



Track-the-Trash

Summer 2022 Team 16 Innovation Project

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Agenda

Problem Statement

- Haul Away Services

Proposal

- Track-the-Trash
- Wayfair Alignment
- Risk, Impact and Next Steps

Problem Statement

The Big Problem

20K+

Yearly orders hauled away yearly
without tracked destinations

\$ 900K+

Yearly customer spent in
Wayfair Haul Away Services

- ! *Where do these products end up?*
- ! *Can they be recycled and/or donated?*
- ! *How do we optimize the partner network to provide cost-effective sustainable haul away?*

Haul Away Service

Wayfair Haul Away

GE provides install and haul away services for large appliances

Additional Services

[Learn More](#)

- Add Haul-Away** Recommended
We will remove your old unit and recycle it. \$35.00
- Move to Another Room**
We will place your old unit in another room in your home. \$35.00
- No, I'll take care of it myself

Attachable haul away service on site via Handy for all other services such as appliances and mattresses.

Take Advantage of Mattress Haul-Away

- 1 Add haul-away service to your mattress purchase.
- 2 Schedule your haul-away service appointment.
- 3 Your old mattress will be removed at the date and time of your choosing!

[Add Haul-Away \(+\\$124.99\)](#) [No Thanks](#)

 The professionals showed up exactly on time, took the mattress, and the whole thing took about three minutes. Great job!
- Anne A

Haul-Away by 
[Learn More](#) | [COVID-19 Safety Information](#)

Product Overview

Wayfair Haul Away in Numbers

SKU	Service	Last 6M Orders	Last 6M Revenue
SMSG1115	Cooking Haul Away or Move To Another Room	[REDACTED]	[REDACTED]
HAEJ1133	Wayfair Mattress Haul Away Disposal	[REDACTED]	[REDACTED]
BCH10175	Haul Away	[REDACTED]	[REDACTED]
EAMD1500	Haul Away	[REDACTED]	[REDACTED]
HAEJ1131	Wayfair Mattress Haul Away Disposal (California)	[REDACTED]	[REDACTED]
SMSG1114	Laundry Haul Away or Move To Another Room	[REDACTED]	[REDACTED]
HAEJ1132	Wayfair Mattress Haul Away Disposal	[REDACTED]	[REDACTED]
SMSG1113	Haul Away or Move To Another Room	[REDACTED]	[REDACTED]
GNER1124	Haul Away	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
		10,505	[REDACTED]

Environmental Concerns

Appliances

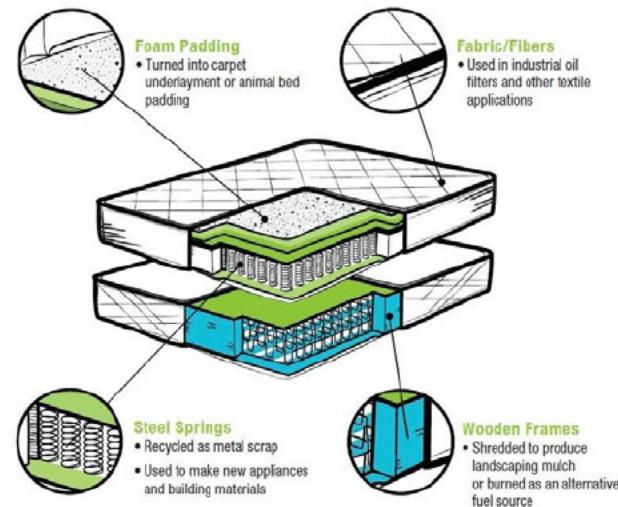
75% of the average appliance is made up of **steel**, the most recycled material in the U.S.

Refrigerators and air conditioners are made with fluorocarbons and Chlorofluorocarbons (CFCs), **leading contributors to ozone depletion**. Recycling prevents these products from being released into the atmosphere.

Appliances contain **hazardous chemicals** (Mercury, lead, Beryllium, Cadmium, etc.) If disposed irresponsibly, these chemicals can leak into soil and poison local water supplies.

Mattresses

Mattresses are **easy** to disassemble and are almost entirely made from recycled materials.



