

PM Kisan



About PM Kisan

Pradhan Mantri Kisan Samman Nidhi is an initiative by the Government of India in which all small and marginal farmers will get up to ₹6,000 (US\$87) per year as minimum income support. The initiative was announced by Piyush Goyal during the 2019 Interim Union Budget of India on 1 February 2019. The scheme will cost ₹75,000 crore (US\$11 billion) per annum and will come into retrospective effect from December 2018. ₹6,000 per year will be paid to each eligible farmer in three instalments and will be deposited directly to their bank accounts.

The Need of the Client

PM Kisan required an able customer care specialist to handle the queries, complaints and grievances of its large customer base. Due to the resource-efficient solutions required in agricultural services, time of handling and resolution of tickets raised was of essence.

Solution for the Client

A well-thought-out and deeply researched solution/package of services was developed for addressing the specific requirements of PM Kisan. This included a variety of complementary services, built around the core solution consisting of inbound support for farmers.

Results from the Solution

The services that we delivered included resources, timelines, and overseeing the entire execution process of the solution from implementation to feedback integration.

PM Kisan gained the utmost in terms of farmer satisfaction, as the number of grievances addressed grew to eclipse previous performance.

The positive impact of our services on the business of the client was there for all to see, and the client acknowledging the high quality of the services we delivered added another feather to our already burgeoning hat.

Go4customer incorporated the learnings from our solution deployment for PM Kisan into our existing processes so as to evolve our services for the tech-driven future!