

# FONTERRA

HOW FONTERRA LISTEN CUSTOMERS



**FONTERRA CO-OPERATIVE GROUP LIMITED** IS A NEW ZEALAND MULTINATIONAL DAIRY CO-OPERATIVE OWNED BY AROUND 10,500 NEW ZEALAND FARMERS. FONTERRA IS THE WORLD'S LEADING EXPORTER OF DAIRY PRODUCTS, RESPONSIBLE FOR MORE THAN A THIRD OF INTERNATIONAL DAIRY TRADE AND ONE OF THE TOP SIX DAIRY COMPANIES IN THE WORLD BY TURNOVER.

## HOW FONTERRA LISTENS TO ITS CUSTOMERS

- FONTERRA MAKE REGULAR **CUSTOMER SURVEYS** WHICH PROVIDES FONTERRA WITH THE VOICE OF THE CUSTOMER.
- IT OFFERS CUSTOMERS THE OPPORTUNITY TO EXPRESS THEIR **OPINION** ON COMPANY'S PRODUCTS.
- THIS ENABLES TO IDENTIFY **AREAS FOR IMPROVEMENT** AND TO FOCUS RESOURCES.



**Dairy for life**

## WHAT IS THE IMPACT OF THE SURVEY?

1. CUSTOMER EXPECTATIONS
2. PRODUCT IMPROVEMEMNT



# CUSTOMERS AND REPUTATION?

- FONTERRA'S ONE OF THE OBJECTIVES IS A REPUTATION
- IN THIS CASE IT IS **REPUTATION FOR QUALITY** WHICH IS A COMPETITIVE ADVANTAGE. IT'S AN ADVANTAGE FONTERRA GUARDS CAREFULLY, TAKING RESPONSIBILITY FOR THEIR PART IN MAINTAINING THE TRUST OF CUSTOMERS AND CONSUMERS.