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

This assignment is Virtual and should be done by an American volunteer.

Please contact [maria.figueroa@crs.org](mailto:maria.figueroa@crs.org) to express interest

<b>Summary Information</b>	
Assignment code	ET232
Country	Ethiopia
Country Project	Crops
Host Organization	Shayashone Private Limited Company
Assignment Title	Automated Call Center for Improved Purdue Crops Storage (PICS) Supply Chain
Assignment Preferred Dates	flexible
Assignment Objectives	Provide technical assistance to the host for setting up an automated call center to improve the Purdue Improved Crop Storage (PICS) supply chain
Desired Volunteer's Skill/Expertise	Experience in setting up automated client service center, call centres, designing /creating automated purchase order placing systems for companies
Type of Volunteer Assistance	Technology Transfer = T
Type of Value Chain Activity	Information and Input Support Services (S)
PERSUAP Classification	Type 3

**A. BACKGROUND**

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 a private company that is engaged in agricultural commercialization and supply chain development for socially impactful products, agribusiness advisory and consultancy services, import of industrial raw materials and manufacturing. The primary target for the first two services are smallholder farmers. The import business is aimed at normalizing supply of commercialized products.



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Shayashone is owned by two Ethiopian Nationals and incorporated as per Ethiopian Commercial Code. The company has its head office in Addis Ababa and has offices 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 these donors include Bill and Melinda Gates Foundation (BMGF), USAID, Canadian IDRC, Netherlands Enterprise Agency (RVO.nl), Embassy of Kingdom of the Netherlands in Addis Ababa, Purdue State University, Wageningen University, Maastricht School of Management and University of Saskatchewan.

In 2014, SYS was assigned by Purdue State University to develop market and supply chain for PICS bags in Ethiopia. Since then the company has directly reached 8,000 villages in the country where it has conducted demonstration on PICS bags use, trained over 2000 extension agents, 150 vendors, and 186 retailers. The company has 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 to further develop its market for PICS bags and development training service provision to its clients among other businesses. The main objective has been to reduce cereal and legume grain post-harvest losses and increase the grain quantity stored on farm using this technology.

The PICS bag is a triple-layer bag that serves as an air-tight (hermetic) storage for dry grains. PICS bags are chemical free safe storage technology with estimated useful life of at least three production cycles. Grains stored in PICS bags can stay over two years without losing quality and are free from any weevil attack. Visit the company website for more information at <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 maintain 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 SYS 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.

SYS plans 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 as they are already facing challenges related to big volume of inquiries they receive through call and text messages.

Without a well-organized customer management system makes it very difficult. It is for this reason that SYS requested for a F2F volunteer support.

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



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The main objective of this assignment is to design automated customer call center from start-up that will meet the SYS customer needs, improve the efficiency in operations and enable the company to flourish. This will be accomplished through transfer of knowledge and skills on automated call center systems development and operations.

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
- Recommend appropriate soft and hardware for the call center
- Link the call center to computerized stock management system
- Train employees of the company on automated call center system
- Improve staff understanding on customer inquiry handling the call center 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 for enhanced operational efficiency through;

- Improved customer service and satisfaction
- Automated customer call center designed and set-up
- Enhanced capacity to handle a high volume of customers
- 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. The host do not have the software or hardware for the call center but it will purchase the required hard and software following the volunteer recommendations. 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
- Training lists with people trained



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- Volunteer end of assignment report with recommendations to the host organization action plan and recommendations to CRS -
- 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 ( this is a tentative schedule and may change)**

Day	Activity
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> ; Phone: +251111262600).The volunteer will locate the hotel kiosk and use pre-arranged shuttle
Day 2	<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 21	<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 systems design
- Knowledge and practical experience on automated reply system
- Experience and skill in adult teaching
- Good communicator and interpersonal skills



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- 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(<https://www.booking.com/hotel/et/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**

- The country Crops project covers specific commodities such as maize, common bean, and horticultural crops. This assignment contributes to reduction of postharvest losses in maize and commons bean value chains.
- Although CRS F2F has developed such hinting SOW, the volunteer can fine-tune through her/his professional qualifications to successfully carry out this assignment.
- 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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