



Dear DeKalb Resident:

While the current economic landscape remains challenging for all industries, including the solid waste industry, we remain focused on fiscal responsibility and elevating our operational processes, services, and customers' experiences. Our customer-centric trends over the past year are reflected in ongoing improvements within several of our operational areas.

Collections

Collection service optimization through improved route safety and planning, reduced operating costs, and an expanded/improved collection fleet.

Customer Care

Enhanced online and in-person service request options; the implementation of enQuesta, an intuitive customer billing interface that integrates customer service and billing functions; the implementation of programs and strategies aimed at improving customer trust, loyalty, engagement, retention, and satisfaction; adopting a combined transactional and relational customer experience model.

Communications

Enhanced online presence; printed QR code-enabled webpage cards for core services and programs; public messaging and services that align with the evolving customer experience landscape due to generative AI and other emerging technologies.

Safety & Training

Improved public safety protocols; enhanced in-house employee training programs; innovative safety-focused competitions; certified in-house CDL instruction.

Personnel/Employee Development & Retention

Expanded management roles for female employees; expanded employee development opportunities; increase in industry-specific employee recognition opportunities.

Our team is committed to serving with efficiency, resilience, accountability, and integrity. Thank you for your patronage in 2023, and we look forward to serving you in 2024 and beyond. Best wishes to you and yours for a safe, healthy, and rewarding new year.

Yours in service,

Tracy A. Hutchinson
Director - Sanitation Division ♦ Beautification Unit