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Project Arts Centre

Box Office Manual and Standards 2010

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1.0 Customer Charter

Project Arts Centre is a multidisciplinary contemporary arts centre based in Dublin, with a national profile and an international attitude.

Project Arts Centre is artist centred. Its purpose is to foster innovative work and to develop the potential of the Centre as a site for creative encounters between the artist and the public. It aims to facilitate and to stimulate all forms of visual and performing arts and to develop and sustain audiences for all forms of creative work.

Project Arts Centre serves a wide range of publics, including general visitors, artists, arts professionals, production companies, students and community groups. We also work with a number of other entities, such as The Arts Council, the Department of Arts, Sport and Tourism, other Government departments and agencies and the media.

The centre's activities can be divided into two main areas:

Programming, comprising exhibitions and performances, co-productions, an associate artists programme, talks, lectures and dialogues

Support, comprising box office and bar, marketing and publicity, production and administration, finance and security.

Further details on the work of Project Arts Centre are available on request.

Everyone at Project Arts Centre is committed to serving all of our visitors and customers in accordance with the highest standards of quality customer service. This Customer Charter and the associated Customer Action Plan have been put in place in order to improve customer service, by setting out and measuring customer service levels.

Across our full range of activities we undertake to:

- Ensure that our public spaces are safe, clean and accessible
- Offer services of value that meet the needs and expectations of all parts of the communities we serve
- Interact with all our visitors and customers courteously and informatively in a consistent and impartial manner
- Provide prompt, accurate and detailed information on our programmes, services and facilities to visitors and customers
- Provide immediate response to telephone enquiries and for more substantive queries respond within five working days
- Always give a name, phone number and email address to assist customers in your dealings with the Centre
- Provide an accessible and fair complaints and redress system wherein complaints are given high priority and responded to within one working day
- Work to continually improve our service to the public

Performance against the service standards set out in this Customer Charter will be continuously monitored and updated as needed. In order to assist us in complying with these undertakings, we welcome your comments as to how we might build on these commitments in the future.

Comments and complaints can be made to: Project Arts Centre 39 East Essex Street, Temple Bar, Dublin 2, Ireland +353 (0)1 881 9618 niamh@projectartscentre.ie

2.0 Data Capture

It is extremely important to input details for <u>all</u> customers. When taking credit card sales over the phone it is also a requirement for financial auditing procedures as we are not taking a pin number/signature.

Having the names and full addresses allows us to direct market upcoming shows more effectively.

2.1 Capturing the Name

Spell out full names (not just initials) using capitals appropriately.

If we only capture initials this creates problems when we send out mail merge letters.

Surnames which contain O, Mc or Mac should usually be entered with <u>no</u> spaces - eg: McDonagh MacCafferty

With 'O' names include an apostrophe and capitalise the next letter, eg:O'ReillyThe exception to this rule is for names in the Irish language where you do leave a space and do <u>not</u> includean apostrophe – eg:O BroinNi ChuinnNic Aodha

2.2 Capturing the Address

Put the first line of the address (usually the street name and number or a company name) in the area corresponding to 'Address 1'.

This helps to avoid duplicates for one person and also helps you find the record of someone already in the database more easily.

The last line of the address must be put in the area corresponding to "Address 4".

This is extremely important for future marketing and for printing address slips. This is how we now sort our outgoing post.

Street not St/Dublin 6W not D 6w/Road not rd

2.3 The Mailing List

As part of the Data Protection Act you <u>must</u> ask and correctly input into the system whether the customer would like to be placed on the mailing list.

Please ask the following question:

'Would you like to receive information on future shows at Project or by the companies you book for?'

If the answer is yes all you have to do is add the **Mailing List** category to the person's record using the drop down menu.

You will <u>only</u> need to ask people in the following areas: **Dublin, Kildare, Louth, Meath and Wicklow**

Anyone outside these areas can be added to the email list if they would like to receive updates

2.4 Door Sales

Please DO NOT use the 'Quick Sale' button for <u>any</u> transactions. Instead on busy intakes, use the 'Door Sales' customer record in Databox which can be found using 'Link to Customer' (man in cap icon). If you have time please take details for all walk-up customers.

