AgentBI: Digital field agent management platform

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



AgentBI supports the management of agricultural field agents through competency and behavioural assessments, role assignment, differentiated training and performance monitoring. It classifies agents into four profiles to guide their deployment and development. Digital dashboards track agent 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.

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

- **Weak agent deployment:** Disrupts delivery of agricultural interventions.
- **Fragmented management:** Complicates coordination across implementing partners.
- **Limited implementation visibility:** Restricts monitoring of field activities and delivery gaps.
- **Weak agent retention:** Interrupts programme implementation and service continuity.
- **Limited rural reach:** Constrains access to services among intended beneficiaries.

Solution

- **Competency based deployment:** Aligns agent assignments with programme requirements.
- **Integrated management tools:** Bring agent training, monitoring and development into a coordinated system.
- **Digital implementation monitoring:** Supports identification of field delivery gaps.
- **Tailored incentives and career pathways:** Support agent engagement and continuity.
- **Coordinated service networks:** Strengthen the organisation of agricultural services for targeted rural communities.

Key points to design your program

AgentBI strengthens agricultural programme delivery through structured field-agent management. It contributes to SDG 2 through improved access to agricultural services and SDG 8 through agent skills development and career opportunities.

To integrate AgentBI into development programmes:

- Promote inclusive recruitment and training for women and youth.
- Choose between the standalone platform and framework integration into an existing digital platform.
- Budget for a USD 100 monthly subscription, with adjustable duration and validity.
- Establish implementation partnerships and provide technical support.
- Monitor agent performance, retention and service coverage.
- Secure continuity through recurrent financing and integration into existing programme systems.

IP

Open source / open access

Alliance Bioversity-CIAT
Millicent Omala, PhD

Commodities

Sustainable Development Goals

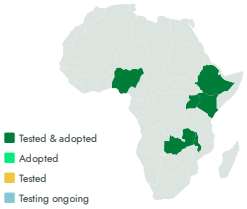
2 ZERO HUNGER

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, Cooperatives and Agribusinesses
+ 1 more