



CUSTOMER STORY

# Crown Waste & Recycling Systems



## Challenge

### Keeping track of truck locations to ensure efficient routes

Crown Waste is a waste hauling operation based in New York, where it runs eight vehicles picking up the waste and recycling of over 2,000 commercial customers. In 2021, the company decided to expand its operation to Charlotte, North Carolina. The company's owner, Chris Antonacci, knew that starting an operation 1,000 miles away in a new city would be a challenge, so he reached out to Rubicon for help. Rubicon is a leading digital marketplace for waste and recycling and provider of innovative software-based solutions for businesses and governments worldwide.

Chris asked Rubicon to help Crown Waste:

- Create and amend efficient routes
- Keep track of truck locations
- Monitor truck maintenance needs
- Notify customers of service



**8**  
Sanitation Vehicles



**2,000**  
Commercial Locations

# Solution

Rubicon's system operates on a smartphone with a simplified view. It is designed to give full visibility into an operation using data and information technology where service is verified as the truck passes each location. This allows the driver to see completion level in map view, provides turn by turn directions if needed, and allows for driver input should they encounter any exceptions such as missing bins, blocked bins, etc. along the way. This solution was deployed in Crown Waste's North Carolina fleet of eight garbage trucks responsible for approximately 500 pickup locations in Charlotte and the surrounding area.

As a result of its partnership with Rubicon, Crown Waste's North Carolina operation experienced a successful launch, followed by the accumulation of almost 300 commercial accounts in a little under two years. Specifically, the company implemented the following features to support this rollout:

-  **Digital route optimization systems:** Using Rubicon's technology, Crown Waste designed routes that have the greatest time and fuel efficiency. Instead of storing routing information on a whiteboard in New York, it is now stored in the Rubicon portal, which is accessible to all drivers and supervisors from their phone, tablet, or computer.
-  **Keeping track of truck locations:** Prior to using Rubicon, drivers would often overlap on each other's routes. Now, the GPS location of each truck can be seen on a map—if a new pickup comes in, it can instantly be assigned to the closest truck.
-  **Monitoring truck maintenance needs:** Rubicon's technology makes performing a pre-and-post trip a breeze. Crown Waste drivers input their mileage in the Rubicon app, as well as other data points, to ensure that any truck maintenance needs are caught early.
-  **Customer notifications:** Crown Waste uses Rubicon's technology to send customers an automatic text message when their location is serviced. Customers can provide notes to drivers, such as gate codes and specifics on where bins are kept, which are kept in their customer profile in the Rubicon app, so drivers always have this information to hand.

# Results

By using Rubicon's platform in its North Carolina operation, Crown Waste was able to create and amend efficient and effective routes, keep track of truck locations, monitor truck maintenance needs, and send customers timely service notifications. The software ultimately led to happy customers who will keep coming back to Crown Waste for their waste and recycling needs for years to come.

“In this business, having the lowest price doesn't always get you the customer,” said Chris Antonacci of Crown Waste. “Winning an account often comes down to the quality of your service. After using the Rubicon platform for the last two years, now if I were to give a paper route sheet to one of my drivers they would give it right back and ask for the [Rubicon] app instead.”

Putting everything they learned in New York directly onto Rubicon's digital platform in Charlotte has helped Crown Waste's North Carolina operation to grow much faster than it would have done without Rubicon. “The last thing my customers want to worry about is their waste and recycling—they want to pay me to take this worry away.”

““ The waste business is like any other business: You've got to watch every dollar that comes in, and every dollar that goes out.

Chris Antonacci  
Crown Waste

