



Lessons Learned from 50 Years of Providing Septic and Plumbing Services

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**FloHawks Plumbing & Septic
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What are we here to talk about?



- Show the inner workings of a Fecal Sludge Management company in the United States
- Keys to it's success and growth
- How we services our customer

Who is JR?



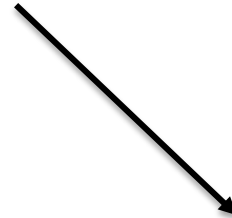
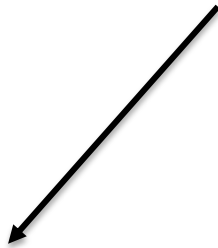
History (Where did we come from?)

- Founded in 1967 as Cascade Septic Service
- Install septic systems, side sewers, and other underground utilities
- 1982 – entered portable toilet and septic service business





Northwest Cascade



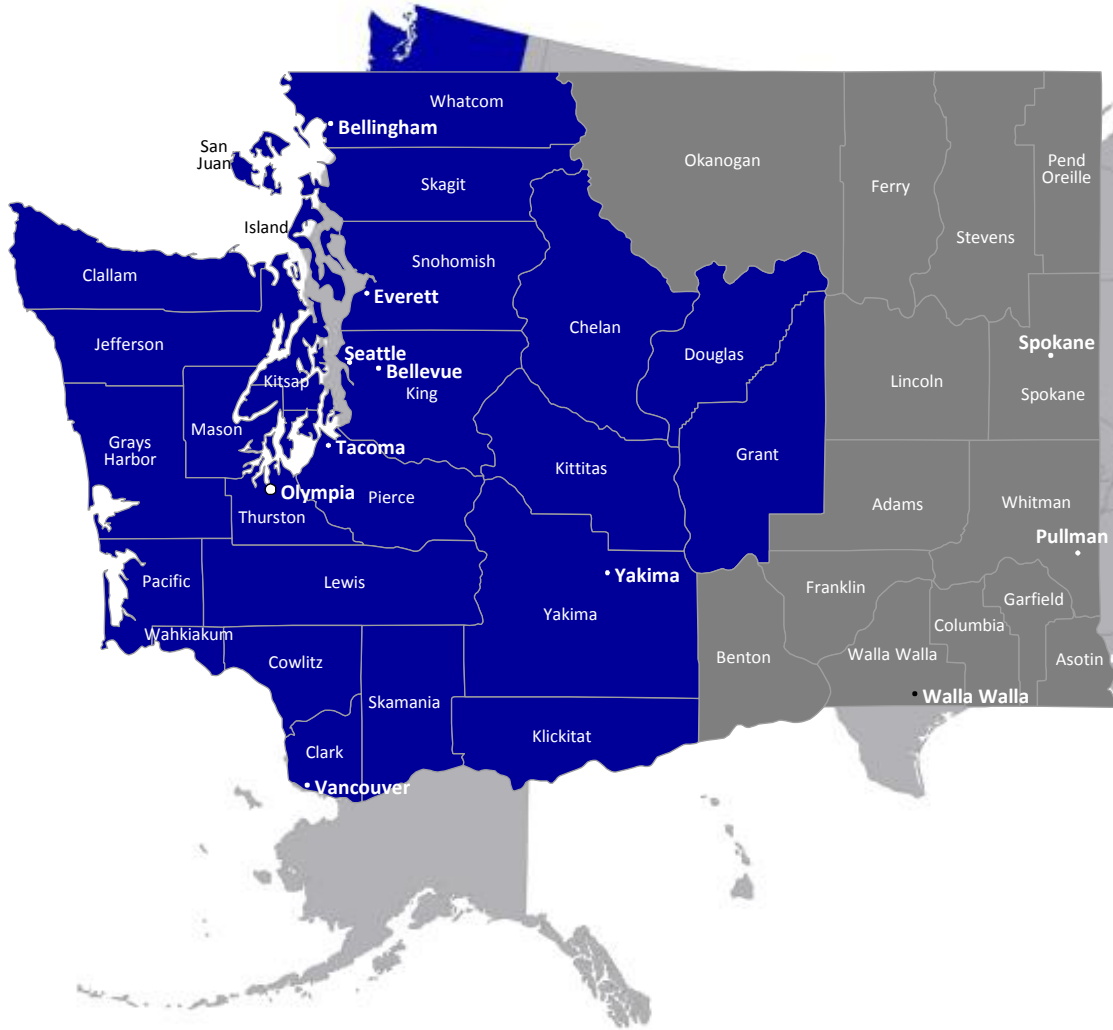
Who are We Now



- A division of Northwest Cascade, Inc.
- Serves 27,500 households and businesses annually.
- Expanded services and diversified with other divisions of Northwest Cascade



