



Field Survey Mobile Application

The Company

World's leading agricultural genetics company, headquartered in USA. It develops, produces, and markets a full line of seeds, microbial products, and services to grain producers, grain processors, and other customers in over 70 countries worldwide.

Challenges

1. The Dipstick survey to understand the customers' pulse was earlier done manually through phone in a month time with a lot of data errors
2. Due to inaccurate data source, wrong sales, marketing and production planning used to happen.
3. In seed industry, taking decision on time is more important. Manual survey data collection process takes more time which was directly impacting their business.
4. Struggle to train the field representatives to collect survey data from farmers
5. Field survey parameters are different for different crops and geographical areas. In manual process, it was leading to more confusion.
6. Lot of effort used to be put to segregate required Survey information.
7. In the whole process, a lot of administrative efforts and costs were involved.

Solution

To completely automate the data collection using SMS and reporting process, Empover i-Tech Pvt. Ltd. deployed a web based solution integrated with 3rd party SMS aggregator service to send and receive field survey question and answer SMS from and to field representative. Online web based application validates all field Survey SMS with required conditions and stores in the application databases and provides a report with different filters which enables the management to view and monitor the survey data received, same report can be exported to MS Excel for other analysis.

Features

1. User Administration to maintain field representatives, sales managers, regional managers and administrator.
2. State and Region administration
3. Survey Question and Answer management.
4. Reports to view Survey answers and questions with respective to field representative, region, and state.

Tools and technologies used for implementation

Java, J2ee, Java Script, EXTJS, AJAX, CSS, Apache Tomcat, MS SQL Server 2005

Result

- Enabled them to conduct survey weekly instead of monthly.
- Time saving and accurate survey. It throws light on the target areas for a better business.
- As per requirement, new product survey response can be generated within a week which helps product manager in new product launch planning and market strategy.
- The work of a field representative has become easier. SMS Survey helps in better understanding the product demand.
- The data is real-time and accurate as it is right from the customers. It gives them better understanding within a short time period.
- Gaining more information, district or pocket wise, about the purchase intention or sample to sale conversion of the farmers.
- The SMS service is being used for analyzing the field visits and harvest days as well, twice a month which helps in understanding the performance of products from anywhere in the country.
- SMS Survey application reduced a lot of operation cost and effort.

Empover i-Tech Pvt Ltd

Level 7, Maximus Towers, Building 2A, Mindspace Complex
Hi-Tech City, Hyderabad - 500081 Andhra Pradesh, INDIA.
P: +91 40 4033 9956 F:+91 40 4033 9999.

Mumbai Office

Refractory House, LB Shastri Marg, Kurla (W)
Mumbai - 400070, Maharashtra, INDIA
P:+91 22 66659910 F:+91 22 25040839

#7-4, Beside Railway Bridge, Sanathnagar, Hyderabad - 500018. P: +91 40 3999 8999 F: +91 40 2370 1683 W: www.empover.com