From Google to AI: How Homeowners Are Choosing and Communicating with Septic Contractors

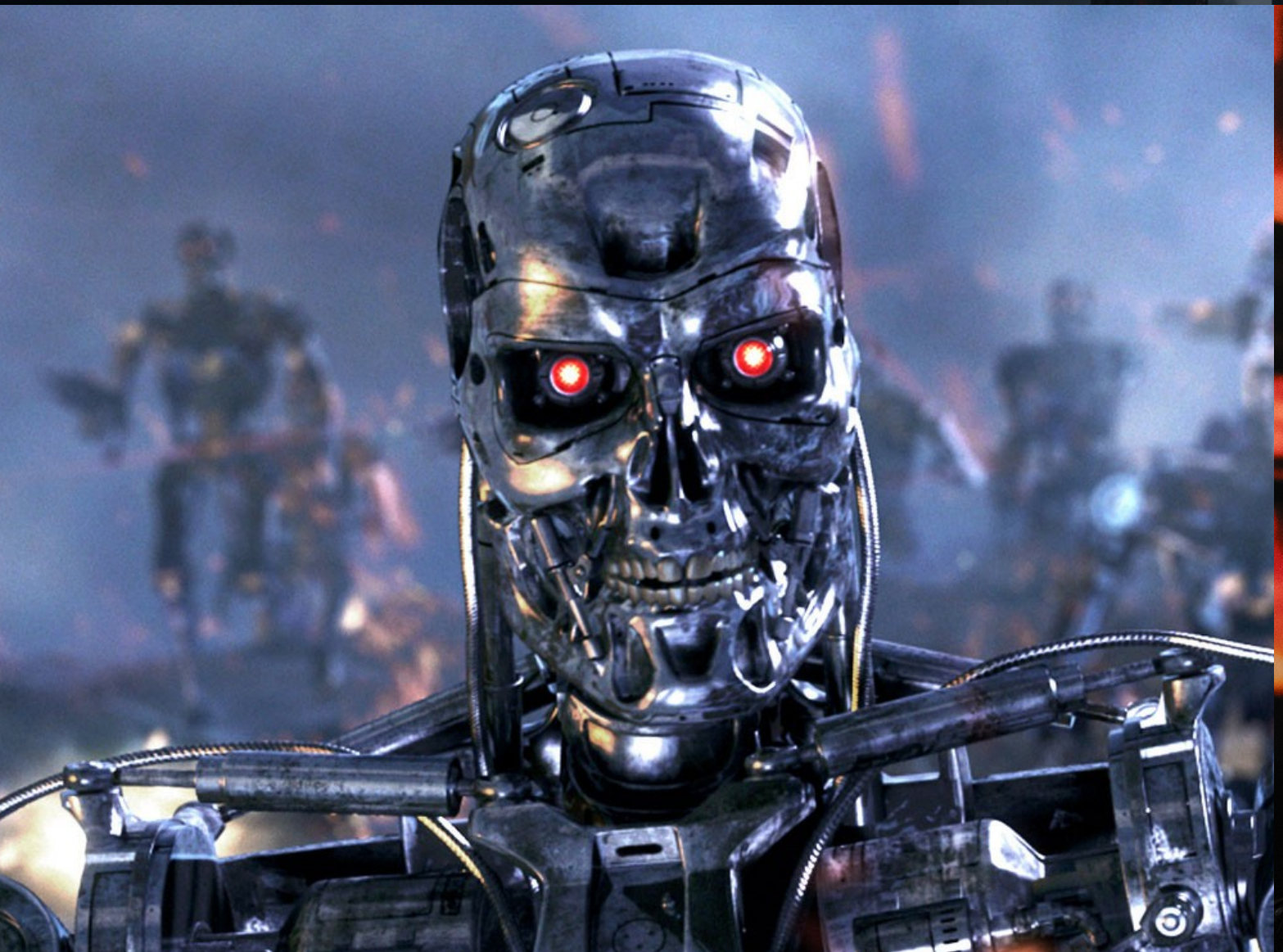
DISCLAIMER: The materials and opinions presented are those of the speaker and do not reflect the opinions of the National Onsite Wastewater Recycling Association (NOWRA) or the Onsite Wastewater Mega-Conference sponsors.

Scott Andreasen

Excavation Marketing Pros

GET TODAY'S SLIDES

WHEN I SAY 'AI'...





