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FOR IMMEDIATE RELEASE

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## **Houston Dynamo Improving Fan Relations/Retention with Customer Service Solutions**

CHARLOTTE – Major League Soccer’s Houston Dynamo contracted with Customer Service Solutions, Inc. (CSS) to customize a program for its Season Ticket Services team. Targeting increases in its season ticket holder (STH) retention and more consistent customer service, the Dynamo brought in CSS President Ed Gagnon to provide retention strategies and a sports-based customer service program to support the Club.

"We addressed core customer service principles and techniques needed to succeed in the changing world of sports service and fan relations," says Gagnon. "Their staff needed a common baseline that conveyed all the same expectations of the level of performance the Dynamo desired and also industry best practices in Fan Relations."

Travis Watkins, Sr. Director, Ticket & Premium Services for the Dynamo, was impressed with the Retention training as well. "The CSS approach to Touch Point Planning involves using a specific methodology to build STH touches that will maximize renewals," notes Watkins. CSS then "flips" the Touch Point Plan to view it and refine it from the fan's perspective. "It's a great approach and one we need to build into our program," adds Watkins. "It was important for my staff to gain an understanding of the strategies and tactics they need to implement to improve their retention, better target Touch Points, and be more efficient in identifying at-risk season ticket holders."

### **ABOUT THE HOUSTON DYNAMO**

The Houston Dynamo are a Major League Soccer club that has won two MLS Cup championships and four conference championships in its first seven seasons and qualified to represent the United States in international competition six times, including the 2013-14 CONCACAF Champions League. The team currently trains in the Methodist Champions' Field at Houston Amateur Sports Park (HASP), the premier training facility in Southeast Texas, and plays at BBVA Compass Stadium in downtown Houston. For more information, log on to [www.houstondynamo.com](http://www.houstondynamo.com) or call (713) 276-7500.

### **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 At-risk Profiling and Fan Retention surveying. Ed Gagnon is also the author of [\*\*Ask Yourself...Am I Great at Customer Service?\*\*](#), a book that describes what makes an individual GREAT at customer service. Call 704-553-7525 for more information.

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