From idea to success story

BRINGO SGR SERVICE

It all started right in this room, **with paying attention to Customer needs**

- SGR recycling was gaining awareness.
- At Bringo, we offer free delivery for ~1k customers with disabilities
- Water bottles are part of their weekly basket.
- We deliver most our orders from Carrefour who has an extensive network of RVMs.

So we thought: *“How do people with disabilities recycle SGR bottles? What if we took the empty bottles when we bring their order?”*

“What if we took the empty bottles for all customers?”

Recycling made easy: Transform Customer Pain Points into Opportunities

Customer Pain Points:

1. RVM Accessibility	2. Complex Process	3. Time-Consuming	4. Poor Machine Reliability & Hygiene	5. Transportation Issues	6. Emotional Pain Points
• Low number of recycling machines nearby • Long lines/ machines out of service • Limited opening hours for return centers	• Confusing rules: what can/cannot be recycled? • Different machines accept different types of containers • Need to clean, or prepare bottles in a certain way	• You must put in the time to prepare and go to a machine • Bottles recognized on the first try • Having to scan items individual	• Machines jamming or rejecting bottles • Full containers / machine shutting down • Dirty, sticky machines	• Carrying bags full of bottles is uncomfortable • Heavy or bulky items (e.g., large PET or glass) • Lack of storage space at home for collecting bottles	• Feeling guilty for not recycling "enough" • Frustration when the system doesn't work smoothly • Feeling responsibility as unfairly placed on consumers

Solutions:

Recycling at your door	**Simple:** you just empty, count the bottles and put them into a bag	**Saves time:** you just hand them to the personal shopper	**No worries** about the machine anymore	**No transport needed**	**Recycling made easy**

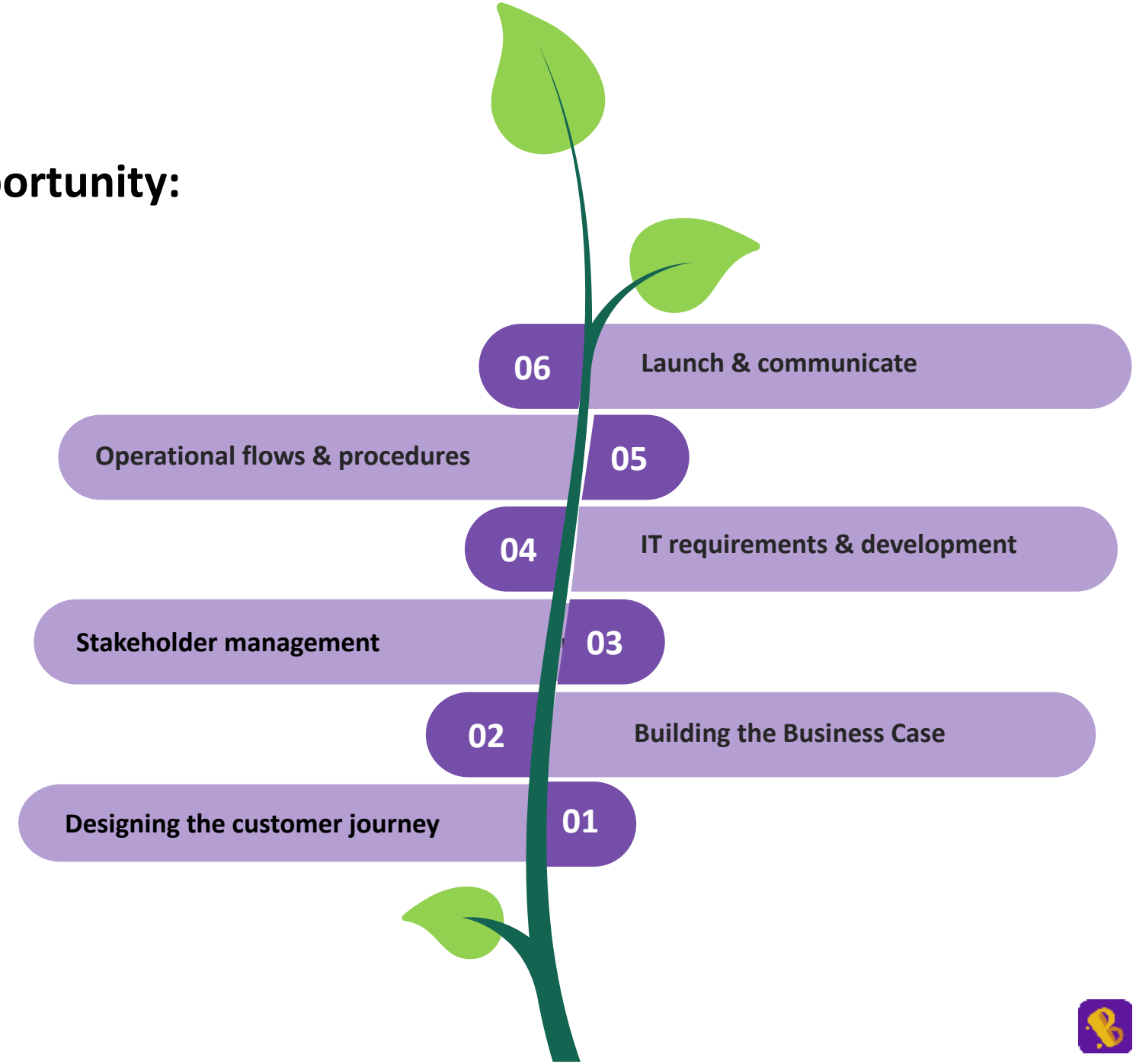
Transforming Pain Points into Opportunity:

