

Project title

Agrifac CRM | Servitization

Customer

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

Sector

Agriculture Industry

Empowered Solution

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

Period of Execution

- Start: April 2016
- Finish: July 2016

Methods, Techniques, Tools

- Business Model Generation
- Value Proposition Design
- Blue Ocean
- Deming (PDCA)
- Key-Questions for Maturity (developed)
- CRM & Social listening Software
- Servitization

Value added elements

- Software
- Commercial Product Integration "AYE" (Amplify Your Effectiveness) 1st launch 2018
- My Agrifac

Company overview

Agrifac increase yields on less productive farmlands, where Agrifac sees 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

How can we achieve a clear CRM vision for our employees, customers, and stakeholders? Can you combine knowledge from service and maintenance within our customer journey? We need to know how we can offer our value proposition at the right time. We need to know how we can maintain and build sustainable relationships with our customers, during the life cycle. We need to know how we align this, to achieve the highest possible customer satisfaction.

Why Scheper.Co?

Empower Your Future. 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 this sector. Agrifac needs a conceptual thinking approach in which new ideas arise for farming.

Where "pay per hectare" forms a decent opportunity.

How Scheper.Co helped?

We provided based on our Strategic Management Services a process to guide Agrifac salesforce worldwide in 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. This has formed a building block for the Servitization journey.

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. Through his contribution, we have better visibility about the consistency and it gives us a clear view of the opportunities and choices that we have to make (Mr. W. Kamps – CFO Agrifac).

