

PURPOSE

While we strive to provide our guests with the best possible out-of-home entertainment experience, sometimes we fail to meet that goal. AMC's guest resolution procedures are designed to quickly and effectively address guest concerns. It's our goal to ensure that our guests know that we care and to ultimately retain their business. A guest that has had a disappointing experience can become our most loyal fan if his or her issue is handled appropriately.

RESPONSIBILITY

The management team is responsible for ensuring that disappointed guests are addressed at the theatre without delay by following the **GuestFirst** principles and the L.A.S.T. guidelines. Additionally, General Managers are responsible for ensuring issues reported through the Guest Services Hotline, Web site form, and SMG Alert™ are handled per the instructions in this document.

The primary avenues where guest concerns are handled are in-theatre (immediately during the guest's visit), phone calls, written correspondence received directly at the theatre, social media sites, the Guest Services Hotline and guest survey comments.

- **In-theatre Resolution** - *This is AMC's preferred method of resolution.*
- **Phone calls, e-mail and/or written responses** - using the *AMC Thank You Card* or "please call me" letter.
- **AMC Guest Service Hotline** (Sertec, Inc.), with the help of the Management Response System.
- **Social Media responses** (AMC's Web site, Facebook, Twitter) – responses are only permitted from Operations Excellence.
- **SMG Alert™**, with the help of the SMG Reporting Website (www.mytopbox.com).



When guest contact is received where legal action, media contact, or an ADA issue is threatened or implied, managers must contact a member of the Operations Excellence Department (OE) before responding to the guest.



- Excuses do not help; guests do not want to hear them. Focus on a solution that you and the guests find acceptable.
- Do not use AMC jargon or technical terminology that is likely to be misunderstood. Thank them for bringing the problem to your attention.
- Contact the [Operations Excellence](#) (OE) Department or the U.S Operations (or Canada) teams for assistance in determining the best way to resolve a difficult issue.

IN-THEATRE RESOLUTION

Most guests address their issues by approaching an associate in the theatre. Theatre associates are empowered within policy to diffuse the issue and satisfy the guest.

Be sincere in showing empathy for the guest's problem. Offering alternatives and letting the guest know what you can do for him or her is an easy way to demonstrate a "we care" attitude. The goal for every encounter should be that the guest walks away feeling that his or her concerns were addressed by someone who cared, and his or her time was well spent in speaking to an associate.

PHONE CALLS

Guest calls concerning a theatre visit should always be handled by a manager. Guest phone calls should be treated similarly to personal encounters except that you should request contact information (the guest's name and address) so an *AMC Thank You Card* can be sent to the guest along with any passes or coupons if appropriate. *AMC Thank You Cards* may be ordered through the *Standard Materials and Fulfillment Site on Clipboard*.

Contacting guests by phone or e-mail and sending a standard *AMC Thank You Card* communicates our appreciation to guests for sharing their comments.

WRITTEN CORRESPONDENCE

When a guest letter or e-mail is received, managers should first attempt to make phone contact with the guest. If a phone number is not provided, a "please call me" letter or e-mail (see OPS-80b, *Guest Correspondence Messages*) should be sent to the guest. There are situations, especially with e-mails, in which it is appropriate to e-mail the guest back with information related to a simple request.

However, if the issue is complicated, a personal conversation is a much more effective way to resolve. When in doubt, consult with the Operations Excellence Department for guidance on how best to approach individual situations.

SOCIAL MEDIA SITES

Operations Excellence (OE) is responsible for responding to issues posted on the AMC Web site, Facebook, and Twitter accounts. If theatre involvement or follow up is necessary, OE will inform the GM.

If a manager happens to find a concerning blog, post, or other internet content related to the guest experience at his/her theatre, he/she must inform OE; OE will determine the action plan. Because of the very public nature of the internet and social media sites, we must carefully consider if it's appropriate to respond, how to respond (publicly, or private message), what the response should be (content, tone, sentiment, etc.), and who should respond.

GUEST SERVICE HOTLINE AND WEB FORM

Sometimes an issue cannot be resolved at the theatre level. AMC's partner, Sertec Inc., provides our guests with a way to provide their comments, problems, suggestions, or compliments either to a live person or easily by submitting a form through our "Contact Us" link on our Web site. (Managers should provide the guest with a Guest Service Hotline Card if the issue cannot be resolved at the theatre.)

