Major General Merchandise Retailer Chain Case Study

SITUATION

A national chain of U.S. retail stores was closing stores and cutting jobs. It turned to CFI Group for direction on how to increase customer loyalty, regain market share and drive shareholder value.

APPROACH

Identifed employee behaviors and operational processes that have the greatest influence on customer experiences and purchase behavior.

CHANGE

Based on CFI Group's analysis, the client:

> Increased stock price by over 300% over a four-year period
> Established a predictable, quantifiable linkage between employee satisfaction, customer satisfaction and financial performance
> Linked executive incentive compensation to satisfaction targets
> Provided store-specific action plans to several hundred local store managers
> Focused employee development initiatives in those areas that most influenced customer behavior

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About CFI Group (www.cfigroup.com)

CFI Group is a global leader in providing customer feedback insights through analytics. CFI Group provides a technology platform that leverages the science of the American Customer Satisfaction Index (ACSI). This platform continuously measures the customer experience across multiple channels, benchmarks performance, and prioritizes improvements for maximum impact.

Founded in 1988 and headquartered in Ann Arbor, Michigan, CFI Group serves global clients from a network of offices worldwide. Our clients span a variety of industries, including financial services, hospitality, manufacturing, telecom, retail and government. Regardless of your industry, we can put the power of our technology and the science of the ACSI methodology to work for you.