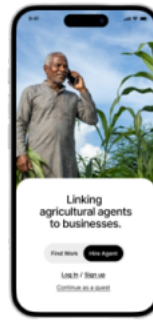


AgentBI: Digital field agent management platform

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

AgentBI is a modular digital platform combining behavioral and competency-based agent assessment, role-specific training, performance monitoring, incentive management and career development. It supports the management of field agents involved in last-mile sales, distribution and customer services. Its components can operate within the complete AgentBI platform or be integrated individually into existing business management systems.



Alliance Bioversity-CIAT
Millicent Omala, PhD

Commodities

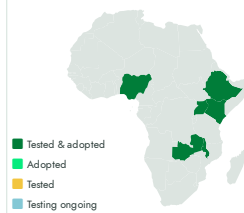
Sustainable Development Goals



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

This technology is **pre-validated**.

9-8



Scaling readiness: idea maturity
9/9; level of use 8/9



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:

- Assess agent turnover, recruitment and supervision needs.
- Contact the technology provider for access conditions and support.
- 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



AgentBI

<https://taat.africa/ncg>

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