

Two-way SMS messages and interactive voice menus for agricultural product exchange

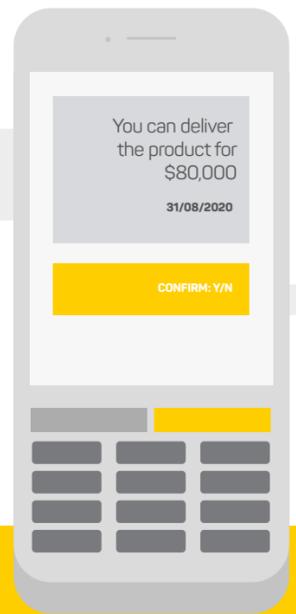
Yellow Push Success Story

Issue:

With smaller Colombian farmers in mind, our client finds themselves promoting a direct relationship between buyers and vendors of agricultural products in Colombian territories by utilizing digital technologies. However, the connectivity limitations in rural and remote areas makes it difficult for end-users to access these services.

Challenges Facing Yellow Push:

One of the greatest advantages of utilizing channels like SMS and interactive voice menus (IVR) is how easy it is to send and receive information without having to rely on an Internet connection, which is a very frequent issue in rural and remote areas. By using all the capabilities Yellow Push has to offer, a communication flow was developed where smaller farmers and producers in general can buy and sell their products with maximum transparency and connectivity in agricultural and rural markets.



Communication solutions for Colombian agriculture!

By using the integrated communication solutions that Yellow Push offers, it's possible to make sustainable food production more efficient, reduce losses, and maximize profits in agricultural and rural communities.

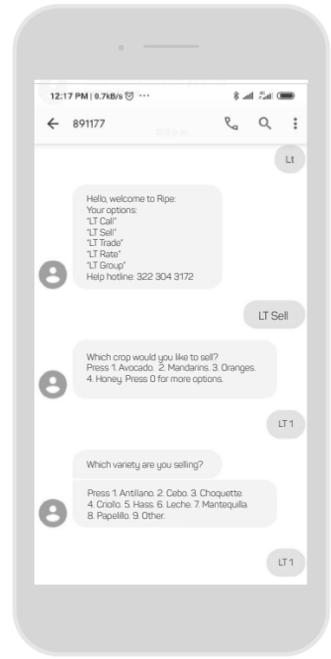
HOW DOES THE SYSTEM WORK?



In just **five steps**, you can connect to the system using any type of cell phone

1. Select a crop or type in the amount and specific details of what you are looking for.
2. Select a product and connect with a producer to discuss any details about the product.
3. Receive a call, SMS, or an interactive voice menu from a buyer with details about your offer.
4. Meet up at an agreed upon delivery point and exchange secure trading codes.
5. Leave a review or a comment.

We enable a constant flow of data to facilitate business analysis



Client Review about Yellow Push Solutions

"We recommend Yellow Push to everyone who is looking for an easy, personalized, two-way SMS message solution or an interactive voice menu. Yellow Push has the capability to understand your flows and the exact needs of your organization, making it that much easier to work with your team."

Client: Farming Data

COMPARING COMMUNICATION CHANNELS

Comparing the most frequently used channels in rural areas

	SMS + Voice	E- Mail	E- Mail	Analog	Whatsapp
Connectivity	✓	✗	✗	✗	✗
Low Cost	✓	✗	✗	✓	✗
Storage	✓	✓	✓	✗	✓
Accessibility	✓	✗	✗	✗	✗