



Chester
Beatty

CUSTOMER CHARTER AND ACTION PLAN

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What is a Customer Charter and Action Plan?

The Chester Beatty is committed to providing our customers with the highest quality of customer service and a lasting and memorable experience. This Customer Charter sets out the standards of service you are entitled to expect from us and the Action Plan details how we plan to provide and maintain this level of service.

About the Chester Beatty

Sir Alfred Chester Beatty (1875–1968) was a mining magnate, philanthropist and one of the most successful businessmen of his generation, and is today best remembered for the magnificent collection of rare books, manuscripts and decorative arts gathered from across the world, and for the Library that he established in Dublin to house and display them.

Now nestled in the centre of the city, the Chester Beatty has become one of the capital's leading attractions welcoming over 350,000 visitors per year. The museum runs an event-filled multi-cultural public programme. Its vast treasure-trove from countries across Asia, the Middle East, North Africa and Europe includes representative samples of the world's artistic and religious heritage from about 2,700 BC to the present century.

Our Mission

To maintain and preserve the collections of the Chester Beatty and to make them available in the most appropriate ways for the use and enjoyment of the public and for scholarly study and research, in order to promote a wider appreciation and understanding of the international cultural heritage embodied in the collections and to foster relations between Ireland and the peoples whose cultures are represented in the collections.

CHESTER BEATTY CUSTOMER CHARTER

The Chester Beatty is committed to providing our customers with the highest quality of customer service and a lasting and memorable experience for our visitors. This Charter sets out the standards of service you are entitled to expect from us.

COVID-19 Information for Visitors

In order to keep our visitors safe, Chester Beatty will ensure that all COVID-19 related health & safety measures are adhered to, always taking advice from the Health & Safety Authority (HSA) and the Health Services Executive (HSE). Chester Beatty has also followed the Irish Government's *Roadmap for Reopening Society & Business* and the *Return to Work Safely Protocol (RWSP)* and risk assessments were carried out for all public areas of the museum, with controls implemented to minimise the occurrence and impact of any COVID-19 related hazards identified during this process.

As information about the virus is evolving and public health advice is being updated on a regular basis, we will utilise our existing modes of communication to inform our visitors of these measures, including but not limited to:

- Website
- Social Media
- On site signage
- Digital Museum Guide
- Press Releases

Visitors will be encouraged and expected to adhere to the general COVID-19 prevention protocols, in addition to all measures implemented in the Chester Beatty, specific to their visitor experience.

Timeliness and Courtesy

We will ensure that all customers are treated with courtesy and that all communication we receive is handled promptly and efficiently. We will ensure that staff are available to meet with you punctually by appointment during working hours.

Provision of Information

We aim to offer an excellent information and public programme service to all. All visitors to the Chester Beatty can expect that every reasonable effort will be made to provide access to full, accurate and timely information about services and events. A range of marketing and promotional work will be used to facilitate this process. Our website (chesterbeatty.ie) will be maintained as a key information source detailing all events taking place at the Chester Beatty. This will be supported by our social media channels including, Facebook, Twitter and Instagram, amongst others.

Choice

We are committed to providing choice, where feasible, in the delivery of service. We will also ensure the latest in emerging technologies are adopted and integrated to guarantee maximum access, choice and quality of delivery.

Presentation of Staff

We aim to ensure that staff are courteous and friendly at all times and that their appearance reflects the values and standards of the Chester Beatty. All Visitor Services & Retail Staff will be identifiable by uniform and name badge.

Personal Callers

We will act in a professional and helpful manner, ensuring courtesy and consideration at all times when meeting you. Our reception desk is staffed during our opening times to facilitate any queries you may have. We will ensure that our public areas are welcoming, accessible and clean.

Telephone Enquiries

At all times, we aim to provide a prompt and helpful response to all telephone enquiries. We will be available to answer telephone calls during normal working hours, Monday to Friday and provide an effective messaging service for customers who contact the Chester Beatty during out of office hours and at weekends. Where the staff member sought is not available, you will be connected to a voicemail system. If we cannot deal immediately with a telephone query we will take details and call back at an agreed time.

Equal Status Policy

We are fully committed to providing a service that is accessible to all our customers, and reaches all interest groups and we will manage all customer bookings in a fair and equitable manner. We will ensure rights to equal treatment by complying with equality legislation. We will also ensure that we comply with our obligations under the Official Languages Act 2003.

Customer Complaints

You have a right to complain if the standard of service you have experienced is below the standard set out in this Charter. If it is not possible to resolve a complaint with the staff member with whom you have been dealing, you can address your complaint to:

Head of Operations & Administration, Chester Beatty, Dublin Castle, Dublin 2, D02 AD92.

We will ensure that all customer complaints are dealt with promptly, in a fair and independent manner and are treated in confidence. A full response will be issued no later than 5 working days from receipt of the complaint, or an interim response will update the customer if the issue remains unresolved.

