

# Insights from the mFarmer initiative

January 2015



mAgri

We're just waiting for participants to dial in and we'll start the webinar shortly.  
Please **use the call back function** to dial in to the webinar. This should appear as a pop up box, which invites you to share your phone number to receive a free call back that automatically joins you to the webinar audio.

# Insights from the mFarmer initiative

January 2015



mAgri



# Sharing Insights from the mFarmer Initiative



## Housekeeping:

Please **use the call back function** to dial in to the webinar. This should appear as a pop up box, which invites you to share your phone number to receive a free call back that automatically joins you to the webinar audio.





To ensure a clear line for everyone, all participant lines will be muted. Please ensure you **DO NOT UNMUTE** your line.

Please feel free to **send any questions as a private message to Emma Nielsen**— this can be done at any time via the chat function.

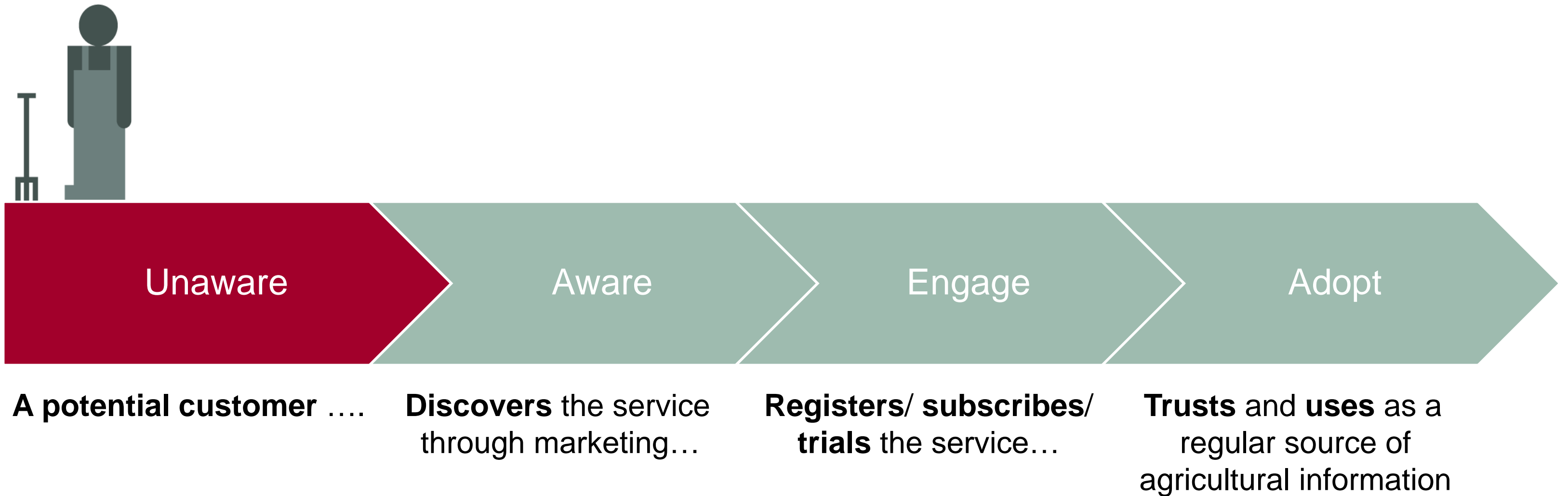
Questions will be answered during the Q&A following each presentation section.

# GSMA mFarmer grantees



Grantee	Country	Service name	Services currently offered	Channels	Number of users
	Tanzania	Tigo Kilimo	Agronomy tips 1-5 day weather forecasts Market prices	<ul style="list-style-type: none"> <li>• USSD (pull)</li> <li>• SMS subscription (push)</li> <li>• IVR (pull)</li> <li>• Helpline (pull)</li> </ul>	~ 390,000
	Kenya	Airtel Kilimo	Agronomy tips 1 day weather forecasts	<ul style="list-style-type: none"> <li>• SMS subscription (push) / USSD/chat application</li> </ul>	~ 15,000
	Mali	Sènèkèla	Agronomy tips Weather forecasts Market prices	<ul style="list-style-type: none"> <li>• USSD (pull)</li> <li>• Helpline (pull)</li> </ul>	~ 150,000
	India	mKisan	Agronomy and livestock tips Weather forecasts Market prices Non-agri content – health, educational, finance	<ul style="list-style-type: none"> <li>• SMS subscription (push)</li> <li>• IVR (pull)</li> <li>• Call centre (pull)</li> </ul>	~ 840,000

# Let's define adoption



# Reaching scale

The majority of these markets are still untapped

~ 98% of **addressable market**  
have not tried the services\*

~ 2% of addressable market are the  
**user base** for these services

Unaware

Aware

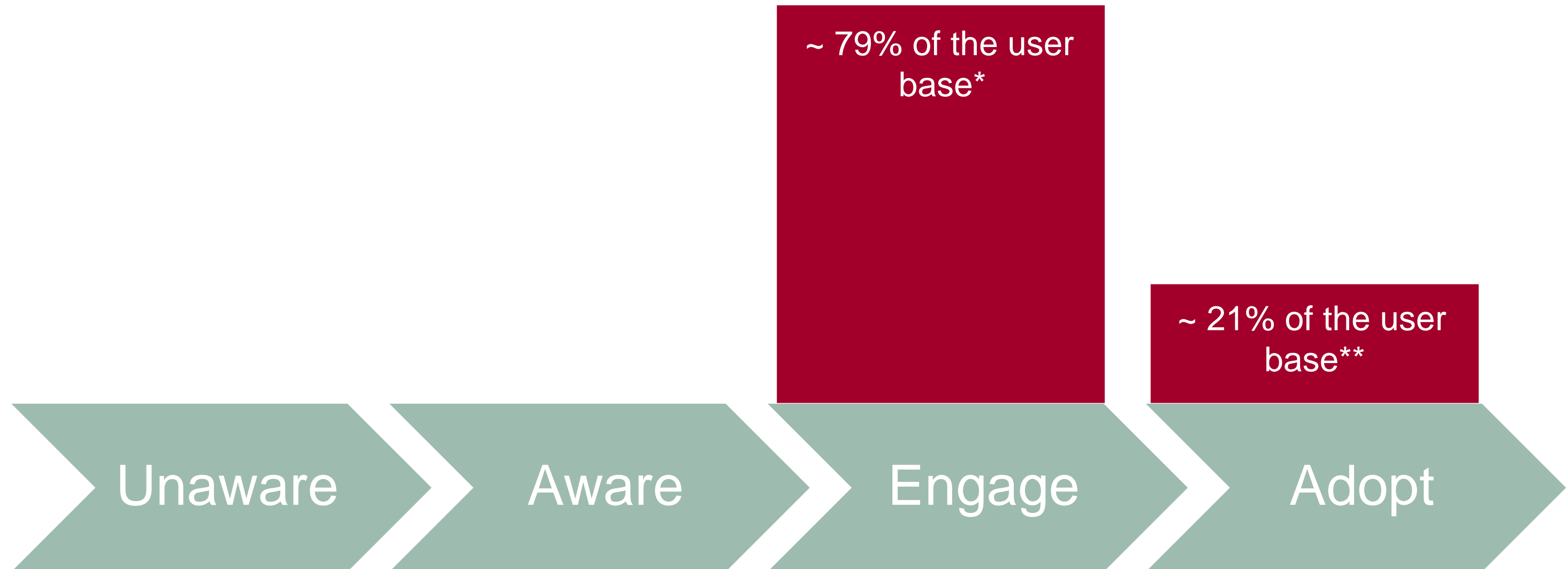
Engage

Adopt

\*(range: 0.1 - 4.7% reach into addressable market based on number of smallholder farmers, local teledensity)

# User base quality

Are users adopting the service?



\* (range: 19 – 81% of the user base have registered, subscribed or trialed the service)

\*\* (range: 19 – 81% of the user base have used a service multiple times)

# Encouraging adoption and scale

using the tools of the trade



## Value proposition

What is the service offering?  
How will the offering add value  
for users?

## Usability

How easy is it for the user to  
get to the offering?

## Marketing

How do you inform new users,  
and remind lapsed users,  
about the service?



# Understanding user needs

Value proposition

Ranking of farmers' information needs<sup>13</sup>

The diagram illustrates the ranking of farmers' information needs. It features a table with two columns: 'RANKING FROM KEY INFORMANTS' and 'RANKING FROM FARMERS'. The rows represent different information needs. A large green arrow points down from the 'RANKING FROM KEY INFORMANTS' column, and another large green arrow points up from the 'RANKING FROM FARMERS' column. A small icon of a person is positioned above the 'RANKING FROM KEY INFORMANTS' column, and a small icon of a person with a tool is positioned above the 'RANKING FROM FARMERS' column. At the bottom of the table, a small icon of a person with a tool is shown standing on a red bar that represents the 'Engage' stage of the adoption process.

	RANKING FROM KEY INFORMANTS	RANKING FROM FARMERS
MODERN FARMING TECHNIQUES	1	4
FARM MANAGEMENT PRACTICES	2	4
MARKETING	3	2
PESTS & DISEASE CONTROL	3	4
EXTERNAL FACTORS	3	2
SOURCING CAPITAL	6	1

