

# LAST MILE GETTING IN CONTACT

## Tip 2: How can I make it easy for my customers to contact me?

Do you want to supply your customers with fresh produce straight from your farm? We will give you tips on the easiest way for your customers to contact you. We would also be pleased to provide you with personalized advice.



It is important that customers receiving a service are able to contact the provider easily if required. It could be questions about a product, orders or general queries. We have compiled a few tips here to help you optimize customer contact.

### Contact information

Only communicate with your customers using contact options that enable you to be reached simply and quickly. Provide your contact details online on your website, as well as offline in correspondence with customers or in brochures.

### Telephone

The telephone is still the simplest and most familiar way of getting in contact. Bear in mind that your customers will want to telephone you at any time – even when you are not in the office. With this in mind, you should set out the times during which you can be reached and provide these times alongside your contact details. If you cannot be reached by telephone, ensure that callers can leave an answerphone message (Combox).

### E-mail

Provide your customers with an e-mail address for getting in contact in addition to your telephone number. Many customers appreciate being able to write to you regardless of the time of day. But e-mails also offer you benefits: you can process queries at a time that suits you. With text-based communication, you also have access to the name and other details of the person contacting you. Furthermore, an e-mail account can generally be created quickly and without incurring any costs. When setting up the e-mail address, ensure that it is easy to remember and relates to your product, farm or services.

Here are a few examples of good e-mail addresses:

Possibilities using product names	Possibilities using farm names
fresh-box@gmail.com guets-farmfresh@hotmail.com veg-box@bluewin.ch ...	Guntis-farm@bluewin.ch Eberhards-farm@gmail.com Waltensberger@msn.com ...

Avoid using long or complicated e-mail addresses.

#### Social media/messenger services

You can also give your customers the option of contacting you via social media. Facebook and Instagram not only provide you with a place to showcase your farm and products, but are also easy-to-use communication platforms. Messenger services such as WhatsApp or Skype will play an ever larger role in the future of customer communication. An advantage of social media and messenger services is that you can receive queries in writing and respond to them when it suits you.

#### Further questions?

Do you have any questions or input? Don't hesitate to contact us.

#### The "Regional product delivery" service

The "Regional product delivery" service gives you, the producer, a new sales option for your local and seasonal goods. Swiss Post uses its dense logistics network to take charge of delivering the ordered goods directly to your customers. It's affordable, eco-friendly and direct.