Marketing Strategies and Demand Creation for Pit Emptying Services in Kigali-Rwanda

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Who are we & What do we do

Fecal Sludge Logistics Experts

- Service Delivery: Over 1000 households served to date
- Tech Development: Develop hardware (doVac), software (logistics tracking, clustering), and novel business model solutions

A little context

High need for emptying services. . .

- No sewer system
- ~100,000 pit latrines

But low demand. . .

- Alternatives:
  - Manual Emptying,illicit environmental disposal
  - Digging new pits

Willingness to Pay

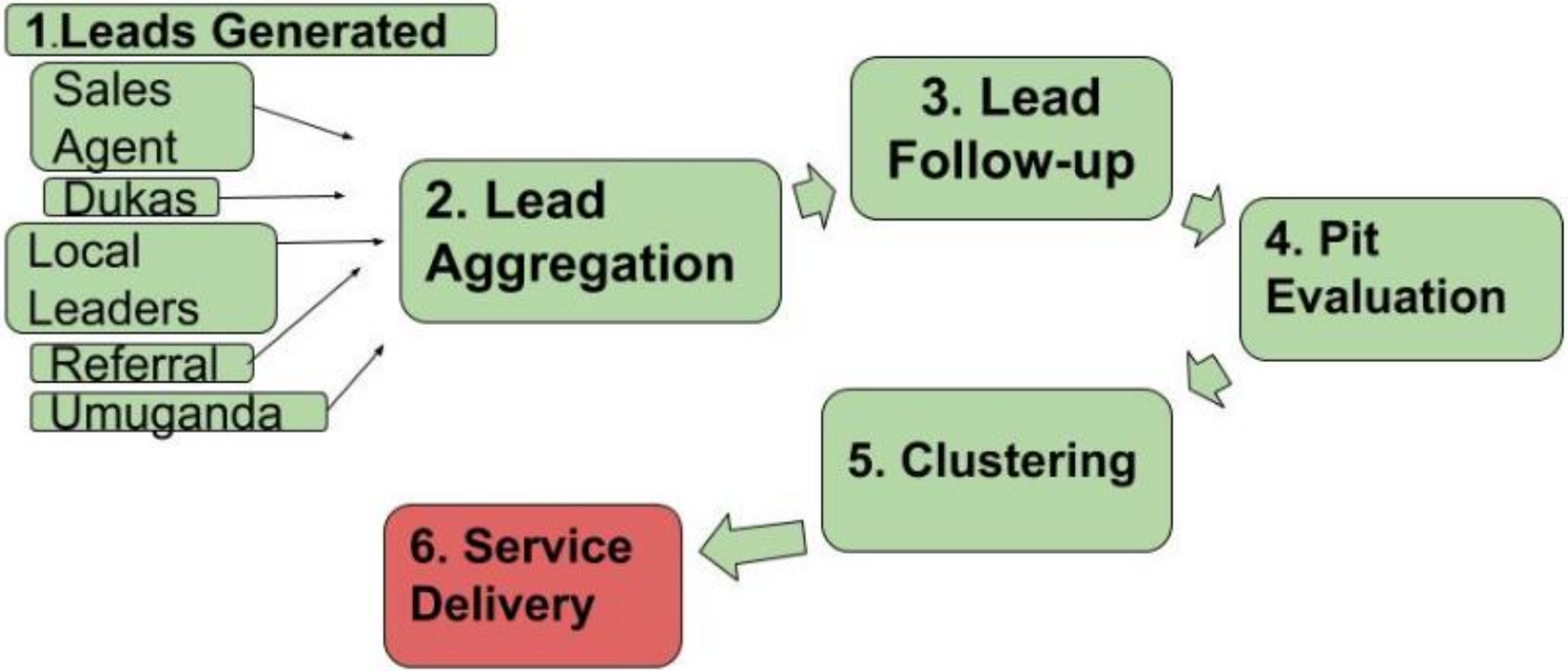
...if pits are entirely full

...or discounts for geographic clusters

How have we combatted low demand for p emptying services?

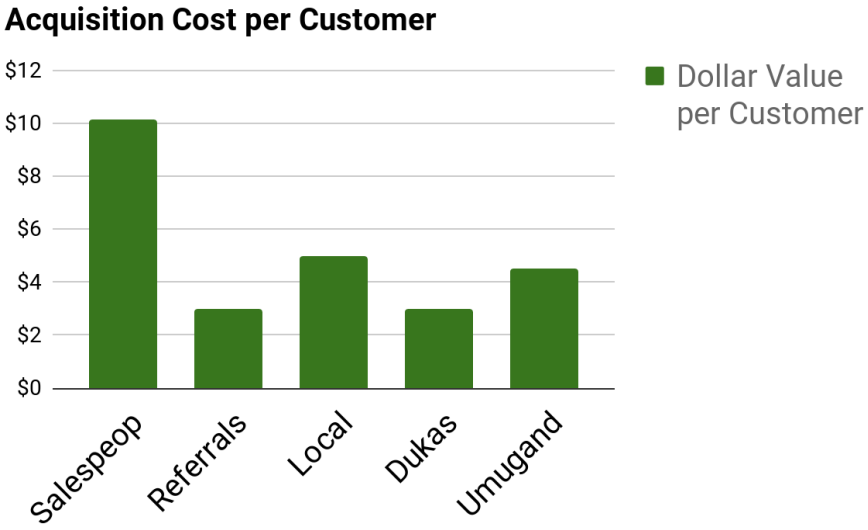
- Salespeople
- Referral system
- Local leaders
- Dukas shops (small kiosks)
- National clean-up day "Umuganda"

