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OFF TO A GREAT START WITH WASTELINK!

When husband and wife team Mike and Lirelda Lynch, decided to launch their new waste management business a first move was to sign up with the Wastelink computerised management system.

As Mike puts it, 'For us this was essential for an efficient and safe operation.'

Now with his Wastelink software training under his belt, Mike says this scanner-linked technology will make a big contribution to the competitive service he is offering.'

Based in Toowoomba, Qld., ABC Waste Management is not the couple's first venture in the industry.

Before migrating to Queensland a year ago with their two daughters, Mike and Lirelda had their own success-

ful liquid waste company in Kwazulu-natal, South Africa.

'What drew us to Queensland were better business opportunities in a safe and secure country offering a very similar lifestyle,' he explained.

'We are happy and well settled. In fact, our day-to-day life seems so familiar that there are times when we have to remind ourselves that we really have travelled to another continent!'

SETTING UP AGAIN

Mike and Lirelda had been running a plumbing business until recently (he is a licensed plumber), but they decided to get back into the business they knew best.

Their first step was to acquire local licences - which proved more complicated and costlier than in South Africa.

Now in business, they cover Toowoomba and out to a 50 km radius.

'We collect liquid waste from homesteads and farms, as well as restaurants and other businesses - and then deliver it to Toowoomba Council's sewage works for EPA-approved treatment.'

'Our competitive advantage is that we use smaller vehicles and so can easily reach places that many other transporters can't reach - and there are lower overheads.'



Proprietor Mike Lynch (right) and his assistant Roland Bezudenhout stand proudly in front of ABC Waste Management's new waste transporter truck.

'With our Wastelink barcode scanner we record all data, such as weighbridge readings, and relay it straight to the council's Wastelink system. For anyone working in the Toowoomba area a scanner is essential.'

'My view is that this is a very good thing because it really does ensure that liquid waste is always disposed of properly - all the time. It is a procedure that is right for our environment.'

DIFFERENT APPROACHES

Mike says that there are more grease waste regulations in Australia than in South Africa - and he says he approves of our tighter and safer rules.

'Both countries take a similar approach to sewage management, but scanners aren't yet part of South African liquid waste operations.'

POSITIVE OUTLOOK

Mike Lynch sees good prospects for their new venture.

'It's recession-proof and everything is pointing towards ever-higher waste management standards,' he said.

'On top of that, Lirelda and I will also be tapping into an important additional income stream - servicing wastewater treatment plants.'

'Currently there is a big demand for this from homes, farms and businesses which are not on the sewerage line.'

'This is being boosted by the fact that no new properties are allowed to install and operate septic tanks.'

'Each of these treatment plants has to be maintained within a quarterly service cycle - and we're the people who can do that job!'

The Wastelink Newsletter

Level 7
189 Kent Street
Sydney NSW 2000
P. 02 9247 2800
F. 02 9247 2400

www.wastelink.com.au



EVEN BETTER CUSTOMER SUPPORT!

IN THE NEWS

For its continuing success, a system that integrates hardware and proprietary software must depend on more than just the excellence of its design and functionality.

It also depends vitally on how well that system's users are supported to ensure that productivity is kept as high as possible at all times.

With that goal in mind, Wastelink continues to invest heavily in its customer support capability.

According to Wastelink GM Sue Hood, the delivery of solid customer support depends upon three pillars:

TECHNICAL RESOURCES

'First of all, you need the right technical resources - including remote diagnostic facilities - to ensure that any problems are quickly identified and addressed in the right way.'

LARGE DATABASE

'Next, you have to be able to respond with instant access to a large database covering every sort of technical issue, including any problems previously encountered - and their successful fixes.'

'For this very reason, Wastelink documents all significant events and solutions and stores them in our on-line library for easy retrieval whenever needed.'

SUPPORT PERSONNEL

'The third (and the most important) factor underpinning our outstanding support is the calibre of the technical specialists responding to our customers' needs,' said Sue Hood.



Meet David Patararos - the latest addition to Wastelink's Customer Service team! Besides previous computer industry experience, he holds a TAFE Certificate II in Computer Assembly & Repair - and is now studying for Certificate III.

She explained that Wastelink had always taken particular care in selecting and developing its customer support team.

'We look for individuals with the right attitude - and then, in parallel with their ongoing formal studies, we teach them the technical skills to do an excellent job in Customer Support.'

'Upskilling is a commitment that continues throughout their career at Wastelink.'

'Our clients' needs change, our technologies become more refined and powerful - and we have to keep ahead of what is required to deliver the right support.'

'At Wastelink we believe we have designed the world's leading liquid waste management system,' said Sue Hood.

'We insist that we give it the backing of an equally impressive Customer Support Service... and nothing less!'

CONGRATULATIONS, BRITT!



Britt Oponda has just completed her traineeship in business administration at Wastelink.

In the past year, she has made (and will continue to make) a real contribution to the efficient administration of our increasingly-complex operations. Well done, Britt!

Wastetrans Now Ready to Go!

Wastetrans Gold Coast have just emerged with flying colours after completing their Wastelink training program!

The comprehensive training modules took them through various aspects of the Wastelink system, with a special focus on the use of the Wastelink barcode scanners.

Now they are equipped to employ the world's most advanced liquid waste management technology as an integral part of their day-to-day operations.

We will run the full story on how Wastetrans made this successful transition in your next issue of The Link. Look out for it!

This newsletter is a service to the waste water industry and others concerned with the efficient monitoring and management of waste water.

Contact: Martin Connolly - MD, Wastelink Pty Ltd

T: +61 2 9247 2800 Fax 9247 2400

Web: www.wastelink.com.au

To change or cancel your subscription email: thelink@wastelink.com.au or call 9247 2800