



# Tracking sales, stocks and farmer engagement in rural India

## Overview

**Location:** Hyderabad, AP  
**Country:** India  
**Industry:** Crop Sciences

### Customer Profile

Bioseed is a part of DSCL. Bioseed owns a vast pool of germplasm, among the richest in the world. Bioseed has operations in Vietnam, Philipines, Indonesia, Thailand, Bangladesh, Laos, Cambodia, Nepal and China.

### Business Situation

Bioseed required a solution that would work in rural India for tracking stock liquidation at distributors and retailers, for engaging with farmers and for making their field sales force more effective.

### Solution

Impel CRM was specially configured to work on Android tablets for the Bioseed field force to use in areas with no connectivity. Impel was configured with simple SMS commands that allowed farmers to register themselves for future contact. Distributors and retailers could also report on stock liquidation with SMS commands

### Benefits

- Improved data collection from the field
- Dramatically improve sales team productivity
- Improved brand image and positioning with videos, testimonials
- Gained visibility into secondary and tertiary sales in the field.

Shriram Bioseed is a part of the DSCL group. Today, Bioseed owns a vast pool of germplasm, amongst the richest in the world. The gene pool has sprouted one of the highest success rates in all of Asia. When expansion plans took root, Bioseed strengthened its operations in Vietnam and the Phillipines and then extended coverage to Indonesia, Thailand, Bangladesh, Laos, Cambodia, Nepal and China.

The company's pan-Asian spread allows for the cross-fertilization of ideas. The yield: Unique biotechnology-based solutions for the benefit of countries with similar climatic and soil conditions. The mission: Empowering farmers with high-yielding solutions of the future, from the right hybrids to better cultivation techniques.

Bioseed is one of a handful biotechnology companies with expertise across the board: Research and development, field and lab testing, data review, production, farm management and farmer interaction.

The Bioseed vision is to increase productivity and profitability of the farmer.

## Challenge

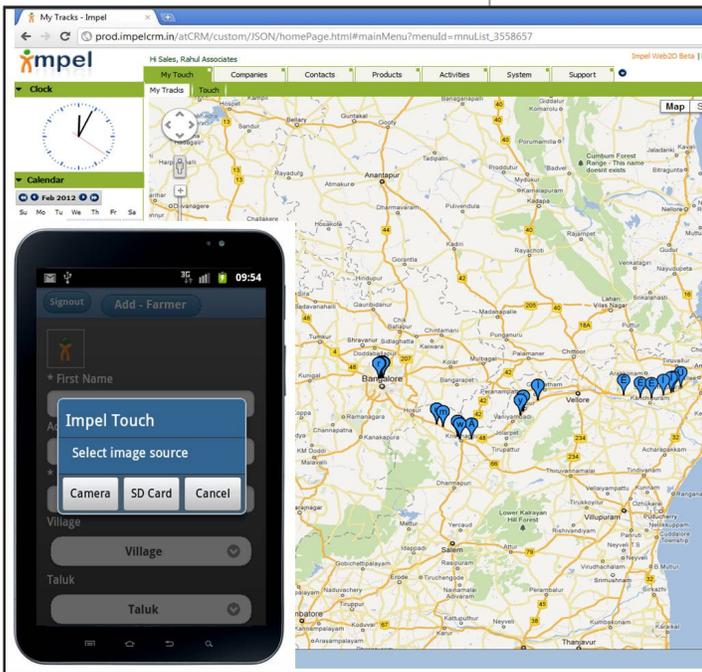
The seed industry is different in that it has an extremely short selling season. With only two main growing seasons- Kharif and Rabi, it is very important for the seed companies to get farmers to buy their products during the season. Bioseed sells their products through a large network of distributors and retailers across the country. The retailers are mostly at remote locations and hence keeping track of the inventory and stock is a very cumbersome process.

The Bioseed sales team did not have a formal system of tracking their consumers (farmers). Bioseed needed an effective CRM system that would help them plan their field sales activities, analyze them effectively and that would help them track the quantity of stock available with different retailers across different locations.

## Solution

PK4's solution to Bioseed works at three main levels- farmer engagement, channel retailers/distributors and the Bioseed sales team. It was extremely important for Bioseed to keep the farmer (customer who buys the seeds) engaged to ensure repeated buying every year. Impel's contribution to Bioseed at this level is the development of easy to use SMS commands by which Bioseed encourages farmers to send a simple formatted SMS about their location and acreage to build into their database. Farmers are then followed up by a call center and the information about the farmer is then enriched via the call. Simple SMS commands were also set up for tracking attendance at night meetings that Bioseed field sales force set up in different locations.

The SMS commands also play a major role at the retailers/ distributor level in terms of stock liquidation. Both the retailer and the distributor send a simple pre-formatted SMS that quantifies the amount of sales that day for different seed SKUs.





Impel Touch, a first of its kind business app has been developed for the Bioseed sales force. Once installed on the tablet, Impel Touch serves as a connect between the rural sales force and the corporate offices in the city. Apart from tracking a particular sales person's planned route of travel, Impel Touch syncs every detail from the tablet to the Bioseed database in Impel including media files like pictures, video testimonials from farmers etc.

In addition, Impel also provided the outbound call centre module where call centre executives use the primary data of the farmers to get a more detailed insight into the requirements of the farmer and their crops. The Inbound call centre system acts as a

support wing to address farmer queries and problems.

### Solution Details

- Field salesperson location tracked via GPS
- Training videos created at HO synced to the tablets for better presentations
- Registered farmers tracked and contacted by call center
- Daily distributor / retailer stock liquidation details during the season enables for replenishment of stocks.

### The future

Improve engagement with the large database of farmers via SMS-based weather updates, crop FAQs, special programs. Provide an inbound call center for farmers to get more clarity on specific crop and seeds issues.

### Business Impact

- Improve quality of data collection from the field
- Improve sales productivity; generate quotes, sales orders and invoices on the field
- Gained visibility into secondary and tertiary sales in the channel
- Improve brand image and positioning with high-quality video presentations
- Gain new insights into the field with videos and images collected from the field
- Collect information from the field even without data connectivity.

### About PK4

PK4 Software is the market leader in on-demand CRM solutions for India. Our flagship CRM product - Impel CRM - helps companies put their customers at the center of their business. Impel CRM enables sales executives to spend more time with customers and less on administrative work. Impel CRM helps companies increase revenues and maximize profits by increasing sales productivity, marketing efficiency and service operations. The web based CRM is used by sales, marketing and customer service teams across a variety of industries ranging from SMBs to large enterprises.

Available on the Web, on mobile devices, via SMS and on Android tablets, Impel CRM provides field forces with the largest possible accessibility options.

For more information, please visit our website at [www.impelcrm.in](http://www.impelcrm.in). You can also call us at +91-80-3008-2000 or e-mail us at [sales@impelcrm.in](mailto:sales@impelcrm.in).