Unaware

Aware

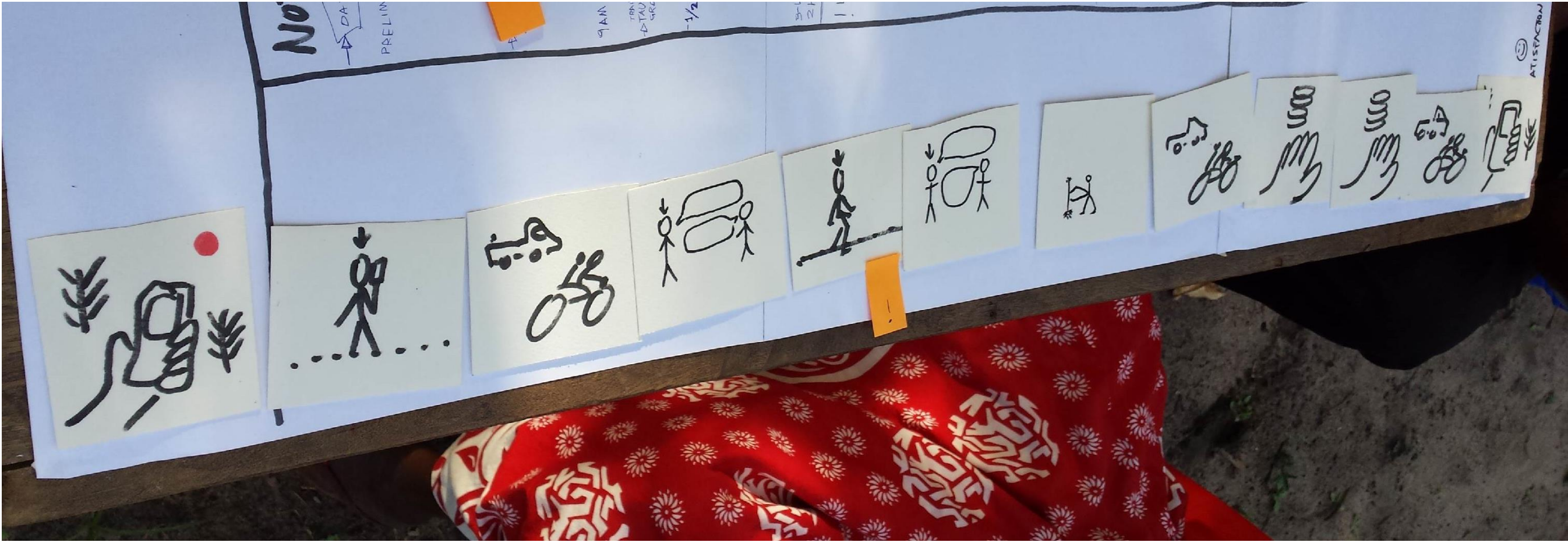
Engage

Adopt

# Content must be

Actionable, relevant and timely

Value proposition



Unaware

Aware

Engage

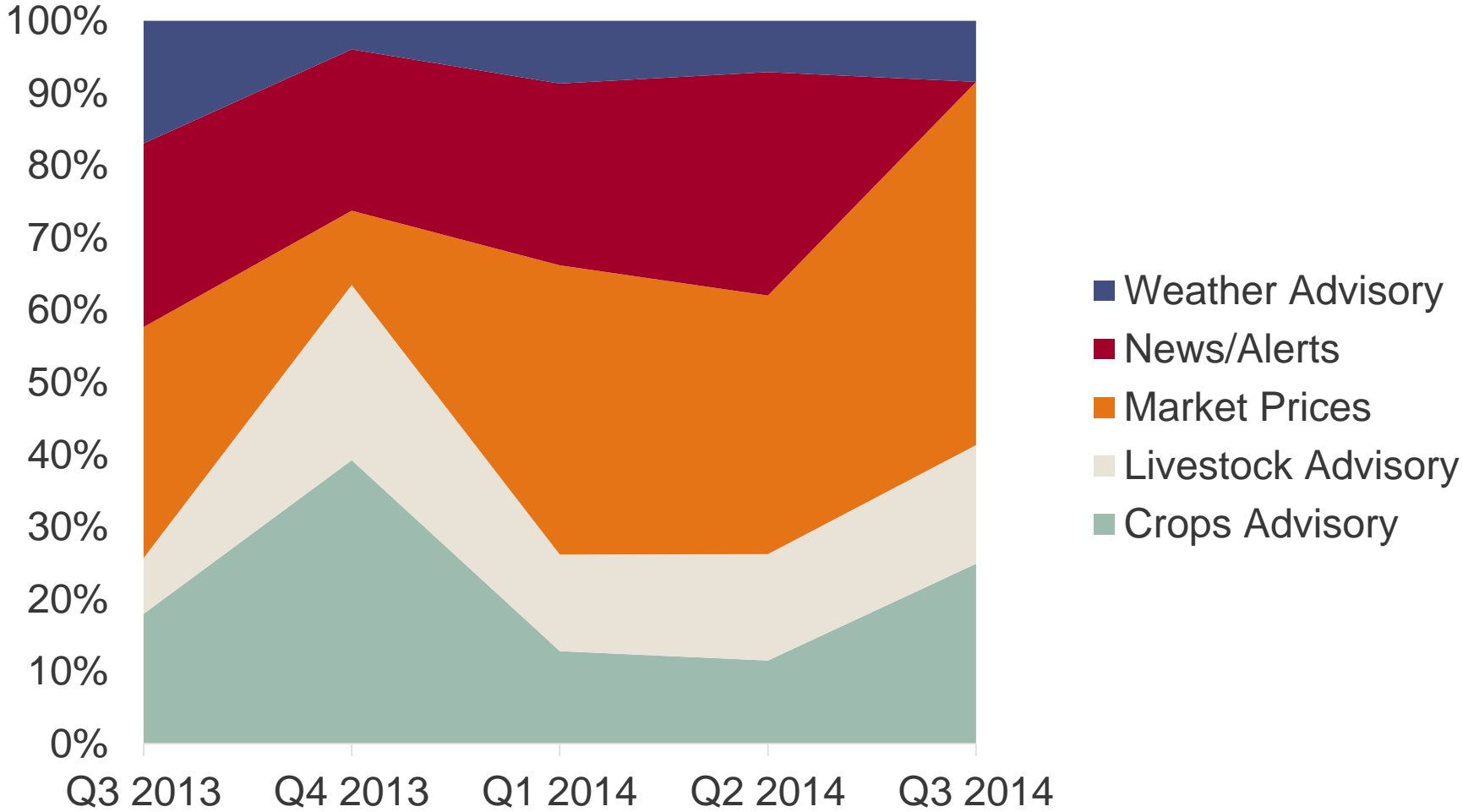
Adopt



# What content is popular?

Value proposition

Quarterly accesses (content only) to all IVR categories



Unaware

Aware

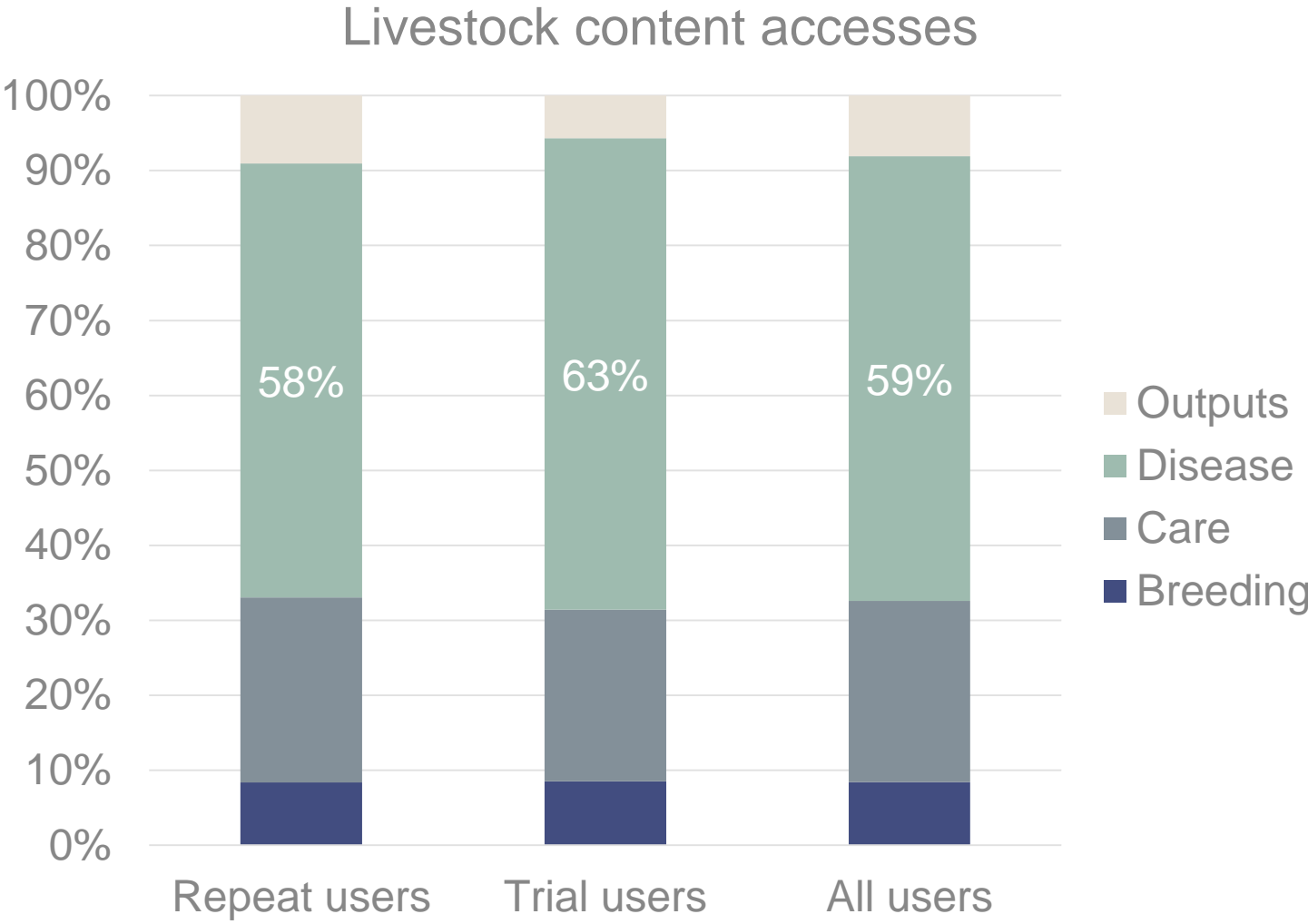
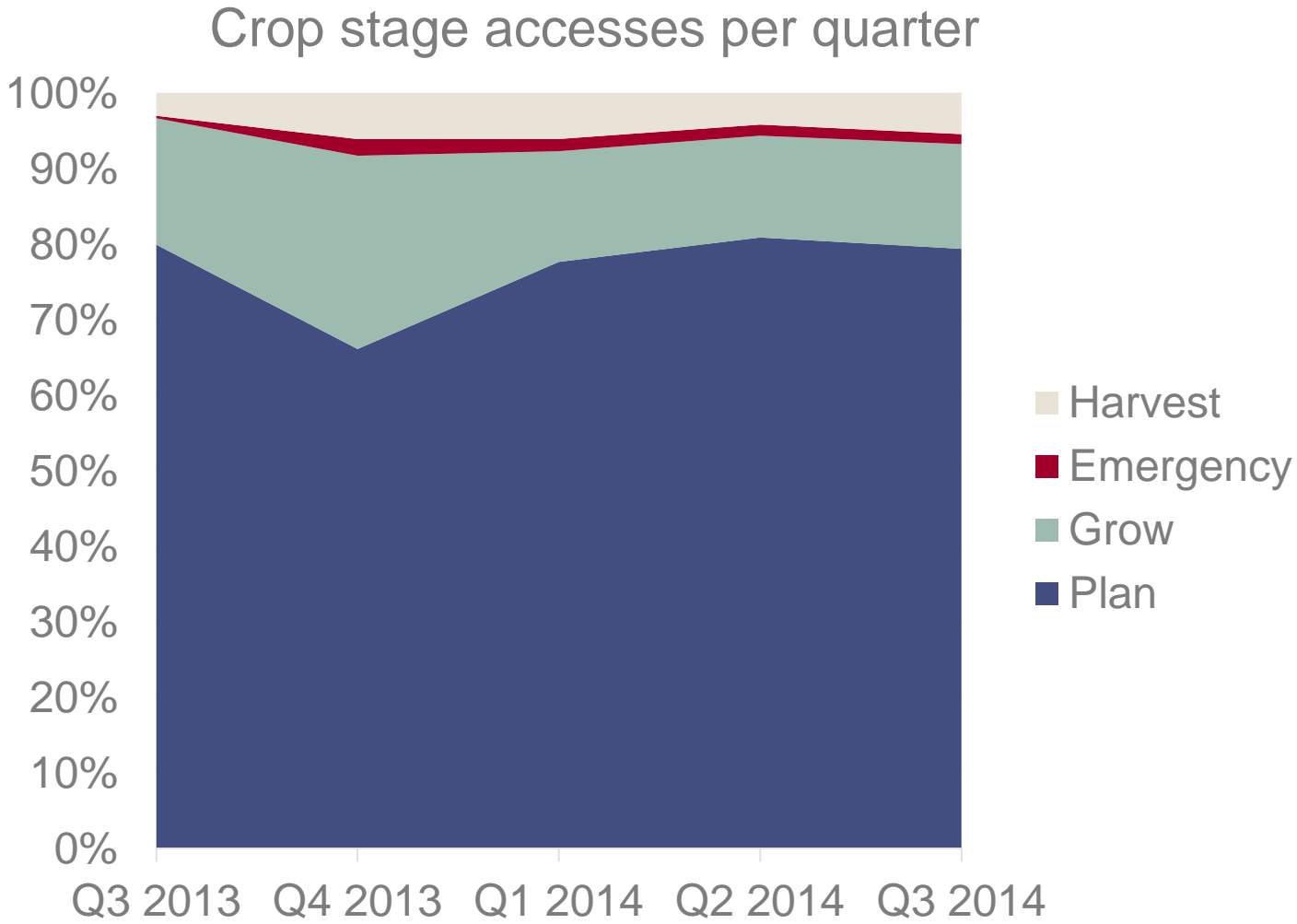
Engage

