



Client Background

- A large Agri Fertilizer and Agri chemicals company in North India
- They have approximately 300+ field force engaged in educating and training farmers on usage of Agri products

Challenges faced

- Farmers engagement related information were compiled in a piece of paper and information available was never available for analytics, smart engagement and fetching productivity
- The same information was being repeated over time with no new addition in customer base or coverage
- The key driver was the ability to engage with the farmers on an ongoing basis
- Client was looking for an effective way to reach out to farmers to increase awareness
- Tracking results of the reach effectively

Solutions Provided

- A FRM (Farm Relationship Manager) was developed keeping all aspect of farmer and farming life cycle.
- Access of FRM was enabled via Smartphone and Web interface.
- Smart and Intelligent algorithms were written to ensure the relevant farmer and it contextual farming life cycle point was picked and displayed based on the current situation

Executions

Farmer Relationship Management (Web + Mobile Technology)

- Field Staff, Agriculture advisor were enabled with low cost smart phones and FRM was integrated to the following component for intelligent communication
- IVR Gateway, SMS Gateway, Web view for call center, company officials & Mobility device for field experts
- All teams were educated to ensure they understand how to use the application



Impact

- A complete digitized information of more than 300K farmers are in place
- Every farmer is segmented based on various parameters e.g. landholding, crop and products bought etc. and used for cross selling and up-selling.
- This has formed the base for a large number of ongoing programs for the organization
- More than 30000 farmers being managed on the platform on a monthly basis for active engagement
- All the farmers were educated and they recall and trust the Brand because of active engagement
- This application has not become a productivity tool for the field staff and attrition level of the staff does not impact a lot

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