



Login Lowdown

► by **Kasey Brown**, senior associate editor

Customer details at your fingertips

A successful marketing campaign has many facets. Making sure people know about your breeding program in the first place comes first, but keeping current customers is also important. A big part of marketing lies within customer service. Customer service includes following through and remembering details about your customers. “Buyer Contact Info & History” in AAA Login has some new features to help you remember those details and enhance your customer service.

Benefits of the feature

The *Buyer Contact Info & History* feature allows 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 feature keeps track of all customers to whom you transferred cattle. 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.

“Producers can use this feature 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.

An additional benefit to this feature is that once you get the list of animals purchased from you by a specific breeder, there is an option to print a buyer expected progeny difference (EPD) report. Chris Stallo, vice president of operations for the Association, explains that

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— **Lou Ann Adams**

the report was built to allow the seller to send an updated EPD listing of any bulls that the buyer has purchased from him or her. It was developed with the idea of assisting members to have a report to reach your commercial customers.

Where to find it

To access *Buyer Contact Info & History*, click the *Manage Herd* button, then *My Herd*. *Buyer Contact Info & History* is in the fifth

group at the top. You can then sort past customers by bull buyer, cow buyer or all animals. You can also pick whether to go five or 10 years back, or include all buyers in your search. Additionally, you can search by member code, name or state.

Once you pick your sorts for the search, it produces a list of contact information

for each buyer. If you click the dark blue 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.

Additionally, now you can click on individual animals or all animals that you’ve transferred to the specific buyer and click EPD Report.

Ginette Gottswiller, Association director of commercial programs, says, “Commercial producers who set goals for their herd usually work closely with their seedstock provider. This online tool helps track what genetics have been used over the years. The seedstock producer can help his commercial customer make an educated selection at bull-buying time to help him meet his goals.”

Add to your marketing strategy through customer service with AAA Login.

Kasey Brown

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