

# QUALITY ASSURANCE SCORING GUIDELINES

## GREETING AND CLOSING

### (4) Excellent

**The Excellent Category encompasses everything in 'Excellent' as well as 'Good'**

*A representative receives an excellent Greeting and Closing score by:*

- Delivering a greeting and closing with sincerely and with enthusiasm.
- Sounding friendly and inviting.

### (3) Good

*A representative receives a good Greeting and Closing score by:*

- Delivering the standard greeting and closing with no variation.
- Sounding sincere, polished, and professional.

### (2) Average

**The Average Category contains any failures in completing any of the requirements for 'Good'**

*A representative receives an average Greeting and Closing score by:*

#### (-1) Unacceptable

*A representative receives an unacceptable Greeting and Closing score by:*

- Missing part of the greeting, or the closing, or it contains more than a slight variation.
- Delivering a greeting and/or closing in a non-standard speaking voice.

## ETIQUETTE

### (4) Excellent

**The Excellent Category encompasses everything in 'Excellent' as well as 'Good'**

*A representative receives an excellent Etiquette score by:*

- Anticipating potential needs and concerns.
- Offering follow up services for complex requests.
- Utilizing the database as much as possible rather than asking for info from the patrons.
- Addressing the patron by name.

### (3) Good

*A representative receives a good Etiquette score by:*

- Keeping patrons informed during long pauses.
- Gathering all relevant information before placing a patron on hold.
- Asking the patron permission before putting them on hold.
- Requesting preferences and other relevant information before offering seating locations or other options.
- Responding to requests with 'please,' 'thank you,' and 'you are welcome' where appropriate.

### (2) Average

**The Average Category contains any failures in completing any of the requirements for 'Good'**

#### (0) Poor

*A representative receives a poor Etiquette score by:*

- Failing to apologize for mistakes.
- Requiring the patron to repeat given information.

#### (-1) Unacceptable

*A representative receives an unacceptable Etiquette score by:*

- Interrupting the patron.
- Coughing, sneezing, or clearing throat without using the mute button.

## TONE

### (4) Excellent

**The Excellent Category encompasses everything in 'Excellent' as well as 'Good'**

*A representative receives an excellent Tone score by:*

- Speaking with enthusiasm and confidence.
- Varying the pitch of their voice.
- Being friendly and welcoming.
- Providing service eagerly.

### (3) Good

*A representative receives a good Tone score by:*

- Speaking in a smooth, polished way.
- Sounding disinterested in the call and the patron's needs.

### (2) Average

**The Average Category contains any failures in completing any of the requirements for 'Good'**

*A representative receives an average Tone score by:*

#### (0) Poor

*A representative receives a poor Tone score by:*

- Speaking in an unprofessional manner at any time during the call.
- Speaking with improper grammar, in incomplete sentences and/or not using words that are found in the dictionary.
- Using informal language in place of approved talking points.
- Using colloquialisms, slang, and office short hand.

#### (-1) Unacceptable

*A representative receives an unacceptable Tone score by:*

- Being Impolite or Discourteous to the patron.
- Being Rude to the patron.
- Failing to maintain a calm demeanor.
- Mumbling, speaking inaudibly, or speaking unintelligibly.

## ACCURACY OF INFORMATION

### (4) Excellent

**The Excellent Category encompasses everything in 'Excellent' as well as 'Good'**

*A representative receives an excellent Accuracy of Information score by:*

- Providing unsolicited but useful information when appropriate.

### (3) Good

*A representative receives a good Accuracy of Information score by:*

- Providing all obviously relevant information, even when unasked.
- Giving accurate information confidently and without need for correction.
- Making sure that all information is correct, if they are unsure.

### (2) Average

**The Average Category contains any failures in completing any of the requirements for 'Good'**

*A representative receives an average Accuracy of Information score by:*

#### (0) Poor

*A representative receives a poor Accuracy of Information score by:*

- Failing to answer or offering to answer all asked questions.
- Neglecting to enter a CSI containing all required information, when necessary, including for ADA seats.

#### (-1) Unacceptable

*A representative receives an unacceptable Accuracy of Information score by:*

- Giving inaccurate information.
- Mispronouncing the names of our resistant companies, their conductors, important members, or featured soloists.
- Providing opinions on seating or non-factual information about limited limited/obstructed view/comfort seats.

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- Failing to recap all special requests.

## POLICY RECAP

### (4) Excellent

**The Excellent Category encompasses everything in 'Excellent' as well as 'Good'**

*A representative receives an excellent Policy Recap score by:*

- Getting explicit acceptance of the exact sales policy.

### (3) Good

*A representative receives a good Policy Recap score by:*

- Giving exact sales policy immediately before charging card.

### (0) Poor

*A representative receives a poor Policy Recap score by:*

- Neglecting to place 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.

### (-1) Unacceptable

*A representative receives an unacceptable Policy Recap score by:*

- Completing an order where the patron is unaware that the seats they are purchasing are limited or obstructed view or limited comfort, when applicable.
- Failing to get acceptance from the patron before selling them limited or obstructed view seats.
- Reading an inexact sales policy for the resident company they are selling tickets for.
- Failing to read and get acceptance of the ADA attestation before selling accessible seats.

## TRANSACTION ACCURACY

### (4) Excellent

*A representative receives an excellent Transaction Accuracy score by:*

- Entering the correct information and the correct fees for the sale.

