Direct Farm Loans Customer Journey Map

PRODUCERS

- “FSA has helped me when nobody else would.”

TOUCHPOINTS/CHANNELS

- "Voice the office at the end of the day knowing my producer on the road to a successful operation.”

LOAN OFFICERS

- “FSA has helped me when nobody else would.”

AWARENESS

- Application
- Initial discussion
- Receive expert support

APPLY

- Application
- Help with application
- Initial discussion
- Receive expert support

PROCESSING

- Approval
- Decision
- Receive notification

DECISION

- Decision
- Receive notification

MAINTENANCE

- Maintenance
- Repayment
- Inspection of collateral
- Get training

SYSTEMS

- Mail
- In person
- Online
- Website
- eGov

PAIN POINTS

- “I leave the office at the end of the day knowing my producer on the road to a successful operation.”

- “FSA has helped me when nobody else would.”

- “Voice the office at the end of the day knowing my producer on the road to a successful operation.”

- “FSA has helped me when nobody else would.”

KEY/LEGEND

- Pain points
- Touchpoints
- Key points
- Channels
- Systems