

# The CFI Group Analytics Advantage



## CFI Group Delivers American Customer Satisfaction Index (ACSI) Methodology: National Measure of Quality and Predictor of Corporate Performance

Established in 1994, the American Customer Satisfaction Index (ACSI) is a powerful economic indicator used to track trends in customer satisfaction and deliver valuable guidance to individual companies, industry trade associations, and government agencies. The ACSI was founded through a partnership of the University of Michigan Business School, the American Society for Quality (ASQ), and the international consulting firm, CFI Group, which offers the patented ACSI methodology to its corporate clients through proprietary research programs that deliver industry benchmarking data and predictive financial impacts to those clients.



## CFI Group Clients Use ACSI Methodology to Drive Revenue and Earnings

The ACSI from one period of time is predictive of the change in earnings for the following period, which substantiates the correlation between ACSI-based measurement and corporate earnings. These links have not only been demonstrated by the University of Michigan, but have also been documented by a range of organizations including the Harvard Business Review and the Journal of Marketing. Simply put, the ACSI empowers a firm's senior management by relating satisfaction to future revenue.

*"Traditional accounting leaves the customer relationships off the balance sheet and thus produces financial reports that give a distorted view of how a company makes money. If accounting were to incorporate customer satisfaction as an asset on the balance sheet, there would be a better understanding of the relationship between a company's current condition and its future capacity to produce wealth."*

Dr. Claes Fornell, founder of the ACSI and author of *The Satisfied Customer: Winners and Losers in the Battle for Buyer Preference*

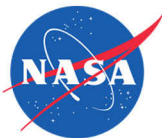
## The CFI Group Client Advantage

As illustrated in the chart below, CFI Group clients' stock prices have consistently outperformed in the market.



## Our Clients

CFI Group has helped hundreds of organizations grow their business and increase profitability.



## ACSI in the press:

The American Customer Satisfaction Index is the "definitive benchmark for how buyers feel."  
—The New York Times

A 1-point change in ACSI is associated with a 4.6% change in market value.  
—The Harvard Business Review

"We have been driving our business with the Balanced Scorecard approach. CFI Group's actionable, performance-driven experience has shown us the most effective and cost-efficient way to improve both Employee and Customer Satisfaction. A key benefit of working with CFI Group has been their ability to quantitatively link ESI to CSI to financial performance. Since our partnership began, our ESI has increased by 17% and our CSI by 26% - helping us to meet our financial performance objectives."  
—Marketing Director, global retailer

## About CFI Group

As the only ACSI-certified provider of customer experience analytics, CFI Group provides a technology platform that leverages the science of our founding partner, the American Customer Satisfaction Index. Our platform continuously measures the customer experience across multiple channels, benchmarks performance, and prioritizes improvements for maximum impact.