

Customer Feedback and Results Measurement

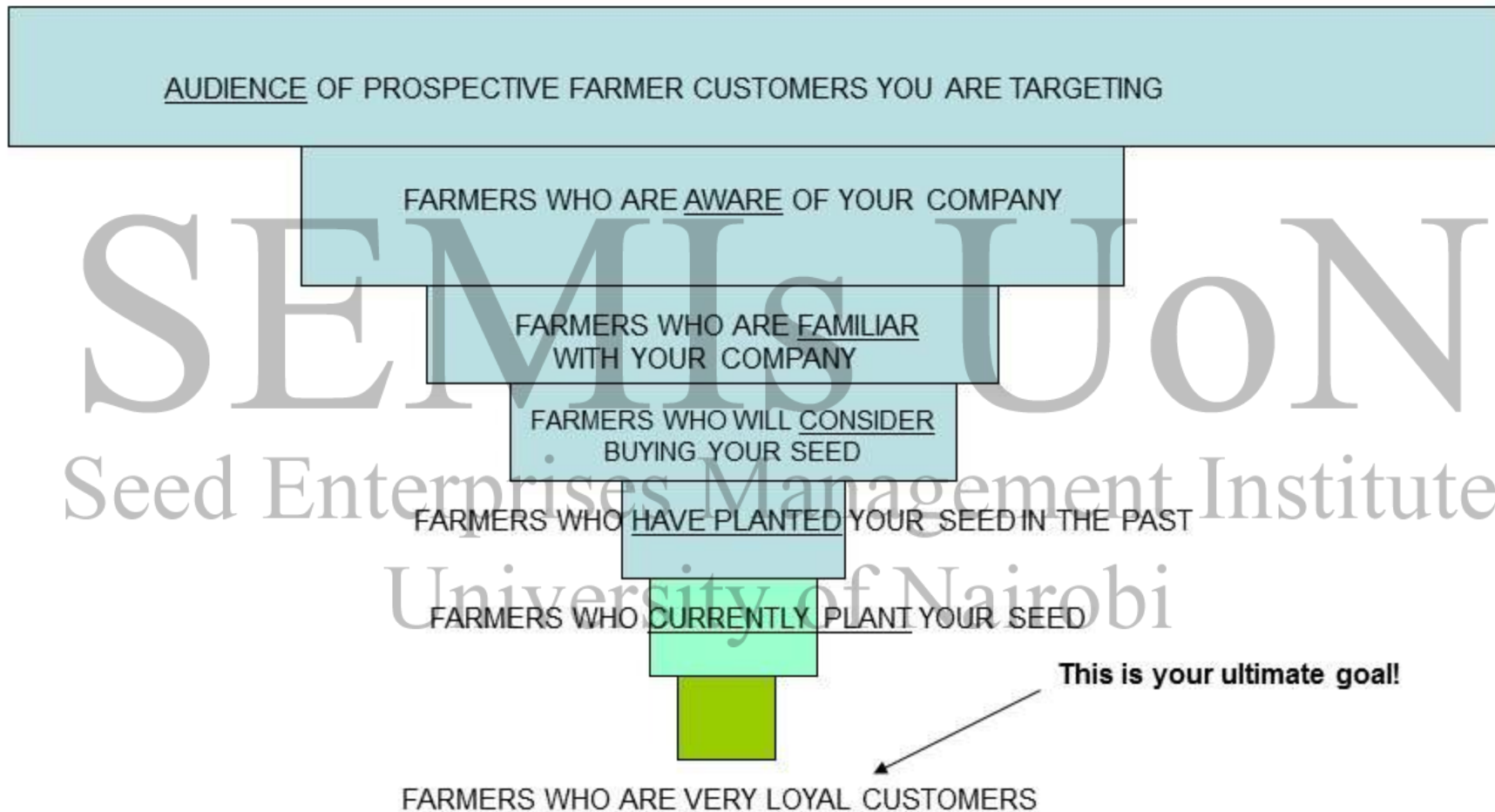
Aline O'Connor

Seed Enterprises Management Institute

SEMI's Marketing Module

University of Nairobi

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 re customers
- Volume of customer complaints
- What else do you like to track?

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?