

TicketNetwork Point-Of-Sale Order Processing Guide

How to maintain a Perfect Broker Rating!

Revised 02/14/11

This is a step by step guide explaining how to use the TicketNetwork Point of Sale software to properly service your TicketNetwork Direct (TND) customers for the highest possible broker rating.

Broker rating is all about setting the customer expectation and meeting or exceeding that expectation. The most important thing in this business is making the retail customer happy. Effective communication and on time shipping can go a long way in avoiding customer service issues. Anytime a retail customer has a negative experience buying tickets on the secondary market it hurts our entire industry.

TicketNetwork is constantly communicating with the customer after the order is placed to update them on the status of their order. We need the broker to be entering the most accurate information about that order so that we can effectively communicate with the customer.

There are two easy steps that you can take to keep your customers happy and get a perfect Broker Rating:

1. Set the customer expectation by listing your tickets correctly in the Point of Sale software
2. Meet the customer expectation when processing the order by delivering the tickets on time.

This guide will cover in detail how to achieve these two easy steps when using the TicketNetwork Point of Sale software.

Contents:

1. How to list your tickets correctly using the TicketNetwork Point of Sale
2. How to set the customer expectation when processing the order

Appendix A – Delivery Methods

1. How to list your tickets correctly using the TicketNetwork Point of Sale

Listing your tickets correctly has to do with how you enter the ticket information in your Point of Sale software at the time of listing your tickets. Detailed information on your tickets is communicated to the customer throughout the buying process. By setting these properly we can effectively communicate with the customer on what to expect when placing an order for your tickets.

In addition to basic section and row information there are four important pieces of information that can easily be set when adding tickets to the Point-of-Sale:

- a. Ticket Type
- b. Ticket Stock
- c. Near Term Delivery and View Options
- d. On-Hand Date

These options can be found on step 2 of 3 in the point of sale when adding tickets.

BUY TICKETS FROM :1-800-Bestseats - (631)327-6957 (HOUSE ACCOUNT (n/a))

STEP 2 of 3: Create Ticket Group(s)
Setup the ticket groups for a new Purchase Order (PO).

Wicked On 2/9/2011 8:00 PM At Gershwin Theatre New York, NY

Quick Calc (Total Tix Cost / # Tix)
Tot Cost\$ #Tix:

Ticket Type
Consecutive Odd / Even GA

Ticket Group Information
#Tix: Face \$:
Sect: Cost \$:
Row: Retail \$:
Lseat: Whse \$:
Hseat: Seats Obstructed:

Type: Event Ticket
Stock: Standard
Near Term: Default Near-term Display
View Option: Default near-term display options
Code: ...

Desc Rules On... Buy... Ebay Note Bro... Office Taxes

Mark On-Hand Datetime
Not On Hand 2/9/2011

Tax Exempt? Do NOT Clear Ticket Info

Add Tickets >>

Group By DateTime/Event 1 Event Selected Refresh

#EVTS: 0 #TGS: 0 #TKTS: 0 COST\$: 0.00

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a. Ticket Type

TicketNetwork has identified eight possible ticket types. Please set your ticket type correctly so that the ticket selling websites can properly identify your ticket type to the retail customers. If you feel there needs to be an additional ticket type added to the list please create a support ticket with the requested type and description.



The screenshot shows a software interface with a dropdown menu for 'Type'. The current selection is 'Event Ticket'. The dropdown list includes the following options: Event Ticket, Suite, Parking, Hotel, Package, Backstage Pass, Pit Pass, and VIP Pass. Other fields visible include 'Hseat:', 'Seats Obstructed:', 'Stock:', 'Near Term:', 'View Option:', and 'Code:'. At the bottom, there is a navigation bar with buttons for 'Desc', 'Rules', 'Or...', 'Bou...', 'EBay', 'Note', 'Bro...', and 'Office Taxes'.

