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 pit-emptying services?

- Salespeople
- Referral system
- Local leaders
- Dukas shops (small kiosks)
- National clean-up day “Umuganda”
Acquisition Pipeline

1. Leads Generated
   - Sales Agent
   - Dukas
   - Local Leaders
   - Referral
   - Umuganda

2. Lead Aggregation

3. Lead Follow-up

4. Pit Evaluation

5. Clustering

6. Service Delivery
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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