

CASE STUDY

DATE:	May 2007
CLIENT:	Dynamic Solutions

DYNAMIC SOLUTIONS HELPS THE BRITISH MUSEUM PUT BEST FOOT FORWARD TO WELCOME TERRACOTTA ARMY

The British Museum is working with professional trainers and coaches, Dynamic Solutions, to ensure that the visitor experience is enriched even further when China's famous Terracotta Army is put on show at the museum from September*.

Dynamic Solutions is working with the frontline customer facing services at the museum - the security operations team and the visitor services teams - who have traditionally operated separately, to bring them closer together and ensure consistency of service delivery to the public who will no doubt be queuing round the block in their thousands for a unique chance to view the terracotta army on its very first trip outside China.

People working with Dynamic Solutions use the experience to enhance confidence. Results are measured in terms of reduction in customer complaints, improved team-working and consistency of approach and delivery. Results are measured immediately and further down the track with a 'post event' reaction to see how well people have put what they've learned into practice and their increased commitment to the job. Immediate sampling shows a 97 per cent score for the customer services team at the museum.

Since 1753, The British Museum has been providing the best public history of cultural identity in the world; its curators and support staff are some of the most knowledgeable experts in their field.

"The British Museum is leading the way in delivering an exceptional customer experience in an exemplary fashion," says Tracy Meachin-Adams, founder and Managing Director, Dynamic Solutions.

"Dynamic Solutions is helping put the shine on an already wonderful experience for all visitors to this much loved icon of British cultural identity."

**The First Emperor - China's Terracotta Army will be on show at The British Museum from 13 September to 6 April, 2008*