Adopt



# What content is popular?

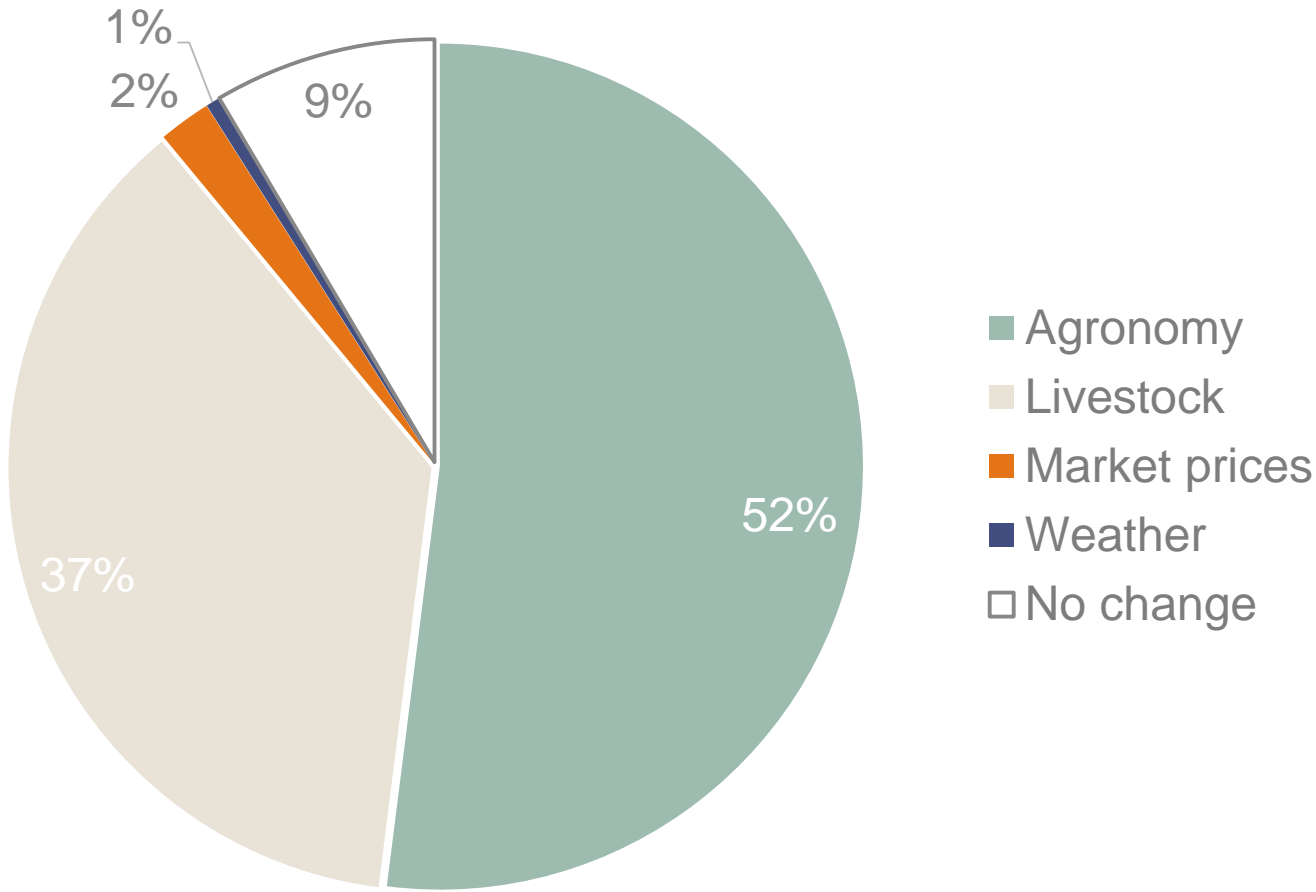
# Value proposition



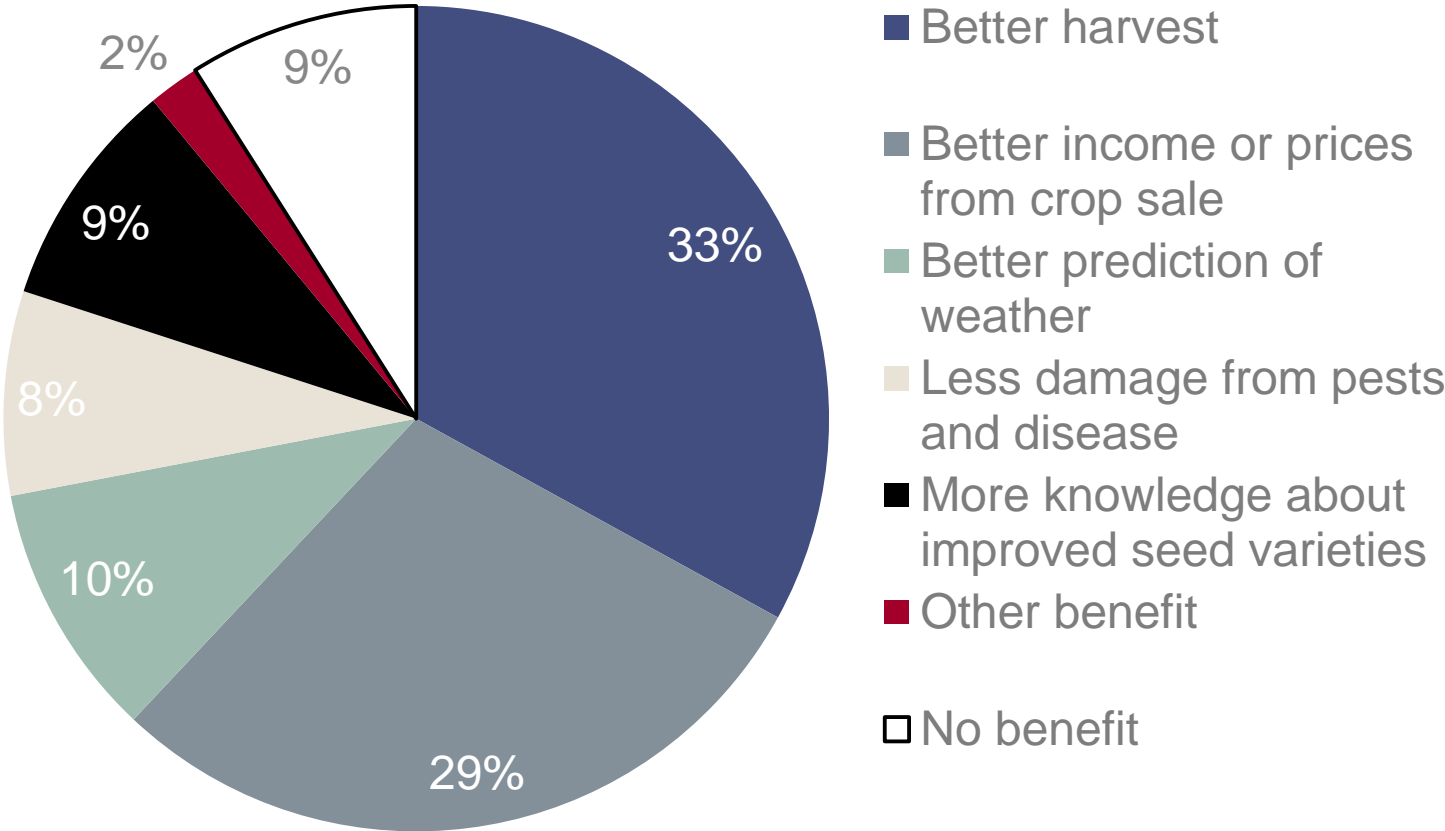
# What content is actionable?

