

2011 Depot Satisfaction Research

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Delta South, Edmonton

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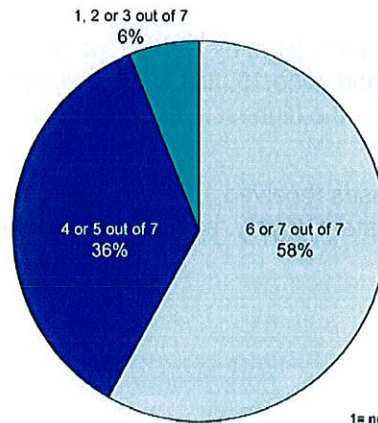
METHODOLOGY

- The research was conducted through an online survey software tool called Fluid Surveys (which securely stores data in Canada and complies with all Canadian Privacy Laws and Standards).
- Invitations to participate in the survey were sent by email to all 219 Depots in Alberta. Two subsequent email reminders were sent out to those who had not yet completed the survey.
- A \$75 gift card (from a retailer of their choice) was sent to all who participated in the survey (with a maximum of one gift card being sent per Depot location).

RESPONSE

- 145 surveys were completed by Depot Operators across Alberta between May 19 and June 15, 2011. This represents a completion rate of 66 percent – the highest ever achieved for a survey of Depot Operators.
- Of the 145 responses received, 63 were from Greater Edmonton, 28 were from Greater Calgary, and 54 were from elsewhere.

Satisfaction With Overall Service From ABCRC



Average = 5.4 out of 7.0
1 = not at all satisfied, 7 = extremely satisfied

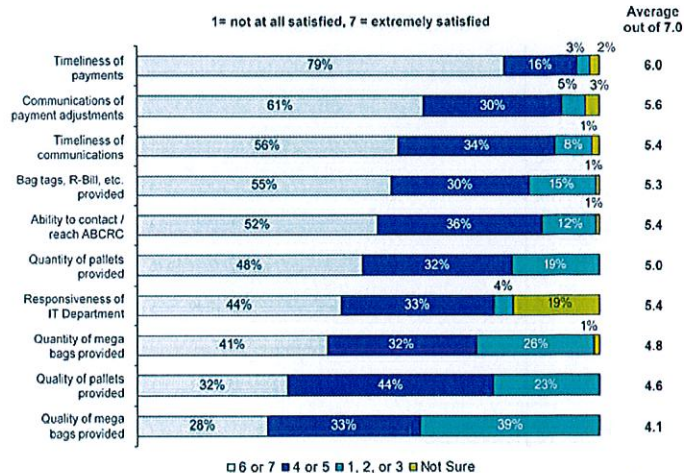
Q.1 Overall, how satisfied are you with the service that your Bottle Depot received from ABCRC in 2010? Please use a scale from 1 to 7, where one means you are not at all satisfied, and 7 means you are extremely satisfied.
Q.1a IF 1, 2 OR 3 IN Q.1, ASK ... You gave the service you received from ABCRC in 2010 a low score, have you notified your Area Manager about your concerns?

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- A majority (58%) of Depot Operators give ABCRC a high overall satisfaction rating (6 or 7 out of 7).
- Just under one-third (36%) give ABCRC a moderate rating (4 or 5 out of 7), and only six percent give a low rating (1, 2 or 3 out of 7).
- Depot Operators outside of Calgary and Edmonton are most likely to give ABCRC a high rating (69%), followed by Operators in Edmonton (54%) and Operators in Calgary (46%).
- When the nine participants (6% of the total sample) who gave ABCRC a low rating were asked if they notified their area manager about their concerns, five said they had, two said they had not and two were unsure.

Satisfaction With Specific Aspects of ABCRC Service



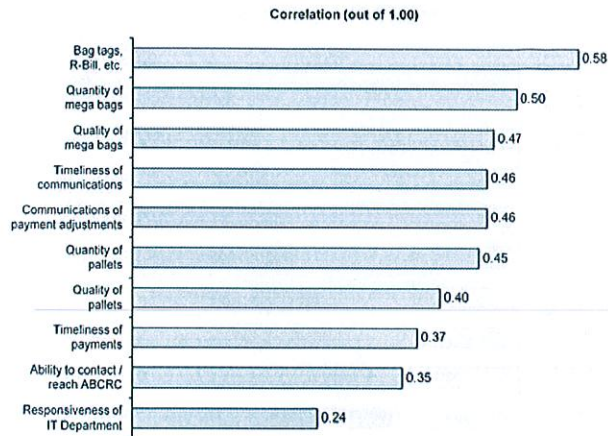
Q 2i Again, thinking of the service you received from ABCRC in 2010, please use the same 7-point scale to rate how satisfied you were in each of the following areas:



