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 agent profiling, tailored training, performance monitoring, incentives and career development for last-mile service delivery programmes. Its components support agent recruitment, deployment, capacity development and operational monitoring. They can be used within the complete AgentBI platform or integrated selectively into existing digital systems used by implementing organizations.

Alliance Bioversity-CIAT
Millicent Omala, PhD

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 supports agricultural innovation scaling and rural service delivery through improved field-agent management. It is relevant to SDGs 2 and 8.

For effective integration into development programmes:

- Prioritize programmes facing agent turnover and delivery gaps.
- Deploy the complete platform or integrate selected modules.
- Support digital access, agent training and supervision.
- Build partnerships with the technology provider and implementing organizations.
- Monitor agent retention, service coverage and inclusion.
- Plan for long-term financing and institutional management.

IP

Open source / open access

Commodities

Sustainable Development Goals

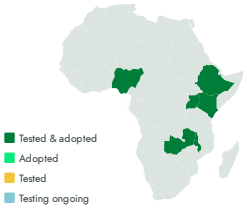
2 ZERO HUNGER

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