



CASE STUDY: The Compost Crew

Industry: Compost - Recycling

Founded: 2011

Areas Served: DC Metro Area & Baltimore, MD

Why WorkWave Route Manager:

“Things happen all the time and it’s great to have this new layer of visibility into exactly where our drivers are at any moment. It’s become an invaluable part of our business.” - Ryan Walter, Co-Founder

Number of Daily Stops: 150-600

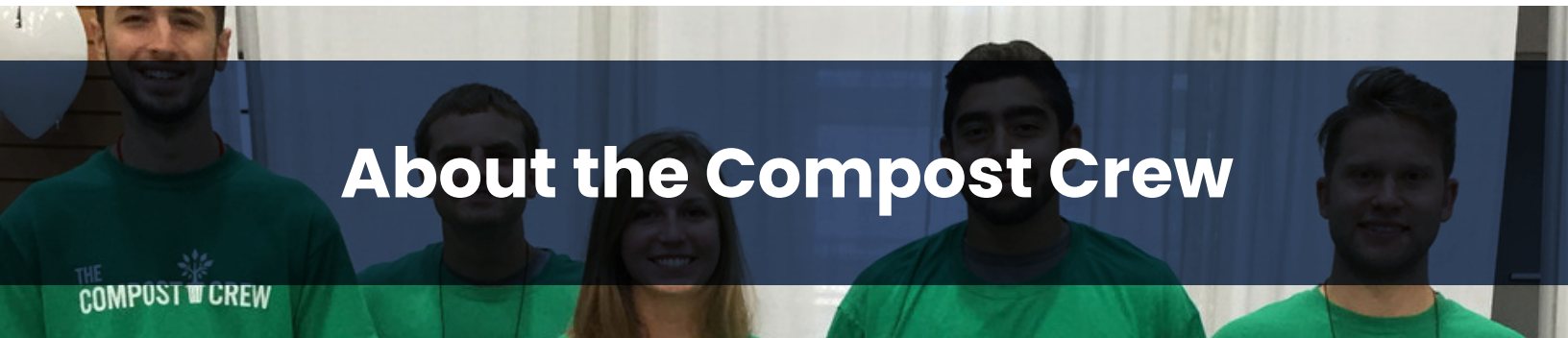
Route Optimization

How a Compost Collection start-up went from 15 customers to thousands in 5 years.

Since launching their business in 2011 with one truck and 15 customers, The Compost Crew has grown to service thousands of homes with their fleet. From the start, co-founders and childhood friends Ryan Walter and Brian Flores selected WorkWave® Route Manager as the perfect fit for route planning, as they were focused on building a sustainable and scalable company with lean resources.



About the Compost Crew



The Compost Crew is an organic waste collector for residents and businesses in the DC Metro Area and Baltimore, MD. Similar to a recycling service, The Compost Crew collects food waste and other organic materials from the local community to be composted and reused. They offer both residential and commercial services, as well as compost collection for special events. In just five years, The Compost Crew has grown from 15 to several thousand customers.

Complete Solution **With WorkWave** Route Manager

Route
Planning



Mobile



GPS
Tracking

The Business Challenge

According to the Environmental Protection Agency, the composting market is growing fast as people, communities and local authorities are thinking more about the social and ecological impact of dealing with excess organic waste. Since the barriers to enter the market can be as low as a bicycle with a compost collection box, there's a lot of competition with small companies as they continue to start-up all over the country, serving local communities.

Ryan and Brian have a really strong passion for sustainability and knew they wanted to make a bigger impact beyond just their local community. From the outset, they defined sustainability as a core value for The Compost Crew, and this meant building a scalable business model by using technology to optimize their lean resources.



It wasn't an option for us to plan our routes manually – that just wouldn't have worked! It [WorkWave Route Manager] gives us a huge leg up against the competition – and we couldn't run our business without it!"

Comparison of Solutions

For The Compost Crew, route optimization is essential to their business model, and with WorkWave – they know they're planning the best routes with greater accuracy and improved execution capability. The real-time visibility into the field, combined with insight to compare the planned vs. actual has been impactful. It's been a huge wow factor! We see our drivers and know exactly where they are at any moment. Our trucks need to meet up sometimes throughout the day and before we relied upon estimations, but now we have this extra layer of information so they can meet up exactly at the right time," said Ryan.

Better planning has increased capabilities and real-time visibility has led to faster responses, updated ETAs, and better planning.

Better Communication with the Mobile App

"The mobile app is the best! Honestly, I wouldn't be able to run my business without it." Ryan mentioned the benefits range from: better communication with the drivers, to responding to customer demands, re-routing, planning and making more informed decisions with access to real-time data. He commented that it's smoothed out a lot of friction in the business. "The mobile app is a super-powerful tool that helps us. Our drivers love it."