# Value proposition

Customers reporting behaviour change by category



Benefits reported



Unaware

Aware

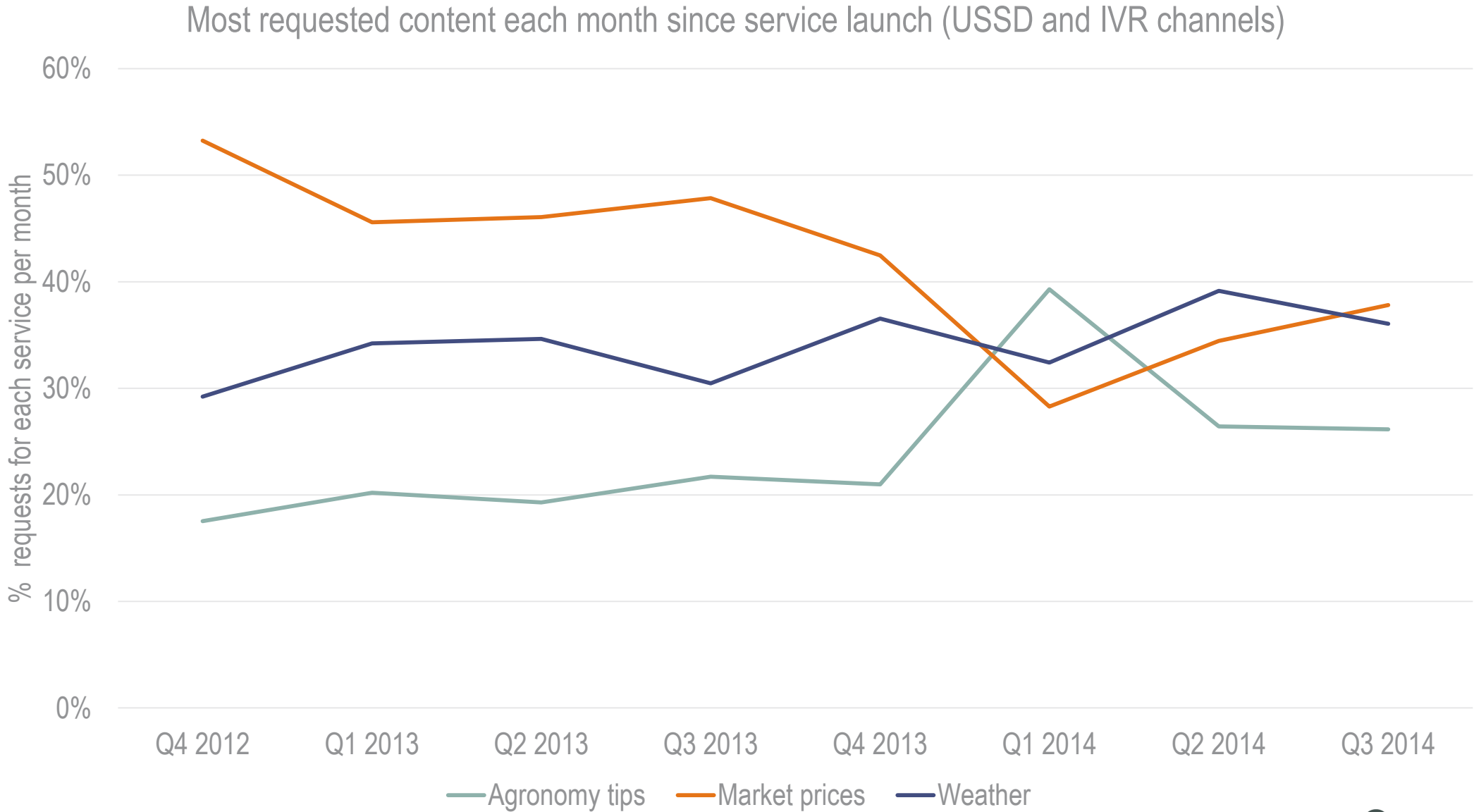
Engage

Adopt



# What content is popular?

Value proposition



Unaware

Aware

Engage

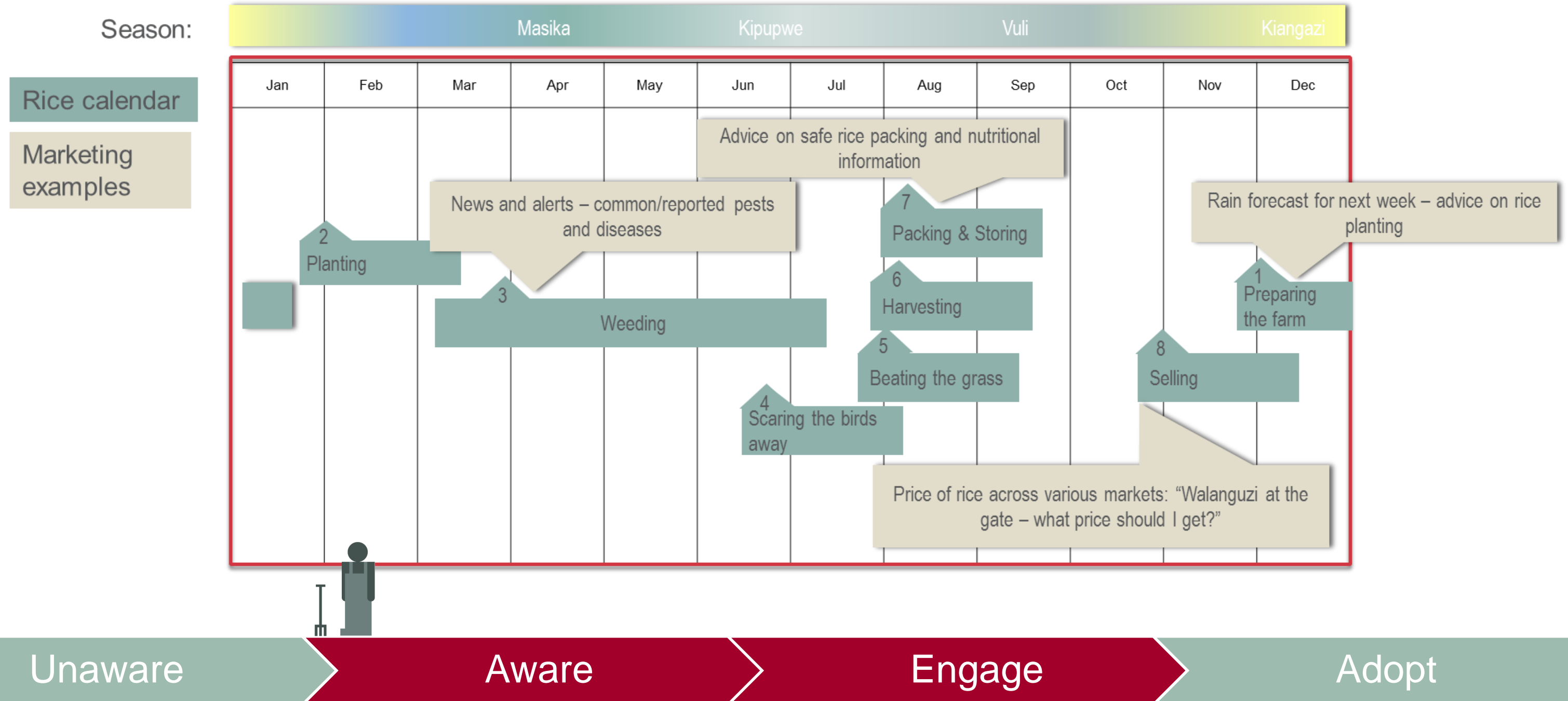
Adopt



# Show them what you know

Value proposition

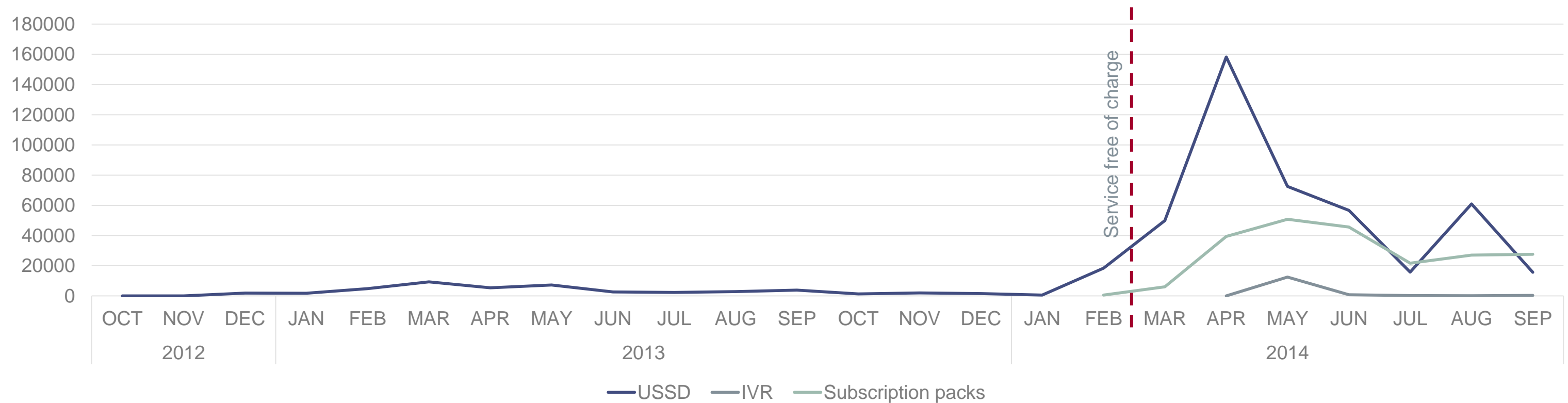
Users need to understand the value of the service to adopt it



# Users like to try before they buy

## Value proposition

Service uptake for Tigo Kilimo increased when the service is offered for free – the user base grew exponentially (from 32,000 to 320,000 in 6 months)



Unaware

Aware

Engage

Adopt

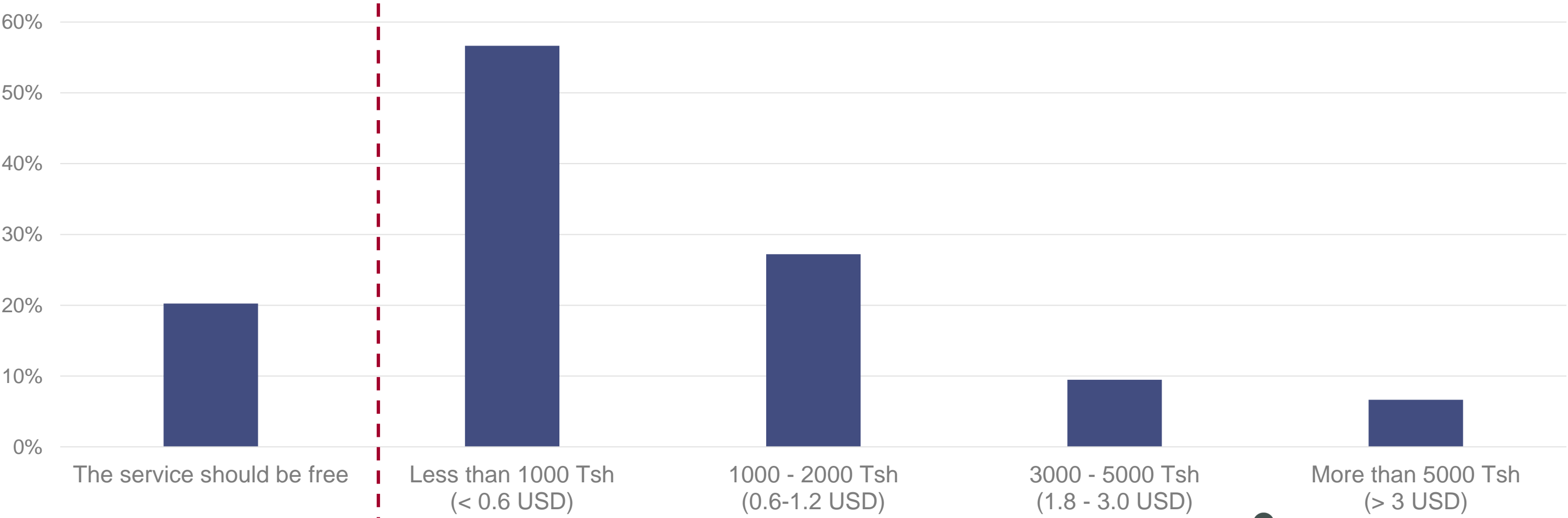




# Will customers pay?

Value proposition

80% of surveyed Tigo users who have tried the service **said** they would pay for it



