

## CASE STUDY

# CROPLAN GENETICS – ACCOUNT RELATIONSHIP FEEDBACK SURVEY

## CUSTOMER OVERVIEW

CROPLAN Genetics, a division of Land O'Lakes, Inc., markets agricultural seed and traits to retailers and farmer producers. CROPLAN Genetics' success hinges on their ability to have independent retailers support their sales, marketing, and overall business and marketing emphasis.

## CLIENT OBJECTIVE

In 2004 and again in 2005, CROPLAN Genetics wanted to find out how they were doing with the most critical partners – their aligned retailers – in accomplishing their collective objectives. They wanted clean feedback on their present performance levels contrasted with the desired level in all areas of their seed offering.

The objectives were to:

- Find out how key retailers feel about the level of performance they received from CROPLAN Genetics versus their desired level.
- Get input from managers as well as salespeople.
- Be able to analyze the results by geography, by the respondent's position, and by the subject of the question.

## TARGET AUDIENCE

500 retailers across the country selling CROPLAN Genetics seed.

## RUSSELL ASSOCIATES' SOLUTION

Russell Associates suggested utilizing a "gap assessment" and an "open ended" process.

1. A 25 question survey asking retailers to rate key competencies that CROPLAN Genetics provided, with a current and expected performance rating.
2. Three questions which allowed respondents to provide open ended input.
3. Analysis of the data in different manners allowing key trends to be identified.
4. Repeat the process annually to benchmark improvements.

## IMPLEMENTATION AND ADMINISTRATION

Russell Associates assisted in the preparation of the survey and the directions of the survey method. The CROPLAN Genetics District Sales Manager disseminated the surveys to key account management and sales people, requesting completion. Russell Associates received the anonymous surveys, entered the data into a computer database, and "sliced and diced" the information to provide multiple views for management.

## PROGRAM LENGTH

Annual survey, conducted over two years.

## PROGRAM RESULTS

- "We found out some things that our accounts felt we did better than we thought we did; conversely we saw items that we could improve or change," a CROPLAN Genetics Region Director said.

"Most importantly, our customers were very appreciative that we asked and we listened. The tools and facilitation that Russell Associates provided helped us accomplish all of our objectives and continue to have a positive relationship with our key customers."

