

Vantage Point

OCTOBER, 2017

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CUSTOMER SERVICES DEPARTMENT UPDATE CUSTOMER SERVICE IN 1287 MILES



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My husband Mark and I just got back from a wonderful 10-day trip to Georgia. We flew into Atlanta and took off on our adventure, then ended up back in Atlanta for our return trip home – 1287 miles later. In my wildest dreams, I didn't imagine we would drive that far in one state and still not run out of things to do along the way. We experienced a lot of interesting characters, fun experiences and beautiful scenery.

Perhaps when your own bread and butter is Customer Service, you notice and pay attention a bit closer than most regarding the level of customer service you and others around you receive, both the good and the bad. First of all, traveling to the southern USA brings a whole new level of dialect and manner of conversation to your immediate attention. I know in one conversation with a store clerk, Mark would ask a question, and the response would be "Yes, Sir" or "No, Sir" – and Mark asked at least a dozen questions, each with "Sir" imbedded somewhere within the answer. We found that same level of respect and appreciation within almost all our conversations on our trip no matter where we were.

Those of you who have traveled through the Atlanta airport know how crazy and overwhelming it can be, even for the well-seasoned traveler. Hartsfield-Jackson is the world's busiest airport both for number of passengers and number of flights annually. So, in my mind at least, I figured it would be big but easy to navigate as the signage would be clear and easy to follow. Lesson # 1 learned – it's not! We were much better off following the 'herd' vs trying to read signs as they were few and far between, and quite honestly, not always clear. I'm still puzzled how a sign can point you to baggage claim straight ahead when straight ahead went right out the main door onto the sidewalk. We did have to ask for some guidance on our way through the airport to our car rental counter. Our experience ranged from a 'grunt and a point' to detailed directions with a smile and Welcome to Atlanta. There is no need for you to speculate on which mode of communication we preferred.

When on vacation, one thing most everyone likes to do is sample and explore the local cuisine – Mark loves southern comfort food, especially grits. On our third day in Georgia, we made it to Savannah, and he was bound and determined that he was going to find the best grits in town that evening for dinner. He found a restaurant that claimed to have the best grits around, but they didn't come with the flounder entrée he wanted for dinner that night – so it was decision time as the menu stated clearly, no substitutions. We had a very sweet waitress that evening named Mya – and Mark asked her if there was any way he could get grits with the flounder instead of the rice pilaf side that was supposed to accompany his main course. With the cutest and kindest southern accent, she stated that while the kitchen staff balks when the wait staff puts through substitutions, she would make sure he got his grits (cheese grits none the less) and that there would be no additional charge for the substitution. Mya also sent us out the door with To Go drinks that evening for our walk along the river. By going above and beyond with her service, Mya earned herself a very healthy tip in the process, plus two more return trips to that same restaurant during our four day stay in Savannah.

Near the end of our trip, we wanted to get out in the country and see what agricultural life is like in Georgia vs what it is like here in the Midwest. Of course, cotton and peanuts are not midwestern crops so we were very interested in seeing those crops being harvested. We did get to see that, but only from a distance. As we meandered our way

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back toward Atlanta for our flight home, we came across peach and pecan orchards west of Macon, GA. We stopped to take pictures along the side of the road as a pecan farmer was harvesting his crop and unloading his blower full of pecans into a wagon. He noticed us and waved us to come over. He introduced himself as Hudson. Hudson comes from a family that has been running the same land in Georgia growing pecans since the late 1800's – but he stepped out on his own just this year and is a first year pecan farmer. He is managing over 800 acres of pecan orchards, some on land that he has bought on his own, and some that is leased from family. It was great to see his enthusiasm and desire to continue with a family tradition, especially since he was so young.

Despite being so busy, Hudson took the time to explain everything about the processes of selecting stock, the differences in varieties, irrigation, the process of shaking the trees, blowing the nuts into windrows and then vacuuming them up to be loaded in trailers to be hauled away to their family run pecan facility, where they sort, inspect and prepare the pecans for direct sale. We of course were very thankful of his time, as we know he was supremely busy and we were amazed he took the time to answer every question we had in the midst of harvest. Of course, we ended up at Hudson's family's pecan facility and brought home 5# of Georgia's finest pecans that were hanging on the trees only two days prior.

The lesson learned throughout this trip is that customer service comes in many different shapes and forms but all comes down to these basic principles - Respect and appreciation, solid communication, going above and beyond, and delivering excellence no matter how busy the day or week may be. It is my sincerest of hopes that AgVantage fulfills these needs for our customers each day. While we are all human and have good days and bad, it is my renewed desire to ensure that AgVantage continues to be a leader in the industry with exceptional customer service, along with solid and industry leading products. Please don't hesitate to reach out to me if we come up short meeting your expectations of service, I'd love to hear from you to ensure every one of our customers are well taken care of and pleased with our service!

Until next time,
Theresa



Stronger Together.....Merged October 1st:

AgVantage Software welcomes its newly merged customer Synergy Cooperative. The newly formed Wisconsin cooperative consists of three AgVantage customers: Lakeland Co-op, United Ag Co-op, and Cedar Country Co-op. Karl Varnes, is the general manager of the newly formed cooperative.

