

Sell tickets and associated products

Overview

This standard is about handling ticket enquiries and taking bookings from customers. It also covers making amendments (for example, of date and time) to bookings, and keeping records up to date. It is about maximising the sale whilst offering customers additional products and services which are relevant to them.

In the context of this standard associated products include, but are not limited to, booking fees, transaction fees, merchandise, guide books, insurance, restoration levies gift aid donations, memberships and subscriptions.

In the context of this standard, "Access" includes the requirements of D/deaf, deafened, hard of hearing, blind and partially sighted people as well as those who have a temporary or permanent disability or impairment. Types of information required may vary for different types of venues and include (but are not limited to) assisted performances, large print or audio guides and wheelchair access.

When you have completed this standard you will have proved that you can deal with ticketing enquiries and confirm, cancel and make amendments to ticket bookings.

Performance criteria

You must be able to:

You must be able to:

P1 deal with customers in a polite and helpful manner at all times

P2 use a computer keyboard or touch screen device to operate the ticketing system accurately

P3 listen actively to find out what your customer needs and give them accurate information

P4 where appropriate guide the customer through the process of purchasing tickets themselves through your website

P5 provide accurate information to customers in relation to any queries including those relating to Access

P6 establish the customer's status with the organisation and cross reference this with their booking history using the ticketing system(s)

P7 use ticketing software to find the tickets or other products customers wish to purchase

P8 manage customer expectations and advise them of potential alternative dates or venues where the requested tickets, products or services are not available

P9 invite the customer to make a transaction and record their details accurately

P10 select the most appropriate additional products or services to offer the customer based on the information they provide

P11 take the opportunity upsell and cross-sell other products and services to the customer in line with organisational requirements and any specific promotional strategies

P12 sell the customer the appropriate tickets and any additional products or services using the organisations ticketing system to process the sale

P13 take payment using appropriate payment technologies

P14 load ticket stock in a ticket printer and deal with simple ticket printing problems

P15 keep the customer up-to-date with the progress of their purchase(s)

P16 confirm the details of the sale and print and issue paper or secure electronic tickets to customers according to organisational procedures and within the law

P17 deal with any amendments and cancellations and maintain records in line with organisational procedures

P18 report problems which occur with ticketing software or hardware following organisational procedures

Knowledge and understanding

You need to know and understand:

You must be able to:

K1 the importance of dealing with customers politely and helpfully at all times

K2 why it is important to give accurate spoken and written information to customers

K3 current equality legislation and how this impacts upon your role and access at venues and events

K4 legislation and organisational requirements relating to data protection including what information can be given to whom

K5 legislation and organisational requirements relating to Payment Card Industry Data Security Standards (PCI DSS)

K6 what services and products your organisation offers and how these meet different customer needs

K7 the organisation's website and how it is used to purchase tickets

K8 how and where to access relevant information relating to Access

K9 the types of unexpected situations which may occur when dealing with ticket bookings and how to deal with these correctly

K10 basic legal requirements and codes of practice relating to the sale of tickets, products and other services and how these apply to the sale, confirmation, amendment and cancellation of ticket bookings and the validity of any applicable third party tickets

K11 charitable donations and gift aid and how these apply to your organisation

K12 your organisation's ticketing system and how this should be used

K13 how to ensure that customer information collected in the course of selling tickets is accurately and legally gathered, recorded and stored

K14 the types and role of different payment devices

K15 common technical and operational problems which occur with ticketing software, configuration and hardware and how to deal with these or report them according to organisational procedure and within the limits of your own responsibility

K16 how to find and sell tickets using the organisation's ticketing system

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K17 the procedures that must be followed when selling tickets and the reasons why they must be followed

K18 the organisation's business continuity policies and procedure

K19 the organisation's terms and conditions of sale and admission

K20 the importance of upselling and cross-selling in ticketing

K21 any specific promotional strategies your organisation may have in place

K22 the importance of recording information about customers and their transactions accurately and in line with organisational procedures

K23 the fulfillment process for ticket orders

K24 an awareness of the organisation's financial procedures relevant to your role

K25 your organisation's policies and procedures for the sale, confirmation, amendment and cancellation of transactions

CCSTIC02



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Developed by	SDS
Version Number	1
Date Approved	31 Jul 2013
Indicative Review Date	31 Jul 2017
Validity	Current
Status	Original
Originating Organisation	Creative & Cultural Skills
Original URN	CCSTIC02
Relevant Occupations	Admissions, Booking Office, Box Office, Ticketing Occupations, Visitor Services
Suite	Ticketing
Keywords	Ticketing; Customer; Communicate; Box Office; Admissions; Visitor