Core Service Area



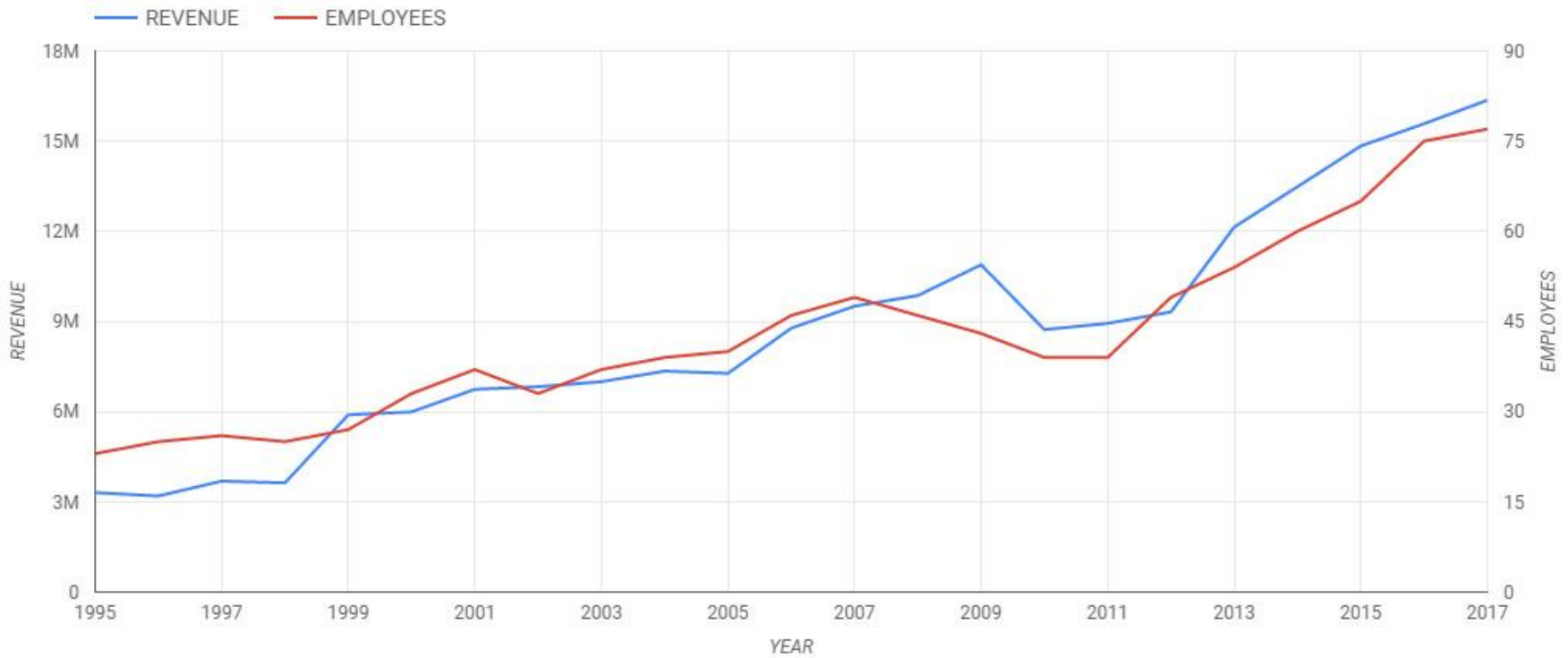
State information about coverage and other service companies statewide.

Primary Service Area



- Approximately 2.8 million people
- Median household income approximately 62,000 USD per year.
- Poverty rate 12.4%

