



Client Background

- The client is one of the large fertilizer and Agri-chemical giant
- They have a large number of field staff who meet farmers and channel partners and educate them on the products and its application technique

Challenges faced

- In absence of a standardized content management system and regular field training on products and application technique, the right intended information was not shared to the end user
- The level of resources working in the field is also below average which results in even greater difficulties in promoting the right information
- Every season the range of products changes
- The application of products changes based on crops and geography

Solution Provided

- A full interactive content management system which is simple to use and easy to understand was developed
- Our in-house content generation team developed the content in multi languages i.e. Hindi, English, Bengali
- The content is being re-purposed and structured in order to suit the field needs.
- Certain algorithm were included to ensure the right information was popped up to the right person based on location, season, crop etc.

Executions

- The team developed the content in structured format in consultation with customer's products experts.
- The content was re-purposed and applied in CMS
- Mobile and Web version of CMS was released
- User were trained on how to download and Navigate through the content and share them with their farmers and channel partners



Impact

- Approximately 700+ field staff use the mobility device on the field to access the standardized content
- New user go through the training module of products and application using digital technology
- All refresher courses are managed via the CMS
- Even channel partners have started using this content for their consumer education
- There has been a huge reduction in offline training cost
- The new field user now has access to information from day one which help him address his target customer in a better informed way
- This tools act as an assisted device for individual and group farmer training.

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