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## Dilemma of Buying Tickets Online

By [Ali Nasir](#)

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Shopping of tickets is different from the cloths, gifts, fragrances, electronics and services. Buying tickets online for popular and sold-out concerts, theatres, shows and festivals can be tricky. At this point one might think is online payment is secure? Are tickets guaranteed before the event date? What is the assurity of seating you paid for?

Hundreds of fans have raised the point of being fleeced by shady tickets sellers on the fans sites. They pay for months before the events and make the necessary arrangements to enjoy the event i.e. book airline tickets, hotel rent and invite friends. But unfortunately their ticket agent fails to provide tickets in time. Ops!

Buying tickets with box offices and authorized companies on one side and ticket scalpers on the other has drawbacks as well as benefits. However, the process of buying tickets can be as safe and easy as using an official ticket source. There are couple of things should be kept in mind before buying tickets from un-official seller or broker.

- Compare prices with the official seller as well as the competitors as this is very competitive market place.
- Read fans review about the ticket brokers from other websites e.g. official website, fans websites and venue website.
- Make sure event details (date, time, venue) and tickets details (seating, area)
- Check brokers website or confirmation emails for delivery time.
- Do not forget to have glance on the companys refund policy.
- Always pay by Credit Card as it has got payment protection and to avoid any fraudulence.
- Ticket disclaimer has got some information terms of purchase.
- Go through broker Information and keep contact details.

However some of the key points mentioned above are not followed by the buyers because of the lack of time. While finding tickets from the search engines they discovered the broker as the website is well optimized for search engine and has got higher ranking even more than official ones.

Some of the brokers has good name in the ticket market and they are trusted by buyers and fans and more likely doesn't required any hassle of verification. They also provide customer satisfaction in the first glance which converts most of the visitors to customers. In order to build long term customer relationship brokers may have to satisfy the customer from buying till delivery and customer care.

Ticket agents may have the ability to provide following services.

- Website usability and interactivity plays an important role in terms of providing information for which customers are looking for.
- Company should be exercising safe and secure payment through SSL
- Broker should be able to deliver tickets not only in time but before the event date. Moreover to cover the nationwide and across the border customers delivery should be quick and 24/7
- Guarantee the tickets

- Website contents should not be flooded with irrelevant information to catch the attention of search engine crawlers.
- In most of the cases seat numbers and reservations are confirmed with the venue however broker should fulfill any after sale service queries.

However all ticket agent doesn't fulfill the primary key points, as they wanted to get payments from customers and somehow, if they get failed to provide tickets, then simply refund the payments. This will never satisfy the customer and leaves a bad impression of the company as well as ticket market.

There are quite a few brokers breach the legislation and provide illegal tickets to the fans. Due to increase demand of event tickets, official sellers sometime cannot provide tickets to thousands of fans. Certainly its not easy to get tickets from event official sellers. So the question arise what is the best way to get tickets from a legal seller? My next article will reveal some agents as well as ways or places to get best tickets.

Ali Nasir is a Search Engine Optimization/Marketing Analyst at Xclusive Leisure & Hospitality LTD, TheOnlineTicketShop sell tickets for concerts, theatres, sports and festivals online. Booking is free and there are cheap and discounted tickets are also available for some of the events. Visit website for more details

<http://www.theonlineticketshop.com>

Ali Nasir

[malinasir@yahoo.com](mailto:malinasir@yahoo.com)

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