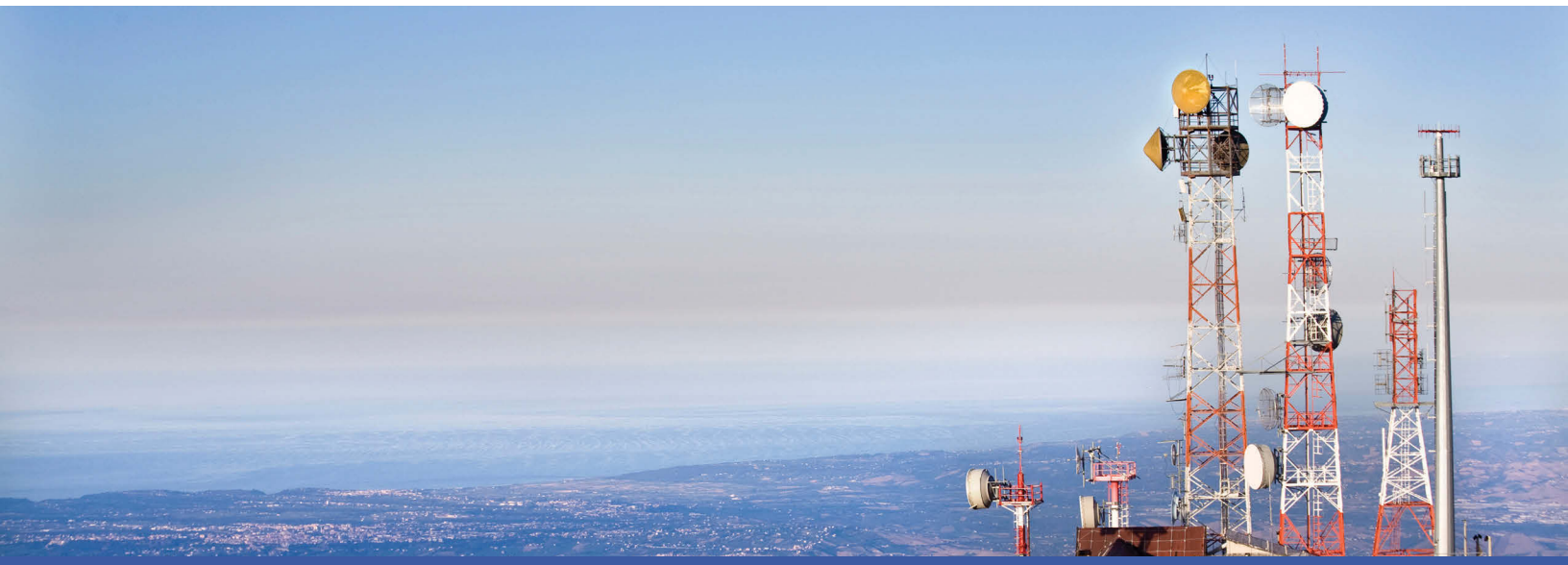# Mobile Telecommunications Network Case Study

SITUATION

A major European mobile network provider wants to protect its customer base in the face of diversified and increased competition.

APPROACH

Aligned (1) customer experiences with (2) loyalty data and (3) process performance metrics to identify those process improvements that will maximize financial returns.

CHANGE

Focus on customer service and reliability.

RESULTS

Based on CFI Group's analysis, the client:

- Developed and launched a new brand strategy
- Restructured and simplified tariff plans
- Implemented a new account management strategy for key business clients
- Tied performance compensation to customer satisfaction targets for senior managers
- Determined the financial value of improvements in customer satisfaction in terms of reduced customer turnover

ADDITIONAL BENEFITS

Due to CFI Group's efforts, the client also:

- Focused network improvements on areas identified as having the most leverage in retaining customers
- Re-engineered customer service processes based on root cause identification of problems
- Redesigned customer invoicing system to simplify statements and improve accuracy

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.