

LISTENING TO YOUR CUSTOMERS

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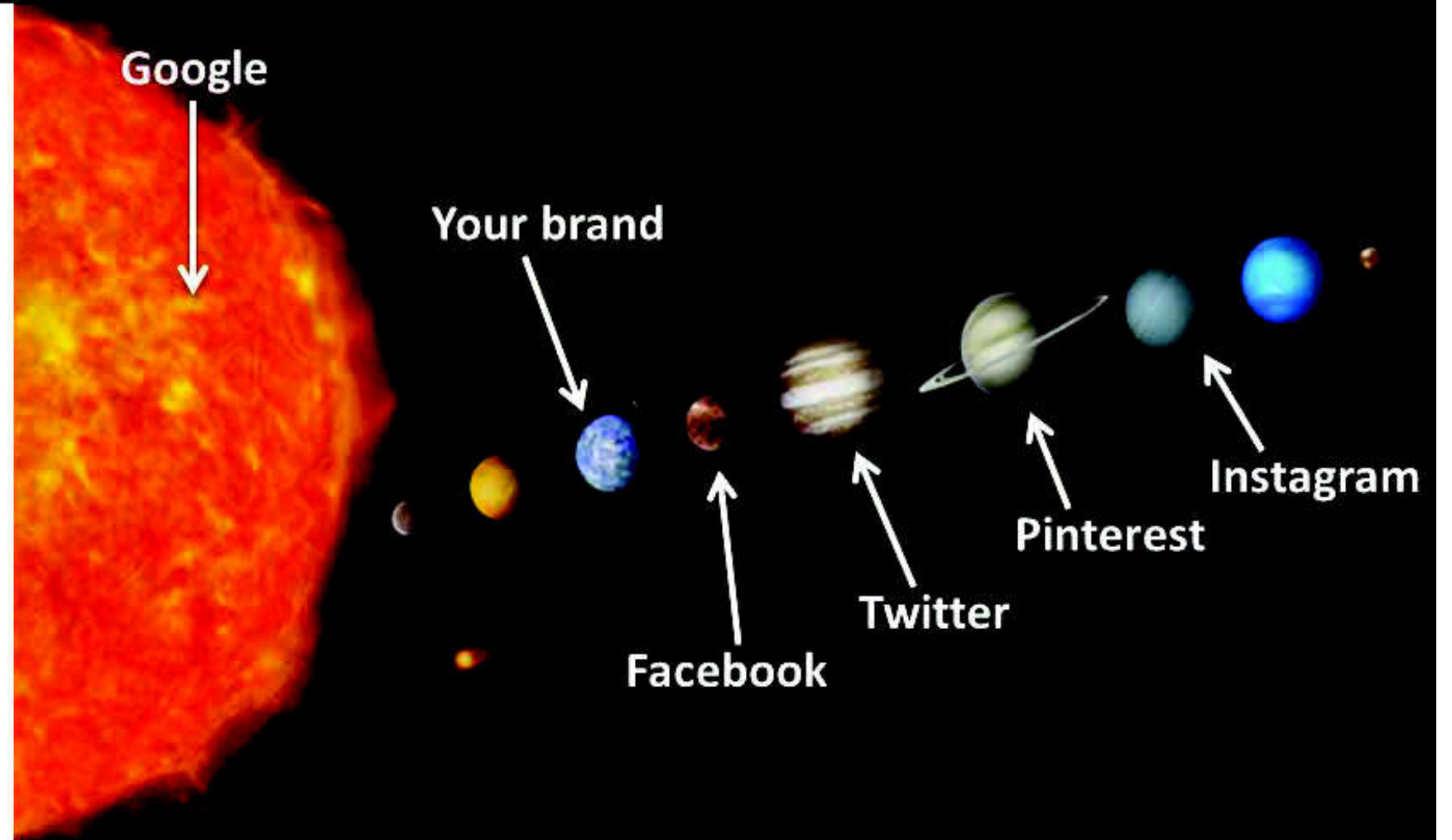
Small Planet Foods Listening with Purpose

Using customer feedback to guide business decisions



1.

Tune in to all
of your
networks.



2.

Eat customer service for breakfast.



