# Routeware | ReCollect

## CUSTOMER STORY | Greensboro, NC

Greensboro, NC, is the 3rd largest city in the state of North Carolina. Residential garbage, recycling, yard waste, and bulky items are collected by City crews. The City also offers trash and recycling collection in the central business district, as well as commercial and multi-family developments.

The City's Household Hazardous Waste Collection Center takes items such as garage and workshop products, automobile fluids, used cooking oil, home and garden products, household cleaners and e-waste.

To help its residents and customers remember which items go where, Greensboro has stepped up its regular recycling education efforts, enacted the #RecycleRight program, and used ReCollect's solid waste digital tools — such as the

Waste Wizard

Collection Calendar

Mobile App

Website Tools

— to help meet its goals.

> I thought that was a really rewarding way to provide customer service that went above and beyond what is typically expected from municipal communications
> *Tori*
> *Waste Reduction Supervisor*
> *Greensboro, NC*

## Where There's A Will, There's A Way

The good news is, the City has found that Greensboro residents want to recycle. The bad news is, they don't always understand what can and can't be recycled. According to the City's website, the recycling contamination rate in Greensboro is at an all-time high. The national average of contamination in recycling is 10%, but according to the MRF, Greensboro's contamination rate ranges between 20-30%.

**10%**          **22-30%**
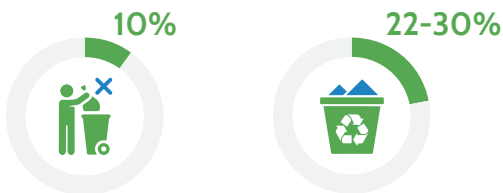
Unfortunately, ongoing recycling education efforts were not able to improve the situation. In addition City's Waste Reduction  team only employs one Solid Waste Code Enforcement Officer, who can't monitor 90,000+ service units in a given collection cycle.

In July 2018, staff members launched a new cart tagging education program with the potential to have carts removed from residences for repeatedly contaminating recycling. Since launching the #RecycleRight program, the City has notified  more than 30,000 residents about contamination in their recycling carts with an average of 100 notices going out every service day!

When Waste Reduction Supervisor Tori Carle started working with the City in 2015, wishcycling was a huge problem in Greensboro, she said. Residents and customers were throwing tons of recycling in the trash. At that time, the city was using a homegrown app, created by the City's App Development Team, but it just wasn't doing what the City needed it to. It passively displayed basic recycling information, didn't offer any scheduling, updates were few and far between, and ultimately, the App Development team was tasked with other priorities.

Tori met ReCollect team member Jenny English at a conference, who later called to tell her more about the company and its  tools. Tori pitched ReCollect's digital tools to her supervisor, but the City already had an app in place. She asked the App Development Team if they could engineer an app and tools similar to what ReCollect had to offer. Tori wanted residents and customers to be able to see recycling and waste collection schedules, set up reminders that would automatically adjust for holidays, and provide a conduit for residents to offer feedback and reporting. Ultimately, Tori wanted to be more proactive.

rather than reactive with trash and recycling communications and updates. But the City wasn't able to build these functions. So, they began contracting with ReCollect to help reach that goal.

## Stepping It Up

Once Greensboro signed on, it integrated ReCollect's tools with its Contact Center. ReCollect was the type of one-stop shop for everything needed to solve the City's waste and recycling communication issues. ReCollect's Waste Wizard, Collection Calendar, and Mobile App lets residents know what items can be trashed or recycled and when. It also allows them to download collection schedules or check them through the app, as well as set alerts so they never *miss a collection.*

ReCollect Customer Success Manager Grant Smith says "Tori is a power-user. She works to make sure the city and its residents get the most out of ReCollect's tools. She has taken recommendations and best-practice guidelines, and put them into action while always offering feedback and suggestions."

The city heavily promotes the app through its Contact Center, social media and at educational events. They also hope to reduce recycling contamination with tags on bins and moving billboards on trucks.
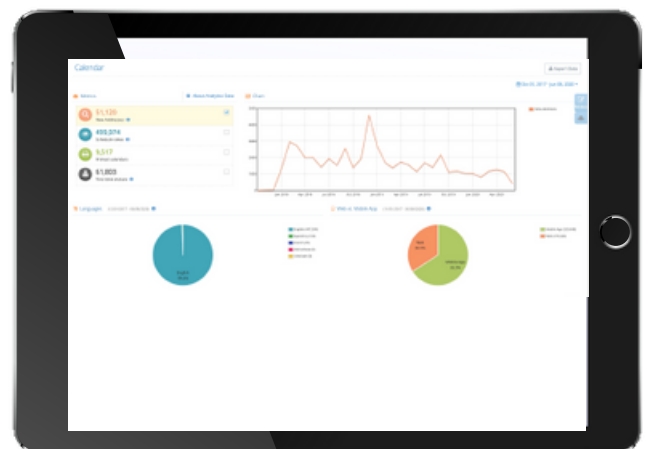
The Collection Calendar tool not only offers a schedule and alerts for waste pickup, it allows the City to post details for special events in the City and county, too, such as its "Hard To Recycle" event for hazardous items. The calendar tool also helps the City run campaigns to promote its events a week in advance, all in one place.

