



RIVERFORD ORGANIC CASE STUDY USING SENSORPRO SURVEY PLATFORM

Guy Watson began farming at Riverford in 1985 on three acres of land on the Watson family farm in South Devon. The land was fully converted to organic status in 1987 and he began delivering his vegetables to local shops, including his brother's farm shops. After establishing a very local organic vegetable box scheme, home delivery further afield was the next logical step. A network of distributors throughout the UK now delivers vegboxes - packed at one of their five local Riverford farms - to 45,000 households each week. The organic produce is grown by their own farms and a co-operative of local growers in each area. Riverford also sell a range of other organic produce including dairy, bread, meat and wine and are the recipient of numerous prestigious awards.

OBJECTIVE

As the biggest home delivery box scheme in the UK, and in the current economic climate where the organic sector faces some very specific challenges, it became clear that 'here-and-now' quality performance feedback was essential to Riverford.

Overall objectives include:


1. To monitor the quality score performance of individual core boxes over time.
2. To monitor the overall quality score performance of each farm (brand) over time.
3. To monitor the good and poor items within each box – to inform box contents menus and the mood of our customers.
4. To monitor service quality by franchise territory.
5. To give our customers the confidence that we implement the best possible and most 'rapid response' customer service strategy available to us.
6. To resolve quality and service issues immediately they are identified.
7. To use this one-to-one feedback facility as a USP (unique selling point) of Riverford in all future customer acquisition initiatives.

With a consistent and ongoing weekly reporting strategy in place, this survey can be tweaked according to company requirements.

STRATEGY

All customers who bought from Riverford in the preceding 13 weeks receive an email advising them of the predicted box contents for next week. Imbedded in this email is a link to the Box Quality survey, inviting them to tell us about their previous delivery – the good bits and the bad bits, and any service issues.


To make sure emails from us always arrive in your inbox and are not treated as junk mail, please add contents@riverford.co.uk to your address book. If you can't view this email, please [click here](#).
Please do not reply to this email.


Riverford from upper norton farm organic veg  **go**
order today

[this week's boxes](#) | [what we sell](#) | [visit & eat](#) | [recipes](#) | [farm news](#) | [about us](#)

fresh from the farm this week...

if you're a fan of camembert, try our new oozy St Eadburgha cheese
[£4.45 min 170g](#)



NEW  tell us what you thought of your last box ?
it only takes about a minute – if you have time please do this every week so we can make our boxes even better [click here](#)

Box Contents for the week beginning 19th October
Dear Nicola
Here are next week's box contents for you to choose your box. To change [add to your order](#)

New links to the same survey are currently being imbedded into the Riverford websites:

vegbox > for week beginning 26th October

fruit, salad + more

order today

just had a box - what did you think?

25 boxes to be won each month [go](#)

large box	medium box	small box
sante potatoes UK onions UK carrots UK savoy cabbage UK parsnips UK courgettes UK salad pack UK pepper ES calabrese broccoli UK pumpkin UK mushrooms UK vine tomatoes ES feeds 4+ people	sante potatoes UK onions UK carrots UK savoy cabbage UK red russian kale UK swede UK cherry tomatoes ES pumpkin UK sweet potato ES cucumber UK feeds 3-4 people	sante potatoes UK onions UK carrots UK beetroot UK savoy cabbage UK leeks UK red russian kale UK sweet potato ES feeds 2-3 people
£16.45	£13.95	£10.85
mini box	seasons box	roots & greens box
onions UK carrots UK beetroot UK romanesco cauliflower UK salad pack UK swede UK cherry tomatoes ES feeds 1 person	carrots UK savoy cabbage UK parsnips UK leeks UK calabrese broccoli UK pumpkin UK brussels sprouts UK cucumber UK feeds 3-4 people	sante potatoes UK onions UK carrots UK beetroot UK cauliflower UK brussels sprouts UK chard UK mystery veg UK feeds 4+ people
£8.95	£11.95	£11.95
fruit & veg box	mini fruit & veg box	favourites box

Each week, a summary of all scores by farm, scores by box and free text comments is sent to all General Managers, the Management Board and the Sales development Managers for each farm.

All customer responses which include a poor box rating, where 'Really disappointed' = 0, 'Poor' = 1 and 'OK' = 2, trigger an automatic email alert to the relevant local distributor who makes immediate contact to resolve the issue. Produce quality issues are forwarded onto the procurement and production departments at each farm and will be taken into consideration when planning forthcoming box menus, and next year's crop growing plans.

