hellothing
CONNECTING EVERYTHING

USE CASE
IoT in Water Telemetry

The problem

North America's leading single source provider of water dispensers, multi-gallon purified bottled water, and self-service refill water wanted to cement their position as a leader by providing homes with better water.

Their secondary aim was to grow and retain their customer base and as a forward-thinking company, they recognised the need to have an innovative solution to achieve this.

While they had a well differentiated offering with a range of water provision options and dispensing units, the challenge was in how they could enhance the customer experience using new, developing technology while cutting costs, operating more efficiently, and delivering a more superior service.

Key Problems Areas:

Inefficient billing
The volume of water dispensed was not measured at many locations.
Manual readings of meters were often unreliable and not done timeously or routinely. It was time-consuming and easy to make mistakes. The time lag had a knock-on effect delaying invoicing and collections.

Repairs, out of order losses
Dysfunctional machines were not only resulting in a loss of sales but also negatively impacting customer loyalty and brand affiliation. The corporation had no visibility to their machine's downtime.

Ultimately, they would rely on a customer or store manager to call their already inundated call centre to notify them of a faulty dispenser. A technician would then be notified and scheduled to visit the respective store. It was not uncommon to have dispensers down for 7-10days, which resulted in zero revenue and significant customer loss.

To note, the Corporation serves the end-user (consumer) via their client (retailer). Therefore, they have two types of customer, each with their own needs, who they need to serve equally well. Some of their key needs include:

Retailers
- Customer retention
- Competitive pricing
- Quality
- Reliability
- Response to service requests
- Efficient ordering and payment systems

Consumers
- Convenience
- Brand and customer loyalty
- Competitive pricing
- Quality
- Reliability
- Geographic availability (Customers able to visit any of the nation-wide stores to fill their water containers)
- Offerings that augment the product

The solution

To help mitigate these risks and address their pain points, Fastcomm implemented their IoT solution, known as Hellothing that consisted of a cloud-based platform as well as water flow sensors placed on all dispensers. These water flow sensors were installed at 4,500 remote locations throughout the USA.

How it Works
The water flows through two lines. One for in-store use (e.g. the bakery) and the other for the water dispensary sales, where customers refill their water containers and pay based on the volume dispensed. Additionally, the water flow is remotely monitored in real-time, this eradicates the need for manual meter reading and with it the costly monthly physical site visits. *A conservative estimate of manual reading costs at $80 per store per month, across 4,500 store equates to $360,000.*

The water flow is measured for the store consumer (person purchasing a refill) so that they can pay for their water at the till point. It also measures the water flow per individual store and provides the usage data which in turn is used as the basis for the billing information, invoicing and reconciliation.

Ultimately, with this smart solution in place, both the Corporation and their Retail clients are confident that all water flows are digitally measured for accuracy and compliance.

Fastcomm's Hellothing platform provides a centralised view of the entire operation. Capturing the inputs from all sensors, making sense of the data and representing it in a customised format for the management team.

If wastage, missed billing or leakage amounted to 2%. If the average revenue per store was $4000 per month, the saving would equate to an annual saving of $4,320,000 across all of the stores.

Repairs, out of order losses
Adding remote monitoring and management capabilities provided a real-time view of the health of the machines and in turn the business. With this information at hand, site visits are scheduled and planned more efficiently.

The **Hellothing platform** reduces the total cost of ownership by providing a single integrated connectivity solution to provide oversight of key information such as: billing, usage, maintenance data, downtime of dispensers, abnormal flow.

Increasing revenues through marketing opportunities
Remote monitoring and the capture of the associated data can be employed to improve Sales and Marketing initiatives.

All data, captured on the platform, such as time of day, location, event, weather, and consumption trends can be analysed to understand consumer behaviour. Insights derived are then used to understand sales patterns and how to influence them.

Furthermore, proactive "What if analysis" and "A vs. B testing" of marketing efforts are enabled through processing high volumes of data from a large proportion of the population.
Test results are used to optimise promotional campaigns for maximum impact.

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Unique benefits of the solution

1

Custom Alerts
We enable you to customize alerts for all the conditions you care about. Decide which unusual conditions trigger a text, email, or call alert.

2

Prevention Power
We enable you to identify problems immediately and avoid setbacks that could have a severe impact on your bottom line. Our remote monitoring gives you the real-time status of each part of your operation, instantly.

3

Simple Automation
We provide an easy to use solution that allows you to manage a range of dispersed devices.

4

Scalable
We enable you to grow your system as your operation grows. Our remote monitoring solutions have delivered millions of readings.

HOW COULD FASTCOMM AND THE HELLOTHING PLATFORM HELP YOUR BUSINESS

If you are looking to select a Digital Transformation Partner and unlock the benefits of remote monitoring and control. If you want to drive customer loyalty via mobile applications and get to know your customers better. If you intend increasing service efficiencies and improving your data usage for competitive advantage, then speak to us at Fastcomm.

We have many examples of how we have reduced maintenance costs, implemented more customer friendly payment options, and improved consumer communications with our customers. Digital transformation relies on our extensive capabilities in the field of IoT (Internet of Things), Big Data and AI (Artificial Intelligence).

Visit our website for more information or email us directly, we would love to work with you.