

Customer Service

Customer service representatives utilize a variety of tools, methods, and techniques to ensure that customers are satisfied and that their needs are met. They also support those in sales and management roles to ensure that sales targets are achieved. These employees tend to also have direct contact with scale traffic at the co-op, being responsible for shipping papers, grading and weighing of commodities, and coordinating bulk delivery loads.

What responsibilities will I have?

- Provide exceptional customer service to customers on the phone, on the farm, and in the cooperative
- Greet all customers in a positive and friendly manner
- Develop a familiarity with customers and the products offered; be able to qualify a customer's needs by asking good questions
- Responsible for sales administration in an office environment and for establishing direct links with field representatives
- Provide liaison between customers and the co-op by ensuring prompt and efficient processing of customer correspondence, requests, and orders
- Direct general inquiries to the appropriate departments
- Maintain general product knowledge and background information in response to changes in the agriculture industry
- Maintain records and filing systems for the office team, as well as the sales and management teams
- Provide management with status updates regarding incoming and outgoing commodities; keep track of requests and feedback from customers to report back to management
- Learn to operate grain contracting and accounting systems
- Must have excellent written and oral communication skills, be highly organized, and able to multi-task

What education and training is necessary?

It is recommended for customer service representatives to obtain an associates degree in agricultural business or related field, although experience, personality, and drive are perhaps just as important.

What high school courses are recommended?

Agriculture education, mathematics, English, communications or speech, business, and computer courses

Who are typical employers in agriculture?

Cooperatives, food production companies, equipment sales companies, chemical companies, seed production companies, retail businesses, animal health companies, and financial service companies

Other Titles and Roles:

Counter sales person, feed dispatch person, scale attendant, grain grader, and central feed orders person