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FOR IMMEDIATE RELEASE

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Gagnon Provides Customer Experience Management and Social Media Customer Service Advice to South Carolina Recreation and Parks Leaders

CHARLOTTE – Ed Gagnon, President of Customer Service Solutions, Inc. (www.cssamerica.com) presented the Sunday Keynote speech for the South Carolina Recreation and Parks Association's ([SCRPA](#)) Southern Leisure Management and Trends Institute. The SLM&TI was a Rock Hill, SC gathering of agency leaders responsible for recreation & parks in the State.

The first portion of the talk focused on how to design and create a great customer experience. “We reviewed mystery shopping horror stories from other recreation & parks agencies to illustrate issues through the customers’ eyes,” says Edward D. Gagnon, president of Customer Service Solutions. “We then explained how to create the truly great experience that the residents desire.”

The second part of the speech engaged the leaders in a discussion of Social Media Customer Service. Gagnon assessed multiple agencies’ current Social Media engagement of customers, and he offered a specific strategy to use to create online dialogue with constituents to address issues, misinformation, and customer needs while building relationships, participation, and revenue.

ABOUT CUSTOMER SERVICE SOLUTIONS, INC.

Founded in 1998, Customer Service Solutions specializes in designing/implementing customer retention and growth strategies, culture change strategies, customer service training, and research services such as mystery shopping and customer perceptions surveying. Ed Gagnon is also the author of Ask Yourself...Am I Great at Customer Service?, a new book that describes what makes an individual GREAT at customer service. Call 704-553-7525 for more information.

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