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FOR MORE INFORMATION:  
Chaat Butsunturn, Kearns & West  
415-391-7900 x114; cbutsunturn@kearnswest.com**

## **CFI Group Releases CallSat 2.0**

### ***CallSat 2.0 Helps Contact Center Managers Improve Financial Performance through Customer Feedback.***

**FOR IMMEDIATE RELEASE – May 4, 2007 – ANN ARBOR, MICH. –**

CFI Group, an international consulting firm specializing in customer strategy, today announced the next generation of its contact center satisfaction measurement solution, CallSat 2.0 ([www.CFIgroup.com/CallSat](http://www.CFIgroup.com/CallSat)). CallSat 2.0 allows contact centers to measure and improve organizational effectiveness and impact profitability through a patented satisfaction technology - the same technology used by the University of Michigan's American Customer Satisfaction Index (ACSI). The application of the ACSI methodology enables organizations to benchmark themselves against their contact center peers as well as across industries and functions.

“CFI Group specializes in providing its clients with precise, accurate diagnostic information, which helps them make the best decisions about how to strengthen their customer relationships in ways that will actually show ROI,” explained Sheri Teodoru, CFI Group program director and partner. “In today’s highly competitive business environment, customer loyalty can be won or lost based on a single contact center experience. It’s critical for contact centers to understand how to improve or maintain satisfaction in the most economical ways given the unrelenting pressure to cut costs and improve efficiency.”

CallSat 2.0 introduces a greatly improved web reporting experience with more powerful and flexible analytics. With a new dashboard feature and improved graphing capabilities,

contact center professionals will be able to access and understand their results better than ever before.

## **About CFI Group**

CFI Group ([www.cfigroup.com](http://www.cfigroup.com)) conducts its measurement consulting practice worldwide, through 12 offices on four continents. 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. The CFI Group methodology is used as the basis for calculating 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, U.S. Federal Government, ServiceMaster, UPS, Yahoo! and other leading companies around the world.

## **About the ACSI**

The American Customer Satisfaction Index 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.

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