



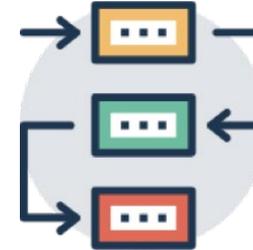
Multi-Channel Farmer Extension & Digital
Knowledge Base Platform

Gina Assaf

Multi-channel Digital Platform for Farmer Extension



Multi-channel 2-way communication with farmers via SMS, IVR, FB, and Whatsapp .



Case management features and triaging of issues allowed for consistent and efficient follow-up with farmers.



Knowledge management system: Content tagging and searching helps build up a knowledge repository for re-use of information.



Data analytics on incoming data to help inform project decisions.

Use Case: CNFA FAS Project Egypt

- Limited access to information and extension services on new products and services to assist with new crop production
- Varied technology usage and literacy with farmers depending on location, age, gender, etc.



Multi-Channel Incoming Messages from Farmers via IVR, Whatsapp, Facebook, SMS



- Dashboard
- Contacts
- Announcements
- Surveys
- Reports
- PeerNet
- Case Management**
- Emulator

← English ▾

Welcome, Michael Moszczyński ▾

Incoming Messages Tickets Deleted Tickets

Contact	Status	Channel
Select Contact ▾	Select Status ▾	Select Channel ▾
Date Received	Date	
Select Sent Date ▾	Select Date Range	 <input type="button" value="Search"/>

<input type="checkbox"/>	ID	Contact	Message/Description	Date Received	Status	Actions
<input type="checkbox"/>	87824	Basma Ali Youssef via sms	...	08:08:57 2019-03-11	Create Ticket ▾	  
<input type="checkbox"/>	85756	Basset (khairy) Altaher Abdel Hamid Othman Najm via ivr	::attachment...	11:34:01 2019-03-10	Create Ticket ▾	  
<input type="checkbox"/>	80516	Badri Mustafa Osman via ivr	::attachment...	12:11:10 2019-03-04	Create Ticket ▾	  
<input type="checkbox"/>	78135	Sayed Farag Shetiwy via ivr	::attachment...	14:32:42 2019-02-21	Create Ticket ▾	  
<input type="checkbox"/>	78133	Sayed Farag Shetiwy via ivr	::attachment...	14:32:11 2019-02-21	Create Ticket ▾	  
<input type="checkbox"/>	77153	شيفان شيفان via whatsapp	hello ...	11:59:07 2019-02-07	Create Ticket ▾	  

Message Traiging: Assigned to a ticket, given tags and an assignee

 **CNFA**
Cultivating New Frontiers
in Agriculture

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Tickets

Incoming Messages Tickets Deleted Tickets

Contact: Assignee: Tags:

Date Created: Date: Status: My Tickets

ID	Contact	Message/Description	Status	Assignee	Tags	Date
59	Dr. Taher	موعد تدريب البصل بسوهاج...	Closed	Dr. Taher Yehia		15:30:06 2017-11-13
58	احمد زكريا	علاج مرض البياض في المانجو...	Closed	Dr. Taher Yehia		15:18:47 2017-11-13
57	محمد عبد اللطيف	deadline for receiving grant proposal is Nov. 30th...	New	Dr. Taher Yehia	Mango البياض	15:16:49 2017-11-13
54	علاء الدين عبدالصبور	علاء ما هي المعدلات المادية للبص...	In Progress	Dr. Taher Yehia		14:53:45 2017-11-12
50	Ibraheem abdel Aziz Ali Ali	ننت...	New	Ahmed Maher		22:59:02 2017-11-11

Users can respond to a message via the same channel and view context

-  **CNFA**
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Ticket Content

« علاج مرض البياض في المانجو »

 احمد زكريا (via FACEBOOK) ⌚ 15:30:49 2017-11-13

Ticket History

مرحباً بكم في منصة الخدمات الإرشادية لمشروع فاس مصر، تم استلام بلاغك وسيتم التواصل معك "قريباً"

⌚ 2017-11-13 15:30:52

"علاج مرض البياض في المانجو"

⌚ 2017-11-13 15:14:18

Send Response

Message Body

Message Body

 Add Media File

Facebook ▾

Create Alert

Send

You have 10479 as a credit

Ticket Details

Assignee

Dr. Taher Yehia ▾

Status

New ▾

Tags

Tags

Note

Note

 Update Ticket

Data Analytics

Text/Media Report By Channel

Stats Detailed Log

Calls Report Text/Media Report

By Channel By Module By Month

Export



By Month

Export



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