

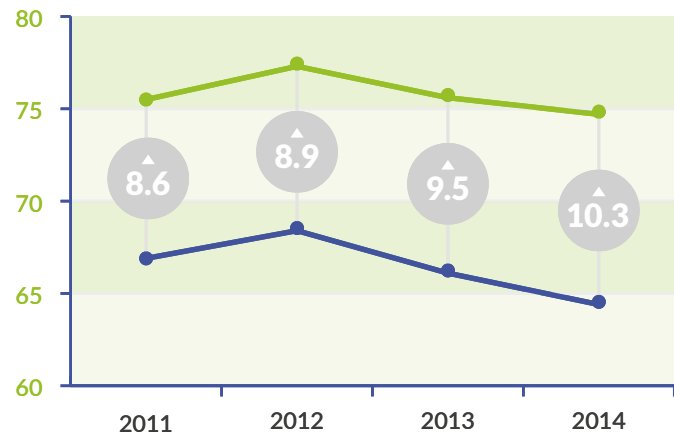
# CFI-Affiliated Government Agency ACSI Performance

The Federal Consulting Group (FCG) has partnered with CFI Group to help government agencies measure citizen satisfaction so they can continually strive to improve the quality of their services. CFI Group has over twenty-five years of industry experience and is a founding partner of the American Customer Satisfaction Index (ACSI), the gold-standard methodology used to measure the customer experience, identify key satisfaction drivers, benchmark performance, interpret results, and recommend key areas for service improvement.



### CFI Group/FCG-Affiliated Agencies Achieve Higher ACSI Ratings

Since 2011, the average ACSI score for agencies working with CFI Group and FCG has continued to trend well above the Federal Government average. Of the 40 different agencies or departments partnering with CFI Group and FCG, 32 agencies (75%) achieved a higher ACSI score than the average Federal Government score in 2014. As illustrated in the figure to the right, the ACSI score gap between the two groups has actually widened year-over-year since 2011. Last year, that ACSI margin exceeded 10 points, with CFI/FCG-affiliated agencies scoring 74.7 and the overall Federal Government scoring just 64.4.



FCG / CFI-Partnered ACSI vs. Government Average

While the directional trends of the two datasets above mirror each other in terms of showing a slight downward pattern in customer satisfaction since 2012, the decline was more pronounced for agencies which did not utilize the services of FCG and CFI Group. From 2013 to 2014, the overall Federal Government average saw a marked 2.6% decline, with its ACSI score dropping from 66.1 to 64.4. During that same time, the collection of agencies working with CFI/FCG experienced a far more muted average decline of 1.2%, shifting just slightly lower from 75.6 to 74.7.

### The Best Performing Agencies Partnering with CFI/FCG

Several different types of federal government agencies and departments work with CFI Group and FCG to measure and improve their citizen experience. These include financial service providers, regulatory services, information providers, and call centers. In general, call centers and information providers consistently earn the highest levels of overall customer satisfaction. This group collectively earned average ACSI scores of 82.4 and 80.8 respectively from 2013 to 2014.

Among individual call centers, the National Recreation Reservation Service was the highest performer with an ACSI rating of 90 in 2014, a dramatic increase from its initial score of 75 in 2009. This impressive 15-point jump in just five years highlights the potential advantage of working with CFI Group and FCG to evaluate, benchmark, and improve customer satisfaction levels in the Federal Government.

**Leading the way among information providers**, the National Weather Service (NWS) has maintained very high ratings over the past several years. With its high exposure and utilization of its services by a multitude of outlets nationwide, the NWS has made a strong commitment to keep its consumer satisfaction rates high and its 2014 ACSI result of 84 continues to reflect this ongoing commitment.

**On a percentage basis**, users of technology/IT (represented by the Veterans Affairs Office of Information Technology) saw the largest increase of 2.9% in customer satisfaction from 2013 to 2014, with its ACSI score gaining two points from 70 to 72. In contrast, financial service providers experienced the largest decrease as its collective ACSI score fell 6.1% in 2014. All other CFI/FCG-associated groups were more or less unchanged with score movements of less than 2%.

**Beyond call centers and information providers**, the Retirees segment of the Pension Benefit Guaranty Corporation (PBGC) also received exceptional 2014 ACSI ratings. In each of the past two years, this group has received an ACSI score of 90, indicating that PBGC is surpassing the needs and expectations of the majority of its users. By monitoring users' assessments over time, the PBGC is able to gain insight into the best allocation of its available resources. By targeting these areas in particular, the PBGC has been able to provide a high level of customer service. In slowly building up customer trust over time, the PBGC successfully reinforces citizen confidence that it will continue to perform at a high level in the future.

## Using ACSI to Predict Citizen Behavior

In addition to measuring customer satisfaction, the ACSI method is also often an effective way to predict various desired behavior "outcomes" for citizens utilizing agency services. These outcomes can include behaviors such as: likelihood to recommend to others, confidence in the agency's abilities, and/or the overall level of trust in a given agency or department. In some cases, maintaining citizen trust is equally if not more critical to agency leaders because it is essential for preserving each agency's reputation and ongoing viability.

For example, during the Internal Revenue Service (IRS)'s engagement with FCG and CFI Group, the IRS has consistently received near perfect scores for its "trust factor" but received lower marks in other areas. Although it scored in the upper 80s to low 90s on the ACSI scale for trust, other factors such as "service received" and "the filing process" led to lower satisfaction scores in the mid- to upper-70s. Using the data and statistical insights provided by the FCG/CFI team, the IRS was able to quantitatively observe how improvements in those processes could boost overall customer satisfaction rates for the IRS. By targeting these process changes, the IRS also ensures it will continue to maintain its high track record of citizen trust.

## Conclusion

For those Federal agencies and departments who have chosen to partner with CFI Group and the FCG, the ACSI method has proven to be an effective way to measure, benchmark, and improve customer satisfaction levels year-over-year. Over time, these groups have consistently beat the overall average Federal Government ACSI score by a widening margin. In doing so, the ACSI helps these agencies achieve their ongoing mission of always striving to offer superior customer service to their citizens across the nation.