AI DOESN'T REPLACE YOUR PEOPLE.

AND IT SHOULDN'T.

IT REPLACES:

- RESEARCH
- DELAY
- INITIAL CONTACT

6:17 PM

Sunday night.



What happens in your company right now?

THE CUSTOMER

MEET SARAH

She is not thinking about software. She is thinking about getting help.



HOMEOWNER MINDSET

Urgent

Wants an answer now

She will keep searching until someone helps

She does not care what CRM you use
She does not care if AI books her appointment

She wants help NOW.

GOOGLE AI CHOOSES FOR HER

Google

reputable septic contractor in grand isle

AI Mode | All | Images | Videos | Shopping | Forums | Short videos | More | Tools

Online estimates | Open now | Top rated

These are results for reputable septic contractor in grand ***isle***

Search instead for reputable septic contractor in grand isel

AI Overview

A reputable option for septic and excavation services in the Grand Isle area (serving Grand Isle County, VT) is Complete Excavation & Septic Services.

- **Services:** Full site preparation, septic system installations, drainage, and waterline construction.
- **Experience:** Over 25 years of local service operating in the region.

If you are looking for services in Grand Isle, Louisiana instead, Joe's Septic Contractor Inc is a BBB-accredited business located nearby in Golden Meadow, LA, handling installations and cleaning. Better Business Bureau +1

Could you let me know **which Grand Isle** (Vermont or Louisiana) you are located in and **what** specific service (pumping, repair, or new installation) you need?

Show more

completesepticvt.com

Complete Septic Services

Welcome to Complete Excavation & Septic Services — Proudly Serving...



