



FINDING NEW OPPORTUNITIES IN THE “CHANGING OF THE GUARD”

Compeer tapped experts to gather rich qualitative and quantitative insights to build organizational empathy for farmers in a changing world



WHO IS COMPEER?



OUR MISSION & FOCUS



WE KNOW & CARE ABOUT FARMERS



UNDERSTANDING THEIR JOURNEY



FINDING THE RIGHT PARTNERS



THE CHALLENGE



Jim Tincher
Founder & CEO



Scott Caine
President

WHO ARE WE?



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- Journey mapping experts
 - Help clients drive action from insights
 - Gather qualitative data to reveal thoughts and emotions in journey
 - Tie behavioral data to operational and other metrics
- Agri-food value chain specialists
 - Fuse multiple methodologies/techniques
 - Blend market research and military intelligence best practices
 - Maintain strategic partnerships

WORKING TOGETHER



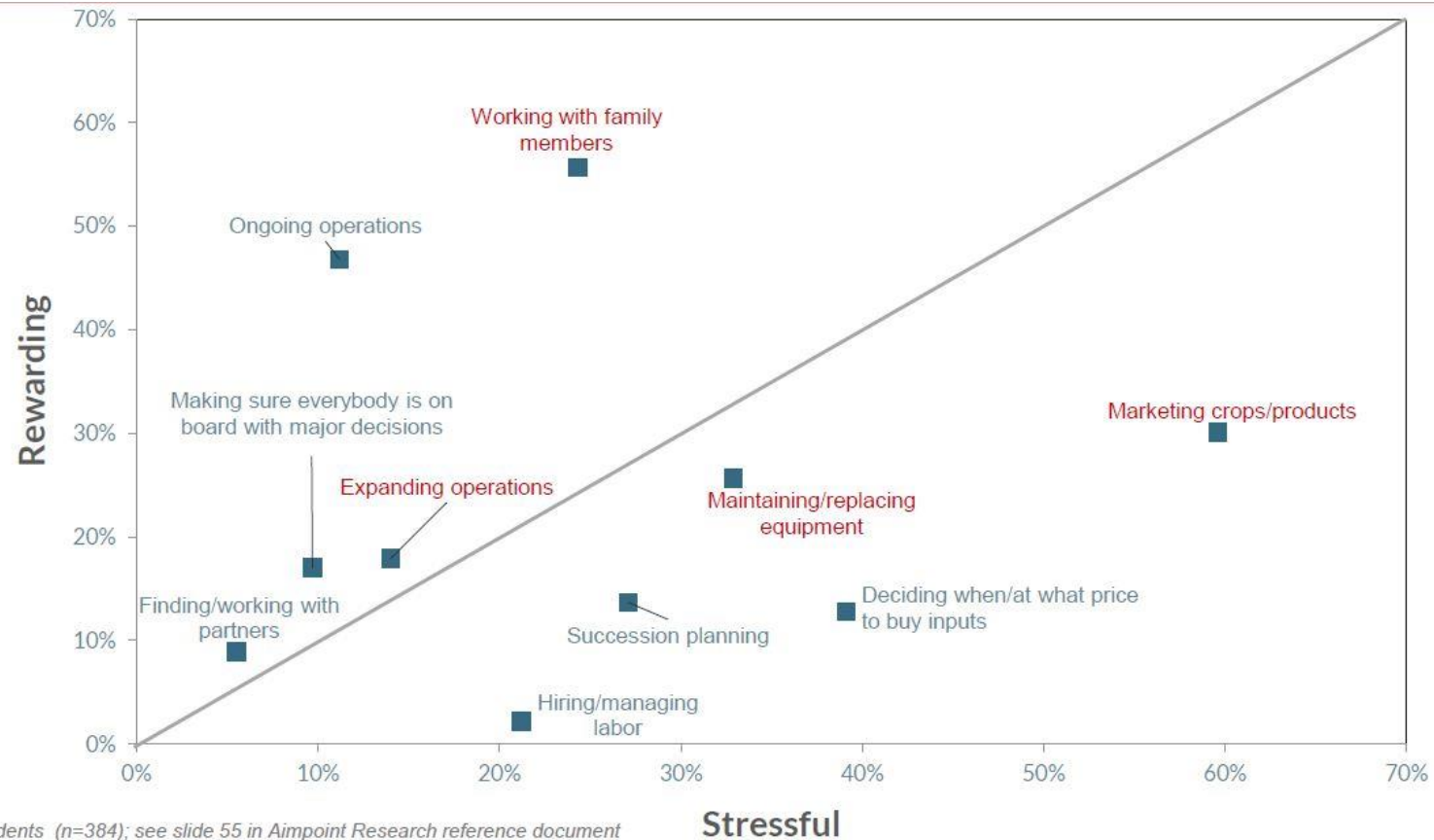
SEGMENTATION



OBJECTIVES & METHODS



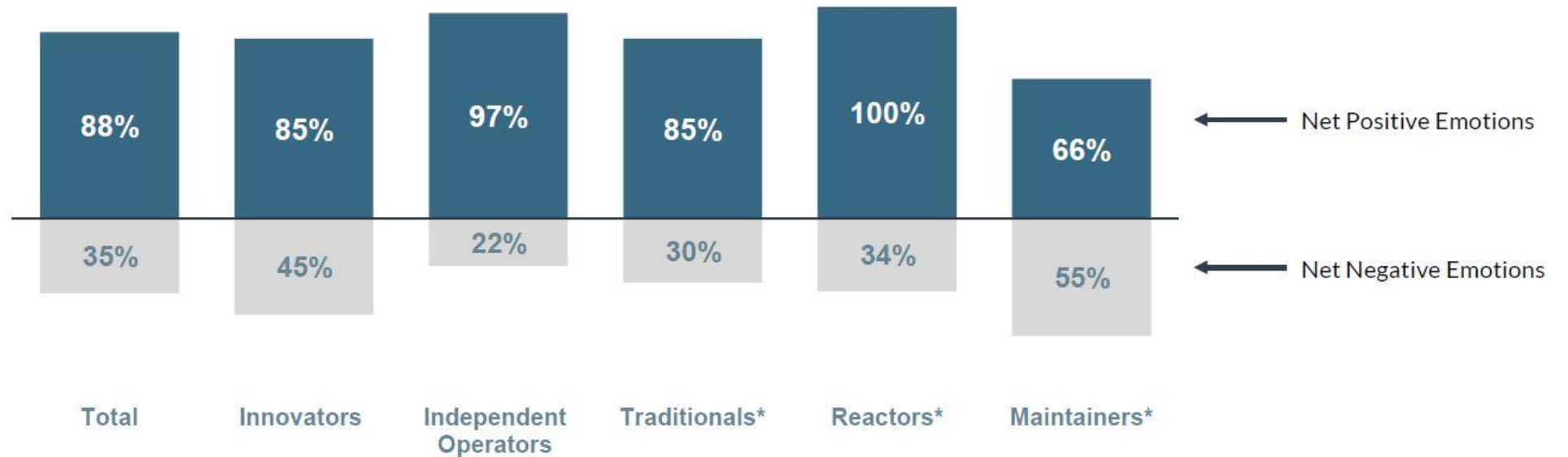
DIVINING DIFFERENCES: STRESSORS



Source: Total Respondents (n=384); see slide 55 in Aimpoint Research reference document
Of the following activities, please select up to three that you personally find most stressful in your farming operation.
Of the following activities, please select up to three that you personally find most rewarding in your farming operation.

DIVINING DIFFERENCES: EMOTIONS

Most Recent Land Purchase – Feelings Through The Process



Source: Total Respondents with a land purchase in the past 5 years; see slide 23 in Aimpoint Research reference document
For the following question please think about your most recent land purchase. How did you feel throughout the land purchase process? (Please select up to 3)