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- When presented with a list of specific services provided by ABCRC, a large majority of Depot Operators give ABCRC a high rating (6 or 7 out of 7) for the timeliness of payments received (79%), and ABCRC's communication of payment adjustments (61%).
- Majorities also give ABCRC high ratings for the timeliness of communications with ABCRC staff (56%); the bags tags, R-Bill and other supplies provided (55%); and their ability to contact and reach the staff at ABCRC to discuss their questions (52%).
- Depot Operators also give ABCRC moderately positive ratings for the quality of pallets provided (48%), the responsiveness of the IT department when help is requested (44%), and the quantity of mega bags provided (41%).
- ABCRC receives its lowest ratings from the quality of pallets provided (32%), and the quality of mega bags provided (28%).
- For the most part, satisfaction with specific aspects of ABCRC's service do not vary greatly by region. However, the following differences should be noted:
 - Depot Operators outside of Edmonton and Calgary tend to be less satisfied with the timeliness of communications with ABCRC staff (48%) and their ability to contact and reach staff at ABCRC (43%).
 - Depot Operators in Calgary tend to be less satisfied with the bags tags, R-Bill and other supplies provided (43%); ABCRC's communication of payment adjustments (39%); and with the quantity of mega bags provided (29%).

Drivers of Satisfaction



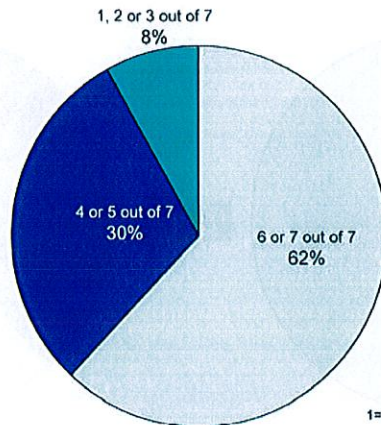
Q 1 Overall, how satisfied are you with the service that your Bottle Depot received from ABCRC in 2011? Please use a scale from 1 to 7, where one means you are not at all satisfied, and 7 means you are extremely satisfied.
 Q 2i Again, thinking of the service you received from ABCRC in 2010, please use the same 7-point scale to rate how satisfied you were in each of the following areas.

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- In order to understand which specific aspects of ABCRC's service are having the greatest impact on Depot Operators' overall satisfaction with ABCRC, a correlation analysis was conducted. This analysis found that perceptions of the bags tags, R-Bill and other supplies provided is the service area most strongly correlated with overall satisfaction (0.58 out of 1.00), followed by the quantity of mega bags provided (0.50), the quality of mega bags provided (0.47), the timeliness of communications with ABCRC staff (0.46), ABCRC's communication of payment adjustments (0.46), and the quantity of pallets provided (0.45).
- Also positively correlated with overall satisfaction, though to a lesser extent, are: the quality of pallets provided (0.40), the timeliness of payments (0.37), their ability to contact and reach the staff at ABCRC to discuss questions (0.35), and the responsiveness of the IT department when help is requested (0.24).