Take care of your people.

If someone makes an effort to call, write, or fill out an email form, they are “your people.” Go above and beyond for all customer service inquiries. Keep a record of the most important ones and share with your entire team. Consumer comments *should* lead to change.

Cascadian Farm: Uh O's

NEW YEAR, NEW O'S!



Please enjoy our "fan-improved" Honey Nut O's and Purely O's. Be sure to let us know what you think. We really value your input. After all, this change was inspired by fans!

Stay tuned for our upcoming sweepstakes. We're giving 200 lucky winners a taste of both new cereals. Keep an eye out on FB: www.facebook.com/cascadianfarm.

3. Get on your network's bus, and sit in different seats.



Become interested in what interests your people.

Your followers are telling you what they care about on an hourly basis. Dig deeper into comments, shares, pins, retweets, blogs, etc. Grow your interest in their passion points, and then say something relevant. If they like what your brand has to say, build. If not, try another seat.

LÄRABAR:

For the love of dogs



4.

Dangle lots of carrots.



Make testing a strategy.

Testing ideas is easy and inexpensive. Is your gut telling you that your consumers might love a mobile app that helps with food allergies? Put it to the test. Social metrics are valuable votes. If an idea resonates with your people, follow through in some form.



Food Should Taste Good: Finding the goal



5. Prepare for uprisings.



Social unrest will happen. Have a plan.

Sometimes your brand will do something that your people won't like. If you know in advance, anticipate every possible question and have a truthful answer ready. If not, have an action plan in place. Change what they don't like if it makes sense, but don't fall prey to bullies.



Muir Glen: BPA Freeally?



Claire Sparks Reddick

Are your cans BPA free?

Like · Comment · February 10 at 11:03am

Nathan Coffelt likes this.



Muir Glen Organic Thanks for your question, Claire. We recently completed our transition to can lining made without BPA.

February 10 at 11:31am · Like · 1



Claire Sparks Reddick Great! Are these in stores yet?

February 11 at 6:01am · Like



Muir Glen Organic HI Claire - There is a good chance that our newer cans are on store shelves. Because we made the transition over a two year time period and our products have a shelf life of 2 1/2 years, both cans might be on shelves. But, the newer cans will replace the old in time.

February 11 at 11:40am · Like



6.

Engage in space travel.



Listen outside of your networks.

You may have a good handle on how your people feel about your brand, but what about the people who aren't interacting in your networks? Pretty sure they're talking about your brand *and* your competitors. It's worth seeking them out. Their thoughts matter too.



Addict-o-matic: Inhale the web

The screenshot shows the Addict-o-matic website interface. At the top, there's a search bar with 'LARABAR' entered and a 'Create' button. Below the search bar, there are navigation links like 'Browse the Menu', 'Available Sources', 'Bookmark/Share', 'Enablers', 'About', and 'FAQ'. A 'Follow' button is also visible. The main content area is titled 'Topic: LARABAR' and is divided into several search engine widgets:

- Twitter Search:** Lists tweets mentioning Larabar, such as 'Larabar and a banana for lunch #nutrition' and 'Ashley and Roxi from Larabar'.
- WordPress.com:** Lists blog posts about Larabar, including 'LARABAR :)', 'Larabar "Cappuccino"', and 'Larabar Banana Bread'.
- Wikio:** Shows 'No results found'.
- Friendfeed:** Lists posts from users like Tara Burner and sundrygoods.
- Bing News:** Shows 'No results found'.
- YouTube:** Displays video thumbnails related to Larabar.
- Google Blog Search:** Lists blog posts about Larabar, such as 'Quest Bar chocolate brownie | creative pills' and 'Rawkin It Vegan Style'.
- Flickr:** Displays photo thumbnails of Larabar products.
- Twingly Blog Search:** Shows 'No results found'.
- Ask.com News:** Lists news articles about Larabar, including 'Five "healthy" foods that aren't' and 'Meal replacement bars should be last resort'.
- Blinkx Mainstream Vid News:** Shows 'No results found'.
- Delicious Tags:** Lists tags for Larabar, such as 'Cannella Vita: carrot cake lara bar copycat' and 'Wall Photos | Facebook'.

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