AgentBI: Digital field agent management platform



The missing layer in last-mile delivery, built for field agents, designed for the system

AgentBI supports field-agent management in agricultural input distribution, sales and farmer advisory services through competency and motivation assessments, role matching and tailored training. Digital dashboards provide visibility into agent activities, sales performance and engagement, while three career phases, Entry, Growth and Mastery, structure professional development through incentives, recognition and mentorship. A feedback mechanism also allows agents to assess payment reliability and fairness. AgentBI can be used as a standalone platform or its framework integrated into an existing digital platform.

This technology is pre-validated.

9·8 Scaling readiness: idea maturity 9/9; level of use8/9

IP

Open source / open access

Problem

- **High agent turnover:** Disrupts sales operations and customer relationships.
- **Limited field visibility:** Restricts monitoring of agents and market activities.
- **Recruitment mismatches:** Reduce the effectiveness of field assignments.
- **Weak incentives and feedback:** Undermine agent engagement and management responsiveness.
- **Uneven market coverage:** Creates gaps in rural sales and distribution networks.

Solution

- **Structured career pathways:** Support agent engagement and retention.
- **Digital performance dashboards:** Improve visibility and supervision of field operations.
- **Competency based role matching:** Align agents with commercial responsibilities.
- **Differentiated incentives and feedback:** Support agent motivation and organisational responsiveness.
- **Coordinated agent management:** Strengthen the organisation of rural sales and distribution networks.

Key points to design your business plan

AgentBI helps agribusinesses improve field-agent recruitment, supervision and retention across last-mile distribution networks.

For effective adoption:

- Plan for a USD 100 monthly subscription, with duration and validity adjustable according to the organisation's size and income. Confirm the applicable terms with the Alliance of Bioversity International and CIAT.
- Assess agent turnover, recruitment and supervision needs.
- Deploy the complete platform or integrate selected modules.
- Plan for digital access, agent training, supervision and incentives.

Inclusion assessment 12 12 12

Climate impact 2

Alliance Bioversity-CIAT
Millicent Omala, PhD

Commodities

Sustainable Development Goals

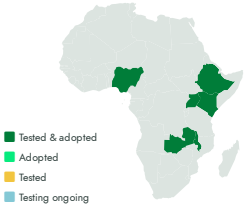
2 ZERO HUNGER

8 DECENT WORK AND ECONOMIC GROWTH

Categories

Production, Marketing, Pre-production, Digital applications, Supply chain management, Advisory and information service, + 1 more

Tested/adopted in



Target groups

Development institutions, Governments, Processors, Seed companies, Researcher center, Advisory and Extension Services, + 1 more