



Perth Zoo

## **CUSTOMER SERVICE CHARTER**

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Perth Zoo's customers include those that visit in person and on-line at [www.perthzoo.com.au](http://www.perthzoo.com.au), via Facebook, Twitter, ZooTV and future digital media channels.

At Perth Zoo we are committed to:

- understanding our customers' wants and needs and exceeding their expectations.
- providing our visitors with quality and inspiring experiences which will encourage them to visit us again.
- inspiring our customers to join our conservation work and help protect species in the wild.
- providing clear information about our Zoo and our purpose.

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's Objectives

- To provide high quality, enjoyable visitor experiences that meet or exceed expectations.
- To engage and educate our visitors about conservation projects at Perth Zoo and in the wild.

## **The Visitor Experience**

We are committed to:

- ensuring our visitors have an enjoyable visit and will want to return.
- providing an experience that inspires our visitors to support us as an attraction and participate in Zoo and community conservation activities.
- carefully managing our services to meet our customers' needs.
- ensuring that everyone who delivers a service on our behalf maintains the same standards that we do.
- providing on-line digital services to meet our customers' needs and enrich their association with Perth Zoo.
- providing excellent educational experiences for all visitors.
- providing clear and informative information at our exhibits.
- providing quality visitor services and facilities.
- wearing name badges to clearly identify ourselves.
- finding better ways to serve our customers' recreation, conservation and education needs.

## **Our Commitment to Conservation**

We contribute to conservation by:

- managing a collection of animals and plants that are part of conservation programs or that aid conservation through raising awareness and education.
- 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 experiences that inspire visitors to participate in conservation activities.

## **Accessibility**

We are committed to:

- offering affordable admission options.
- ensuring our facilities, equipment and infrastructure optimise the ability of visitors to get the most from their visit.
- achieving objectives from our *Disability, Access and Inclusion Plan* and our *Reconciliation Action Plan*.

## **Privacy**

We are committed to:

- protecting personal information (including contact and credit card details and other communications) from misuse or loss and from unauthorised access, modification or disclosure.
- ensuring any promotional electronic mail we send
  - 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 telephone calls promptly.
- responding to telephone or electronic messages within one working day.
- providing a contact name and telephone number in all correspondence
- providing a reply to formal correspondence within ten working days.

## **Customer Comments**

We are committed to:

- providing channels to feedback customer comments, suggestions or complaints to Perth Zoo on-site (in person or on a Customer Comment Card), by telephone, in writing and through our website.
- dealing with customer comments, suggestions or complaints promptly, fairly, completely and courteously and providing information on how we propose to take action or resolve issues.

To deliver the best possible experience to customers, Perth Zoo is always pleased to hear feedback from visitors on their experiences at Perth Zoo and the level of customer service provided.

For further information, please contact:

Visitor Services Coordinator  
PO Box 489  
SOUTH PERTH WA 6951

Email: [email@perthzoo.wa.gov.au](mailto: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**