



# TaroWorks

## Enabling Social Enterprise Success Through Offline Mobile Field Service

Social enterprises are using advanced mobile technology to give underserved communities access to products and services they lack, manage risk, and gain the skills needed to lift themselves out of poverty. In remote areas, teams often work to collect and share data using TaroWorks, a mobile technology tool that Grameen Foundation developed with support from Qualcomm® Wireless Reach™ to enable social enterprises worldwide to work more effectively with the poor.

### Challenge

- In many of the world's most populous countries, poor citizens often live in hard-to-reach, rural or poorly connected areas.
- Many social enterprises lack tools built to manage the challenges of delivering goods and services in the field.
- While there is a growing interest in implementing software tools for social enterprises, few solutions meet the unique challenges that social enterprises face when managing field agents working in remote locations.
- A lack of timely information between field agents and central command often affects a social enterprise's operations and service quality.

## Global 2018 Statistics\*

Population (2017 est.)  **7.4 billion**

Life Expectancy  **69 years**

GDP Per Capita (2017 est.)  **US\$17,300**

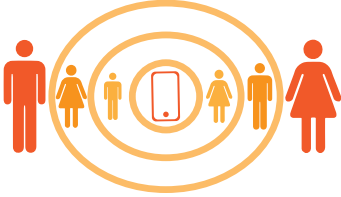
Mobile Penetration (est.)  **101.22%**

## Solution

- Wireless Reach and Grameen Foundation incubated a social enterprise called Ruma to ensure long-term support for their Mobile Microfranchising and Application Laboratory projects in Indonesia. An important lesson learned from those projects led to the development of TaroWorks, which allows a social enterprise to support thousands of people in various regions.
- TaroWorks is a mobile-enabled field services app tailored to the needs of social enterprises working exclusively with the poor in rural and remote areas.
- TaroWorks enables two-way data flow between field agents and the head office, so field agents are able to collect data but also access data from a central data source so they are empowered with information while offline.
- Launched in early 2013, TaroWorks has been used by 115 organizations in 41 countries. Customers include social enterprises working in previously unconnected and underdeveloped regions, and large development organizations seeking to manage and evaluate their social performance.

\*Sources: CIA World Factbook (<https://www.cia.gov/library/publications/the-world-factbook>); mobile penetration data provided by Ovum World Cellular Information Service and based on market intelligence.

## Impact



### Increased Reach

The program goal is to increase the reach and effectiveness of social enterprises that serve and work with underserved communities, using mobile technology as the backbone for improving reach and business processes.



### Over 6.8 Million Beneficiaries Served

As of May 2018, TaroWorks solutions supported more than 214,000 low-income micro-entrepreneurs and served more than 6.8 million poor beneficiaries. Select customer profiles include:

- iDE's "Building Markets for Sanitation" project in Cambodia uses the power of the market to deliver affordable latrines to rural households. iDE agents use TaroWorks to log demos and latrine orders. These orders are routed through a central supply coordinator, who assigns orders to a nationwide network of small, local latrine contractors to fulfill the orders. As a result of using this platform to scale up the initial pilot solution, iDE has generated 300 jobs and decreased the cost of toilets delivered from \$329 to \$35 dollars. In many of the communities where they work, toilet penetration has grown from 29% to levels approaching 90%.
- Solar Sister is a clean energy and entrepreneur development social enterprise operating in Uganda, Tanzania and Nigeria. They manage a network of women microentrepreneurs ("Solar Sisters") who sell solar lanterns to their local communities. Solar Sister has used TaroWorks to track entrepreneur recruitment, move to paperless invoicing for their products, and conduct impact surveys. Solar Sister estimates the work has benefited 800,000 people with renewable energy tools that can improve a household's economic standing and health. In addition, they have used insights from the system to improve their training processes, improving the income, business experience and leadership skills for the entrepreneurs.
- Ilumexico provides solar lighting systems to marginalized urban communities in Mexico. Their field agents use TaroWorks to log demos, conduct sales of over 11,392 solar systems, track installations and resolve maintenance cases. With the insights, they have improved the product has expanded from 1 to 17 branches.

## Technology

- The TaroWorks Suite has two components: 1) a mobile Android app used by agents in the field, and 2) a management console integrated into Salesforce.com used by program staff to manage, analyze and report.
- The TaroWorks solution works in off-line environments. It stores data that field workers will need to do their jobs and then updates the results of their activities when they return to areas with good network connections.

## Program Stakeholders



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### Qualcomm® Wireless Reach™

Qualcomm believes access to advanced wireless technologies can improve people's lives. Qualcomm Wireless Reach is a strategic initiative that brings wireless technology to underserved communities globally. For the last ten years, Wireless Reach has invested in programs that foster entrepreneurship, aid in public safety, enhance the delivery of health care, enrich teaching and learning and improve environmental sustainability, impacting over 15 million beneficiaries.

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