



**For Immediate Release**

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**CFI Group and OLC Global Join Forces  
to Help Call Centers Improve Satisfaction**

**ANN ARBOR, Mich** – International customer satisfaction firm CFI Group today announced a new strategic partnership with OLC Global, a leading teleservices company. CFI Group will leverage the expertise of OLC Global’s business to business sales division to drive sales growth of CFI Group’s CallSat® and other products designed to help a broad range of businesses improve customer service and customer satisfaction with the call center.

Using the proven methodology of the University of Michigan’s American Customer Satisfaction Index (ACSI), CFI Group is able to quantify the link between drivers of customer satisfaction and financial outcomes.

“OLC Global will help us deliver CallSat® to the front doors of call centers around the United States,” said Sheri Teodoru, CEO of CFI Group. “Their relationship with the call center industry allows us to disseminate ACSI-based customer satisfaction research and analysis to call center managers who are eager to improve financial results without sacrificing satisfaction.”

“We’re excited to partner with such a highly regarded customer satisfaction measurement and management firm,” said Tom O’Connor, CEO of OLC Global. “Justifying improvements and resource allocation decisions become much simpler when you can determine what elements of the customer experience will have the most impact on satisfaction, loyalty, and revenue. With CFI Group, we’re about to make those resources a lot more accessible.”

**About CFI Group**

CFI Group ([www.cfigroup.com](http://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. CFI Group’s tools diagnose the relationship between customer satisfaction and desired results, providing clients with concrete action steps to strengthen customer relationships and a proven model that predicts improvements in financial performance. CFI Group’s technology is used by the American Customer Satisfaction Index (ACSI) via the Ross School of

Business at the University of Michigan. CFI Group's 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 OLC Global** (formerly On-Line Communications)

OLC Global is a proven leader in the market research data collection and outbound teleservices industry. Through multiple contact centers, OLC Global operates 170 fully automated workstations and average over 5 million contacts per year. OLC Global is in the process of adding 60 more stations in 2008. OLC Global utilizes CFMC C-Survent software for its marketing research projects and its outbound teleservices.

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