AgVantage Software, Inc. Fall/Winter Trade Show Schedule

Ag Retailers Association Tradeshow

Arizona Biltmore, November 28-30, Booth #212
Phoenix, Arizona

National Grain & Feed Conference & Trade Show

Marriott, December 3-5, Booth #415
Louisville, Kentucky

MN Grain & Feed 11th Annual Convention & Trade Show

Mystic Lake Center, March 7-8
Prior Lake, MN



AgVantage Software, Inc.
An Employee Owned Company

33rd National Conference & User Exchange June 20-22, 2018 Mystic Lake Center, Minneapolis, MN



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AgVantage National Conference -

I hope your Fall harvest is going well! The year seems to be flying by! Each month we work on a few more items in preparation for our 2018 National Conference. Even though the conference is eight months away, it's always in the back of our minds. Some of our staff will get the chance to check out the brand new Mystic Lake Center right after it opens. The Minnesota Grain and Feed Association will be holding their Annual Meeting and Trade Show there. In January, I will be attending a speaker's showcase in Minneapolis to try to find the perfect speakers for our conference. We have some ideas for sessions too. We will again send out a survey early in the new year to see what sessions our customers would like to see held at the conference. In the meantime, if you'd like to get a head start on your hotel reservations, they are now available.

Hotel Reservations Are Now Available as Mystic Lake Center

Experience luxury, modern amenities and sweeping west-facing golf course views as one of the first guests in the new Promenade Tower—adjacent to the new Mystic Lake Center and everything Mystic Lake has to offer. It's all just steps away from restaurants, bars and nonstop entertainment. With the addition of 180 hotel rooms in a stunning new Promenade Tower, Mystic Lake Center joins Mystic Lake Casino Hotel to form the second-largest hotel in the Minneapolis/Saint Paul area.

To reserve your room in the newest guest room tower, be sure to book your guest room in the **Promenade Tower**. The Promenade Tower will be the most convenient for you when going to and from conference sessions. Each room in the new tower features a residential layout, spectacular golf course views, and modern, upscale design. The other guest room tower is very nice too and it is closer to the casino. You may choose your preference when you review the room options and make your reservations on-line. Our 2018 conference rate is \$129 for one or two guests per room, no matter which tower you are in.

<http://mysticlake.com/en/hotel> or you can click the link on www.agvantage.com

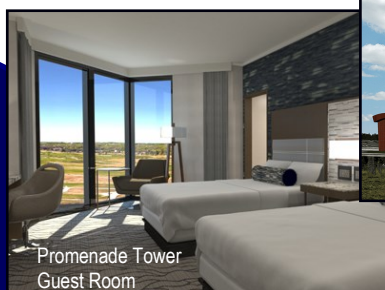
Click "Book Now" – **pink** button on the right side of the page

Enter desired stay dates (dates must be between 06/17/18-06/25/18)

Group Code: **1606AGVANT**

Click "Check Availability"

Or Phone Hotel Reservations: (800) 548-8536



Promenade Tower
Guest Room



Updates on New Releases & Software Releases Coming Soon



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Newly Released AgVantage - Version 8:



Edge CRM—Customer Relationship Manager

- New column in Acres by Commodity shows the amount entered in for average bushels
- Added Competitive Bushels field to the Acres by Commodity and a Pie Chart (407724)
- Added an Edge Grain link/button to the bottom of the Percent Marketed section (415594)
- Added two new fields under the Acres by Commodity section On Farm Storage and Freight Rate

Edge General Ledger

- New access to eAgVantage Financial Reports (407317)

Edge Agronomy

- Applicator screens – now display a better ‘fit’ for smartphone screens (413075)
- Additional items were added to the Spray Application report and field application (413245)
- Now shows field acres with Field name in Scheduled Orders (413085)
- Orders sent to automated blender are visible in Edge Agronomy (413348)

Edge Energy

- Added a pin marker and zoom in when searching address on site tab (412200)
- No longer pulls in phone number when editing tank (413209)

Edge Grain

- Proof of Yield Report now shows on the grain tab for CRM (414983)
- Added Settlement – Allow to select loads by farm or lot (393292)

Feed

- Added Order Change codes to the ration (414742)

Grain

- Now has Bought/Sold/Adjusted (BSA) code in the Position Transaction (413852)

Interfaces

- Do It Best Interface added the product description to the cross over report (407979)

Payroll

- New ability to F4 on default work code in Employee Master (U3EMAST) (414834)

*Please see our
Message Board
for many product
enhancements continuously
available.*

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AgVantage Software Releases Coming Soon:

Edge Accounts Receivable

- Customer Portal Phase 1 (399920)

Edge Energy

- Tanks that need to be painted (339535)

Edge Grain

- Change Loads (344456)
- Delete Loads (344463)
- Use the short name for the location name (414538)

Edge Inventory

- Physical Inventory Batch Entry add lot number (412045)
- Physical Inventory Adjustment headings (412063)
- Physical Inventory Browser (405885)
- When you click on Item Portal stay in Inventory (399930)
- Physical Inventory Adjustment Batch (405885)
- Create Menu option (407837)
- Physical inventory validate the enter key (408647)
- Physical Inventory add Item Lookup Box (408648)
- Physical Inventory batch remove counting factor (408668)
- Add filter for inventory by lot # (404349)
- Add description to item number/last item count (413890)

Edge Seed

- Edit Seed plans and order to manufacturer (370873)

Accounts Receivable

- Allow more term selections on Customer Aging Report (409952)
- Do not allow changing a customer Cash customer if they have balance (415569)

Grain

- Enable Lot Tracking by Crop (367055)

Interfaces

- Payment interface to scan in payment amounts (361353)

AgVantagePC Energy

- Ability to substitute products on the truck and roll up into one inventory (402158)

AgVantagePC Invoicing

- Process Grain "Live: coming from PC Invoicing (227181)
- Grain Bank Balances on the invoice (339147)

AgVantagePC Employee Time and Attendance (ETA)

- Limit manager authority (416114)