If your complaint is upheld, we will rectify the issue as quickly as possible and offer an explanation and apology. If you remain dissatisfied, we will advise you of your further right to appeal or refer the matter to the Office of the Ombudsman.

Data Retention & Protection

The Chester Beatty complies with all relevant data protection legislation in relation to your personal data in line with its Data Privacy Policy, Data Protection Policy and Record Management Policy. All customer data will be treated in the strictest confidence and used only for purposes agreed by that particular customer.

Freedom of Information

The Freedom of Information Act 2014 confers on the general public the right to seek access to records held by public bodies (subject to certain exemptions), to seek reasons for decisions, and to have personal information corrected. Chester Beatty is subject to the provisions of this Act. Requests made under the Act should be addressed in writing to Celine Ward, Freedom of Information Officer, Chester Beatty, Dublin Castle, Dublin 2, D02 AD92 or email foi@cbl.ie

Consultation and Feedback

We are committed to the continuous improvement of our range of services. We welcome your views as to how we can best meet your needs and how we might enhance your experience while you utilise our services. We will also encourage staff and volunteers to use their day-to-day contact with customers as a means to gathering feedback on the quality of services provided.

We are committed to a process of regular dialogue with customers to seek feedback on our services. This dialogue is in the form of market research, customer surveys, social media and through direct correspondence which should be addressed to:

Head of Operations and Administration, Chester Beatty, Dublin Castle, Dublin, D02 AD92 or email info@cbl.ie

How to contact us

Address: Chester Beatty, Dublin Castle, Dublin, D02 AD92

Telephone: +353 (0)1 4070750

E-mail: info@cbl.ie

Website: www.chesterbeatty.ie

Approval/Revision History

This Customer Charter was adopted in January 2019 and will be reviewed and updated as required on an annual basis.

CUSTOMER ACTION PLAN

The Chester Beatty is committed to advancing the 12 principles of quality customer service, thereby further improving the level of service to our customers and the experience they have when they visit.

In order to address each principle, we set out below our implementation strategy including key actions below.

1. Quality Service Standards

Principle: Publish a statement that outlines the nature and quality of service that customers can expect and display it prominently at the point of service delivery

- We will publish and display a Customer Charter for our customers. The Charter and other appropriate information is available on our website (www.chesterbeatty.ie) and in our main entrance atrium.
- We will review the quality of service delivered to our customers on an ongoing basis and address any issues that may arise as appropriate. Customer service surveys are conducted from time to time and ongoing feedback will be recorded.
- We will promote and increase awareness of our principles of customer service amongst our staff. Customer service guidance and advice is provided to Visitor Service and Retail staff and customer service training is included in our induction training and ongoing training plan for all staff.

2. Equality, Diversity, Protection of Children

Principles: Ensure the rights to equal treatment established by equality legislation, and accommodate diversity, so as to contribute to equality for the groups covered by the equality legislation (on the grounds of gender, marital status, family status, sexual orientation, religious belief, age, disability, race and membership of the Traveller Community).

Identify and work to eliminate barriers to services for people experiencing poverty and social exclusion and for those facing geographic barriers to service.

Promote the safety and well-being of children in delivering relevant services and provide a safe environment and experience in which the welfare of the child is paramount

- We are committed to dealing with all of our customers in a professional manner, according fair and equal treatment irrespective of race, gender, socio-economic status, language, disability and other social attributes.
- We will promote staff awareness of equality and diversity through awareness campaigns and training.
- We are committed to upholding the highest possible standards in child protection and will take all reasonable steps in relation to the safety and welfare of children, young people and vulnerable persons who may be present within our facilities. We undertake to provide a safe environment and experience, where the welfare of children and/or vulnerable adults is paramount. We will implement the requirements of the Children First: National Guidance for the Protection and Welfare of Children, published by the Department of Children and Youth Affairs.
- We will carry out Garda vetting on staff, facilitators, volunteers and those whose work necessitates them having access to, or contact with, children and/or vulnerable adults.
- We will ensure that our Child Protection Policy and procedures are reviewed regularly and that staff dealing with children are given adequate training for their role.
- We will publish and display a Child Safeguarding Statement in our main entrance atrium.

- We are committed to ensuring that customers and staff are treated equally and with fairness through adherence to provisions of equality legislation, and in feedback from surveys and monitoring complaints.

3. Physical Access

Principle: Provide clean, accessible public offices that ensure privacy, comply with occupational and safety standards and, as part of this, facilitate access for people with disabilities and others with specific needs

- We will ensure that there are suitable facilities in place for customers, including those with special needs, when visiting the Chester Beatty
- We will regularly monitor both the public areas of the Chester Beatty and those used by staff
- We will regularly review Health and Safety statements and ensure compliance with relevant legislation
- We will ensure that all COVID-19 related health & safety measures are adhered to, always taking advice from the Health & Safety Authority (HSA) and the Health Services Executive (HSE).

