



## *London Museum Development Volunteer Training Bank:* **Customer Care Exercises**

This exercise was written by Lynne Gillett ([lgconsultancy@yahoo.co.uk](mailto:lgconsultancy@yahoo.co.uk)) on behalf of the London Museum Development Team. Lynne is a freelance trainer, consultant and writer specialising in volunteer management issues. Lynne has produced the 'Customer Care Exercises' to be used in conjunction with the 'Customer Care Presentation,' 'Customer Care Handouts,' and the 'Customer Care Training Plan' available on the London Museum Development Team's Volunteer Training Bank ([www.museumoflondon.org.uk/supporting-london-museums/resources/training-bank](http://www.museumoflondon.org.uk/supporting-london-museums/resources/training-bank)).

For more information on how to use these resources to support you to train your volunteers, please read the 'How to use the Training Bank' and the 'Train the Trainer Guide' documents available here: [www.museumoflondon.org.uk/supporting-london-museums/resources/training-bank](http://www.museumoflondon.org.uk/supporting-london-museums/resources/training-bank)

This half day 'Customer Care' training session is can be tailored to represent a specific gallery or museum's volunteer roles and issues in customer care. The 'Customer Care Exercise' provides the information to give to delegates in the session to complete the main group activities throughout the training session.



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### ***Exercise 1: Specific Customer Care Issues***

- Organise the volunteers into groups of 2-3 according to their preferences collected before the course.
- Hand out the relevant case study sheets.
- Explain that there may be several solutions to each, and there is no single “right” answer
- Give them 10-15 minutes to work in their groups on the case study, noting down ideas.
- Each group then feeds back to the whole groups & other suggestions are invited.



# Customer care issues in museum cafés

It is a quiet day in the museum café. Someone comes into the cafe and wants a vegetarian gluten-free (i.e. no wheat/flour) lunch, but you don't have any. They seem disappointed, but not angry. How do you respond to them and what can you do about it?



# Customer care issues in guiding groups

You are guiding a group of 8 people around the museum. One visitor keeps lagging behind, holding up the group. What issues might they have and in what ways could you deal with it?



# Customer care issues in stewarding

You are looking after a room with many breakable objects. Two people are standing looking at a display, talking quietly. Someone alone comes in, and ignoring you, walks up to a table and looks like they might want to pick up one of the display items. What could you say and do?



# Customer care issues with phone enquiries

It is a very busy afternoon in the museum office, and you are alone. Just as you answer the phone, a visitor walks through the office door to your desk. The phone caller starts a long description of their interest in the museum. What could you do and say to keep them both happy?



# Customer care issues in working with young people

It is a busy afternoon, and the museum is almost at full capacity. You are guiding a group that unexpectedly includes a couple with an 8-year-old who is clearly bored and keeps interrupting his parents loudly. It is distracting the whole group. What could you do?



# Customer care issues in museum shops

A customer interested in buying one of your most expensive items has engaged you in a long conversation about their life and interest in the museum. 3 children of about 12 years of age have come into the shop unaccompanied and are picking up and putting back lots of items. How do you deal with this and what might you do to avoid it happening?