

Solid Waste Management Company

From Zero to Sixty

This company is one of the top non-hazardous waste management companies in the United States. Earning more than \$10 billion in annual revenue by serving roughly 17 million residential, commercial, and industrial customers through 336 collection operations, 199 transfer stations, 190 solid waste landfills, and 64 recycling centers. It also operates 69 landfill gas and renewable energy projects.

A COMPLEX BUSINESS MODEL

Until a couple of years ago, the vast majority of this company's customers did business with them over the phone. Most had no choice. Only two branches had websites. Hold times were long. Customers sometimes had to sit tight and wait for a call back. The company needed to catch up to changing customer expectations, especially among millennials who particularly would rather do business online. At the same time, most of the company's background processes were done manually and on paper.

Segmentation was a challenge too, since they have both a B2B and a B2C business model. Some of its customers are residential homeowners and renters who need regular trash disposal and recycling pickups. Others are small business operators who have changing needs and require ongoing service adjustments. Some customers are enormous enterprises, while still others require only occasional one-time large container drop-off and pickup services during renovations or construction projects.

Different products and services are available in different areas, so they have literally thousands of prices and SKUs, depending on container size, pickup frequency, customer segment, customer ZIP code, and so on. For such a large company, spread out over such a vast area, with product and service availability varying widely depending on who the customer is, where they live, the service context, and their contract status, it is no surprise to have a staggeringly complex matrix of prices. Manually coding them all on a traditional commerce platform and keeping them updated would be nearly impossible. Building a commerce platform to personalize every possible use case was daunting even to think about.

COMPANY AT A GLANCE

Industry: Waste and recycling collection

Commerce Model: B2B and B2C

Year Founded: 1981

Locations: 343

Revenue: \$10 billion+

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- Vice President of IT

TAKING THE ELASTIC PATH

The company needed a commerce platform that could:

- Deliver world class experiences to customers and prospects wanting to purchase a huge range of products and services online at all hours
- Help the company transition from foundational, transaction-oriented customer service to integrated, personalized, omnichannel experiences
- Seamlessly integrate commerce with complex back office applications

Elastic Path checked every one of those boxes.

The company now offers the correct products, services, and prices to every customer, depending on their profile, location, sales channel, browsing behavior, and prior negotiations, and can do so consistently across every touchpoint, both online and off. Prices react to changing context in real-time, and the business logic can be changed in advance without IT having to write any code.

Customers have a vastly better experience now, and operations are easier too. Most functionality is automated, so the company can, for example, generate thousands of different price points out of its back-end system and import them directly into Elastic Path without any manual intervention.

The company's Vice President of IT could not be happier, not just with the results but with the rollout. "We reviewed the early conversion and sales data from the 2.0 release with the steering committee," he says, "and the executive team was extremely pleased with the results so far. We have never seen a release of this size and importance delivered to production better than the Elastic Path team managed—on time, very clean cutover, no major production defects, and all the functionality delivered in line with business requirements. Fantastic job!"

If you need help delivering unified commerce experiences across all customer touchpoints, contact Elastic Path. info@elasticpath.com | elasticpath.com

Defining the future of digital commerce, Elastic Path develops the world's most sophisticated API-first enterprise commerce platform. The company's flagship product, Elastic Path® Commerce, has helped the world's top brands generate over \$60 billion in over 170 countries. Customers from industries as diverse as travel, telecoms, publishing, software, and retail enjoy the benefits of a flexible, open architecture that drives brand-defining customer experiences, facilitates business agility, and eliminates sales channel silos. Elastic Path is a private company based in Vancouver, Canada with sales offices in the UK and US.

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