



Waste Management Platform Combines All Customer’s Sustainability Data to Create a Clear Roadmap

Waste Management’s ENSPIRESM analytics platform allows a national grocery customer to combine commodity data from all sources, in and outside Waste Management, to track sustainability progress.

Customer Challenge

A key component of a successful sustainability strategy is being able to measure, track and report on progress, challenges and opportunities. Because of the multi-faceted nature of sustainability, getting to this progress report view requires compiling and analyzing data—massive amounts, in various forms, from a host of sources.

A leading grocery chain in the Waste Management National Accounts Program had aggressive material diversion goals in their sustainability plan—including 90% by 2020 and zero food waste by 2025—but struggled to pull their data into a cohesive story and roadmap. Multiple vendors handled their material streams—from trash and single-stream recycling, to cardboard, organics and plastic film—and each only provided a slice of the picture. Every month, they struggled to consolidate as many as 20 disparate datasets with 20-30,000 lines to understand where they were and how far they had to go.

Waste Management Solution

One of the benefits of the Waste Management National Accounts program is access to an industry-leading suite of reporting and analytics resources, including the ENSPIRESM platform. ENSPIRE is a highly customizable tool that allows customers to combine information from other sources with their Waste Management data to create a comprehensive view.

When this grocery chain joined the National Accounts program, they partnered with their Account Team to customize ENSPIRE reports and dashboards with diversion information for all of their commodities, even those Waste Management does not manage. The platform allows them to create views and reports at levels from the executive down to the region, division, district and store. This enables users across the business to see how they are performing, and also allows leaders to identify bottom and top performers, and follow up with additional support or recognition.

Each month this customer shares commodity data and ENSPIRE provides all-in-one diversion reporting that the customer is not able to get from any other provider.

CUSTOMER BENEFITS

- Combine diversion data for all commodities, in and outside Waste Management, in ENSPIRESM platform
- Create complete view of progress toward diversion goals
- Report at multiple levels, from executive to location
- Save time on reporting and analysis

CUSTOMER RESULTS

Since joining Waste Management National Accounts, the business has tracked 5% improvement in diversion. A Project Manager for the company’s zero waste initiative describes the strategic and time saving value ENSPIRE delivers to her team:

“ENSPIRE has allowed us to set goals, identify opportunities, and measure progress on our zero waste program journey. By being able to log in and quickly identify store, division and enterprise data, it saves us countless hours of time piecing together data. Not only does ENSPIRE house the raw data, it also provides visual assets to help tell the story of waste diversion for our company. I consistently use ENSPIRE to update everyone from our store managers to our senior leaders. It is a huge time saver for me!”

TO SEE HOW YOUR BUSINESS CAN BENEFIT FROM THE WASTE MANAGEMENT NATIONAL ACCOUNTS PROGRAM, REACH OUT TO YOUR ACCOUNT MANAGER.

ALL-IN-ONE VIEW

Combine data from in and outside Waste Management

MULTI LEVEL REPORTING

View results from the executive to location level

TIME SAVING ANALYSIS

Automate data consolidation and analysis



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