The toll-free AMC Guest Service Hotline (**877 262-4450**) is answered by a live person 24 hours a day, 7 days a week. While this is a good option for guests to be heard and receive help, in-theatre resolution is the most effective way to help guests. It's the most personal and the only way to immediately address concerns.

Sertec Procedures and Reporting

Sertec creates a guest incident report ("Sertec Report"). Depending on the nature of the report, it may be automatically e-mailed to the theatre for follow up and resolution or it may only be sent to OE for review. The routing logic is based on the categories assigned by the Sertec agent after reviewing the content of the guest report. There are five primary reporting categories:

Emergency, Problem, Requests, Suggestions, and Compliment (as well as sub-categories for more detailed reporting purposes):

- **EMERGENCY:** Reports of an emergency nature include, but are not limited to, guest illness or injury, threat of legal action, or media exposure, etc.
 - **Routed to:** OE and the Ops Supervisor.
 - **Action Needed:** OE may need immediate, additional information in the form of written statements from involved theatre associates or witnesses. Consultation with other corporate departments will occur before contacting the guest. If directed by Operations Excellence, managers may need to contact guests involved.
- **PROBLEM:** Reports in which guests express disappointment about their experience. Most guest reports fall into this category.
 - **Routed to:** the theatre, the Operations supervisor, Operations Excellence, and other appropriate corporate departments (if applicable).
 - **Action Needed:** If the guest indicates that he or she wants to be contacted (this is notated on the Sertec report), a manager should call, write or e-mail the guest within 24 hours to discuss the guest concern. The report should be closed and resolution noted in the *Management Response System* (MRS) within 24-48 hours.

If the guest does not wish to be contacted, the problem issues identified in the report should still be evaluated and corrected immediately in order to improve service delivery. The report should be closed with corrective actions entered into the MRS, including date, manager initials, and a note stating that the guest did not want to be contacted.
- **REQUEST:** Reports in which guests request something (e.g., theatre information, loyalty program information, etc.).
 - **Routed to:** OE only.
 - **Action Needed:** Managers should not contact the guest unless directed by Operations Excellence.
- **SUGGESTIONS:** Reports that suggest areas of opportunity (e.g., "you should lower your ticket prices," or "you should carry Junior Mints," etc.).

- **Routed to:** Operations Excellence and other appropriate corporate departments (if applicable).
- **Action Needed:** Managers should not contact the guest unless directed to do so by OE.
- **COMPLIMENTS:** Reports in which a guest compliments the theatre or specific associates.
 - **Routed to:** the theatre, the Operations supervisor, and the Operations Excellence.
 - **Action Needed:** Managers should not contact the guest unless directed by Operations Excellence. Guests will automatically receive a grateful acknowledgement from AMC.

MANAGEMENT RESPONSE SYSTEM

The *Management Response System* (MRS) is an important tool to help manage the resolution process. It also provides a permanent method of documentation that when used properly, helps managers track the response time and record corrective actions and fulfillment details.

The MRS system is accessed by clicking on the link provided at the bottom of the *Sertec Incident Report* e-mail. The MRS screen has a series of questions that will be filled out after contacting the guest. There is also a “**Theatre Action/Notes**” section that will be used to document notes about the conversation and/or correspondence.

Life Cycle of a Sertec Incident Report

1. **Guest reports a problem via the Guest Services Hotline number or the web form.**
2. **Sertec Incident Report sent to theatre via e-mail.** The e-mail is in text mobile format to allow for quick, easy review of the details. However, the report can be

converted to a PDF format by clicking a link at the bottom of the e-mail, labeled “view in PDF format.”

3. Manager reviews the *Sertec Incident Report* and obtains relevant information prior to contacting the guest. (*Note: It is recommended that a separate folder in the Outlook Inbox be set up to move e-mails/reports that have already been opened.*)
4. Manager contacts the guest (if the guest requests contact or if the report details indicate that contact is needed) and uses the L.A.S.T. guidelines to resolve the issue. (See OPS-105, *GuestFirst*, OPS-80c, *Guest Issue Talking Points*, and OPS-80d, *GuestFirst Issue Resolution Sample Scenarios* for ideas on common issues and responses.)
5. Manager documents the resolution steps. At the bottom of the *Sertec Incident Report* e-mail, select the link “**Contact ServiceCheck’s Management Response (MRS).**”
 - Answer the questions on the screen.
 - Complete the “**Theatre Action/Notes**” section. Notes must be entered here in order to close the report. Requirements include dates of contact, initials, conversation details, corrective action taken, and compensation details (if appropriate, including quantity of passes or coupons and the serial numbers of the compensation).
6. Click “**Save.**” (*The same report may be opened and closed multiple times in order to update notes or change MRS question answers.*)

