

# CUSTOMER EXPERIENCE MEASUREMENT

## THE FCG/CFI GROUP ADVANTAGE



### Why Is It Important For Federal Agencies To Measure Customer Satisfaction?

Federal agencies measure customer satisfaction so they can identify and understand citizen expectations in order to achieve the best possible results for the American people. By continuously monitoring citizen satisfaction and benchmarking their performance against other government agencies and private sector companies, Federal agencies can pinpoint areas for service improvement, make better decisions, and prioritize how funds are spent in a targeted manner.



**CFI Group**

### Why Do Federal Agencies Trust FCG/CFI Group?

CFI Group is the global leader of end-to-end customer experience measurement and competitive benchmarking. Headquartered in Ann Arbor, Michigan, CFI Group is a founding partner of the American Customer Satisfaction Index (ACSI). CFI's customer experience measurement service uses the science of the ACSI methodology to measure the customer experience, identify key satisfaction drivers, benchmark performance, interpret results, and recommend key areas for service improvement. CFI Group has partnered with the Federal Consulting Group (FCG), Department of the Interior, to help government agencies measure and improve the quality of their services.

#### CFI Group offers :

- ✓ **A 25-year proven record** of serving more than 200 clients in the private and public sectors.
- ✓ **Rights to our patented**, "gold-standard" ACSI methodology.
- ✓ **The top research analysts** in the field.
- ✓ **Sophisticated online monitoring services**, advanced web analytics, and 24/7 web-based reporting capabilities.
- ✓ **Streamlined contracting and OMB clearance** for fast track approval of all ACSI survey programs via partnership with FCG.
- ✓ **CFI Group, a small business, is based in the US.**

### Why Does the Federal Government Believe in the Power of ACSI?

Since 1999, the ACSI methodology has been the only standardized, cross-agency measure of customer satisfaction used in the Federal Government. It was selected by FCG (under BPA, Program Surveys D12PA00231) based on the fact that the ACSI:

- ✓ Uses proven, empirical-based methodology to yield credible, precise, and reliable data.
- ✓ Utilizes multiple-item indicators to assess drivers of satisfaction.
- ✓ Explains the linkage between satisfaction and desired outcomes.
- ✓ Employs cause-and-effect algorithms to generate actionable recommendations.
- ✓ Provides unsurpassed benchmarking across the private and public sectors.



More Information  
[cfigroup.com](http://cfigroup.com)

# THE VALUE



## Patented Technology

CFI Group is a founding partner of the American Customer Satisfaction Index (ACSI). Our patented data modeling technology platform leverages the science behind this industry gold-standard methodology to provide our clients with accurate, measurable and impactful results. (Patent # 8,666,515).



## Expert Analysts

Our expert team of Customer Insight Consultants represent some of the top research analysts in the field. With more than 50 years of combined experience, your dedicated account team will handle everything from initial survey design and set-up, to data collection, analysis, and final interpretation of results. Ultimately, you will learn which of your services are meeting citizen expectations and which are falling short of customer satisfaction goals.



## Key Citizen Insights

Customer interviews are obviously at the heart of our program. By providing direct access to “the voice of your customer,” we offer critical insights into what matters most to the American people and how well your agency is meeting those expectations. The information collected will improve customer service by helping you prioritize how funds are spent and guide decision-making.



## Unsurpassed Benchmarking

Our program also provides key competitive benchmarks to help you gauge how your agency stacks up against other governmental agencies as well as companies in the private sector so you can highlight key areas for improvement.



## Summary Briefings

Your dedicated CFI team will report their findings to you and your staff, providing detailed recommendations and tactical performance insights to help you prioritize resource allocation, make informed decisions, and guide future planning efforts.



## 24/7 Web-Based Reporting

Citizen satisfaction reports are available any time on CFI Group's interactive, web-based platform so you can access it whenever you need it or export your data at any time.

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CFI Group was founded in 1988 by Claes Fornell, a professor at the University of Michigan. Under his leadership, CFI Group worked in conjunction with the University to establish the American Customer Satisfaction Index (ACSI) in 1995. For over 25 years, CFI Group has a proven track record of serving global clients across a variety of industries including financial services, hospitality, manufacturing, telecom, retail and government. CFI Group is a U.S.-based company headquartered in Ann Arbor, Michigan.



The Federal Consulting Group (FCG) is a fee-for-service office within the Department of the Interior ([www.fcg.gov](http://www.fcg.gov)). FCG serves as the executive agent in the government for the American Customer Satisfaction Index (ACSI), and holds a generic clearance from the Office of Management and Budget that enables agencies to utilize the ACSI without having to obtain a separate clearance under the Paperwork Reduction Act to conduct customer satisfaction surveys. Agencies can participate in the ACSI through an Interagency Agreement with the Federal Consulting Group.

