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## NEWS RELEASE

FOR IMMEDIATE RELEASE

February 26, 2009

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### CIECA Announces Formation of CSI Committee

Northbrook, IL – Today CIECA announced that it has re-chartered its CSI (Customer Satisfaction Indexing) Committee.

Renewed interest by the industry and a willingness to work together by member companies Allstate, CSi Complete, Customer Research, Inc., CynCast, Mitchell International, and Performance Feedback initiated the action.

The Mission of the CIECA CSI Committee is to facilitate appropriate collision industry segments and vendors' electronic communications of CSI information. These electronic communications standards would encompass the collection of data from the client (repair facilities and insurance companies), a survey process, and the dissemination of information to appropriate stakeholders.

"We are confident that an improved solution that benefits every industry segment can be attained," said Fred Iantorno, CIECA Executive Director. "The marketplace seems ready for this committee at this time, and CIECA is proud to provide the platform and direction for this type of progress," he added.

The CIECA CSI Committee is currently accepting volunteers. Insurance company members are especially encouraged to participate.

"The timing for this committee could not be better," said Michael Lloyd, CIECA Chairman and Assistant Vice President of Claims at California Casualty Management Company. "These efforts will help streamline the CSI process among multiple users and nicely supplements our current efforts with the Business Message Specification (BMS)."

More information about CIECA and its standards can be viewed on the CIECA web site: [www.cieca.com](http://www.cieca.com) or email Fred Iantorno, Executive Director, at [fred@cieca.com](mailto:fred@cieca.com).

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**About CIECA:** CIECA (Collision Industry Electronic Commerce Association) develops collision industry Information Technology standards and provides implementation guides for electronic commerce. CIECA is composed of members of the automobile collision repair industry; repairers, insurers, vehicle manufacturers, parts and material suppliers, information and software providers, general service providers and related segments and industries. CIECA's goals are to deliver benefits to all participants through reduced development and support costs, lower cost of implementation, reduced barrier to entry and faster development times. To learn more about CIECA, visit [www.cieca.com](http://www.cieca.com) or call 847-498-6945

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