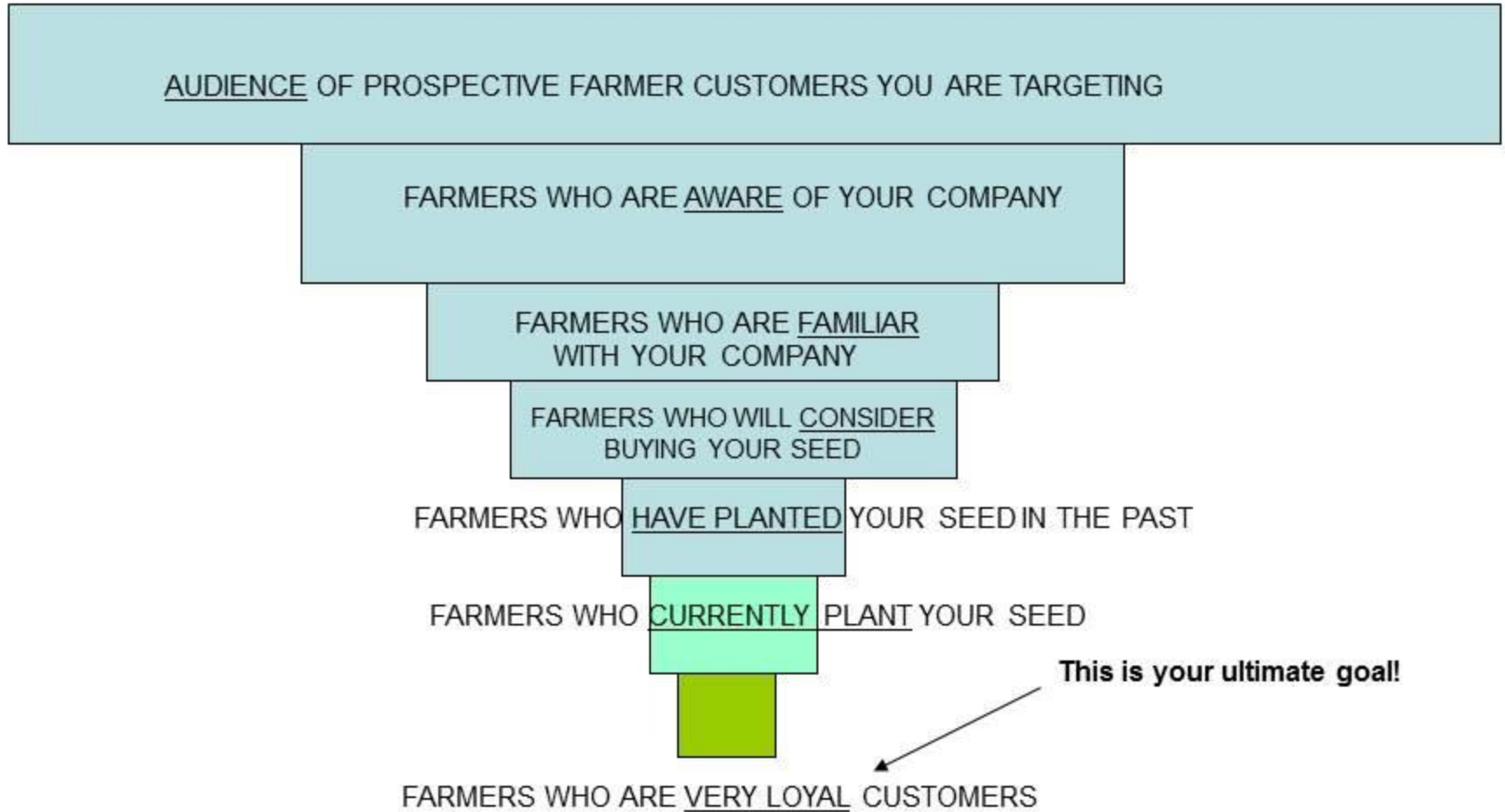


Customer Feedback and Results Measurement

Aline O'Connor

SEMI's Marketing Module

Farmer Conversion Funnel



Customer Feedback

- Talking to them, listening
- Extension workers
- Surveys
- Participating in selling activities
- Calling large purchasers
- Calling random customers
- Talking to agrodealers
- Focus groups (a formal marketing tool, but you can adapt this to your needs)

Results Measurement

- Macro level data (e.g. total tonnage sold) and micro level data (sales by crop by agrodealer by package size)
- Seasonal analysis and calculation of ratios and percentages, e.g.
 - Growth or shrinkage by agrodealer
 - Growth among key customers
 - Percent of repeat customers
- Volume of customer complaints
- What else do you like to track?

Top Sales Performance Measures

What do you think they are?

Top Sales Performance Measures

1. Tonnage sold and paid for by crop and variety, **over time**
2. Percentage of sales to various customer segments (type of customer, geography, etc.), **over time**
3. Agrodealer sales, payment patterns, and returns, **over time**
4. Sales results by staff person employed, **over time**
5. Collection results, **over time**
6. Sales in new markets
7. Growth in demand for larger package sizes

Farmer Feedback Tools to consider

- Customer comment form, to leave with agrodealers, and to have in your office (for both compliments and complaints) It is important to collect and review these!
- Good contact information, especially for phone calls!
- Phone number for customer service/comments. Good to print on bag.
- Side meetings at field days, or at other times
- What else do you use?

Agrodealer Feedback Tools to Consider

- Personal visits, with list of questions
- Surveys
- Phone interviews throughout year
- Planning meetings (food always helps!)
- Agrodealer appreciation meetings, with feedback discussions
- Just ASK for feedback!!!
- What else do you use?