



ANGAZA MKULIMA

Area of Focus: Customer relationship management and agricultural information

How it works: In 2010, Kenyan agricultural input company Farmchem launched Angaza Mkulima, a website and SMS system that can be accessed via computer or mobile phone, in order to target their existing and potential customers. Registration to the system only requires the farmer to submit their name and phone number through a simple form on the website or by sending an SMS with the same information. Once registered, farmers gain access (through the website or SMS menu system) to farming tips and strategies for helping them increase their yields and profits. The system also allows farmers to give feedback on products, identify farmer field days near them, locate their nearest authorized retailer, get updates on new products, and order products directly to their nearest dealer. Distributors are also able to access the system to place orders directly from Farmchem as needed.

Technology used: Website and SMS to access online information, SQL Database for customer registration

Implementer/Funder: Farmchem created this system for their own business needs without funding from external sources after it recognized the value in being able to collect end-user information.

Fees: There are no fees for farmers, and operating costs to Farmchem are minimal.

Primary Markets: Kenya

Users: Over 50,000 farmers are registered on Farmchem's system with over 80 percent accessing by mobile phone.

Business Model: Farmchem is an agricultural input supply firm selling seed and fertilizer through a network of distributors in Kenya. The company had the system developed to inform their farmer customers but it can also be used as a promotional tool to attract new customers to the brand, maintain loyalty of existing customers, and to better identify customers to be targeted with specific information based on their profile. The system is expected to increase sales and revenue, making it financially sustainable. Voluntary customer registration systems like Angaza Mkulima make sense for many types of businesses but are especially useful for input supply companies selling through an external distribution network and having limited relationships with end-users. This system allows these companies to understand their customers' demographics and target them without relying on distributors as the only direct means of customer marketing.

Impact: The Angaza Mkulima system has over 50,000 registered farmers and other individuals that now have access to useful information on inputs and production. It is beginning to provide the company with useful information about their customers that can be used to improve product and marketing efforts based on customer preference and thereby increase sales. The impact of the information farmers receive on their productivity or income are not currently available.

For more information visit: <http://www.angazamkulima.com>

Source: Information provided by Farmchem Kenya in May 2012

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