

GROWERTALKS

GT in Brief

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Ball Adds Supplier Quality Rating to WebTrack

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Just as other modern social media tools offer ratings of restaurants, sellers, your Uber driver and so on, Ball Seed is now making it easy for you to select a young plant supplier based on how good a job they do for customers.

Quality Rating is a new WebTrack feature that's based on several years of customer feedback from hundreds of thousands of Ball Seed shipments. It uses a colored flower icon and numbered measurements from 1 to 5, with 5 being the highest, based on the number of "quality notifications" they receive from customers—indications that a product didn't meet their expectations.

"The fewer complaints Ball Seed receives on product from a supplier, the higher the 'flower' rating for that supplier," Ball Seed Sales Director Jim Kennedy explained. "We know and share the expectation that every plant should be of high quality and ready to perform to its genetic potential."

Supplier evaluations are continuously gathered and updated quarterly for an accurate rate produced each season. Ball Seed believes the Quality and Order Fill ratings will be especially important with late purchases, when customers may need to buy from a less familiar source.

This new evaluation system joins the Order Fill Rating (indicated by star icons) currently in use on WebTrack, which tracks how well a supplier has delivered what customers have ordered.

Log on to www.ballseed.com/webtrack to see the system in action. Not on WebTrack yet? Contact your Ball Seed sales rep or Ball ColorLink associate at (800) 879-BALL to search, order and track your purchases today. **GT**