

# WHAT WE DO

CFI Group helps organizations deliver exceptional experiences by giving a voice to customers and employees.

## WHAT YOU GET



### DEDICATED TEAMS

Program teams provide end-to-end management and administration of your program



### PROVEN METHODOLOGY

Analysis and benchmarks based on the scientifically-proven American Customer Satisfaction Index® (ACSI) Methodology



### CUSTOM SOLUTIONS

Programs tailored to your specific needs to provide actionable insights that boost operational effectiveness



### METHODICAL MEASUREMENT

Survey and sampling designs maximize data quality while minimizing the burden on respondents



### PREDICTIVE ANALYTICS

Online dashboard refreshed daily with filtering, segmentation, and analysis of respondent comments



### PLATFORM INDEPENDENCE

Flexibility to integrate with your existing data collection and reporting systems, or use our robust set of tools

## WHY CHOOSE US

Only CFI Group service teams provide the insight that comes with over 30 years expertise applying customized ACSI methodology.

## CFI GROUP SOLUTIONS

➔ CUSTOMER SATISFACTION

➔ EMPLOYEE ENGAGEMENT

➔ WEBSITE SATISFACTION

➔ CONTACT CENTER SATISFACTION

➔ QUALITATIVE RESEARCH

➔ CUSTOM RESEARCH