



┌ **Decoding AI: Is It Relevant to  
the Septic, Plumbing, and  
Wastewater Industry?**

Utilizing AI To Drive Revenue To Your Bottom Line

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# AI For The Wastewater Industry

- ✦ In my own interactions, more and more clients in the waste water world are asking what AI means to them.
- ✦ How can AI be used to help your business generate revenue?
- ✦ What are some practical things you can do with AI now to help your business grow?
- ✦ What are some things you should NOT use AI for?

# In The Most Basic Terms, AI Is Essentially A Function of Search

- ✦ AI is not sentient, so where are AI results coming from?
- ✦ AI driven results are a compilation of data gathered from the internet.
- ✦ Because not all of the data online is accurate, you could end up getting incorrect or false response from AI.
- ✦ What makes AI amazing?..... Instantaneous access to sources, analysis & data presentation

# AI In The Wastewater & Service Based Businesses

- ✦ One third of businesses have already begun some form of AI implementation.
- ✦ Almost half of the businesses have already started to ask if AI is something they should use in the business.
- ✦ Customer service automation.
- ✦ Scheduling & staffing simplified through AI
- ✦ Data analytics for better decision making

# AI Is NOT Replacing Humans - It Is Enhancing Your Human Capability

- ✦ Think of AI as a "co-pilot"
- ✦ AI is not sentient - it lacks adaptability, creativity and sentient intelligence
- ✦ Think of AI as a tool to make your workday easier with things like repetitive tasks and a boost in using data to make better business decision

# AI For Your Marketing

- ✦ Currently AI for marketing is quickly becoming the fastest way businesses to utilize AI to generate revenue
- ✦ AI for analyzing data (Google Adwords & other digital sources)
- ✦ Quickly customizing messages based on different customer sources and types to match their needs
- ✦ Real time data on customer behavior
- ✦ Lead generation - help customer service or sales match the most immediate needs of customers - focus on efficiency

# AI For Your Google Business Profile

- ✦ Your Google Business Profile and ALL of your online business listings are easy and FREE ways to generate revenue directly to your bottom line.
- ✦ Completely building online profiles in the most complete format and exactly the way that helps your business show with an edge over your competition is simplified with AI
- ✦ AI can be utilized to respond to or monitor reviews and customer feedback

# AI Driven Marketing

- ✦ Budget allocation utilizing AI data from your marketing efforts
- ✦ Data Analysis (use a complicated thing to simplify everything!)
- ✦ Automate some marketing tasks like social media posts or email campaigns
- ✦ Optimize digital ad spend



# Automate Customer Service Interactions

- ✦ FAQ responses can be automated
- ✦ Free up customer service time to respond to escalated issues
- ✦ Chat functions are increasingly going down in price
- ✦ Chat functions do take time to "train"
- ✦ AI is becoming a way to automate customer interactions and data in resources like CRM's
- ✦ Think of AI implementation for customer service management as a race - don't let your competition get ahead of you.
- ✦ Utilize AI to be more efficient with your customer service dollars

# Other AI Considerations

- ✦ Personalization - utilize AI to craft messages in resources like social media to speak specifically to your customers needs
- ✦ Task Automation - billing, invoicing, data entry
- ✦ Future trends - tracking septic systems to predict maintenance or prevent system failures and generate revenue

# Don't Let Implementation Scare You

- ✦ It seems overwhelming
- ✦ There are resources available that make AI implementation easy
- ✦ AI is a way to drive money to your bottom line
- ✦ Stay ahead of your competitors open to change!