



**Major Ticketing Reseller**

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# OVERVIEW

This section highlights the successful ticketing reseller client program. Included are: scope of work, results, a brief case study, a success story, agent diversity and a few customer vignettes. The work for this client began in late summer 2012 during the Olympics and ended in the spring of 2020 when live events came to a halt due to the COVID pandemic.

## Program Size:

At the program's peak, Working Solutions provided the client with 100 full-time equivalents (FTEs) in 2017. As it concluded, there were about 25 FTEs. This was due to changing business needs, and not our performance.

## Scope of Work:

Working Solutions handled calls from ticket sellers and buyers every year, though, we added agents to handle Final Four events. This proved to be extremely complicated ticketing, which our agents mastered.

Working Solutions also piloted a Tier 2 team of resources to take escalated customer calls. We worked with the company's decision-makers to solve these higher-level issues.

## Higher Metrics:

Overall satisfaction with agents measured, on average, 5-10% higher month over month than offshore or near-shore providers. The client had an internal metric referred to as "Going +2". This is an Urban Meyer reference, which states high achievers go two times harder than everyone else. Working Solutions had no trouble embracing the concept and meeting these expectations.

## Discretionary Spend:

The challenges of going +2 with our callers was doing it without increasing any discretionary spend. It is worth noting that Working Solutions had the lowest discretionary spend during our full tenure on the program. We were big on not buying customer satisfaction. Instead, we provided it through stellar experiences and engagement with the client customers.

## Fan Enrollment:

No up-selling was required. Working Solutions, however, did handle a "Fan Rewards" program that the client offered. Our agents were among the top to enroll new members month over month for the first year the program ran.

## Few Errors:

During our tenure on the ticketing reseller program, Working Solutions had very few revenue-impacting errors requiring research or resolution. Given the high volume of calls handled and their complexity, this was a significant financial achievement.

## Quality Assessments:

The client's internal quality team was unable to handle evaluating the large number of calls coming in for new agents during their peak MLB season. As the most-calibrated members of the outsource partner teams, our quality-assurance pros handled these evaluations.

This is impressive when you consider the client had worked closely with another BPO, sending employees to spend weeks at a time to get their teams educated and ready for call handling.

# CASE STUDY - STUBHUB

## CHALLENGE:

**with fans and deliver service**

- Create fans for life, with personalized care.
- Guarantee on-demand service to handle surges in business.
- Cultivate versatile agents to match fan personalities and events.
- Ensure business continuity for fans buying and selling tickets.

## SOLUTION:

**Things work well when agents are fans, too.**

- Instill fan mindset in all agents, whatever the event.
- Quantify performance, using the "fan connection" factor to assess results.
- Benchmark service excellence against best net promotion scores, customer satisfaction and other metrics.

## RESULTS:

### For fans and the business.

- Exceeded customer satisfaction 12 out of 12 months.
  - Topped net promotion scores, helping build repeat business.
  - Outperformed, on average, key metrics, such as response time.
  - Ramped up to handle more business—worked 10,500+ hours when 4,300 were scheduled one month.
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## Our Agents Supporting This Client

10.3 Years of Service

2.6 Years in Sales

1.4+ Million Fans Served

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## SUCCESS STORY:

### Answering Teenage Angst

#### Issue:

Getting concert tickets for One Direction was going the wrong way. Mom was on the phone. Teenage girls were crying in the background. Someone didn't deliver the tickets.

#### Answer:

Enter our agent, who worked with the client sourcing to secure new tickets—right next to the stage, front row. “Close enough to smell the singers’ sweat and touch their hands,” said the agent.

#### Outcome:

“Say again,” Mom replied, turning on the speaker phone for the girls to hear. Tears of sorrow turned to deafening screams of joy. Teenage angst answered—with the right direction in customer care.

# AGENTS AS FANS: “SELFIES IN SERVICE”

With thousands of events and millions of fans, customer care needs to be equally diverse and dynamic. To fulfill the client's needs, agents mirror the markets and fans served. Think of them as “selfies in service.”

For this program, Working Solutions agents span West Coast to East Coast—with California, North Carolina, Georgia and Florida. We got the Midwest handled, Illinois and Ohio, along with Texas and its six flags.

Add to them Pennsylvania and other states, as demand requires. We flex with fans to fulfill their needs. Agent ages range from 18 to 65+—for Millennium-to-Boomer coverage and care.

As for agents being fans, take your pick of the Boston Red Socks, Taylor Swift or “The Lion King” on Broadway. And please understand, our agents are professionals. They don’t let personal preferences sway service.

## CUSTOMER VIGNETTES:

### **Living Life To The Fullest**

It was a call from a man whose life was ending. He wanted to compile his bucket list. Diagnosed with terminal cancer, he asked the agent’s help to book concerts, shows and games—whatever entertainment she could find.

So began the two-hour call, searching for New York theater tickets. A comedy show. A New York Giants game. Dallas Cowboys, too. Plus, a concert. Many venues for a final farewell in service to another.

### **Performing When A Performer Can’t**

The news was bad: Lady Gaga hurt her hip. The tour was cancelled. The response was good: Fans needed their money back. Fast. So, agents refunded thousands of tickets in short order. You see, great service goes on—even when the show doesn’t.

### **Feeling The Love**

In customer care, it takes one to serve one. The woman on the other end of the phone was a customer service manager herself. She needed to purchase extra tickets, which meant first selling the ones she had bought. The agent offered to waive the sell fee, plus list the previously purchased tickets for her. This was her first selling experience. So the agent walked through the steps involved. Impressed with the attentive service, the woman said would be a forever StubHub customer. And then, she even offered the agent a job.

## Solutions Provided:

- **Customer Service:** Helping fans resolve issues and handle their accounts.
- **Chat:** Serving fans in the moment by answering their immediate questions.
- **Sales:** Being an “inner fan,” acting as customers to fulfill their upmost desires.

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