

## Minutes of ticketing committee meeting 05:09:2022, 6.30pm

	Action
<p>1. Apologies were received from David Shaer. Present were: Chris Wheal, Sue Watson, Rachel McFetridge, Nick Drane and Kevin Hind</p>	
<p>2. Minutes as amended and approved. Publish on website</p>	CW
<p>3. Matters arising Due to the delay in the ISC calling a ticketing sub-committee meeting it was agreed SW introduce CW to the chair of the ISC ticketing committee this week, just so WHUST are seen as open and above board in how we work.</p>	SW/CW
<p>4. Contact centre questions These were agreed and CW is to pass these on the ISC ticketing sub-committee:</p> <ol style="list-style-type: none"> <li>1. Does West Ham have an in-house contact or call centre or buy this in as a service from another provider?</li> <li>2. If you have an in-house centre, do you have an ACD or do you use a virtual ACD in the network?</li> <li>3. If you outsource it what are the metrics, SLAs, you have contracted from the outsource supplier and can we see the rates of success against those targets? Does your Switch/ACD give you stats by day/hour/15-minute interval? Can we see these?</li> <li>4. Does ticketing work with Asynchronous Messaging and offer Omni-Channel Comms? If a fan makes contact on an issue through Twitter, WhatsApp, SMS, email and by phone and then turns up in person, is that treated as a single episode and would each person dealing with that fan have all the necessary information to ensure they know what has previously been done? Or would the fan have to start from scratch each time?</li> <li>5. How many calls are handled per day - on average, on a low/standard/peak day? How many emails are received? How many Social Media ticketing queries are there? How many people attend in person?</li> <li>6. What is that nature of enquires (season tickets/members or one-off ticket sales)? Does this vary by communication channel or at specific times?</li> <li>7. How quickly are calls answered, emails and letters replied to and social media questions answered? What is the backlog of each in terms of numbers and length of time they have been unanswered?</li> <li>8. What are the usual timings of when tickets are released to different groups and are contact centre hours linked to those? What are standard ticketing opening hours and how were they set? How often are ticket office hours extended, when and why? How many calls are attempted when the ticket office is closed? How many emails arrive when the ticket office is closed?</li> <li>9. How many agents are available? What is your escalation plan?</li> <li>10. Do you do WFM and scheduling or do you just have a number of staff and hope for the best?</li> <li>11. Do you ever get ATB, if so, how often and for how long? When were these events?</li> </ol>	CW

<p>12. Is there a ticket handbook for staff - a manual for staff so they all give the correct answers to resolve issues? How is that updated as new ticketing problems and better solutions get identified? Can we see it?</p>	
<p>5. Technology</p> <p>ND, and Mark Inskipp (MI) were thanked for their report on NFC technology. It was agreed to run this past the ticketing department at the club before making available on our website. If there were any tweaks or changes suggested by the club, the chair would circulate them before signing off the final version.</p>	<p>CW</p>
<p>6. Away tickets</p> <p>MI had sent through a spreadsheet on away ticket allocations and how many the PL etc specified (10% of capacity or 3,000 tickets). It appeared that for most games we were getting the allocation.</p> <p>RF reported on recent away games and that other clubs used different methods for delivering tickets to fans. RF estimated 800 fans went to Viborg but about 1,200 bought them. The club has said those buying but not attending will no longer get additional points. There would have been other people who might have wanted and used those tickets. Travel was difficult but you would have needed to have booked accommodation and flights before the ticket. Illness and accidents could not account for one third of tickets not being used.</p> <p>RF agreed to produce a report in time for the next ticketing committee meetings</p>	<p>RF</p>
<p>7. Ticketing manifesto</p> <p>CW asked for a list of headings. Suggested items were:</p> <p>Certainty of communication – some things we must be able to rely on.</p> <p>What happens when things go wrong? – escalation and resolution. How does the club tell either everyone, or specific groups or identified individuals that their ticket has gone wrong and how that will be resolved?</p> <p>Club's system incorrectly archived propriety points from last season and is investigating it and says they will notify supporters in due course. This is not the first time this happened or there has been a data breach or the ticketing system hasn't worked, yet the club has no planned response. The club needs to know what the risks are and how they will respond when those circumstances happen.</p> <p>Clarity of communication – in as many different ways and formats as required by individual supporters (video, graphics, words, audio etc.)</p> <p>ICO has investigated West Ham several times in recent seasons. We need to be sure that is under better control. Anything to do with data is to do with ticketing</p> <p>There should be Membership, not just ticketing – The club should be treating us as members, with other membership benefits – cheaper food and drink or separate faster queues. This happens at cricket clubs, for example and other organisations. This is going beyond reduced kit and discounts for kids. It was suggested MI knew something about adding funds to the NFC that could be spent at the ground. Someone from Italy over for one match pays the same price for a pie and pint and joins the same queue as someone who comes to every game. It was questioned if we are currently being treated</p>	<p>CW</p>

<p>like “in-laws” – people who you don’t really like turning up but accept they will come every now and then and you have to be basically decent to them.</p>	
<p>8. AOB  Football Supporters Europe have asked for help. Will be a fan survey to share with members/supporters. Ticket prices - UEFA has capped prices for away fans for conference league matches at €35. The FSE wants to know of any ticketing issues. We will issue that email address to RF who can share it with anyone she knows going. There is also a complaints address for all issues while away. There are lawyers available in 20 different countries. Concern also raised about the use of technology to track fans - fingerprint, facial recognition, scanners etc. All this can be reported and checked. WHUST agreed to produce a crib-sheet for away fans, not including the email addresses but giving those out to people who get in touch. We agreed to thank the FSE for their input.</p>	<p>SW/CW  SW</p>
<p>9. Date of next meeting  04/10/22, 6.30pm</p>	

The meeting ended at 7.45pm