

November 9, 2011  
FOR IMMEDIATE RELEASE

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## **Customer Service Solutions' Survey Research Relationship with NRS Media Reaches New Milestone**

CHARLOTTE – Customer Service Solutions, Inc. ([www.cssamerica.com](http://www.cssamerica.com)) recently completed its 400<sup>th</sup> Member Satisfaction Survey for international media consulting firm NRS Media ([www.nrsmedia.com](http://www.nrsmedia.com)). CSS has conducted these surveys for NRS Media clients in the North America, South America, and the United Kingdom, and the web and telephone-based research is conducted in English, Spanish, and French.

CSS has conducted the research engagements for NRS Media's client companies. This research program, having spanned over seven years of service to NRS, has included CSS surveying the member (i.e. customer) bases of those NRS clients and then delivering customized results that allowed NRS to provide its clients with valuable intelligence on their member base. These findings have enabled NRS to help their clients act quickly on member feedback and implement operational, service, and sales changes to improve member retention rates.

“Providing this survey intelligence to our clients on their business customers allows NRS to better position our Account Executives as consultants to their clients. We use this research to help clients service their business customers better, to improve relationships, and retain more business,” said Shaun Wilson, Director of Project Management for NRS.

“NRS Media has been a great client over the years. They understand the value of retaining their clients by constantly bringing something of value, and they understand that their clients are focused on retaining and growing business with their corporate customers. We're thrilled to have been able to help improve member retention through this customized research program,” said Ed Gagnon, CSS President.

### **ABOUT NRS MEDIA**

NRS is a professional services organization that partners with media organizations all over the world to help grow advertising revenue. Their head office is in Sydney, Australia and they have local offices in the USA (Atlanta), Europe, and Canada. They currently work in over 20 countries and regions around the world and continue to be the global leader in their field.

### **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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