



**AI Advisor**  
always online



# AI Advisors 101

**DISCOVER**

**What Are the Key  
Marketing & Sales  
AI Use Cases  
for Input Companies**

# Introduction

In 2023, a new breakthrough, Generative AI, made all the headlines and entered our lives through a big door. **Generative AI is a type of artificial intelligence that can create new and unique content like text, videos, images, audio, etc., resembling human created content.** The **AI models learn patterns** and structures from input data to create a totally new piece of content with similar characteristics.

Its ability to do the last mile of presenting and communicating information to end users in a simple and human-like personalized conversation has shown to be truly re-markable in agriculture.

Generative AI has brought **a major simplification of interactions between farmers and technology** and will play a pivotal role in overcoming adoption issues of digital platforms, especially across medium and small-scale farming operations.

With growing accuracy, accessibility and affordability, AI-driven technology will find its place in the majority of agricultural processes over the next years by supporting access to knowledge and advice, decision making or even completely operating some processes.

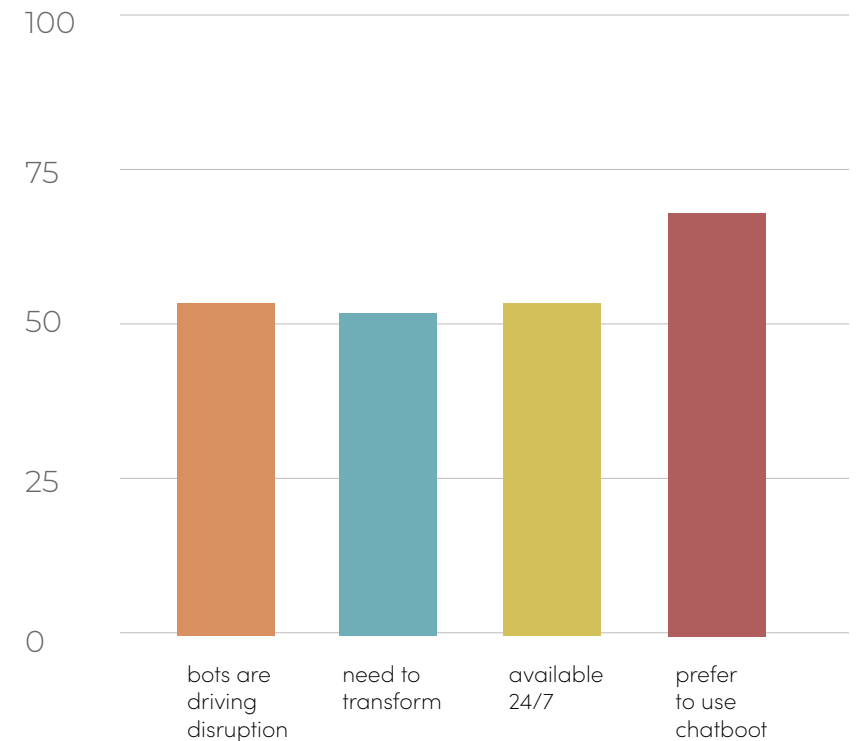


72% of  
companies  
**worldwide**  
has started  
**implementing**  
**AI** already.

