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Editor



## Just good business

*A little over a year ago, my husband and I took a trip of a lifetime. Ever since we met, we dreamed of visiting Europe together and began saving soon after we married.*

Once we settled on traveling to Scotland, I began researching where to go, stay and of course, eat. Unsure if we'd ever visit again, we tried to see as much of the country as possible.

I planned out a half dozen accommodations sprinkled throughout the small country — all clean, safe and with reviews of at least 4.5 stars out of 5. Our big adventure wasn't that long ago, but today my memory only recalls the name of one place we stayed: Dunn Cruinn Bed & Breakfast.

On the basic level, all the lodgings I booked offered a comfortable bed, delicious breakfast and a central location for sightseeing. At Dunn Cruinn, though, we were welcomed into this couple's home and after two nights, we left feeling like friends.

I'm reminded of this Maya Angelou quote: "People will forget what you said, people will forget what you did, but people will never forget how you made them feel."

### The customer experience

A busy sale season is once again upon us. As an Angus breeder and seedstock supplier, you've been building your program on sound data, eye appeal and meeting your business goals. What about building your customer base?


Our recent Angus breeder survey provides some insight on doing just that. In the survey we asked about

purchasing behavior. The market research says while value matters, there is potential to move the needle by providing excellent customer service.

More than 50% of survey respondents make purchasing decisions based on trust in a breeder's brand and reliability, and 45% responded that customer service also influences purchasing decisions.

During a TEDx event at Bryant University, John Boccuzzi Jr. said exceptional customer experience isn't just good for customers, "it's just good business." In fact, he quoted a 2016 Forrester Research, Inc., report stating companies that focused on customer experience significantly outperformed those that didn't in terms of revenue.

How do you turn a casual bull buyer into a loyal customer? Boccuzzi argued that in any business, it comes down to providing an exceptional customer experience and how you make someone feel during their buying journey and more importantly, after the purchase has been made.

He added that technology, marketing techniques and sales channels will continue to evolve and push businesses forward, but staying true to exceptional customer experience will build loyal customers. 



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