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**CRS Farmer to Farmer Program  
Volunteer Assignment Scope of Work**

<b>Summary Information</b>	
Assignment code	ET 232
Country	Ethiopia
Country Project	Crop
Host Organization	Shayashone Plc
Assignment Title	Automated Customer Service Management for Improved PICS Supply Chain
Assignment Preferred Dates	Flexible
Assignment Objectives	<ol style="list-style-type: none"> <li>1. Design the automated customer call centre for the host</li> <li>2. Configure the IT systems for the call centre</li> <li>3. Develop improved customer service management system</li> <li>4. Develop computerized stock management system</li> <li>5. Train employees of the company on automated call centre system</li> <li>6. Provide onsite technical assistance to the host for setting up automated client service centre</li> </ol>
Desired Volunteer' Skill/Expertise	<ul style="list-style-type: none"> <li>• Experience in setting up automated client service center, call centres, designing /creating automated purchase order placing systems for companies</li> </ul>
Type of Volunteer Assistance	Technology Transfer = T
Type of Value Chain Activity	Information and Input Support Services (S)
PERSUAP Classification	Type 3

**A. BACKGROUND**

CRS Farmer -to-Farmer program (F2F) is a USAID funded program that will be implemented for five years (2019- 2023) with a primary goal of reducing hunger, malnutrition, and poverty across six countries: Benin, East Timor, Ethiopia, Nepal, Rwanda and Uganda. The program aims at achieving this goal through advancing inclusive and sustainable agriculture led growth aimed at generating sustainable, broad-based economic growth in the agricultural sector. The program's secondary goal is to increase US public understanding of international development issues and programs and share the knowledge back in the US. To achieve its goals, F2F program provides volunteer technical assistance to farmers and farmer groups (associations and cooperatives), private agribusinesses, agriculture education institutions in developing countries like Ethiopia to address host identified technical needs in selected agricultural value chains. F2F volunteers are pooled from abroad range of US agricultural expertise, from private farmers with varied experience, University professors, bankers/certified accountants, animal health and nutrition specialists, soil scientists, agronomists who support local host organizations. The F2F program introduces innovation and develops local organizations capacity for more productive, profitable, sustainable and equitable agricultural systems while providing an opportunity for people- to-people interactions within the agricultural sector. In Ethiopia, the F2F program focuses on technical interventions in the livestock and crop value chains.

Shayashone (SYS) is also engaged in agricultural commercialization and supply chain development for socially impact products, agribusiness advisory and consultancy, and import of industrial raw materials and manufacturing. The primary targets of the first two services are smallholder farmers whereas the import business is aimed normalizing supply of products the company is commercializing. Shayashone is owned by two Ethiopians and incorporated as per Ethiopian Commercial Code. The company has its head office in Addis Ababa and has offices/teams in Jimma, Nekemt and Bahirdar.

Since its establishment in 2010, SYS has implemented over 50 investment and development projects from donors in USA, Canada, Netherlands and Germany. Some of the organizations that granted projects for Shayashone include but not limited to Bill and Melinda Gates Foundation (BMGF), USAID, Canadian IDRC, Netherlands Enterprise Agency (RVO.nl), Embassy of Kingdome of the Netherlands in Addis Ababa, Purdue University, Wageningen University, Maastricht School of Management and University of Saskatchewan.

SYS was assigned by Purdue University to develop market and supply chain for PICS bag in Ethiopia since 2014. Since then the company has directly reached 8000 villages in the country through demonstration, trained over 2000 extension agents, 150 vendors, and 186 resellers. The company deployed information communication(ICT) for agricultural commercialization for the first time in Ethiopia. It has a database of over 42,000 smallholder farmers. SYS aims for further develop its market of PICS bags and development training service provision to its clients and other businesses.

