

Museums & Special Collections Customer Service Standards

This document sets out the values and standards we aim to achieve in customer service.

Our customers

Our customers include all those working at or with the College, our colleagues (including museum volunteers), as well as the general public. Our standards will apply to everyone who has contact with the Department. However we also have the following key target audiences:

Public engagement

- All public visitors to the Hunterian Museum or associated events, including families and those in formal or informal learning.
- College staff, especially in Development, Communications and Facilities; College Trustees, Council members and Faculty Boards; Trustees of the Hunterian Collection; Fellows, Members or affiliates of the College and its dental faculties.

Professional support

- Staff, faculty and students associated with exams and courses using the Wellcome Museum or its collections.
- All those working as or training to become surgeons or dentists; or working in or training for careers in the health or biomedical sciences.

Research and collections care

- Volunteers, researchers and curators using our collections and those working in the museum, library and archive sectors.

Our service values

- **Transparency:** We will ensure that the way we deal with customers and each other is open, honest and transparent.
- **Responsibility:** We will take responsibility as a team for the delivery of services, and take ownership of decisions.
- **Equality:** We will strive to ensure that all of our services are accessible to their target audiences without restriction or discrimination.
- **Courtesy:** We will treat our customers and each other as we would wish to be treated, with courtesy and respect.
- **Evaluation:** We will actively seek to improve our knowledge of our customers, and encourage and respond to feedback from those we work with to improve our service.

As well as the general standards set out below, we have or will develop formal policy for specific service areas (e.g. volunteering; use of specimens for teaching or research; loans; photography or filming; acquisitions and disposals). We will make these available to customers and we will meet the standards set out in them.

SERVICE CATEGORY	STANDARD OF PERFORMANCE
ORGANISATIONAL AWARENESS	<p>We will:</p> <ul style="list-style-type: none"> • Contribute to and take ownership of the development of business plans and strategies, and link individual priorities to our core aims and objectives and to those of the College. • Facilitate the exchange of information and expertise within the team, through regular team meetings, group activities and shared projects. • Take individual responsibility for managing our records and information, ensuring that it is well organised and accessible to others. • Develop our awareness of the work of others in the College by participating in College-wide activities and programmes and by inviting others to talk to our team meetings. • Encourage feedback and suggestions from our internal customers and use this feedback to inform our own service development. • Raise awareness of our work and responsibilities by developing good working relationships with key users, engaging them with our planning and keeping personal contact details and departmental information on the intranet up-to-date. • Treat our volunteers as part of our team, making sure that they also contribute to, understand and share our values, aims and objectives.
DELIVERY PERFORMANCE	<p>General</p> <p>We will:</p> <ul style="list-style-type: none"> • Ensure that the Hunterian Museum is open to the public between 10am-5pm Tues-Sat except during College closure periods (Christmas/Good Friday); and that information regarding opening hours is kept up-to-date on the website and elsewhere. • Ensure that the Wellcome Museum is open to professional users between 10am-5pm Mon-Fri except during College closure periods or when closed for courses/exams; and that information about availability is kept up-to-date on the website and elsewhere. <p>Face to face:</p> <p>We will:</p> <ul style="list-style-type: none"> • Assist visitors in finding information. • Ensure questions are promptly answered.

	<ul style="list-style-type: none"> • Be accessible, visible and easily approachable. • Recognise, respond and respect the diversity of customers. • Ensure that information about pre-booked appointments, visits, museum closure or other activities is shared with reception staff and volunteers so that museum visitors receive accurate information and enjoy a good experience during the whole of their visit. • Make sure that museum events or meetings start and finish on time. • Ensure all staff or volunteers who are delivering events or activities have appropriate training and understand what is expected of them. <p>Phone/voicemail:</p> <p>We will:</p> <ul style="list-style-type: none"> • Seek to answer calls to the main museum number within five rings when the office or museum desk is staffed. • Greet callers in a professional and friendly manner and announce calls before transferring them to others. • Pick up each others' phones in the shared office where possible, and offer to take a message if we can't help. • Ensure our voicemail is active and the greeting updated when we are not available, or that our phones are diverted to a colleague who is available; and to check and respond to voicemails that have been left within 24 hours of return if possible. <p>Email/written</p> <p>We will:</p> <ul style="list-style-type: none"> • Acknowledge receipt of email or written enquiries/bookings made to the main museum address within 3 working days when the museum is open. • Ensure that where enquiries are referred to another member of staff this is done promptly and without making promises on behalf of others. • To answer each enquiry within three days if practicable, or to give a realistic deadline if not; to be honest if an enquiry cannot be answered and to communicate the reasons for this; and to meet deadlines given to enquirers. • To use the main museum 'out-of-office' message to acknowledge all emails and to inform enquirers of response targets; and to use our own 'out-of-office' messages when we are unavailable for more than one working day.
<p>COURTESY AND COMMUNICATION</p>	<p>We will:</p> <ul style="list-style-type: none"> • Make sure all staff and volunteers understand the

	<p>principles of good communication, and undertake regular refresher training.</p> <ul style="list-style-type: none"> • Undertake regular training in access and disability awareness for staff and volunteers who deal with the public. • Make sure that bookings for catering, AV and Facilities for museum events are made well in advance and that last-minute requests are avoided. • Set out clearly what we expect from others when we offer services, and to be constructive and helpful in our feedback where needed. • Project a positive attitude in our dealings within our team and with our customers inside and outside the College. • Ensure that when we meet and speak with visitors we are acting as advocates for the College and not just for the museum or our own areas. • Share concerns within our team in a constructive manner, and to take shared responsibility for making changes where appropriate.
CUSTOMER FOCUS AND COMMITMENT	<p>We will:</p> <ul style="list-style-type: none"> • Regularly review and evaluate our customers' experiences and use this knowledge to develop and improve our service. • Act as advocates for the public as customers within the College, especially in relation to issues of physical access. • Ensure that where we cannot meet our customers' needs, they understand the reasons why not. • Balance the needs of customers with our duty of care to the collections and our statutory obligations under the Human Tissue Act in a way that is open and transparent. • Make sure that our standards complement those of the College and reflect best practice in our sector. • Ensure that our volunteers have the same access as staff to training in customer service, disability awareness and other areas related to customer service.