It is a story of….

· **unexpected cooperation between Bringo and Returo**

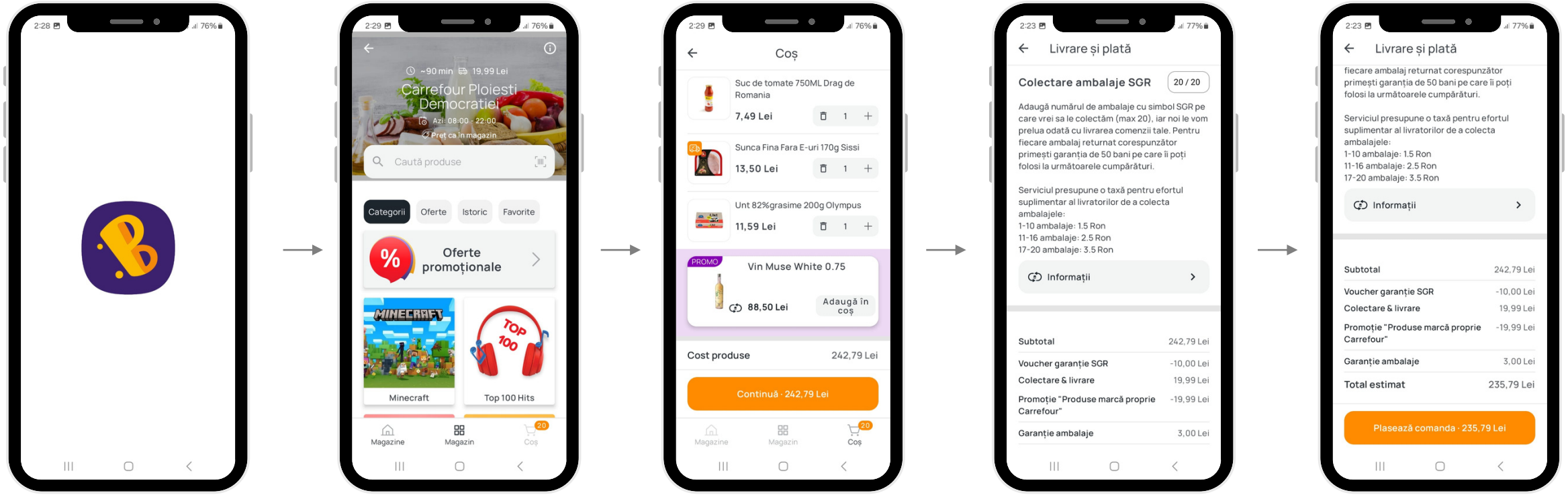
· the team's **resilience and courage to persevere** when confronted with unexpected challenges.

· **ambition to be the 1st** to offer this service in the e-groceries market.



In app journey: SGR order placement

Customer:



1. Opens Bringo app

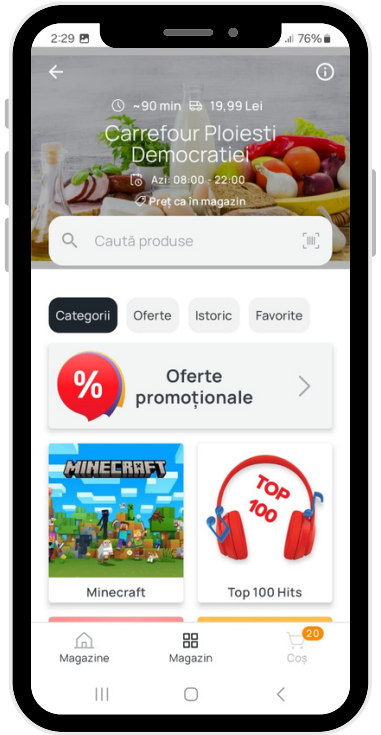
2. Adds products in basket & pushes “Continua”

