

The Smart Pool Revolution

For Pool Service Providers: Remote Pool Monitoring Creates a More Profitable Business Model, New Service Offerings

Pool service providers **are at a critical juncture in their industry**. The advent of real-time, accurate data has revolutionized many industries including transportation, energy, manufacturing, agriculture, healthcare, municipal water management, and more. Sensors that capture data, wireless networks, AI, robotics, and cloud computing are creating digital twins of physical objects for advanced analytics. One of the last bastions clinging to the old-world, outdated methods and technology has been the pool service industry. But that is beginning to change as new entrants into the pool service business are leveraging the latest AI-driven technology to evolve the long-standing business models unchanged for the past century. And the results have been transformational as profitability and customer satisfaction levels have risen giving these young companies a distinct competitive advantage.

21st Century Pool Care is a Pool Service Game Changer

The challenges of profitably running a pool service business include thin margins that necessitate operational efficiencies, rising chemical costs, managing staff turnover, and onboarding untrained employees with little prior pool experience, all while delivering a level of service that is

acceptable to customers whose varying pool use can cause unpredictable negative outcomes costly to resolve.

In other words, the pool service industry faces complexity that can at times be daunting. Even with the best trained personnel, rapid changes in the physical environment and unanticipated pool use can lead to problems that unless caught early become a source of customer dissatisfaction, an unplanned business expense, and account turnover which can lead to reputational damage.

What has long constrained pool service providers is the inability to know what is happening daily or even multiple times per day in the case of commercial pools, without having to expend the labor resources used to manually test pool water. Imagine a business tool where pool water testing is automated and the results digitally sent to pool service management as frequently as desired. All without expending labor and doing so with far more accurate lab precision level data.

In this brave new pool service world, the service provider knows what's going on with each and every pool, all the time, with the most minimal of cost. For commercial pools this allows testing multiple times per day as required by local health regulations at near zero costs, boosting profits enormously. Using the same level of staffing, far more pools can be monitored and serviced again boosting profits. For residential pools, it means never finding out after the fact that a customer's pool has turned green or become overly acidic or alkaline causing swimmer irritation. Pool owners and pool service firms both benefit enormously.

Leveraging the power of AI -the highly precise water chemistry data once sent to the cloud produces a dosing treatment recommendation that helps guide newer staff on how to best treat the pool. The opportunity is to reduce the performance gap between the most experienced professionals and the least trained, newest staff members. While not a substitute for training and experience, it accelerates onboarding, productivity, and allows the business to rapidly onboard newly hired staff.

While there have been [improvements in energy conservation and filtering through variable speed pumps](#) and [robotic sweeping](#), water quality testing has remained manual. Yet water quality is the single most important aspect of pool care from the swimmers and pool owners perspective. The beneficiaries of the poor water quality situation, all too common, have been the goggle manufacturers as swimming without goggles has become intolerable for many swimmers.

Expanding Opportunities for Pool Service Providers

AI-driven smart pool monitoring also enables pool service companies to broaden their service offerings beyond a one size fits all model in the residential market. Affluent customers indicate a willingness to pay more to be assured of continually monitored pool water that always remains within the healthiest of chemistry range. This means pool service personnel show up when the pool needs to be rebalanced, not only when it's scheduled. And for more budget-minded pool owners, the service can more flexibly translate to bi-weekly cleanings with the company directing the pool owner to add chemicals as needed for

rebalancing. This hybrid model can lower the service cost and widen the market appeal to a wider set of pool owners.

Whether it's appealing to more customers or better serving the most affluent, the bottom line is improving the profitability of the business while better serving pool owners whether they are commercial or residential pools.

Another service feature for commercial pool owners is making the test data readily available within their own dashboard app for easy viewing, so that for example a hotel general manager can be assured of having a healthy pool throughout the day without being deceived by what appears to be clear looking water. And knowing that when the pool becomes out of balance that pool service staff will be on-site to maintain resort-quality pool water without bearing the cost of a dedicated staff.

Being proactive rather than reactive. Managing the business more cost-effectively with better use of staff resources, delivering a higher level of quality result and customer satisfaction, reducing account turnover, expanding service offerings, and faster onboarding of new staff are all tangible benefits of adopting the latest AI-driven smart pool technology to the service provider business.

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The old-fashioned way of running a pool service business has become obsolete, constrained by limited data, high labor costs and strictly adhered to maintenance schedules that often don't reflect pool water reality. These limitations having been addressed by smart pool technology with AI producing hundreds of new entrants into the

market. The next big leap will be led by the larger, more established pool service firms adopting the technology that will boost profitability, improve customer satisfaction, reduce account turnover, and fuel expanded revenues from capturing business away from competitors while expanding the addressable market.