

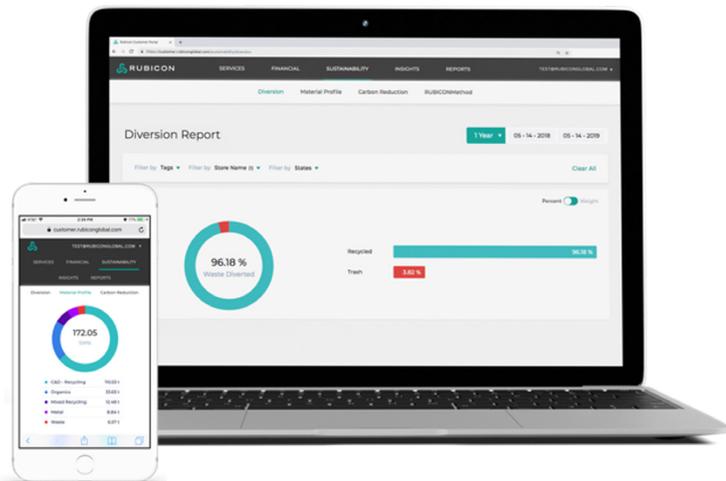
# Department Store

American department store corporation with 1,000+ locations managed by Rubicon

## Challenge: Waste Stream Management

A large-scale department store needed to revisit their waste stream management to minimize their costs and increase diversion. With over 1,000 locations managed by Rubicon for roll-off dumpsters and compactors, a large opportunity existed for savings and waste reduction.

“None of our other suppliers had anything remotely close to this type of reporting and granular data specific to service, invoice, diversion, and sustainability metrics.”



## Solution

Through a report Rubicon presented to the client, we provided in depth guidance for them to make a business decision on adding front-load trash containers at over 210 of their locations, which allowed them to convert their trash compactors to cardboard. Furthermore, Rubicon presented an opportunity for rightsizing and optimization initiatives by examining our data to identify improvements to pick up schedules and partnerships with our vast vendor network. By using Rubicon's real-time data, we were able to highlight which sites were overserviced and make necessary adjustments, which increased diversion and lowered costs further.



▲ +20%

Increase  
in waste  
diversion

## Challenge: Service Automation

Currently, this specific client does not possess the ability to request services through Rubicon's customer portal. We have been working with them for a few years to find the most efficient way they can make these requests.

## Solution

Rubicon's IT and Customer Service teams worked together to create a solution for this client. We implemented a new Interactive Voice Response (IVR) system, which is a designated call tree that has all applicable services tied directly to each individual site. When a site calls in, they provide their store number and the IVR automatically pulls up all of their site details and walks them through the call tree based on the service request of that specific location.

## Results

The success of this IVR system has been astronomical. Rubicon implemented this system in June 2021 with zero requests coming in from this system and as of February 2022, 70 percent of this client's requests flow through this automation tool.