





How did GWOC get involved...

Why did we need Visitor Verdict?

How we use Visitor Verdict

Problems we came across...



Visitor Verdict

Our Results at the moment...

- Results won't be accurate until we have a sample of 100 responses since January due to the small demographic might not be totally representative of museum visitors as a whole.
- However they do begin to give us an idea of general trends.

1. Results Summaries

- a. Net Promoter Score
 - i. Basically how likely is it that people will recommend GWH to others our score is 53% currently which is in the green zone but we are teetering towards the amber, and are down on last year.
- b. Overall Enjoyment
 - i. Our visitors rated their overall enjoyment as 8.2 out of ten. Which is down on last year.
- c. Value for Money
 - i. Customers rated our value for money of their admission as 7.3 out of ten. Since our price change in January our score has dropped and we've entered the amber zone.

2. General Stats

- a. Only 21% were on a repeat visit- This is the same on last year but still way off where we'd like to be. We must take into account many return visitors might use a season ticket and as a result do not sign a

w. And 8% fell into the 'tick box' category which meant that they felt this was a must see site.

b. 83% of visitors felt that their visit had satisfied their purpose and motivation to come here. This is slightly down on last year.

4. Tea Parlour (I've put arrow to indicate a change since Oct)

- a. 71% of those who have taken the survey used the Tea parlour. v
- b. Choice of Food and Drinks was rated at 8.2 out of 10.
- c. Quality of Food and Drinks was rated at 8.6 out of 10.
- d. Staff Friendliness was rated at 8.4 out of 10. v
- e. Value for money was rated at 8.0 out of 10. v
- f. Speed of service was rated at 8.6 out of 10. v
- g. And the Tea Parlour's overall score was 8.2 out of 10. v
- h. Compared to similar sites more people used catering at GWH.

5. Gift Shop (I've just arrows to indicate a change since August)

- a. Out of the Visitors that took the survey 58% bought something from our gift shop.
 - i. 26% looked but didn't buy and only 16% didn't even look.




Next Steps?

- Keep it updated... not let it slide!
- Share the data with your team
- Analyse it then act on it

