

# 10 Reasons To Go Digital With Customer Communications



# Introduction



Today's waste industry is a dynamic and fast-moving one. The need to adapt to constant industry changes has never been greater. Evolving markets, fierce competition, and innumerable operational challenges are just a few of the ongoing demands facing the modern waste hauler.



While haulers everywhere have adopted advancements on several fronts - such as new sorting technologies, top of the line routeware, and innovations in fleet technology - one realm of business has remained stagnant: customer communications.



Traditional waste communications have been limited to outdated websites and customer service phone lines. This strategy has proven to become an inefficient and frustrating means of communication for both sides.





# Tackling The Challenge

So how are modern haulers tackling this challenge?



Modern haulers are choosing digital platforms consisting of online collection calendars, reminders and service alerts, e-commerce, and mobile apps to better engage customers.



By improving communication with customers we can clean up the recycling stream, simplify daily business operations and elevate the customer experience. This enables haulers to continue to provide a critical and fundamental service to our communities.



# Here Are 10 Reasons To Go Digital With Customer Communications:

## 01 Real-Time, All The Time



Overcome the most common customer inquiries through improved, up-to-the-minute digital communication.



Send important service alerts about delays due to emergencies, weather, operational issues, and holiday schedule changes. It's time to embrace the power of digital technology to keep customers well informed and engaged.

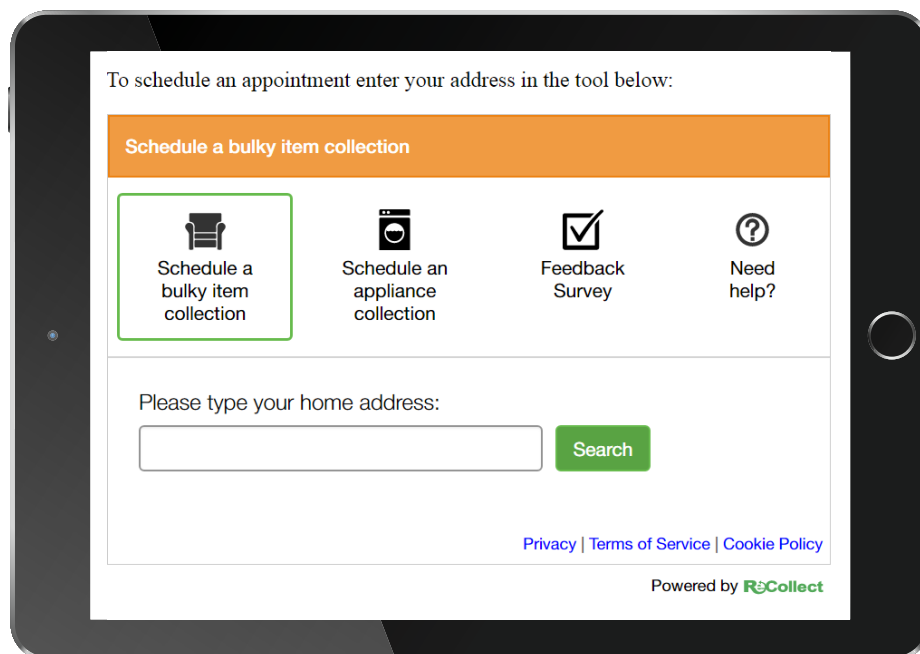
## 02 Build Trust With Customers



There has never been a more important time to build trust with your customer.



Our industry is constantly evolving with recycling market changes leaving customers confused and wanting answers. Take control; become the sole source of information for your customers with a digital platform that delivers answers in real-time, at their fingertips.





### 03 Enhance Your Brand



Brand recognition is extremely important to independent waste haulers. You've put a lot of time into building your brand.



Customers trust brands, and stay loyal to them.



Show your customers that your service is cutting-edge, and showcase your company, your service, and your values faster and more efficiently with digital.

### 04 Meet Today's Expectations



It's the age of Google, and your customer's attention span has changed. They expect answers at the speed of search rather than having to dial in for customer service.



Mobile solutions are no longer a luxury, they're an expectation in today's world.



With software as a service, modernizing communications doesn't have to break the bank. Give your customers what they want and win new customers.



