

# Case Study

## Crumlin Road Gaol



### Gathering and Using Feedback

The Crumlin Road Gaol, Northern Ireland's only remaining Victorian era prison, closed its doors as a working prison after 150 years in service in 1996.

After extensive renovations, the Gaol re-opened in 2012 as an attraction where visitors can experience prison life through the ages on guided tours, taking in the notorious Hanging Cell, Holding Cells and C-Wing, as well as the governor's office, hospital and graveyard. The Gaol also offers a venue with a difference for conferences, weddings and events.

Since re-opening, the attraction has welcomed over 600,000 visitors from across the globe. Belfast Tours, who manage the facility, have placed visitor experience firmly at the heart of their operation. A dedicated Customer Service Charter, promoted prominently on the attraction's website, outlines the services and standards which visitors to the Gaol can expect and emphasises the role customer feedback plays in helping to define and develop the visitor experience.

Director Phelim Devlin says: "Listening to our visitors and responding to feedback is central to our business development. By consulting with customers and taking their views and suggestions on board we're able to continuously improve our services. For example, shortly after opening, feedback suggested that the overall visitor experience could be enhanced by the addition of a café facility. As a direct result, we decided to develop The Crum Coffee Shop which has proved to be a popular addition and generates a lot of positive comments from visitors, particularly around the menu which showcases local produce."

"We work with customer focus groups to review our standards and provide feedback, but we also actively encourage customers to comment on our services direct - via the internet, by leaving reviews on TripAdvisor, by filling in the comments cards that are available throughout the Gaol, or simply by passing on feedback to individual members of staff."

"As well as outlining our complaints procedure, our Customer Service Charter encourages visitors to let us know if they have any specific needs and to tell us how we can improve our services. The Charter also emphasises that we monitor and learn from these customer comments, so providing reassurance that any feedback provided will be acted upon".

Crumlin Road Gaol's strong customer focus was recently recognised by the achievement of a coveted 5-star award in the Tourism NI Quality Grading Scheme.

[www.crumlinroadgaol.com](http://www.crumlinroadgaol.com)