Unique Circumstances

In some cases, making contact with a guest may be difficult. Below are some of the more common scenarios:

- **Call but no answer:**
 - If you call a guest, but there is no answer, leave a message. Place a note in the “**Management Notes**” section of the MRS. Check “**No**” under “Close this Report?” and then click “**Save.**”
 - If the guest does not return the call after 24 hours, call the guest a second time. Leave a second message if the guest does not answer. Place a note in the “**Management Notes**” section of the MRS and close the report.
 - If the guest returns the call and the issue is resolved, the MRS **Theatre Action/Notes** must be updated.

- **Only address provided:**

If an address is provided for the guest, but no phone number, send a “please contact me” letter on theatre letterhead. (Sample provided in OPS-80b, *Guest Correspondence Messages*.)

- **Only e-mail address provided:**

If an e-mail address is provided for the guest, but no phone number, send a “please contact me” e-mail. (Sample provided in OPS-80b, *Guest Correspondence Messages*.)

- **No contact method provided:**

If the guest does not provide a phone number, mailing address, or e-mail make a note in the “**Management Notes**” section and close the report in the MRS system. No contact with the guest is necessary.

- When referencing follow-up action, do not give specific next steps or infer any impending disciplinary action with an associate.
- A copy of the completed *AMC Thank You Card* should be made prior to sending it to the guest. On this copy, make any notes detailing phone conversations and record number of passes and pass serial numbers sent to the guest. Retain all copies in the “Theatre File” drawer under *Guest Correspondence*.

Any time you commit yourself to paper, your words should be carefully chosen to avoid the potential legal implications that can accompany written documentation.

Sample “AMC Thank You” Card:

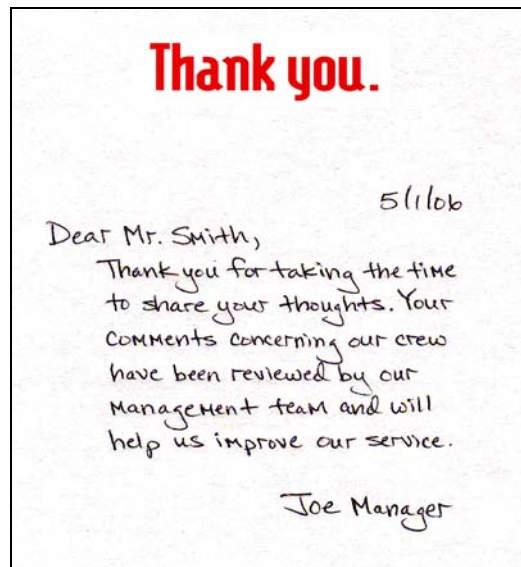
AMC THANK YOU CARD

It is considered to be a best practice to send an *AMC Thank You Card* to guests as a final way to thank the guest for taking the time to contact us, giving us the opportunity to address his or her concerns.

When writing to a guest, even about a simple matter, the quality of the correspondence communicates many things about our company – our level of professionalism, our interest in serving the guest’s needs, and the way in which we conduct business. Every piece of written correspondence will be viewed as a reflection on the AMC brand.

The following guidelines should be followed:

- The standard approved *AMC Thank You Card* must be used for all written guest correspondence (except “please call me” letters as listed in OPS-80b, *Guest Correspondence Messages*).
- Handwriting must be neat and legible, using a blue or black ballpoint pen. Correct grammar, spelling and punctuation are essential.
- Keep messages simple and concise. Standard messages are provided in OPS-80b, *Guest Correspondence Messages*.
- Keep in mind that written correspondence has permanence and is likely to be retained by the guest.



Use the following guidelines to compose the letter:

1. Use the standard salutation of *Dear*, with the courtesy title of *Mr. /Mrs. /Ms.* in front of the guest’s name.
 - If a female uses the *Mrs.* title, note that and use it in return.
 - If a female has used no courtesy title, default to *Ms.*
 - If gender is in question (Terry, Chris, Pat, or initials) use the guest’s name as signed, with no courtesy title.
2. Address the specific guest issue. The standard response statements should be used to address the

guest's issue. Standard responses can be found in OPS-80b, *Guest Correspondence Messages*.

