

First Class Pass Crisis



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Our Crisis

6,000 users purchased tickets for the game day and were charged an extra \$25 per person.

- ❑ Negative hashtag presence
- ❑ Tremendous amount of social media private messages and public comments



Designated Roles

- Ben
 - Liaison between Milwaukee Bucks
 - Hashtag control
- Mackenzie
 - Q & A Representative
 - Working accounting to get refund back
- Mark
 - Head of social media responses
 - In charge of mailing apologize letters
- Reese
 - Q & A Representative
 - Supervisor of internal investigation



Plan

- Refund every customer the extra \$25 charged
 - Time- immediately
- Accounts that were over charged will be funded a \$25 credit
 - Time- within in 72 hours



Plan

- **Press Release**
 - Time- immediately
- **Personal Letters**
 - Time- within 72 hours
- **Manage our social media accounts**
 - Time- immediately and constantly covered
 - “72 hour hell frame”



Why

- Unwanted attention
- Requires investment in human & financial resources
- Our image



Conclusion & Morals

- Remaining calm, clear, and concise
- Being honest
- Learning from mistakes, room for improvements



Question & Answer

