



The Beatles Story: Customer Feedback Policy

Introduction

We want all our customers to receive a high standard of service but sometimes things might not be up to the standard we would hope. So, if something does go wrong please tell us about it. We will aim to put things right quickly and fairly. Knowing what you are not happy about what helps us improve services for the future.

Often our staff will be able to resolve issues without any further action necessary but sometimes it may require a more formal approach.

Similarly, we are always delighted to hear from you if we have exceeded your expectations. In this document you will find details about:

1. How you can provide feedback about your visit and experience.
2. How The Beatles Story will deal with your comments, complaints or compliments.
3. What action you can take if you are not satisfied with our response.

How do I make a complaint/suggestion?

There are many ways you can tell us about your experience.

- Online: Click on the Contact Us Page on our website www.beatlesstory.com
- Email: Email us at guestexperienceteam@beatlesstory.com
- Phone: Call us on **0151 705 6604** between 9am – 5pm, 7 days a week
- In Person: Speak to one of our Managers or Team Leaders at either our Albert Dock and Pier Head site.
- Writing: Write to us at The Beatles Story Ltd, Albert Dock, Liverpool, L3 4AD

What happens when I make a complaint/suggestion?

We will aim to acknowledge your feedback within 48 hours of receipt. Sometimes it may be necessary to contact you for further detail, so a daytime telephone number or email address is always helpful.

We will then allocate your case to the most appropriate Manager for further investigation and they will endeavour to respond in full as soon as possible. Some more complex issues may require further investigation e.g. a site visit or referral to a third party, so we advise that it may take up to 21 days from receipt to respond in full.

If for any reason we are unable to respond in full within 21 days, we will update you on our progress and provide an estimate of when you can expect a full response.

Compliments

We always aim to exceed your expectations, and we are always happy to hear from satisfied customers. Where possible positive feedback always gets passed on to the relevant staff to ensure they are recognised for their excellent service.

Confidentiality

We will not disclose your personal details or information about your complaint to anyone except those who need to consider the case.