

Customer Satisfaction Survey

Rating Scale: 1=Poor 2=Fair 3= Good 4= Very Good 5= Excellent Please indicate one rating in each column for each statement. (Note: If you only rate one column, the survey is invalid.)										
How does the Cooperative Agronomy & Seed Dept. facilities/equipment/services/ personnel compare to your expectations? (Only respond to questions that pertain to business you do with the company.)	Current Performance					Your Expectations				
	1	2	3	4	5	1	2	3	4	5
1. Timeliness, dependability, and quality of work when providing custom application services?										
2. Timeliness, dependability, and quality of work when providing Precision Ag services: grid sampling and variable rate application?										
3. Timeliness, dependability, and quality of work when providing crop scouting services?										
4. Timeliness, dependability, and quality of work when formulating, blending, and delivering dry and liquid crop nutrients/fertilizers?										
5. Timeliness, dependability, and quality of work when providing Nutrient Management Programs?										
6. Value proposition (cost/benefit) represented by services, e.g., custom application, scouting, soil sampling?										
7. Value proposition (cost/benefit) and competitiveness of crop input product pricing?										
8. Providing access to technically competent, properly trained, and effective Agronomists/Seed Sellers										
9. Bundling of crop protection, crop nutrients, seed products and services that fit my cropping practices?										
10. Help developing and implementing my crop production plan?										
11. Help understanding the agronomic factors affecting crop production costs, and their impact on cost of production and profitability?										
12. Communicate with me about the agronomy & seed programs, products, and services that fit my operation?										
13. Making good use of my time when we meet and/or talk by phone?										
14. Seeming to have a good reason for calling or meeting with me?										
15. Building trusting relationships?										
16. Asking good questions to identify concerns, needs, and expectations of my crops operation?										
17. Summarizing scope of my request, needs, and requirements to demonstrate understanding?										

After completing the survey, please mail the survey in the attached self-addressed envelope or fax it to (612-392-0024)
 Russell Associates by July 19th.

«Code»