Proposal: Track-the-Trash

Track Haul Away for Better Transparency and Decision Making



Collect Disposal Information

Partners like Handy will fill a Wayfair disposal form



Track Disposal Metrics

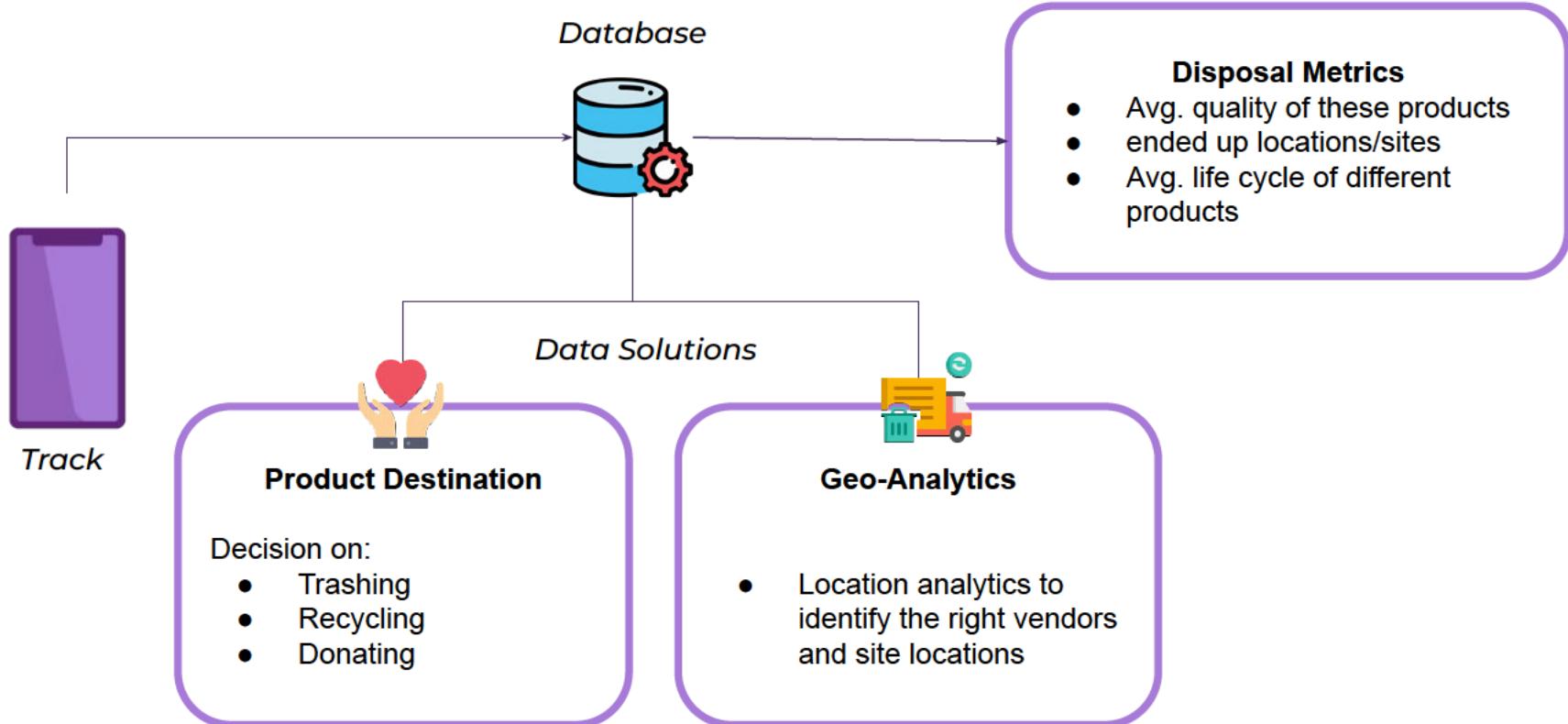
Integrate the data to track disposal metrics



