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## **New Customer Feedback Solution Offers Advantage For Retailers Facing Bleak Bottom Lines**

*Ann Arbor, Michigan – January 5, 2009* – CFI Group, a leader in strategic customer satisfaction measurement, will debut its RetailMonitor<sup>SM</sup> by CFI Group at the National Retail Federation (NRF) tradeshow in New York on January 11-14, 2009. RetailMonitor<sup>SM</sup> by CFI Group, will help retailers make the most of their customers' feedback and tap into the positive relationship between customer satisfaction and company profitability, providing a potential way for retailers to gain ground in a flagging economy.

RetailMonitor<sup>SM</sup> by CFI Group will help retailers 'cash in' on customer satisfaction by determining their biggest profit-impacting satisfaction opportunities. Specifically, RetailMonitor<sup>SM</sup> tracks current customer satisfaction levels, identifies key touch points where improvements matter most to consumers, and delivers a customized action plan to increase the effectiveness of those touch points. Users of RetailMonitor<sup>SM</sup> will also be able to directly access results at the store, district, and region level, as well as for other segments of interest to them.

"Retail is a highly competitive industry regardless of the economy," said Sheri Teodoru, CEO of CFI Group. "But a down market is a good litmus test for customer satisfaction. RetailMonitor<sup>SM</sup> by CFI Group is designed to provide a customized competitive advantage to help differentiate those retailers that see customer satisfaction as a priority."

The predictive model behind RetailMonitor<sup>SM</sup> by CFI Group is based on the proprietary methodology CFI Group shares with the American Customer Satisfaction Index (ACSI), widely acknowledged as the gold-standard of customer satisfaction measurement. Not only can retailers benchmark their performance against other retailers, the cause-and-effect methodology of the ACSI predicts how customers will react to changes made to key customer experiences such as the merchandise mix, floor plan, or levels of customer service. "The introduction of RetailMonitor<sup>SM</sup> will enable CFI Group to bring its ACSI expertise to retailers of all types and sizes", said Xavier Quenaudon, VP of New Product Development at CFI Group.

CFI Group expects RetailMonitor<sup>SM</sup> will deliver immediate and tangible benefits to an industry that faces one of its most taxing periods. "The higher the customer satisfaction, the better the company performs," said Teodoru. "The good news is there are specific ways to improve customer satisfaction, sometimes without increasing overhead, making it a real profitable strategy. What sets RetailMonitor<sup>SM</sup> apart is that it determines – in real numbers – exactly how specific improvements in customer satisfaction will affect company performance."

**About CFI Group ([www.cfigroup.com](http://www.cfigroup.com))**

CFI Group provides the gold-standard of customer satisfaction measurement, turning 'voice of the customer' data into improvement strategies for measurable results. CFI Group's system delivers key performance metrics and finds opportunities to improve customer satisfaction for the greatest ROI, so that organizations can make informed, strategic business decisions that protect their greatest asset – their customers. CFI Group's clients include Best Buy, American Eagle Outfitters, Home Shopping Network, Charming, Toys 'R Us, and Yahoo!

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