

**CHALLENGE**

# Minimize cost, increase diversion, and implement service automation for a large, national department store

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



## SOLUTION

# Developed custom program based on diversion and automation goals

We conducted an audit and provided the customer with an in-depth report of our findings. Furthermore, we 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 our real-time data, we were able to highlight which sites were overserviced and make necessary adjustments, which further increased diversion rates and lowered costs.

## RESULTS

### Diversion

20% increase in waste diversion

### Implementation

We added front-load trash containers at over 210 of their locations, which allowed them to convert their trash compactors to cardboard.

### Automation

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. As of February 2022, **70% of the customer's requests are automated.**