

Sydney Opera House Policy

Title:	Customer Feedback Policy
Policy Number:	SOH107
Effective Date:	2 March 2016
Authorisation:	Chief Executive Officer
Authorisation Date:	18 December 2015
Superseded Policy:	SOH107
Accountable Director:	Chief Customer Officer
Responsible Officer:	General Manager, Ticketing & Customer Satisfaction

1. CORE PROPOSITION

The Opera House is committed to achieving excellence in customer service through effective management of customer feedback. The Opera House welcomes and values complaints, compliments and suggestions as positive tools for change and to improve visitor experiences.

2. SCOPE

- 2.1 This Policy applies to all Sydney Opera House staff (including permanent, temporary and casual employees), contractors and persons otherwise engaged to undertake work on behalf of the Opera House.
- 2.2 This Policy does not apply to business to business feedback or informal feedback as described below.

3. WHAT IS CUSTOMER FEEDBACK?

- 3.1 Customer feedback is an unsolicited communication received from patrons, visitors and guests, including complaints, compliments and suggestions for improvement. This feedback may be provided face-to-face or via telephone calls, letters, email or the Sydney Opera House website.
- 3.2 Customer feedback does not include:
 - informal feedback (including anecdotal comments and general comments posted on Opera House social media pages) received from patrons, visitors and guests; or
 - business to business feedback (whether solicited or unsolicited) received from suppliers, resident companies, presenting organisations, venue hirers or sponsors. Feedback received from commercial hirers is managed in accordance with the [Feedback and Complaints Handling Guidelines for Commercial Hirers](#).

4. HANDLING AND RESPONDING TO CUSTOMER FEEDBACK

- 4.1 When handling customer feedback, staff should be courteous and helpful. Whenever possible, staff should endeavour to resolve issues that are the subject of feedback at the first point of contact. This may involve direct discussion between the customer and the staff member and an agreed resolution.
- 4.2 Where feedback cannot be dealt with at the first point of contact, the staff member must acknowledge receipt of feedback and refer the feedback to their supervisor or responsible manager as listed on the internal "Referral List" within **24 hours** of receipt of the feedback.
- 4.3 The supervisor or responsible manager must respond and resolve any issues that are the subject of feedback within **5 working days** of receipt of the feedback. If this timeframe cannot be complied with, the supervisor responsible manager must notify the customer **within 5 working days** of receipt of the feedback that additional time is required to respond or resolve the issue.
- 4.4 The Head of Ticketing Services should be contacted for guidance on the content and style of response or if staff are concerned about the sensitive nature of a particular subject matter. In order to ensure consistency and maintain the quality of customer correspondence, where appropriate, written responses will utilise the suite of template responses maintained by the Head of Ticketing Services.
- 4.5 Where appropriate, the supervisor or responsible manager responding to the customer feedback should also notify the relevant business unit in order to raise awareness of customer concerns or suggestions that are being received in relation to that business unit.

5. RECORDING CUSTOMER FEEDBACK

- 5.1 All customer feedback must be recorded as a customer service issue (CSI) in the Opera House's customer relationship management system – *Tessitura*. At a minimum, the following information must be recorded:
- the name of the customer;
 - the nature of the feedback (including conduct or practices identified in the feedback);
 - the form of the feedback (for example, face to face, phone, email); and
 - the relevant business unit that the feedback relates to.
- 5.2 Once resolved, CSIs should be "closed" in *Tessitura* within **24 hours** of resolution. A summary of the action taken must be recorded against the CSI prior to closing.
- 5.3 If the content of the customer feedback and/or the response contains sensitive or confidential information (for example, potential legal issues or personal or health information), the accessibility of the CSI in *Tessitura* should be restricted in consultation with the Head of Ticketing Services.

6. REVIEWING AND REPORTING ON CUSTOMER FEEDBACK

- 6.1 All customer feedback will be reviewed by the Head of Ticketing Services on a regular basis to:
- ensure that suggestions and actions are implemented and that issues are resolved in an appropriate manner;
 - maintain the consistency and quality of customer correspondence;
 - collate information on the nature, scale and frequency of issues important to Opera House customers; and
 - enable improved reporting of customer feedback across the organisation.
- 6.2 The Head of Ticketing Services will prepare a report summarising the nature, scale and frequency of issues that are the subject of feedback. This report will be circulated to the Executive Team and responsible managers every two months.

7. RESPONSIBILITIES

Staff

- 7.1 All staff have a responsibility to comply with this Policy.

Host Team

- 7.2 The Host Team is responsible for:
- monitoring all online customer feedback received via the "Contact Us" page on the Opera House website or via email to infodesk@sydneyoperahouse.com;
 - assigning feedback to the responsible manager for action using the internal Referral List to; and
 - supporting the Head of Ticketing Services in the overall management of customer feedback.

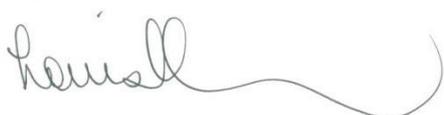
Head of Ticketing Services

- 7.3 The Head of Ticketing Services is responsible for:
- overall management of customer feedback (including maintaining template responses);
 - maintaining the Referral List;
 - oversight of CSI recording and development in *Tessitura*; and
 - reporting to the Executive Team in relation to customer feedback.

8. SUPPORTING DOCUMENTS AND RELEVANT LEGISLATION

Sydney Opera House *Customer First Commitment Statement*

APPROVED



Chief Executive Officer
Date: 18 December 2015