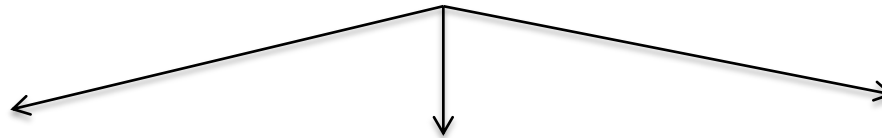
FloHawks Financial Growth



Provide complete services



Septic Pumping / Licensed Operators



Drain Cleaning

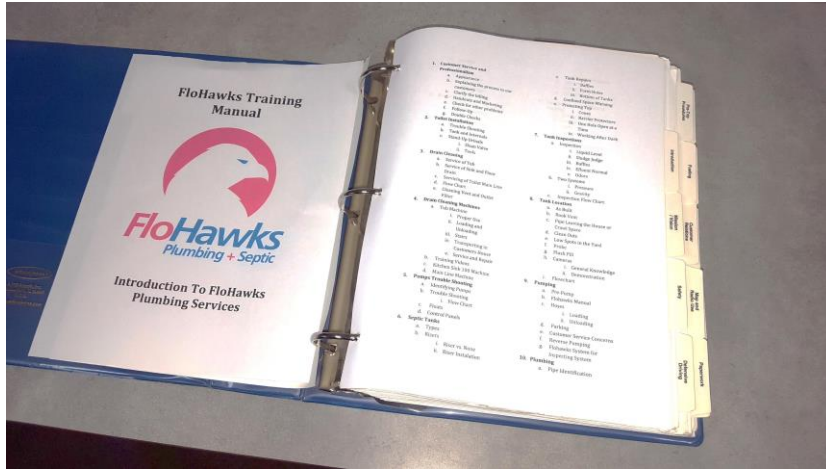


Plumbing



Electrical

Training



Marketing - Outdoor



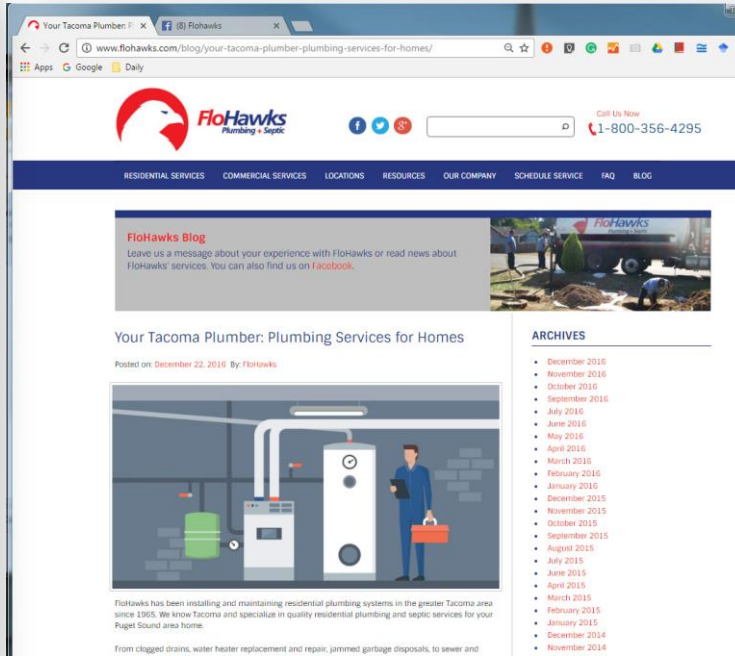
Marketing – Community/Industry Events



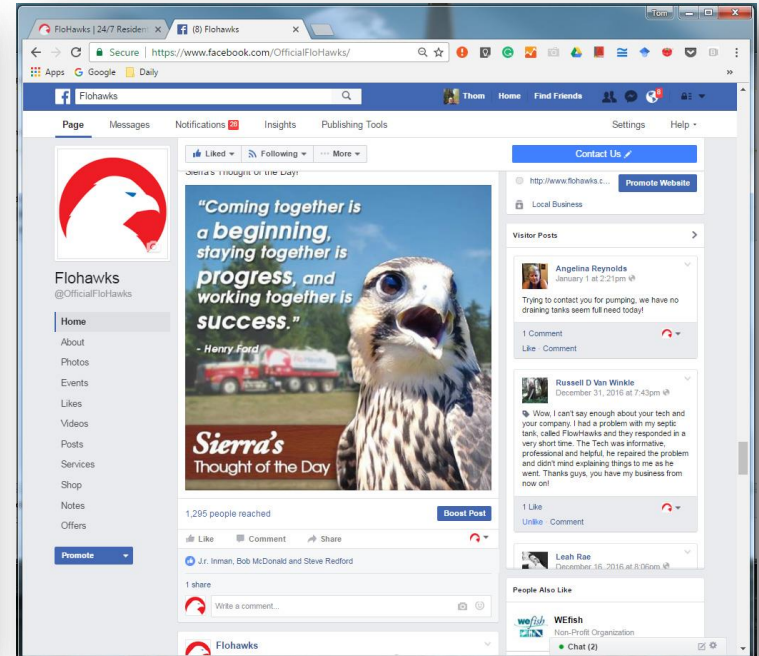
Marketing – Online



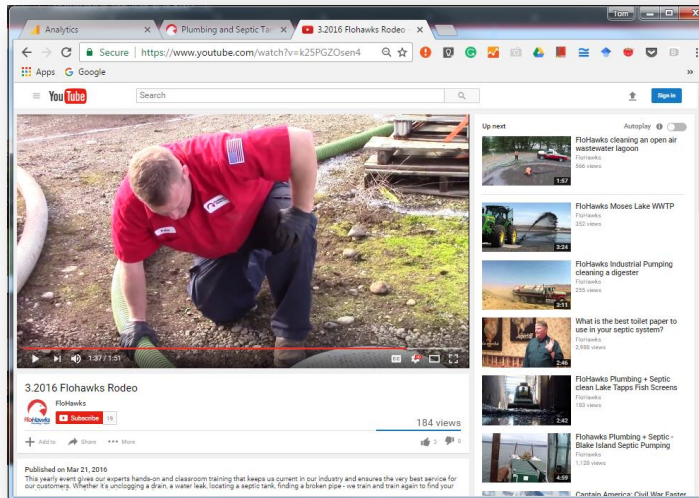
