ALL ROADS LEAD TO GUEST SATISFACTION

TOGETHER WE ACHIEVE SUCCESS

Eric Valley: Ticket Sales Director, Cirque du Soleil
Michelle Harris: Director of Client Relations, Ticket Philadelphia
Carrie J Farina: Director of Patron Service, Ticket Philadelphia
OVERVIEW: GUEST SATISFACTION

- Definition
- Destination
- Achieve
- Metrics
DEFINITION: GUEST SATISFACTION

- **What?**
  - Measure of products and services supplied by a company that meet or surpass expectations

- **How does it translate?**
  - Engagement by the customer in a variety of formats and interactions

- **Why is this necessary?**
  - Long term customer loyalty and cultivation
How can we achieve guest satisfaction?

- Relationships
- Unique Experiences
- Best Practices
- Tools & Technology
ACHIEVE: GUEST SATISFACTION

Relationship between producer and service provider
ACHIEVE: GUEST SATISFACTION

Relationship: Advantages

- Industry Collaboration
- Shared Cost in Investments
- Focus on Core Business
ACHIEVE: GUEST SATISFACTION

Relationship: Perceived Obstacles

- Lack of Control
- Removed Connection to Customer or Product

How do we avoid derailing into the obstacles?
ACHIEVE: GUEST SATISFACTION

Effects: Building

Invest in the partnership
- Create synergy
- Develop trust
- Commit resources
- Communicate

Set Expectations and Goals
- Mutually agreed upon KPIs
- Develop Best Practices
Best Practices
Customer Focused

- IVR Customization
- Geo targeted messaging and queue management
- Proactive Customer Outreach
  - Multiple touch points: Concert Reminders, Thank You Emails, In Venue messaging (pop-up)
- Flex-it Program
  - Empowered frontline to solve in moment
  - 100% satisfaction
BEST PRACTICES

Solid Infrastructure

- High level product
- Product education programs
- Training programs
- Incentive programs
- Defining policies
- Targeted upsell strategies
## Internal Communication

**Ticket Philadelphia**

**Box Office Performance Report**

- **Performance:** December 19, 2014 at 3:00PM | Verizon Hall
- **Company:** Philly Pops
- **Day of week:** Friday
- **Manager on duty:** Dan Ahearn
- **Staff:**
  - Jim Shelly, Michelle Messa, Mike Walsh, Ted, Tim, Jeff, Phil, Keith, Kaitlin

**Ticketing Information**

- **Envelopes in Will Call:** 89
- **Walk-up sales:** $1205.00
- **Unprinted Tickets:** 0
- **Unpaid Reservations:** 0
- **Will Call Problems:** 0
- **Duplicate Seating:** 0
- **Other Problems 1:** 0
- **Other Problems 2:** 0
- **Other Problems 3:** 0
- **Time Box Office Closed:** 0730 pm
- **Unclaimed Will Call:** 0

**Notes:**
Unique Experiences

Tea with the Sugar Plum Fairy

Join the Sugar Plum Fairy in the ballroom at the Doubletree Hotel, across the street from the Academy of Music. Enjoy a delectable buffet of sandwiches, desserts, tea and hot cocoa, along with the opportunity to take photos with the Sugar Plum Fairy, and a magical matinee performance of George Balanchine’s The Nutcracker™.

LiveNote

IN CONVERSATION WITH DAVID DANIELS

Tuesday, February 3, 2015
7:00 p.m. – 8:00 p.m. | Doors open at 6:30 p.m.
American Philosophical Society, Benjamin Franklin Hall
(427 Chestnut Street, Philadelphia, PA 19106)
FREE but registration is required. Register here.

Trailblazing artist David Daniels has defied convention to become one of the world’s first countertenor superstars. Before his turn as Oscar in the Philadelphia Opera’s Philadelphia stage, he sits down for a conversation about his career, the creation of Oscar, and what it was like to be married by Justice Ruth Bader Ginsburg. The conversation will include video clips of some of his most famous roles.

Hosted by Chris Bartlett, Executive Director of the William Way Community Center.
LiveNote Nights is funded in part by the generous support of the Raynier Institute & Foundation. The LiveNote app is funded by the John S. and James L. Knight Foundation with additional support from the National Endowment for the Arts.
UNIQUE EXPERIENCES

PREMIUM TICKETS AND VIP COCKTAIL
A 5-star VIP Experience under the Big top, before and during the show.
Learn more »

ENJOY THE SHOW AS A VIP

PRODUCER SEATS
Best view seats
Tickets usually reserved for Show producers
Limited inventory

SEE TICKETS

FAMILY PACK
Enjoy this new production with the whole family, at a special price!
Learn more »

SEE TICKETS

PREMIUM TICKETS AND BACKSTAGE ACCESS
Your privileged access to our world backstage
Learn more »

SEE TICKETS

START THE EXCITEMENT BEFORE THE SHOW

Create a mood of celebration, excitement and anticipation for your guests with a unique add-on package in our welcoming KURIOS Lounge.
A fun and carefree 'plus' for gatherings of 4 to 80 guests, 45 minutes prior to show and at intermission.
Contact us to book: 1-866-6-CIRQUE or email us.
METRICS

- Customer Loyalty Programs
- Patron Complaints and Surveys
- Sales Trends

The following is a survey to help evaluate your experience when purchasing tickets for performances at the Academy of Music, the Merriam Theater or the Kimmel Center.

