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CFI Group Celebrates 20th Anniversary with Appointment of New CEO

Managing Partner Sheri Teodoru selected to lead CFI Group as company expands services

February 7, 2008, Ann Arbor, MI – Customer satisfaction management company CFI Group announced the appointment of Sheri Teodoru to Chief Executive Officer, as the company celebrates its 20th anniversary. CFI Group was founded in 1988 by Claes Fornell, professor at the University of Michigan’s Ross School of Business, to develop and patent methodology of the American Customer Satisfaction Index (ACSI). CFI Group applies the ACSI methodology to provide clients with actionable information on how to optimize their resources to improve customer satisfaction.

“We are thrilled to have Sheri Teodoru lead CFI Group in a time when companies are looking for ways to better manage their most valuable asset – the customer,” said Claes Fornell, chairman and author of *The Satisfied Customer*. “As a managing partner, Sheri helped companies increase revenues, stock value, and customer retention. As CEO, she will continue to firmly establish CFI Group as the market leader in strategic customer satisfaction measurement.”

Ms. Teodoru joined CFI Group in 2000, became a partner in November 2005, and was elected to the board of directors in January 2007. Teodoru’s 22 years of experience began at Quaker Oats, followed by stints at Kraft Foods and Kolcraft Enterprises.

“Over the last 20 years, CFI Group has transformed the way companies view and use customer satisfaction metrics,” said Ms. Teodoru. “Measurement alone is not enough to guarantee success. Companies need a strategic measurement system to identify critical satisfaction initiatives, and only CFI Group has the proven methodology of the ACSI to make meaningful improvements to ROI.”

In 2007, CFI Group launched *Call Sat*, a call center customer satisfaction product designed to help call centers effectively manage, monitor, and improve their customer satisfaction. The company further established its customer satisfaction expertise through its proprietary research. CFI Group launched the Call Center Satisfaction Index (CCSI), based on consumer surveys across several industries including, cable TV, catalog retail, insurance, personal computers, retail banking, wireless phone service. CFI also produced a Telecom-Cable Industry Report, which analyzed the impacts of customer satisfaction on consumer preferences in communication services bundles.

CFI Group grew from a workforce of two professors and a few doctoral students to more than 160 employees in 12 offices across four continents. In February of 2001, CFI Group was awarded a patent for the methodology and technology used by the ACSI, the only customer

satisfaction metric proven to predict financial performance. In 2007, CFI Group was named one of Michigan's "Cool Places to Work" by Crain's Detroit Business.

About CFI Group CFI Group (www.cfigroup.com) provides strategic customer satisfaction measurement through 12 offices worldwide. Launched in 1988 by University of Michigan professor Claes Fornell, CFI Group is headquartered in Ann Arbor, Michigan. It uses rigorous measurement science to diagnose its clients' customer relationships, resulting in exacting advice on actions that strengthen these relationships and improve the clients' overall financial performance. CFI Group technology is used by the American Customer Satisfaction Index (ACSI) via the Ross School of Business at the University of Michigan. CFI Group clients include AT&T South, Best Buy, British Telecom, Domino's Pizza, U.S. Federal Government, ServiceMaster, UPS, Yahoo! and other leading companies around the world.

About the ACSI

The American Customer Satisfaction Index (www.theacsi.org) is a national economic indicator of customer evaluations of the quality of products and services available to household consumers in the United States. It is updated each quarter with new measures for different sectors of the economy replacing data from the prior year. The overall ACSI score for a given quarter factors in scores from about 200 companies in 43 industries and from government agencies over the previous four quarters. The Index is produced by the [University of Michigan's Ross School of Business](#) in partnership with the [American Society for Quality](#) and [CFI Group](#).