



## CASE STUDY

### OBJECTIVE:

#### Cost Effectively Send Out Thousands of Automated Notifications

Waste Management, the leading provider of waste and environmental services in North America, was looking for a communications solution that could easily manage thousands of outbound notifications to notify their customers of trash collection changes on different occasions. When the holidays arrived, Waste Management's call volume increased with customers calling in to find out which day they needed to put their trash out, tying up hundreds of their agents. Waste Management focused on finding a more efficient way to proactively communicate trash collection changes to their customers without the use of a live agent.

Waste Management chose West Notifications Group's automated notifications solution, to easily deliver simultaneous real-time messages via voice messaging. Waste Management's decision was based on West Notifications Group's scalable platform, real-time web based campaign provisioning, low cost and rapid deployment capabilities. With West Notifications Group, many calls would be eliminated – saving customers the time of calling in, therefore saving Waste Management valuable time and money. West Notifications Group would not only reduce Waste Management's customer contact costs, but also help reduce the amount of backtracking their drivers would have to do.

### THE WEST NOTIFICATIONS GROUP SOLUTION:

#### West Notifications Group - Automated Notifications

West Notifications Group delivered a turn-key solution that could effectively manage large scale automated notifications for a variety of reasons. The application was launched to proactively let Waste Management's customers know of holiday schedule changes, service day changes and route delay issues. Waste Management was able to easily upload call recipient lists and execute all of their notification campaigns via a Web-based interface. West Notifications Group provided comprehensive, real-time graphical reports detailing the status and results of each notification attempt, providing Waste Management with critical campaign data.

Waste Management utilized West Notifications Group on several different occasions, but mainly to notify their customers of trash collection delays that were abundant during the holidays. For example, Waste Management does not collect trash on the Fourth of July, so they used West Notifications Group to notify hundreds of thousands of their customers about the trash collection delay. If a customer was not home and their answering machine picked up the call, West Notifications Group would leave a detailed message. All of the automated notifications were composed of high-quality voice recordings, resulting in a greater probability that Waste Management's customers would listen to the entire message.

“West Notifications Group has proved to be successful in reducing our call volume by 19% during the holiday season and cleared up most of the questions our customers had surrounding their pickup schedules during the holidays. Once our customers became accustomed to the new program, we received calls just to thank us for providing this service for them! We look forward to expanding our use of West Notifications Group in the near future!”

Karen Brown  
- Customer Service Manager  
Waste Management





A Leading Waste  
and Environmental  
Services Provider

C A S E S T U D Y

#### T H E R E S U L T S :

### Over 600,000 Notifications Sent Out and Thousands of Dollars in Savings

With West Notifications Group, Waste Management found a more efficient and cost effective way to get information to their customers, which eliminated the need for their customers to contact their call centers. This has not only allowed Waste Management to significantly reduce their customer service costs, but more importantly, it has also allowed their customer service representatives to provide much better service to the customers who really need assistance.

Waste Management used West Notifications Group to contact over 600,000 residential customers and alert them of the Fourth of July service schedule changes. The use of West Notifications Group reduced Waste Management's inbound calls by an average of 17% over the previous year, ultimately saving them thousands of dollars in contact center operating costs. Waste Management also used West Notifications Group to contact their customers regarding schedule delays during the holiday season. As a result of their automated notification messages, Waste Management saw a 14% reduction in the number of inbound calls after Christmas and 19% after New Year's.

#### W E S T N O T I F I C A T I O N S G R O U P :

West Notifications Group is one of the nation's leading providers of automated notification solutions, helping companies acquire, care for, grow and retain customers by enabling frequent and relevant customer contact at a price-point that is far superior to traditional contact methods. Our solutions deliver simultaneous real-time messages to millions of customers to their channel of choice, including phone, email, text messages, instant message or fax delivery.

West Notifications Group is a subsidiary of West Corporation and an affiliate of West Interactive Corporation, all of which are located in Omaha, NE. West Corporation is the leading provider of outsourced communication solutions with more than 42,000 employees worldwide. For more information contact 877-369-1858 or visit [www.westnotificationsgroup.com](http://www.westnotificationsgroup.com).



For more information contact us at:

**877-369-1858**

or visit us at [westnotificationsgroup.com](http://westnotificationsgroup.com)