And Tori's diligence, paired with ReCollect's tools, are paying off.

## Easy To Use Tools Yield Big Results

Greensboro has a high number of address searches (over 50,000) and almost 500,000 collection schedule views by residents. The service alert tools allow the City to reach residents as soon as service is interrupted, during inclement weather or when collection issues arise. This proactive communication gives residents timely updates and results in fewer inbound calls and emails to Contact Center staff.

**+50,000** **500,000**
address searches    collection schedule views

For instance, a driver missed collecting a neighborhood of about 200 homes. This typically would have prompted numerous calls as residents tried to figure out what was going on.

Instead, with ReCollect's tools, Tori was able to message affected residents and inform them that their carts would be collected the next day.

Of the 200 residents who were affected, only three called in. "Residents were aware we knew about their missed collection, our Contact Center didn't get bombarded with calls, and we provided better customer service than we would have been able to without ReCollect's tools. We were able to be proactive instead of reactive in this instance and that is something that ReCollect helps us continue to do."

The tools also proved helpful once during an amber alert. Police asked the city to suspend collection in a certain area. Because Tori was able to alert residents through the tools, residents were aware of the issue and did not need to call the Contact Center for more information.

Since Greensboro residents began using ReCollect's digital tools in January 2018, more than 12,000 residents have downloaded the app, and more than 11,000 of them use it to view scheduled mobile reminders through email, mobile, text messages, calendar alerts, and more. And more than 175,000 materials have been viewed through the Waste Wizard tool, ensuring those items end up in the proper place.

## One Step At A Time

Over the years, the City has learned what works for it and what doesn't, and now it's able to use that knowledge, plus tools from ReCollect, to help it continue to succeed.
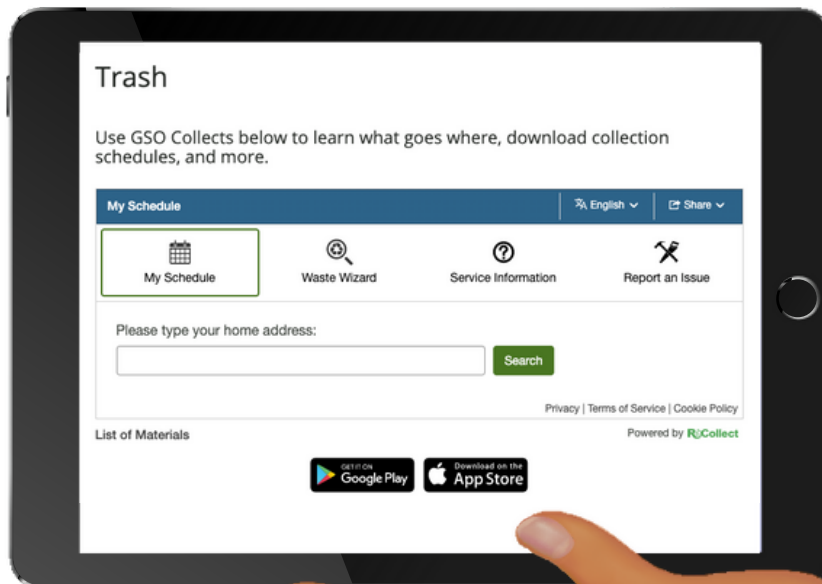
It's easier for the city to help its customers now that they can pinpoint issues and gaps in information. "Without the tools and related metrics, I would not know what people have issues with, or what they are searching for," Tori said.

And not only can Greensboro count on ReCollect's tools, it can count on its employees. "It's been really wonderful working with the team and meeting them at conferences so I can put faces to the people that help me help our residents have a more seamless relationship with solid waste collections," Tori said.

"Grant is the best. The ReCollect team is always there for us!"

Life without ReCollect would be difficult. Getting information out to residents would be much more cumbersome
**Tori**
*Waste Reduction Supervisor*
*Greensboro, NC*

## Trash

Use GSO Collects below to learn what goes where, download collection schedules, and more.

| My Schedule | | | 文A English ⌄ | ⬏ Share ⌄ |

My Schedule  Waste Wizard  Service Information  Report an Issue

Please type your home address:

[                    ] [Search]

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List of Materials

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### About ReCollect

ReCollect Systems is a technology company specializing in digital solutions for the waste management sector.

With a focus on meeting and surpassing the expectations of residents, ReCollect has the proven experience to deliver digital products that also meet the needs of waste managers, communicators, IT specialists and governmental officials.

Launched in 2009, today ReCollect is used by millions of residents across North America. From small villages to large urban centres, from municipal services to private haulers, ReCollect is ready to make your waste management programs more efficient and successful.

## Routeware | ReCollect

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