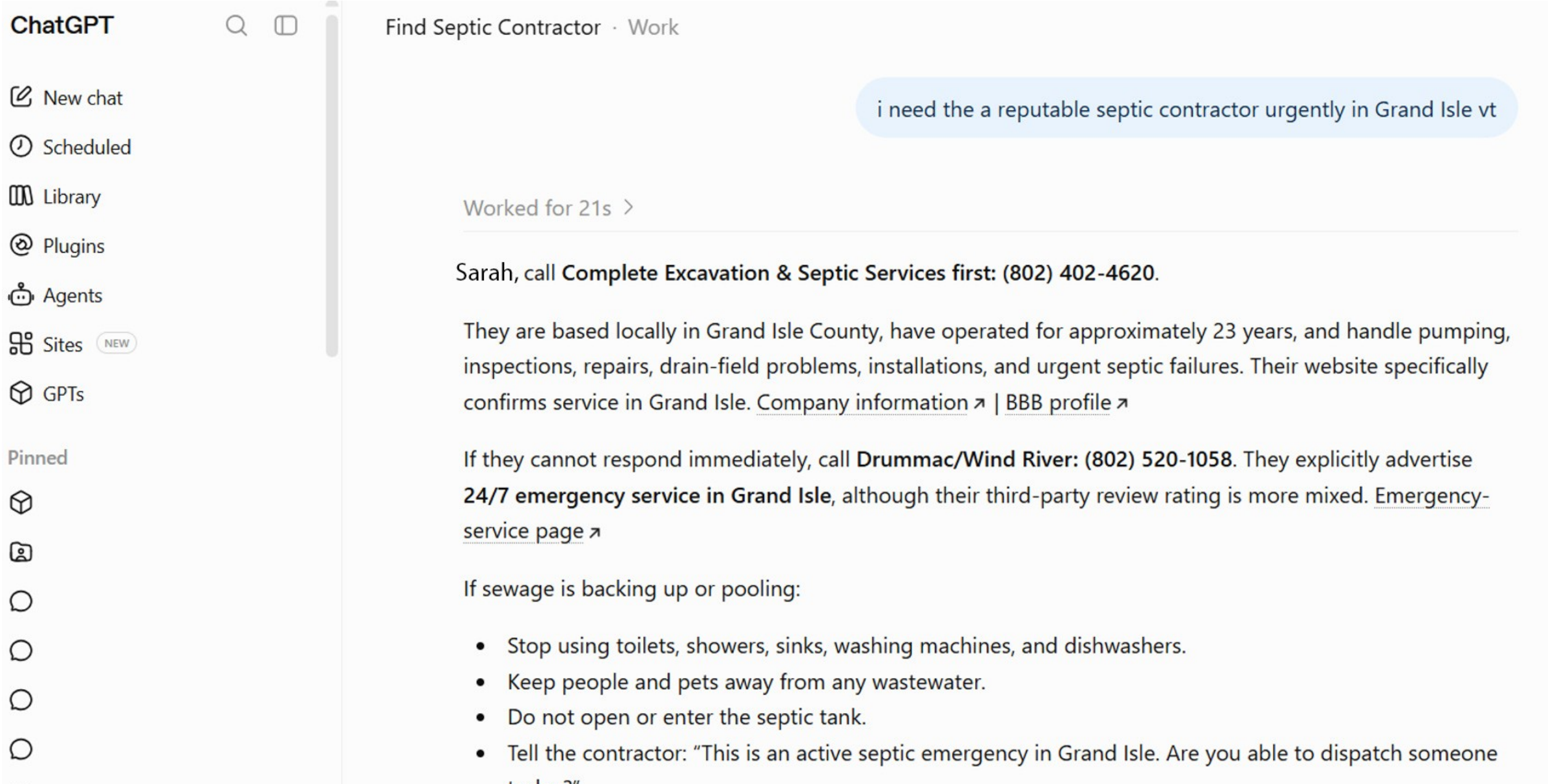
Better Business Bureau

Septic Installation near Grand Isle, LA | Better Business Bureau

Showing: 30 results for Septic Installation near Grand Isle, LA ; Joe's Septic Contractor Inc · (98...

THE PREMISE

HER AI ASSISTANT CHOOSES FOR HER



9:08 PM

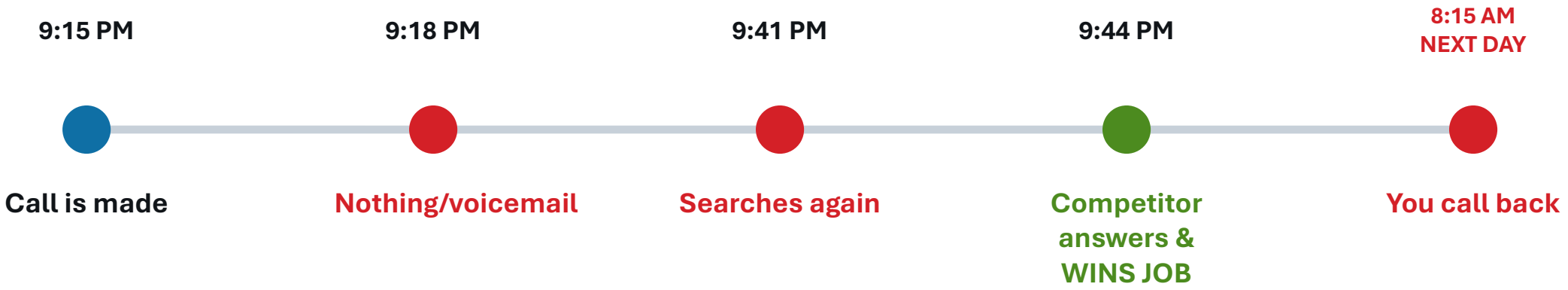
Later that night.

Betsy notices toilet won’t flush & sewage in shower



What happens in your company right now?

WHAT HAPPENS WHILE SHE WAITS?



The lead did not disappear. The opportunity moved.



