

## A. How To Use This Document

This document provides *guidelines* and *examples* for leading a shift. That means you may need to deviate from the information herein to provide patron satisfaction. **This document is NOT a complete resource guide for Ticket Philadelphia.** You will frequently need to devise creative solutions to resolving an issue – use all the resources you have on hand. This document is just one resource among many.

## B. Ticket Philadelphia Standard of Excellence

Your goal in providing customer service is **100% patron satisfaction**. This means you may have to..

- Skip options – if they're angry and asking for a refund to a gift certificate, you may not want to recommend they give the tickets to a friend.
- Satisfy a patron first, and ask questions later
- Break the rules – because the only rule is that we make every patron happy.
- Think outside the box – remember that time we hand delivered tickets? You won't find that option on this document.

## C. Resident Companies

Our resident companies have varied abilities to be flexible. When seeking resources to resolve a CSI, consider the business impact of your decision. Sometimes, you may make a decision that will impact Ticket Philadelphia's revenue directly, such as waiving a fee. In those cases, it may be possible to recover the revenue from the resident company. Even if we can't, it costs us more in the long run to provide poor customer service.

Ask yourself: does the revenue/loss of the decision impact one of TP's parent companies (KC and POA) or is it an independent company such as a KC CoPromoter or BWY production company? We tend to have more leeway when our decisions aren't financially impacting outside organizations.

- **POA:** Do anything you can to satisfy a patron.
- **KCP:** Remember, the KCP is committed to patron satisfaction and Anne's got your back. However, we have to distinguish between KCP and CoPros – revenue from KCP ticket sales go to KCP; revenue from CoPros is split between multiple organizations.
- **BWY:** BWY is a KCP run organization. Think of BWY shows as KCP CoPros run by producers who pay particularly close attention.
- **PBA:** It is paramount that we build our subscriber base, and thus work to avoid alienating existing subscribers or potential subscribers while working cooperatively with the PBA administration. Certain problems which for KCP or POA may be solved on-the-spot may need to be escalated to management for consideration. Examples include missed performances and sub<-->nut exchanges.
- **OCF, PCMS, COP, and rentals, Mann, LWG, Orch2k1, and other non-KC events**

## D. Exchanges

- **POA:** You may exchange any POA concert for any other POA concert. In fact, associates may now do this without lead permission. In all cases, we have the responsibility to educate the patron about typical POA exchange guidelines.
- **KCP:** You may exchange tickets among the approved list for \$5 per ticket. You may NOT exchange patrons into or out of a CoPro – try offering them a name change or gift certificate.

- **BWY:**
  - i. You may exchange AddOn pricetype tickets *within the same show* for \$5/ticket
  - ii. If a fixed-seat patron is upset about the fee for AddOn exchanges, you may on some occasions waive the fee.
  - iii. On occasion a patron may only be satisfied with exchanging cross show – eg, from “MDQ” to “J&H” In those cases, combine judgment and patron history: has the patron requested and been offered such an exchange in the past? If not, allow the exchange and educate them to our guidelines. If this is something the patron has already received, you should more firmly offer them other options.
  - iv. Cross-show exchanges involving an Exclusive Extra must be escalated to management.
  - v. **SINGLE TICKET EXCHANGES** – these may be allowed in certain situations. When processing these, (a) use the “TP Phone Sales” MOS, (b) override ALL fees, (c) manually add a \$10/ticket exchange fee using “Misc Call Center Fee.” *In these cases, the patron will receive the difference back from a downgrade. Please make every effort to exchange the patron into a seat of the same value.*
- **PBA:** You should seek manager approval before offering to exchange a patron between Nutcracker and a package performance.
- **POPS:** You should seek manager approval before offering to exchange a patron between Holiday Pops and a package performance.

E. RESOURCES (in no particular order)

- Exchanges
- Refund to GC, without fees
- Refund without fees
- Use “TP Overpayment” to temporarily store value of a ticket
- Access approved “conflict resolution” comp list (some need to be sent to box for processing)
- Drink tickets as a consolation and conflict resolution tool.
- FedEx (fee waived), print-at-home tix
- Hand delivery (if possible)
- PBA: Patrons may take unused tix to box office for best-available seating. Consider inventory availability when making this offer. Notify management whenever you make this offer.
- Use available promo pricetypes to resolve promotion disputes and general make patrons happy!
- Use moneybags to adjust price by adjusting what we charge the patron – subs serv MOS
- Use prior “EXCHANGE OVERAGE” value for refund or apply to new exchange (eg, upgrade back to original value) – use original order.

F. When a patron doesn’t know better

- **STAY CALM.** You’ll think better and help them better if you don’t panic.
- Consider the downsides: what could go wrong if we give them exactly what they’re asking for?
- What is the real goal or value here? Is it that they want you to reprint their tickets now, or do they really just want a guarantee that they’ll arrive in time?
- Is there another way we can meet that goal/value?
- How can we resolve the situation in a way that leaves NO risk of further inconvenience to the patron?