

Contact: Jessica Annaloro
Eiler Communications
734-761-3399
Jessica@EilerPR.com

CFI GROUP LAUNCHES MORTGAGE ORIGATION SATISFACTION SURVEY TO MEASURE CUSTOMER EXPERIENCE

FOR IMMEDIATE RELEASE – ANN ARBOR, MI – June 2, 2005 – Ann Arbor-based CFI Group, Inc., an international consulting firm that helps its clients improve the profitability of their customer relationships, today announced the launch of its Mortgage Origination Satisfaction (MOS) survey. MOS will measure customer experience with the loan origination process for 10 of the top mortgage lenders in the country.

“CFI’s 2003 and 2004 studies examining the mortgage lending process for the market as a whole confirmed what industry leaders intuitively understand, which is that satisfaction with the mortgage lending process has a strong impact on customer loyalty and positive word of mouth,” said Rodger Park, senior consultant at CFI Group. “The MOS program will provide subscribing individual mortgage lenders an opportunity to quantify this customer satisfaction dynamic for their business and understand how it impacts their own bottom line. They’ll also learn which components of their product and service mix offer the best return-on-investment as drivers of improved customer satisfaction.”

CFI Group will interview a statistically valid sample of recent customers from each of the mortgage lenders in its survey. MOS program subscribers will then receive company customer satisfaction scores and competitive benchmark scores as well as scores for the key drivers of customer retention and satisfaction. In addition, subscribers will be able to compare their results against those in the industry. All results will be posted on a secure Web site, with top- line satisfaction scores for the 10 major lenders publicly released later this summer.

The MOS program will identify the drivers of satisfaction and calculate the linkages between aspects of the origination process and the customers' behavior. Additional analysis includes customer satisfaction with the lender representative and how they handle the lending process, cycle time of closing a loan and documentation of the loan.

MOS asks mortgage lending customers to gauge their satisfaction using the same methodology employed by the widely-respected American Customer Satisfaction Index (ACSI), which is managed through the University of Michigan's Ross School of Business.

For more information on the MOS Program, contact David Baker at CFI Group at 734-623-1331.

About CFI Group North America, LLC

CFI Group's worldwide consulting practice leverages the company's Customer Asset Management (CAM) measurement system to identify product and service quality improvements that provide the greatest return on investment for its clients. CAM links an organization's customer and employee satisfaction levels to operational metrics and financial outcomes. The results are more effective strategic and tactical customer action plans and related resource allocations. CFI Group's innovative methodology serves as the analytical engine for the American Customer Satisfaction Index (ACSI), an economic indicator that directly measures U. S. consumer satisfaction, surveying over 70,000 individuals annually. Combined with CFI Group's consulting capabilities, the ACSI provides valuable benchmarking opportunities for CFI Group clients. Headquartered in Ann Arbor Michigan, CFI Group has 12 offices worldwide. More information on CFI Group can be found at www.cfigroup.com.

###