Satisfaction With Service from Carrier



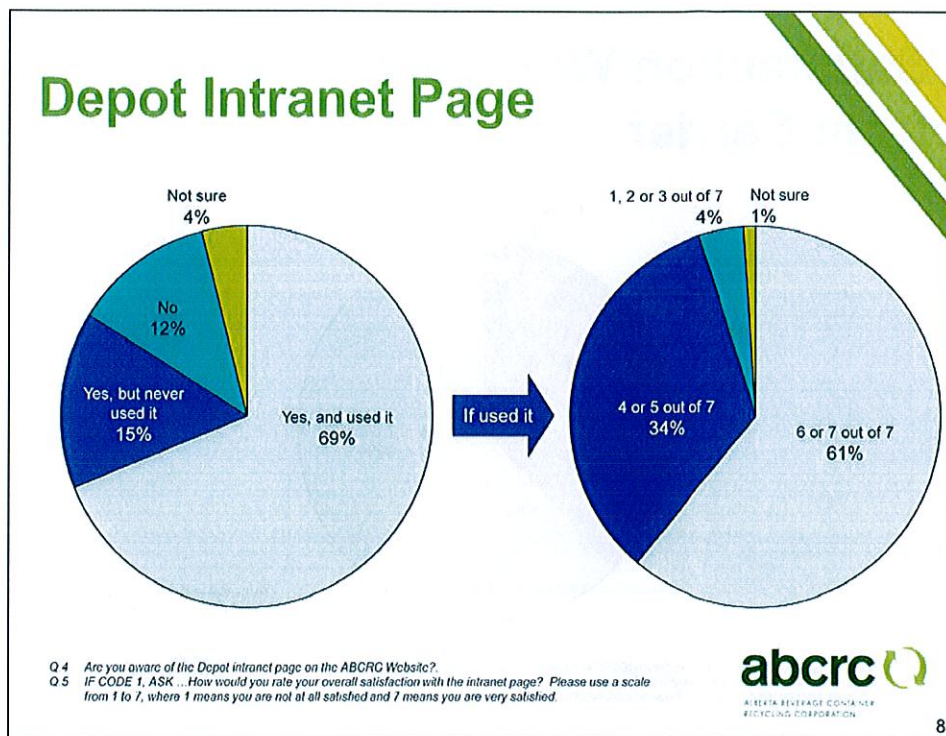
Average = 5.6 out of 7.0
1 = not at all satisfied, 7 = extremely satisfied

Q 2ii Again thinking of the service you received from ABCRC in 2010, please use the same 7-point scale to rate how satisfied you were with the service provided by your carrier.
Q 3 If 1, 2 OR 3 IN Q2ii, ASK ... You gave the service provided by your carrier a low score, have you notified your Area Manager about your concerns?

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- More than six in ten (62%) Depot Operators give the service they received from their carrier a high overall satisfaction rating (6 or 7 out of 7).
- Three in ten (30%) give their carrier a moderate rating (4 or 5 out of 7), and only eight percent give a low rating (1, 2 or 3 out of 7).
- Depot Operators in Edmonton are most likely to give their carrier a high rating (68%), followed by Operators outside of Calgary and Edmonton (67%) and Operators in Calgary (39%).
- When the twelve participants (8% of the total sample) who gave their carrier a low rating are asked if they notified their area manager about their concerns, eight said they had, three said they had not and one was unsure.



- Just under seven in ten (69%) Depot Operators are aware of the Depot intranet page on the ABCRC website and have used it. Another 15 percent are aware of it, but have never used it. The remainder are not aware of it (12%) or are unsure (4%).
- Among those who have used the Depot intranet page, a large majority (61%) give it a high satisfaction rating (6 or 7 out of 7). One in three (34%) give it a moderate satisfaction rating (4 or 5 out of 7), and only four percent give it low rating (1, 2, or 3 out of 7).

RESEARCH HIGHLIGHTS

- A majority (58%) of Depot Operators give ABCRC a high overall satisfaction rating (6 or 7 out of 7).
- In particular, Depot Operators are most satisfied with:
 - the timeliness of payments received (79%), and
 - ABCRC's communication of payment adjustments (61%).
- Depot Operators are least satisfied with:
 - the quality of pallets provided (32%), and
 - the quality of mega bags provided (28%).
- In order to understand which specific aspects of ABCRC's service are having the greatest impact on Depot Operators' overall satisfaction with ABCRC, a correlation analysis was conducted. This analysis found that satisfaction with following are most strongly correlated with overall satisfaction:
 - bags tags, R-Bill and other supplies provided (0.58 out of 1.00),
 - the quantity of mega bags provided (0.50),
 - the quality of mega bags provided (0.47),
 - the timeliness of communications with ABCRC staff (0.46),
 - ABCRC's communication of payment adjustments (0.46), and
 - the quantity of pallets provided (0.45).
- More than six in ten (62%) Depot Operators give the service they received from their carrier a high overall satisfaction rating.
- Just under seven in ten (69%) Depot Operators are aware of the Depot intranet page on the ABCRC website and have used it. Six in ten (61%) of these users give the intranet page a high satisfaction rating.