Types:

- **Event Ticket** – All regular event tickets
- **Suite** – Any suite type ticket
- **Parking** – All parking passes
- **Hotel** – All hotels rooms
- **Package** – Any package
- **Backstage Pass** – Any backstage access pass
- **Pit Pass** – Any pit access pass
- **VIP Pass** – Any VIP access pass

b. Ticket Stock

Ticket Stock refers to the physical attributes of the ticket. TicketNetwork has identified five possible ticket stocks. Please set your ticket stock correctly so that the ticket selling websites can properly identify your ticket stock to the retail customers. If you feel there needs to be an additional ticket stocks added to the list please create a support ticket with the requested stock and description.



The screenshot shows a software interface with a dropdown menu for 'Stock'. The current selection is 'Standard'. The dropdown list includes the following options: Standard, e-Ticket, Commemorative, Paperless, and Flash Seats. Other fields visible include 'Type:', 'Near Term:', 'View Option:', and 'Code:'. At the bottom, there is a navigation bar with buttons for 'Desc', 'Rules', 'Or...', 'Bou...', 'EBay', 'Note', 'Bro...', and 'Office Taxes'.

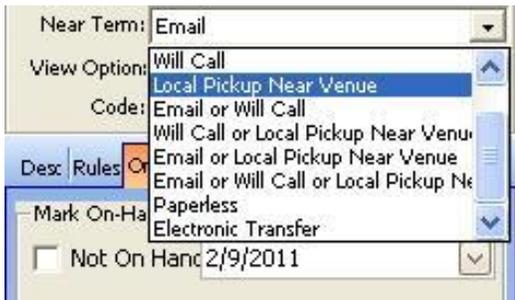
Stocks:

- **Regular Ticket** – Any regular ticket stock.
- **e-Ticket** – Any e-ticket in PDF format.
- **Commemorative** – Any souvenir ticket.
- **Paperless Ticket** – Any paperless ticket that will have special delivery arrangements.
- **Flash Seats** – Any flash seat.

c. Near Term Delivery and View Options

“Near-Term” has to do with orders that are placed close to event time. Customers are given non-FedEx methods of delivery once the time to event is too close to deliver the tickets via FedEx (Please refer to shipping schedule chart in webadmin for specifics: [Shipping Method Schedule](#)). You are able to control these options in your Point-of-Sale software as well as if the customer is given these options at all times or just when it is too close to the event to ship. There are two important selections to make with respect to the near term delivery of your tickets.

First, you need to select the possible delivery options for to offer to your customers:

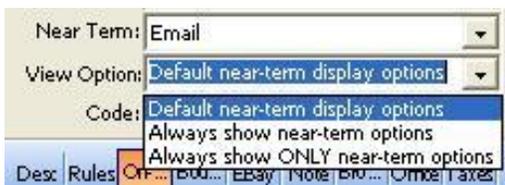


There are five possible Near Term Options and many more combinations of the options:

- **Email** – Any ticket that can be emailed to the customer.
- **Local Office Pickup** – Any ticket that can be picked up at a location near the event.
- **Will Call** – Any ticket that can be left at will call for the buyer.
- **Electronic Transfer** – Use this method for all situations where customers will need to create a flash seats account to receive ticket delivery.
- **Paperless** – Any paperless ticket type where you will need to meet the buyer.

Please refer to Appendix A to see what the customer will see as their delivery options when placing an order based on your choice.

Second, you need to set the near term view options:



The near-term view options allow you to control when the buyer sees your near-term display options per ticket group.

- **Default near-term display options** – Selecting this option will only allow the customer to see your near-term options when it is too close to the event to ship the tickets via FedEx.
- **Always show near-term options** – Selecting this option will always give the customers the ability to select your near-term options as well as FedEx options (FedEx option will be taken away once it is too close to the event).
- **Always show ONLY near-term display options** – Customers will only be given your near-term options. Customers will not have the option to have these tickets delivered via FedEx no matter how long it is till the event.

d. On Hand Date

On hand date is very important because when tickets are not on hand we need to communicate to the customer that the ticket will not ship immediately. When you properly set the on hand date in your Point-of-Sale we tell the customer that your tickets will be shipped on or before that date. If this date is not properly set and the tickets do not ship immediately your broker rating will suffer for not properly communicating with the customer.