4. Information

Principle: Take a proactive approach in providing information that is clear, timely and accurate; is available at all points of contact and meets with requirements of people with specific needs. Ensure that the potential offered by Information Technology is fully availed of and the information available on public service websites follows the guidelines on web publication. Continue the drive for simplification of rules, regulations, forms, information leaflets and procedures.

- All visitors to Chester Beatty can expect that every reasonable effort will be made to provide access to full, accurate and timely information about events taking place at the museum.
- Our website (www.chesterbeatty.ie) will be maintained as a key information source detailing all events taking place at the Chester Beatty. This will be supported by our social media channels including, Facebook, Twitter and Instagram amongst others.

5. Timeliness and Courtesy

Principle: Deliver quality services with courtesy, sensitivity and with minimum delay, fostering a climate of mutual respect between provider and customer. Give contact names in all communications to ensure ease of ongoing transactions.

We have set out the standards of service that you can expect from the Chester Beatty in our Customer Charter. To deliver this, we will:

- Treat all customers with courtesy and respect
- Acknowledge all correspondence within 10 days of receipt and where possible provide a substantive response within 20 days of receipt
- Keep customers informed of progress if the period required to provide a response is outside the 20 day period in dealing with their correspondence
- Give contact details on all written and e-mail communications
- Ensure automatic 'out of office' e-mail notifications and voicemail are applied during staff absences
- Continue to offer customer service training to appropriate staff

6. Complaints

Principle: Maintain a well-publicised, accessible, transparent and simple-to-use system of dealing with complaints about the quality of service provided.

You have a right to complain if the standard of service you have experienced is below the standard as set out in the Customer Charter. If it is not possible to resolve a complaint with the staff member or department with whom you have been dealing, you can address your complaint to the Head of Operations & Administration.

We will ensure that we treat all complaints promptly, fairly and impartially. To deliver this, we will:

- Inform customers, where necessary, on how to make complaints under the complaint procedures as laid out in our Customer Charter
- Ensure that all complaints are acknowledged within 5 working days of receipt
- Aim to have all complaints dealt with within 10 working days, where practicable
- Review customer feedback to improve service delivery

7. Appeals

Principle: Similarly, maintain a formalised well-publicised, accessible, transparent and simple to-use system of appeal/review for customers who are dissatisfied with decisions in relation to services.

If your complaint is upheld, Chester Beatty will aim to rectify it as quickly as possible and offer an explanation and apology.

Customers have the right to appeal their complaint to the Director, if not satisfied with the decision. If you remain dissatisfied, we will advise you of your further right to refer the matter to the Office of the Ombudsman.

8. Consultation and Evaluation

Principle: Provide a structured approach to meaningful consultation with, and participation by, the customer in relation to the development, delivery and review of services. Ensure meaningful evaluation of service delivery.

We are committed to a process of regular dialogue with customers and clients to seek feedback on our services. This dialogue is in the form of market research, social media reviews and through direct correspondence for the attention of Head of Operations & Administration, Chester Beatty, Dublin Castle, Dublin 2, D02 AD92.

9. Choice

Principle: Provide choice, where feasible, in service delivery including payment methods, location of contact points, opening hours and delivery times. Use available and emerging technologies to ensure maximum access and choice and quality of delivery.

Customers will have choices, where feasible, in service delivery, including booking and payment methods. We will also ensure the latest in emerging technologies are adopted and integrated to guarantee maximum access and choice.

10. Official Languages Equality

Principle: Provide quality services through Irish and/or bilingually and inform customers of their right to choose to be dealt with through both of the official languages.

- We will comply with our obligations under the Official Languages Act 2003-
- We will publish all major publications such as our Annual Report in Irish and English-
- We will reply in Irish to all correspondence received in Irish.

11. Better Co-ordination

Principle: Foster a more co-ordinated and integrated approach to delivery of public services

In order to address this principle, the Chester Beatty will implement the following actions:

- We will ensure co-collaboration and integration to ensure ongoing co-ordination and improvements in the delivery of Customer services-

12. Internal Customer

Principle: Ensure staff are recognised as internal customers and that they are properly supported and consulted with regard to service delivery issues.

Our staff are valued and respected as part of one cohesive committed and dynamic team of professionals that delivers excellence to the public and each other and our values are embedded in everything we do. To deliver this, we will:

- Attract, develop and mentor staff to enable each individual to provide an experience that will enrich all who visit and use the services at the Chester Beatty
- Acknowledge the contribution of staff and ensure that each person who works at the Chester Beatty has a career and the opportunity to develop their expertise and skills
- Require staff to work positively and collegiately in the service of our customers and in the achievement of our objectives
- Ensure that the Board, executive and staff work together to align all our stakeholders in the delivery of our strategy
- Foster a collaborative culture of inclusivity, diversity and equality
- Honour the values of honesty, integrity, respect, understanding, positivity and personal responsibility across our staff and workplace practices