PICS bags is chemical free safe storage technology with estimated useful life of 3 production cycles and above. Grains stored in PICS bags can stay over 2 years without losing freshness and free from any weevil attack. The PICS bag is a triple-layer bag that serves as an air-tight (hermetic) storage method. And the other product they have is Nazava Riam, water filter which is designed to provide safe water for people. It turns river, tap and rain water into water that is ready to drink and keeps families safe from diarrhea and other waterborne diseases. The filter is designed to remove bacteria and dirt from water. The filter can remove 99.99% of bacteria from the water. Visit the company website for more information about Shayashone/<https://shayashone.com/>

## **B. ISSUE DESCRIPTION**

Company-client relationship is one of the most important factors that determine success of a business. Companies strive to establish and main relationship with customers to achieve better business relationships, customer retention and sales growth. Creating improved structure and systems for customer management is good option to retain customer and increase their satisfaction. Good customer relationship management system allows firms like Shayashone Plc to respond appropriately, coherent and quickly to different customer opportunities because marketing aims to building mutually satisfying long-term relationships with customers to earn and retain their business.

Shayashone wants to set up automatic a call center that can runs 24/7 rather than hiring employees to work late-night shifts because the customers of the company are growing immensely and their customer service management system can't keep up with current customer demand. Due to this they are facing major challenge related to big volume of inquiries they are receiving through call and text and dealing with several of them at a time on daily basis without having well organized customer management system is becoming difficult.

Having this fact Shayashone plc requested Farmer-to-Farmer program for technical support on automated call system.

### **C. OBJECTIVES OF THE ASSIGNMENT**

The objective of this assignment is to transfer knowledge and skills on automated call center. The specific objectives of this volunteer assignment, therefore, include providing training and advice the following areas:

- Design the automated customer call center for the host
- Configure the IT systems for the automated call center
- Develop improved customer service management system
- Develop computerized stock management system
- Train employees of the company on automated call center system
- Improve staff understanding on customer inquiry handling system
- Provide onsite technical assistance to the host for setting up automated client service center

### **D. ANTICIPATED RESULTS FROM THE ASSIGNMENT**

It is anticipated that through F2F volunteer technical support, the staffs of the host will be equipped with knowledge and skills to:

- Improved customer service and satisfaction
- Automated customer call center designed and set-up
- Computerized stock management system
- Improved knowledge and skill on automated call center
- Training materials for future reference

### **E. HOST CONTRIBUTION**

The host has committed to mobilize the staff, stakeholders, students, and local farmers to receive the volunteer's technical and practical assistance. The host will also avail key personnel to work closely with the volunteer, assisting her/him during training and practical demonstration sessions, ensuring translation to the local language and advising on the culture of the area. CRS will cover lodging costs against receipts and other related costs. In coordination with the host and the volunteer, CRS will also arrange and pay for transport services for daily use to and from the company.

### **F. ASSIGNMENT DELIVERABLES**

The major anticipated outputs of this assignment include, but not limited to:

- Training materials and manuals on automated call system
- Automated call center designed and set up for the host
- Work plan and training materials in appropriate formats in collaboration with the host and training participants
- Training lists with people trained and subject areas as per the training reporting formats
- Volunteer end of assignment report with recommendations to the host organization action plan and recommendations to CRS
- A bibliography or a list of key resources in the subject matter

- Conduct a final debriefing (PowerPoint presentation) with the host organization (plus key stakeholders) and CRS/USAID
- Conduct outreach events upon return to the US

