GREETING AND CLOSING

(4) Excellent
- Is delivered sincerely and with enthusiasm.
- Sounds friendly and inviting.

(3) Good
- Delivers a standard greeting and closing with no variation.
- Sounds sincere, polished, and professional.

(2) Average
- Delivers a standard greeting and closing with at most some variation.
- Delivered in a standard speaking voice.
- Is clear, audible, and articulate.

(-1) Unacceptable
- Did not qualify for any scoring level.

ETIQUETTE

(This is what we say when speaking to patrons.)

(4) Excellent
- Anticipates potential needs and concerns.
- Offers follow up services for complex requests.
- Utilizes the database as much as possible rather than asking for info from the patrons.
- Addresses the patron by name.

(3) Good
- Keeps patrons informed during long pauses.
- Gathers all relevant information before placing a patron on hold.
- Asks the patron permission before putting them on hold.
- Proactively leads the call.
- Requests preferences and other relevant information before offering seating locations or other options.
- Responds to requests with 'please,' 'thank you,' and 'you are welcome' where appropriate.

(2) Average
- Listens attentively to a patron without asking them to repeat any information.
- Apologies for mistakes.

(0) Poor
- Allows the patron to speak without interruption.

(-1) Unacceptable
- Did not qualify for any scoring level.

TONE

(This is how we sound when speaking to patrons.)

(4) Excellent
- Expresses enthusiasm and confidence.
- Varies the pitch of their voice.
- Is friendly and welcoming.
- Provides service eagerly.

(3) Good
- Speaks without significant filler language.
- Does not sound bored or inconvenienced.
- Speaks clearly, audibly, and smoothly.

(2) Average
- Responds to a patron's requests and inquiries in a professional manner.
- Speaks with proper grammar, complete sentences and uses words as they are found in the dictionary.
- Uses formal language and minimal colloquialisms.
- Sounds interested in the call and the patron's needs.

(0) Poor
- Is Polite and Courteous.
- Maintains and calm demeanor.

(-1) Unacceptable
- Did not qualify for any scoring level.

ACCURACY & EASE OF INFORMATION

(4) Excellent
- Knowledgeable in product line, including performance
- Dates/times, discounts, special events, etc.
- Provides commonly known and relevant information with no delay
- Provides unsolicited but useful information when appropriate

(3) Good
- Provides all obviously relevant information, even when unasked
- Provides commonly known information with at most a minor delay
- Gives accurate information confidently and without need for correction.

(2) Average
- Answers or offers to find answers to all questions
- Provides commonly known information with at most a moderate delay (example: placing a patron on hold)
- Validates all information if unsure
- Enters a CSI for all ADA seats purchased.

(0) Poor
- Gives accurate information with at most a significant delay.

(-1) Unacceptable
- Did not qualify for any scoring level.

POLICY RECAP

(4) Excellent
- Gets explicit acceptance of exact sales policy.

(3) Good
- Gives exact sales policy immediately before charging card.

(2) Average
- Makes sure the patron is aware that the seats they are purchasing are limited or obstructed view, when applicable, and gets their acceptance before charging.
- Places a note in the patron's order after receiving acceptance that they know the seats are limited or obstructed view and still want to purchase.

(0) Poor
- Tells patron sales are final, non-refundable and where appropriate, non-exchangeable.
- Reads, and get acceptance of the ADA attestation before selling accessible seats.

(-1) Unacceptable
- (Did not qualify for any scoring level)

TRANSACTION ACCURACY

(4) Excellent
- Enters the correct information and the correct fees for the sale.

(0) Poor
- Mode of Sale and Payment Method match.
- Enters show information correctly or Fees are correct but not both.

(-1) Unacceptable
- Did not qualify for any scoring level.

CALL RECAP

(4) Excellent
- Maintains consistent recap throughout call as new items are added or questions are answered.
- Confirms information throughout call as relevant.
- Reviews date, time and venue of performance before beginning seating selection.
- Reviews contents of order whenever an order number is provided.

(2) Average
- Confirms date, time, venue, seating location, and total price before charging credit card.
- Recaps all requests placed and information provided during call.

(-1) Unacceptable
- Did not qualify for any scoring level.

DATABASE INTEGRITY

(4) Excellent
- Answers all questions about information privacy.
- Requests email along with explanation of why email is needed.

(3) Good
- Practices due diligence to avoid creating duplicate accounts (see definition, below).

(2) Average
- Requests email, address, and phone number from patrons where not present.
- Verifies all existing information.
- Enters information with correct formatting.
- Uses proper capitalization.
- Confirms spelling when entering new patron information.

(0) Poor
- Does not take Expiration date and Name as it appears on the card when charging a card from file.
- Does not give out information from an account that does not belong to the caller.
- Does not charge a card that is not under the caller's name.
- Does not read off card information from our system.
- Does not make changes or giving out information from a patron's account that is not the caller.
- Does not complete an order under a patron's name that is not the caller.

(-1) Unacceptable
- Did not qualify for any scoring level.

Upsell

(4) Excellent
- Gives at least some details of all required upsells without being asked.
    - (E.g. How long does FedEx take? AOA parking is prepaid and discounted.)

(3) Good
- Mentions all required upsells.