*Source: McKinsey Global Survey on AI, March 2024.*

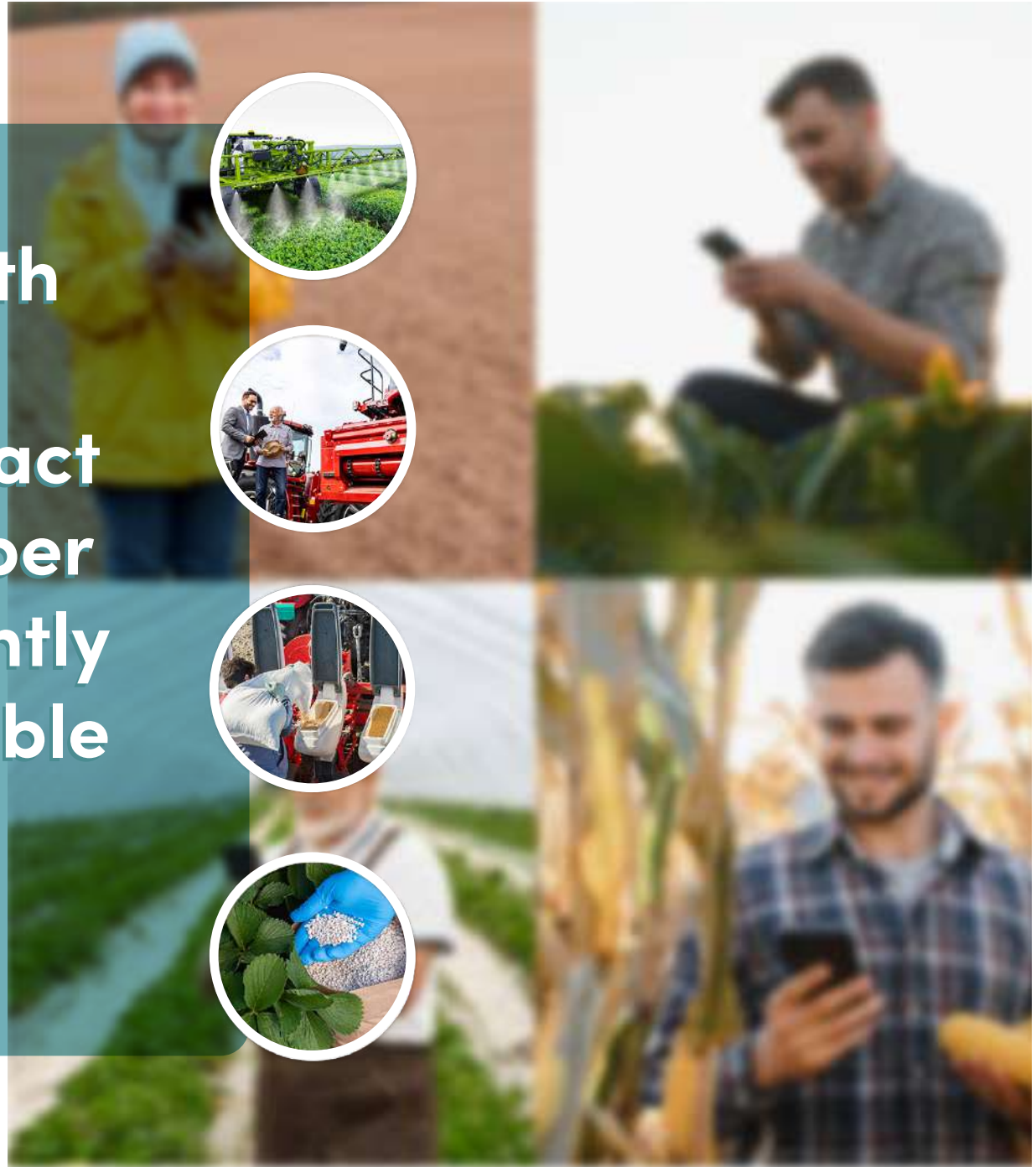
# Did you know?

- **56%** of companies say conversational bots are driving disruption in their industry.
- **54%** of customers report that companies need to transform how they engage with them.
- **Over 50%** of customers expect business to be available 24/7.
- **69%** of consumers prefer to use chatbots for the speed at which they can communicate with a brand.



## AI Advisors

provides you with the capacity to reach and interact with large number of farms efficiently to drive actionable leads to sales channels.





# Extending Reach and Increasing Market Share with AI Advisors



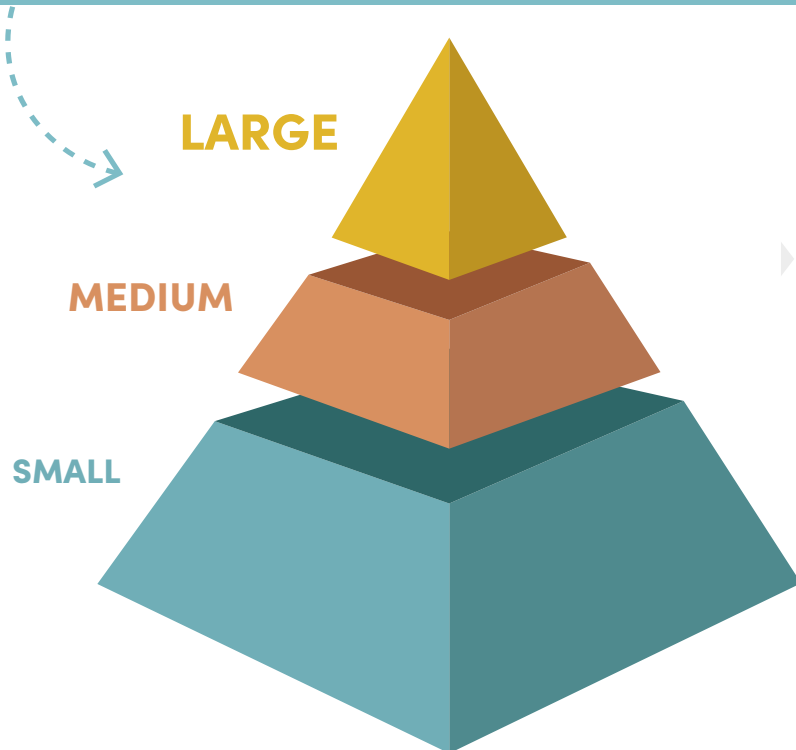
Support Farmers with Knowledge and Advice

