

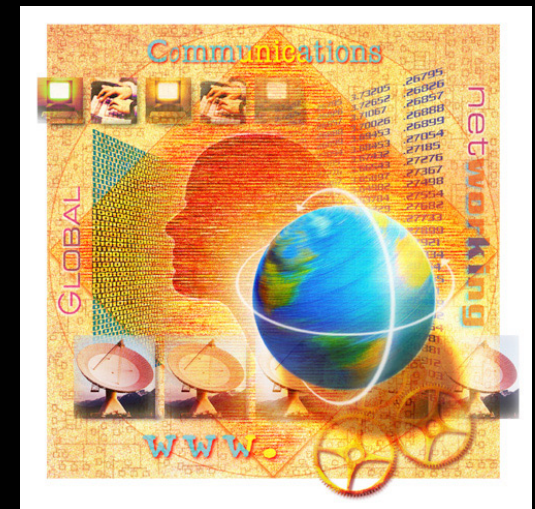
Communicating to Your Customer Using Modern Technology



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What is Communication ?

- **Communication** is a process that allows organisms to exchange information by several methods.
- Exchange requires feedback.

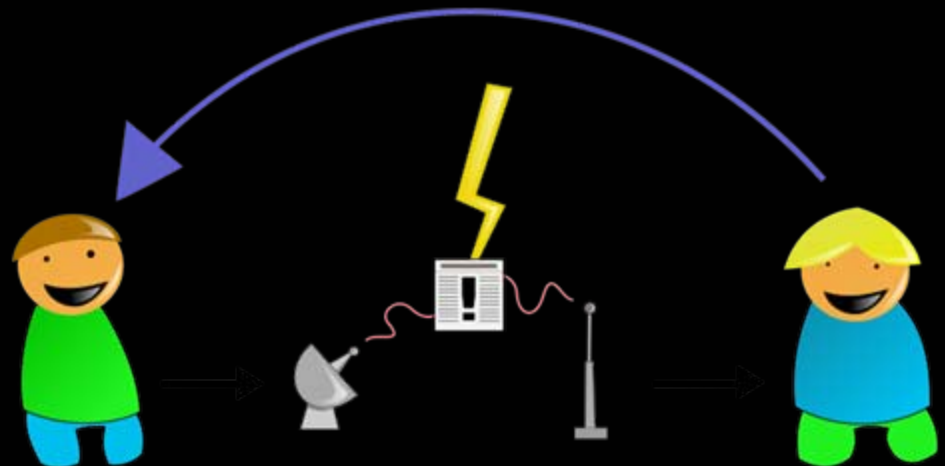


Can we use Modern Technology with all Customers?

- Need to segment who uses the technology;
- Within the segmentation, we need to know at what extent we use it with them;
- Need to understand the type of technology is used or available.

Why do we use this Technology to Communicate?

- The feeling of Time Management
- Accessibility to talk or for appointments
- Documentation
- “Touch Points” with our customer



Types of Technology

- Blogs
- Emails
- Web Sites
- Text Messaging
- Cell Phone
- Virtual Worlds
- Video Conferencing
- Virtual Assistants



Emails

- More customer contacts being done this way
- Quick and Easy
- Makes everyone feel that they can “Dual Task”
- Need to be careful about content and lost meaning

Web Sites

- General Information
- Account Information
- Contact Information
- On Line Shopping – Consumer Based
- Grain Bids / Bid and Offer Communication



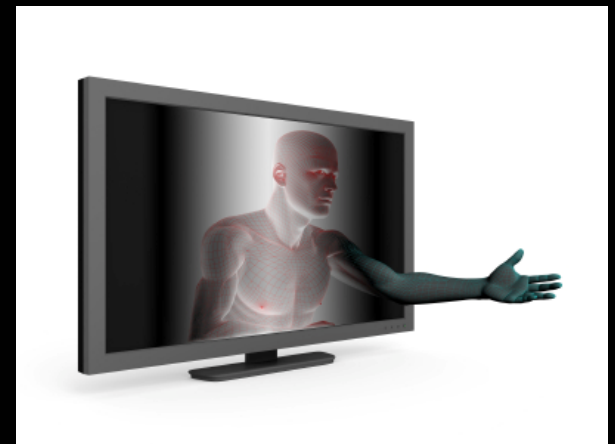
Cell Phones / Text Messaging

- Most Commonly Used
- Wide Spread Usage
- Quick and Easy
- Rural Areas



Future.....

- Rural Areas – access to technology
- Virtual Emails – 24/7
- Virtual Conferencing – Sci Fi
- Use your imagination.....



Be Careful...

- Industry based upon relationships
- Lost meaning of words
- Dependability of Technology



Advances in Communication



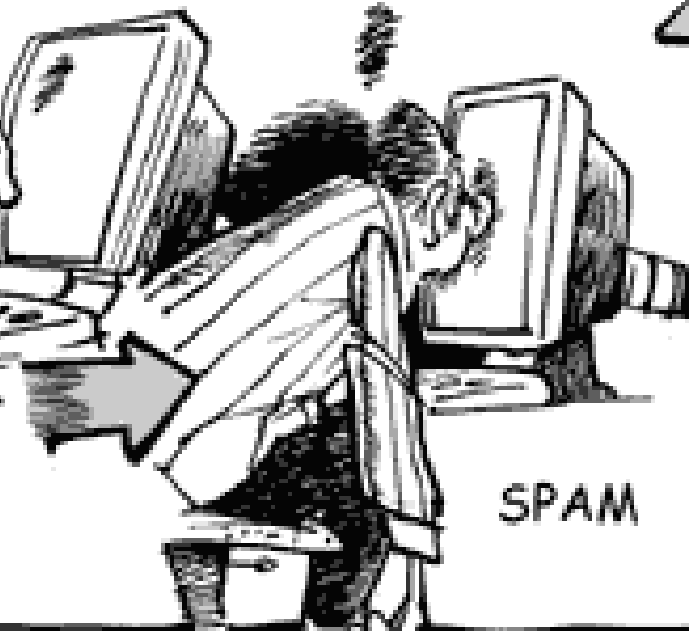
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Any Questions?

