

DESIGNING AND IMPLEMENTING AFFORDABLE AND SUSTAINABLE CITYWIDE SANITATION FOR ALL

Call Centre for Desludging, Dakar - Senegal

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Background

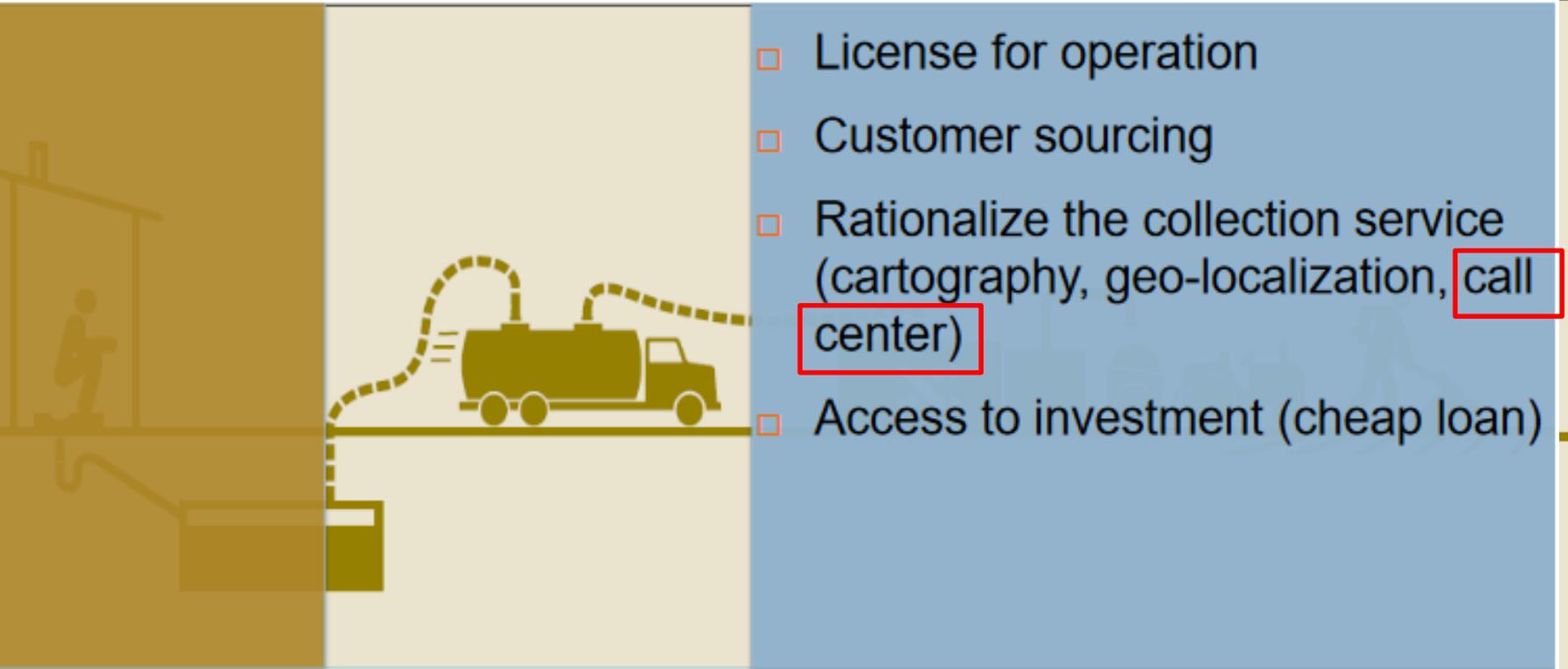
Program for the Structuring the Fecal Sludge Market (PSFSM), which is designed to take into account the whole fecal sludge management value chain.



The objective of the program is to improve health and living conditions of the inhabitants of Dakar's suburbs with access to hygienic and affordable sanitation service. It will:

1. encourage the development of sanitation's private sector;
2. improve the quality of service offered by private emptiers;
3. enhance the demand for mechanical service by improving access to information and awareness at the household level;
4. facilitate the access to FSTP and their performance;
5. delegate the management of FSTP to the private sector.

Program Activities along the value chain



Industrial organization of FS emptying and transportation

The call center for FS emptying: An innovative tool to reduce the cost of desludging services



Objectives

The main objectives of the Call Center dedicated to domestic septic tank emptying are:

- To modernize the fecal sludge sector through the use of ICT;
- To facilitate the relationship between emptier and HH;
- To establish sound competition between emptiers to reduce the cost of emptying and to curb the practice of manual emptying;
- To contribute to the increase in the mechanical emptiers' market share in order to increase their incomes;
- To improve the quality of service delivered by the emptiers;
- To serve as a research tool to identify the most effective strategies in achieving the above objectives;

Methodology



The establishment of the call center required three types of activities:

- (i) preparatory activities
- ii) activities for the operation of the call center, and
- (iii) the call center's support activities.

