

A New Way to Hear From Your Customers

Every successful retailer knows the golden rule 'listen to and react to what your customers are telling you'.

IGA 'Victorian Retailer of the Year', Neal Morgan, has put in place a new system called Helpful Comments that's helping him stay ahead of the majors. "It's a customer feedback system on steroids" says Morgan, who runs six IGA Supa outlets in Melbourne's North West. "I've got dozens of really helpful comments via the system over the past few months, more than we have ever got from feedback forms, or our website."

Getting customers to share their thoughts with businesses is not easy, but HelpfulComments takes a novel approach. Businesses reward customers for sharing their thoughts via HelpfulComments.com, but the reward is based on how helpful the business finds the comment.

"The rewards program means that customers try to make their comments more commercial. They include things like demographic information about themselves, what time of the day they were in the store, the name of the person who served them and so on. It's also a way for us to say thank you for taking the time to let us know what you think about our business" Neal explains.

The system is open to any business, meaning customers have lots of opportunities to earn rewards for their helpful comments.

"For a community-based retailer like us, HelpfulComments is great. We get more insights from our customers and it also means we're more approachable and more in touch with what matters to locals" said Neal Morgan.

www.helpfulcomments.com.au

No Ordinary Campaign to Reinvigorate a2milk™

a2milk™ in Australia has been relaunched with a bold marketing campaign targeting health-conscious consumers.

a2 Dairy Products Australia, a joint venture between Freedom Nutritional Products Limited and a2 Corporation, is seeking to reinvigorate the a2milk brand with a campaign dubbed, 'No Ordinary Cow- No Ordinary Milk'.

a2milk is the only milk available in Australia that contains the highest certified levels of a naturally occurring milk protein known as a2 beta-casein. This protein is associated with significant health benefits, especially in the areas of heart, immune and digestive health.

Mr Geoff Babidge from a2 Dairy Products Australia said the supply and distribution channels for a2milk had been expanded in preparation for the brand re-launch.

The brand is growing – having increased sales volume by 75 per cent since September 2007 – "we expect this to further accelerate once the marketing campaign kicks off" he said.

The \$3 million advertising campaign will commence in November in print and on-line, with the television campaign starting in early 2008.

a2 certified dairies have been established in South East Queensland, Western Sydney and regional Victoria to meet the anticipated increase in demand for a2milk.



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