

Case Study

Controlling costs while improving box office service results in increased bookings



The Issues

As a local theatre company, customer service and goodwill is key to ongoing success. Front of house management recognised a need to improve the service for those calling its box office, whether to book tickets or to enquire about performance times, accessibility, parking or forthcoming productions.

At busy times, staff would be too busy serving people visiting the box office in person, leaving phones to ring for unacceptable periods of time and, in some cases, callers hung up before their call was answered.

Managers realised this had the potential to be losing business and damaging their reputation. With often unpredictable fluctuations in demand, simply increasing staffing levels was not an affordable option.



We've seen an increase in bookings, good feedback from theatre goers and a much better work environment in the box office. Overall, a very cost effective solution.

Box Office Manager



The Benefits

- ✓ Improved service for people phoning the box office
- ✓ All calls answered promptly and prioritised
- ✓ Pre-recorded announcements on standard information
- ✓ Breakout option to third party booking agents
- ✓ No increase in staff levels

The Solution

The inbound call management solution was designed so that all calls to the box office published telephone numbers were routed directly into the TeleWare Hosted Communications service; the theatre didn't need to change their numbers. The three telephone extensions in the box office were configured so that incoming call try each extension in turn until the call is answered.

An automated answering service, carefully designed in consultation with theatre staff, ensures that every call that does not need personal attention is now answered promptly and appropriately.

A short pre-recorded announcement, which can be easily updated by staff from any phone, welcomes callers and provides brief details of that day's performance and opening times before inviting them to choose the service they want. Callers seeking information such as performance times, accessibility or parking advice, or brief details of upcoming productions can select the appropriate option using their telephone keypad and listen to a pre-recorded announcement with that information.

Where callers want to book tickets or discuss something with staff, the system dials the hunt group using an internal unpublished telephone number. If the call is unanswered, callers are given the option of transferring to a third party booking agent and informed, through a pre-recorded announcement, that a booking fee will be payable.



The Benefits

The new inbound call handling system was deployed for a modest monthly service charge. The solution increases staff effectiveness by filtering out those calls that can be handled efficiently without requiring their involvement. This allows the existing staff to handle more calls from people wanting to book tickets, increasing revenue for the business.

Management reports are available showing the number of dropped calls or calls re-routed to an outside booking agency to support on-going reviews of staffing levels and other arrangements, such as the number of lines into the business, to optimise calls being handled.

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