Unaware

Aware

Engage

Adopt



# What makes a user value a service?

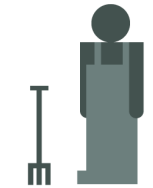
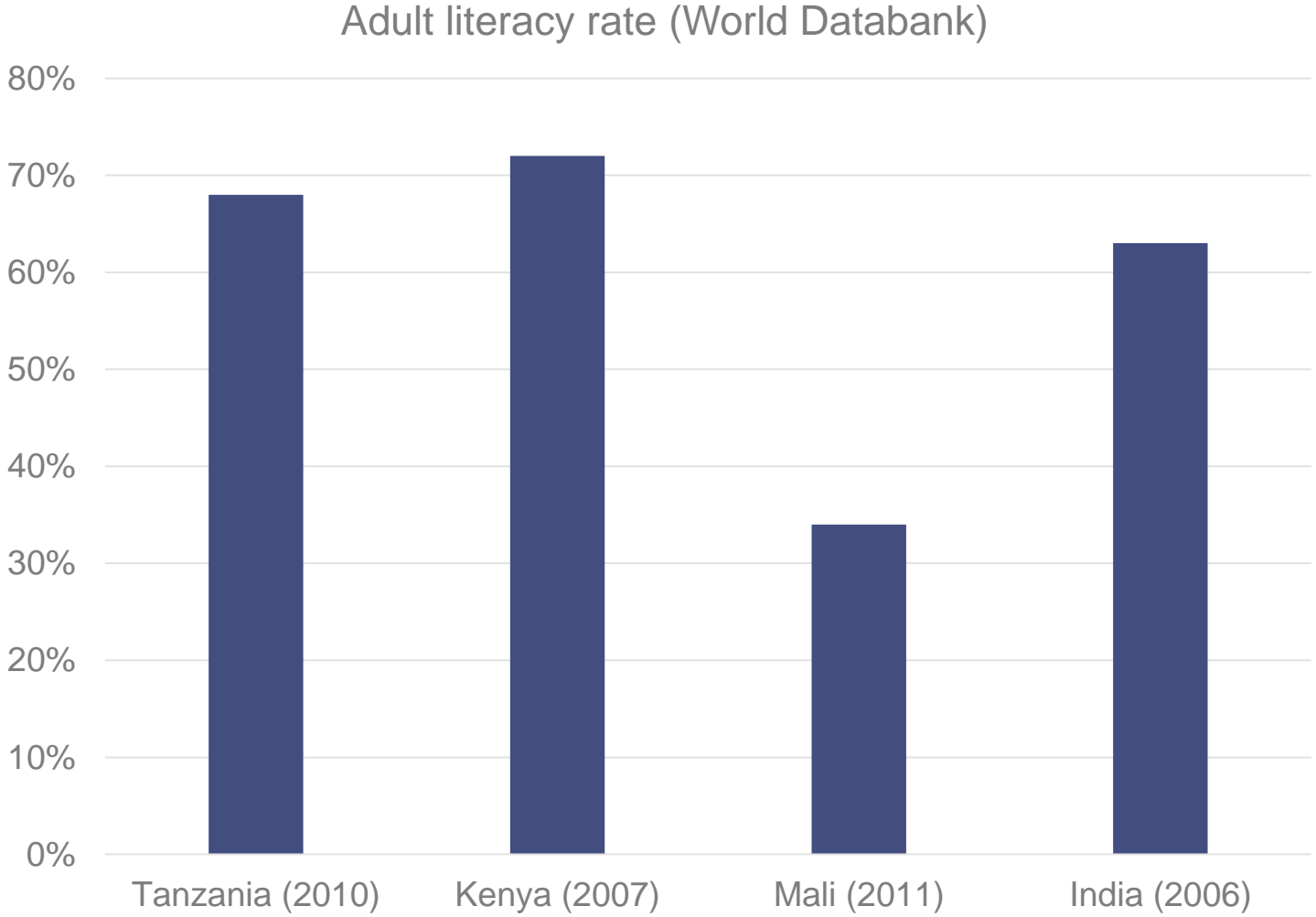


- **Ask them!**
- Choose **relevant and actionable content** for your target market
- **A freemium model** to give users a taste of the service
- A **pricing scheme** which the user understands and feels is good value
- **Marketing which relates the value** of the service through storytelling

