



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

Presenter – Terry Long, USDA



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