



**Project**  
*Data Call Centre (DCC)  
Implementation*

**Objective**  
*To reach more than 750 farmers  
across Tanzania to understand  
their possibilities in accessing  
the markets*

**Duration**  
*1 week*

## FARM RADIO INTERNATIONAL

Farm Radio International is a Canadian-based, not-for-profit organization founded in 1<sup>st</sup> May 1979 by George Atkins as a result of trip to Zambia in 1975, where he found that there was a lack of information about simple farming techniques for African smallholder farmers

The organization is working in direct partnership with approximately 400 radio broadcasters in 38 African countries to fight poverty and food insecurity.

Farm Radio International has a vision of providing and exchanging practical, relevant and timely information for use by our broadcasting partners (community, public and private radio stations, farmers associations, productions houses) and enhancing the ability of our broadcasting partners to serve the interests of small-scale farmers and their communities and to ensure food security.



I would like to thank DataVision International for this great work (Data Call Centre Service). It has been a great experience working with your team which conducted the project with a professional approach and delivered complete data as per agreement.

Bartholomew Sullivan,  
Radio & ICT Manager,  
Farm Radio International



# FARM RADIO INTERNATIONAL

<b>Requirements</b>	<p><b>A reliable solution to conduct a question and answers session with their target audience</b></p> <p>Farm Radio International required an efficient, cost-effective, timely and reliable approach towards conducting a question and answers of over 750 farmers all over Tanzania to assess the possibilities surrounding smallholder farmers' access to markets.</p>
<b>Solution</b>	<p><b>Deploying Data Call Centre for interviewing with professional services from the DataVision team of professionals</b></p> <p>Data Call Centre, an in-house solution integrating web and mobile technologies was implemented to conduct the interview of at least 700 members within the target audience database.</p> <p>This was done back to back with the instant aggregated reports from the interviews to the Farm Radio International for further usage and decision making</p>
<b>Results</b>	<p><b>A cost-effective, reliable and timely approach towards data collection with instant feedback</b></p> <p>Data Call Centre assisted Farm Radio International to reach over 700 people in two days, and enabled them to get access to the feedback without any delays due to the seamless communication between the interviewing devices and the servers.</p> <p>The short time lag between the interview and the feedback allowed quick, accurate and informed decision making, plans and forecast.</p>

## DataVision International LTD

(Research & Statistics, ICT & Corporate Performance Management Consultants)

Tel +255-22-2701845/6 ■ Fax +255-22-2701848 ■ info@datavision.co.tz ■ www.datavision.co.tz