# Think about the channels you offer

USSD/SMS services present a barrier to illiterate users

Usability



Unaware

Aware

Engage

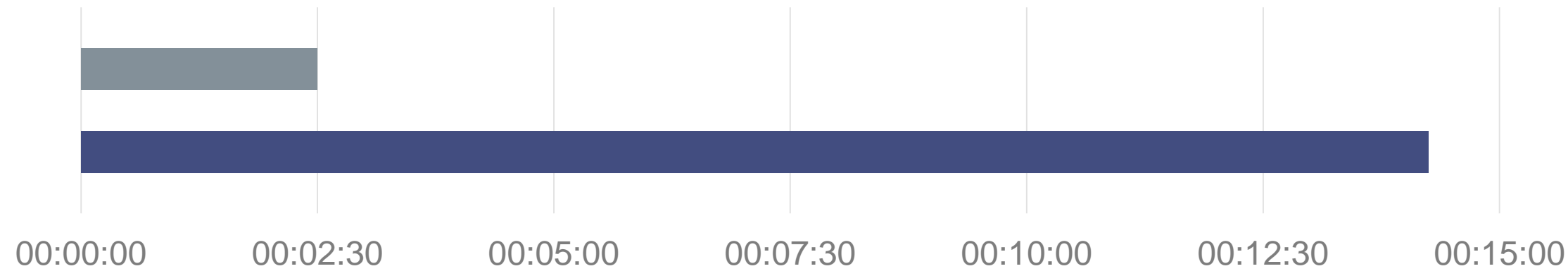
Adopt

# USSD

## Timeout is a major problem

# Usability

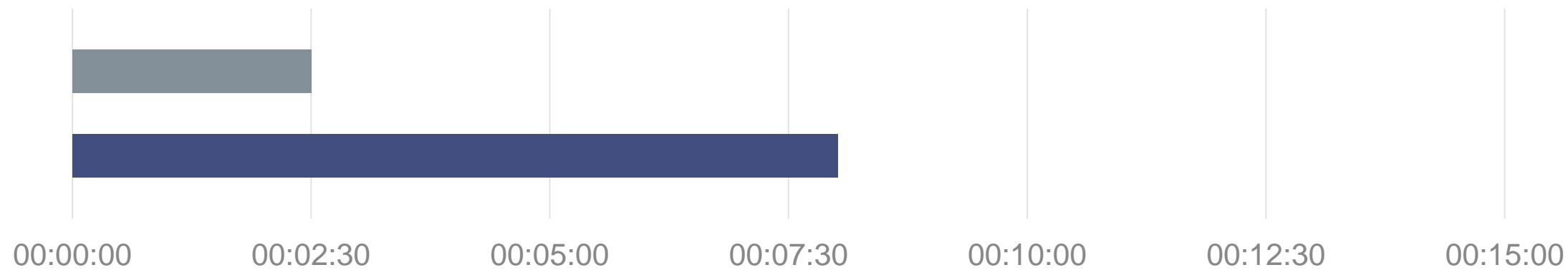
User registration



- Average USSD timeout
- Average time to register

Average number of keystrokes: **41**  
Average number of timeouts: **4.5**

Searching for market price, weather and agronomy information



- Average USSD timeout
- Average time to access information

Average number of keystrokes: **114**  
Average number of timeouts: **2**



Unaware

Aware

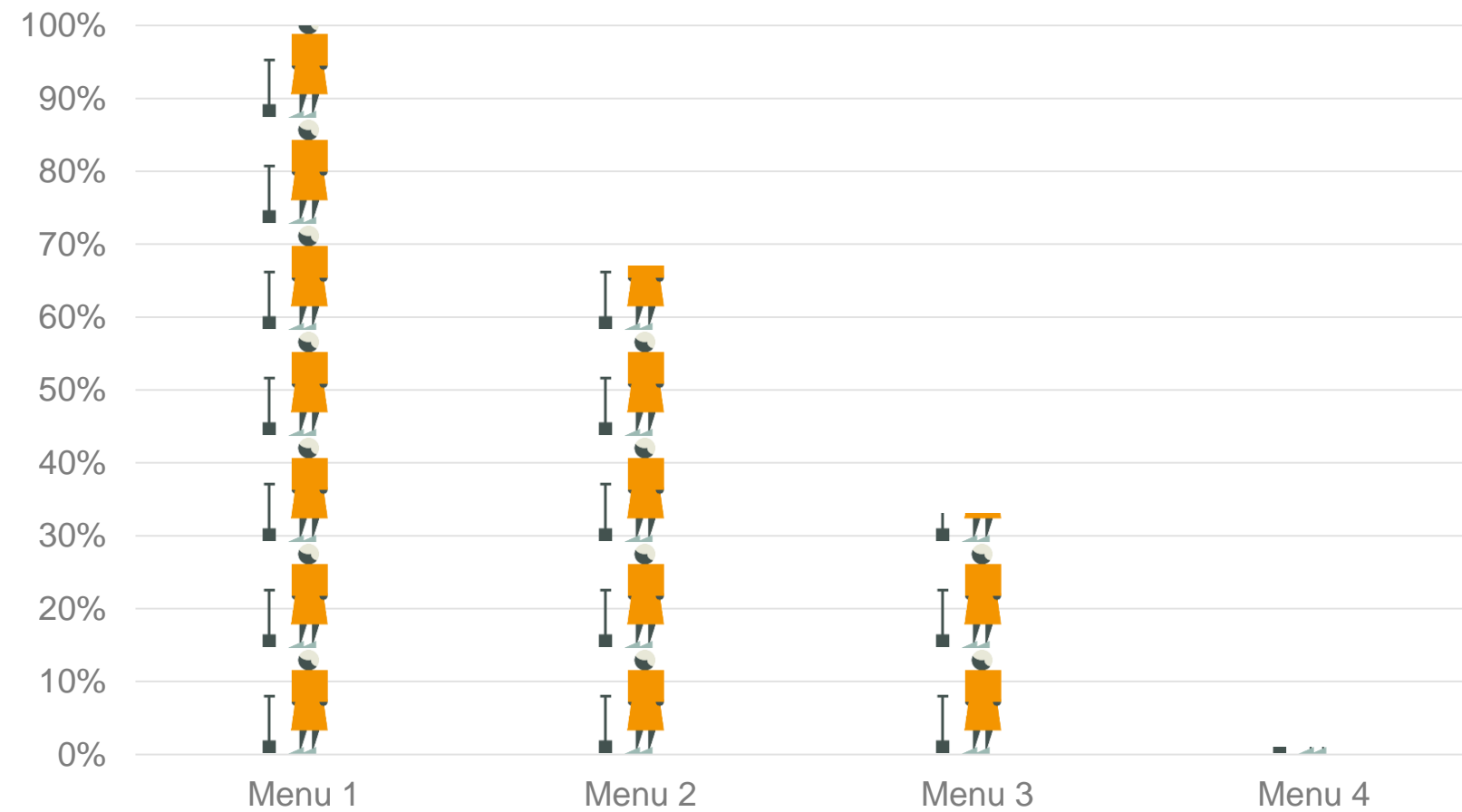
Engage

Adopt

# Users faced with a menu (USSD, IVR)

Usability

should browse as few sub-menus as possible



Unaware

Aware

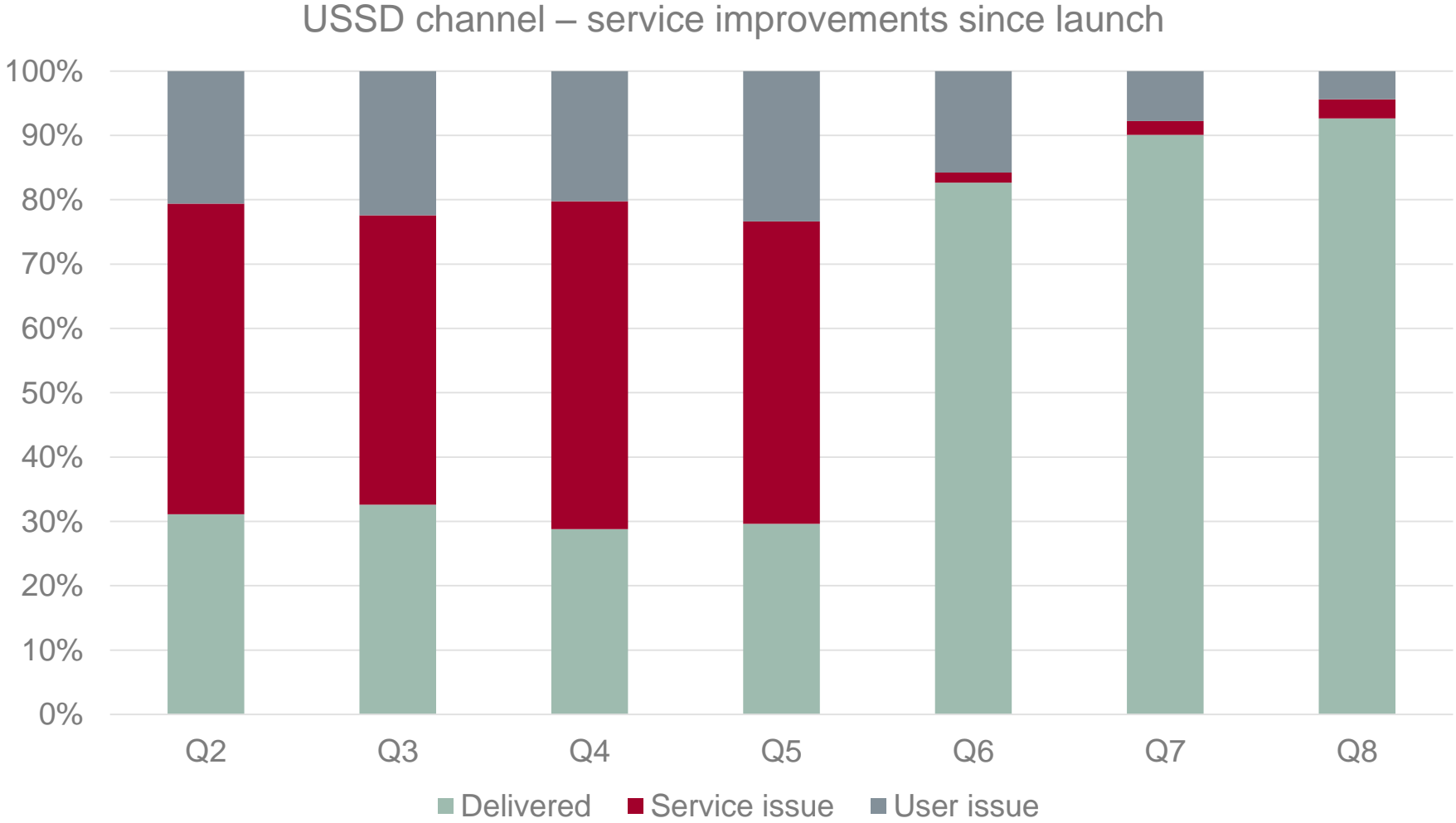
Engage

Adopt

# Service design issues

Identify through usage analysis and user testing

Usability



Unaware

Aware

Engage

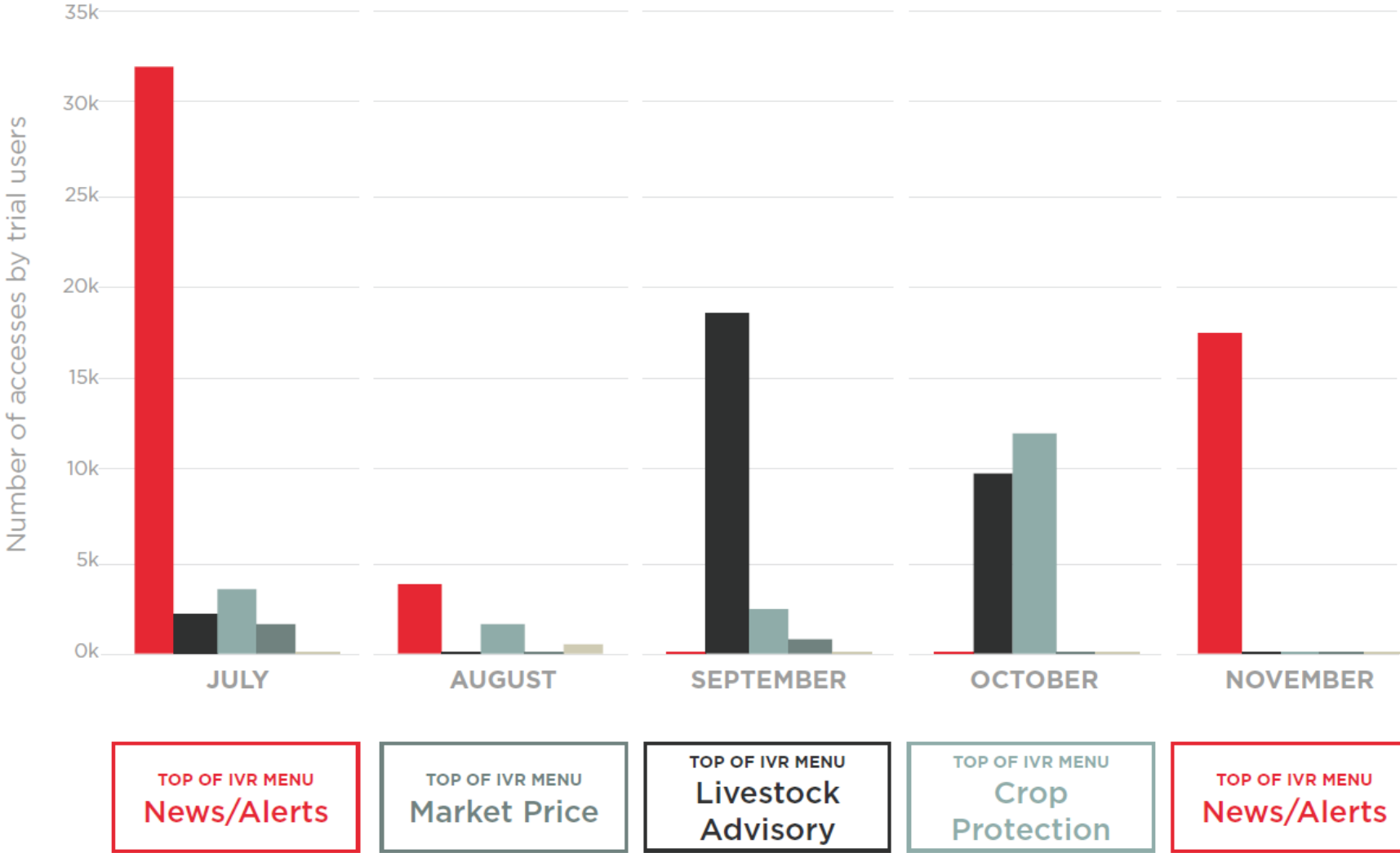
Adopt



# Service design influences

the content users reach

Usability



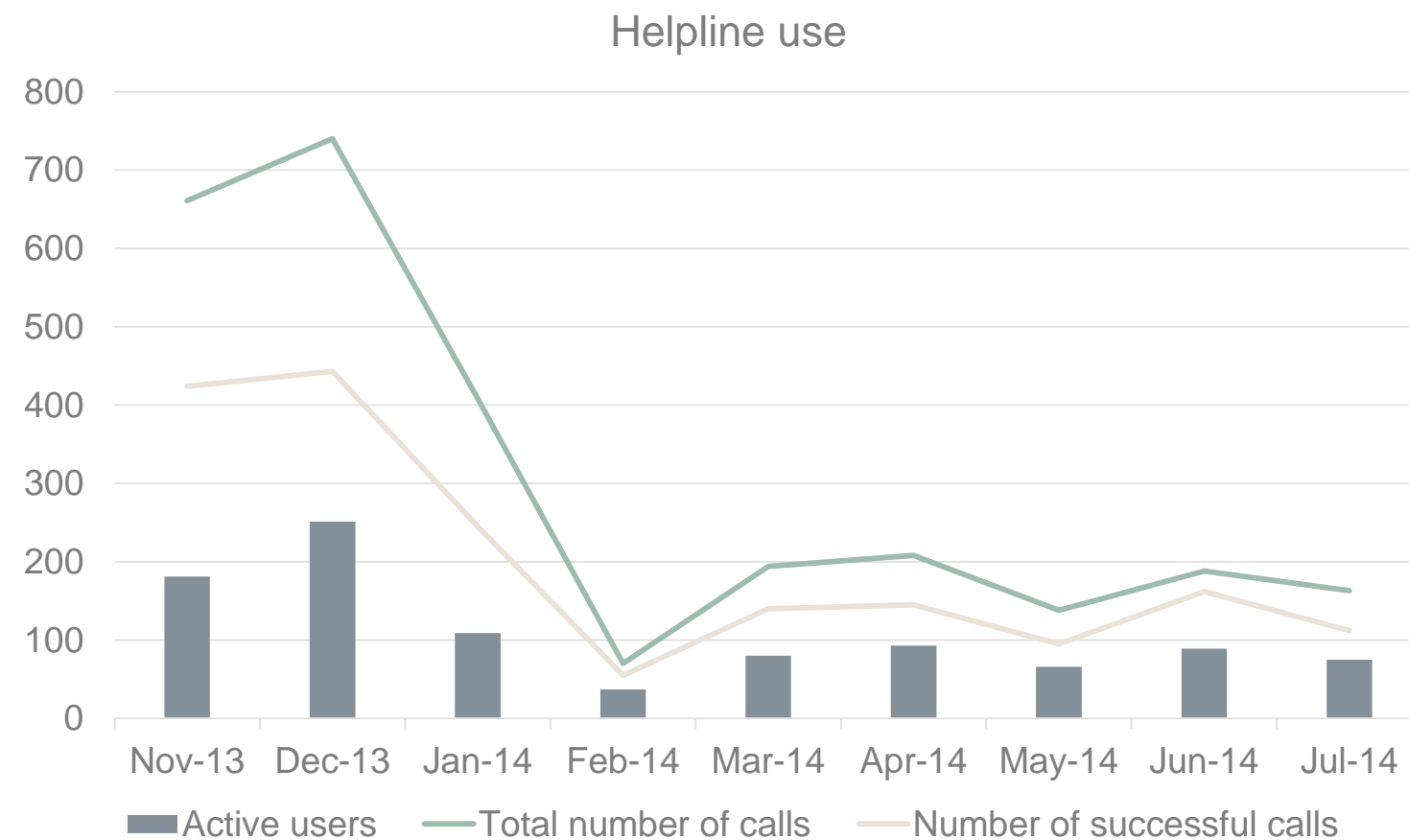
Top of IVR menu for month



