

# Routeware Customer Features

## Improving Customer Retention Means Improving Profitability



**Granger Waste Services**  
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**Steve Reed**  
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***"Routeware enabled Granger to significantly increase customer retention."***

Granger began its operations in 1959, and since that time, we have grown tremendously in all traditional lines of the collection business, as well as in energy production and capture and land development. What holds us together is the pride we take in delivering outstanding customer service. This is the driving force of our companies.

*Customer satisfaction and loyalty is how we measure the success of our efforts, and we are proud of the fact that we rarely lose customers due to service related issues. The implementation of Routeware at Granger has further strengthened our ability to improve customer service and loyalty. Prior to Routeware, the process and time it took to retrieve driver information in order to respond to a customer was often 24 hours. Drivers would hand write information on their paper routes and then we would wait for the routes to return to our customer service department for review. By that time, customers would be disillusioned and disappointed by our slow response. Routeware now enables us to provide real-time immediate customer answers based on the DMS on-board computer system and its integration with Routeware BackOffice. Routeware enables us to:*

- ✓ *Resolve customer issues immediately and accurately*
- ✓ *Communicate as to the exact time we were at the customer's location*
- ✓ *Communicate the precise time when the actuator was tipped*
- ✓ *Improve customer satisfaction and loyalty*

*Another added benefit from Routeware that was not expected was the ability to substantially reduce delinquent accounts. We found the best way to communicate the seriousness of the unpaid bill to a delinquent account customer is to put their service on a "Stop Service" status. Once their trash is not collected, it usually generates a call to our Customer Service department; it is at that moment we often find the customer was unaware of their unpaid service. Routeware ensures that the "Stop Service" accounts are not serviced. This has helped our retention immensely. Routeware enables us to:*

- ✓ *Identify the delinquent customers*
- ✓ *Ensure that our drivers do not pick them up until the account is in good standing*

*We discovered that these customers started paying their bills on a timelier basis thus we were able to reduce our delinquency rate and improve our "day's sales outstanding" ratio.*

*In sum, Routeware enabled us to improve customer service and retention to all of our customers, as well as enabling us to reduce our receivables and convert our delinquent customers into loyal and timely paying ones.*