If you are looking for a way to increase your market share, then AI Advisors are a great tool. **They enable you to introduce new innovative solutions on the market and help you to get attention and attract new customers.**

Bringing AI advisors to the hands of farmers who are within and beyond your current reach enables your sales team to get regular touchpoints with a broader group of farms, not just the ones they can visit in person. Namely, **it allows sales teams to reach and engage all market segments, including small farms** which are usually not addressed and underserved.

*Having the additional support of an AI advisor, helps your sales and marketing teams increase and control their market share.*

# Farm Market Segments



**AI Advisors provides you with capacity to reach and interact with large number of farms efficiently to drive actionable leads to sales channels.**

## CURRENT STATE

Visited Farms

Market Share

## AI EMPOWERED

AI - Engaged

AI - Increased Market Share



- ✓ New Customers
- ✓ Improved Brand Loyalty
- ✓ More Sales



Hi, how can I  
help you  
today? ✓✓

# 5 Key Sales and Marketing Use Cases of AI Advisors

# IMPROVE PRODUCT KNOWLEDGE OF YOUR OWN SALES FORCE & SALES CHANNELS

AI Advisors act as **on-the-go sales coaches**, equipping your team with access to product details, recommendations, and insights during farmer visits.

They also accelerate the onboarding of new **sales reps, partners and distributors**, ensuring they quickly grasp the full product portfolio and deliver quality advice with confidence.

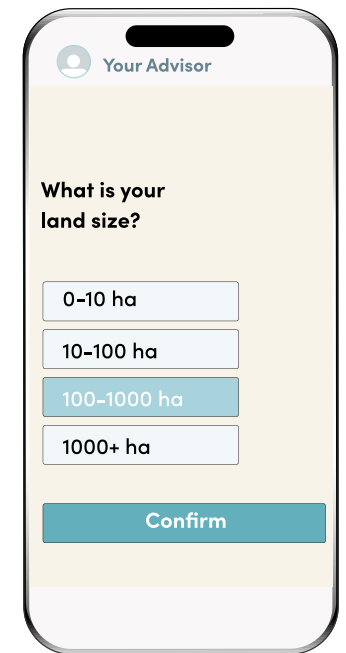
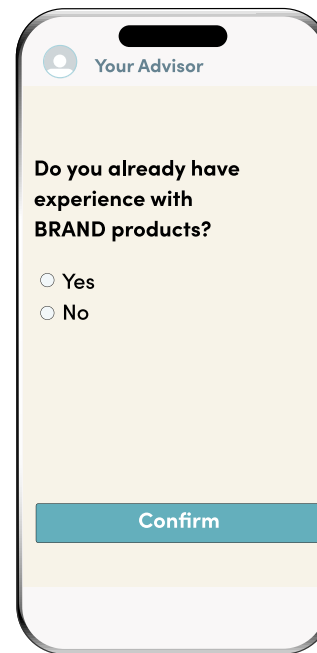
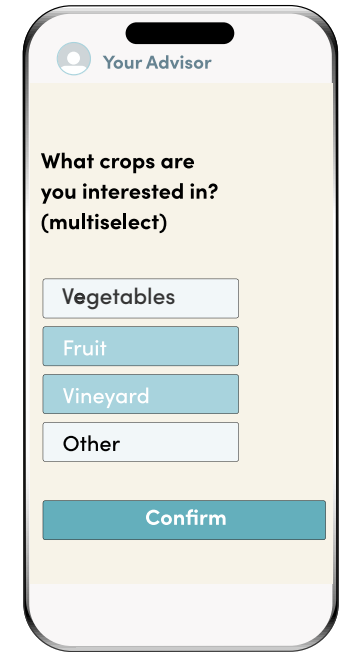




# GENERATE AWARENESS AND INTEREST IN YOUR BRAND AND PRODUCTS

AI Advisors help **reach new and existing farms**, build product awareness, and establish your brand as a trusted advisor.

