the café and toilets
4. We will provide a well presented display of our other museums and their locations as well as the prices of our other museums to help demonstrate to our customers the value that our annual pass or exhibition tickets provides
5. We will always ask our customers if they are members of any partnering discount organisations such as the Museum Association, Art Fund or Friends of the Potteries Museums and if they are not, we will promote the benefits including the cost of

admission to our museums or exhibitions with appropriate pass, the low cost of our holiday activities for annual holders and the museums that the passport entitles customers to access for free

6. We will complete the purchase of the annual pass or exhibition ticket for the customer and if we are not able to we will offer to complete the purchase while the customers enjoy their visit and that their membership will be ready for them by time they have finished and return to the desk
7. If a customer does not want to purchase a pass or exhibition ticket we will give them a leaflet which promotes all our museums
5. We will explain the value of the collection guidebooks (Potteries Potts, The Staffordshire Hoard and 101 Ceramic Highlights) for finding out more information about the Museum and the collection and we will ask all our customers that come to our information or admissions desks if they would like a guidebook
8. In our cafes we will promote clearly to our customers in a well presented manner which is in keeping with Museums' design guidelines in prominent positions our menus, including any specials, our desserts and where appropriate that our food is home made
9. Our staff will make our customers aware of the refreshments and specials that are available to them
10. At the end of our interactions with our customers in person or over the phone we will always check if there is anything else we can help them with
11. In our shops and on our information and admissions desks we will ensure that the guide book is well displayed at all times
12. We will provide table talkers on each of our café tables to provide information and promote our services and we will provide A4 clip frames and promotions on the rear of all our toilet cubicle doors to promote what we have to offer
13. To help keep our customers informed of our services, exhibitions and events we will promote our website www.stokemuseums.org.uk on all our promotional and packaging material as well as on all our correspondence both written and email
14. We will ensure our website is well maintained, well presented, accurate and up to date providing information about each of our museums, their exhibitions, galleries, forthcoming events and promotes key services such as our Museum Passes, Loyalty cards, catering, retailing, corporate facilities and our mailing list

3. We will provide a prompt and helpful response to all enquiries

1. We will always be visible and make ourselves available for our visitors, be ready to answer any queries, listen and tailor our answers to meet our customers' individual needs. If we do not know the answer we will find someone who does
2. Where appropriate we will offer alternatives or suggest other events, exhibitions and our other museums which may be of interest

3. We will deal with all enquiries quickly and efficiently; the information we will provide will be accurate to the best of our ability and we will always check if there is anything else we can help our customers with
4. To help our customers our staff will be knowledgeable about the content of our guidebooks where we have one and about our museums
5. Our staff will maintain a good knowledge about the shop merchandise and our catering offer
6. We will keep an up to date list of site specific frequently asked questions including information on access, other attractions, transport and our other museums in particular
7. As long as customers are booked in every first Wednesday in the month we will provide a 'What is it' session for visitors to bring objects for identification and meet a curator
8. If we cannot find the answer to an enquiry, or offer a suitable alternative, we will take the customer's name and contact details and get back to them within one working day
9. We will always try to avoid our customers having to queue, our main entrance desks, admissions points and catering serveries will always have a member of staff present front of house. Where a queue is unavoidable we will thank our customers for waiting
10. If a queue lasts more than ten minutes or more we will always keep our customers updated about waiting times, listen to their needs and help them plan their visit by promoting what we have to offer
11. All phone calls will be answered within 6 rings or by a voicemail message
12. All phone call messages will be answered within one working day. Where staff are away from the office for more than one working day, their voicemail message will say when they will be back in the office and where possible provide an alternative person and number for the customer to call if it is urgent
13. We will try to ensure that no problems escalate into complaints. However, if a customer has a complaint we will:
 - Remain polite and calm
 - Listen
 - Find out the problem
 - Try to be helpful
 - Aim to resolve the complaint straightaway and reach a satisfactory outcome
14. If we cannot resolve the complaint we will refer to a more senior manager
15. If we still are unable to resolve the complaint we will encourage the customer to write the complaint using the customer comment form or we will make a note

ourselves. If a customer is still unhappy we will ask them to contact or write to the relevant Museum & Gallery Manager and we will give the customer the relevant contact details or we will take their details and pass them onto the relevant Museum & Gallery Manager

16. We will encourage customer feedback about our service. Where possible we will use visual displays in our entrances to promote our standards and ask for feedback as to whether we are achieving them and how we can improve further
17. For those customers that do not wish to write a comment but want to pass on verbal comments our staff will make a note of them on the customer comment forms and submit them to the Museum
18. All written enquiries will be sent an acknowledgement or a full reply within three working days. If we cannot provide a full response within this timescale we will say in the acknowledgement when we will be able to provide a full reply
19. All customer email enquiries will be sent an acknowledgement or a full response within two working days and if we are unable to provide a full response within this timescale we will say in the acknowledgement when we will be able to provide a full reply
20. With relation to email enquiries if a member of staff is away for more than one working day an out of office auto reply will give up to date information about their availability and who to contact in their absence

