

Strong Customer Focus for Crop Care

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CROP CARE customers will benefit from the company's strengthened focus on product supply and customer service.

The company has increased staffing in this sector to ensure that its products are delivered as efficiently and quickly as possible to customers, especially during peak demand periods.

Crop Care General Manager Simon Adam said that excellent customer service is paramount to the company's business.

"The Crop Care customer-service team works with an extensive network of distribution and regional service centres to warehouse and dispatch an array of crop-protection products to resellers.

"Our aim is to deliver customer requirements in full, on time, every time.

"Realistically, there will be times when demand outstrips supply (and vice versa) when unpredicted conditions occur – that's agriculture. However we aim to manage those periods, so that our customers know exactly what they can expect and when."

A newly-created position – Customer Service Manager – has been filled by Jeanne McConville, reporting to National Supply and Logistics Manager, Craig Taylor.

The new structure will allow Mr Taylor to focus on managing supply from manufacturers to meet required customer demand



Craig Taylor
National Supply and Logistics Manager

Mr Taylor said timely and accurate communication between all areas of the business was the key to good customer service.

"It is critical to have constant communication with our field staff, suppliers and distributors to ensure that customers' order expectations are met, and that any issues arising can be resolved quickly.

"To plan product supply for each season, we rely initially on forecasts from Territory Sales

Representatives, which they have developed from customer forecasts. Ongoing review and communication with both regional staff and our Business Managers helps us to plan and obtain the optimum supply of product for the season.

"In a business that relies on supplies of product from overseas, and with relatively volatile demand – as evidenced by the current locust plague – it is difficult to always get supply just right.

"Crop Care's recent commitment to increased resources in customer service should help to minimise supply issues as much as possible, and to improve estimates of when product will be available.

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Jeanne McConville
Customer Service Manager

Filling the newly-created role of Crop Care Customer Service Manager, Jeanne McConville's goal is to expedite efficient and prompt response to customer orders by streamlining and improving office and communication processes.

She will work with a team of four Brisbane-based customer service staff, each responsible for different regions across Australia.

Ms McConville's strong background in national and international logistics and customer service – and her experience working with rural clients and overseas businesses – will bring proven techniques and experience to her Crop Care customer-service position.

Her previous working life included 16 years as shipping manager for global cotton merchant Dunavant Enterprises, based in Moree and Brisbane; and 3 ½ years with Damco, the Australian logistical arm of the Danish AP Moller Group, initially as National Transport Manager, then as Assistant National Customer Service Manager.

"We have a very experienced Customer Service team here at Crop Care; by streamlining both office and communication processes, further efficiencies can be gained.

"This will allow the customer service team more time to efficiently respond to customer enquiries, especially during peak times.

"With the proactive improvements currently underway, Crop Care aims to have a customer service department that is second-to-none."



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