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DTN AGHOST® MOBILE

Southeast Nebraska Coop

Beatrice, Nebraska

The rise of mobile devices by customers in southeastern Nebraska gave grain originator Bill Kodad an idea that is taking his coop in a new direction.

Southeast Nebraska Coop operates 14 locations, including its main office in Beatrice, Nebraska. For several years, the coop has been utilizing DTN products like Grains® Pro to help its customers better understand their marketing positions and manage key business issues and weather-related challenges. In recent years, Southeast Nebraska Coop began using DTN AgHost technology to customize its website, SoutheastNECoop.com, with real-time weather, news, cash bids, futures and other market information from DTN/*The Progressive Farmer*.

Over the past couple of years, Kodad noticed a digital change going on with customers. "Our customers were conducting more and more business on mobile devices," Kodad said. He thought the coop could build more coop brand awareness by engaging its customers through their smartphones and tablets and by providing an electronic storefront for customers to make marketing decisions.

The challenge

According to Kodad, Southeast Nebraska Coop wanted to stand out from its competitors in the region by having a customized mobile optimized site with up-to-date commodity market data that customers could easily access anytime, anywhere. The catch, would it be possible to create an engaging customer experience with relevant customer content, including mobile access to cash bids for the coop's multiple locations.

The solution

With the success of its website powered by AgHost, Kodad thought the most logical next step was to use DTN AgHost Mobile for the coop's mobile optimized site. He believed DTN's familiarity with Southeast Nebraska Coop was an advantage over other mobile site developers. Kodad has been impressed with the capabilities of AgHost Mobile to customize the mobile site, mirroring it to the coop's website and reinforcing Southeast Nebraska's brand.

As for the potential issue with including cash bids for 14 coop locations, DTN configured the mobile site to provide the information based on five service territories since the coop locations within each territory market the same cash bids.