3.0 Selling Tickets

Click on 'SELL' under 'ACTION' on the right of the Data box Screen and double-click on the show the tickets are for (Make sure the date is correct)

Select the amount of tickets to be sold and 'OK'

If there is a special offer or concession (OAP, Student, Unwaged, or Equity)

- Select the number of concessions under 'QUANTITY'
- Click on the 'CONCESSION TYPE' drop down menu and select the concession type and then click on 'ALLOCATE'
- Ask to see concession ID if appropriate or if over the phone, inform the customer that ID will be required when colleting the tickets and make a note to that effect on the ticket envelope

After selecting the ticket types 'OK' and then 'OK' on the bottom right of the screen (If the price or number of tickets is incorrect click on 'CANCEL' on the bottom right of the screen and start over)

After clicking on 'OK', the payment screen will come up

- If the customer is paying cash (In person only) move on to the customer information
- If the customer is using a credit card or Laser, click on the credit card icon and enter the number and expiration date and select Laser on the credit card type drop down menu for Debit Cards
- For Credit cards always ask for the 3 digit security code on the back of the card, and enter it in 'Issue number'

If the customer's contact details do not come up automatically ask them if they have booked with the Project before

- If Yes: Click on 'FIND' and look up by last name, double check the contact details with the customer and edit if necessary
- If No: Click on 'ADD' and input the name, address, and phone number
- Enter people's names accurately for marketing records: O'Name no space McName no space unless in Irish, in which case Mac Restofname
- Put the post code in the **fourth line** of the address
- Do not sell tickets without attaching some information
- Put in the name as Door Sale ONLY if it is close to show time and there is a queue
- Ask all customers if they would like to be kept informed of Project events and shows and enter the contact type (e-mail or mailing list) and interests under the customer profile
- Ask all customers where they heard about the play and select the type from the 'How found out' scroll down menu on the payment screen

Confirm the time, date, price and payment method with the customer and advise them to arrive **20 minutes** early for the show as late comers are not admitted and the tickets are non-refundable and non-exchangeable

For tickets to be collected select 'PRINT ADDRESS SLIP' and click on 'OK' and then 'YES', tickets being sold to customers in person do not need address slips

Do not forget to put Credit/Debit card payments through RELEX before completing the transaction in DataBox

Tickets to be collected should be placed in a brown envelope and labelled with the day, date, time, and name of the show as well as the number of tickets and a note if concession ID is required

Tickets may be exchanged for another night if there is a genuine reason that the customer cannot attend the show, however do not advertise this. Always tell the customer that you are making a big exception for them.

- Tickets cannot be exchanged if the customer has missed the show
- Tickets are never refunded

4.0 **Refunds and Exchanges**

We do not issue refunds except in the case of a show being cancelled, if a customer wishes to contact the General Manager they may do so

If a person has a genuine reason for being unable to attend we can exchange the tickets for another night. If there is a price difference they will be charged the difference but not refunded

Only tickets issued by Project may be exchanged, for festival tickets the customer must contact the festival box-office

Tickets may only be exchanged once

Do not exchange Internet Sales in Databox, instead leave the original ticket and issue a House seat for the customer on the night they are changing to.

To exchange tickets click on Glasses icon for the night the tickets are for, scroll down to find the customers name and double-click

If all tickets for the customer on that night are being returned, click on 'Return All', and 'OK'

Then select the night the customer would like to change to and proceed as with a standard sale. If the tickets are the same price the balance should be zero.

4.0 Realex

At the start of the shift open Realex on the desktop

When taking a credit card booking over the phone:

- Enter the **Order ID** as your initials and number (ie xx1, xx2, xx3)
- Enter the amount of the transaction without a decimal point
- Cut and Paste the CC number from Databox
- Enter the expiry date and CVV2 Security number
- (Laser Cards may not have a CVV2)
- Cut and Paste the customer's name
- Put the name of the show on the 1st Comment line

To balance credit cards; click on **Pending** transactions, that will show a list of all transactions for the day.

