

MICRO BUSINESS OF THE YEAR

ENVIRONMENTAL AND CROPPING TECHNOLOGIES AUSTRALIA



Environmental and Cropping Technologies Australia love offering exceptional customer service to all of their current and prospective clients throughout the country. ECTA measure their success through their client retention.

So how does ECTA create loyal customers? With a wealth of training across agricultural topics matched with industry experience, they really understand how farms work and the challenges that managers face each and every day. Matching this experience with full management of data behind the scenes, gives ECTA a competitive advantage that maximises the potential from data collected. You will find ECTA at Field Days offering free trials and farm printouts, and all new client services include service level agreements to ensure that ECTA continue looking after them even after sales conversion.

ECTA retain loyal clients by offering:

Loyalty Rewards where Long service customers will receive promotional discounting and wholesale pricing for current services to entice a continued relationship.

Free upgrades when, Depending on the services offered, ECTA have promotions to entice clients to upgrade their work levels with minimal cost to either party.

Regular “catch-ups” where ECTA will often drop into farms to see how things are progressing and

to see whether they can upsell or solve any of their problems (Sometimes you will even see Phillip driving one of their machines for temporary relief)

- Over the last 12 months, ECTA have achieved the following outcomes: Increased their social media and internet presence by 20%
- Increased their local spending to 75%
- Increased net profit to 10%
- Increased each category of sales by 10%
- Increased brand awareness throughout WA by 10%.

As ECTA are immersed in cutting edge technology and software, a strong emphasis is placed on the importance of dedicating time for training and education to ensure that they stay at the forefront of the industry. This often involves attending various field days throughout the state, as well as furthering skills and networks by attending Precision Agriculture conferences

and seminars throughout the country. Luckily the industry is flexible, with the ability to work remotely if required, so it offers the perfect work/life balance.