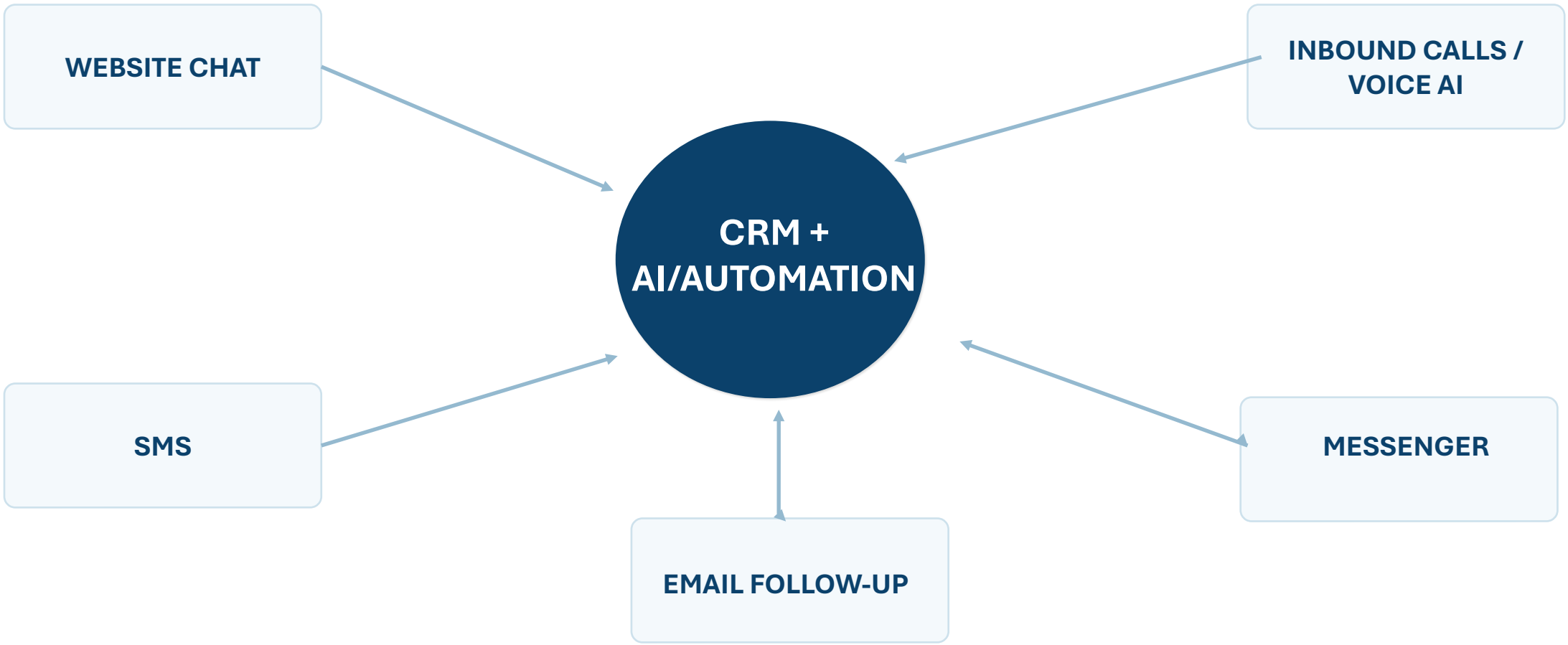
Text Blast to a New client's CRM before AI / automated follow-ups. What we found

Upcoming Cancelled All + Smart list Customize list

Advanced filters Sort by Search by title Manage columns

#	Title	Contact	Status	Appointment time	Calendar
1	William Adams - Consultation wit...	William Adams	Confirmed	September 17, 2026, 08:00 AM (HST)	Advanced Co Solutions - D
2	Renae Anakalea - Consultation wit...	Renae Anakalea	Confirmed	September 18, 2026, 11:00 AM (HST)	Advanced Co Solutions - D
3	Bernadine Mertens - Consultation wi...	Bernadine Mertens	Confirmed	Rescheduled to September 15, 2026, 03:00 PM (HST)	Advanced Co Solutions - D
4	Steven Mccabe - Consultation wit...	Steven Mccabe	Confirmed	September 08, 2026, 08:00 AM (HST)	Advanced Co Solutions - D
5	Edward E. Watkins Jr. - Consultation...	Edward E. Watkins Jr.	Confirmed	September 07, 2026, 10:00 AM (HST)	Advanced Co Solutions - D
6	Kainoa Enos - Consultation wit...	Kainoa Enos	Confirmed	August 31, 2026, 09:30 AM (HST)	Advanced Co Solutions - D
7	15-min Consultation -...	Juliana (Cattholic Charities)	Confirmed	August 31, 2026, 01:00 PM (HST)	Advanced Co Solutions - D

ONE LEAD/CUSTOMER. MULTIPLE DOORS. ONE AI CONVERSATION.



MULTIPLE CONVERSATIONS HAPPEN SIMULTANEOUSLY

WEBSITE CHAT

Hi Sarah. We can help. Is sewage actively backing up into the home?

Yes, in the bathroom

Got it. What ZIP code is the property in?

28078

Let me get your cell number & we'll text / call you right back.

AI AUTOMATED SMS FOLLOW-UP

Hi John, this is ABC Septic. I saw your request. Is this an emergency?

Yes. Sewage is backing up.

I'm sorry you're dealing with that. I can ask a few quick questions and help get you scheduled.

Yes please.

