

## SkyMail® Case Study

### SkyMail in the Waste Disposal Industry

#### Situation:

Waste disposal truck drivers often cannot perform a pick up due to obstacles such as dumpster blocked, overloaded, contaminated, or a number of other impediments. When the driver skips the pick up, customers typically call customer service the same day and request the driver return for the pick up. Return trips cost the waste company time and money, and customer satisfaction suffers.

#### Solution:

- **Driver:** Instead of calling and waiting to speak to the dispatcher when there is a pick up issue, the driver speed-dials a contact, hears the SkyMail prompt, speaks the message, and hangs up.

When making the SkyMail call, the driver can choose from a variety of contacts, each of which is associated with a different email subject line (e.g., dumpster blocked). The subject line is used to convey the topic so that the dispatcher can see it before opening the email and listening to the message.

- **Dispatcher:** Instead of answering phone calls, the dispatcher scans the email inbox for subject lines that are of top priority and listens to them first.

The customer can be proactively informed via email that the pick up was skipped and precisely why. When the customer calls to request a pick up, the customer is informed what the cost will be to send the driver back out to the pick up site.

- **Dispatcher:** A reply to the driver's original SkyMail is sent by typing a message on the computer. The reply is delivered to the driver via text messaging and a record of the dialog is saved in case there is ever a dispute of the events.
- **Driver:** The driver receives the text message reply from the dispatcher and returns for the pick up. If it is necessary to continue the dialogue, the driver simply presses one button to reply with another SkyMail message.
- **Dispatcher:** A dispatcher can send a text message to a driver to initiate a dialogue or send a text message to a group of drivers to notify them of an urgent matter (e.g., a road is closed due to a traffic accident).

#### Result:

The most significant result is that the real time event documentation **enables the waste disposal company to convert the expense of returning for a pick up into increased revenue** while providing excellent customer service. See the financial analysis on page 2.

#### Additional Benefits:

- Quicker response leads to improved customer service
- Messages can be handled in order of importance
- Messages can be forwarded to escalate a trouble issue
- Messages can be stored to retain a permanent record of events

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