

# Customer Charter \

Our Mission

# Customer Charter

## Our Mission

The National Gallery of Ireland cares for, interprets, develops and showcases art for all. The gallery offers an outstanding experience that inspires an interest in art and an exciting place to encounter art.

The Customer Charter makes five specific pledges:

We will:

- 1. Offer a quality visitor experience.**
- 2. Display and manage an inspiring collection of art.**
- 3. Offer an excellent information, collection and educational service for all.**
- 4. Be a knowledgeable, expert and trained staff that inspires.**
- 5. Provide an accessible and safe Gallery for all.**

The Customer Charter commits to offering you high quality visitor experience and services. Our Customer Charter makes five specific commitments and these are the basis of the 12 principles of Quality Customer Service/ Visitor Experience.

# Customer Action Plan \

# Action Plan

## Quality Visitor Experience and Service Standards

### **Our Commitment:**

The National Gallery of Ireland will publish a Customer Charter that outlines the nature and quality of visitor experience and service visitors can expect, and display at all points of service delivery.

1. We are committed to ensuring that visitors are aware of the nature and quality of visitor experience and service they can expect by publishing and displaying our Customer Charter.

# Action Plan

## Timeliness and Courtesy

### **Our Commitment:**

The National Gallery of Ireland is committed to providing a standard of service in how we handle telephone enquiries, written communications, personal callers, interactive website and social media enquiries, and the provision of Information.

1. We will ensure that all visitors are treated with courtesy and that all communications we receive are handled promptly and efficiently.
2. We will ensure that all staff provide their names when answering telephone calls. We will give full contact details on all written or e-mail communication.
3. We will update all out of office emails and respond to all voicemail messages.
4. We will acknowledge all enquiry communications within 3 working days of receiving your communication and provide routine information on request. We will give a definite reply to at least 95% of queries within 20 days.

# Action Plan

## Feedback

### **Our Commitment:**

The National Gallery of Ireland's objective is to maintain a well-publicised accessible, transparent and simple to use system of dealing with feedback. We will provide Comment Cards in the Gallery, provide an online feedback form and encourage staff and volunteers to use their day to day contact with visitors to gather feedback.

1. We will provide Comment cards in the Gallery and provide an online feedback form, and look for you to give us feedback in an Gallery audience survey.
2. We will encourage staff and volunteers to use their day to day contact with visitors to gather feedback.
3. We will take the feedback received and use it to improve your engagement with the collection and services.

# Action Plan

## Complaints

### **Our Commitment:**

We are committed to resolving all complaints promptly. All complaints will be, dealt with in a fair and appropriate way and treated in confidence unless a complainant wishes otherwise (and subject to our obligations under the Freedom of Information Data Protection and access to Information.

1. We will ensure that all complaints are acknowledged within 3 working days of receipt. We will ensure that all complaints are investigated fully and that a reply to your complaint is issued within 20 working days. Where this is not possible, an interim reply will be given, explaining the reason for the delay and advising when a substantive response will be issued.

2. If a visitor is still dissatisfied we will inform them of their further right to bring the matter before the Ombudsman.

3. To ensure that the details of your complaint remain entirely private, the Gallery undertakes to keep a Complaint Register separate from other records.

4. We will comply with the principles of data protection when dealing with complaints.

# Action Plan

## Appeals

### **Our Commitment:**

The National Gallery of Ireland's objective is to maintain a formalised, well publicised, accessible, transparent and simple to use appeals system.

1. We ensure that the visitor knows their right to appeal their complaint if they are not satisfied with the decision made by the Visitor Experience manager. Their appeal will then be reviewed by the Executive Leadership Team.
2. We ensure that the visitor knows their right to appeal if they are not satisfied with the decision made by the Executive Leadership Team.
3. If the matter is still not resolved, the visitor has the right to appeal to the Office of the Ombudsman. Nothing in this appeals procedure affects your statutory rights under Freedom of Information, Data Protection or any other relevant legislation.



# Action Plan

## Choice

### **Our Commitment:**

The National Gallery of Ireland is committed to providing choice, where feasible, in its service delivery. We are committed to using emerging technologies to ensure maximum access, choice and quality of delivery.

1. We will make full use of new and emerging technologies to broaden the choice of services and ways that visitors can engage with the National Collection.

# Action Plan

## Better coordination

### **Our Commitment:**

The National Gallery of Ireland is committed to fostering a co-ordinated and integrated approach to delivery of our public service in displaying the National Collection.

1. We will ensure ongoing co-operation and integration in all areas in the Gallery to improve co-ordination on service delivery.
2. We will ensure ongoing co-operation and collaboration with all our stakeholders to improve how our visitors can engage with the National Collection.

# Action Plan

## Physical Access

### **Our Commitment:**

The National Gallery of Ireland's objective is to ensure that its facilities and services are accessible to all our customers. We are committed to constantly reviewing accessibility under access to physical environment, information and communication technology and quality customer services, and delivering an accessible and safe Gallery for all.

1. We will ensure that all our facilities and services are accessible to all visitors with an accessibility need.
2. To ensure that any issues or difficulties in relation to any accessible need can be addressed without delay, visitors can e-mail the Access Officer at [Accessibility@ngi.ie](mailto:Accessibility@ngi.ie) or Tel: (01) 6633513
3. We will ensure that all areas of our buildings are clean, comfortable and comply with health and safety standards.

# Action Plan

## Equality/Diversity

### **Our Commitment:**

The National Gallery of Ireland's objective is to promote a service that is accessible to all, pursues equality and accommodates diversity of outcome to ensure that no-one is discriminated against by virtue of their gender, family status, marital status, religion, age, and race, membership of the Traveller community, sexual orientation or disability. The Gallery identifies and looks to provide an experience that eliminates barriers for people experiencing poverty and social exclusion and for those facing geographic barriers in accessing the collection.

1. We will work towards eliminating barriers for people experiencing poverty and social exclusion and for those facing geographic barriers in accessing the collection.
2. We will ensure that a focus on equality/diversity issues is maintained throughout the Gallery.
3. We will ensure that all customers are treated equally and in accordance with relevant legislation.

# Action Plan

## Official Languages Equality

### **Our Commitment:**

The National Gallery of Ireland is committed to providing an informed public service through Irish as appropriate. All National Gallery of Ireland signage will continue to be provided in both official languages of the state. All other information and promotional brochures will be provided in both official languages of the state, and other major languages where appropriate.

1. We publish our Irish Language Scheme and under the Official Languages Act 2003 and detail the services that will be provided in both official languages of the state, and other major languages where appropriate.
2. We will ensure that staff are always available to cater for visitors who may wish to communicate with us through Irish.
3. We will ensure that the Annual Report, Statement of Strategy and relevant information publications and key policy documents produced by the Gallery, continue to be made available in Irish.

# Action Plan

## Consultation and Evaluation

### **Our Commitment:**

The National Gallery of Ireland's objective is to provide a structured approach to meaningful consultation with, and in participation with, the visitor in relation to the development, delivery and review of services.

1. We are committed to ensuring that the feedback we received through the different forums from visitors and reflecting the views in the improvements in the services and ways to engage with the National Collection.
2. We are committed to meaningful consultation with visitors through a range of different forums
3. We are committed to ensuring that levels of service are evaluated.

# Action Plan

## The Internal Customer

### **Our Commitment:**

The National Gallery of Ireland recognises that staff are internal customers and that they are properly supported and consulted with regard to service delivery issues and visitor experience.

1. We recognise that staff are internal customers and are committed to properly supporting and consulting with staff in regard to service delivery issues and visitor experience.

Thank you \