

Sydney Opera House Policy

Title:	Customer Feedback Policy
Policy Number:	2023/10
Effective Date:	20/12/2023
Authorisation:	Chief Executive Officer
Authorisation Date:	15/12/2023
Superseded Policy:	Customer Feedback Policy SOH107
Accountable Director:	Chief Customer Officer
Responsible Officer:	General Manager, Ticketing & Customer Satisfaction

1. CORE PROPOSITION

The Sydney Opera House (SOH) values Customer Feedback and is committed to better understanding and connecting with its community. The Customer Feedback Policy (Policy) sets out SOH's processes for the effective management of Customer Feedback.

2. DEFINITIONS

- 2.1. **Customer** – patrons and visitors to SOH.
- 2.2. **Customer Feedback** – communication received from a Customer, including complaints, compliments and suggestions for improvement. Customer feedback may be provided face-to-face or via telephone, letters, email or the completion of SOH's feedback form ([online](#) or printed version).
- 2.3. **Tessitura** – the enterprise application used by SOH principally to manage ticketing and customer relationships.
- 2.4. **Customer Experience Action Group (CEAG)** – a panel of SOH's senior business leaders that meets periodically to review feedback patterns and consider how to respond to negative feedback or amplify positive sentiment.
- 2.5. **Workers** – has the meaning provided in the *Work Health and Safety Act 2011* (NSW) and includes all employees, and any other person engaged to undertake work in any capacity on behalf of SOH, including contractors, subcontractors and their employees.

3. SCOPE

- 3.1. This Policy applies to all Customer Feedback, whether solicited or unsolicited.
- 3.2. This Policy does not apply to:
 - General comments posted on SOH's social media pages (e.g. Facebook and Instagram).
 - Business-to-business feedback 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. PROCEDURES TO HANDLE AND RESPOND TO UNSOLICITED CUSTOMER FEEDBACK

- 4.1. Workers should always be respectful and helpful, particularly when dealing with Customer Feedback.

Customer Feedback received face-to-face or via telephone

- 4.2. SOH may elect not to respond to Customer Feedback received face-to-face or via telephone that is disrespectful or offensive. If required, Workers should immediately escalate the situation to SOH's Security team and, where appropriate, refer the matter to their manager or supervisor for guidance.

- 4.3. If the Feedback received face-to-face or via telephone seeks to resolve an issue raised by the Customer, the Worker who received the Customer Feedback should endeavour to resolve the issue at the first point of contact. This may involve a direct discussion with the Customer and an agreed resolution. If the Worker cannot resolve the subject of the Customer Feedback received at the first point of contact, or if the Customer would like their feedback to be captured formally, the Worker should invite the Customer to lodge their Customer Feedback via email or SOH's feedback form ([online](#) or printed version).
- 4.4. As soon as possible after receiving Customer Feedback face-to-face or via telephone, Workers should use their discretion to assess whether the Customer Feedback should be logged as a Customer Service Issue (CSI) in Tessitura for further investigation by SOH. If the Worker who received the Customer Feedback is not authorised to use Tessitura, the Worker should send the Customer Feedback to the Customer Advocacy Manager for lodgement.

Customer Feedback received via SOH's feedback form, email or letters

- 4.5. When receiving written Customer Feedback, SOH will acknowledge receipt within **24 hours** and advise the Customer of SOH's response timeframes. If feedback is disrespectful or offensive, or does not require a response, SOH may provide only an acknowledgement of receipt.
- 4.6. Unlike Customer Feedback received face-to-face or via telephone, all written Customer Feedback should be logged as a CSI and sent to SOH's Customer Advocacy Manager. See 5.1 for details on the information that must be recorded.
- 4.7. Where possible, within **5 working days** of receiving written Customer Feedback, the Customer Advocacy Manager or responsible manager will:
- Respond to the Customer and aim to provide a solution to the issue raised by the Customer; or
 - Advise the Customer that additional time is required to respond or resolve the issue.
- 4.8. The Customer Advocacy Manager may send the Customer Feedback to SOH's subject matter expert and/or the manager or service provider responsible for the product or service that is the subject of the Customer Feedback if the issue warrants a direct response from them.
- 4.9. In consultation with SOH's General Manager, Ticketing & Customer Satisfaction, the Customer Advocacy Manager or responsible manager responding to the Customer Feedback should also notify relevant SOH business units and/or subject matter experts, in order to raise awareness of the Customer concerns or suggestions, or to share positive feedback/staff recognition. Any legal issues must be raised with SOH's Legal team.
- 4.10. To maintain the quality and consistency of SOH's Customer correspondence, written responses should be managed primarily by the Customer Advocacy Manager. The General Manager, Ticketing & Customer Satisfaction should be contacted for guidance on the content and style of the response if there are concerns about the sensitive nature of the Customer Feedback. The SOH Legal team must be consulted when preparing a response to legal issues.
- 4.11. If the Social Media team (or equivalent) believes that a general comment posted on any of SOH's social media pages warrants further action, they will ask the person to lodge their feedback formally via email or SOH's feedback form [online](#).