RESULTS

Since the implementation of this project, customer retention levels are improving, especially in territories where previous customer service levels were somewhat lacking. Riverford franchisee (distributor) awareness of quality and service issues has improved beyond recognition. Riverford is using the timely identification of poor quality as opportunities to woo the customer back on side. Where customers may previously have defected to Riverford's competitors, the Box Quality survey has enabled a 'can do' culture to thrive, and relationships between customers and their vegman/lady are getting stronger.

The management Board at Riverford utilize the weekly average quality scores to identify regional variations. Where a specific product line achieves consistently below-average scores, it is duly assessed for potential improvement or replacement by the product development team

CLIENT COMMENTS

“In 2008 we used SensorPro Research to utilize their platform dedicated to regularly capturing product quality data directly from our customers. Although this first attempt at collecting ‘here-and-now’ data became too complex to implement and analyze each week, it confirmed to us the importance of capturing timely quality data, i.e. in time to inform our product selection for the following week.

The new Box Quality survey is outwardly very simple and extremely user friendly. It takes less than a minute to complete unless the customer has a lot to tell us. The automatic email alerts to the franchisee notifying them of poor quality or service issues are building strong relationships between the two groups. As one Riverford franchisee summed it up, *"The Box Quality Survey is a fantastic and real time way to gauge feedback from customers. It also gives the customer confidence that we are listening to them to improve our produce and service at all times"*.

Over time, the box quality survey is becoming an invaluable tool for us to monitor trends in the quality of individual product lines and examine regional variations. It has enabled us to really sell our exceptional customer service standards to existing and newly acquired customers, and is already having a positive effect on customer retention. In the tough current trading climate, it is contributing to our improved business performance.

With the help of SensorPro we are continually updating the technology behind the Box Quality survey so that it can deliver more issue-specific information to relevant parties immediately it is identified. We anticipate that this facility will be available to our customers for the foreseeable future, and will become a distinct USP (unique selling point) to our core business operated by our network of franchisees.

Nicky Morgan, Market Researcher/Analyst, Riverford.

SCREEN SHOTS



Dear

Here is your next survey from Riverford. Your feedback so far has been very useful, so if you want to continue to help, please click [here](#) to start.

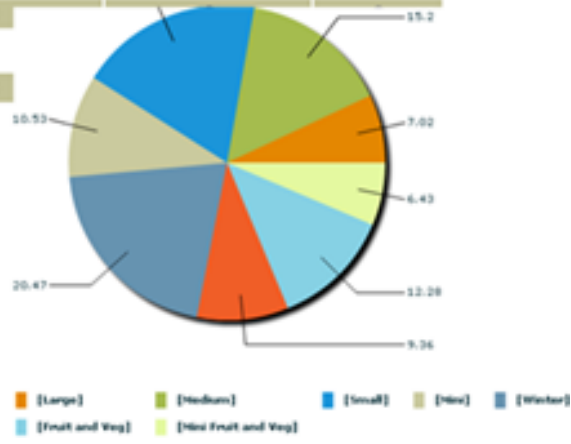


If you aren't interested in taking part, simply delete this email. If the survey shows you change the box. **Please rate the Mini Fruit and Veg Riverford box:**

With thanks
Rachel Watson
Riverford Organic

	Looked particularly good	Looked less good than expected	Looked as good as expected	Not Applicable
Mushrooms	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Saled pack	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cherries	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Strawberries	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tomatoes (aranca)	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ramero peppers	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Riverford Organic Veg
Local Call: 0845 600



TESTIMONIALS

“ I think these box survey results are excellent. They allow us to very quickly resolve issues customers have with their boxes. On receipt of one 'poor box quality' email alert I called the lady up 5 minutes after she had completed the survey. She seemed impressed that we got back to her and resolved the poor quality issues straight away.”

Stephen Spears

Riverford Home Delivery – Brighton

“ The Box Quality Survey is a fantastic and real time way to gauge feedback from customers. It also gives the customer confidence that we are listening to them to improve our produce and service at all times

Jit Parekh

Riverford Home Delivery - Leicester North

“ We've had a couple of 'poor quality' reviews come back. One was particularly useful - "This is the worst box we have had in 18 months". She was happy with our prompt response: I would suggest this is precisely the sort of customer (18 months of custom) that we cannot afford to lose

Mark Cheeseman

Riverford Home Delivery – Great Yarmouth

“ The Box Quality Survey is good in that it initiates an immediate response – I go to it straight away to see what the problem is. I think it's good that customers can do this and it's useful to read their comments

Liz McPherson

Riverford Home Delivery – Bath/North Somerset

“ Without doubt this has been extremely useful. Any problems detected through this system are fed back to us instantly, which means we can call the customer immediately and head off any potential problems before they escalate. In most cases so far the customer has been extremely impressed that we have acted so quickly. A fantastic tool for our customer service

Corinne & Marc Fowler

Riverford Home Delivery – North Gloucestershire