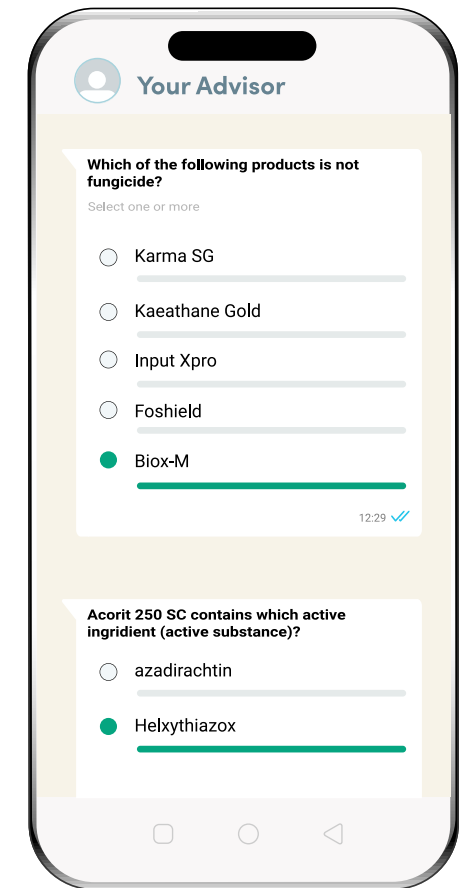
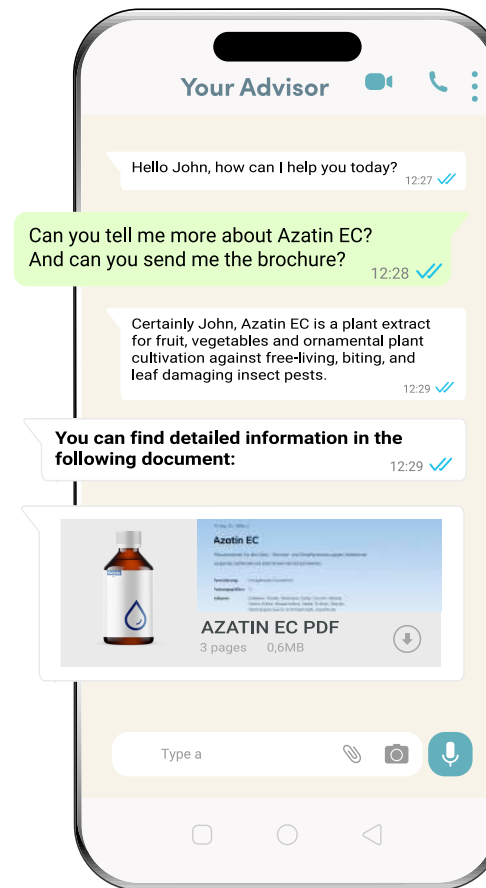
They support you to capture real-time market insights and **leverage farmer profiling** to personalize communication and strengthen relationships.



# STRENGTHEN ENGAGEMENT WITH YOUR CUSTOMERS

AI enables **tailored, proactive outreach** that resonates with farmers.