5. RECORDING UNSOLICITED CUSTOMER FEEDBACK

- 5.1. Customer Feedback recorded as a CSI should, at a minimum, include the following information, to the extent it is available:
- Name of the Customer.
 - Nature of the feedback (including conduct or practices identified in the feedback).
 - Form of the feedback (e.g. face-to-face, phone, email).
 - Business unit relevant to the feedback.

- 5.2. In line with 4.9, responses to Customers may be provided directly by the subject matter expert or manager/service provider responsible for the product or service that is the subject of the Customer Feedback. However, the Customer Advocacy Manager will always ensure that:
- Customers receive a response.
 - All actions are recorded in Tessitura.
 - Within **24 hours** of the resolution, the CSI is closed in Tessitura.
- 5.3. In line with SOH's *Information Classification Policy*, if the content of the Customer Feedback and/or the response contains sensitive or confidential information (e.g. potential legal issues or personal or health information), the Worker should apply the appropriate protective markings and restrict the accessibility of the CSI in Tessitura. This should be done in consultation with the Customer Advocacy Manager and General Manager, Ticketing & Customer Satisfaction. Workers should contact SOH's Privacy Officer for advice if required and Legal if needed.

6. REVIEWING AND REPORTING ON CUSTOMER FEEDBACK

- 6.1. SOH will review Customer Feedback regularly to:
- Consider suggestions, implement actions, resolve issues appropriately and respond to Customers when needed.
 - Maintain the consistency and quality of Customer correspondence.
 - Collate information on the nature, scale and frequency of issues important to Customers to identify trends and patterns.
 - Enable improved reporting of Customer Feedback across the organisation.
- 6.2. To ensure transparency, SOH will prepare a summary report of Customer Feedback for:
- Monthly reporting on Intouch as part of the Voice of the Customer Program.
 - Review during Customer Experience Action Group (CEAG) meetings, when required.
 - Inclusion in SOH's Annual Report.
 - Reporting to SOH's Board of Trustees as required.

7. RESPONSIBILITIES

- 7.1. **Workers** have a responsibility to comply with this Policy.
- 7.2. **Host and Welcome teams** are responsible for:
- Monitoring all online Customer Feedback received via the "Contact Us" page on SOH's website or via email to infodesk@sydneyoperahouse.com.
 - If required, logging Customer Feedback as CSI in Tessitura and, in the case of written Customer Feedback, acknowledging receipt, advising the Customer of SOH's response timeframes if needed and sending the Customer Feedback to the Customer Advocacy Manager for action.
 - Supporting the Customer Advocacy Manager and General Manager, Ticketing & Customer Satisfaction in the overall management of Customer Feedback.
 - Responding to Trip Advisor feedback when required.
- 7.3. **The Social Media team** is responsible for escalating comments posted on social media pages that warrant further action and for inviting the person who posted the comment to formally lodge their feedback via email or SOH's feedback form [online](#).
- 7.4. **Customer Advocacy Manager** is responsible for:
- Oversight of CSI recording and development in Tessitura.
 - Overall management of Customer Feedback, including maintaining template responses used by the Host and Welcome team.

- In collaboration with General Manager, Ticketing & Customer Satisfaction, reviewing Customer Feedback regularly to ensure SOH's excellence in customer service.
- Reporting on Customer Feedback to the CEAG and other SOH stakeholders as required.

7.5. **General Manager Ticketing & Customer Satisfaction** is responsible for:

- Implementing and reviewing this Policy.
- Supporting the Customer Advocacy Manager and acting in that role during planned and unplanned leave.
- Advocating for customer-led change and supporting SOH's decision-making.
- Providing a point of escalation and resolution prior to bringing the matter to SOH's Chief Customer Officer.

7.6. **Chief Customer Officer** is responsible for:

- Acting as Chair of the CEAG.
- Being the point of escalation for Customer Feedback unable to be resolved by General Manager, Ticketing & Customer Satisfaction.
- Reporting to SOH's Executive Team on relevant Customer Feedback issues.

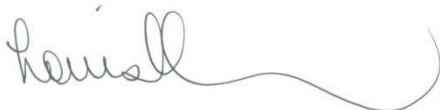
8. SOH SUPPORTING DOCUMENTS

- Customer Experience Action Group – Terms of Reference
- Customer Privacy Statement
- Information Classification Policy.

Version History

Version	Approved by	Approval date	Effective date	Sections modified
1.0	Chief Executive Officer	15/12/2023	20/12/2023	New policy

APPROVED



Chief Executive Officer

Date: 15/12/2023