

CASE STUDY



INDUSTRY

Agriculture

Company is strengthening the agri value chain by uniting farmers, seed growers, and corporates with Unmanned Aerial Vehicle (UAV) / drone-based hyperspectral imagery to ensure optimum harvest and profitability.

Value Creation Modules

Lead Management

Capture & track manual as well as Website Lead

Account Management

360 view of Accounts including customer and partners such as registered Farmers, Companies/Organizations, Govt Partners

Crop Management

Planning & Tracking of registered Farmer's crops

Farm Activity Planning & Tracking

Planning & Tracking of various farm activities: Irrigation, Fertilizer/Pesticide/Micronutrients Application, Manual Labour tasks, Remote sensing survey, Harvesting Information

Quote Management

Quotation management for selling Agri-Product and services to various Companies and Govt Partners, Providing Bill of Sale& Warehouse receipt to Farmers.

Intelligent Reporting

Real time reports and dashboards for the business owners and operations team to keep a check on business health

Personas



- Farmer Success Executive/Manager
- Procurement Manager
- Agronomist
- Remote Sensing Team
- Management Team

Products & Technologies Used



sales cloud



platform

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CHALLENGES

- No single digital platform to capture and work on Leads.
- Difficulty in identifying, assigning and tracking various types of leads across various teams
- No unified view of Leads status and progress.
- No unified view of customer and partners
- unified data such as Farmer's data including Crop data and farm activities
- No digital platform to manage quotation process
- Challenge in visualizing KPI and Sales team performance

- Unified view of customers and partners by creating a customer 360-degree view
- Lead module to capture and work on various leads
- Lead Auto-Assignment basis the lead types and defined teams
- Web-to-Lead to capture leads from website
- Provision to categorize Farmers as Crop Assured vs Non Crop Assured
- Provision to capture crop planning and tracking for registered farmers

- Provision to plan and track various farm activities for registered farmers
- Provision to generate Quotation and Bill of Sales basis the type of engagement.
- Provision to generate reports and dashboards to compare farmer's input to crops before registration and after registration with BR, Season by season Harvesting Details for various crops of registered farmers, Team Performance



SOLUTION



BENEFITS

- Streamlined Lead to Quotation process
- Unified view of customer/partners with all the transactions at one place.
- Efficient customer/partner onboarding process reducing the Average handling time and increased customer satisfaction.
- A digital platform for the team
- Better control over business by virtue of holistic real time reports and dashboards for business owners.