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Subscription Services Survey Update

During June this year, Rural Directions Pty Ltd undertook an online survey of those clients who subscribe to our Subscription Services products including:

- Prices Direct
- Harvest Direct
- Market Directions, and
- InCrop

The survey ran for a two week period, with a two night accommodation package at the Clare Country Club offered as an incentive to participate.

The survey was a huge success with 104 clients taking the opportunity to respond, which led to a 17.4% response rate, which is excellent. So we thank you very much for contributing to the survey.

Why did we do the survey?

Rural Directions Pty Ltd has a policy of best practice and product improvement, so in order for us to develop and improve what we do, who better to ask about our service than our clients?

The survey results will be used to determine future services, refine the services we currently provide and to define our strategy for our Subscription Services for the coming 3 years.

So what did we find out?

Survey Results

From the 104 clients who responded to our survey, most were package clients who had heard of our Subscription Services by either attending a Grain Marketing Workshop, by receiving our InTouch newsletter or via word of mouth.

The main reasons that influence why clients purchase our Subscriptions are:

- The relevance of the information to their business
- The independence of the information provided
- The timeliness of the information received
- The high quality of the information
- The reliability of service, and
- The credibility of the service

We found that most respondents to the survey subscribe to other organisations as well as Rural Directions Pty Ltd subscription products. This feedback is excellent because it means that clients are getting a well-rounded base of information in order to run their businesses, rather than relying on one source, and is a very smart way to do business.



Rural Directions
Pty Ltd

Subscription Services Update

Feedback on service improvements we could make were many and varied, and showed the high level of business knowledge our clients have. From the feedback we received, we have created three different target areas to tackle the implementation of the ideas and innovation development, to ensure that moving forward our Subscription Services match our clients wants and needs.

The three areas comprise:

- Agronomy
- Grain Marketing, and
- Livestock Services

So what's in the pipeline?

Based on the feedback received some exciting innovations we are investigating include:

- More timely and innovative SMS products
- More crops included in our SMS messages
- Other types of SMS updates during harvest
- More trend information for clients
- On-line pricing tools (for use across enterprises)
- Livestock enterprise subscriptions, to name a few.

We are also investigating the use of Smartphone apps, live web updates and live pricing SMS to further complement our current subscription packages.

So, once again, we thank you for your invaluable input to our survey and we hope that heading into harvest we are able to provide up to date information that will best service you and your business, and enable you to make the most from those excellent crops that are in the ground.

Please contact us on 08 8842 1103 if you would like to talk to someone about our Subscription Services.

Fact Sheet



PO Box 78 Freeling
South Australia 5372
T 08 8525 3000
F 08 8525 2711
E grain@ruraldirections.com
www.ruraldirections.com
AFS Licence No 221556