



No Wasted Time

How Necessity Led A Waste Management Company To A Better Communication System

Waste Corporation of America places a high value on safety and customer service across the board. But that board is vast: operating in 11 states means thousands upon thousands of employees and customers to communicate with on a regular basis.

Denise Buckner, one of WCA's office managers, was spending hours each month making phone calls and mailing out print material. She knew there had to be a better way—and eventually, that better way fell right in her lap out of sheer necessity.

Who Is WCA Waste America?

Waste Corporation of America, or WCA, proudly serves customers in the home, workplace, and an array of commercial industries by efficiently collecting, transferring, processing, and disposing of waste. WCA is known for outstanding customer service and has one of the best safety records in the industry.

WCA is a diverse business, operating in throughout many unique cultures and climates. The organization prides itself on a decentralized structure and the ability to understand local needs and provide personalized services.

The WCA team is comprised of a team of over 1700 employees and a fleet of over 850 vehicles. The organization focuses on customer service, safety, and eco-friendly practices.

But how can upper management keep their employees safe and their customers happy when they can't communicate with them quickly or consistently?

How Did WCA Communicate Before DialMyCalls?

"What we did [before DialMyCalls] is we would contact our clients via the desk phone or by mail."

Denise Buckner,
WCA Office Manager

Using mail so frequently meant that a lot of their communication was slow, and they didn't create many avenues for their clients to respond.

The calls were also problematic. Each call had to be made one-on-one, and there were 600 to 1200 necessary calls per month. If there was a new acquisition, those rates jumped to 3000 to 7000.

Buckner was the only person responsible for this number of calls, so she spent at least 72 hours each month just making phone calls. It did the job, but not with the efficiency and efficacy that WCA strives for.

How Did They Decide To Switch To DialMyCalls?

"We actually had a snowstorm once in January in Missouri and we were trying to notify all our customers."

There wasn't time to mail out notices or make individual phone calls: their clients needed to know right then.

"So electricity was out, we weren't able to run routes, no one was going to be able to put the trucks back on the street, and I reached out to Bill."

Bill Collins is DialMyCalls's National Sales Executive and Partner Manager.

"I just kind of Googled, and there was Bill. He was my lifesaver that month. And ever since then, it's just DialMyCalls that we use."

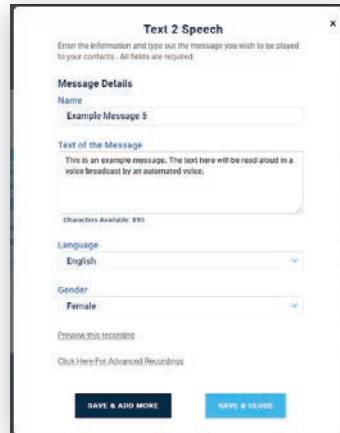
DialMyCalls' quick customer service in turn helped Buckner to improve WCA's customer service, and all of those affected by the snowstorm were recipients of WCA's first batch of automated voice broadcasts.

How Did Things Change With DialMyCalls?

The most immediate use of DialMyCalls was to automate all phone calls going out to multiple customers and employees.

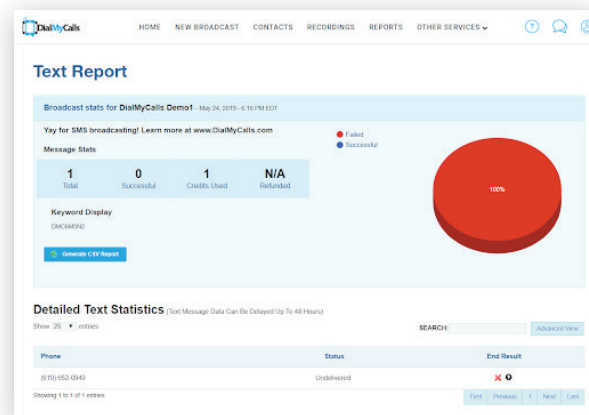
Buckner can record one message, choose a list of contacts, and immediately send out that message via voice or text message to everyone on that list. The entire process takes only minutes.

If Buckner doesn't want to record herself speaking, she has the option to use the text-to-speech option, where DialMyCalls will send out an audio message based on a typed message. WCA uses this feature frequently.



"One thing that I did utilize was, once the calls were pushed out I could go back into the system and see what calls did not go through successfully. So then it kind of gave us a range of actually how many customers we did not contact or we were unable to contact."
"Then we could take a different approach as far as sending an email or even, unfortunately, having to do the mail system. It takes a little longer, you know, but we could reach out to the customer via mail and update their information in our system."

It's been a huge benefit to Buckner and WCA to know who's received a message and who hasn't, and to be able to constantly update the contact information in their system.



What's more, DialMyCalls is a multi-use system. By dividing contacts into different groups, Buckner can choose who she needs to send each message to without having to go through all of her contacts each time.

So whether she only needs to send schedule updates to employees in Kentucky or an acquisition notice to a specific region of Tennessee, she can choose to send it only to those affected by the changes.

No More Wasted Time

Buckner's use of DialMyCalls saves her several days worth of calls each month and ensures that she's prepared in case of an emergency. But WCA isn't the only company that can benefit from quick and clear mass communication.

Any group needs communication. And like Buckner discovered, DialMyCalls can be a huge benefit to those looking to streamline that communication and serve their group in the best way they can.