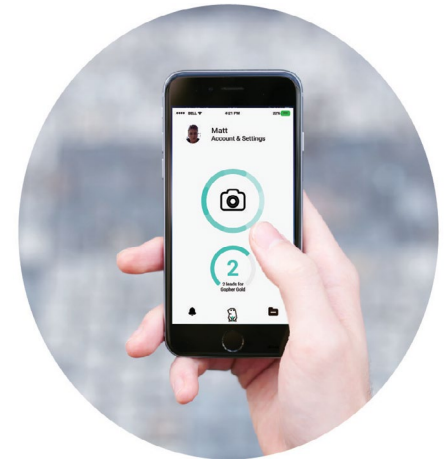




URBAN RESOURCE GROUP INC.
Affiliated with Canada Fibers Ltd.



Gopher Leads Helps Urban Waste Grow New Business Revenue While Making Drivers Happier

Urban Waste Recycling provides customers with integrated environmental solutions.

To gain higher sales momentum and increase pipeline activity, a division of Canada Fibers, Urban Waste Recycling engaged Gopher Leads to roll out a frontline driver lead program in 2016.

KEY PROGRAM OBJECTIVES

- Revenue growth: in a small upstart division
- Increase route density (more on-route pick ups to increase profitability)
- Bridge communication between the sales and service delivery teams
- Flexible and smooth integration into existing IT infrastructure.

WATCH DRIVER INTERVIEW

vimeo.com/gopherleads/ennio

“Gopher Leads brought us together as a company. Results have been amazing too - we’re closing at over double the industry average”

Dawn Kerr
*Senior Business Dev. Manager
Urban Waste Recycling*

“It’s so easy, and actually benefits the company on a big scale. I would definitely recommend it to anyone with a service team.”

Artur Arubdzhanyan
*General Manager
Urban Waste Recycling*

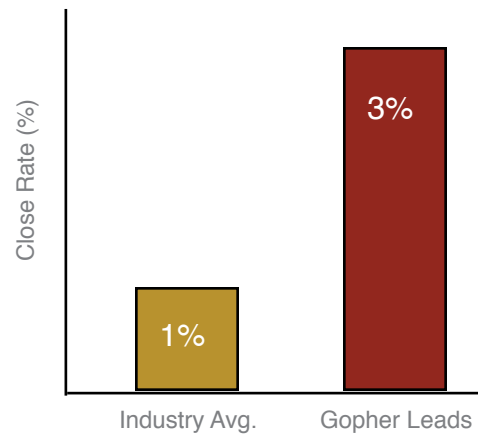
“Several leads that I’ve sent we’ve done well with. We created a few BIG customers out of it...which is not only great for me but greater for the company.”

Ennio Boldrin
*Dispatcher
Urban Waste Recycling*

SCORE CARDS & FINDINGS

We spoke with the Business Development Manager at Urban Waste Recycling to reflect on overall campaign successes. Key findings are illustrated below:

GOPHER LEADS CAMPAIGN FINDINGS



3X 
INDUSTRY
CONVERSION RATE



WATCH CUSTOMER SPOTLIGHT

Watch dispatcher, Ennio Boldrin, talk about his experience with Gopher Leads at Canada Fibers in this 2-minute customer spotlight.

vimeo.com/gopherleads/ennio

- Higher employee engagement: In just the first month, 70 quality leads submitted, 8 proposals sent, resulting in 2 new deals won
- Drivers and salespeople built excellent camaraderie, strengthened communication across the whole company
- On average an extra 124 qualified leads per month
- Increased driver satisfaction and retention

