What do your customers expect from you?

Meeting customer expectations is the essence of “quality service”… Following claims are reported as primary procurement issues for raw poultry products:

- Foreign objects
- Quality problems
- Weight errors
- Pricing
- Fat analysis
- Temperature
- Shipping damage

Quality expectations for poultry products vary greatly from one market segment to another. While the customers in retail/grocery market focus more on visual attributes, the food service and further-processing markets usually like to operate with stricter quality specifications for “just-in-time” processes and products. Regardless of the market segment, quality is achieved only when the customer needs are met. Three C’s: Communication (verbal and in person contact to better understand needs and expectations), Commitment (production and shipment of orders on time, 24/7) and Credibility (openness and truthfulness about your capabilities) are a must in this respect.

Customers are always looking for maximum value from their suppliers in terms of quality and service. Product quality (what they get!) and service quality (how they get it!) at a given price (how much they pay for what they get!) ultimately determines the value. Measure these parameters with quantifiable with data, not opinions… Recognize the issue(s), devise and execute an action plan, and affirm the solution. The challenge is to escape from the conventional ways of thinking that we have been accustomed to. After all, if we keep doing what we have always done - we will keep getting what we have always got…

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