

International Shipping Company Case Study



SITUATION

A transportation company must assess the value of its “Gold Customer” loyalty program to determine if it is cost justified.

APPROACH

Identified aspects of program membership with the greatest impact on buying and retention rates. Developed the economics of decreased churn rates and incremental buying relative to the control group as input to the cost-benefit analysis of the program.

CHANGE

Focus on customer service and reliability.

RESULTS

Based on CFI Group’s analysis, the client:

- Stemmed the customer churn rate
- Identified and leveraged the features of the program with the greatest impact on customer retention
- Empower account managers and streamline negotiation process giving them power to finalize agreements
- Re-aligned other features to further leverage the program
- Deleted features that had no practical impact on customer behavior

About CFI Group (www.cfigroup.com)

CFI Group is a global leader in providing customer feedback insights through analytics. CFI Group provides a technology platform that leverages the science of the American Customer Satisfaction Index (ACSI). This platform continuously measures the customer experience across multiple channels, benchmarks performance, and prioritizes improvements for maximum impact.

Founded in 1988 and headquartered in Ann Arbor, Michigan, CFI Group serves global clients from a network of offices worldwide. Our clients span a variety of industries, including financial services, hospitality, manufacturing, telecom, retail and government. Regardless of your industry, we can put the power of our technology and the science of the ACSI methodology to work for you.