



120Water™

# Unrivaled Customer Service:

## Why Thornton, CO Partnered with 120Water to Tackle Sampling and Consumer Engagement

### The Challenge

When a change in treatment coagulants left the City of Thornton, CO, on an increased monitoring schedule, the water quality team knew they would need outside support to tackle sampling for the 150,000+ residents in their community. As the 6th largest water provider in the state, the increased sampling requirements would create additional burdens and strain resources.

Nearby, the city of [Loveland, CO](#), had worked with 120Water for their sampling and recommended Thornton partner with them as well. In need of scalable support quickly, Thornton contracted 120Water for **sample kit distribution and logistics, resident communication regarding kits and lab support for samples.**

**86%**

Return Rate  
on Kits

**325**

Reminder  
and Result  
Letters Sent  
to Residents

**625**

Reminder  
Calls Made  
to Residents

**5,000+**

Hours Saved  
by Working  
with 120Water

**485**

Sample Kits  
Sent to Residents

**"If you want to get Lead and Copper off your plate, 120Water will handle it. They are reliable, friendly, have great customer service and are vested in your success."**

**— Hsueh Shih**

Water Quality Senior Analyst  
City of Thornton, CO



## It's Not Goodbye, It's Just See You Later

After six months of sampling work with 120Water, the purchasing department at Thornton felt it was necessary to reopen the bid and allow other vendors to submit proposals. Ultimately, the City went with another vendor who was more cost effective.

After one full contract year with another vendor, the City of Thornton was incredibly dissatisfied with the service provided. Return rates on samples had dropped significantly, follow up with residents was poor or had to be closely monitored by the Thornton team to ensure follow through, notification letters were sent out late (bordering on out of compliance), and data/program updates were inconsistent and irregular.

**"I had to threaten to take over the project during the spring event with our other vendor because they took so long to report back to customers. We could have had a violation due to missing the 30-day notification rule. They did not appear vested in our success and did not seem as prepared to do the many tasks as 120Water, who excels in their field."**

**Hsueh Shih**

Water Quality Senior Analyst,  
City of Thornton, CO

## The 120Water Difference

After a year of frustration with another vendor, water quality officials felt that it was time to switch back to 120Water to not only improve their internal experience and productivity but that of their residents as well. Since restarting the partnership with 120Water for their sampling, Thornton has seen:

- Improved return rates on sample kits
- Friendly, dedicated customer service for their team and their residents
- A simple-to-use dashboard to see the status of kits from home delivery to lab on demand
- Consistent, weekly updates on program status from the 120Water team
- Resident communication and education via mail and phone (available in Spanish or English)

By taking the time to explore other options, the City of Thornton ultimately returned to partnering with 120Water because they recognized the value and increased productivity when working with a company aligned with their goals and dedicated to their success. To learn more about how 120Water can support your system's goals and tackle Lead and Copper compliance, visit [120water.com](https://120water.com).



**120Water™**