

# Increase Retention Rates and Win Back Past Customers

Full House Solutions has been helping sports teams and entertainment venues sell tickets for over 20 years (800+ clients). Full House is your full-service ticket sales and marketing partner offering assistance with strategy, design, and execution.

Our primary focus has always been on helping our partners find new customers. **We are extending our reach to assist at increasing retention rates and winning back past customers.**

## **Retention Partnership Opportunities**

We are committed to helping our partners increase their retention rates by hitting their active customers with unexpected surprises throughout the year. These cards/gifts/messages will “surprise and delight” customers. The additional touch points will build the relationship and hopefully make a difference at renewal time.

Our goal is to automate as many of the processes as possible so our partner’s sales reps do not have to do any heavy lifting.

- Thank You Cards
- Birthday Cards to Best Customers
- Thinking of You Cards
- Service Rep Introduction Cards
- Benefit Reminder Cards
- Small Gifts: Promotional items, mini helmets, jersey patches, team-branded chocolate, etc.
- Augmented Reality Messages [from player(s), coach, owner/president, GM]:  
Message added to cards, notes, email

## **Win Back Past Customers**

Do not forget your past season ticket buyers and group leaders. We will have you go back several seasons and help you to reconnect using a personalized post card that has a “we miss you”/“welcome back” message. Give them reasons to come back and make them a special offer if possible.