

Memorable for all the right  
reasons:

Customer Care in the era of Trip  
Advisor

# Customer care and volunteer teams – the context

What matters to visitors

How visitors respond when their expectations aren't met

Meeting a minimum standard – Accredited museums and customer care

Good customer care is a sign of an engaged, supported volunteer team; poor customer care may suggest the opposite

Good customer care will help to engage future volunteers

# What matters to visitors?

Bernard Donoghue, Director of ALVA

(Association of Leading Visitor Attractions)

Keynote Speech, AIM Conference 2015:

- STAFF NOT STUFF = most important factor in creating a MEMORABLE visit
- A positive WELCOME with personal contact makes visitors 22% more likely to RECOMMEND to a friend

# What matters to visitors?

- Visitors attracted to places which:
  - Provide an authentic sense of place – ‘reek of the locality’
  - Refresh and entice – are well presented
  - Tell human stories
  - Provide a good experience, throughout:
    - Café/toilets/shop
    - additional ‘fun’ injected into the experience
    - Have a clear purpose and stick to it!

# How do visitors respond when expectations aren't met?

- May not write in the visitor book
- Don't return
- Don't recommend you to others
- Tell people about their negative experience
- (including Trip Advisor – permanent record)
- Don't feel encouraged to become a supporter of the Museum
- Don't feel encouraged to become a volunteer at the Museum

# What the research tell us

Customer care 'received wisdom'...

- A **happy** customer tells **5** people about their experience; an **unhappy** customer tells **12**
- It is **5 x as expensive** to gain a **new** customer as it is to **keep a current customer**

# Meeting the minimum standard

- Having clear arrangements for customer care is a key requirement (3.1.4) of the **ACE Accreditation Standard**. Consider...
  - A policy or a charter or mission statement for customer care
  - Evidence of staff/volunteer induction and training in customer care – so that policy is delivered in practice
  - Clear information about your facilities
  - Policy and procedures for managing:
    - complaints
    - needs of disabled customers and those with additional needs

# The link between customer care and an engaged volunteer team





# Visitor and Customer Care: a training day for the SW Museum Development Programme Museum Skills Programme

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