## 05 Value Added Service



The service you provide goes beyond hauling garbage. Part of being a municipal service provider is communicating your programs effectively.



Digital tools can be shared with municipal customers and embedded on government websites. This allows you to add a key communications component your customer will no longer need to worry about - which in turn allows you to add significant value for the duration of your contract, and bring on new customers.

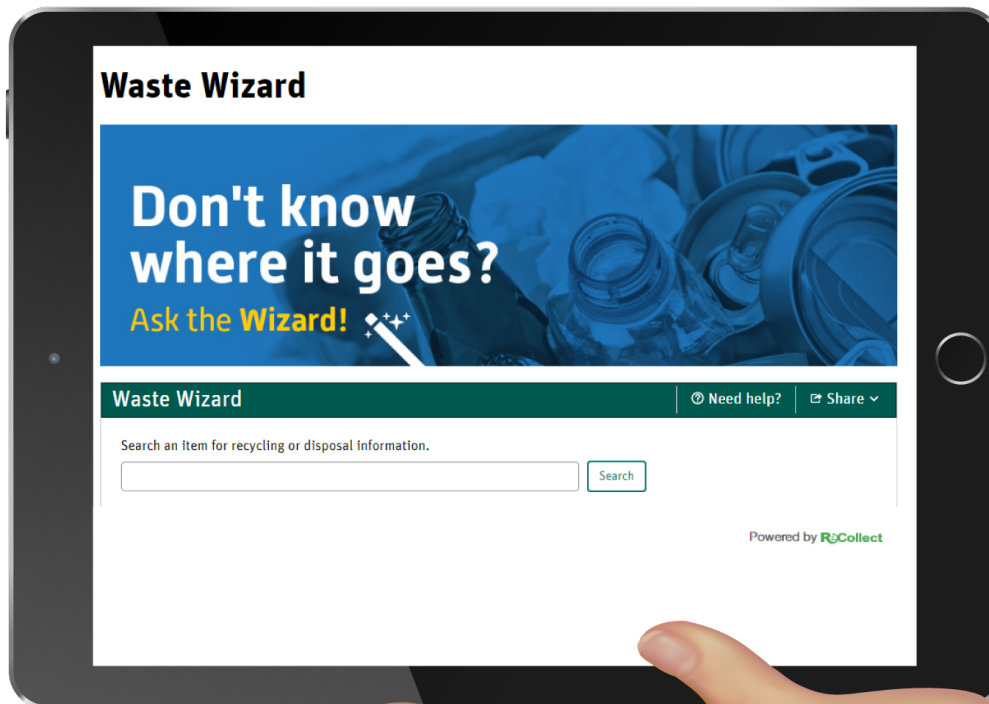
## 06 Reduce Contamination



Contamination costs money, period. When customers can't get quick answers on disposal questions, the resulting guesswork can have costly implications.



Recent market changes due to the China trash ban have exacerbated this dilemma. Providing a digital platform that delivers recycling education helps to cut contamination where it begins: the customer.





## 07 Significantly Cut Call Volumes



When your customers search, and answers aren't easily accessible, they will probably pick up the phone for clarification. While this is the traditional approach to customer communications, it will adversely affect your bottom line.



Consolidating information into a web or mobile app will facilitate customer self-service which will significantly reduce the amount of calls coming into your business.



A customer app will free up the phone lines and empower your customers to become their own CSR.

## 08 Service Promotions



Digital communication platforms open up new avenues of communication.



Take advantage of digital technology and notify customers about dumpster rentals, seasonal promotions, new services and much more through push notifications and integrated products.

## 09 Save Money



Web and mobile apps should save you money, not increase overhead. Our waste hauler platform suite is typically cost-neutral within the first year of service, but saves you countless customer service hours due to missed collections and incorrect searches.



Our products not only reduce costs through operational efficiency gains, but also help you capture additional revenue through online ordering and transactions.



