

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

Contact Sales: +1 973-771-0300

Financial Analysis: SkyMail in the Waste Disposal Industry

This return on investment analysis provides an example of the benefits of using SkyMail in the waste disposal industry to communicate with a dispatcher.

Without SkyMail, customers try to avoid paying for return trips due to lack of access to dumpsters for pick ups. The lack of third-party time-stamped documentation of the access blockage details (e.g., car in the way and license number; or snow pushed up against dumpster), makes it difficult for customer service to justify charging the customer for the return pick up. See the lost revenue examples below:

1. Number of return trips per month per driver due to obstacles	5
2. Number of drivers (routes)	10
3. Total number of potentially uncollectible return trips per month	50
4. Revenue per return pick up (average of 1-8 yard dumpsters)	\$55.00
5. Total lost revenue per month	\$2,750.00

With SkyMail, customer service can provide a third-party time-stamped detailed account of why there will be a charge for the return pick up.

6. Cost per driver per month for SkyMail	\$14.95
7. Cost per month for SkyMail for all drivers	\$149.50
8. Total additional revenue to your firm per month (after deducting SkyMail expense)	\$2,600.50

The **return on investment** is:

9. Monthly expense for SkyMail (line 7)	\$149.50
10. Monthly increase in revenue with SkyMail (line 8)	\$2,600.50
11. ROI	1739%

The total additional annual revenue for your company using SkyMail:	\$31,206.00
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