Promoting Food Security Through Multi-Channel Digital Solutions

Oct. 17, 2017
Souktel: 10 Years of AgTech Delivery

- Custom digital solutions for agriculture projects.
- Core focus: User-centered design + delivery.
- 40+ staff, 30+ countries served across Africa & Asia.
- Team includes farmers, value chain experts.
- Ag solution focus: Extension, IoT/irrigation, market access.
Core Technology

**Multi-Channel Content Delivery:** Send & receive video/images/text/audio simultaneously via basic mobile (SMS, USSD, VoIP) and smartphone (Messenger app/chatbot).

**Data Compression:** Deliver mobile content using 90% less data, through compression & transmission over basic (GPRS/2G) networks.
Chatbot Extension Services + Case Management

• Connect farmers with real-time advice.
  o live expert agronomists
  o automated content bots

• Provide ongoing, personalized support.
  o Case management platform
  o Multiple messaging channels

• Build a growing “wiki” knowledge base.
Hi! How can we help you today?

How can I get my produce certified for export to the UAE?

Sure, we can help with that. What type of produce are you looking to export?
## Incoming Messages & Tickets

<table>
<thead>
<tr>
<th>Id</th>
<th>Requestor</th>
<th>Message/Description</th>
<th>Status</th>
<th>Owner</th>
<th>Tags</th>
<th>Last msg</th>
<th>Actions</th>
</tr>
</thead>
<tbody>
<tr>
<td>msg_22</td>
<td>Ahmed Kareem (via SMS)</td>
<td>&quot;The fennel seeds are not working&quot;</td>
<td>New message</td>
<td>N/A</td>
<td>N/A</td>
<td>2:20 p.m. 8/2/2017</td>
<td></td>
</tr>
<tr>
<td>t_21</td>
<td>+192832320329 (Via IVR)</td>
<td>Play Audio</td>
<td>New ticket</td>
<td>Maha W.</td>
<td></td>
<td>11:10 a.m. 7/2/2017</td>
<td></td>
</tr>
<tr>
<td>t_18</td>
<td>Gina Assaf (via SMS)</td>
<td>&quot;Where is my land?&quot;</td>
<td>In-progress</td>
<td>Unassigned</td>
<td></td>
<td>9:00 a.m. 7/2/2017</td>
<td></td>
</tr>
<tr>
<td>t_16</td>
<td>Sammy AlMasri (via web ticket)</td>
<td>Did not understand directions from text.</td>
<td>In-progress</td>
<td>Ahmed S.</td>
<td></td>
<td>10:20 a.m. 6/2/2017</td>
<td></td>
</tr>
<tr>
<td>t_14</td>
<td>Tamer Tamimi (via fb)</td>
<td>&quot;There are rabbits every...&quot;</td>
<td>Closed</td>
<td>Unassigned</td>
<td></td>
<td>9:15 p.m. 5/2/2017</td>
<td></td>
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</table>
Buyer/Seller Matching + Payment Solution

- Connect smallholder farmers with peers.
- Aggregate farmers into groups.
- Link farmers directly with buyers.
- Enable payment through mobile money channels.
- Bundle with related services: Credit rating, weather & crop data, linkages to financial services.
What would you like to do today?

1 – Create offer
2 – View/edit offers
3 – View open bids
4 – Evaluate sale
Key Considerations

• Involve ALL stakeholders in the design process.

• Expect a lack of trust—especially for new technologies with financial components.

• Human interaction is still important: Fully automated processes are imperfect.

• User-centered design doesn’t stop when the service is launched!
Souktel Digital Solutions

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