

CUSTOMER RELATIONS

Product: Dirt Road Feeds 12% Calf Grower Feed

Business: You are a sales person working for the local Dirt Road Feeds & More. Your customer base ranges from the newer, hobby-farmer to the experienced farmer or rancher. Your feed mill grinds & mixes several types of standard feeds as well as custom mixes for specific customers. Your company delivers bulk feed orders and also sells bagged feed. All bagged feed picked up at the store is loaded by company staff to make sure the order is filled correctly.

Situation: On Tuesday, March 27th, a customer purchased ten, 50# bags of Dirt Road Feeds 12% Calf Grower Feed. The customer comes in today complaining that his five calves that have been eating this same type of feed for the past 2 months have refused to eat the last 3 bags of feed he has fed them. He is concerned about the feed not being palatable or possibly having some ingredient that the calves are not wanting to eat. He wants a solution to why the calves aren't eating and to get some feed that they will eat. The customer has brought all the bags of feed back with them, including the feed the calves did not eat. They have a feed tag to show you.

Complaint #1: The cattle won't eat the feed, so they are not gaining weight as they should.

Complaint #2: Obviously, the feed is no good, so the customer wants their money back and/or the feed replaced.

Dirt Road Feeds & More Store Policies and other relevant information:

1. All bulk feed is guaranteed fresh. All bagged feed has a "best if used by" date stamped on the tag.
2. All returns on bagged feed must include a sales receipt and all the feed being returned, within 7 days of purchase.
3. It is the sales person's responsibility to determine if problems are a result of customer failure or a defect with the product. Sales staff have the authority to reasonably correct poor customer service.
4. If merchandise is deemed defective, the sales person should attempt to replace it. If the problem is due to customer failure, the salesperson should provide suggestions to fix the problems.
5. Bagged feed that is not sold by its "best if used by" date is stacked at the loading docks to be picked up by a compost company every Tuesday at 10:00 a.m.

Product Information:

* See Feed Tag for product information

CUSTOMER RELATIONS

Product: Dirt Road Feeds 12% Calf Grower Feed

Situation: On Tuesday, March 27th, you purchased ten, 50# bags of Dirt Road Feeds 12% Calf Grower Feed. You picked these bags up at the dock at Dirt Road Feeds. You have been feeding this same feed to the same set of five calves for the past 2 months. The calves weigh about 600# and you are feeding them at the recommended rate of 6# per calf per day. The calves have refused to eat the last 3 bags of feed you have tried to feed them. You are concerned about the feed not being palatable or possibly having some ingredient that the calves are not wanting to eat. You have brought all the bags of feed back to the store, including the feed the calves did not eat. You also have a Feed Tag from one of the bags and your sales receipt.

Complaint #1: The cattle won't eat the feed, so they are not gaining weight as they should.

Complaint #2: Obviously, the feed is no good, so you want your money back and/or the feed replaced.

The student should ask probing questions to determine the cause of the problem. DO NOT VOLUNTEER ANY INFORMATION, BUT IF ASKED BY THE STUDENT THIS IS WHAT REALLY HAPPENED:

#1. You had to load the feed yourself on Tuesday just before 10:00 a.m. because you had been waiting 10 minutes to be loaded by Dirt Road Feeds staff. There were 2 stacks of 10 bags of this same feed on the docks when you picked them up, so you just loaded the closest stack of feed.

#2. You are so frustrated with the calves not eating, that you haven't really read the Feed Tag closely. You just checked to make sure it was the same feed you had been feeding all along.

Conclusion: You loaded 10 bags of expired feed instead of the 10 bags of fresh feed you should have received. **The student should determine the problems are due to miscommunication and poor customer service. The company should have had someone at the docks to load you so you wouldn't have gotten the wrong feed. These complaints are implicitly covered in the Dirt Road Feeds store policy. The student should resolve the complaints in at least some of the following ways:**

- Take responsibility for the mix up and for not having staff available to load your feed.
- Replace the expired feed with fresh feed.
- Make some gesture of restitution for poor customer service and lost cattle performance, such as a discount on a future purchase.

Dirt Road Feeds & More

12% Calf Grower Feed

Guaranteed Analysis

Crude Protein.....Min. 12.0 %
Crude Fat.....Min. 2.5 %
Crude Fiber.....Min. 18.0%
Calcium.....Min. 1.2 %
Phosphorus.....Min. 0.75%
Copper.....Min. 20 ppm
Zinc.....Min. 85 ppm
Vitamin A.....Min. 1100 IU/lb
Vitamin B.....Min. 230 IU/lb
Vitamin D.....Min. 180 IU/lb

Ingredients:

Grain Products (corn, soybean meal, oats, cottonseed hulls, dry distillers grain), Plant Protein Material, Molasses, Salt, Riboflavin, Zinc, Vitamin A, Vitamin B, Vitamin D, Copper, Calcium Carbonate, Calcium, Phosphorous

Feed designed to be fed to growing beef and dairy calves as a supplement.

Feeding Directions:

- 1.To be fed as a supplement feed.
- 2.Feed one pound per 100 pounds of calf body weight per day.
3. Provide pasture and/or good quality hay and fresh water at all times.

Best if fed by: 3/01/12

**For Student &
Judge**

SALES RECEIPT

Dirt Road Feed & More

142 Arrow Road
Marionfield, MO 67599
417-555-4357

12% Clf Grwr.....\$8.42
X 10 bgs

Sub Total.....\$84.20

Tax.....\$5.90

Total.....\$90.10

3/27/12

9:45 AM