

GREETING

Excellent (4)

- Standard greeting with no variation
- Delivered sincerely and with enthusiasm
- Sounds friendly and inviting

Good (3)

- Standard greeting with no variation
- Delivered sincerely
- Sounds polished and professional

Average (2)

- Standard greeting with some variation
- Delivered in a standard speaking voice
- Lacks emotion or professionalism

Unacceptable (-1)

- Fails to issue proper greeting
 - Is missing one or more required components
- Delivered in a mumbled voice
- Sounds unprofessional

ETIQUETTE

Includes how we get information FROM patrons

Excellent (4)

- Sincere, friendly, and attentive
- Engaging the Patron as part of the sale
- Understanding and Respecting the Patron's needs
- Offers to call patron back for complex requests
- Gets all relevant information before placing patron on hold

Good (3)

- Sincere, friendly, and attentive
- Professional and courteous
- Focused on the sale and the Patron's needs

Average (2)

- Listens attentively
- Responds to Patron requests in inquiries
- Focused and professional

Poor (0)

- Argumentative or disinterested
- Unfocused and unprofessional
- Asks patron for same information multiple times

Unacceptable (-1)

- Rude or hostile

TRANSACTION ACCURACY

Excellent (4)

- Correct date, time, and seating location
- Correct fees
- Assists patron in finding required credit card information
- Verifies expiration date, CVC, and name
- Properly entered any relevant CSI.
- For order add-ons, eg parking or additional tickets, added to original order for unprinted tickets

Poor (0)

- Incorrect date, time, or seating location
- Incorrect fees
- Fails to verify date, name, and/or CVC for credit card on file
- Adds parking into separate order for unprinted tickets

Unacceptable (-1)

- Incorrect date, time, seating location, and fees
- Failed to enter proper CSI for reprint

ACCURACY & EASE OF INFORMATION

With regard to information we are GIVING TO patrons

Excellent (4)

- Can answer all relevant questions
- Provides unsolicited but useful information when appropriate
- Able to answer questions quickly
- Knowledgeable in the product line, including performance dates and times, discounts, special events, etc.

Good (3)

- Able to answer all relevant questions
- Answers quickly, with only slight hesitation or delay
- Provides all necessary information

Average (2)

- Doesn't know, offers to find out, then provides information
- Delayed answer
- Patron is put on hold while answer is found
- Fails to inform patron of unsolicited and obviously relevant information

Poor (0)

- Doesn't know and doesn't offer to find out
- Significantly delayed answer or no answer at all
- Places patron on hold to obtain commonly known information
- Fails to give details for successful upsell

Unacceptable (-1)

- Gives incorrect information
- Makes up or guesses at answer

POLICY RECAP

Excellent (4)

- Gives sales policy immediately before charging card.
- Gives exact sales policy: "All sales are final, there are no refunds, exchanges, or cancellations."
- Gets explicit acceptance of exact sales policy.

Good (3)

- Gives exact sales policy immediately before charging card.

Poor (0)

- Mentions once incompletely

Unacceptable (-1)

- Fails to mention ticketing policy

TONE

Good (3)

- Sincere, friendly, and calm
- Speaks in complete sentences
- Polished and Professional
- Clear, Confident, and Articulate

Poor (0)

- Tired, mumbles, or poor articulation
- Unprofessional, uses colloquialisms or slang
- Tired, Halting, Inarticulate

DATABASE INTEGRITY

Includes WHAT information we get FROM patrons

Excellent (4)

- Requests email using approved language
- Uses recommended patron search method
- Answers all questions about information privacy
- Offers to add patron to eClub, if applicable
-

Good (3)

- All required information present
- Does not request email using approved language
- Verified all information on file including email

Average (2)

- All required information present
- Asks leading question for source info

Unacceptable (-1)

- Formatting incorrect
- Fails to request e-mail from new or existing Patron
- Does not verify e-mail address, mailing address, or phone number on file or request from new patron
- Creates duplicate constituent entry
- Unable to respond to patron concerns about information privacy

SALES ATTITUDE

Should not be marked “not applicable” unless call is a general information call.

Excellent (4)

- Searches inventory for alternatives
- Describes seating location for Patron using positive language
- Offers helpful information to Patron.
- Actively engages the patron in the sale
- Handles fee questions positively
- Does not give specific information about remaining inventory quantity; encourages caller to make purchase over phone

Good (3)

- Searches inventory for alternatives
- Describes seating location for Patron
- Offers helpful information to Patron

Average (2)

- Searches inventory for request only
- Describes seating location to Patron
- Does not offer helpful information to Patron

Poor (0)

- Searches inventory for request only
- Does not describe seating location
- Does not offer helpful information
- Downsells seating or gives specific remaining inventory quantity

Unacceptable (-1)

- Does not check inventory for availability
- Does not assist Patron with sale
- Does not advise about limited view/comfort
- Gives unsolicited fee-avoidance information

Upsell

Excellent (4)

- Mentions Up-sell with pitch
- Responds to Patron questions

Poor (0)

- Mentions up-sell without pitch
- Fails to mention a required upsell
- Is not able to respond to Patron questions

Unacceptable (-1)

- Fails to mention all required up-sells

Call Speed

Excellent (4)

- Answers questions succinctly
- Data entry is fast and accurate
- Call is well paced and controlled

Good (3)

- Answers questions succinctly
- Data entry is fast
- Call is well paced or well controlled

Average (2)

- Answers questions succinctly
- Acceptable data entry speed
- Call is longer than necessary

Poor (0)

- Takes excessive time to answer questions
- Data entry is slow
- Call is not controlled

Unacceptable (-1)

- Data entry is slow and inaccurate

TRANSACTION RECAP

Excellent (4)

- Correct date, time, and seating location
- Correct fees

Poor (0)

- Incorrect date, time, or seating location
- Incorrect fees

Unacceptable (-1)

- Incorrect date, time, seating location, and fees

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. Eg, “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. Eg, if “good” is put for AOI – 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.