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Using such sensors and IoT platforms, companies and cities can realize several advantages, including:

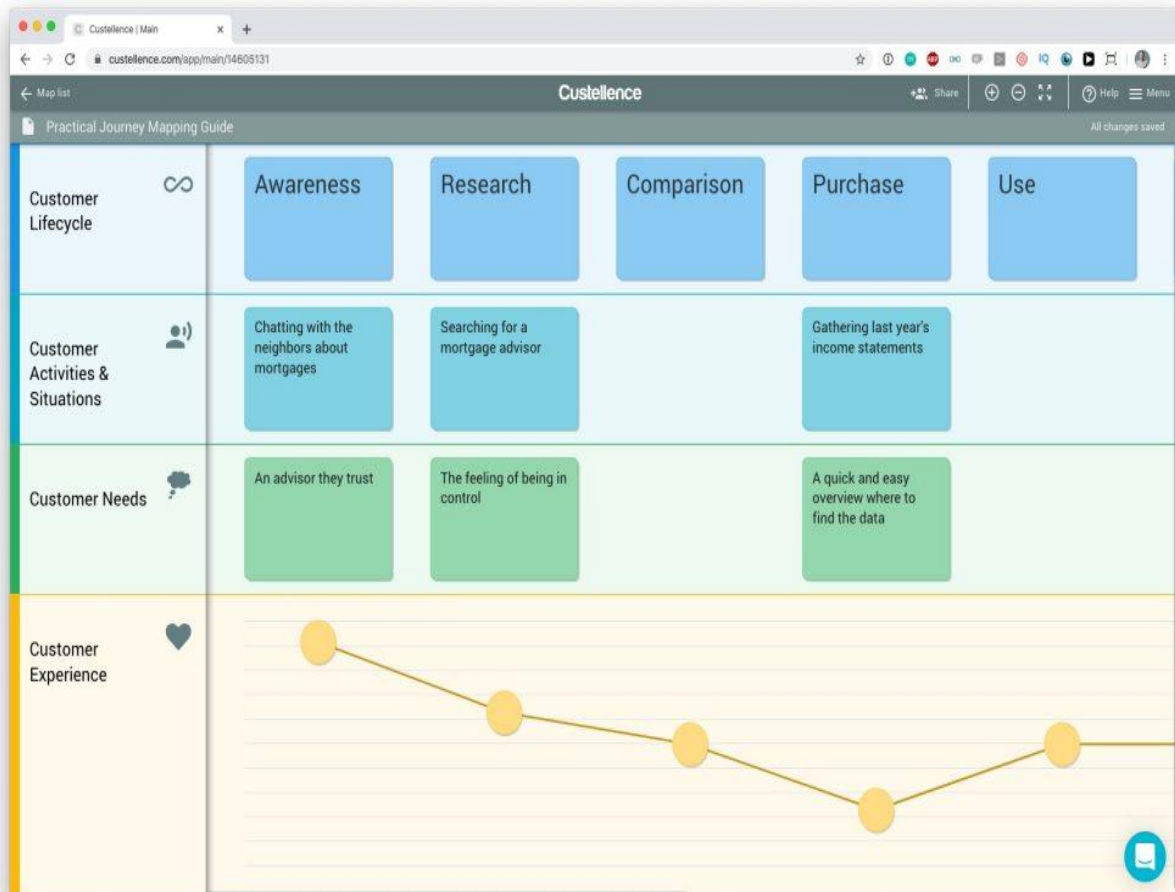
Reduction in collection costs: Smart dumpsters transmit their real-time fill level information to waste collectors. The IoT solution uses the data and selects optimum routes for waste collection trucks. This leads to a pickup process which doesn't consider empty trash bins, saving fuel as well as manpower.

No missed pickups: Unlike traditional collection methods, the smart waste management process eliminates the overflowing of trash bins. When a trash bin is about to get full, the authorities are immediately notified. And collection trucks can be scheduled for a pickup even before the pre-scheduled time.

Waste generation analysis: Smart waste management is not just about route optimization. It is said that the real value of IoT lies in data analysis. Most of the IoT solutions available in the market are coupled with data analytics feature. Such capabilities can help waste management companies predict future waste generation.

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CO₂ emission reduction: There has been a lot of discussion and debate about the carbon footprint of waste management and recycling. Optimized routes lead to less fuel consumption, which ultimately reduces the carbon footprint, making the waste management process eco-friendlier.



The customer journey is **the complete sum of experiences that customers go through when interacting with your company and brand**. Instead of looking at just a part of a transaction or experience, the customer journey documents the full experience of being a customer.