Tickets On Hand: If the tickets are on hand and ready to ship immediately at the time of listing then you do not need to do anything with this step.

Tickets NOT On Hand: If your tickets are not on hand at the time of listing, then you need to check the box marked “Not On Hand” and set the date that you expect to be able to ship the tickets. This date must be set to at least four (4) days before the event. If you have an on hand date set for an order and end up shipping after that date your broker rating will suffer due to poor follow through with the customer. As long as you delay the order to your on hand date and ship the tickets by that on hand date you will maintain a perfect broker rating.

It is very important to remember to mark your tickets on hand once they have arrived. This will update the display options to the retail customer with the most up to date information about their ticket arrival.

2. How to set the customer expectation when processing the order

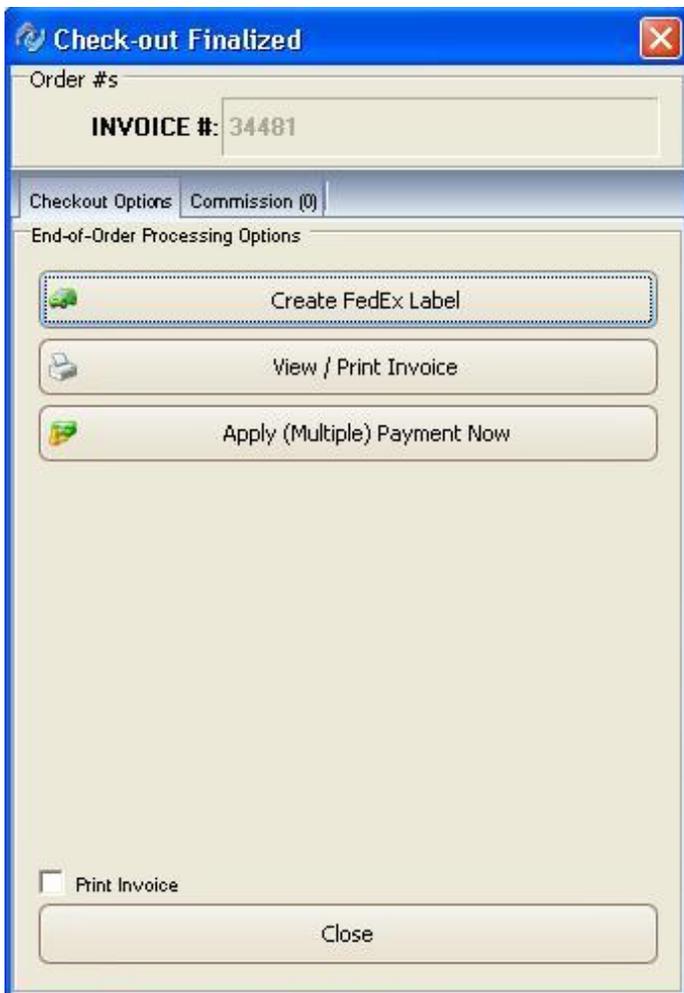
It is very important to accurately process the order as to give the customer the best possible information about the delivery of their tickets. The controls listed in the previous section give you the ability to offer multiple methods of ticket delivery to the retail customer when they are placing their order. **It is very important that you deliver the tickets via the method that the customer selected on their order.** In rare situations a customer will call you after the fact and ask to change their delivery method but as a general rule of thumb they will want the tickets delivered via the method that they select when placing the order. TicketNetwork expects all orders to be delivered via the method that the customer selected when placing the order otherwise your broker rating will suffer.

There are two possible ways to process TND orders in the POS and this section will be broken down into both possible ways:

- a. Orders manually processed using the Tix Request processor.
- b. Orders automatically processed using the Auto Processor.

a . Orders manually processed using the Tix Request processor.

If you opt not to use the auto processor to process your TND orders then you need to make sure you have selected the correct shipping options at the time of processing the order. After you have processed the order and created the invoices screen you will see a dialog box labeled “Check-out Finalized”:



If you are going to ship the tickets immediately: press the “Create FedEx Label” button and create the air bill. If you create the air bill when the order comes in you will have four days to ship the tickets out. As long as customer selected FedEx and the tickets are shipped within four days then you will maintain a perfect rating. As soon as you create that air bill TicketNetwork sends an email to the customer with their tracking information letting the customer know that their tickets will be shipped out within four days. If you do not ship the tickets out within four business days then you are providing less than perfect customer communication and your broker rating will suffer.

