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FOR IMMEDIATE RELEASE

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W.H. Gill & Associates Taps Charlotte-Based Customer Service Solutions to Gain Client Retention & Growth Strategy

CHARLOTTE – Customer Service Solutions, Inc. (www.cssamerica.com) was recently contracted to assess W.H. Gill & Associates' Client Retention & Growth Strategy and to provide a plan for improving client relationships and increasing sales. CSS built a customized Action Plan based on the assessment which included over 30 recommendations relating to corporate image, organizational reputation, client relations and retention, systems utilization, and employee motivation.

CSS reviewed two key areas of need as identified by W.H. Gill management. First, CSS, reviewed how W.H. Gill develops relationships with, retains, and grows with existing clients to ensure the process is efficient, comprehensive, and well-prioritized. Next, CSS looked at how the Agency measures those aspects of its Client Retention & Growth approach to ensure it can make data-driven decisions.

According to Bill Gill, President of W.H. Gill & Associates, "We wanted to make sure that our business was positioned to capitalize on the improving economy by making sure our people, processes, and systems were setup to maximize relationship-building with our clients. We know our clients are the most important asset we have, so we needed to ensure that we had the strategy to care for them in as personalized and efficient a manner as possible. Customer Service Solutions was able to quickly assess our operations and map out a strategy that fit the needs of our unique organization and our clients."

Says Ed Gagnon, President of Customer Service Solutions, Inc., "It's been great to work with Bill and his team. In the competitive financial services industry, they know the importance of making sure that they maintain and grow client relationships by learning about client needs and trying to provide information of value. We're pleased to have been able to determine the best strategies to accomplish those goals."

ABOUT W.H. GILL & ASSOCIATES

W.H. Gill & Associates is a Charlotte-based financial services agency, specializing in commercial and personal multi-line property and casualty insurance. Additionally, the Agency offers a vast array of financial products from the basic term or fixed life insurance plans to variable annuities and retirement plans (401K).

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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