1. Imagine a potential customer emails you with the following question: “I’m considering using SeatGeek to purchase tickets, but I was wondering if SeatGeek also lets you sell tickets?”  
   How would you respond?

“Yes, SeatGeek does allow you to sell tickets. You can sell tickets that you’ve purchased, which are in the original e-ticket PDF file format, and you can also resell any tickets you’ve purchased on SeatGeek. Please let me know if you have any other questions or concerns about our service.”

1. Imagine that you’re just starting your workday, and you log in to our CS platform to see 30+ emails from distraught customers who could not buy tickets last night. Clearly, something big is happening. What steps do you take?

First, I find out what exactly has happened, as it helps no one to begin troubleshooting an issue from an unknowledgeable position.

Then, I would use all the information I could find out about the issue to begin responding to customers, helping them get the tickets they wanted the night before (if available), and crediting them for a free show on us if there are no longer tickets available for the event they tried to purchase tickets for last night.

1. Imagine that you are a customer support representative at SeatGeek. You get an email like the one below. How would you respond to it?

From: Mary Anne Louise <[maryanne@earthlink.com](mailto:maryanne@earthlink.com)>

To: [hi@seatgeek.com](mailto:hi@seatgeek.com)

Subject: I want a REFUND

SeatGeek,

I took my granddaughter to the Miley Cyrus concert last night at the Barclays Center. The event was HORRIBLE. I could not believe the lewd and disgusting behavior that I saw on e

that stage. I cannot believe that you would list tickets to such an event on your site and the fact that you PROFIT off this makes me sick to my stomach. We left the concert about 15 minutes after it began. Given that I could barely make it through the first song, I demand a refund. Please mail a check to the address below or I will have to take legal action.

Sincerely,

Mary

From: Patrick Adigweme <patrick@seatgeek.com>

To: Mary Anne Louise <Maryanne@earthlink.com>

Subject: RE: I want a REFUND

Hi Mary,

I’m sorry to hear that you were unsatisfied with the event you attended last night.

SeatGeek doesn’t own or sell any of the tickets listed on our site. Because the tickets you bought were never ours and we didn’t take any money during the transaction, we can’t offer a refund for your tickets. So, I’ve created a promo code for you to use next time you purchase tickets listed on SeatGeek. The next one’s on us.

Please enter code EXAMPLE prior to purchasing tickets and once the transaction is complete, you'll receive an email from rebates@seatgeek.com with simple instructions on how to claim your rebate by Paypal or check.

Please let us know if there’s anything else we can do to make your SeatGeek experience better, or if you have any questions or concerns.

Thanks for using SeatGeek!

-Patrick

1. We would love to get a sense of how you approach and explain processes to customers. Please tell us, step-by-step, about how you would go about choosing a car mechanic, and how you go about searching, vetting and deciding on one.

When it comes to choosing car mechanics, it’s easy to be overwhelmed by the flood of available choices. So, let’s break it down into a few easy steps.

* Identify problem – What’s wrong with the car?
* Type of mechanic for problem – What sort of mechanic is going to be able to fix the problem?
* Proximity – How close are the possible mechanics to us? Let’s start with the closest one.
* Call to see if they’ll do an estimate – Is the shop willing to do a free estimate?
* You can’t trust most car mechanics – Take everything with a grain of Skepticism Salt™
* Make sure they’re legitimate – The easiest way to do this is to ask for a quote on something you’ve previously gotten done, that you were happy with, and see if their price is comparable.
* Repeat steps for each mechanic until you find one that passes muster.