CITY OF TURKU

Towards active and engaging Customer Service

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1. The Museum Centre of Turku – Who we are and what we do?

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The Museum Centre of Turku

The Museum Centre of Turku consists of six museums and collections owned by the City of Turku. It is responsible for assembling and maintaining object and art collections and for promoting the preservation of the cultural environment.

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Six museums:

- The Pharmacy Museum and the Qwensel House
- Biological Museum
- Kylämäki Village in Kurala
- Luostarinmäki Handicrafts Museum
- Turku Castle
- Wäinö Aaltonen Museum of Art

Also the galleries at the Old Great Square are part of Museum Services.

App. 50 exhibitions and 20 larger events per year, for example Knight Days at Turku Castle, Handicrafts Days in Luostarinmäki and Vintage! in Kurala.

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- Cultural historical objects app. 280 000
- Archeological collections, app. 104 000
- Art collections, app. 10 000
- Public art, app. 110 works
- Natural historical collections, app. 18 000
- Photographic collections, app. 2 000 000
- Archive material, app. 200 meters
- Educational collections, app. 15 000
- Collection of traditional plants, app. 140 variety

2016 statistics

- 353 805 visitors
- 3 304 guided tours
- 10 903 hours open for public
- Operating expenses 10,43 milj
- Operating income 2,263 milj
- Net budget 8,168 milj
- Personnel 121, of which 114 permanent vacancies



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Vision 2029

We provide various ways of experiencing Turku. We find new ways of being a museum.



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Mission Statement

We encourage everyone to be curious and get excited about the Turku of the past, present, and future: We want to be part of building a modern Turku with a vibrant and interactive relationship with its unique history, culture and art scene.

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2. Project for developing Customer Service in the Museum Centre of Turku

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Customer Service department in Turku Museum Centre

Customer Service department is organized consisting of three fields:

- Cash desk and info services in museums and museum shops
- Property maintenance and space renting
- Museum surveillance and safety measures

Guided tours, workshops and events are organized by part of Exhibitions and pedagogy department. They are a relevant part of customer engagement, and work in close collaboration with customer service department´s personnel, but are administratively separated from customer services.

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Project for developing Customer Service

Development activities focus on finding solutions for the future and for the changing circumstances. Working through future orientated projects is change management.

Developing something doesn´t mean that existing circumstances would necessary be unsatisfactory. In many ways customer service in the Museum Centre of Turku worked well.

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Project for developing Customer Service

Changes in operational environment call for changes in operational models and in work itself:

- Customer expectations have changed and people want to participate and be active during museum visits. This reflects to what customer service should be.
- New and cheaper technical surveillance solutions enable museum and exhibition spaces without surveillance personnel. Technical solutions can also be supplemented with professional security guards.

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Project for developing Customer Service

- In Turku current operational models are based on the availability of employed (unemployed people that can get a supported short period of employment). The Museum Centre of Turku cannot control the availability and number of employed workers.

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Project´s goals

1. Specification of standards for museum surveillance and safety in general level for each museum
2. Operational model for active customer service

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3. Specification of standards for museum surveillance and safety

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Specification of standards for museum surveillance and safety

Together with other departments:

- Updated safety plans for all museums and for office building
- Regular safety training events for personnel
- Increasing technical surveillance, such as cameras, alarm devices etc.
- Improving and increasing guide signs and info boards within museums

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4. Operational model for active customer service

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Proceeding with operational model

Basic operational model

- Consists of six modules
- Every museum adapts from the basic model its own operational model, which answers its specific needs and challenges.

Project is scheduled until end of 2018

- First pilot museum is Wäinö Aaltonen Museum of Art, other museums follow one by one in autumn and in next spring

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Operational model for active customer service

Module I: Introduction for new workers

- Introduction events for new workers
- Introduction and information packages for new workers, that tell about the organization and practical things, as well as have useful background and historical information about museum
- Mentors for new workers
- Naming persons responsible for maintaining introduction and information packages and naming persons who act as mentors

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Operational model for active customer service

Module II: Encountering visitors

- Personnel presence for visitors; attitude, smile, greeting
- Helping the customer, making service easily obtainable and prompt
- Flexibility of customer service
  - Every museum defines what kind of main attitude it wants to convey and through what main attitude customers are met; this one main attitude can be for example ”expert”, ”quality”, ”fun” etc.
    - This main attitude has an impact on all other modules and their contents

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Operational model for active customer service

Module III: Museum specific meetings

Shared events and meetings for museum´s customer service personnel (for example such as info meetings in mornings, weekly meetings, participating to other regular meetings), and a clear picture about what subjects are addressed in which meetings.

- In every museum is defined what regular meeting forums are needed and for what subjects, and this information is shared and displayed for everyone

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Operational model for active customer service

Module IV: Museum surveillance by personnel

Every museum has different spaces and displayed collections; need for surveillance is different

- Recommended personnel surveillance is mobile surveillance
- As much as possible personnel surveillance is replaced by technical surveillance and personnel´s work is shifted to other customer service work
- Professional security guards can be considered if necessary

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Operational model for active customer service

Module V: Site specific guides and contents

Museums have guides for guided tours, but also customer service personnel should be able to tell about the museum and its contents.

- In every museum we offer possibilities to learn more about museum´s contents for those among customer service workers that are interested in learning
  - This will not replace guides, but adds more to the museum visit. They don´t have to know everything, but can access information and also forward questions.
- Those who know more identify themselves to customers with ”You can ask me” tags.

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Operational model for active customer service

Module VI: Work equipment and clothing

- Every museum goes through its needs for work equipment and work clothing. If there are needs, then smaller purchases will be done immediately and possible larger purchases must be scheduled as part of next years budget preparations

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5. Active and engaging customer service

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Conclusions

- Everyone should be aware of what his work assignments are and what is his role within the larger picture.
- Work environment should be supportive for new ideas and there should be equal possibilities for expressing ideas.
- We have to ask our customers what they want: What kind of information? What kind of museum shop products? What kind of activities? And we have to take into account and act upon what the customers say.
- Customer service personnel work together with researchers, curators, museum educators, conservators and museum masters – everyone´s work is important for creating a good museum visit!

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Conclusions

- Personnel have to assimilate that customer service exists for the customers.
- We have to make our visitors feel welcome to our museums.
- Smiling, greeting and paying attention: These should be among the most important tools we use.



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Making some more history

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