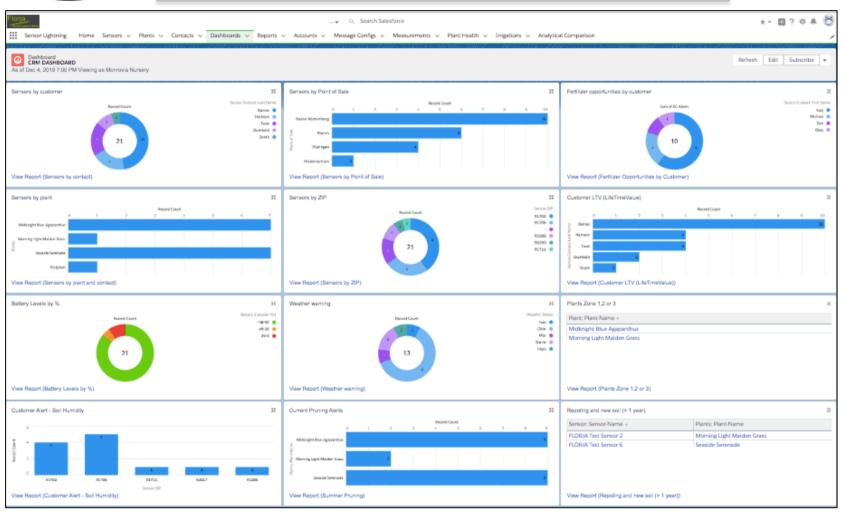
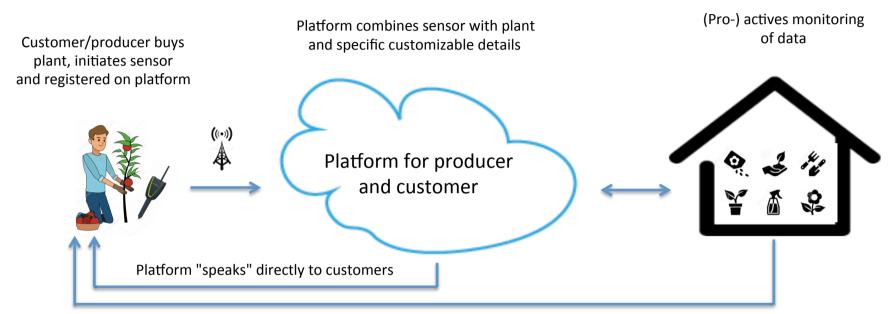


### **CRM** Dashboard





### CRM Process with Florja



Producer can address and advise clients directly



Intelligent algorithms adapt the measurement behaviour, combine values with experience and specifications and trigger an alarm if necessary.

The network communicates "two-way"-in real time, e.g. expected extreme weather - adjustment of measurement intervals

Platform collects and uses ALL sensor and customer data => targeted value-added consulting up to 100% service offer



### **CRM** components

- WLAN Sensors
- NB-IoT Sensors
- Internal Sales data
- Online Shop
- Social Media Channels, Blog
- External Customer Zone data
- Imminent Business Cases
  - CRM Real-time with Florja
  - Customer Portal support with Florja (AI)



# CRM Real-time with Florja

Mobile App can be used for all kind of CRM activities

Consumer buys plant, initiates sensor and registers on platform



Florja can directly communicate with customer (i.e. plant information, warnings...)



Sensors send real-time plant data to Florja, sensors can also be updated by platform if needed (i.e. new plant information, different measurement interval)

Voice control (ALEXA) of sensor possible

# Florja CRM

powered by force.com



Native two-way connection (both systems on force.com)

# **Florja**

- Analyses/Trends
- Collect and evaluate data
- Marketing Activities
- Across location and units
- External data enrichment
- Garden Angel



## Customer Portal with Florja (AI)



Data can be send to community or used for direct actions (i.e. disease warnings...)







plant-elligence communicates with consumer directly.

Sensors can be updated based on new learning's of the VA.





#### Virtual Assistant (VA)

- Individual know-how
- · Internal and external data
- Research and patterns
- Results positive/negative
- Feedback loop

Accumulated knowledge of experts gets fed into Florja (VA). Continuous learning ensures a rich and very well educated VA database – used to the benefit of consumer.