5.0 Reserving Tickets

Click on 'RESERVE' under 'ACTION' on the right of the Data box Screen

Double-click on the show the tickets are for (Make sure the date is correct)

Select the amount of tickets to be reserved and OK

If there is a special offer or concession (OAP, Student, Unwaged, or Equity) - Select the number of concessions under 'QUANTITY'

- Click on the 'CONCESSION TYPE' drop down menu and select the concession type and click on 'ALLOCATE'
- Inform the customer that ID will be required when colleting the tickets and make a note to that effect on the ticket envelope

Notify the customer that reserved tickets must be paid for by 6pm on the night of the show, unpaid reservations will be released at 6pm

After selecting the ticket types OK and then OK on the bottom right of the screen, this will bring up the payment screen (If the price or number of tickets is incorrect click on 'CANCEL' on the bottom right of the screen and start over)

Ask the customer if they have booked with the Project before

- If Yes: Click on 'FIND' and look up by last name, double check the contact details with the customer and edit if necessary
- If No: Click on 'ADD' and input the name, address, and phone number, always get a phone number
- Ask all customers if they would like to be kept informed of Project events and shows and enter the contact type and interests under the customer profile

Confirm the time, date, and price with the customer and advise them again that the tickets will be held until 6pm on the night of the show. Click on 'QUICK' to save the reservation

6.0 Confirming/Checking/Releasing Reservations

Highlight the show and hit F8, this will show a list of all reservations for that show

If the date of the reservation is uncertain, select the customer using the 'blue hat icon at the top of the screen. Once the customer is selected, right click on the customer's name, highlighted in blue in the top right of the screen and select 'RESERVATIONS'

To confirm a reservation double-click on the reservation and proceed with payment, double checking the customers contact details and entering the details if necessary

To release a reservation highlight the reservation and select 'MODE TOGGLE', then select 'THESE'. Click on 'YES' and 'YES' to release

To change a reservation, release the original reservation and create a new one

7.0 Complimentary Tickets

Complimentary tickets for cast and crew can only be ordered by the single person designated by the company-all company comps must go through that person and must be in by **6pm** the day of the show

House seats are allocated for Project Staff for each show, and are given on a first come first serve basis, when selling a House ticket first de-allocate a house seat in Databox

-Click on 'ACTION' on the top left of the screen, and then click on 'HOUSE SEAT CONTROL'

-Select 'HOUSE SEATS' and double-click on the high-lighted seat until the status says 'A' instead of 'H'. De-allocate the same number of House seats as are being sold

To reserve or sell a comp ticket click on 'SELL' under 'ACTION' on the right of the Data box Screen and double-click on the show the tickets are for (Make sure the date is correct)

Select the amount of tickets and 'OK', click on 'ACTION' and select 'COMPS'

Choose either 'COMPANY' for cast and crew comps or 'HOUSE' for Project Staff comps, for press comps select 'PRESS'

- For Company Comps select the name 'COMPANY COMP' from the database. For Opening Night comps, select 'OPENING NIGHT'

8.0 Internet Bookings

Check email, move Internet Booking emails to the folder labelled Internet Bookings

In Databox click on the 'PRINT FROM BATCH' icon with three blue boxes in the top left of the screen

Select 'FILE' and 'OPEN' and Scroll down to 'INTERNET SALES' and 'OK'

Click on 'SELECT ALL' and 'OK' and Envelope and label the printed tickets as usual

9.0 Selling Programs/Books/Magazines

Click on the shopping trolley icon in the top left of the screen

Type in the first letters of the item being sold, and select the amount to sell and 'OK'

Proceed with the sale as usual

10.0 Wheelchair Users

If wheelchair user is buying or booking a ticket email Production and make them aware of the date and space so that the seating can be adjusted, also make a note on the roster for Front of House

Allocate two comp tickets (Comp type: wheelchair) in Databox for the night the wheelchair user is attending

Put an alert on the show for the night the wheelchair user is attending

- Exit out of the Box Office and click on the green 'C' icon in the top left corner

- Select 'EDIT EVENTS' and highlight the correct night of the show that the wheelchair user is attending, then click on 'OK'
- Type "wheelchair user in attendance" in the yellow 'OPTIONAL OPERATOR MESSAGE' field, then 'OK'

11.0 Credit/Gift Vouchers

11.1 Issuing:

Click on the Square Rainbow for Sundries

Select Gift Voucher and enter the value

Process payment by 1st selecting who is BUYING the voucher and THEN who the Gift Voucher is FOR

- Take particular care in selecting the customer profile the voucher is for, as duplicate or incorrect profiles can make it difficult for the customer when they are redeeming the voucher.