3. Print (legibly) and sign your name.
4. Include a business card and passes/coupons if appropriate.

COMPENSATION

As part of the resolution process, it may be appropriate to provide compensation in the form of passes or concession coupons; however, this should not be the first response. Most guests want their issues to be understood and assured that they will be addressed. Use good business judgment when determining the quantity of passes or coupons to be provided to the guest. If a manager believes that ten or more passes or coupons should be provided they should contact Operations Excellence to discuss the specific circumstances.

If compensation is to be issued to the guest, an *AMC Thank You Card* must be written, including a business card and the passes/coupons. Retain copies of the *Thank You Card* in the Theatre File, noting the compensation given, pass/coupon numbers, and date sent. (Passes must also be logged on the *Pass Distribution Log* per I-06, *Passes* in the *Manager Handbook*.)

SMG Alert™

Similar to Sertec, SMG Alert™ (www.mytopbox.com) is a guest recovery program that enables theatre teams to contact guests who have had a disappointing experience. On the guest survey, guests who have scored the following ratings will prompt an alert that is sent to the theatre:

- Rated Overall Satisfaction *Dissatisfied* or *Highly Dissatisfied* (1 or 2)
- Rated Problem Resolution *Dissatisfied* or *Highly Dissatisfied* (1 or 2)
- Experienced a Problem but did not report the problem AND rated *Dissatisfied* or *Highly Dissatisfied* (1 or 2 on Overall Satisfaction)
- Provided contact information (telephone number or email address)

SMG Alert™ Procedures

1. The guest information is categorized on the Alert Response Summary page of the MyTopBox Report

Types. An alert is sent to the theatre email address notifying the theatre that there is an unresolved alert located on the Web site.

2. Manager logs in to the [MyTopBox web site](#), clicks the **Alert Response Summary Report** within the **Report Types** and reviews the information provided from the guest (click **View Details**.)
3. Manager contacts the guest via the contact information provided and uses the L.A.S.T. guidelines to resolve the issue. (See OPS-105, *GuestFirst*, OPS-80c, *Guest Issue Talking Points*, and OPS-80d, *GuestFirst Issue Resolution Sample Scenarios* for ideas on common issues and responses.)
4. Manager documents the resolution steps on the **View Details Page** of the Web site and completes the alert (click **Resolution Complete**). Resolution status changes to “Resolved” in manager’s summary report.

A manager should call or email the guest within 24 hours to discuss the guest concern. The alert should be completed and closed within 24-48 hours. If the alert has not been closed within 72 hours, the alert is escalated to the Operations supervisor for resolution.

Please refer to OPS-80e – Job Aid – SMG Alert for additional information.

SERTEC GUEST ISSUE REPORTING

The Sertec “ServiceCheck” Web site allows managers to view real-time and summary data, along with a variety of reporting options. In order to continually strive to provide the best possible out-of-home entertainment experience, it is important for managers to look at their theatre’s history to see trends on developing issues that must be corrected.

Accessing the Site

To access the Web site and view your *Sertec Reports*:

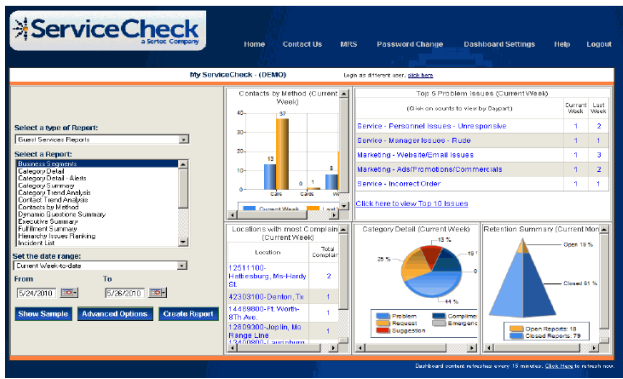
1. Open **Internet Explorer**.
2. Go to www.servicecheck.net/falcon. If you are not brought to the “ServiceCheck” screen to log in, click on **ServiceCheck** in the upper right corner of the screen.



- At the log in screen you will be prompted to enter your theatre's **User Name** and **Password**. (*Sertec e-mails the login information to the theatre e-mail address. If it is lost or forgotten, the GM must e-mail [0411-Operations Excellence](#).)*
- Click **Submit**.

