FOR IMMEDIATE RELEASE

CFI Group Launches Credit Union Barometer to Measure Member Experience

CFI Group’s new survey program allows credit unions to analyze member satisfaction

ANN ARBOR, Mich. June 12, 2013 – CFI Group, a customer satisfaction technology and analytics firm, today announced the official rollout of its new Credit Union Barometer survey program. Developed specifically for credit unions, the tool helps credit unions measure the member experience across the organization and allows them to benchmark themselves against the ongoing Credit Union Satisfaction Index (CUSI) most recently released in May of this year.

In the five years since the 2007 financial crisis, credit union membership and assets under management have steadily grown. The industry faces a variety of challenges to maintain this growth while continuing to provide more personalized services, flexibility and trustworthiness.

“Understanding what drives member satisfaction today and focusing on investments to maintain and improve these drivers is critical to future success,” said Terry Redding, vice president of product development at CFI Group. “Credit Union Barometer allows credit unions to administer an ongoing survey program and receive a detailed look at how to improve member satisfaction.”

Powered by the science of the American Customer Satisfaction Index (ACSI), Credit Union Barometer is a self-service, standardized survey program. With easy to follow instructions, and implementation support provided by CFI Group, credit unions can be up and running on the program in a matter of hours.

The new program allows credit unions to perform historical trend analysis and slice results by branch and member demographics. With these insights, credit unions can take action, drilling down to identify problem areas and respond to real time email alerts of unsatisfied member feedback.

To learn more about Credit Union Barometer and best practices for measuring member satisfaction, please join CFI Group in a webcast on June 18, June 20 or June 26 by registering at their website at www.creditunionbarometer.com.

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.
About The ACSI (www.theacsi.org)
The American Customer Satisfaction Index (ACSI) is the only uniform, cross-industry measure of customer satisfaction proven to predict financial results. Founded at the University of Michigan’s Ross School of Business, the ACSI is a leading economic indicator of consumer spending in the United States.

The ACSI measures more than 230 companies and organizations across 43 industries, representing close to half of the U.S. economy. Nearly 20 years of data from the ACSI show that customer satisfaction is an indicator of financial results on both macro and microeconomic levels, including shareholder value and cash flow volatility. The U.S. Federal Government also uses the ACSI as the gold standard of satisfaction measurement for its agencies.

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