

CommCare for Small Businesses

Many small businesses have recently emerged to market by employing vendors to sell poverty-alleviating products at the Bottom of the Economic Pyramid (BoP), including cook stoves, pay toilets, tampons, and solar lanterns. These products often pay for themselves through reduced fuel and healthcare expenditures, while reducing disease and increasing access to education. However, in order to achieve profitability at scale and to expand access to products at the BoP and other emerging markets, businesses need tools to increase sales penetration, expand their market size, and sustain product innovation. This can be achieved through use of mobile technology.

Benefits of Dimagi's Technology For Small Businesses

Small Businesses and their vendors can benefit from the versatility, flexibility and portability of mobile applications. Mobile technology enables Small Businesses to make more timely decisions, increase productivity, reduce overhead, improve organizational agility, prompt customer services, and gain a stronger bottom line. Dimagi is uniquely positioned to offer a cloud product that can serve frontline workers with limited education and technical literacy to increase organizational agility, enhance workforce management, and improve customer satisfaction.

Small Businesses

Few efficient methods exist for Small Businesses to remotely manage productivity and hold vendors accountable. There is a lack of detailed, real-time feedback on customer satisfaction to develop new approaches and increase market expansion.

- Dimagi's tools support improved workflows through real-time data collection about customer demographics for monitoring **market expansion** and **penetration opportunities**.
- Applications can **track inventory** and **manage orders**, preventing stock-outs and improving forecasting of future demand, including predicting seasonal trends.
- Eliminating need for paperwork **reduces costs** and improves **security** and data integrity.
- SMS **customer satisfaction** surveys and **promotions** increase market knowledge.
- Scalable technology allows organizations to quickly deploy go-to-market strategies.
- Small Businesses and vendors are **directly connected** so that communication and decisions can be made efficiently and securely in both directions.
- **Real-time monitoring** of daily activity of vendors through web-based reports minimizes supervisory gaps, increasing workforce efficiency.
- SMS-based marketing system facilitates timely communication on new products and promotions.

Vendors

Vendors struggle to increase sales due to challenges in tracking new leads and potential customers, failure to follow up after sales, and to avoid stock outs or overstock.

- Dimagi's tools provide simple **Customer Relationship Management**, enabling a vendor to register a lead, follow it through the sales pipeline, and follow up after (e.g. for repair or missed payments).
- Electronic checklists provide ongoing **decision support** information (pricing, products, etc.).
- **SMS notifications** remind vendors to reach out to every eligible customer.
- SMS & voice campaigns facilitate reaching out to customers to **share information** on new products and promotions.



- **Multimedia**, such as audio clips, pictures, and videos enhance credibility and **facilitate discussion** of sensitive topics with customers.
- Ability to **access sales records** and **track progress** against monthly sales targets in comparison to other vendors increases workforce motivation.

Customers

Customers often lack appropriate information about products they are buying and have little recourse if a product is faulty or needs repair.

- Dimagi's tools provide built-in **educational and training materials** to engage customers, improving information dissemination at point-of-sale.
- SMS interactions and voice campaigns enable customers to stay more connected with vendors, increasing the likelihood of receiving **timelier follow-up** from vendors about a product or issue.

Highlighted Projects

Pollinate Energy, India

Pollinate Energy is an Indian-based NGO whose mission is to eradicate energy poverty through clean energy solutions, including solar-powered lights. Pollinate Energy's CommCare application is used by the NGO's "pollinators" to manage their energy solutions stock, complete community profile surveys, and ensure that communities provide accurate and timely repayments for solar-powered lights. In addition to supporting Pollinators, the application also provides a solar-powered light installation guide for beneficiaries [Article].

Small Enterprise Foundation, South Africa

Small Enterprise Foundation (SEF) is a non-profit, pro-poor microfinance institution working towards the alleviation and eventual eradication of poverty. SEF targets female-led small and medium enterprises with credit and savings services to foster sustainable income generation, job creation, and social empowerment throughout South Africa. The CommCare application helps SEF to ensure that all activities are performed according to internal policies and procedures; corrupt and/or fraudulent activities are prevented, identified and reported on; special assignments requested by senior managers are executed; weaknesses and/or threats to SEF are identified and preventative measures are recommended; and ensure the overall service to clients is of the highest quality.

Wits Health Consortium/The IMAGE Project, South Africa

The Intervention with Microfinance for AIDS & Gender Equity (IMAGE Project), an NGO linked to the University of the Witwatersrand School of Public Health, combines a microfinance intervention with a gender/HIV awareness curriculum with the aim of improving the social and economic well being of households and reducing the risk of HIV infection and gender-based violence. The IMAGE Project is currently working with 5000 households in 300 rural villages across four South African provinces – Limpopo, Gauteng, Northwest and KwaZulu Natal, with 35 field staff working in small, dispersed teams. The IMAGE Project uses CommCare to track the progress of individual loan clients with respect to economic well being, assess performance in the microfinance intervention, and collect periodic data on health and social outcomes. The IMAGE project also uses CommCare to conduct routine performance monitoring for program staff to assess the quality intervention delivery and the support and supervision received. The CommCare platform is digitizing paper-based routine assessment forms to achieve transparent, bi-directional and regular feedback.

Technoserve Tutawa Entrepreneur, South Africa

TechnoServe is partnering with a national South African bank to provide business development services to beneficiaries of a regional business-grouping scheme. Technoserve business advisors provide tailored support to entrepreneurs by providing business development services that drive the competitiveness and sustainability of beneficiary businesses. The business advisors run CommCare on both tablets and laptop computers to improve timeliness of beneficiary visits and quality of services delivered. The application enables tracking of financial health of the beneficiaries as well as tracking services delivered to beneficiaries over time.

UN WFP Cash Transfer, Zambia

The Government of the Republic of Zambia (GRZ), with support from DFID, UNICEF and Irish Aid, is currently implementing social cash transfers (SCTs) in 13 districts with the objective of reducing extreme poverty and vulnerability. The program is transitioning from a paper-based system used since 2004 to CommCare, with the aim of addressing problems of data accuracy and completeness during registration and follow-up activities. Enumerators, CWAC leads, and District officers are equipped with a CommCare application to manage the enrollment, support, and tracking of all beneficiaries in the system. Case management enables field staff to review and update details to existing beneficiary data within the mobile application. Follow-up visit forms take into account beneficiary details and are customized according to the history of a given case. SMS reminders enable communication with beneficiaries and field staff without direct access to the application. Reminders are automated based on the information stored in each beneficiary's case record. This solution goes beyond accurate data collection and closes the loop in the approval, payment distribution and follow-up processes.

HOPE Mobile Money System, South Africa

HOPE is a system to pay existing incentives directly to mothers/ASHAs in their bank accounts. HOPE currently allows computer-based input of events for mothers. These are approved by the block accountant, which triggers payment to the bank account. An API has been developed to integrate data captured through another CommCare app with HOPE. The API exposes a list of all mothers and the "HOPE" events that have occurred for those mothers, which will eventually lead to payment. The API matches mothers with those in HOPE using the bank account number.