(0) Poor
- Mentions at least one required upsell.

(-1) Unacceptable
- Did not qualify for any scoring level.

SALES ATTITUDE

(4) Excellent
- Searches inventory for alternatives if original request is available or if potentially more desirable options are available.
- Describes seating locations using positive language.
- Asks open-ended questions, provides detailed information, and actively seeks to make a sale.
- Responds positively to fee questions.

(3) Good
- Offers related subscription information before completing single ticket transactions.
- Offers information about the location of, and how to use prepaid parking.
- Explains seating location and offers other helpful information to patron.
- Offers alternatives if the patron's initial request is unavailable.
- Offers to add patron to eClub, if relevant

(2) Average
- Presents information all seats including limited/obstructed view/comfort and other challenging seats without downselling.
- Provides fee-avoidance information only when directly asked.
- Avoids giving specific remaining inventory.

(0) Poor
- Searches inventory for request.
- Provides factual information about limited/obstructed view/comfort seats.

(-1) Unacceptable
- Did not qualify for any scoring level.

CALL SPEED

(4) Excellent
- Uses all available tools to find info and provide service.
- The call is quicker than expected without sacrificing service.

(3) Good
- Data entry is fast.
- The call is well-paced and well controlled.
- The call is no longer than necessary.

(2) Average
- Data entry is at least average speed.
- Answers questions succinctly.
- Demonstrates at least moderate control over call flow.
- The call does not take excessively longer than necessary.

(0) Poor
- Data entry is accurate.

(-1) Unacceptable
- (Did not qualify for any scoring level)

DEFINITIONS AND EXAMPLES

Standard greeting: *"thank you for calling ticket Philadelphia, my name is / this is _____ how may/can I help you?"*

Greeting with slight variation: *"thanks for calling ticket Philadelphia, this is _____, may I help you?"*

Non-standard greeting: lacks '*thank you,*' lacks name, and/or lacks offer to help

Standard closing: "*Is there anything else I can help you with? Thank you for calling.*"

Closing with slight variation: "*Is there anything else I can help you with? Thanks for calling.*"

Non-standard Closing: Lacks the '*Thank you,*' or lacks the '*Is there anything else I can do for you?*'

Average etiquette example of "*responds to inquiries*": if a patron asks a question and you do not immediately have an answer, you should acknowledge their question and let them know you are searching.

Note about apologies: it doesn't matter whether or not the mistake actually happened; if a patron believes they were wronged, we need to be apologetic. Additionally, it doesn't matter whether it was your mistake or someone else's. We all represent all of the companies.

Accuracy of information: a monitor's interpretation of the length of delay (moderate vs. Minor) should be related to how commonly known the information is. A 10 second delay to look up an on-sale date is minor, whereas a 10 second delay to look up box office hours is significant.

Sales policy: "all sales are final; there are no refunds, exchanges, or cancellation."

Example of non-confident information: "*I believe the answer is ___*" or "*I'm not sure, but I think its ____*"

Example of unsolicited but useful information: a patron asks about door times, the representative answers the question and then offers information about nearby restaurants or reminds patron that they can enjoy the public spaces in the Kimmel Center.

Example of offering related subscription information: A patron calls for BW tickets that are not yet on sale. "I am sorry, but tickets for <show> are not on sale yet, they go on sale on <date> at <time> but they are available right now through a subscription,

Example of giving out information from an account that does not belong to the caller: *"May I have your last name and zip code?" 'My name is <name> and my zip code is <zip code>.' "Is your address <Address>?"* Unless you are sure that the account you see belongs to the caller, such as then confirming their first name, and then confirming that the address you are seeing is theirs do not give out any information.

Correct way to interact with credit cards that are stored in our system:
1. Do not offer to use a card on file unless the patron requests it.
2. Do not read off any information, the patron needs to give you the last 4 digits.
3. Confirm all information on the card before authorizing the charge
   a. Last four digits of the number
   b. Expiration date
   c. Security Code
   d. Patron's name as it appears on the card.

Correct formatting for database:

- Use no abbreviations (e.g. "street" instead of "St." and "apartment" instead of "Apt.").
- Enter the apartment number on "opt addresses" line.
- Places primary contact number in "phone 1."

Process for "due diligence" to avoid duplicate accounts:

1. An associate searches for patron by last name and zip code
2. If they are unable to find patron, asks – "have you purchased tickets from ticket Philadelphia before?"
3. If the patron responds no, create a new account
4. If the patron responds yes, asks if patron's account might be under another zip code.
5. If you are still unable to find patron, attempt a last name and partial first name search.
6. If you are still unable to find patron, create a new account

General Scoring Guidelines:

- Rep should be given the highest score possible in a category if the monitor believes that the rep did everything he/she could have done for that category. E.g. "sales attitude" is excellent if the rep does everything possible, but the caller simply has a scheduling conflict, or has a health problem that prevents them from sitting in the terrace.
- When practical, the monitor should give some indication of scoring rationale if it is not obvious. E.g. If "average" (or lower) is put for AOI.
  o A comment should include what information should have been given.
- Every attempt should be made to score within the written guidelines and score behavior in the appropriate category. If you observe a behavior that is not captured by the scoring system, please indicate this discrepancy in the "notes" and email the training specialist