

# BEFORE

## Phone Etiquette

Phone etiquette may not seem like the most important part of the job, but by taking proper steps to facilitate each call you can improve your experience with the customer and avoid ticketing problems.

- ◊ Always answer the phone, "Forbes Center Box Office this is (Name) how may I help you?"
- ◊ When taking phone orders or questions, always repeat back part of the question to the customer. (ex. A person has a question about musical tickets, you could answer them, "tickets for the musical (Show Name)"... or "tickets for the show on (show date).")
- ◊ Ask the Patron if they have a seating preference. Their preference could be for the orchestra, terrace, or balcony and/or if they would prefer an aisle seat or something closer to the center of the seating area. Student patrons should not be asked a seating preference. Tell the student where you are seating them. If they have an area in which they would like to sit, they will tell you.
- ◊ Do not give exact seats to the customer unless they request it. If they ask what is available, say, "I have great seats in the (section), towards the (area) or I have great seats on the (right/left) side of the (section)."
- ◊ Before completing the sale or giving the total, read the order back to the patron. Make sure to give dates and times as well as the amount of tickets being purchased.
- ◊ When completing an order over the phone the employee is to remind the customer that there are no refunds or exchanges, all sales are final.

## Messages

- ◊ Every employee is required during their shift to answer messages. This requires each employee to check the phone for possible messages. You can tell there is a message if the phone at workstation three has a red light in the upper right hand corner, or if the phone has a VMM on the screen.
- ◊ The x87000 line is the one that takes messages for the box office. While on this line, dial 84411 to get to the message answering system.
- ◊ A greeting will come up on the phone followed by "Please enter your security code." The Security code is on the corkboard by workstation three.
- ◊ To listen to messages, press P (7). To delete them after listening to them, press D (3).
- ◊ Write all messages down as you take them. You are required to take care of any messages you Listen to. Do not leave messages on the machine, they will move to saved messages and no one will know if it has been taken care of.
- ◊ When returning a call say, "Hello, this is (Name) from the Forbes Center Box Office, we received your message about (whatever the message pertained to) how may I help you?"
- ◊ After the message has been resolved, cross the message out with a large diagonal line. This will indicate to anyone else coming in that the message is old, and we do not need to follow up.

# AFTER

## Check Policies

- ◊ Once the correct amount is determined, that amount must be told to the customer(s) before accepting any form of payment.
- ◊ Check must be in the name of the customer, no exceptions.
- ◊ Identification is required on all check purchases.
- ◊ Checks should be made payable to "James Madison University" or "JMU."
- ◊ After the transaction is complete, check must be stamped using one of the check stamps at the front desk.

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- ◊ Always answer the phone, "Forbes Center Box Office this is (Name) how may I help you?"
- ◊ When taking phone orders or questions, always repeat back part of the question to the customer.
  - ❖ Example: If a customer has a question about musical tickets, you could answer them, "tickets for the musical (Show Name)"... or "tickets for the show on (show date)."
- ◊ Ask the customer if they have a seating preference in the orchestra, terrace, or balcony, and/or if they would prefer an aisle seat or something closer to the center of the seating area.
  - ❖ Student customers should not be asked a seating preference. Tell the student where you are seating them. If they have an area in which they would like to sit, they will tell you.
- ◊ Do not give exact seats to the customer unless they request it. If a customer asks what is available, say, "I have great seats in the (section), towards the (area) or I have great seats on the (right/left) side of the (section)."
- ◊ Before completing the sale or giving the total, read the order back to the patron. Make sure to give dates and times as well as the amount of tickets being purchased.
- ◊ When completing an order over the phone the employee is to remind the customer that there are no refunds or exchanges, all sales are final.