Login Lowdown

▶ by **Kasey Brown,** associate editor

Marketing features of AAA Login

A successful marketing campaign has many facets. There's making sure people know about your breeding program in the first place, but keeping current customers is also important. A big part of marketing is in customer service. Customer service includes following through and remembering details about your customers. Establishing a relationship is key.

These details could include when customers get married and change their name (you'll notice my byline changed). In addition to name changes and other details, AAA Login can help keep track of which animals each customer has purchased. Knowing those details is helpful in maintaining great customer service.

Buyer Contact Info & History, Customer Manager

The Buyer Contact Info & History and Customer Manager features allow breeders to keep customer contact information, like mailing information and which animals those customers purchased and transferred within the past five years, 10 years or ever.

The Buyer Contact Info & History keeps track of all customers to whom you transferred cattle in the past five years. Producers can receive this list once a year as printed labels or as an electronic file (for mailing sale books, newsletters, etc.) by contacting the Member Services Department at the Association office.

Customer Manager lets you view any customer who has bought an animal from you within a specified time frame. You can add comments to the buyer's information, so you can include comments about any name changes or even relatives, their preferences in cattle, or anything that can help you remember things to create a better relationship. You can also add directions to their operation if you deliver your cattle. It also allows you to drill into the pedigree information of their purchased animals.

"Producers can use these features to mail sale books out to past buyers, or use the mailing lists in Buyer Contact Info & History for private-treaty sales. If you have a past bull buyer coming to your place to look at bulls, you can see what they have purchased in the past to advise them on future purchases," says Lou Ann Adams, director of Information Systems at the American Angus Association.

How to use these features

To access Buyer Contact Info & History, go to the view tab (see Fig. 1) and click the seventh option up from the bottom. You can then sort past customers by bull buyer, cow buyer or all animals. You can also pick whether to go to five or 10 years back, or include all buyers in your search. Additionally, you can search by member code, name or state (see Fig. 2). Once you pick your sorts for the search, it produces a list of contact information for each buyer. If you click the number in the "buyer" column, it shows which animals were transferred to that particular buyer. You can also export this list to Excel for even further customizable sorting.

To access the Customer Manager feature, click on the Interactive Tools tab. Currently, Customer Manager is the fourth item on the list (see Fig. 3). In Customer Manager, a producer can type in any buyer's information or use the "Import Buyers" tab to list customers who have bought an animal and had the registration paper transferred into their name.

"Producers have the option to go back five years, 10 years, or all for a one-time import option to their list. That way if they are using it for the first time, they don't have to type all of their buyers into their customer manager. We import it for them and then let them maintain the list after that," explained Chris Stallo, assistant director of Association Information Systems.

Both tabs are customizable (see Fig. 4); you can add the buyer's contact information,
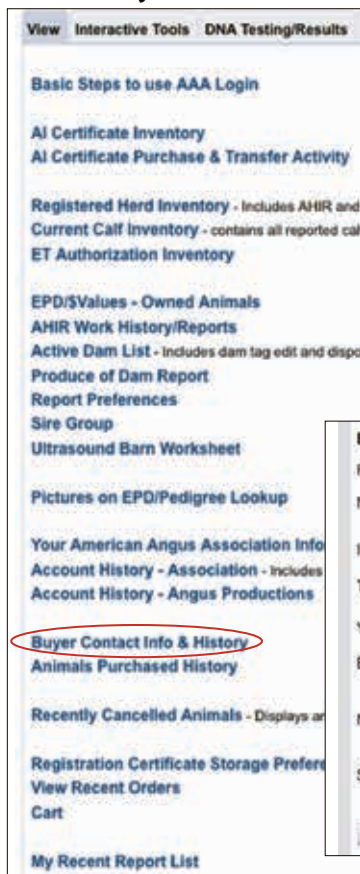
Fig. 1: Where to find Buyer Contact Info & History

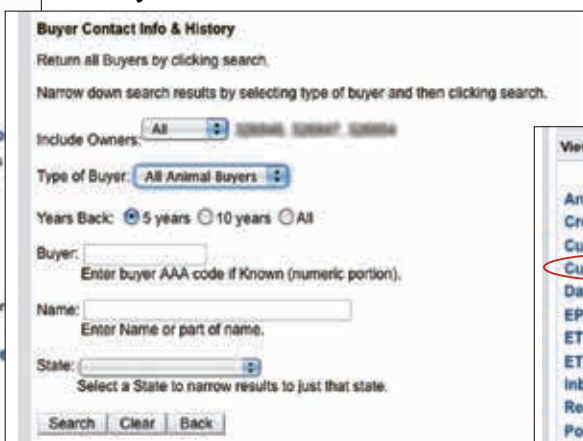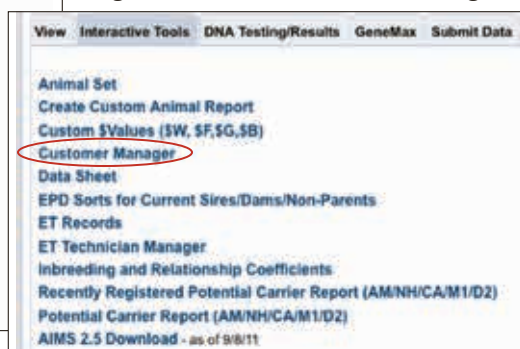**Fig. 2: Search options within Buyer Contact Info & History**

Fig. 3: Where to find Customer Manager

leave yourself comments and add directions to the buyer's place for future interactions. You can also export either list into Excel for more personalized sorting or to make labels for mailings.

If you click on "Edit" next to a buyer's name, it will allow you to see an "Animals Purchased" link in dark blue. This allows you to see which animals that particular buyer has bought. If you click on that animal's registry number, it gives you its pedigree and expected progeny differences (EPDs). The comments section on the buyer information even lets you add how much you made on the animal.

It may take some time to add in customer information now, but it will save you much more at sale time. Preparing for a sale can be stressful enough, so use these features to be prepared ahead of time and let people know about your products. Add to your marketing strategy through customer service with AAA Login.

Editor's Note: *This column is written by Associate Editor Kasey Brown. She can be reached at kbrown@angusjournal.com or 816-383-5277.*

Fig. 4: Editable options in Customer Manager