### (-1) Unacceptable

*A representative receives an unacceptable Transaction Accuracy score by:*

- Completing an order in which the Mode of Sale and Payment Method do not match. (Making an IPM)
- Completing an order in which the wrong price type is used.
- Inputting incorrect data.
- Charging a credit card without getting all information from the patron.
- Giving out information, making changed to an account, or charging a credit card that does not belong to the patron.
- Completing an order in an account that does not belong to the caller.

## TRANSACTION RECAP

### (4) Excellent

*A representative receives an excellent Transaction Recap score by:*

- Maintaining consistent recap throughout call as new items are added or questions are answered.
- Confirming information throughout call as relevant.
- Reviewing as much information as necessary before selecting seats, including, but not limited to, date, time, and number of seats.
- Reviewing date, time, venue, seating location, seat numbers, and total price immediately before charging the card.
- Reviewing contents of order whenever an order number is provided.

### (-1) Unacceptable

*A representative receives an unacceptable Transaction Recap score by:*

- Does not include two recaps in their call: one before selecting seats and one immediately before taking the patron's credit card info.
- Omitting confirmation of any of the following before charging the credit card: date, time, venue, seating location, total price, or any additional items.

## DATABASE INTEGRITY

### (4) Excellent

**The Excellent Category encompasses everything in 'Excellent' as well as 'Good'**

*A representative receives an excellent Database Integrity score by:*

- Answering all questions about information privacy.
- Requesting email along with explanation of why email is needed.

### (3) Good

*A representative receives a good Database Integrity score by:*

- Practicing due diligence to avoid creating duplicate accounts (see the "Definitions and Explanations" page).
- Reading the patron's email back to them to verify it is correct.

### (-1) Unacceptable

*A representative receives an Unacceptable Database Integrity score by:*

- Neglecting to verify all information when present, nor requesting any information that is not present.
- Using incorrect formatting, grammar, and/or spelling.
- Creating duplicate accounts.

## SALES ATTITUDE

### (4) Excellent

**The Excellent Category encompasses everything in 'Excellent' as well as 'Good'**

*A representative receives an excellent Sales Attitude score by:*

- Describing seating locations using positive language.
- Asking open-ended questions, provides detailed information, and actively seeks to make a sale.
- Responding positively to fee questions.

### (3) Good

*A representative receives a good Sales Attitude score by:*

- Searching the inventory for alternatives if original request is available or if potentially more desirable options are available.
- Offering related subscription information before completing single ticket transactions.
- Explaining seating location and offers other helpful information to patron.
- Offering alternatives if the patron's initial request is unavailable.
- Offering to add patron to eClub, if relevant.
- Actively seeking out Flex-it options where available or necessary.
- Selecting seats in Tessitura while discussing those seats with the patron.

### (2) Average

**The Average Category contains any failures in completing any of the requirements for 'Good'**

*A representative receives an average Sales Attitude score by:*

### (0) Poor

*A representative receives a poor Sales Attitude score by:*

- Down-selling seats.
- Providing fee-avoidance information without being directly asked.
- Giving specific remaining inventory.

### (-1) Unacceptable

*A representative receives an unacceptable Sales Attitude score by:*

- Neglecting to search inventory for request.

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## UPSELL

### (4) Excellent

**The Excellent Category encompasses everything in 'Excellent' as well as 'Good'**

*A representative receives an excellent Upsell score by:*

- Giving 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

*A representative receives a good Upsell score by:*

- Mentioning all required upsells.

### (0) Poor

*A representative receives a poor Upsell score by:*

- Mentioning at least one required upsell, but not all.

### (-1) Unacceptable

*A representative receives an unacceptable Upsell score by:*

- Mentioning at no required upsells.

## CALL SPEED

### (4) Excellent

**The Excellent Category encompasses everything in 'Excellent' as well as 'Good'**

*A representative receives an excellent Call Speed score by:*

- Using all available tools to find info and provide service.
- Making sure that the call is quicker than expected without sacrificing service.
- Provides commonly known and relevant information with no delay.

### (3) Good

*A representative receives a good Call Speed score by:*

- Making sure that Data entry is efficient.
- Making sure that the call is well-paced and well controlled.
- Proactively leading the call and speaks in such a way as to keep the call moving.
- Provides commonly known and relevant information with at most a minor delay.

### (0) Poor

*A representative receives a poor Call Speed score by:*

- Using below-average data entry speed.
- Answering questions succinctly.
- Demonstrating at least moderate control over call flow.
- Placing the patron on hold, or otherwise causing a moderate delay, in order to find commonly known, relevant information.

### (-1) Unacceptable

*A representative receives an unacceptable Call Speed score by:*

- Handling a call that takes excessively longer than necessary.

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## Definitions and Explanations.

**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 \_\_\_\_\_, how 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:** If the patron has had a bad experience, regardless of whose fault it was, we should apologize. We should apologize for bad experiences, but not for facts, such as seats being sold out.

**Call Speed:** 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.

### Demonstrates at least moderate control over call flow"

Moderating control over call flow refers to your to control the call.

Example: ability to gather information, present it clearly, and to keep the call moving as quickly as possible.

### "Proactively leads the call and speaks in such a way as to keep the call moving."

Proactively leading the call refers to how well you keep the patron on track.

Example: Guiding a patron toward making a decision so that the call does not last longer than needed due to a patron's indecision between multiple ticket options.

**Proper Use of Mute Button:** The mute button should be used in order to mask any errant sounds, coughing, sneezing, throat clearing, or any other sound of that type.

### 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. "Etiquette" is excellent if the representative does everything required, but is unable to call the patron by their name, because the patron never gave it.
- 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.
  - 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.