# Helplines

## Usability

Can provide great value – but not scalable



“

*I talked to an expert from mKisan about blight control in potato, because my crop was affected by it. The potatoes were not forming properly under the plant. It reduced my potato production significantly... The expert told me to use Zed-78. It is a fungicide. It helped in protecting my plant.*

*I never got an opportunity to have a direct conversation with the experts. It never happened.*

”



Unaware

Aware

Engage

Adopt



# What makes a service usable?

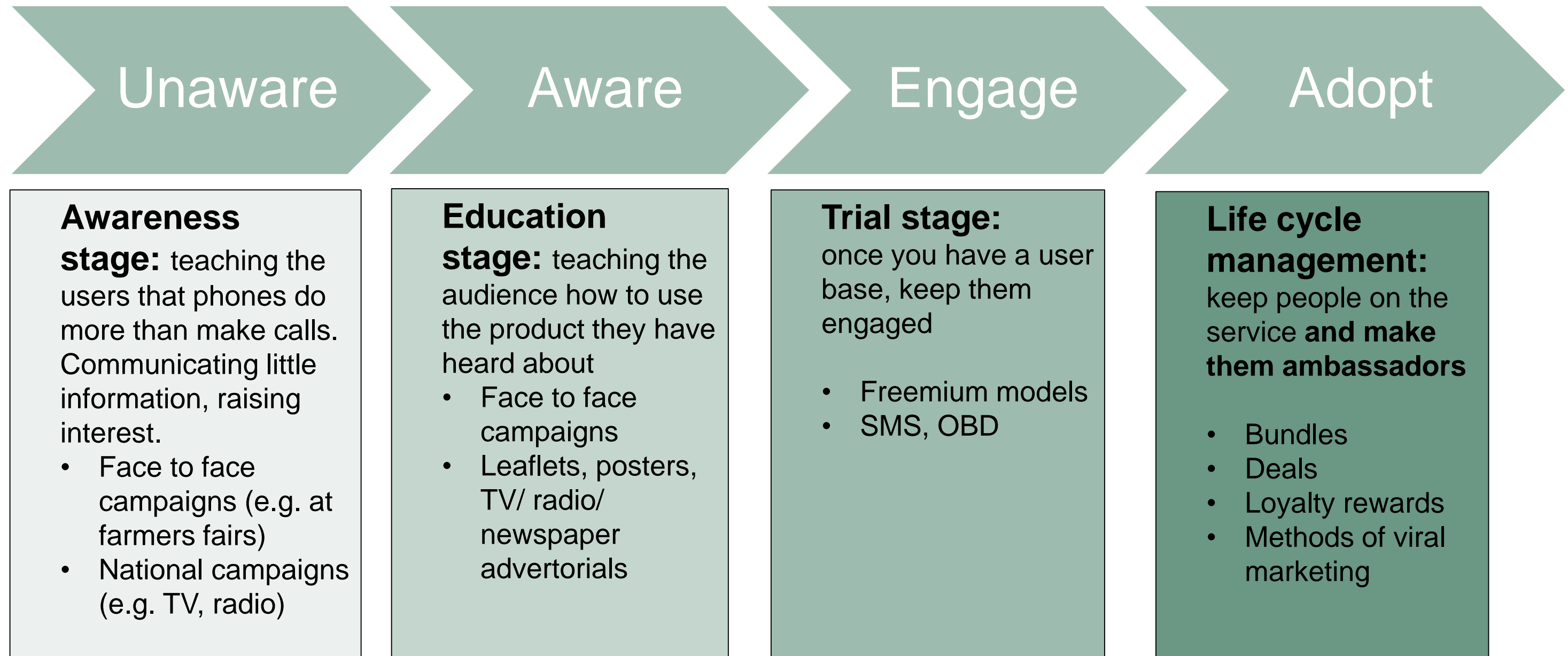


- Choose **channels which are appropriate** for your target audience
- Remember the **limits your technologies** when designing your service
- **Keep menus short** by personalising the service as much as possible
- **Test your service** with users to ensure they are able to find what they're searching for
- Helplines can deliver great value, but **need to be carefully positioned due to high costs**

# Four stage marketing strategy

Marketing

along the customer journey



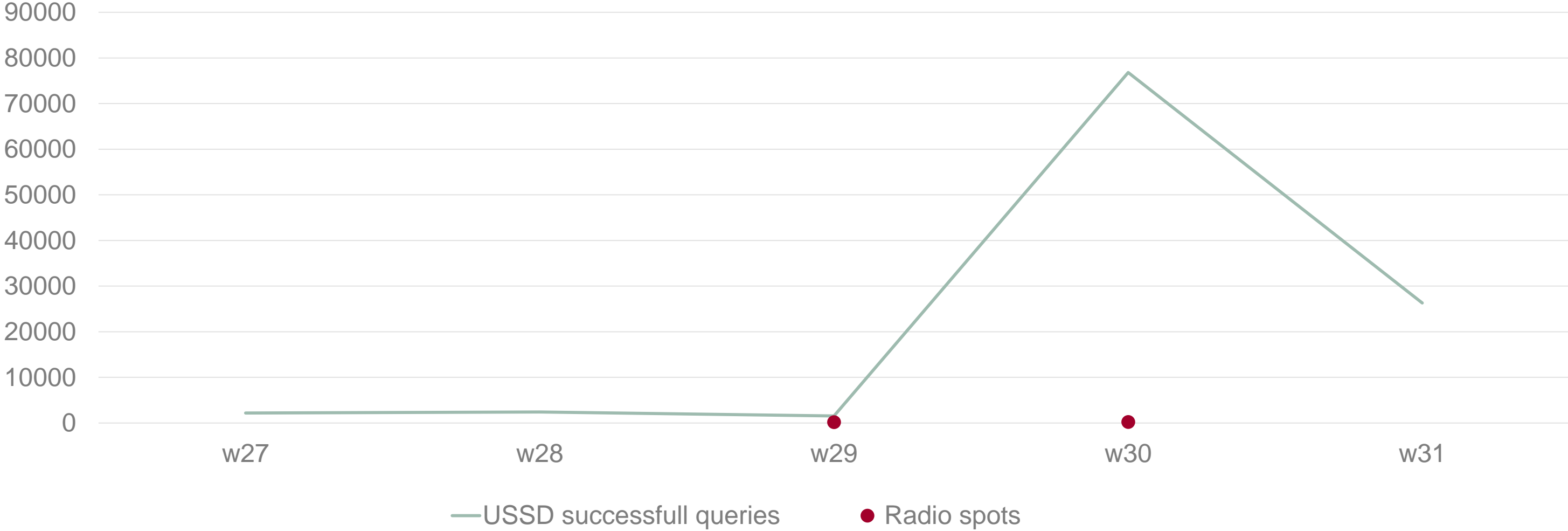
Use a **combination of marketing methods** for different stages of the process