Take payment as usual

11.2 Payment by Voucher:

Select tickets or purchase and find the correct customer profile

The amount the customer has in credit should appear below the payment box

Select payment type 'CREDIT' and proceed as usual

Take back the old gift voucher and if there is credit remaining, re-issue a new voucher for the balance

11.3 Re-issuing a Voucher

If there is credit left on a voucher after tickets have been purchased, the voucher must be re-issued

Go into Customer profiles (man with the blue hat icon), and select the customer

Select 'QUICKVIEW' and then 'SUMMARIES'

Select 'PAYMENTS' then 'CREDIT HISTORY'

Select 'RE-DO VOUCHER' and escape to print

12.0 RSVP for Opening Nights

When receiving RSVP's by phone or email go to the RSVP list in Common/Artistic Programme/Theatre Company's name

Add the number of people attending or 'regrets' to the Excel spreadsheet and save. When adding make sure to be clear if it is one or two tickets. Do not use 'plus' or 'by' one etc as it causes confusion

If a person RSVP's who is not on the list, reserve their place and make a note that they were not on the original list.

If there is no RSVP list under the company's file in Artistic Programme, open a Word document in the company's file title 'Temp RSVP' and add the information there, when the official list comes in, transfer any names on the Temp RSVP list to the official one

13.0 Project Friends Sign-up

Process membership forms given in by customers or from Marketing

Check if the member is already in Databox, if not enter their details

If a customer is signing up at Box Office, make sure to get an email

Once the customer's details are in Databox, select their profile and hit enter

Press Ctrl and M together to access the membership screen

Select the membership type and click on apply

Continue to process the membership like a standard payment

Once the membership voucher has been printed, enter the new members details in Common/Friends 2009/Friends 2009 excel spreadsheet and under the correct member type (be careful with data)

Melanie is setting up a form letter to send off to new members, and will brief box office staff when it is ready.

14.0 Box Office Duties

14.1 Opening Shift

Collect milk (M,W,F) and Irish Times (M-F) and Irish Independent (Friday only) from the Number 1 shop on Cecilia Street

Unlock the building (Front door and 5 padlocks) and sign-off on the form in the blue binder

Put out glass bins ASAP if left out by the bar, and remember to bring the bins back in by 10:30 or Project will be fined

Collect post and security keys from the service door and drop post to the third floor

Take the bin in the service door Wednesday morning

Collect float and keys from the box

Turn on Box-Office computers and ticket machine, check that there is enough paper in the ticket and credit card machines

Turn on Coffee machine and fill with water and beans, service if necessary

Set-up the Gallery if there is an exhibition on, and make sure the proper lights are on

Check the front of house float and post any programs that were sold the previous evening

Check emails! And respond as necessary

14.2 During The Day

Take bookings and reservations

Check and respond to emails

Check phone messages

Check Internet Bookings

Make sure the public areas of Project are kept clean and tidy

Check the coffee machine, fill the water and coffee beans if necessary

Wipe down tables and tidy chairs

Keep flyers and posters in order

Have information on forthcoming shows and deals for bookings

Explain the codes and way around the building to new visiting companies and to people visiting the second and third floors

Help people log on to the Wifi (code: 54project)

Mind people's belongings for them while they are visiting the offices, the gallery or the shows

Act as reception for the building and putting queries through to the relevant people if necessary

Take post from the 2^{nd} floor to the post office at the end of the day shift

14.3 Show-Time Box Office Duties Direct the audience to the venue

Inform them about intervals, if the bar will be open, and asking them if they would like to buy a programme

