

California Community Theatre

Top Ten (or More) List

Tips for Box Office Customer Service

This is a list of successful tips and advice for
Tips for Box Office Customer Service at Your Theatre

California
Communi**theatre**

Tips for Tips for Box Office Customer Service at Your Theatre

- Always be pleasant and positive.
- Smile and the customer is always right.
- Have a ticketing service like Arts People that makes exchanges easy.
- Sell your own tickets! Selling through another venue has been a nightmare!
- If you have the flexibility, contact season patrons who have missed a performance and offer the option of coming to see another performance.
- No hassle exchanges.
- Do the majority of sales online.
- Train volunteer box office staff on expectations and how to handle all scenarios. Have a cheat sheet.
- Know your theatre, your community and the show being performed (and even the shows at nearby theatres, too).
- Confirm everything with the customer as you're doing it - a refund, seats changing, booking seats.