

The changing customer

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CURIOSITY









so who isn't comparing?



CHOICE



So what's the supermarket like for you?



CUSTOMISATION:





So who's got the Arts Channel but not SKY Sports?



COMMITMENT



So who's getting a different brand of car next time?



What this means

CURIOSITY:

Customers expect to know more, and how to find it

CHOICE:

Customers becoming more active in choosing

CUSTOMISATION:

Customers wanting your breeding objectives to head in their direction

COMMITMENT:

Customers need more <u>reasons</u> to remain loyal



Addressing curiosity, choice, customisation, commitment

- Flock Finder added features
- Ram value indicator
- NZ Genetic Evaluation
- Performance recording Star system
- Standard indexes maternal and terminal worth





THANK YOU