Customer survey

Your consultancy commissioned a customer survey. Questionnaires were provided to visitors to Downton Museum and mailed by post to local contacts. The survey had a 200 responses.

1. 75% of responders thought the museum didn’t have a focus.
2. 70% said they would visit more often if there was more to do.
3. 35% said they would be interested in being part of the museum if there were volunteering opportunities.
4. 60% said the shop looked unappealing and did not stock relevant products
5. In the open ended questions there were several comments about grumpy and abrupt staff and tasteless food in the café.

Consultation with a Business Advisor

You have paid for expert advice from a Business Advisor. They have put forward the following suggestions to assist with restructuring the museum:

1. Going over to trust status.
2. Loss of specialism in museums – multi-tasking
3. Local Gov’t outsourcing: This is a popular way of saving money.

The Business Advisor also comments on ways of creating more income, including:

1. Renting space for private hire e.g. antiques fairs, weddings, functions
2. Invest in a more desirable boutique range of products for the museum shop and expanding into online retail.
3. Introduce a volunteering scheme

Bad News

The Association of Leading Visitor Attractions has always listed your museum as one of the most popular places to visit. The list is featured in all the leading newspapers, on social media and in tourist handbooks. It is used by many families and visitors in planning their day out and holidays.

You have just received an email telling you that your Museum has lost its title as one of the most popular attractions to visit in the UK.

<https://www.independent.co.uk/travel/news-and-advice/top-uk-tourist-attraction-2019-tate-modern-british-museum-edinburgh-castle-a8841376.html>

The Value Proposition

A value proposition is a clear, concise series of factual statements on tangible results from your products or services. It describes to its audience clear benefits a customer will experience. The more specific your value proposition, the better. A successfully tested and proven value proposition is essential to open more doors and close more sales.

**Have a go at writing a value proposition:**

1. Your name……………………………………………………………………………..
2. What you do/who you are….………………………………………………………...
3. The idea is.... ………………………………………………………………………….
4. The target customers are……………………………………………………………
5. They will want it because….……………………………………………………......
6. It’s different, because………………………………………………………………..
7. As a result, the value is……………………………………………………………..
8. Thank you…………………………………………………………………………….