

Bayer CropScience is among the world's largest innovative companies within the industry of crop protection, bio science and pest control. Bayer CropScience is represented in 122 countries and has 22,000 employees.

Sonja Andersen, BAYER CROPSCIENCE

WHEN YOU "CULTIVATE" CUSTOMER DIALOG ON THE WEBSITE

What does Bayer CropScience use Dialog Manager for?

In Dialog Manager Bayer CropScience has created the industry's without a doubt most powerful contact database with 12,000 farmers and consultants registered. In a flexible and efficient way Dialog Manager helps us handle the dialog that is crucial for creating customer loyalty and knowledge of our products as well as Bayer CropScience.

How does Bayer CropScience define dialog?

Dialog is when we receive a letter saying: "I'm retiring but I'd like to thank you for the good product advising". Bayer CropScience puts a lot of effort into understanding to communicate with farmers and to make the dialog mutual. Which is why it is important for us to have the proper tools to handle this dialog.

How is dialog with farmers made mutual?

Bayer CropScience has developed a price winning website that is 100% dedicated to the dialog. Information is entered by the farmer on the website and then maintained and analysed in Dialog Manager, which we then use to target product information and campaigns with. The overall objective is to make the website an everyday tool for the farmer.

How is your typical campaign structured?

It is important to keep the dialog tool busy with activities or the idea will die for the customer. In Dialog Manager it is easy to create the segments criss-cross all the different kinds of information about the individual farm and the farmer's interests that we need to target the communication. Typically we mail merge to email or as an alternative to letter. A send out can be about an upcoming agricultural fair, a new product from Bayer CropScience or an invitation to visit the website to update their own information, participate in contests, etc.

Does it cost a lot of effort and not least money to run all these campaigns?

No. We can make a lot of campaigns for little money especially because Dialog Manager is not as "grand" a solution. The system has a very logical structure. For instance, it is easy to construct new questionnaires for the farmers and consultants and in general to structure your own solution in Dialog Manager in the database.

How does the future dialog look like for Bayer CropScience?

Emails is definitely an important tool in the future dialog, and it is proven right for instance in the shape of impressive response figures from our campaigns. And this in spite of the fact that farmers by nature are little IT minded. It is surprisingly easy to create send outs with emails with both merged data and images in Dialog Manager. I am sure we will "cultivate" this much more in the future.

