



CFI GROUP'S PARTNERSHIP WITH OUTDOOR RECREATION OUTFITTER LEADS TO RISING STOCK PRICE

CLIENT VALUE EXAMPLE RETAIL COMPANY

CHALLENGE

Over the past 50 years, a provider of hunting, fishing, camping and related outdoor merchandise has risen to become one of the most recognized outdoor outfitters in the world today. Early on, the company recognized the importance of keeping close tabs on changing customer expectations. Wanting help in understanding why some stores excelled while others continuously underperformed, the company asked CFI Group to partner with it on a quest to weave customer satisfaction into the fiber of its corporate culture.

SOLUTION

CFI Group went to work and identified which practices and behaviors had the highest impact on customer satisfaction so it could share best practices among its branch stores.

To do so, CFI Group launched a longer tactical survey that was dependent on gaining high levels of customer survey participation. CFI Group then provided the tools to continuously measure customer satisfaction at the corporate to store level, and promote that information throughout the company to socialize best practices.

RESULTS

Since implementing CFI Group's recommendations, the company has seen the following benefits:

IMPROVED American Customer Satisfaction Index (ACSI) score by **FOUR POINTS** to 89.



TRIPLED Company's **STOCK PRICE** in recent years.



The company now views CFI Group as a permanent fixture in its corporate culture, an indispensable partner in its effort to ensure that its customers remain “sticky” for the foreseeable future. When asked, “How long will you continue to work with CFI Group?” the company responds, “For as long as we want to keep our customers happy.”