Project title
Agrifac CRM | Servitization

Customer
Agrifac Machinery B.V. | www.agrifac.com

Sector
Agriculture Industry

Empowered Solution

➢ CRM Maturity analysis
➢ CRM Blueprint
  o Customer experience strategy
  o Customer journey mapping
  o Customer segmentation
  o Social listening process
  o Management of Change (MoC)
➢ IT Consultancy
➢ Software architecture

Period of Execution

➢ Start: April 2016
➢ Finish: July 2016

Technologies

➢ Business Model Generation
➢ Value Proposition Design
➢ Blue Ocean
➢ Deming (PDCA)
➢ Key-Questions for Maturity (developed)
➢ Best of breed CRM software

Value added elements

➢ Software suppliers
➢ Commercial Product Integration "AYE"
  (Amplify Your Effectiveness) 1st launch 2018

Company overview

Agrifac increase yields on less productive farm lands, where Agrifac see
huge yield gaps between current production levels and those possible,
with improved production practices, mechanization and precision farming.
For instance, combined with innovative sprayers they are able to achieve higher
yields and provide each plant what it needs with less crop protection.
This business contributes to a brilliant simple solution in helping farmers
to feed the world in a sustainable manner.

Business challenge

Can you improve our worldwide service? For this we've noticed different elements
within Servitization which switch between internal and external processes,
also known as the Internet of Everything (IoE). Let's connect People on a way that
makes more value and is more relevant. Use easy workflows, have fun with data
and generate value that is driven by your own people. Align Processes by
delivering the right information to the right person or machine, and use the right
information from the people of machines at the right moment.
Convert Data, from big data into smart data, so decision making becomes easier.
Connect Things by physical machines and objects and
that's how Agrifac products become smart.

Why Scheper.Co?

Empower your process with smart designs. Scheper has a background in the
agriculture world, combined with a deep understanding of customers.
Together with the knowledge about maintenance and asset management from
the energy sector this forms a unique combination for the next challenges within
these sector. Agrifac needs a conceptual thinking approach, that can feed new
ideas of farming. Where "pay per hectare" forms a decent opportunity.

How Scheper.Co helped?

We've developed a process to steer Agrifac salesforce worldwide on an increasing
valuable and coordinated way. Evolve your customer contact (people-to-people)
by monitoring customer loyalty, needs and behaviour in an overall customer
experience. Get more value out of customer data and take data driven decisions
through the entire customer journey, measured by physical/digital touchpoints.

Customer quote

"Brilliant simple – 4e for growers" Scheper helped Agrifac well on our way for
Servitization. We now have a roadmap for the various topics Customer Journey,
Predictive Maintenance and Machine Learning. By his contribution we have a
better visibility about the consistency and it gives us a clear view on the
opportunities and choices that we have to make.

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