Survey & Feedback (Farmers)

About the Organization

It is a semi-government interactive platform for scientists, agricultural experts, institutions for sharing their technology & knowledge with the registered subscribers i.e. farmers who have willingly opted for the service. The knowledge is shared in their local language in text as well as voice format. It is an enterprise-class communication platform to broadcast text and voice messages on the mobile phones of individual farmers. It enables its users to send personalized and interactive outbound Text & Voice messages at the touch of a button.

Challenges Faced

▶ Client required an IVR system that needed to have a maximum of 3 digits as inputs. For e.g. the farmers would input the total acres of land which can come up to min of 1 and max of 3 digit, however all IVR system do not provide this.

▶ They also required an intricate customized IVR system that consist of multiple layers of questions where each layer would have a sub set of questions.

Solution Deployed

▶ Route Mobile created a customized IVR system with subsequent layers of questions to meet their requirements.

▶ The questions also provided you with the option to input answers that were more than one digit but less than or equal to three. (e.g. of total hectares of land - 1,14,300).

▶ In case the customer fails to respond after the first SMS, the second SMS will be triggered as a reminder/ follow-up. He will be connected to the agent as soon as he responds with a missed call.

Impact of Solution

▶ Data Mining based on efficient surveys, 62% positive feedback.

▶ Customizable flow, reduced time to send new surveys by 90%.

▶ Successful campaigns, Answer ratio > 80%, Average Duration >2 mins.

▶ Client was able to gather data from large group of farmers with fewer efforts enabling it to save time and money. The data collected helped educate the farmers on the best agricultural solutions available.