### **G. SCHEDULE OF VOLUNTEER ACTIVITIES IN ETHIOPIA**

<b>Day</b>	<b>Activity</b>
Day 1	Arrival in Addis at Bole Airport. The volunteer will be met by CRS’s client hotel Eliana Hotel ( <a href="https://www.booking.com/hotel/et/eliana.">https://www.booking.com/hotel/et/eliana.</a> ; <b>Phone:</b> +25111 126 2600).The volunteer will locate the hotel kiosk and use pre-arranged shuttle
<b>Day 2</b>	<b>Rest Day (Sunday)</b>
Day 3	<ul style="list-style-type: none"> <li>• Take hotel shuttle to come to CRS office (CRS working days are Monday to Friday from 8:00AM to 5:00 PM East Africa Time)</li> <li>• Welcoming by CRS, and briefing meeting on security, general orientation, MEAL (attendance sheet, reporting and PPT templates), and logistic.</li> <li>• Discuss anticipated outcomes and work plan</li> <li>• S/he will be introduced to the host</li> <li>• General orientation with the host, first-hand briefing on the main objectives and modality of the assignment and adjustment of the agenda for the coming days (work planning session).</li> </ul>
Day 4	<ul style="list-style-type: none"> <li>• Conduct further assessment of skills and knowledge gaps with training participants</li> <li>• Based on information gathered and gaps identified, enrich the prepared training materials incorporating hands-on practices.</li> <li>• Develop 10 days (2 weeks training) curriculum covering key knowledge and skills Gaps</li> </ul>
Day 5-19	Train participants on among other topics
Day 20	Briefing / exit meeting with the host in the presence of CRS staff
Day 15	<ul style="list-style-type: none"> <li>• Debriefing with CRS staff and/or USAID Mission</li> <li>• Finalize reimbursement expenditures and liquidations (if any) with finance.</li> <li>• Submit volunteer reports, training attendance sheet, assignment report, PPT presentation and any reference materials to CRS F2F team.</li> <li>• Depart for USA</li> </ul>
TBD	Outreach event when back in the USA

### **H. DESIRABLE VOLUNTEER SKILLS**

The volunteer will have the following skills, qualifications and competencies:

- Expertise in information communication technology and relevant experience of telecom systems management
- Extensive experience in the customer service management design
- Knowledge and practical experience on automated reply system
- Experience and skill in adult teaching
- Good communicator and interpersonal skills
- Willingness and flexibility to train and technically assist staff whenever required
- Respect for the cultural and religious norms of the rural people.

### **I. ACCOMMODATION AND ANOTHER IN-COUNTRY LOGISTICS**

- Before travelling to the assignment place, the volunteer will stay in Addis Ababa at one of the CRS’s client hotels, Eliana or another hotel that will be booked and confirmed before the volunteer arrival date. The hotel will have rooms that include services such as airport pickup and drop-off, breakfast, wireless internet etc.
- The hotel or CRS will arrange a vehicle for short travel from the hotel to CRS and vice versa while in Addis Ababa.
- All required materials will be prepared ahead of time and provided to the volunteer. CRS Ethiopia will provide the volunteer with a laptop computer (if s/he needs), local internet dongle and mobile phone with a charged local SIM-card. Any other required logistics and facilities can also be requested by the volunteer during her/his stay in Addis Ababa.
- CRS will provide a vehicle and accompany the volunteer to the place of assignment.
- During the assignment period, the volunteer will stay at Elina Hotel Addis Ababa
- CRS Ethiopia will arrange hotel accommodations and cover the lodging bills against receipts.
- CRS HQ will provide the volunteer with a per-diem advance to cater meals and incidentals.
- CRS Ethiopia will also reimburse the volunteer with laundry costs against receipts.
- For more information, please refer to country information that will be provided.

**J. RECOMMENDED ASSIGNMENT PREPARATIONS**

- Although CRS F2F has developed such hinting SOW, the volunteer can fine-tune through her/his professional qualifications to successfully carry out this assignment.
- Although the assignment place Addis Ababa is a highland where malaria may not be a problem, the volunteer is advised to take pills or vaccination for malaria and (maybe also for cholera) as per medical recommendations by her/his doctors/health professionals in US before departing from US.
- Prior to the assignment, the volunteer is advised to prepare necessary training and demonstration aids and written handouts. Softcopies of the handouts and any other paper materials can be printed for immediate use at the CRS office in Addis Ababa on request by the volunteer.
- If the volunteer requires simple training aids like flip charts, markers or tape s/he should make the request and collect from the CRS office in Addis Ababa prior to the assignment.
- Translation of handouts to the local language can be done in the locality of the assignment, if required.
- Depending on the meeting places and availability of electric power and LCD projector, the volunteer may use a laptop and projector for power point presentations

**K. KEY CONTACTS**

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