



CFI GROUP DRIVES 4% REVENUE INCREASE FOR MULTI-BILLION DOLLAR SOFTWARE COMPANY

CLIENT VALUE EXAMPLE B2B COMPANY

CHALLENGE

One of the world's leading B2B software solution companies had experienced a worrisome dip in sales and customer satisfaction amid a rapidly shifting IT market landscape. To continue to compete effectively, the company needed to take action to increase customer retention and expand its share of wallet.

SOLUTION

Taking full advantage of the scientific accuracy of CFI Group's access to the American Customer Satisfaction Index (ACSI) methodology, CFI Group identified that the sales organization often did not have the correct customer contacts and frequently did not know which key customer groups were the ultimate decision makers (purchasing managers and IT department heads). The sales team wasted a significant amount of time attempting to contact the wrong people and sell to individuals (such as end users) who ultimately lacked budget approval.

RESULTS

The company realized it had to act fast to change its sales process if it wanted to foster better customer relationships and prevent customers from moving on to other software providers. Based on CFI Group's recommendations, the company made the following improvements:

FOCUSED
more effort
ON identifying
and selling to
**KEY DECISION
MAKERS**



SHIFTED from
"product-by-product"
to single point-of-
contact **ACCOUNT
MANAGEMENT
SYSTEM**



ESTABLISHED
regular **QUARTERLY
MEETINGS**
with customers'
purchasing and
dept heads



**STREAMLINED
NEGOTIATION
PROCESS**, giving
more authority to
account reps



After just twelve months, the company's satisfaction scores jumped from **64 to 77** on the American Customer Satisfaction Index (ACSI), representing a massive one year gain. **This 13-point jump in satisfaction** contributed to a 4% increase in revenue, representing a significant return-on-investment for a company with over a billion dollars in annual revenue.