Methodology (1/4)

Preparatory activities

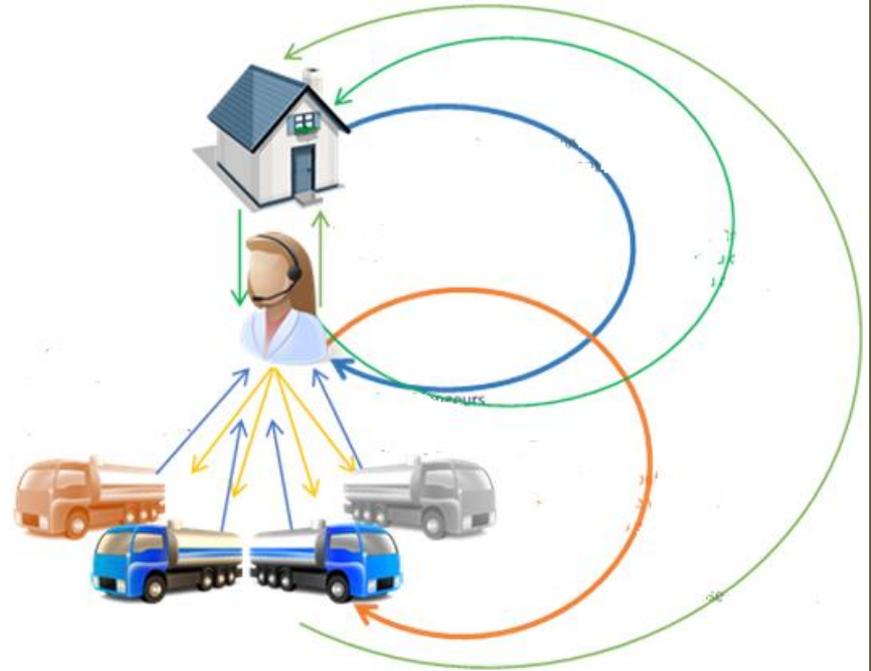


These preparatory activities took place over twenty months and are successively the following:

- census of the emptying companies,
- the geo-referencing of households in studies area
- the identification of persons involved in the decision to empty the containment,
- and geo-referencing of primary and secondary landmarks)

Methodology (2/4)

Activities for the operation of the call center



Development of a call in center :

- Customers call the center when they need a desludging service.
- Desludging operators are invited to submit an offer.
- Calls for bids goes out over cell phone text messages, and require low-level technology.
- Lowest bidder among the operators is awarded the job.

Methodology (3/4)

Activities for the operation of the call center

The call center has been gradually put into operation based on a phasing plan in three successive stages:

The “Beta” stage: which consists of relatively short (approximately 1 month) in situ technical tests intended to: (i) test the operation of the tools developed through the CC, at a very small scale, and (ii) start the practical training of the call center staff.

The “Pilot” stages: is a five-month practical test intended to: (i) test the operation of the tools, (ii) complete the practical training (iii) collect information for a good understanding of the call center’s impact on emptying prices

The “Scaling” stage: This twenty-month stage allows the widespread use of the call center’s services throughout the program area, where information and awareness campaigns are conducted for the active promotion of the center and mechanical emptying.

Lessons learned in “Beta” and “Pilot” Phases are taken into account to improve the service and prepare large-scale operation.

Methodology (4/4)

The call center's support activities

Several support activities intended to facilitate the success of the call center are carried out at the same time through other components of the program, including:

- The gradual improvement in the call center platform based on a daily monitoring of its use;
- The implementation of communication campaigns for the promotion of mechanical emptying and the call center;
- The establishment of a guarantee fund to provide equipment to the emptiers;
- Geo-referencing of emptying trucks (installation of beacons);
- Initiation of a certification process for emptying companies.

First results obtained

The call center has given a touch of modernity in the Senegalese fecal sludge sector. It has also enabled many households to access mechanical emptying service and has established sound competition among the emptiers.

The main results obtained through the call center are the following:

- 138 emptying trucks are listed in the call center platform database;
- All emptying trucks have been invited to bid;
- The emptiers have owned the system with a marginal rate of invalid bids (5%);
- The average price of the emptying service through the call center has declined significantly (from **USD 56** (before Program) to **USD 46** between 2012 and 2016, a drop of 18%)

The first lessons learned (1/2)

Key lessons learned show that achieving the goals of this innovative tool requires:

- organized and formal employers who are committed to modernizing their business;
- the involvement of the employers in the whole process of setting up the call center;
- the training and the continuous supervision of the mechanical employers for their appropriate participation in tenders;
- the establishment of a support mechanism for employers
- adequate communication to households and employers about the service offered by the call center and its benefits;
- the implementation of a robust technical solution for the call center,

The first lessons learned (2/2)

- the phasing of the operation of the CC starting at a very small scale and gradually extending it to larger areas;
- regular updating of the database on the emptyers to take into account the constant changes of the sector;
- the progressive constitution of a database on the characteristics of containment
- daily monitoring of the call center by an experienced team;
- and the design of a business model adapted for the long-term financing of the operation of the call center, without having a negative impact on the cost of the emptying.

Currently

ONAS has transferred call center management to
DELVIC SANITATION INITIATIVES



To design of a business model adapted for the long-term
financing of the operation of the call center

Thank you !!!