

# Rogue Disposal

## Improving Customer Engagement and Education By Partnering With Routeware

Like most private waste haulers, Rogue Disposal and Recycling — an 81-year-old family-owned company often recognized for innovation in the industry — found itself in a difficult situation as drastic changes swept the international recycling industry and impacted every aspect of the business.



### Challenge

- Industry changes brought on by China’s National Sword program placed new restrictions on acceptable materials.
- As the list for eligible materials for curbside commingled programs grew over the last decade, customers had reported that they were increasingly confused.
- Needed a way to get information to the customer before they started calling - and current methods ‘weren’t cutting it.’

### Results

- Reduction in phone calls frees up staff to focus on other tasks, and lower print costs puts more money back in the business.
- Improved education, communication, and engagement with customers - plus enhanced campaign tracking with digital analytics - leading to lower contamination rates.
- The tools help municipalities meet requirements, which brings in more business for Rogue.

“The Waste Wizard is brilliant. Having the information, making it easy for people to ask questions about how to deal with things in their households or businesses, is really helpful. It takes the guesswork out.”

— says Laura Leebrick  
Governmental Affairs Manager for Rogue.

“Tools that help us be more flexible in how we respond to changes in the marketplace around recycling — and communicate those changes to customers — (are) vitally important. Material streams are always changing, and they will continue to change.”

## About Routeware

Routeware is the waste and recycling industry’s most trusted software and technology company. Our enterprise solutions help municipalities and haulers save time and money, increase efficiency, improve safety, and green up our world. Find out more at [www.routeware.com](http://www.routeware.com)