Increase On-Time Arrivals with Enhanced Accuracy

The Compost Crew has anywhere from 150 to 600 stops per day, which means accurate stop times and traffic profiles are important. To ensure plans are efficient and accurate, their team leverages actual data from routes to validate and/or improve routes.

WorkWave Route Manager's Analytics Dashboard simplifies reporting for its users. It provides a view into KPIs like average minutes/order, deviations from the plan, unplanned idle time, and other metrics.

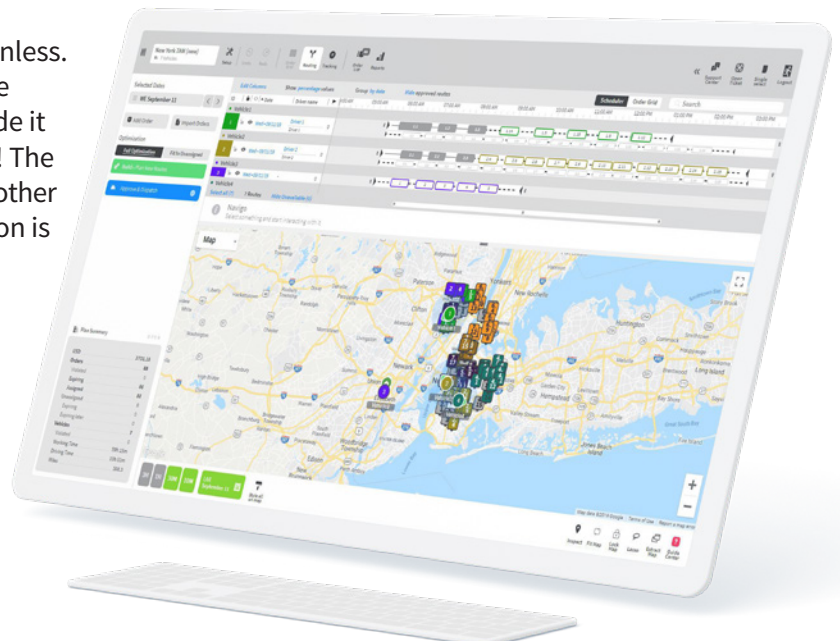
"Every month we look at the previous month's performance and make changes because we don't want our drivers on the road too long."

The impact is an ever improving service level. The Compost Crew is confident that routes are not only efficient, but executed accurately and commitments are met. As a result, customers are thrilled with the level of service and on-time arrivals.

The whole concept of The Compost Crew is derived from a really strong passion for sustainability as a core value – that really drives our decisions."

Pain-free Onboarding Experience

The onboarding experience for The Compost Crew was painless. Ryan confirmed that the combination of an all-in-one route planning GPS tracking interface and powerful features made it easy to adopt. In his own words, "We've been really happy! The software is extremely intuitive, especially when you look at other products out there. The core product and route optimization is essential for us."



Favorite Features



Driver Behavior

The driver behavior feature of GPS had such valuable insight and immediate impact that it prompted The Compost Crew to develop their new safety policies and procedures! How their drivers react and how they're perceived in the community is critical to the customer experience. The drivers represent the brand and are often times the first visual for potential clients.

They're now rewarding their drivers (as a team and individually) on a monthly basis for safe driving. Ryan shared how important it is for the drivers to be aware of their driving patterns. It's something they've become even more serious about and are seeing a really positive impact when they notify drivers about their score.

"At first, we saw the team braking hard, speeding and not taking care of our vehicles. Since implementing driver behavior we've seen a huge improvement and decrease in alerts. We love it," said Ryan.

Better Insight with WorkWave Route Manager and GPS Tracking

The Compost Crew analyzes the planned vs. actual routes to gain increased insight into performance and identify areas of opportunity.

"We've gained a new later of visibility and know exactly where our drivers are at any moment. It's become an invaluable part of our business."

Looking Forward

The Compost Crew is winning 5-star reviews for their reliability and exceptional customer satisfaction. They feel confident that they can continue to meet and exceed their customers' expectations and grow their business as planned - thanks to the real-time visibility and actionable data insights they gain from WorkWave Route Manager.

WorkWave Route Manager removes friction and allows The Compost Crew to focus on customers, extending their capabilities, and optimizing their resources, extend their capabilities and plan, while continuing to optimize lean resources. The actionable data they receive is essential as they scale their business. Ryan said, "Especially as our business scales, we don't have to get worried. We look at WorkWave Route Manager for our business planning and forecasting. Each month we're checking what was planned vs. what actually happened and making assessments. Do we have to shift a customer to a different day? Do some customers have to be moved to another overflow route because they're taking too much time? Now we know and react."

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