

Measure What Matters

RetailMonitor by CFI Group offers **state-of-the-art measurement, ready-to-access results, and in-depth analysis** of retail performance to help you best satisfy *your customers*.

Measuring customer satisfaction is vital to the success of any retail organization, but satisfaction scores alone don't necessarily translate into clear action. **RetailMonitor** - the retail performance tracking solution from CFI Group - offers precise results *and* customized analysis to help retailers define a clear path for the future and build profitable customer relationships.

RetailMonitor by CFI Group brings to your organization the powerful cause-and-effect methodology of the American Customer Satisfaction Index (ACSI), so you can:

- Measure in detail each element of the customer experience, and pinpoint key drivers of satisfaction and targeted behaviors
- Easily track and report company performance at every level – including customer segments that are most relevant to you
- Identify and prioritize actions for maximum impact and return on investment

Know Your Customers

- How satisfied are your customers?

Get inside the minds of customers by using RetailMonitor by CFI Group – the scientific, proven customer satisfaction measurement and management tool designed specifically for the retail industry. **Understanding how you meet customer expectations at each point of the shopping experience** provides a strong competitive advantage and a clear strategy to improve financial returns.

Measure and Report Performance

Far more precise, accurate, and reliable than any other customer satisfaction measurement tool, RetailMonitor by **CFI Group tracks performance continuously for every store**, and reports results across all levels in segments of interest to you. More than a satisfaction scorecard, RetailMonitor by CFI Group identifies your best opportunities for maximum impact and tracks your progress toward success.

Predict Success

- Are you simply watching your customer satisfaction score – or actually doing something about it?

CFI Group gives retail executives what they need most – the confidence that comes from knowing what's important to customers and what will impact their behavior. RetailMonitor by **CFI Group provides specific actionable intelligence to help you make smart business decisions** and build strong, loyal, and profitable customer relationships.

RetailMonitorSM by CFI Group



Enjoy real-time access to RetailMonitor by CFI Group customer satisfaction analytics.

RetailMonitor by CFI Group Features

A Proven Measure of Success – A precise understanding of how customers feel, what they will do in the future, and a scientific way to track progress.

ACSI Benchmarking – Utilize the nationally-recognized American Customer Satisfaction Index as the ultimate benchmark. Organizations using the RetailMonitor by CFI Group will also benefit from in-depth comparisons with similar organizations who have adopted this solution.

Online Dashboard – Provide all levels of your organization with real-time, drill-down dashboard access to survey results and analytics—available through a secure online portal 24/7.

A Roadmap to Improve Satisfaction – Receive consultations from CFI Group experts and detailed reports identifying how to profitably improve satisfaction and loyalty.

Drive Revenue and Reduce Costs – RetailMonitor by CFI Group identifies where improvements are most relevant for your customers and calculates optimal levels at which to set operational targets (not too low, not too high), helping you reduce costs and deliver extraordinary customer service.

About CFI Group

Founded in 1988, with offices in four continents serving leading companies worldwide, CFI Group brings the methodology of the American Customer Satisfaction Index (ACSI) to help organizations in any industry build strong, loyal and profitable customer relationships. CFI Group provides key performance metrics, shows how satisfaction drives profitability, then identifies and prioritizes improvements for maximum results.

ACSI Methodology

The American Customer Satisfaction Index is the only uniform national economic indicator of customer evaluations of the quality of products and services available to consumers in the United States. The ACSI model is a cause-and-effect system linking aspects of the customer experience to overall satisfaction (ACSI), and satisfaction to key outcomes such as increased purchase levels and distributor recommendations and customer retention. 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.



Retail Myth Busters

Myth: Price is the only factor that matters in Retail.

Truth: While price has a clear effect on attracting customers, it is the staff and merchandise that generally influences customer satisfaction and loyalty the most.

Myth: Customer satisfaction should be maximized.

Truth: The 'voice of the Retail customer' often demands costly improvements that may or may not achieve desired results. Instead, focus on optimizing customer satisfaction by identifying improvement opportunities that will have the most impact on financial outcomes.

For more retail myths and truths, download our white paper, *Five Costly Customer Satisfaction Myths and Misunderstandings* at www.cfigroup.com.