YOU SET ESCALATION RULES FOR WHEN HUMAN CONTACT STARTS

CALLING BACK A LEAD FORM YOUR WEBSITE/PAID ADS.
GOAL: QUALIFY INTENT, MOVE LEAD ALONG TO NEXT STAGE.



LISTEN FOR 3 THINGS

- Does it sound natural?
- Does it ask useful questions?
- Does it create a clear next step?

WHAT DID YOU NOTICE?

NATURAL?

What sounded human?

USEFUL QUESTIONS?

What did it learn that you can use in the sales process?

CLEAR NEXT STEP?

Did it know what to do?

MOST IMPORTANTLY: WHAT DID IT ACHIEVE?

The data also says: keep the customer experience human

87%

Want a real person on local-service calls

OnePoll survey of 6,000 adults commissioned by ServiceForge.

62%

Do not trust AI in a trades emergency

Urgency increases the need for human reassurance and judgment.

85%

Say AI should not pose as a human

Transparency should be part of the customer experience.

AI: speed, repetition, triage, booking. PEOPLE: trust, judgment, exceptions, relationship.

Source: ServiceForge / OnePoll, May 2026, 6,000 adults. ServiceForge commissioned the study and sells human answering services.

AI users are already reporting measurable gains

40%

Faster response + fewer lost leads

AI users saying AI helps them respond faster and lose fewer leads.

28%

Save 6+ admin hours/week

AI users reporting at least six hours of admin time saved each week.

68%

AI contributed to revenue growth

AI users saying AI has contributed to revenue growth.

Source: Housecall Pro, The AI Advantage, 2026. Survey of 248 U.S. home-service professionals; results are directional.

Speed matters more than most businesses realize

5 MINUTES → **30 MINUTES**

21×

You have 21X lower qualification odds from 5 to 30 minutes

100×

You have 100X lower contact odds from 5 to 30 minutes

Stage line: “The lead does not become worthless in 30 minutes. The opportunity simply gets much harder.” –PEOPLE HAVE SHORT ATTENTION SPANS

Source: Lead Response Management Study , 15,000+ leads and 100,000+ call attempts across six companies.

TIME SAVED

Six hours a week becomes a lot of life back

28% of AI users report saving 6+ hours of administrative work each week.

6+

HOURS / WEEK

312+

HOURS / YEAR

39

8-HOUR WORKDAYS

What would you do with that time?

“If I gave you six hours back every week, where would those hours go?”

6 × 52 = 312 hours. 312 ÷ 8 = 39 eight-hour workdays.

Source: Housecall Pro, The AI Advantage, 2026. 28% of surveyed AI users reported saving 6+ hours/week.

The revenue signal is showing up too

68%

AI contributed to revenue growth

Share of surveyed AI users reporting a contribution to revenue growth.

1 in 3

Attribute 5%+ growth to AI

Share of AI users attributing at least 5% revenue growth to AI.

31%

Saw ROI almost immediately

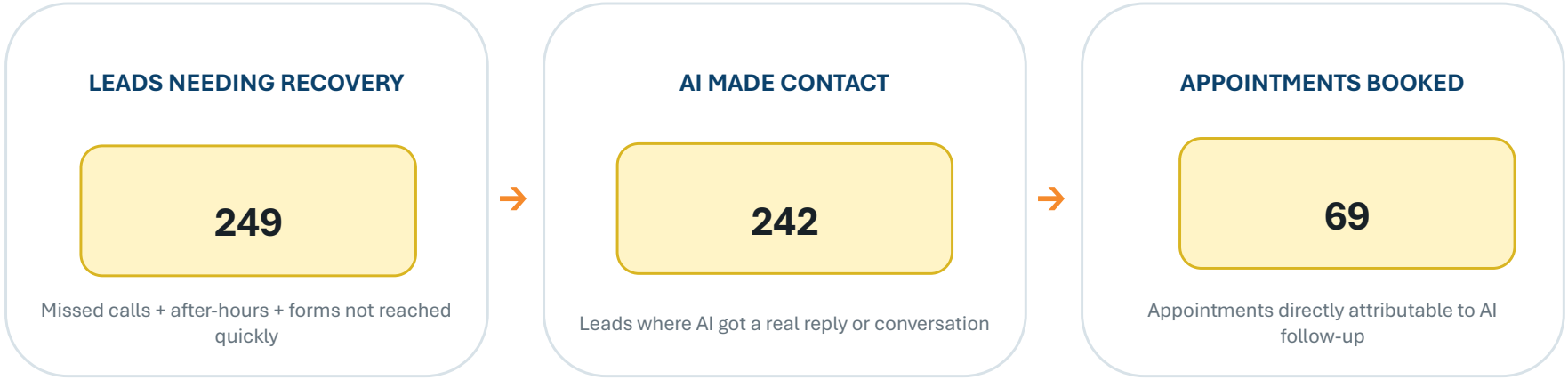
Another roughly 1 in 5 reported a clear return within a few months.