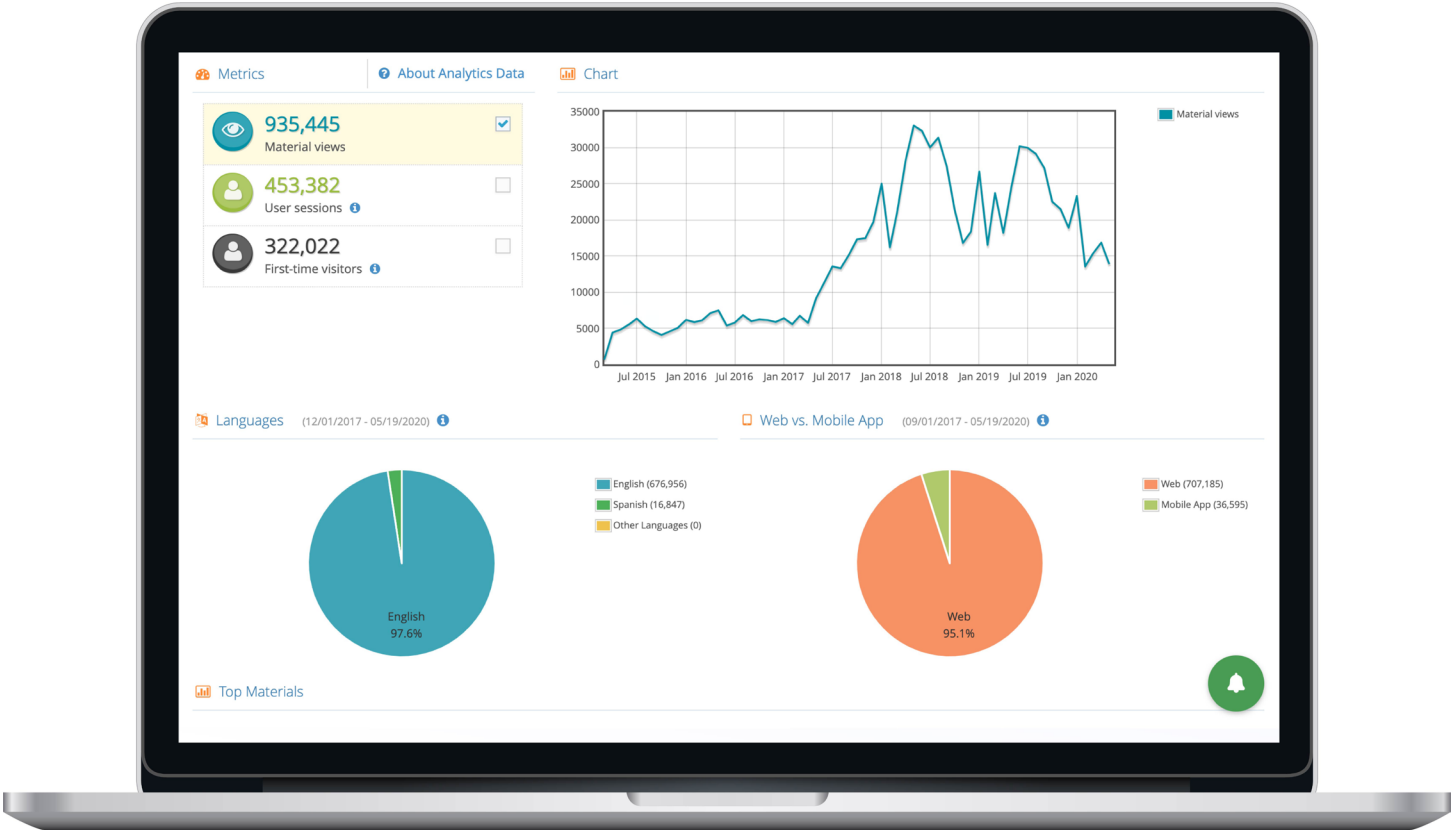
# 10 Data-Driven Insights



Make solid decisions based on your customers' digital interactions.



Our products provide deep insight into what customers are confused about and which areas of service might need some TLC. Being data driven is about strengthening your customer relationship so you can provide the best service possible.





A hand is shown dropping a crumpled ball of brown paper into a green recycling bin. The bin has a large white recycling symbol on its side. The background is a blurred green field with trees.

## Let's Get Started

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To thrive as a hauler, you need to go above and beyond for your customers - and digital is a big part of the recipe for success. If digital transformation, customer engagement and loyalty are important to you.

Let's Chat

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 [www.recollect.net](http://www.recollect.net)