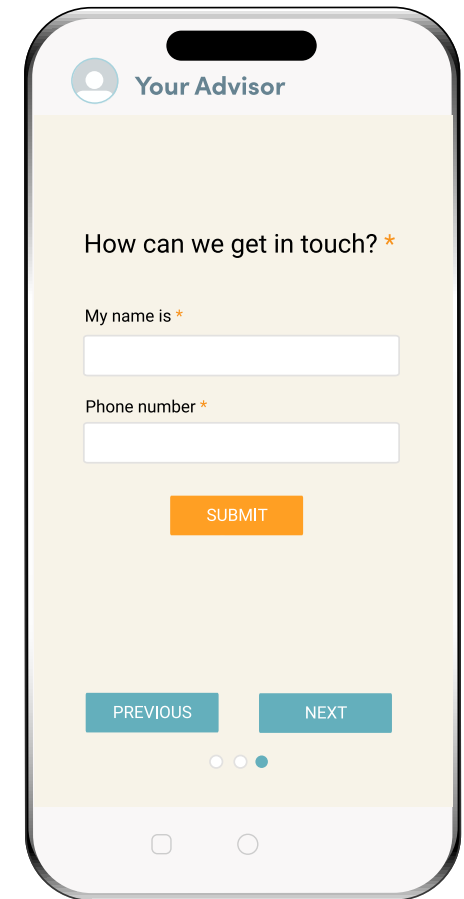
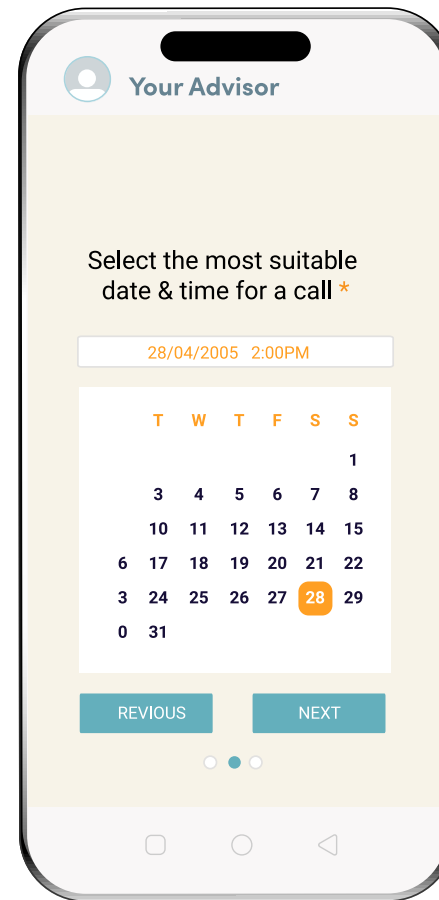
From personalized recommendations to competitive positioning, AI Advisors drive product interest and increase engagement through **gamification, event invitations, and real-time surveys**.



# IMPROVE SALES EFFICIENCY AND CONVERSIONS

AI Advisors supports your sales team to **increase share of wallet and expand to new farms** by identify buying intent and generating high-quality leads.

They **streamline the sales journey by booking meetings, curating product lists and drive sales growth by seamlessly guiding farmers** to the right sales channels, whether through sales reps, ag retailers, or eCommerce.