4. We will ensure our information is well presented, accurate, up to date and meets our customers' needs at all times

1. Each of our exhibitions will have well presented and clear signage which provides the name of the gallery and an introductory panel about the gallery. The signage will always make it clear that if a customer wants more information to come back to the museum's reception
2. To ensure our customers can see what we have to offer clearly we will always keep all our leaflet displays and poster sites well stocked, well presented and up to date in clearly designated areas
3. To help avoiding cluttering areas, leaflets relating to organisations other than Stoke Museums and Galleries will be restricted to designated leaflet dispensers only and if there is no room for other material then this will not be displayed
4. If an area or an exhibition is closed we will provide well-presented branded signage in keeping with Stoke Museums' design guidelines which will advise:
 - What is taking place
 - When the new exhibition or refurbished area will be open
 - Who to contact for further information
 - Alternatives for our customers to see (where applicable)
 - Apologise for any inconvenience caused

5. Where possible we will provide a well presented visual of what the area will look like when finished.
 6. When an interactive is not working, or a facility or service is under repair or in need of maintenance we will try to repair immediately, if we cannot we will provide well presented branded temporary signage in keeping with Stoke Museums' design guidelines which will advise:
 - What is taking place
 - When the problem will be rectified
 - Who to contact for further information
 - Alternatives for our customers to use (where appropriate)
 - Apologise for any inconvenience caused
 7. All display cases will be well presented with objects fully displayed. Where objects are missing we will provide well presented branded labels in keeping with Stoke Museum guidelines explaining:
 - What has happened
 - When the object will be replaced
 - Who to contact for further information and how
 - Apologise for any inconvenience caused
 8. With high quality retail items we will provide well presented interpretation, in line with Stoke Museum design guidelines to promote the product
 9. We will ensure that all merchandising areas both for retail and catering are kept well stocked, well presented and clearly labeled including pricing information
- 5. We will ensure our museums and exhibitions are safe, clean, well presented and well maintained at all times**
1. We will check all public areas of our museums every day to ensure that all our museums are clean, tidy, well presented and well maintained at all times including checking that all our interactives and machines are in full working order and that they have sufficient materials to ensure they are kept in full working order
 2. We will empty bins and make sure they are kept well presented at least daily; we will check and clean all areas of the toilets before opening and throughout the day to ensure they are clean, well stocked and in full working order, i.e. every two hours during visiting hours, and all our staff will always pick up litter
 3. To help our customers keep our museums tidy we will ensure that our museums have an adequate number of well presented bins in public areas around our museums
 4. Any spillages will be cleaned up immediately

5. All desks and counters in public areas and all merchandise space will display the venue's material only and will be kept clear of personal belongings, boxes, clutter, office stationery and will not be personalised in anyway
 6. All display cases and cabinets around all areas of the museum will be kept clean tidy and dust free both inside and outside the display cabinets and all objects will be well displayed and clearly labeled
 7. All retail areas will be kept clean, tidy and fully stocked at all times and merchandise is well presented and themed appropriately
 8. We will ensure that our catering areas are monitored and kept clean, tidy and well presented at all times
 9. To help ensure that all areas look well presented all storage materials and equipment which is not in public use will be stored out of sight immediately and not in public areas
 10. To help keep the museum safe and clear from disturbances stock deliveries should not interfere with the needs of the visitor and will be moved out of public areas as soon as possible
 11. To help keep our museums looking well presented where refurbishment or maintenance work is taking place we will ensure that the area is neatly hoarded or screened off
 12. All fire exits will be checked everyday that they are unobstructed and in good working order
 13. We will work closely with contractors to ensure that all works areas are kept safe for visitors through use of the appropriate signage, screens and contractors will be required to conform to the contractor's guidelines
 14. Each member of staff is responsible for their own safety in addition to the safety and well being of customers
 15. We will comply with health and safety legislation and we will meet the requirements outlined in our health and safety policy
 16. We will make all our staff aware of key safety procedures e.g. fire exits, evacuation, suspicious packages and child protection procedures
 17. We will hold test evacuations at least twice a year, test our fire alarms weekly and regularly update our health and safety and fire safety procedures
- 6. We will provide museums and collections which are engaging, fun and accessible for all**
1. We will always go that extra mile for our customers, to be visible around the museum at all times and bring the experience alive by engaging with our customers and check if there is anything else we can help them with

2. With all our pre booked groups both educational and non educational we provide a welcome and an introduction to the museum
3. We will provide a programme of activity and events for all the family during each school holiday at each of our museums and we will provide a family trail at each of our museums
4. We will provide a programme and a range of activity to meet the needs of all our various audiences whether interest and specialists groups or the general public and both for the local community and visitors coming from outside the region both nationally and internationally
5. Where feasible and practical we will use alternative formats to meet different special needs and in other languages
6. Our signage, customer correspondence and interpretation will be simple, clear, well presented, easy to read and meet our Museums' design guidelines and interpretation strategy
7. We will include in our orientation leaflets and plans all the relevant access information to help all our visitors find their way around our museums as comfortably and as easily as possible
8. All information will be physically accessible, in prominent places and at an appropriate height. Our main information points will be kept in noticeable, central locations and will be signed in a clear and well presented manner
9. We aim to make all our museums accessible to all wherever practical and reasonable and where this is not possible to provide alternative means by which visitors can see what is on display
10. We will help visitors with special needs and be aware of special needs' provision. We will ensure that all relevant staff are trained in disability awareness
11. In the planning and display of our food service, we will provide for a range of dietary needs