



CFI Group **Insights** for Fall 2007

Welcome to the Fall 2007 issue of CFI Group Insights.

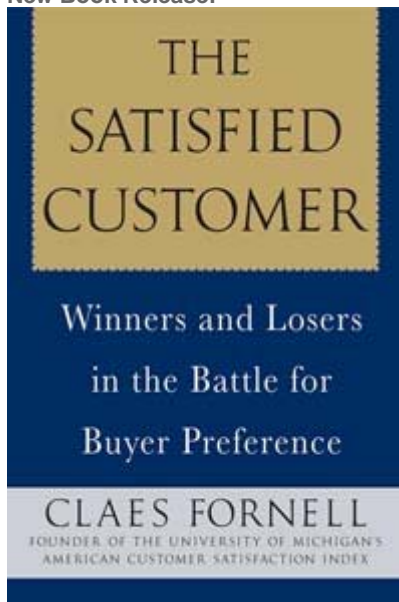
We are very interested in your feed-back on CFI Group Insights. Please take a few moments to email us at insights@cfgroup.com.

New Book Release

The Satisfied Customer: Winners and Losers in the Battle for Buyer Preference

When faced with the choice between cutting costs or improving customer service, most companies focus on tangible assets. But in our service economy, the most important asset is intangible: a company's relationship with its customers ... [\[more\]](#)

New Book Release!



[From the founder of the American Customer Satisfaction Index...
\[read more\]](#)

"First rate! An engaging and practical book full of useful concepts and tools by one of the foremost experts on consumer satisfaction. Be a winner in the battle for customers and read this book."

--Bernd Schmitt, author of Customer Experience Management and Big Think Strategy

"In today's world of intense global competition, customer satisfaction is a given. Without it, customers quickly move on to another of their endless choices. And they never return. That's why The Satisfied Customer is a must read."

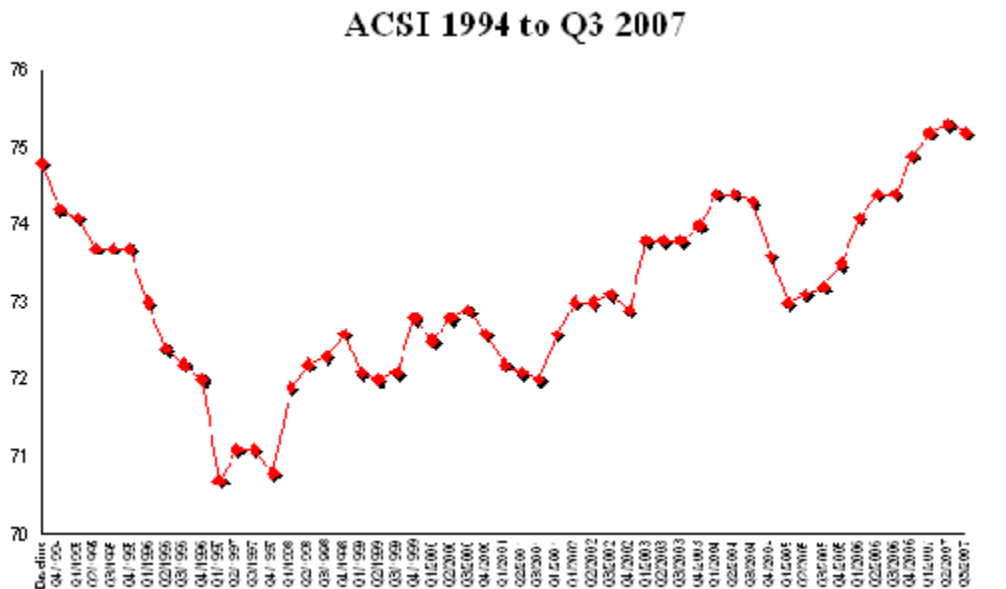
--Jack Trout, author of The 22 Immutable Laws of Marketing and Differentiate or Die: Survival In Our Era of Killer Competition

"Claes Fornell reminds us if we want to achieve long-term growth and success, companies must invest in their customers. The challenge is knowing how to make smart investments and what measurable outcomes are essential to create satisfied customers. Professor Fornell is providing an important resource for all of us who rely on customer satisfaction to drive the growth of our brands and businesses."

--David Brandon, chairman and CEO, Domino's Pizza, Inc.
[read more]

ACSI: Customer Satisfaction Falls Slightly

After two years of continual growth, the American Customer Satisfaction Index (ACSI) declined in Q3 2007. At a score of 75.2, ACSI is down 0.1% compared with the previous quarter. This is a very small drop with the overall score still 1% above where it was a year ago.



Rising prices for food products are the major cause for the ACSI decline. The ACSI score for food producers declined by 2.4% and by 1.3% for cigarettes.

Customer satisfaction is up for most other non-durables, including athletic shoes (+3.9%), apparel (+2.5%), pet food (+1.2%), beer (+1.2%), and personal care products (+1.2%). Although most industries improved this quarter, it wasn't enough to offset the ACSI decline in food manufacturing, the largest sector in consumer non-durables.

"The dip in ACSI is largely attributable to higher food prices, and despite employment growth and holiday discount pricing, consumer spending is unlikely to match last year's fourth quarter growth," said Professor Claes Fornell, head of ACSI at the University of Michigan.

Customer satisfaction remains high and the decline in the quarter is small and limited to food and cigarettes. The ACSI equations predicted a spending increase of 3.1% for the third quarter; the Commerce Department reported actual spending growth was 3.0%. For the fourth quarter of 2007, the ACSI forecasts spending growth of 2.5%.

Customer Satisfaction and the Modern CIO, Smart Enterprise

The goal of business is to create satisfied customers. CIOs can help by monitoring the customer experience in a way that distinguishes *information* from mere *data* ... [[download the PDF here](#)]

How to Secure Online Retail Success this Xmas

Larry Freed, president and CEO of ForeSee Results

If you're an online retailer looking at the impending Christmas season, you might think it's too late to make any changes to your web site that will affect sales ... [[more](#)]