

MEETING UNIQUE CHALLENGES

Fareco connects customers across Peru with the right equipment for the job

BY KYLE ROGERS



In the shadow of Machu Picchu, built at the height of the Inca Empire in the 15th and 16th centuries, some of the most technologically advanced trucks in the world are hard at work.

A few years ago, the city of Cusco, Peru, bought its first Vac-Con combination truck from Fareco S.A. — a valuable tool for cleaning a modern sewer system that serves a population of more than 400,000. But not all of Cusco is modern.

“You have the historical center of Cusco with very small, narrow streets and all the cobblestones, and then you have the periphery where the streets are much wider,” says Andrew Stephenson, a representative of EL Industries International, which works jointly with Fareco to market Vac-Con equipment in Peru.

Cusco’s 11-yard truck serves the outlying areas very well, but when Fareco representatives introduced city engineers to Vac-Con’s 3-yard option, they immediately saw its potential to complement the larger truck in the tight quarters of the central city. That idea turned into an equipment demonstration, and recently Cusco officials were finally able to make the purchase and add their second Vac-Con.

“They’re happy. It is working quite well and allowing them to get to a majority of the historical center streets,” Stephenson says.

It’s an example of Fareco’s dedication to fitting its customers with precisely the right equipment.

“We try to be as objective as possible and determine the exact specs and equipment needs for a customer’s geological and sewer conditions,” Stephenson says.

And in Peru those conditions can be quite varied. For example, on the coast in the capital city of Lima where Fareco is based, sand can be problematic when cleaning sewers. In a city like Cusco, which is situated near the Andes mountain range, you have to consider how its 11,000 feet of elevation affects the ability to achieve vacuum power. Fareco has helped customers across Peru find the right equipment for their needs.

“We have a relationship with all the water companies across the country, plus some of the smaller cities where the municipality runs the water and sewer system,” Stephenson says.

The company was founded in 1986 as a distributor of equipment for the water and wastewater industries, but it wasn’t until 2006 that Fareco added a combination machine to its inventory and became a Vac-Con dealer through a partnership with EL Industries. Since then, Fareco has sold about 40 units across Peru.

After making the sale, Fareco delivers a level of service that ensures customers remain happy with their Vac-Con equipment.

“In some cases, with bigger companies like SEDAPAL, which is the largest water and sewer service company in Lima, we have a contract to service their units,” Stephenson says. “With small companies or municipalities, we give them their warranty period, and then after that we have our service department to handle whatever they need.”

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Fareco has its Lima facility that customers can bring their trucks to, otherwise the company will respond directly to a customer’s location, particularly in emergency situations.

“We also have agreements with service facilities in other provinces outside Lima, so we can send our people there to service something immediately,” Stephenson says.

In some instances, Fareco has serviced trucks free of charge.

“We’ve done that to gain a customer’s confidence,” Stephenson says. “We also do regular service schools for customers free of charge. We’ll provide tips and go over certain preventive maintenance items. And at the same time we’ll show them any new features the equipment has.”

Fareco holds about four service schools every year, and in order to make it convenient for customers throughout an entire country, the company tries to bring them together in groups at a central location.

“We’ll choose a main city where there are some facilities,” Stephenson says. “We try to cover everyone over a period of two or three years, then we start over again.”

Regular contact with customers is the first step in ensuring they’re also happy customers, he says.

“We want to do everything we can to make our customers feel that we’re involved with them and committed to making their equipment last and providing an efficient service.” 