

Customer Service Charter – January 2010

Section 26

CUSTOMER SERVICE CHARTER

At Perth Zoo we are committed to:

- understanding our customers and meeting their expectations and needs
- providing our visitors with a quality and inspiring experiences which will encourage them to visit us again
- being Western Australia's best recreation option
- inspiring our customers to join our conservation work and help protect species in the wild.

This charter sets out the commitments we make to our customers.

Who We Are

Perth Zoo's Purpose

To secure long term populations of species in natural environments while engaging the community in global conservation action

Perth Zoo's Vision

A world where diversity of species and habitats is secure

Perth Zoo has two key objectives.

- 1) To provide a quality, enjoyable and competitive customer experience that meets or exceeds the WA public's expectations
- 2) To engage and educate our visitors about conservation projects at the Zoo and in the wild.

The visitor experience – Our Guarantee to You

We are committed to:

- ensuring you have an enjoyable visit and that you will want to return
- providing an experience that inspires you and the WA community to support us as an attraction and participate in conservation activities
- carefully managing our services so they meet your needs and satisfaction
- ensuring that everyone who delivers a service on our behalf maintains the same standards that we would

- providing safe, educational experiences
- providing clear and informative information at our exhibits
- providing quality and affordable food facilities during opening hours
- wearing name badges to identify ourselves for your benefit
- finding better ways to serve your recreation, conservation and education needs.

Our Commitment to Conservation

We contribute to conservation by:

- managing a collection of animals and plants which are part of conservation programs or which aid conservation through education and raising awareness
- participating in breeding, research and conservation projects
- supporting conservation efforts in the wild
- demonstrating good conservation practices in our own operations
- working with other agencies (local, regional or global) towards common conservation objectives
- initiating and managing conservation research projects
- providing an experience that inspires visitors and the WA community to participate in conservation activities.

Accessibility

We are committed to:

- offering affordable admission options for a majority of the WA population
- providing equipment to support visitation by the young, old, infirm and those with abilities different to our own
- achieving outcomes from of our *Disability, Access & Inclusion Plan* and *Reconciliation Action Plan*

Privacy

We are committed to:

- protecting your personal information (including contact and credit card details, phone calls and other communications) from misuse and loss and from unauthorised access, modification or disclosure
- ensuring any promotional electronic mail we send to you:
 - identifies Perth Zoo (or one of our partners) as the sender
 - provides a function to 'unsubscribe' from such correspondence.

Contacting Perth Zoo

We are committed to:

- answering your telephone calls promptly
- responding to your telephone messages within one working day
- providing a contact name and telephone number in all correspondence to you
- providing a reply to your correspondence within ten working days. If this is not possible, we will advise you of the progress of the matter within this time frame. (The exception is in responding to requests for giveaways and free tickets wherein we review each request and respond to those which align with our conservation objectives. Our customers can view this policy on the 'contact us' page on the website.)

Your concerns and complaints

We are committed to:

- providing channels to feedback concerns or complaints to Perth Zoo onsite (in person or on a Customer Comment Card), by telephone, in writing and through our website
- dealing with your concerns or complaints promptly, fairly, completely and courteously and informing you of how we propose to act, how long it should take and what the results are.

If you have any feedback on your experiences at the Zoo and our levels of customer service, we would be pleased to hear from you.

For further information, please contact:

Visitor Services Coordinator
PO Box 489
South Perth WA 6951

Email: email@perthzoo.wa.gov.au
Telephone: 9474 0444
Facsimile: 9367 3921

**PERTH ZOO IS OPEN FROM
9:00am–5:00pm
EVERY DAY OF THE YEAR**

**24 HOUR ZOO INFOLINE
9474 3551**

**Customer Focus
Western Australia**