Make sure tickets are collected and audience members are not in the bathroom, bar, or gallery before giving clearance

Encourage people to wander into the gallery

Inform regulars about upcoming events that might be of interest to them

Liaise with companies about opening nights, RSVP lists, whether they have programmes

Give the companies sales reports and figures when requested

Brief the front of house staff in the evening about the shows, clearance, programmes, audience suitability, if there are any wheelchair users in, any building information that they might need to know

A lot of information is kept on Common, under Artistic Programme for the current year; you can also see what shows are coming up later in the year under the Excel document Programme 2009 etc. This Excel document also says when people are on holidays or on days off. Lost and Found is kept in the grey metal cabinet under the magazine display unit.

15.0 Cashing-up

Take a Box-Office report form from the blue folder

Print a credit card summary from the credit card machine - Press the top of the touch screen, select REPORTS, then SUMMARY

Exit Box-Office and click on the yellow 'R' icon in the top left of the screen, click on the Crescent Moon icon and 'OK'

Close the first page of the report for the end of day totals

- Note the cash total

- Check that the credit card totals match the Summary Report by adding the Trintec and Realex credit card sales (ignore internet credit card totals)

If the totals are correct send the end of day batch on the credit card machine - Press Batch, then End Of Day, enter 0000, then YES if the total is correct

When the Bach report is printed write the 1st and last Batch number on the credit card slip envelope and place the report with the slips

Write the total of credit card sales for each show under credit card breakdown

Exit the End of Day report and click on the Shopping Trolley icon in the top left of the screen for the Sundries report

Note the catalogues, books and magazines sold with title and price on the Box Office Report

Take \notin 200.00 (\notin 180.00 if Front of House has a \notin 20.00 float for programs) in coins and small notes for the float in the morning.

Fill in the Box Office report with the relevant cash/cheque/voucher/credit card totals and fold the cash in the report and put into a white envelope with the credit card slips and Batch report and label with your name, the date, and Box-Office and drop the take in the safe

File the next day's tickets alphabetically

Check the ticket machine and the credit card machine for paper, restock if low and turn off ticket machine Give the float and keys to security to lock up

16 Show Reports Show reports for off-site shows:

Click on the 'BOX OFFICE REPORT' icon with the hand holding a paper in the bottom right of the screen Select 'SEATING' then scroll down to 'CUSTOMER' and 'OK'

Print report, check that printer is the box-office LBP2900

Sales reports for total show sales

Exit Box-Office and select 'REPORTS', the yellow 'R' in the top left of the screen

Click on 'BOX OFFICE EVENT REPORTS', the film strip icon in the top left

Click on 'RUNS' then on 'RUN SUMMARY'

Double-click on the show and 'OK'

Click on 'INCLUDE RESERVATIONS' or ATTACHED MERCHANDISING if required, then 'OK'

Print report, check that printer is the box-office LBP2900

BOX OFFICE REPORT

DATE			
SHOW			

GALLERY SALES				
A	tist			
Catalogue		€		
Catalogue		€		
Other		€		
Gallery Sub Total €		€		

PROGRAMME AND POSTER SALES				
Qty:		@Price:	Total	
Cube Show:		€	€	
Space Show:		€	€	
Poster:		€	€	
Poster:		€	€	
Programme and Poster Sales Sub Total	€			

BREAKDOWN OF D	OROP				
	Drop 1	Drop 2	Drop 3	Total	
€100	€	€	€	€	
€50	€	€	€	€	
€20	€	€	€	€	
€10	€	€	€	€	
€5	€	€	€	€	
€2	€	€	€	€	
€1	€	€	€	€	
Coin	€	€	€	€	
Total cash sales	€	€	€	€	
				•	
CHEQUES;	€	€	€		
		·		€	
Receipt				•	
Voucher	€	€	€	€	
IOU	€	€	€	€	
REALEX	€	€	€	€	
Trintec	€	€	€	€	
	Total for all Drops				
Total for Drop	€	€	€		

COMMENTS

Trintec CC breakdown