

## Interview with Ironbridge Gorge Museums Trust

### Subject: Customer Experience

1. How do you identify and respond to a range of different customer types and their diverse needs?

Customer feedback forms, bespoke mystery shoppers, postcode and socio-economic evaluations, DDA evaluations, we deal with our customers face to face and so have a very quick analysis route of areas in which we are not performing well or making the correct offer. VAQAS Reports.

2. How do you develop your staff product knowledge to ensure they provide good customer service?

Customer service is the main business driver for the next 5 years; to ensure full understanding of our commitment to excellent customer service we hold regular Front of House meetings, a range of presentations, both from management and from the FOH staff are undertaken, analysis projects are undertaken, info from all evaluations are shared with the whole team, Customer service training is undertaken and leading by example, coaching is filled in-house, a new customer service charter is being developed.

3. Which key legalisation and controls on customer service delivery to internal and external customers impacts on your organization?

The Disability Discrimination Act.

### Subject: Product Development

This topic requires students to implement an idea for a product or service. It would be very beneficial to receive some guidance from your development team regarding how:

- They should select a product or service to meet customer needs and how to target these customers:

Know who your customers are, know what you want the service/product to deliver, ensure whatever you do can be measured; be prepared to be flexible, be prepared to get it wrong at first but not get disheartened; ensure any feedback methods give you data you need rather than just ineffectual comments. Think about your own experiences, developing something you have a good understanding of really helps; look beyond the immediate need, consider whether your proposal is sustainable at the heaviest time of requirement.

- How to negotiate and work effectively as a team:

Understand team dynamics, ensure you have a good mix in each team, ensure you give everyone the chance to have their say, either at a meeting or in feedback later; use the time you come together as a team effectively; if you all rely on information from each other make sure you get it. Set an agenda beforehand for team meetings.

- How to plan and manage a budget:

Know all the financial costs – lots of little spends can quickly add up. Seek advice, this is the one area that can quickly damage your project if you do not control it. Evaluate all spends carefully, sometimes the cheaper option is not the best option. Always look to the whole timescale of the project to ensure the budget can accommodate it all.



# Interview with experts

- How to risk assess the project:

Lots of guidance on the Web, but be very practical and realistic.

- How to evaluate the project:

Know beforehand what the project is meant to deliver. Always look for unexpected returns also, often many. Get feedback from a wide range of users. Also get feedback from those that deliver it.

- What constraints they should consider:

Finance, sustainability, can it be done, always think SMART. Do not skimp on planning time.