Source: Housecall Pro, The AI Advantage, 2026. Self-reported and directional, not a controlled causal study.

YOUR PROOF

How many leads did AI actually save/move along in our Experience?

ONE OF OUR CLIENT'S STATS – 6 months period



"AI recovered 249 opportunities, booked 69 appointments

MONEY MATH BY FIXING A LEAK

- Our client’s conversion sales conversion rate is roughly 35%
- Their average ticket is $10K-$25K Average ticket for a septic system install

APPOINTMENTS BOOKED

69

Appointments directly attributable to AI follow-up

→

35% Closing Ratio

69 x .35 = 24

Appointments directly attributable to AI follow-up

~$240K - $600K in Revenue

Why Does This Matter For Septic Businesses?

SENARIO 1:

Septic Website gets 500 Visitors per month

5% Conversion

25 Calls / Leads

30% Conversion to Estimate

7 Booked Jobs

$10,000 Average Transaction

$70,000

SENARIO 2:

Same Website & 500 Visitors but…

15% Conversion with AI

75 Calls / Leads

30% Conversion to Estimate

22 Booked Jobs

$10,000 Average Transaction

$220,000

By Improving Your Conversion Rate

You Triple Your Sales

YOUR MARKETING/ADVERTISING MAY NOT BE THE PROBLEM.

Capturing & Moving Along leads to the next stage might be.

LEAKY FOLLOW-UP

OLD WAY

- Lead arrives →
- Waits →
- Voicemail →
- Keeps searching →
- Lost

CONNECTED FOLLOW-UP

- Lead arrives →
- Responds now →
- Qualifies →
- Books →
- Confirmed

YOU'RE PROBABLLY THINKING: "MY CUSTOMERS WON'T TALK TO A ROBOT."

Fair concern. So compare the experience.

GET HELPFUL RESPONSE NOW

AI: "I can help now. Is this an emergency?"

Vs.

LEAVE VOICEMAIL & HOPE

"Please leave a message. We'll call you back."

Which experience would you rather give the customer?

WHAT HAPPENS WHEN AI GETS IT WRONG?

Good AI does not need to know everything.

It needs to know when to stop.

WITHOUT GUARDRAILS

Guessing
Overpromising
Wrong service
Wrong appointment

WITH GUARDRAILS

- Approved answers
- Booking rules
- Service boundaries
- Human handoff
- Escalation rules

USE EACH WHERE IT IS STRONGEST.

AI IS GREAT AT

- Speed
- Repetition
- Qualification
- Reminders
- Scheduling

PEOPLE ARE GREAT AT

- Judgment
- Empathy
- Technical decisions
- Trust
- Closing

WHAT WOULD YOU DO WITH

6 HOURS

BACK EVERY WEEK?

More estimates?

Train the team?

Leave earlier?

More family time?

The real payoff is not “robots.” It is capacity.

WHAT IS THE ONE THING YOU WOULD AUTOMATE FIRST?

1

MISSED CALLS

After-hours / overflow

2

WEBSITE LEADS

Instant response

3

QUOTE FOLLOW-UP

No more “forgotten” estimates

4

APPOINTMENT REMINDERS

Fewer no-shows

5

OLD LEADS

Reactivation

YOUR PLAN

START SMALL.

1

FIND ONE LEAK

Where do leads or time fall through the cracks?

2

AUTOMATE IT

Build one clean workflow with guardrails.

3

MEASURE WHAT CHANGES

Response time, booked appointments, time saved.

One finished workflow beats ten half-built automations.

DON’T USE AI TO REPLACE THE RELATIONSHIP.

USE AI TO MAKE SURE THE RELATIONSHIP ACTUALLY STARTS AND WITHOUT DELAY.

-Let your people handle the relationship AFTER.

GET THESE SLIDES +
MY TOP FREE RESOURCES

QUESTIONS?

COME BY BOOTH #100