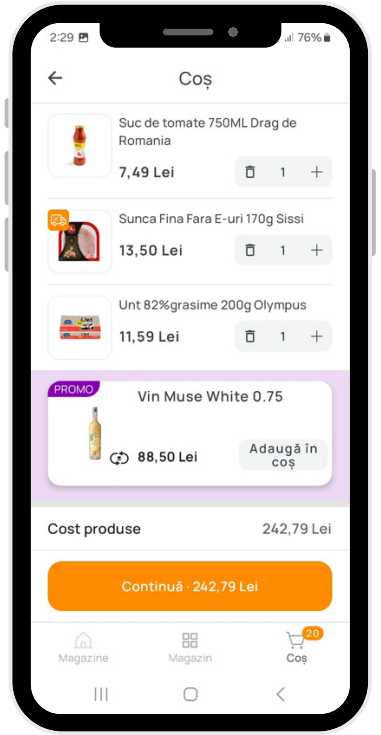
3. Inputs no of bottles to be collected & hits “Plaseaza comanda”

In app journey: spend SGR voucher

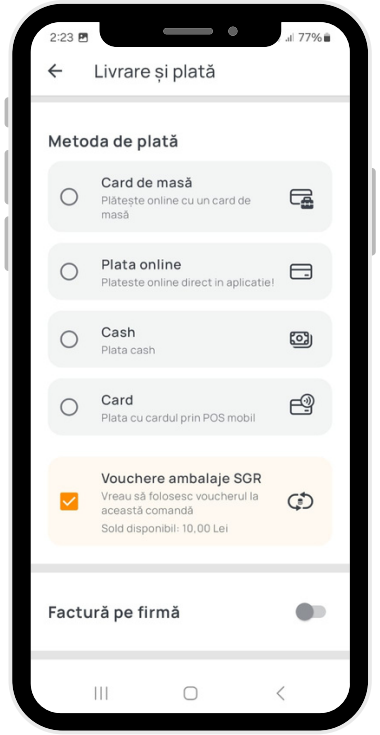
Customer:

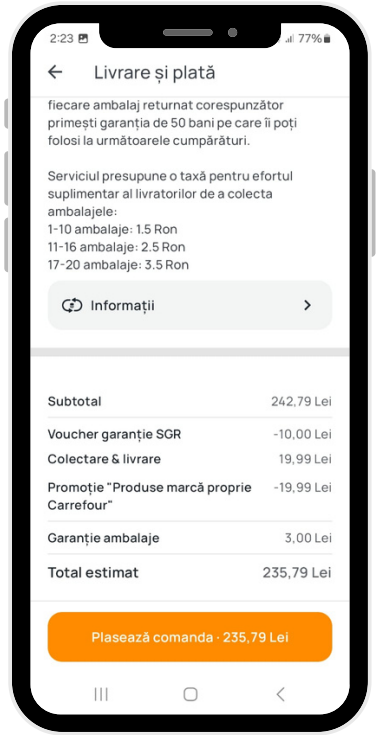
1. Opens Bringo app





2. Adds products in basket & pushes “Continua”





3. Chooses to pay with voucher & hits “Plaseaza comanda”

Results: SGR service helps customers and the planet while increasing our business

Customers say it helps them save time and effort

"E o idee geniala, scap de coada infernală de la aparate, stau in comoditatea căminului personal, și am numai beneficii."

„Imi place pentru ca nu trebuie sa te mai deplasezi cu ele, nu trebuie sa mai stai la coada. Deci principalul avantaj e ca economisesti timp."

"Dacă vreau să comand ceva prin Bringo, returnez si ambalajele si astfel nu mai trebuie să imi fac timp sa merg eu acolo sa le returnez. Economisesc timp și am si cumpărăturile acasă. Adică,doi iepuri dintr-un foc."

The Planet: we collected **3.4 M bottles:**

- CO_2 emissions reduced by approx. 300 tons
- 170 t of plastic recycled
- Enough to cover the distance between Bucharest & Timisoara back and forth

The Business: customers who recycle buy more often and spend more

Thank you!

BRINGO x Carrefour

N-AI TIMP DE RETURNARE? BRINGO E GATA DE PRELUARE!

Preluăm ambalajele cu garanție
la livrarea cumpărăturilor

COMANDĂ ACUM

BRINGO x Carrefour

FĂRĂ COZI DE AȘTEPTARE LA RETURNARE

Bringo returnează ambalajele cu garanție în locul tău

COMANDĂ ACUM