



On-The-Ground:

REMOVING MULTILINGUAL
CHALLENGES FOR AG EQUIPMENT

A Global Journey

One of the world's leading agriculture equipment manufacturers partnered with Ag Access to overcome the complex challenge of gathering and analyzing equipment failure and repair data across national and cultural agriculture contexts.

Faced with understanding service gaps in eight countries, the client sought Ag Access's expertise to navigate the intricacies of different countries, languages, cultures, crops, and equipment profiles. The collaboration led to significant insights that helped refine the client's approach to international service strategies, showcasing the durability of Ag Access's structured research.

The Story of Global Farm Equipment

Given the global operations spanning every major and minor growing region, the client's recent efforts focused on enhancing the reliability and serviceability of their equipment worldwide. Recent successes include innovations in machinery design and customer service initiatives, but the company aimed to deepen its understanding of international service gaps.



The Challenge of Service Gaps

Before partnering with Ag Access, the client needed help collecting actionable data on equipment failure, repair processes, and farmer needs across different agricultural environments. The need for a comprehensive, multilingual approach to research was clear, but the path to achieving this on a global scale was uncertain and fraught with logistical challenges.



2,000
RESPONSES

08

COUNTRIES

06

LANGUAGES

Farming Feedback

The project culminated in the collection of over 2,000 responses from farmers in 8 countries and 6 languages, meeting the client's diverse criteria for regions, crops, and equipment types. The data gathered was instrumental in informing the client's marketing and research teams and leading to targeted improvements in their equipment and service offerings.

The process not only fulfilled the client's immediate needs but also set a new standard for how they approach international market research.

In-Depth Insights From the Field

Ag Access devised a tailored strategy to address the project's distinct needs, coordinating with local vendors to work with farmers in their native languages. Beyond engagement, the initiative was designed to comprehend farmers' relevant experiences deeply. Quantitative research complemented qualitative methods, enriching the dataset on equipment usage and downtime impacts.

To ensure authenticity and accuracy, Ag Access facilitated a collaborative qualitative process with client representatives actively involved, participating in interviews and observations. **Recognizing the complexities of multilingual communication across 6 language groups, Ag Access orchestrated translators for each location, meticulously planning the timing and logistics of every interview.**

The project's logistics, from scheduling to on-site coordination, accommodated diverse time zones, farming schedules, and regional practices. This comprehensive approach to on-the-ground logistics underscored Ag Access's capability to navigate and unify varied agricultural experiences into a body of data useful for insightful analysis.

Seeding Success

Join the ranks of industry leaders who are already benefiting from our work on the ground. Discover how direct, in-depth research can deliver the data you need to transform your strategies and operations.

Contact Ag Access today to bring unparalleled clarity and actionable intelligence to your challenges.

Gain Access to Agricultural Insights

Ag Access is a research logistics company serving insights to professionals and strategic consultants in the agriculture and animal health industry who use research to inform critical business decisions.

With over two decades of experience conducting studies in the agriculture space, we offer audience access, questionnaire design, project management, data collection, and custom logistics plans to help drive your business forward. Our proven process brings clarity to the execution of market research studies from initial strategy through recruiting and final delivery of outcomes.

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