# Raising awareness

using targeted campaigns

Marketing

Successful USSD queries and radio spots  
July 2014



Unaware

Aware

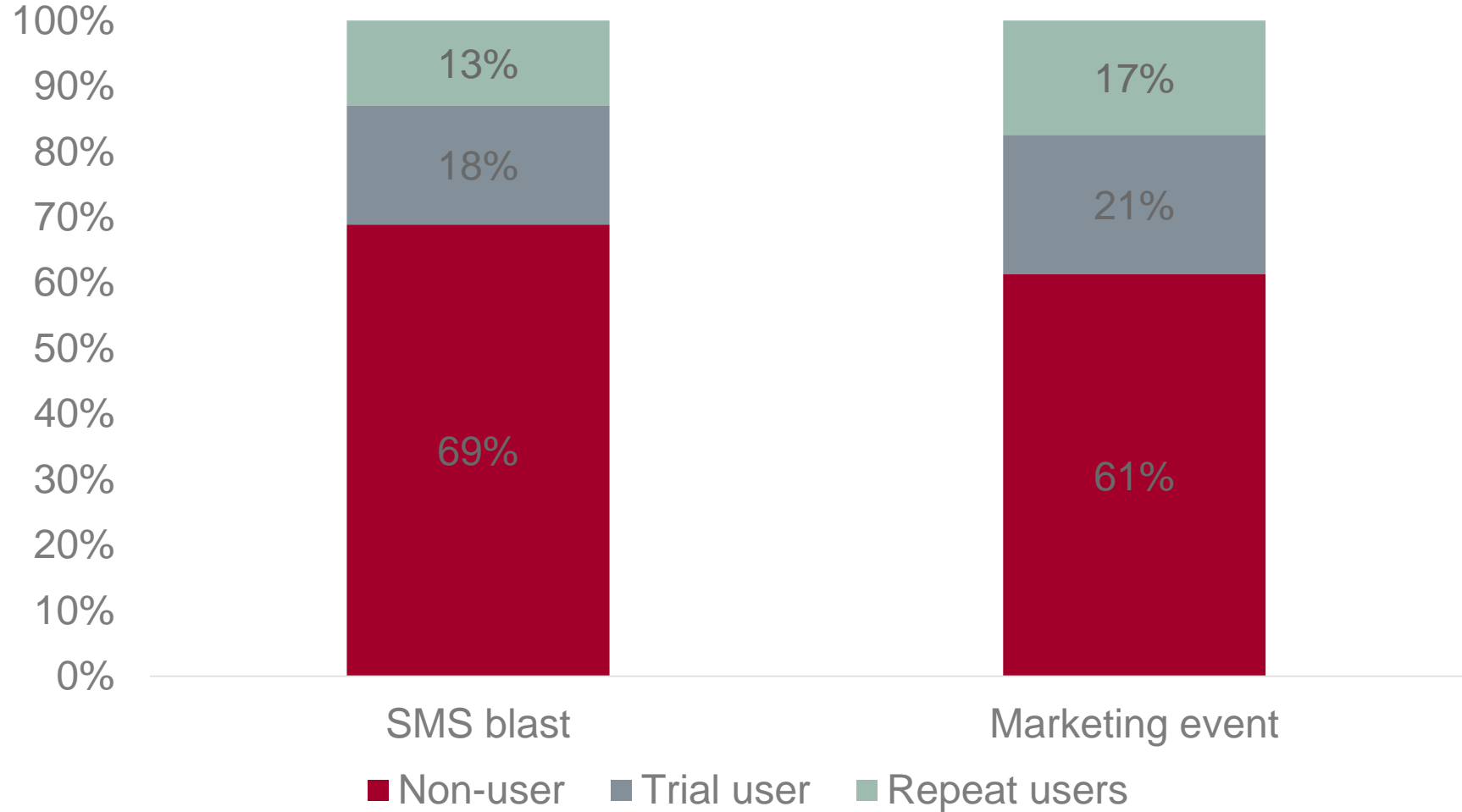
Engage

Adopt

# Education

# Marketing

Users generated by two marketing campaigns



Unaware

Aware

Engage

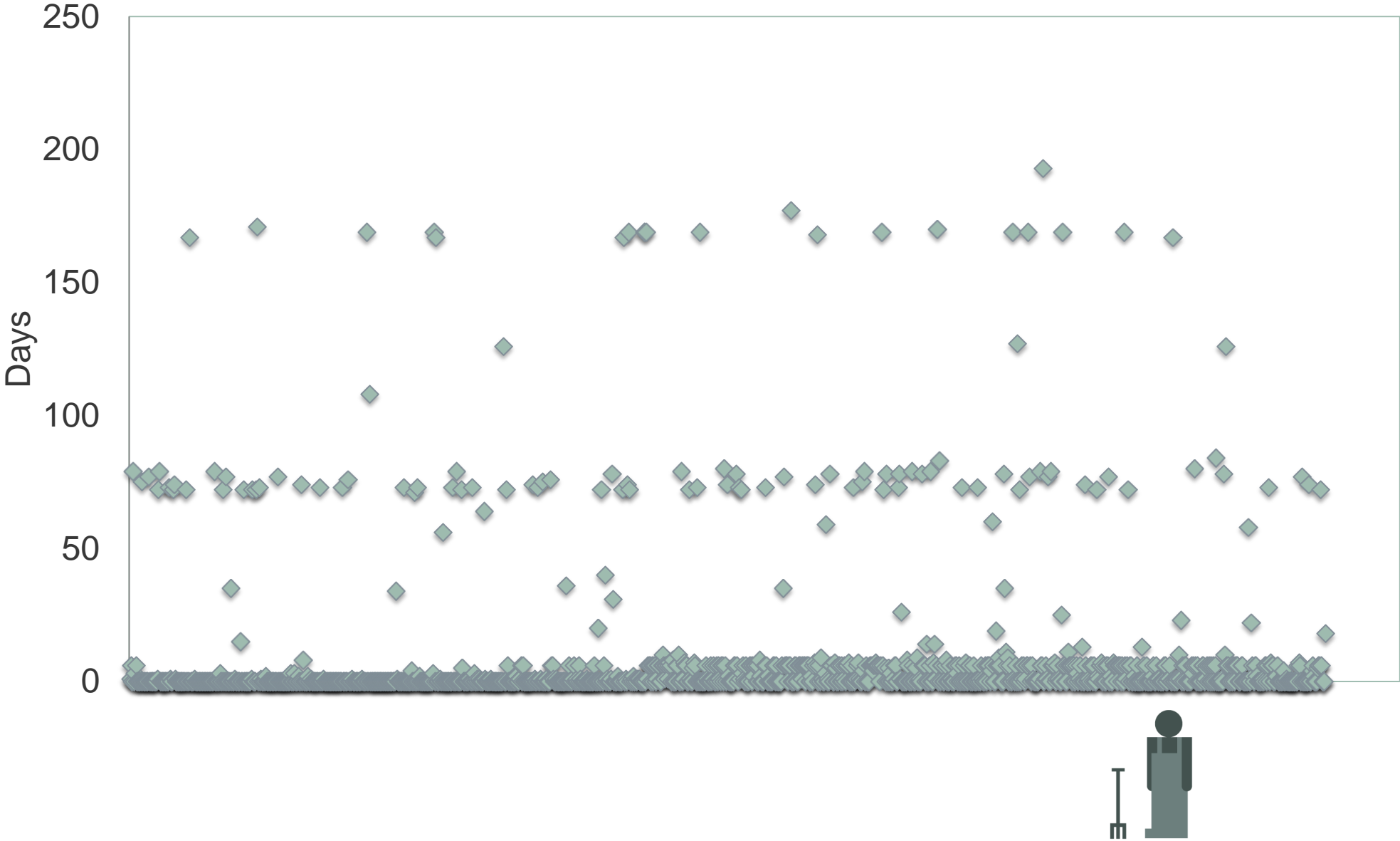
Adopt



# Trial and use

Methods: Blast SMS/USSD attach/OBD

Days till first time access of the service



Marketing

Unaware

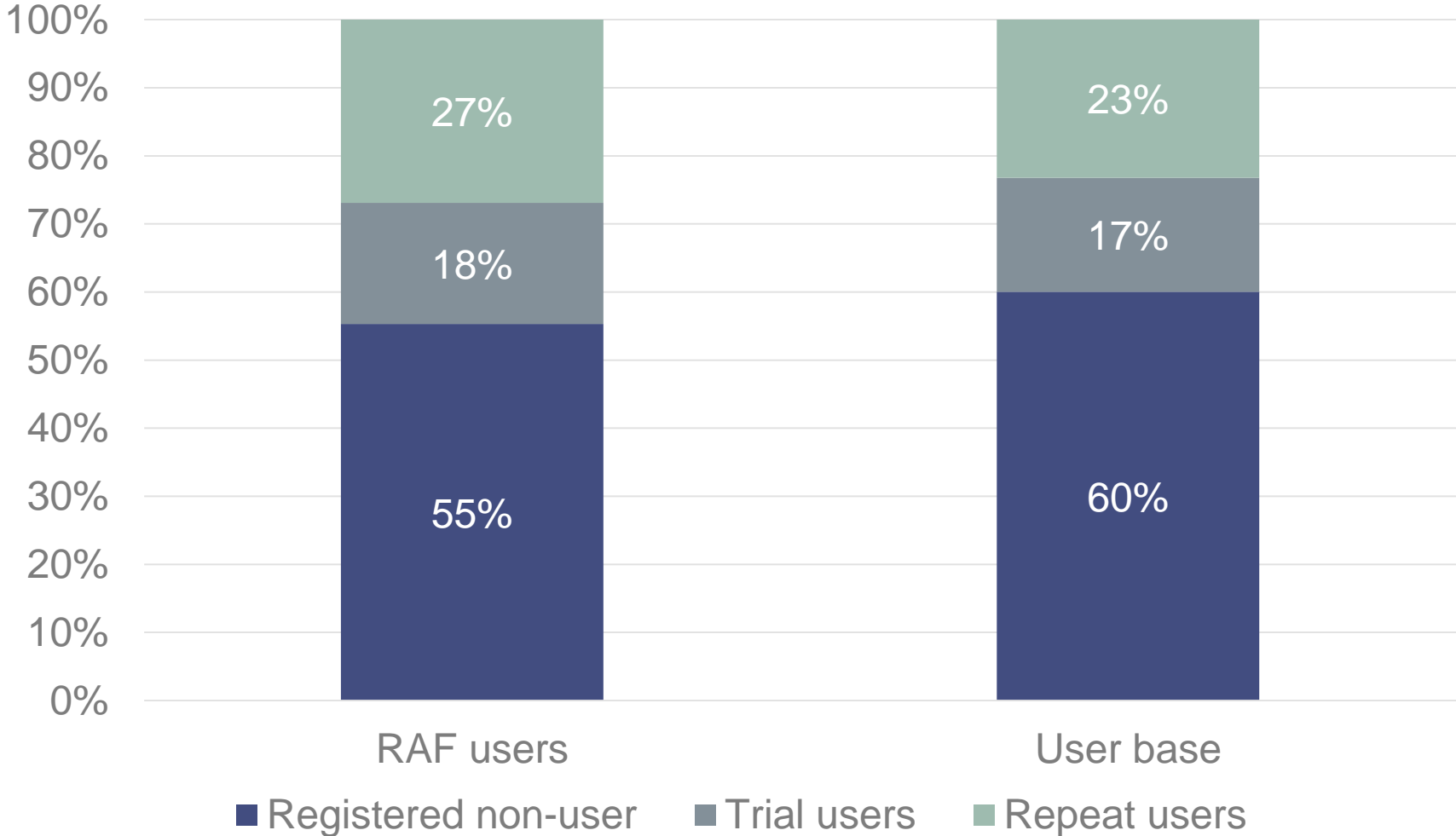
Aware

Engage

Adopt

# Brand ambassadors

Marketing



Unaware

Aware

Engage

Adopt



# What marketing methods acquire quality customers?



A scheduled **blend of marketing methods**:

- **Well researched** traditional marketing
- A **trained** and **properly incentivised** agent workforce to educate users
- **Partnering with an organisation** who already has agents and farmer groups in the right areas
- **Complementary SMS/USSD/OBD** marketing to engaged lapsed customers
- Recruit **brand ambassadors** who will evangelise the service for low costs



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mAgri resources:

<http://www.gsma.com/magri/>

mAgri deployment tracker update