If you are not going to ship the tickets immediately: press the “Close” button at the bottom of the box and you will see a new set of options “Please Confirm TND Order Delivery”:

Please Confirm TND Order Delivery

Warning - You did not create an air bill for this order. Please add a tracking number, set an anticipated shipping date, or confirm your selected alternate delivery method to continue.

Please select appropriate delivery option

Shipping Today/Tomorrow (Fed Ex)

Delayed Shipping (Fed Ex)

Alternate Delivery Method (Non-Fed Ex)

Please confirm you are/will be shipping in the next day or two

Enter Tracking Number

Please select anticipated shipping date

Use current in-hand date for tickets (2/9/2011)

Select anticipated shipping date:

Thursday, February 10, 2011

Please confirm the alternate delivery method

Special Instructions - Pick up location, etc.

Confirm

Create Label Now

On this screen you can do one of these things:

1. **Create Label Now** – Use this if you forgot to create one on the last step.
2. **Delayed Shipping** – This date tells the customer what day you will ship the tickets by. Use this method only if the tickets will be delivered via FedEx. Do not use this method if the tickets are not going to be sent via FedEx.
3. **Alternate Delivery Method** – Use this method for all non-FedEx delivery types. Please type the delivery method into the alternate delivery method box.

b . Orders automatically processed using the Auto-Processor.

All auto-processed orders will default to the shipping method the customer chooses when placing the order online. If you have properly set an on-hand date in your point of sale software this is the delivery date the customer will be given. If you have not set an on-hand date then your broker rating will suffer because customers will think they are getting their tickets immediately.

Make sure you set the Auto-Processor to “Create FedEx Label” and check the box labeled “If all On Hand”. This will automatically delay the shipment of orders for tickets not on hand to your established delay date. If the tickets are on hand the system will create the FedEx label for you.

If you have any questions about how to configure your auto-processor, please contact support at option 5.

Appendix A – Delivery Methods

There are five possible delivery methods. Below are screen shots of what the customer will see when placing an order for your tickets depending on which method they choose.

Tickets marked On-Hand:

Delivery Method: [Click for help](#)

These tickets are marked as "Ready to ship". Typically these tickets will be shipped within one business day of when you place an order. Please note that once your order is confirmed delivery of your tickets is guaranteed in time for your event.

Tickets marked NOT On-Hand:

Delivery Method: [Click for help](#)

These tickets will be ready to ship by: 5/28/2010. Once your tickets are available to ship they will be shipped using your selected delivery method. Please note that once your order is confirmed delivery of your tickets is guaranteed in time for your event.

Tickets Marked EMAIL:

Delivery Method: [Click for help](#)

These tickets will be emailed to the email address you enter with your purchase. Please be certain to enter your email address properly below to ensure accurate delivery of your tickets. Once you receive these tickets via email they will need to be printed from your computer and brought with you to your event for admission.

Tickets Marked Will-Call:

Delivery Method: [Click for help](#)

These tickets will be available for pickup at the venue will call office no later than one hour prior to the start of your event. A government issued photo ID will be required to claim your tickets. Please note that the name on your order must match the name on your identification.

Tickets marked Local Office Pickup:

Delivery Method: [Click for help](#)

These tickets will be available for pickup at a location near the venue no later than one hour prior to the start of your event. A government issued photo ID will be required to claim your tickets. Please note that the name on your order must match the name on your identification. This local pickup location will not be located at the venue. You will be contacted shortly after your order is confirmed with local pickup instructions.

Tickets marked Paperless:

Delivery Method: [Click for help](#)

These tickets are paperless and will not be shipped. In order to use these tickets you will meet a representative of your ticket seller at the venue prior to the start of the event. Please note that a valid government issued photo ID will be required to collect your tickets.