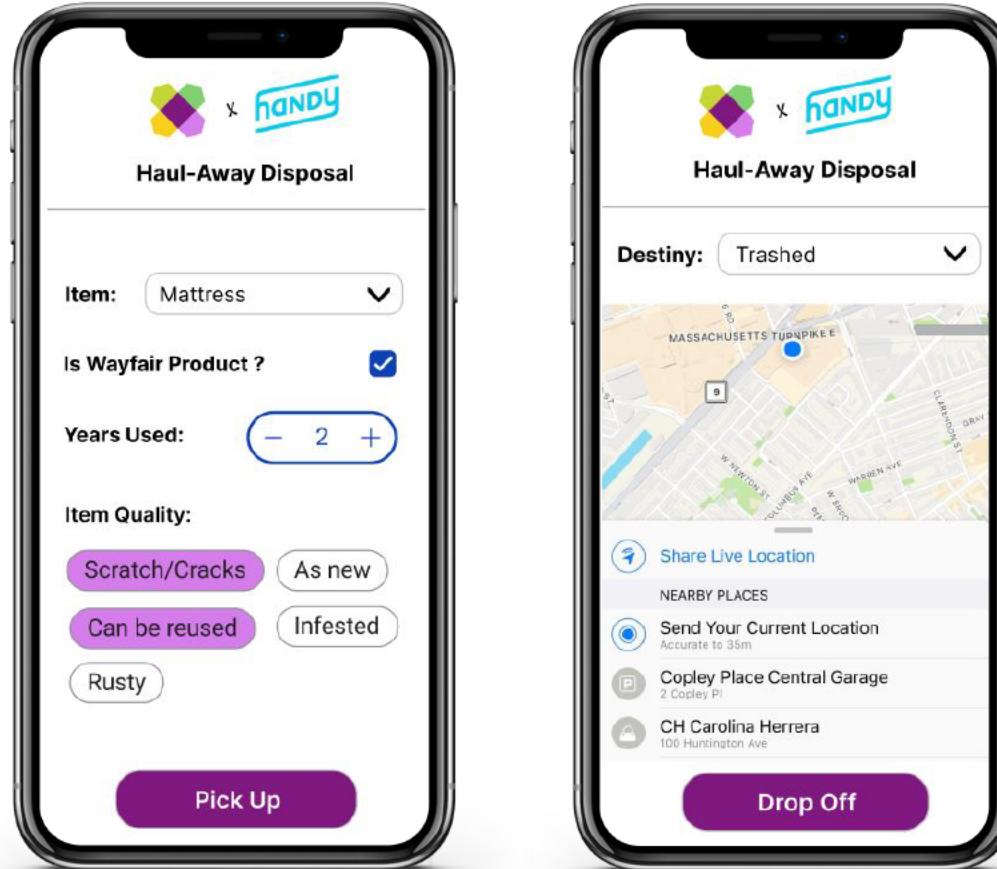
Better Decision Making

Data Science solutions for product sustainability and partner selection

Enable Wayfair to create a sustainable disposal system and vendor selection process



Tracking System - Mock Up



Wayfair Alignment

Alignment with Wayfair initiatives, and org. goals

Sustainability is one of Wayfair's Corporate Responsibility Pillars. In the 2022 Corporate Social Responsibility Report, Wayfair cited **waste reduction** as a key way to increase Wayfair's overall sustainability.

Current waste reduction initiatives:

- 25 Wayfair sites have committed to zero waste-to-landfill programs
- Recycling and donation programs in warehouses
- Partnering with certified corrugated box suppliers to prevent disposals resulting from defective damages
- Reducing pallet and plastic usage in warehouses

Our initiative holds Wayfair accountable to its commitment to waste reduction by **ensuring** that when customers utilize Wayfairs' haul away option their products are being disposed of in socially responsible and sustainable ways.

Wayfair Culture and Values



Deliver Results with Agility

Wayfair strives to have results with long-term value, even if there are mistakes along the way. With Track-the-Trash, it will allow for there to be long-term value in where things are being disposed not only for Wayfair but the environment as well.



Collaborate Effectively

One of Wayfair's biggest functions is working with cross-functional partners either internally or externally. With Track-the-Trash, we will not only work internally cross-functionally (Category Management, and Partner Operations). Externally we will collaborate with our haul away partners (Handy, and GE) to ensure that we are socially responsible for the items we dispose.



Adapt & Grow

Wayfair implores for adaptability and self-reflection, with our new service, Wayfair is adapting by trying to change and correct a problem that was not being addressed. Wayfair can use the data that is tracked from the new service to take the next steps on product disposal and haul away partnerships.

Risks, Impact and Next Steps

Risks and Mitigation

Compliance

Our haul away providers, Handy and GE, utilize independent contractors to pick up and dispose of the items being hauled away. This adds difficulty to ensuring tracking compliance.

Provider Negotiations

There is a possibility that GE and Handy will be unwilling to share product disposal information with Wayfair. Ensuring that our application is accepted will require thorough negotiations with our providers.

Business Impact

Track-the-Trash will have a long-term business impact on Wayfair in three ways:



Best Product Destination

Wayfair does not know where products go after a haul away service, meaning this affecting the environment. This new service will allow more clarity.



Partner Selection

Will give insight to what our partners are doing with products after pick-up. It also will not only make Wayfair more responsible but our partners as well.



Customer Marketing

PDP Page will be enhanced to make customers understand the new sustainability with the Track-the-Trash program.

Success Criteria

- ★ Onboarding Handy
- ★ Deploy the tracking system
- ★ Track the data for 6+ months
- ★ Achieve 95%+ Data Quality
- ★ Inclusion of disposal metrics in CSR Report

Looking Forward...