Acquisition Pipeline



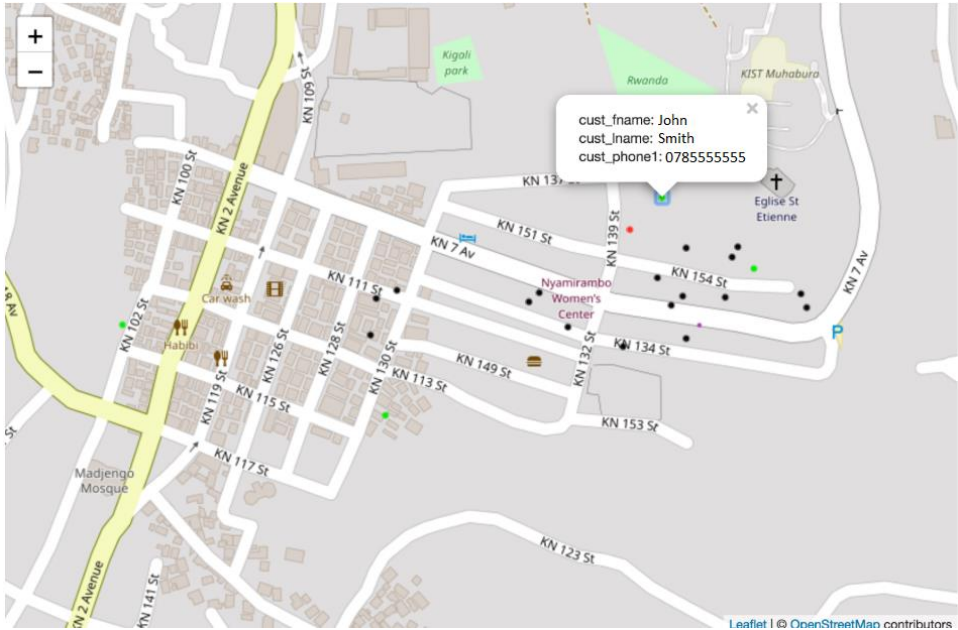
Cost of Customer Acquisition

- Total cost/customer between $3 USD- $10.00 USD



Challenges

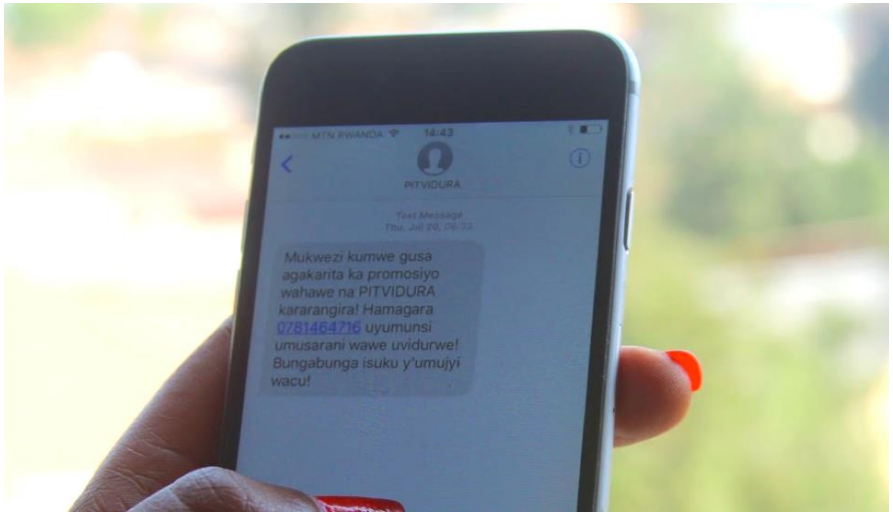
- Salespeople are effective, but expensive
- Geographic distribution of leads → Attrition before a cluster forms
  - Average Customer Lead Time: 5.2 days



- Green dots: Leads that are "ready" to empty, waiting for cluster.
- Red dots: Hot leads engaged in 2 way communication
- Black dots: Cold leads receiving automated texts.

Next Steps

- Launch mass marketing campaign and reduce high-touch education/sales
- Incentivize Dukas to generate geographically clustered leads
- Shorten lead time through SMS based CRM, geographically targeted SMS marketing/offers



Thank You

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