Golden History Museums
Visitor Services Standards
12/6/14

Mission: Visitor Services staff and volunteers support the mission of GHM by providing excellent customer service, accurate and entertaining information and protection for the collection, facilities, guests and staff.

Excellent Customer Service
- We recognize that although the visitor is not always right they are always important
- We value what our visitors have to say
- We strive to satisfy our visitors’ needs cheerfully and quickly
- We seek to anticipate the needs of our visitors
- We recognize that the citizens of Golden, and the citizens of the SCFD district, pay our salaries
- We maintain the cleanliness and safety of all public areas
- We handle money and confidential information conscientiously

Accurate and Entertaining Information
- As museum employees we seek to provide accurate answers to questions of any sort
- When we don’t have an accurate answer, we actively seek correct information from other staff members or from personal research.
- We strive to increase our knowledge of the collection, historical buildings and the history of Golden
- We remember that a visit to GHM should be fun

Protection
- We politely, but firmly, encourage behavior proper to each facility
- We practice and prepare dealing with emergency situations
- We recognize that the safety of people, including ourselves, is more important than the protection of objects
Standards in Practice

Most of our visitors are pleasant, interesting and fun. They make it easy to offer good customer service. Great customer service shows in how we deal with more difficult or confusing situations.

There are a couple of basics for you to remember:
1. When your temper is fraying, or you really don’t know how to handle a situation, call the Visitor Services Coordinator. She’s here to support you.
2. Listening courteously and being quick to apologize go a very long way to diffusing angry customers.

Scenario 1:
A visitor has purchased tickets for an event, but complains that she was given the wrong day. You distinctly remember the transaction and feel strongly that you gave the visitor the date she requested.

1. Listen politely and respectfully to the visitor’s complaint. Try not to interrupt.
2. Apologize for the confusion.
3. Ask the visitor what you can do to make the situation better.
4. If you feel like she’s asking more than you can offer, contact your supervisor and pass the situation up.

Scenario 2:
You arrive at your venue on the morning after a rental event to find the venue dirty and the bathrooms trashed.

1. The venue and the bathrooms need to be cleaned before opening. Summon help if it’s available.
2. Report to your supervisor in detail about the condition of the venue so a penalty can be assessed from the rental deposit.

Scenario 3:
A local resident brings some “artifacts” to show to the Curator, but he is not available. You feel confident that he will not be interested in the artifacts.

1. Treat this visitor with the same courtesy as you treat your boss. Remember that your job would not exist without her.
2. Recognize that although you may know more about the museum, she has general life experience that you don’t share. Don’t behave as if you consider yourself superior.
3. Listen and share her excitement and interest in the objects, but tell her that you don’t know what the curator will be interested in.
4. Request that she make an appointment with the curator.
5. If she refuses the appointment and will not take the artifacts away, tell her that you are expected to have her fill out the custody receipt. If she complains, let her know that this isn’t your fault, but your boss (or the City) insists on it. Most people will fill out the form to keep you out of trouble, or give up on leaving items at this point.
6. If she doesn’t want to take a chance on the items being disposed of, tell her she must make an appointment with the curator to arrange for any other disposition.
Scenario 4:
A visitor is very interested in a particular artifact or event and is asking you detailed questions that you can’t answer.

1. “I don’t know” is a better answer than making something up, or pulling questionable answers out of your memory.
2. Follow up your “I don’t know” with “but I will find out”. Call the curator or another staff member for an answer. Check Google and see what you come up with.
3. If you don’t have the resources to answer the question while the visitor is in the building, ask for an email address and promise to find out when you can. Follow through.

Scenario 5:
A visitor is asking for information on a City program about which you know nothing.

1. Say, “I’m sorry, I don’t know off the top of my head, but I’ll see what I can find out”
2. Check the Parks and Recreation website and see if you can locate the information.
3. Write down the website address for your visitor.
4. Take his contact information and promise to have someone call him with better answers. And follow through.

Scenario 6:
You are sitting at the front desk when you become aware that an emergency exit has opened. When you go to check the site you notice that a small artifact is missing and a visitor is walking out of the emergency exit.

1. Do not follow or confront the visitor. Call 911.
2. Make some notes about what you can remember about the visitor and his vehicle
3. Notify the museum director and curator about the theft

Scenario 7:
You are alone at Astor House and some visitors are behaving in a destructive or threatening way.

1. Ask the visitors to leave
2. If they refuse, take your cell phone and step outside the house.
3. Call 911 and wait for the police.
4. Remember everything you can about the visitors