



# MIOA Managers' Workshop

San Jose, Costa Rica

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## Module 4

Dissemination of market information and relations with clients and customers



# Customer Feedback and Promotion

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# OBJECTIVE

To present information on the value of customer feedback to an organization and to the merit of institutional promotion, along with ideas and techniques to employ



# SCOPE

Key customers for the products of MIS are higher ranking government officials, but they constitute only a portion of the audience and beneficiaries. How do you determine the needs of the larger group of customers and what are some tips to promoting the MIS, both to internal and external customers?



# Customer Feedback

- What is it?
- Why do I want it?
- How do I use it?



**FACT**

**MIS exists to serve the information needs of the customer**



**FACT**

People want to have their opinions heard,  
valued and acted upon



**THEREFORE** customers are people and thus want to be heard and their needs met





The customer is always right. At least about what they want!

**The Good News....** It makes our job easier if we know what our customers want



# Soliciting Feedback

- Face to face
- Industry or organizational meetings
- Formal surveys
  - targeted
  - open



# Customer feedback is useful because

- Tells you what they want or need
- Helps you plan and design information products to meet those needs
- Makes customers feel that you work for them



# MIS Program Promotion

“If a tree falls in the forest and no one hears it, did it make a noise?”



# MIS Program Promotion

“A story untold, is a story unknown.”



**MOTTO - Tell your story  
Make a noise**



# Ways to promote internally

- Provide regular updates to higher level officials on recent events or new services
- Provide information on partnering efforts with other specialists, such as MIOA
- Generate special reports during unusual events, such as severe weather



# Ways to promote externally

- Attend industry meetings and events
- Visit contacts
- Articles in industry publications
- Promotional materials