



# KILIMO CALL CENTER









Farmers Call Center providing agriculture extension services to the hardest to reach smallholder farmers improving market linkages, ensuring usage of quality agro-inputs, and promoting evidence based good farming practices, through toll free **0800399399**.



Farmer



e-Extension Agents

-  Good agronomical practices
-  Crop Pests & Diseases Diagnosis
-  Agriculture Credit & Insurance Services
-  Fertilizers, Pesticides, Seeds, etc.
-  Markets & Market Information
-  Weather Forecasts
-  Pests and Disease outbreaks Alerts
-  Agriculture Value Addition

# Our Key Performance Indicators

(Target : One million farmers by end of 2020)



67,134

Calls Received from farmers across the country, mainly from Central and West Nile regions



64,112

Farmers profiled, and registered to receive regular market, weather updates, and pest / disease alerts



1,923

Farmers connected to mainly bulk buyers through Kilimo Marketplatform



624

Farmers connected to equipment service providers, mainly tractor services.



12

Full time software engineers, building the different farm innovations, and also call center support systems



15

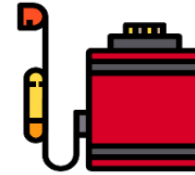
Full time agronomists, 10 of which work at our two call center stations (Kampala and Arua), providing extension services to famers, and 5 are field operations officers, collecting field data,

# Strategic Mission

Kilimo Call Center' s core goal will remain to sustainably improve the livelihoods of smallholder farmers through providing extension services, linking them to markets, financial and equipment service providers for improved productivity and profitability



Instant access to information and new technologies by smallholder farmers ; instant alert in case of pest / disease outbreak



Increased usage of agro-inputs to improve production; proper usage of quality agrochemicals



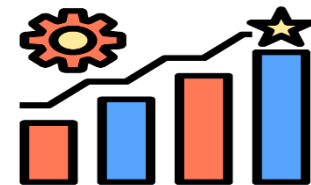
Improved access to a range of financial services including credit and insurance by smallholder farmers



Increased access to equipment services to mechanize agriculture and improve productivity



Improved market linkages, and instant access to market information by smallholder farmers



## Caller Tune Adverts

Utilizing farmers wait period during incoming calls to run relevant adverts for agro-input products, measurable Ad media, performance based pricing, cost saving, follow up SMS after advert



## Call Blasting / IVR

Improving customer experience with automated calls interactivity, new product offerings, products adverts, & discount alerts, triggering call to action



## Agent Recommendation

Recommending clients products and services relevant to the farmer by the call center agent based on the needs of the farmer during the call



## Customer Support

Providing extension services to existing customers, customer feedback, customer inquiries, product usage guidance etc.



## Market Survey & Research

Analyzing Customer behavior, brand awareness & sentiments, industry & competitors profiling, products performance analysis, input from target market etc.



## SMS Solutions

Delivering communication directly, quickly, automatically via SMS to existing and potential customers, about clients products, services, offers, price changes etc.



## Data Analytics & Business Intelligence

Reporting, data mining, Predictive analytics, prescriptive analytics, online analytical processing etc.



# Our Pricing Structure



Target Audience Size



Caller Tune Adverts



Call Blasting / IVR



Agent Recommendation



Customer Support

Target Audience Size	Caller Tune Adverts	Call Blasting / IVR	Agent Recommendation	Customer Support
1,000 farmers	UGX 450,000	UGX 500,000	UGX 600,000	UGX 1,200,000
2,500 farmers	UGX 1,012,500	UGX 1,125,000	UGX 1,200,000	UGX 3,000,000
5,000 farmers	UGX 1,800,000	UGX 2,000,000	UGX 2,100,000	UGX 5,500,000
10,000 farmers	UGX 3,350,000	UGX 3,500,000	UGX 3,600,000	UGX 10,000,000
25,000 farmers	UGX 5,625,000	UGX 7,500,000	UGX 7,500,000	UGX 19,440,000
50,000 farmers	UGX 9,000,000	UGX 12,500,000	UGX 10,000,000	UGX 29,160,000

# Expectations from Our Services