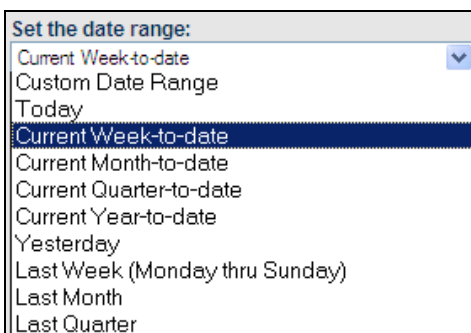
Dashboard

After logging into the site, a dashboard of current guest issue results will be displayed, including the theatre's top five problem issues and recent *Guest Incident Reports*. Managers can modify the dashboard by selecting "Dashboard Settings" at the top of the home page. Different reports can be selected as well as different time periods and data views (grids or graphs).

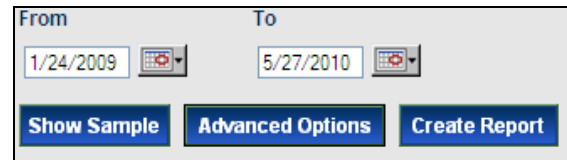


Creating Reports

- Select a Report:** At the "Select a Report" menu, select the report you would like to review. (*Refer to the "Report Descriptions" section of this document for a description of each reporting type.*)
- Set the Date Range:** Using the drop-down menu, select a date range you would like to view. *Note: Only the pre-set date ranges that begin with the word "period" coincide with AMC fiscal periods.*



- Select Date:** Select the specific **dates** you would like reported.



- Select Category Level:** For some reports, you will also be able to select an individual category level such as **Request, Suggestion, Compliment**, and their sub-categories by clicking on "Advanced Options". If you do not select a category level for these reports, you will get data for all categories.

Note: Reports with a category level of "**Emergency**" are restricted from viewing on the web site. This occurs because some guest issues may include sensitive information that is not intended for theatre management. If you have questions about these reports, contact the OE Department.

- Each of the summary reports appears as a PDF file, and allows further detail by clicking wherever the data is colored or underlined in blue. You may also convert any report to Excel by selecting "Export to Excel," to incorporate other external data or send to another recipient.
- To return to the Web site:** Click **[Back]** in the upper right corner of the report. If you click **[Home]** you will be taken to the "My ServiceCheck" report menu.
- To log out/exit the Web site:** You can "Log Out" from the "My ServiceCheck" homepage or close the page you are currently viewing.

Report Descriptions

Below are the descriptions of each type of report available from the Web site (in the order in which they appear).

- Category Detail** – Displays all category levels (**Problem, Compliment, Suggestion, Emergency** and **Request**).
- Category Summary (Static)** – Displays all the categories and sub-categories ranked high to low.
- Category Trend Analysis** - Displays the number of reports by category over 13 periods. You can compare or trend previous periods to the current period.

- **Guest Contacts by Day of the Week** – Displays the method of guest contact and the day of the week reported.
- **Dynamic Questions Summary Report** – Displays information on the guests that have contacted Sertec including if they spoke with a theatre associate and how they heard about the Sertec number.
- **Executive Summary** – Summary report containing information on three areas:
 1. Total contacts by method – displays total contacts for the theatre and the method in which the guest contacted Sertec.
 2. Top 5 Problem Issues – lists the top 5 problem areas for the theatre and their difference versus the previous period.
 3. Category Trend Analysis - Displays the number of reports by category over 13 periods. You can compare or trend previous periods to the current period.

(This report is extremely beneficial, providing a high level summary of the problem reports for each theatre. From this report, you can get into specific call detail by clicking on text or numbers in blue)

- **Incident Reports** – View a list of Sertec incident reports based on a specific date range. Utilize “Advanced Options” and drill down to create a list of reports for a specific category.
- **Incident Time Analysis Report** – Groups report by hourly intervals based upon when the incident occurred and when the incident was reported. Time intervals match established AMC film performance rounds.
- **Incidents Summary (Static)** – View a condensed version of incidents reports for a specific period or issue.
- **Resolution Summary** – View a summary of incident reports and resolution for a specific period of time for all, open or closed reports.
- **Top 10 Issues** - lists the top 10 problem areas for the theatre and their difference versus the previous period.