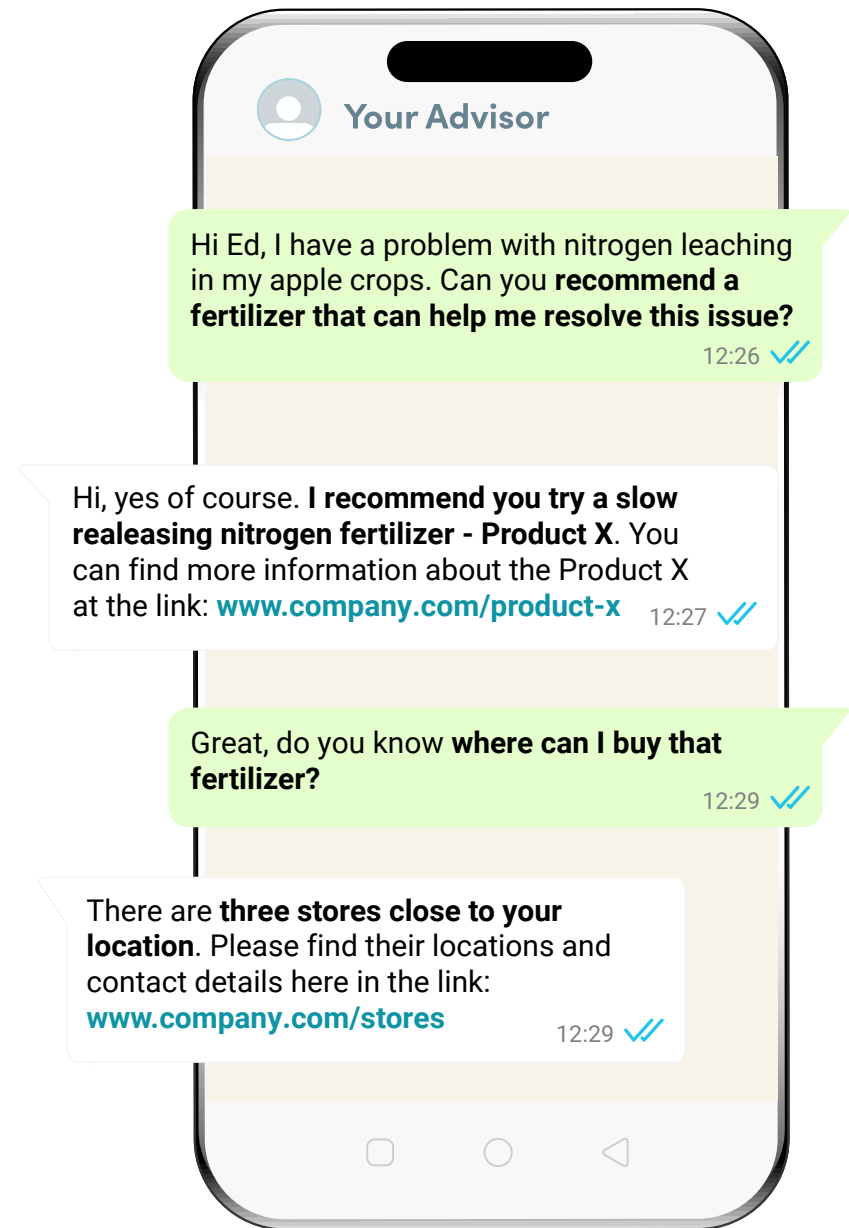




# IMPROVE CUSTOMER CARE AND INCREASE BRAND LOYALTY

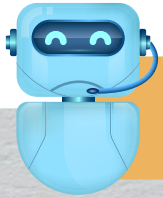
AI Advisors enhance customer care by providing **product applications, best practices, and direct insights** through integration with your digital platforms.

They enable you to **boost engagement through gamification, loyalty programs, and surveys**, nurturing long-term relationships and driving market share growth.





# What Is the Difference Between



## Chatbots

These are intent based chatbots that use natural language processing to interact with users. They recognize keywords and use machine learning to recognize why the end user is starting a conversation and understand patterns of behavior.

### BENEFITS

Keyword-based topic recognition ✓

Predefined responses ✓

Suitable for option-based flows ✓



## AI Advisors

Powered by generative AI, they create text, images, and audio, enabling high-volume, personalized, and human-like interactions tailored to your brand and customers. Trained on a verified knowledge base.

### BENEFITS

Generates human-like responses ✓

Ability to implement different engagement tools and extract data ✓

Personalized and trained to fit desired identity ✓

Generating analyses on marketing insights and trends ✓



# What Are the Benefits of Using AI Advisors as Your Sales and Marketing Strategy?

## Increase Loyalty and Share of Wallet at Existing Customers

AI Advisors provide **real-time, high-quality advice** with **24/7 personalized support** which builds trust, drives repeat purchases, and strengthens customer loyalty.

## Reach New Customers and Achieve New Revenue

**Unlimited capacity of AI Advisors** expands market reach, unlocking new revenue opportunities across diverse customer segments.



## Improve Sales Efficiency and Reduce Farm Acquisition Cost

**Automate customer interactions**, lowering acquisition costs and allowing sales teams to focus on high-value opportunities.

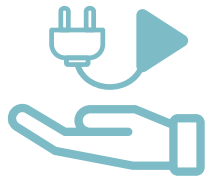
## Strengthen Partnerships with Ag Retailers and Distributors

**Streamlined communication and instant product access** improve partner efficiency and boost sales.

## Improve Product Knowledge of Your Sales Force

AI-powered tools equip sales teams with **real-time insights, enhancing expertise and increasing customer engagement.**

# How To Implement AI Advisors?



## Discover AGRIVI's Fully Managed Service

A fully managed service approach provides customers with capacity and skillset to launch AI projects now.

AGRIVI takes care over all aspects of the AI platform from discovery, to implementation, market launch and post-launch support.



**Discovery phase:** defining key project goals and milestones



**Knowledge base set-up:** data processing, training & initial setup



**Platform market activation:** customer journey mapping including regulatory compliance and GDPR



**Monitoring:** daily/weekly/monthly conversation analysis monitoring



**Reporting:** project status, conversation insights and discussed topics



**Platform maintenance:** regular platform updates and back-ups



**Knowledge base upgrade:** content extension, change requests and updates



**Users' engagement tools:** activation, management, monitoring and reporting



## AGRIVI AI Engage **INPUTS**

AGRIVI AI Engage platform **enables input manufacturers to empower their sales and marketing efforts with whitelabel AI-driven agronomy advisors available to farms 24/7** via WhatsApp and Viber. It is ideal fit for seed, fertilizer, crop protection products producers as well as farm machinery manufacturers.

## Why to Engage with AGRIVI?



Global customers in over 50 countries



Trusted partner & industry expert



Fully managed service



AI Advisors customizable to any use cases

**Start building  
a competitive  
advantage today.**

**Engage with AGRIVI**

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