

GREETING & CLOSING

(4) Excellent

- Delivered sincerely and with enthusiasm
- Sounds friendly and inviting

(3) Good

- Standard greeting/closing with no variation
- Sounds sincere, polished, and professional

(2) Average

- Standard greeting/closing with at most some variation
- Delivered in a standard speaking voice
- Clear, audible, and articulate

(-1) Unacceptable

- *(Did not qualify for any scoring level)*

ETIQUETTE

Includes how we get information FROM patrons

(4) Excellent (amazing)

- Provides service eagerly
- Anticipates potential needs and concerns
- Offers all available services and information
- Offers followup service for complex requests
- Utilizes database as much as possible, rather than requesting information from patrons
- Addresses patron by name

(3) Good (pleasant and professional)

- Speaks without significant filler language (um, ah)
- Keeps patron informed during long pauses
- Provides friendly and welcoming service without seeming bored or inconvenienced
- Gets all relevant information and informs patron before placing them on hold
- Proactively leads interaction, ie “control the call”
- Requests preferences and other relevant information before offering seating locations or other options
- Apologizes for any negative patron experiences

(2) Average (kinda awkward but not rude)

- Responds to Patron 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
- Listens attentively to patron without requiring the patron to repeat any information
- Allows patrons to speak without interruption
- Sounds interested in call and patron’s needs
- Apologizes for mistakes

(0) Poor (unpleasant)

- Polite and courteous
- Maintains calm demeanor

(-1) Unacceptable

- *(Did not qualify for any scoring level)*

TONE

(3) Good

- Expresses enthusiasm and confidence
- Varies pitch (avoids monotone)
- Friendly and welcoming

(2) Average

- Speaks clearly, audibly, and smoothly

(-1) Unacceptable

- *(Did not qualify for any scoring level)*
- *Example: mumbling, halting*

POLICY RECAP

Excellent (4)

- Gets explicit acceptance of exact sales policy.

Good (3)

- Gives exact sales policy immediately before charging card.

Poor (0)

- Tells patron sales are final, non-refundable and where appropriate, non-exchangeable

Unacceptable (-1)

- *(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

(0) Poor

- Gives accurate information with at most a significant delay.

(-1) Unacceptable

- *(Did not qualify for any scoring level)*

DATABASE INTEGRITY

Includes WHAT information we get FROM patrons

(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

(-1) Unacceptable

- *(Did not qualify for any scoring level)*

Upsell

Excellent (4)

- Gives at least some details of all required upsells without being asked (Eg, what is Crescendo? How long does FedEx take? AOA parking is prepaid and discounted.)

Good

- Mentions all required upsells

Poor (0)

- Mentions at least one required upsell

Unacceptable (-1)

- *(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 location 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 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

- Offers information about parking
- 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 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 # 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)*

CALL SPEED

(4) Excellent

- Uses all available tools to find info and provide service
- Call is quicker than expected without sacrificing service

(3) Good

- Data entry is fast
- Call is well-paced and well controlled
- 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
- 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

Avg 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 monitors 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 it's ____"

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

Correct formatting for database: Uses no abbreviations (eg, "street" instead of "st" and "apartment" instead of "apt"). Enters apartment number on "opt address" line. Places primary contact number in "phone 1."

Process for "due diligence" to avoid duplicate accounts:

1. Searches for patron by last name and zip code
2. If unable to find patron, asks – "have you purchased tickets from ticket Philadelphia before?"
3. If no, creates new account
4. If yes, asks if patron's account might be under another zip code.
5. If still unable to find patron, attempts last name and partial first name search.
6. If still unable to find patron, creates 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. 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.