Online Ads



Blog Articles



Social Media



Online Videos



Why a customer calls



- Septic/Plumbing Problem
- Requirement to fulfill with government or regulatory agency
- Preventative Maintenance

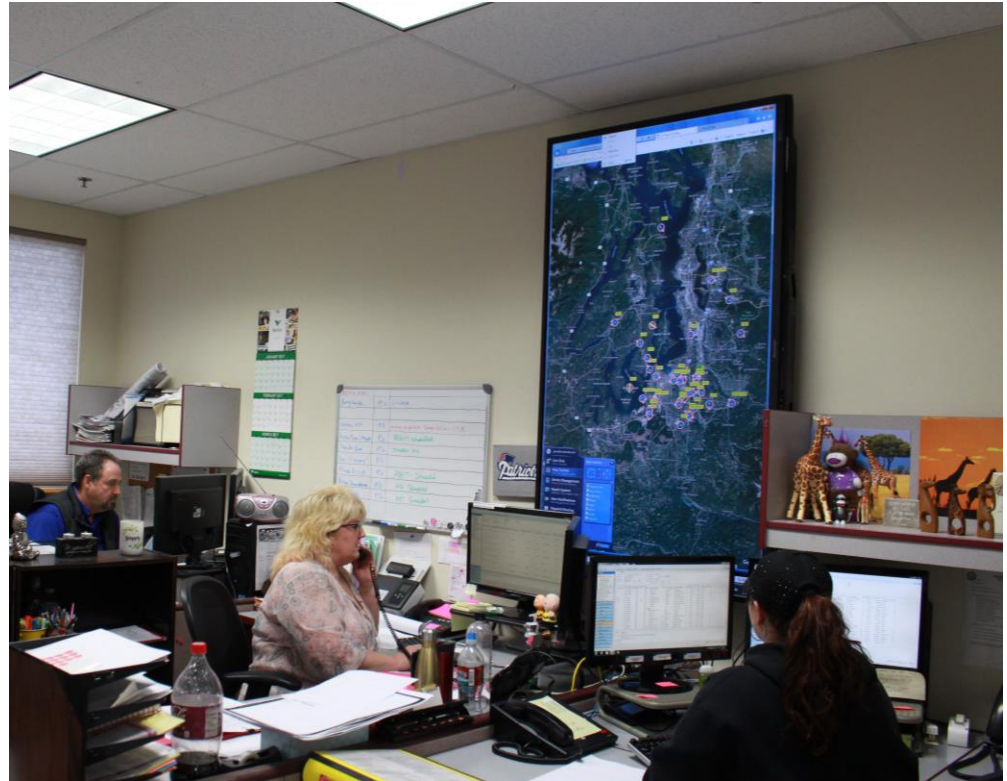
Efficient Operations—Customer Service

- Representatives are available 24 hours a day, 7 days a week (even holidays).
- A live person will *always* answer the phone.
- Online forms are immediately answered