EXPLORING THE JOURNEY



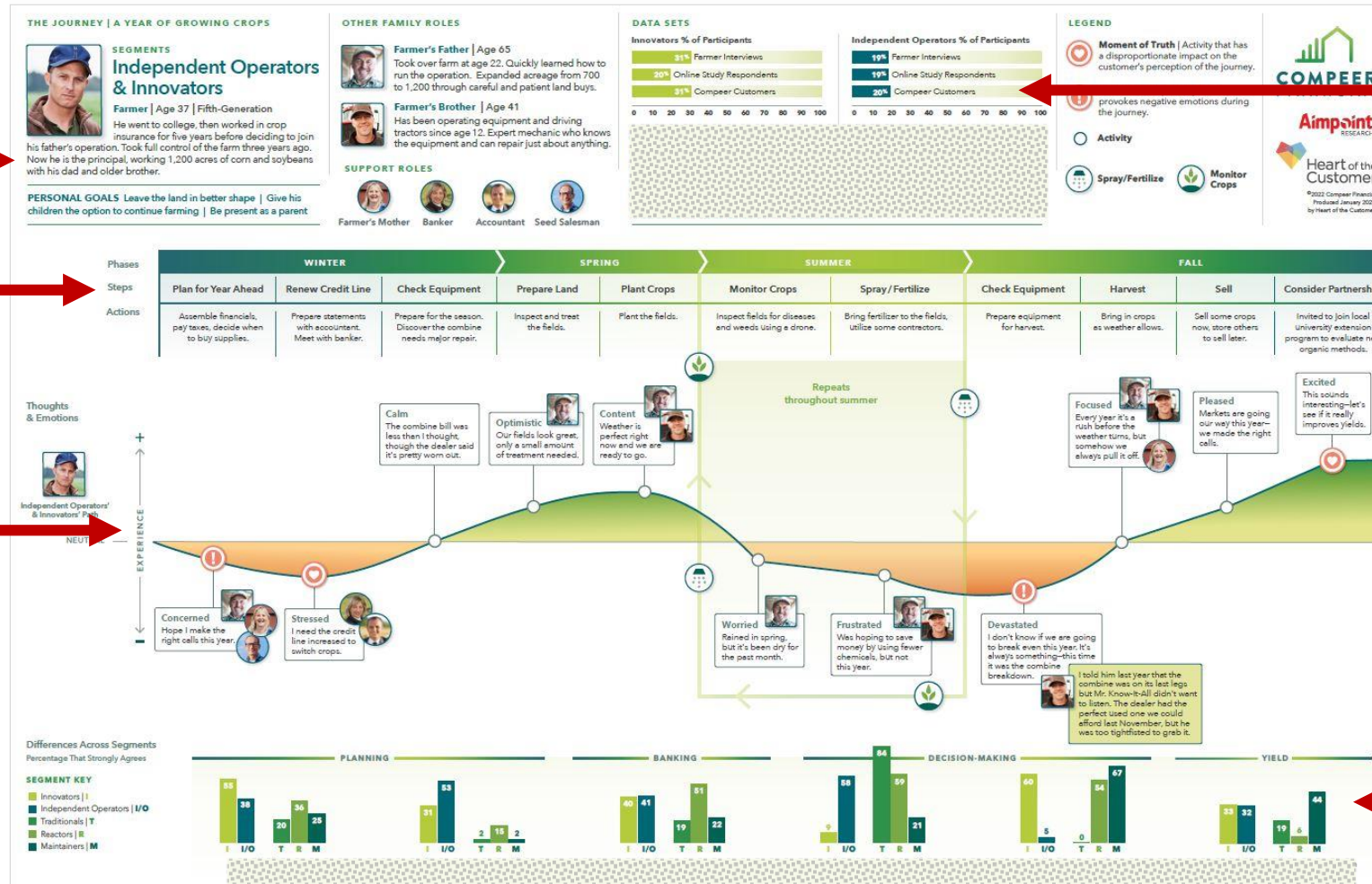
Persona

Journey

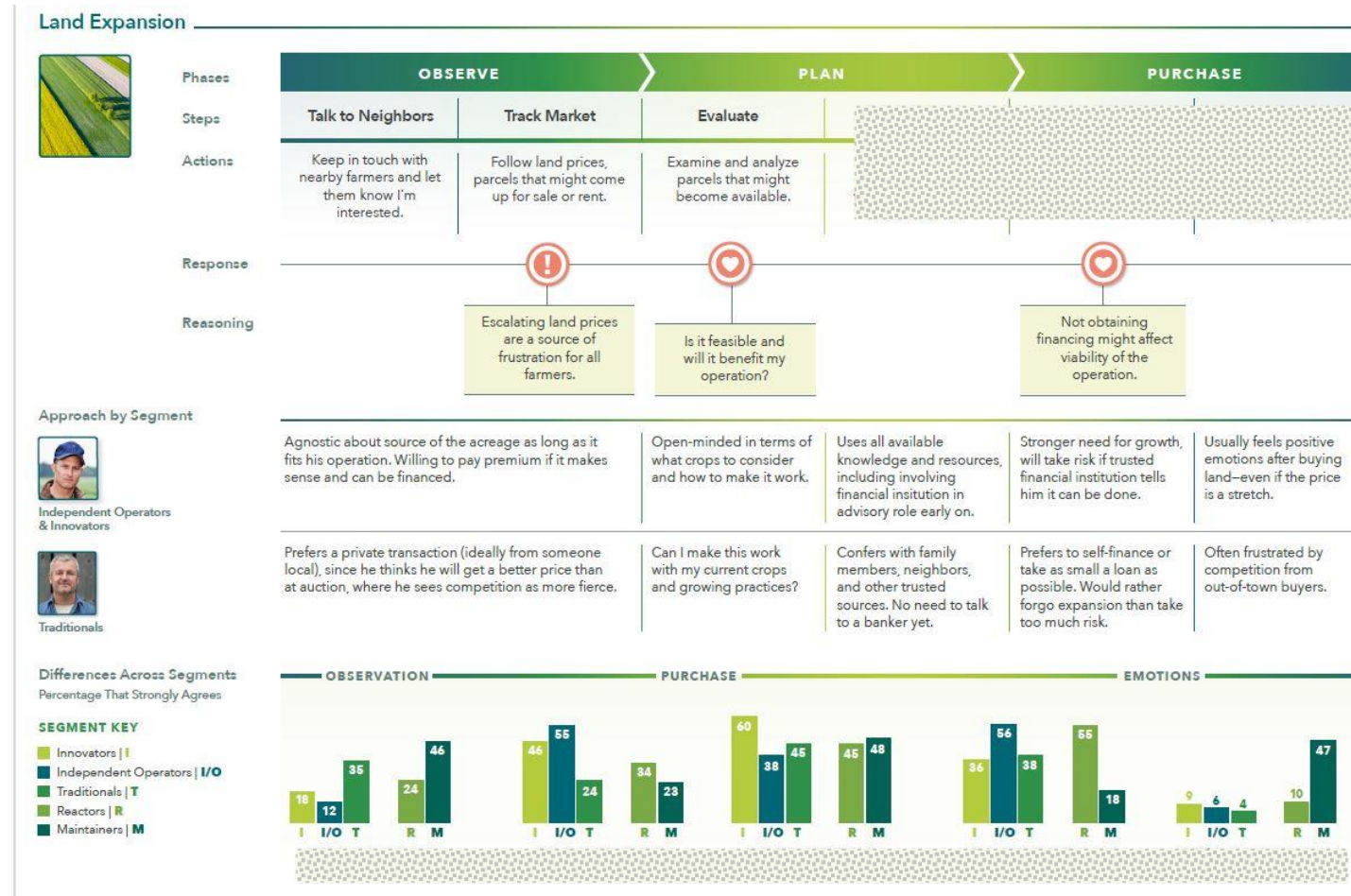
Data Sets

Emotions

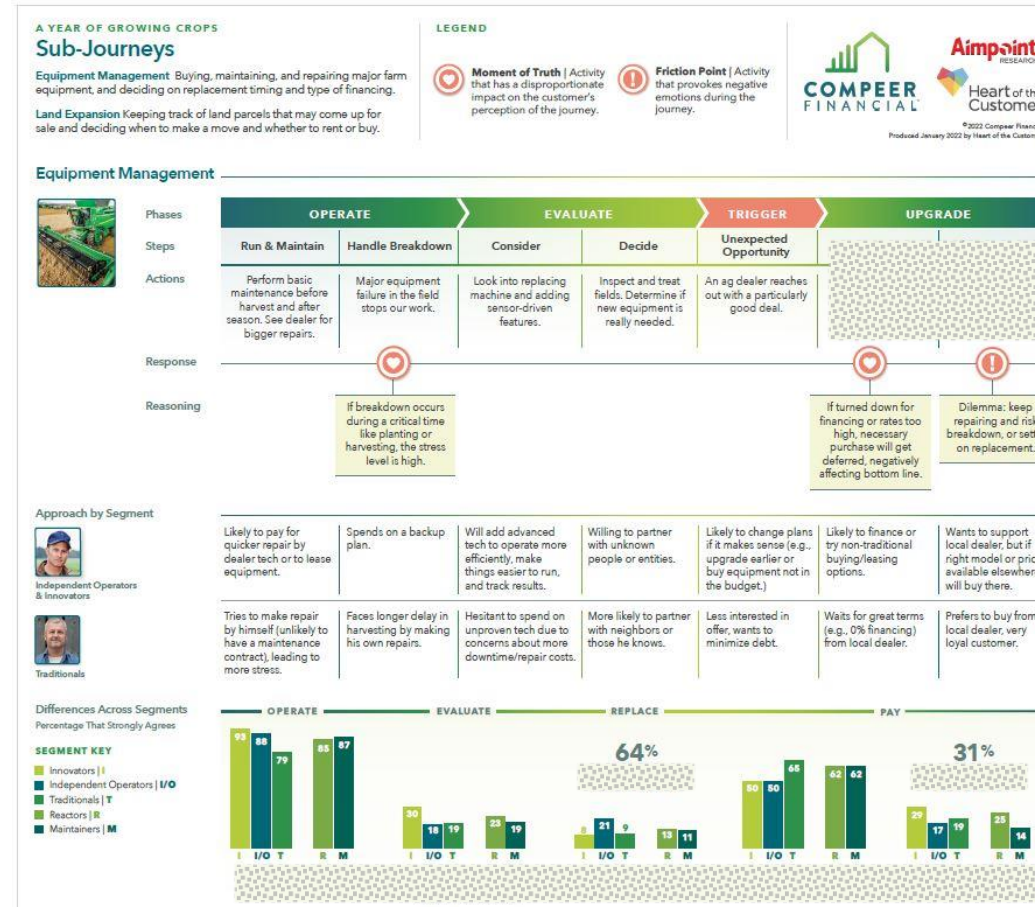
Segment Data



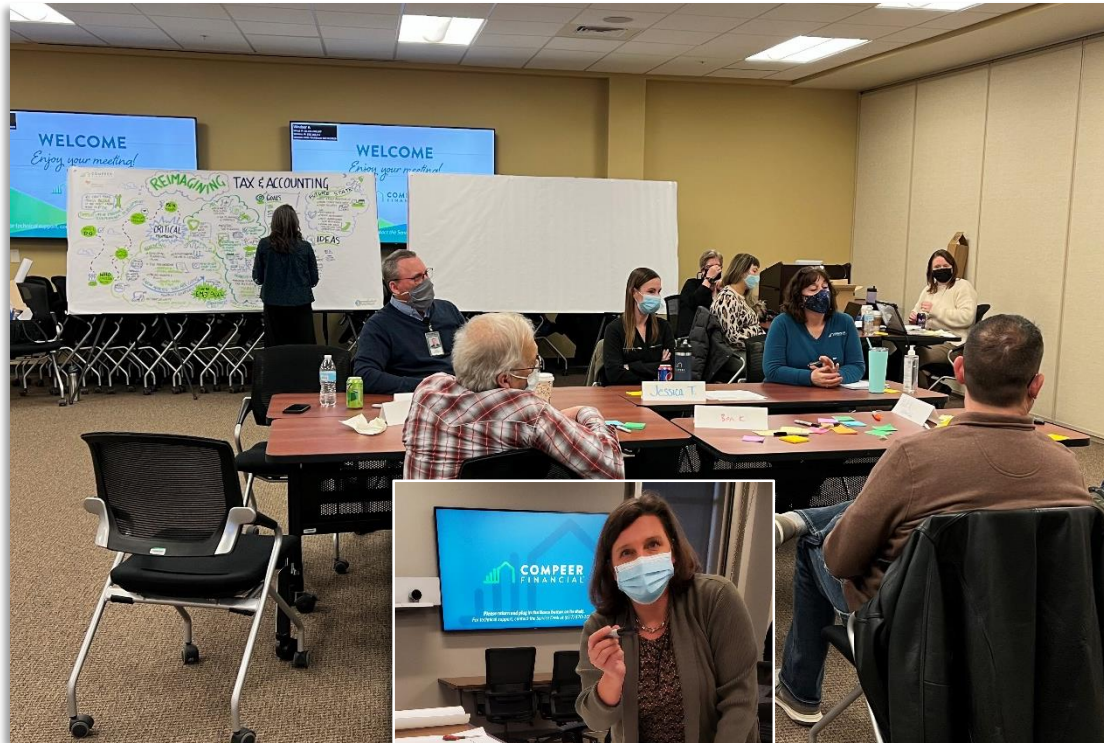
DIVINING DIFFERENCES: LAND



DIVINING DIFFERENCES: EQUIPMENT



DRIVING CHANGE



KEY FINDING #1

To deliver consistently excellent experiences, you have to deeply understand your client



KEY FINDING #2

The client experience is broader than your service offerings



KEY FINDING #3

It's not easy bringing two vendors together, but the results can really boost your impact





RECAP

- **Talk to your customers to understand their motivations and needs.**
- **Go deeper through quantitative work to capture the richest insights.**
- **Use this data to build empathy across your organization.**
- **Design and deliver the outstanding experiences that lead to better outcomes for customers and long-term growth for the business.**





TO LEARN MORE ABOUT COMPEER

For more information about Compeer Financial:

COMPEER.COM

For more information about Farm Credit:

FarmCredit.com

Connect with us on social media:

    **#CHAMPIONRURAL**

TO LEARN MORE ABOUT OUR PARTNERS



Heart of the
Customer



HeartoftheCustomer.com

Connect with Jim on LinkedIn:
www.linkedin.com/in/jimtincher

Aimpoint
RESEARCH



AimpointResearch.com



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Thank you!