

Ecommerce Overview

www.heardmuseumshop.com

The online shop of the Heard Museum Shop is a vital component of the overall shopping experience at the Heard Museum. The online shop provides our out-of-town and in-town member and non-member customers the opportunity to see a broad range of our shop offerings and to buy with ease in the comfort of their own home. The online shop strives to offer the same excellent customer service found in our physical shops.

E-commerce hours:

The online shop is open 24/7. There is someone in E-commerce Monday through Saturday during regular business hours to answer the phone and process orders. There is no staff available on Sunday but we usually get back to anyone who has left a message the following day.

Staff Functions:

The Website Administrator maintains the website via back-end coding and front-end updating of promotional images and writing of new text. The W.A. also chooses and photographs the items to go online and writes the text on each item including the biographies of the artists. The W.A. answers the phone/ email and processes and ship orders.

When a customer calls about an online item:

- Tell the customer that the best person to speak to is someone in the online shop.
- Offer to transfer them to the online shop phone line. Instruct them to leave a detailed message if they get voice mail and assure them their phone call will be returned.
- Feel free to take a message if they don't want to be transferred and tape it to the E-commerce door.

When a customer comes into the store looking for something they saw online:

- Ask if they have the customer number, when they saw it, what it is.
- Come get one of the e-commerce staff to help you find the item.