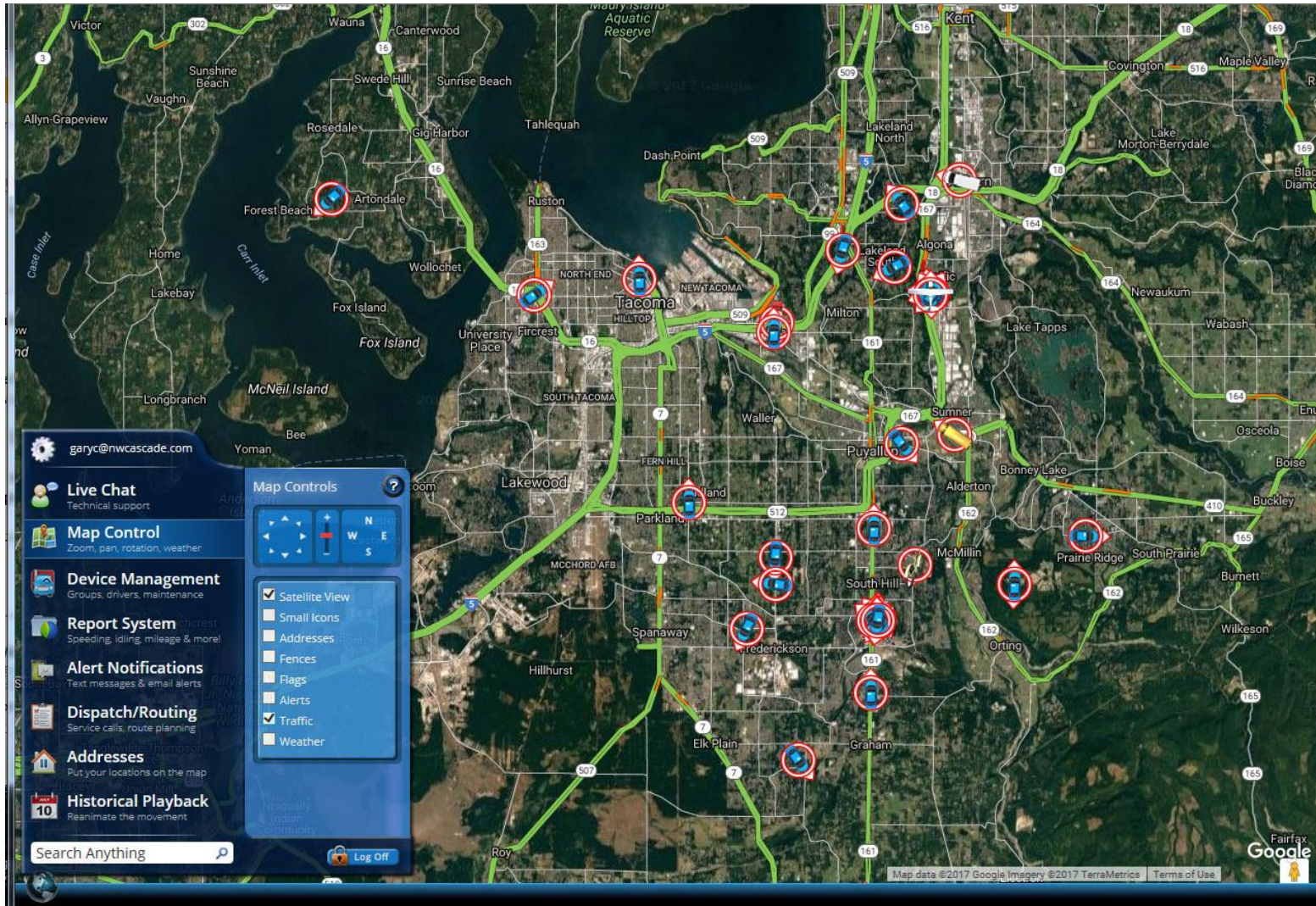


Efficient Operations—Dispatch

- Assigns technician based on:
 - Job location
 - Skill-set needed for the job
(Pumping/Drain Cleaning/Electrical)
- Places job in the “Job Que”



Efficient Operations—Dispatch



Efficient Operations—Technician

- Technician receives job either electronically (to their laptop) or via radio
 - Morning appointments are pre-loaded on their laptops every night
 - so they know first thing where to go and what equipment they will need
 - Foremen and Leads arrive at the Yards early to perform “pre-trips”



Efficient Operations—Technician



Technician arrives, assesses the situation, informs the customer, and gives a more accurate quote



Performs the work and fixes the problem



Once completed they collect payment (credit card, check, cash, or billed).



Disposal / Dump Location

- Private and Public dump facilities
- Location, Cost, Availability are all factors
- We own our own dump location



Safety

- MOD less than 1.0
- 12-18 hours of continuing education yearly,
- Commercial driver's license,
- CPR and First Aid
- Confined space entry training



Keys to Success



- Training
- Safety
- Service **EVERY** customer – **EVERYTIME**
- Services Diversify
- Belief in providing **Personal Service**



Questions or Comments?





Destiny

Is not a matter of Chance

It is a matter of Choice!!