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## **Partnership with Dora Research Makes CFI Group Methodology Unique Offering in Turkey**

*Ann Arbor, Michigan – November 12, 2009* – CFI Group, a leader in strategic customer satisfaction measurement, today announced its partnership with Dora Research and Consultancy, an up-and-coming marketing research firm in Turkey, giving Dora Research the unique ability to measure and benchmark its clients' customer satisfaction scores against the national standard.

CFI Group uses the same statistically-advanced methodology underlying the American Customer Satisfaction Index (ACSI), regarded as the “gold standard” of customer satisfaction measurement. Because an established national measure of customer satisfaction now exists in Turkey using the same methodology, Dora Research will be able to benchmark its “partners” (the name it uses to refer to its clients) performance against national satisfaction scores.

“We are very excited to be working with CFI Group,” said Mustafa Kelekçi, Co-Founder and Managing Partner of Dora Research and Consultancy. “Their state-of-the-art methodology will give our partners a unique understanding of how they compare—and compete—nationally and within their industry in terms of customer service.”

“Dora Research is an ideal partner for us,” said Sheri Teodoru, CEO of CFI Group. “Their focus on clients as partners mirrors our own approach. We believe our products and services will provide Dora’s partners a significant advantage in achieving their growth and profit goals through improved customer satisfaction—an advantage only Dora Research can offer.”

### **About CFI Group**

CFI Group provides the gold standard of customer satisfaction measurement, turning ‘voice of the customer’ data into improvement strategies for measurable results. CFI Group’s system gives you key performance metrics and finds opportunities to improve customer satisfaction for greatest ROI, so that organizations can make informed, strategic business decisions that protect their greatest asset—their customers. CFI Group’s clients include Best Buy, Home Shopping Network, Toys ‘R Us, and Yahoo! [www.cfigroup.com](http://www.cfigroup.com)

### **About Dora Research**

With 12 years of executive level marketing research experience serving over 100 clients, Mustafa Kelekçi together with Murat Yenigün founded Dora Marketing Research and Consultancy in February 2009. Considering its clients “partners,” Dora Research conducts strategic research to help partners grow their business with timely, accurate market information. The company coordinates all qualitative and quantitative research in various geographical and demographical targets using the best and most effective methodologies available. Dora Research cultivates an established network of recognized and experienced field and data processing suppliers with more than 10 years of research experience throughout Turkey.

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*Sheri Teodoru, CEO of CFI Group, is available for interviews. Contact Jenn Cornell at 734-765-0174 or email [jenn@jenncornell.com](mailto:jenn@jenncornell.com) to schedule.*