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Profiles International Releases New Study: 7 Factors for Building Extreme Customer Loyalty

Waco, TX. June 23, 2009 - Profiles International, Inc., a global leader in employment evaluation and human resource management assessment tools, in conjunction with SAMA Board Member Dennis J. Chapman of The Chapman Group, has released a new study identifying seven factors for building extreme [customer loyalty](#). The findings in this report indicate that the cost of obtaining a new client is five to twenty times the cost of retaining an existing client.

“In today’s economy, clients are one of a company’s most valuable assets,” stated Jim Sirbasku, co-founder and CEO of Profiles International. “They key to protecting your business is to build customer relationships, remembering that a satisfied customer is not necessarily a loyal one.”

The following major companies were included in the study:

- AT&T
- Apple
- Baxter
- ADP
- Citi
- IBM
- Northrop Grumman
- Xerox
- UPS

The seven key indicators of extreme customer loyalty are:

- Emotional Dependence
- Structural Dependence
- Business Dependence
- Satisfaction
- Performance
- Mutual Economic Value Creation
- Alignment and Fit

Download the entire study: [7 Factors for Building Extreme Customer Loyalty.](#)

About Profiles International, Inc.

Profiles International helps organizations worldwide create high-performing workforces. Through comprehensive employment assessments and innovative talent management solutions, Profiles' clients gain a competitive advantage by selecting the right people and managing them to their full potential. For more information about Profiles International's suite of human resource management solutions, visit their website at <http://profilesinternational.com>.

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