In addition to understanding your experience while completing the ticket purchase transaction, we would like to hear about any possible interactions you may have had with customer service representatives—on the phone, in person or via email.

[RESPONDENTS' DATE OF PURCHASE AND TYPE OF PERFORMANCE/PROPERTY WILL BE PIPPED IN FROM TICKET PHILADELPHIA'S DATABASE]

**PAGE BREAK**

1. Our records indicate that you purchased tickets for the [DATE][PROPERTY] performance. Is this accurate?
   - Yes
   - No

**PAGE BREAK**

2. Do you have a subscription package for the current season (2014-2015) at any of the following organizations? (If you own a subscription package to multiple organizations, please select the one whose performances you personally attend most frequently)
   - Broadway Philadelphia
   - Opera Philadelphia
   - Pennsylvania Ballet
   - Philadelphia Orchestra
   - Philly Pops
   - None of these
Quality Assurance Program

- Unique Program
- Dedicated Staff
- Specific Scoring Standards

### Metrics

#### Greeting and Closing

<table>
<thead>
<tr>
<th>Quality</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent</td>
<td>Is delivered sincerely and with enthusiasm.</td>
</tr>
<tr>
<td>Good</td>
<td>Delivers a standard greeting and closing with no variation.</td>
</tr>
<tr>
<td>Average</td>
<td>Delivers a standard greeting and closing with at least some variation.</td>
</tr>
<tr>
<td>Unacceptable</td>
<td>Did not qualify for any scoring level.</td>
</tr>
</tbody>
</table>

**Etiquette**

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

**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.

**Good**

#### Accuracy & Easiness of Information

<table>
<thead>
<tr>
<th>Quality</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent</td>
<td>Knowledgeable in product line, including performance dates/times, discounts, special events, etc.</td>
</tr>
<tr>
<td>Good</td>
<td>Provides commonly known and relevant information with no delay</td>
</tr>
<tr>
<td>Average</td>
<td>Provides information but useful information when appropriate</td>
</tr>
<tr>
<td>Unacceptable</td>
<td>Did not qualify for any scoring level.</td>
</tr>
</tbody>
</table>

#### Table

<table>
<thead>
<tr>
<th># Late &lt;=1</th>
<th># Call Outs &lt;=1</th>
<th>% Calls Handled 99% or &gt;</th>
<th># Calls Handled</th>
<th># Shifts Worked</th>
<th>QA Score 3.3 or &gt;</th>
<th>Total 17% or &gt;</th>
<th>Incidences</th>
<th>Compliments</th>
<th>Quality for bonus?</th>
<th>QA Review</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>2</td>
<td>99.72%</td>
<td>701</td>
<td>17</td>
<td>3.45</td>
<td>23%</td>
<td>0</td>
<td>1</td>
<td>N</td>
<td>N</td>
</tr>
<tr>
<td>3</td>
<td>1</td>
<td>99.49%</td>
<td>580</td>
<td>11</td>
<td>3.00</td>
<td>24%</td>
<td>1</td>
<td>N</td>
<td>N</td>
<td>N</td>
</tr>
<tr>
<td>1</td>
<td>1</td>
<td>99.79%</td>
<td>955</td>
<td>17</td>
<td>3.31</td>
<td>23%</td>
<td>2</td>
<td>N</td>
<td>N</td>
<td>N</td>
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<tr>
<td>0</td>
<td>1</td>
<td>99.80%</td>
<td>990</td>
<td>16</td>
<td>3.27</td>
<td>20%</td>
<td>1</td>
<td>N</td>
<td>N</td>
<td>N</td>
</tr>
<tr>
<td>0</td>
<td>0</td>
<td>100.00%</td>
<td>630</td>
<td>15</td>
<td>3.85</td>
<td>27%</td>
<td>3</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
</tr>
<tr>
<td>1</td>
<td>0</td>
<td>99.88%</td>
<td>866</td>
<td>19</td>
<td>3.38</td>
<td>28%</td>
<td>2</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
</tr>
<tr>
<td>0</td>
<td>1</td>
<td>100.00%</td>
<td>307</td>
<td>7</td>
<td>3.00</td>
<td>39%</td>
<td>2</td>
<td>N</td>
<td>N</td>
<td>N</td>
</tr>
<tr>
<td>0</td>
<td>0</td>
<td>99.71%</td>
<td>340</td>
<td>9</td>
<td>3.30</td>
<td>14%</td>
<td>1</td>
<td>N</td>
<td>N</td>
<td>N</td>
</tr>
</tbody>
</table>

**Policy Recap**

<table>
<thead>
<tr>
<th>Policy</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Loss policy</td>
<td>Only before charging card.</td>
</tr>
<tr>
<td>Paid</td>
<td>at the seats they are paid.</td>
</tr>
<tr>
<td>Refund</td>
<td>after accepting the card or receiving a call.</td>
</tr>
<tr>
<td>Refund</td>
<td>No obstructed view and refundable and where</td>
</tr>
</tbody>
</table>
METRICS

Secret Shopper Program

- All frontline employees
- Supplement for quality assurance standards
- Unstructured customer interactions
TAKE AWAYS

- Relationships are key to any success, both with partners and with customer
- Set clear expectations from both producer and service provider
- Be open to adjustments to processes and procedures based upon customer feedback
- Take chances on new technology and experiences
Thank You!

Questions?