# AgentBI: Digital field agent management platform

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




AgentBI supports the organisation and supervision of agricultural field agents involved in extension, input distribution and farmer support services. Competency and motivation assessments classify agents into four profiles to guide role assignment and differentiated training. Digital dashboards monitor agent deployment, field activities and engagement, while three career phases, Entry, Growth and Mastery, structure professional development through incentives, recognition and mentorship. AgentBI can be used as a standalone platform or its framework integrated into an existing digital platform. A feedback mechanism also allows agents to assess payment reliability and fairness.

This technology is pre-validated.

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

Inclusion assessment 12 12 12

Climate impact 2

## Problem

- **Fragmented coordination:** Complicates the management of agricultural extension agents.
- **Limited operational visibility:** Restricts monitoring of field activities and service delivery gaps.
- **Uneven competencies:** Affect the consistency of agricultural extension services.
- **Weak agent retention:** Disrupts continuity in extension networks.
- **Uneven rural coverage:** Limits regular access to agricultural services in underserved areas.

## Solution

- **Digital agent coordination:** Structures agent assignments and supervision.
- **Performance dashboards:** Improve monitoring of field activities and service gaps.
- **Differentiated training:** Aligns agent competencies with extension responsibilities.
- **Career development mechanisms:** Support agent engagement and retention.
- **Coordinated deployment:** Supports more consistent agricultural service delivery across target areas.

## Key points to design your project

AgentBI can strengthen agricultural extension and rural service delivery through structured agent management, differentiated training and performance monitoring.

To integrate AgentBI into agricultural service delivery systems:

- Prioritise underserved areas with gaps in agent supervision and service coverage.
- Choose between the standalone platform and framework integration into an existing digital platform, ensuring system compatibility.
- Budget for a monthly subscription fee of USD 100, with duration and validity adjustable according to organisational size and income.
- Define implementation responsibilities, provide the necessary resources and technical support, and monitor agent performance, retention and service continuity.

IP

Open source / open access

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Commodities

Sustainable Development Goals

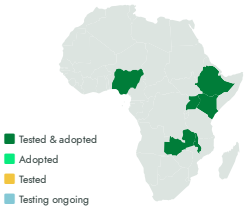
2 ZERO HUNGER

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