



BEVERAGE CONTAINER MANAGEMENT BOARD

2012 Depot Satisfaction Survey

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Draft 2012 Depot Satisfaction Survey

A. Background and Methodology

In 2011, the Alberta Beverage Container Recycling Corporation (ABCRC) contracted Janet Brown Consulting Ltd. to conduct an online Depot Satisfaction Survey. Depot operators received an invitation to participate in the survey, followed by two (2) email reminders. The survey was completed by 145 depot operators, resulting in a 67% completion rate. The survey is attached as **Appendix A**.

In February and March 2012, the Beverage Container Management Board (BCMB) conducted the annual Depot Satisfaction Survey. Depot operators were asked to complete the survey at the 2012 Regional Meetings. The Alberta depot network currently consists of 216 universal bottle depots. 173 depot operators completed the 2012 Depot Satisfaction Survey while at a Regional Meeting session, resulting in an 80% completion rate. The Depot Satisfaction Survey provided to depot operators is attached as **Appendix B**.

i. Survey Terminology

The 2012 Depot Satisfaction Survey utilized a rating system of one (1) to seven (7), where:

- A rating of 1,2 or 3 = not at all satisfied
- A rating of 4 or 5 = moderately satisfied
- A rating of 6 or 7 = highly satisfied

B. Summary of Key Findings

The findings and analysis in the 2012 Depot Satisfaction Survey are compared to the 2011 Depot Satisfaction Survey results as provided by Janet Brown Consulting Ltd..

In 2011, 94% of depot operators were at least moderately satisfied. This rating decreased to 93% in 2012, noting a slight shift from high to moderate satisfaction.

The drivers of satisfaction by the depots related primarily to communication with the ABCRC which received a high satisfaction rating. In 2012, 94% of depots were at least moderately satisfied with the ability to contact ABCRC compared to 88% in 2011 marking a 6 % improvement. Moreover, 93% of depot operators were at least moderately satisfied with the timeliness of communication from ABCRC, compared to 2011 where 90% of depot operators were at least moderately satisfied with timeliness of

communication. This identifies a 3% improvement for 2012. Depot operators also identified a slight increase (1%) in satisfaction from 2011 to 2012 regarding communication of payment.

The most significant increase in satisfaction rated at least a moderate level related to the satisfaction with bag tags, R-Bills and other supplies, increasing by 11% from 85% in 2011 to 96% in 2012.

The quality of mega bags and pallets remains the greatest area of dissatisfaction with the depot operators. However, the proportionate number of depot operators dissatisfied in 2012 has decreased in comparison to 2011 survey results.

The percentage of depot operators that are at least moderately satisfied with the quality of mega bags increased in 2012 to 78% from 61% in 2011.

The percentage of depot operators that are at least moderately satisfied with the quantity of mega bags increased to 85% in 2012 from 73% in 2011.

The percentage of depot operators that are at least moderately satisfied with the quality of pallets increased to 85% in 2012 from 76% in 2011.

The percentage of depot operators that are at least moderately satisfied with the quantity of pallets increased to 88% in 2012 from 80% in 2011.

However, dissatisfaction levels are a key indicator and are noted below from the 2012 survey:

- **21%** of depot operators were dissatisfied with the quality of the mega bags;
- **14%** of depot operators were dissatisfied with the quantity of the mega bags;
- **14%** of depot operators were dissatisfied with the quality of the pallets; and
- **10%** of depot operators were dissatisfied with the quantity of pallets provided.

i. Correlation of each Aspect of Service to Overall Satisfaction

Looking at the correlation of each aspect of service provided by the ABCRC compared to overall satisfaction, responsive communication from the ABCRC can increase overall satisfaction regardless of underlying service concerns such as quality of pallets and mega bags.

The correlation of each measure to overall satisfaction is outlined in *Chart I* below.

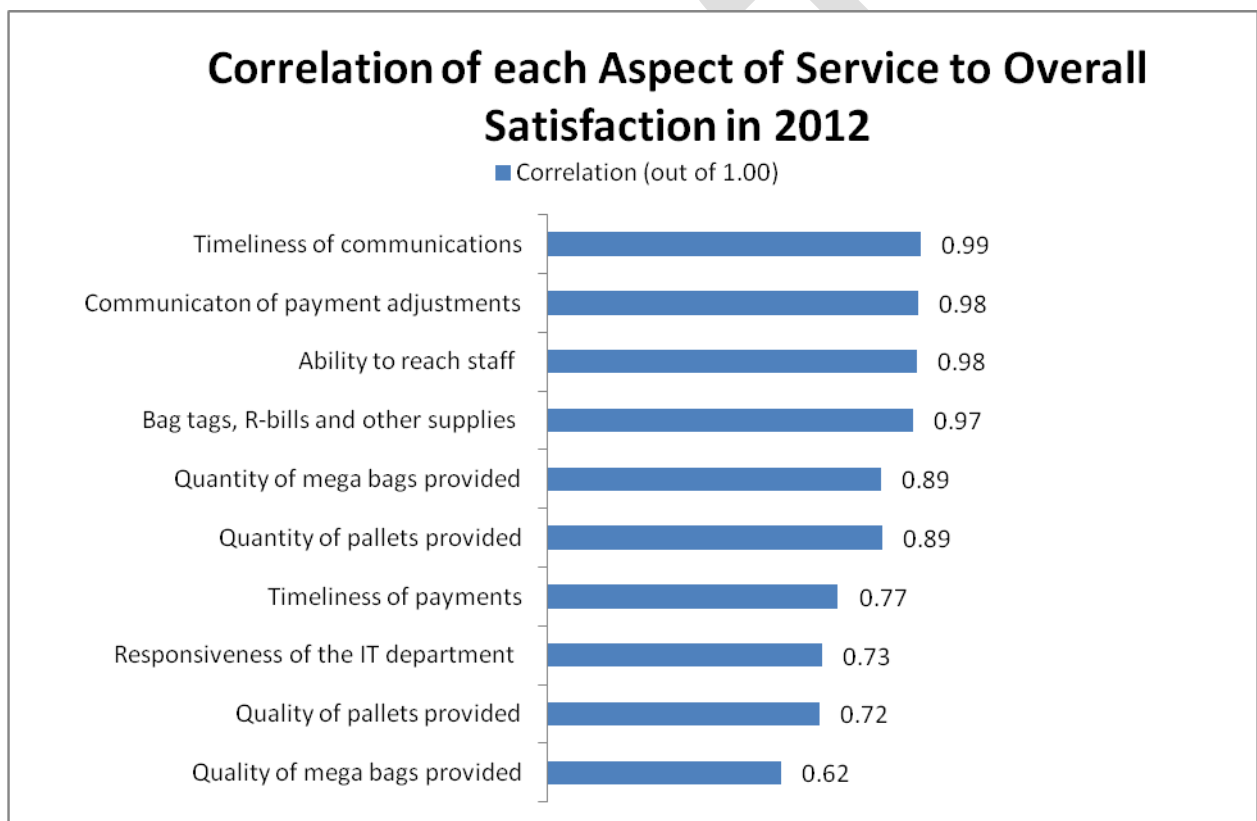


Chart I

Each specific area of service was compared to the depot overall satisfaction rating. The goal was to identify what specific services correlate to the depot operators overall rating of satisfaction of service of ABCRC.

C. Analysis

i. Overall Satisfaction

Comparing both years, there has been a small shift from depot operators rating a high level of satisfaction to a more moderate level of satisfaction. 93% of all depot operators are at least moderately satisfied with the service from ABCRC in 2012 compared to 94% in 2011.

The comparison between 2012 and 2011 is shown in *Chart II*.

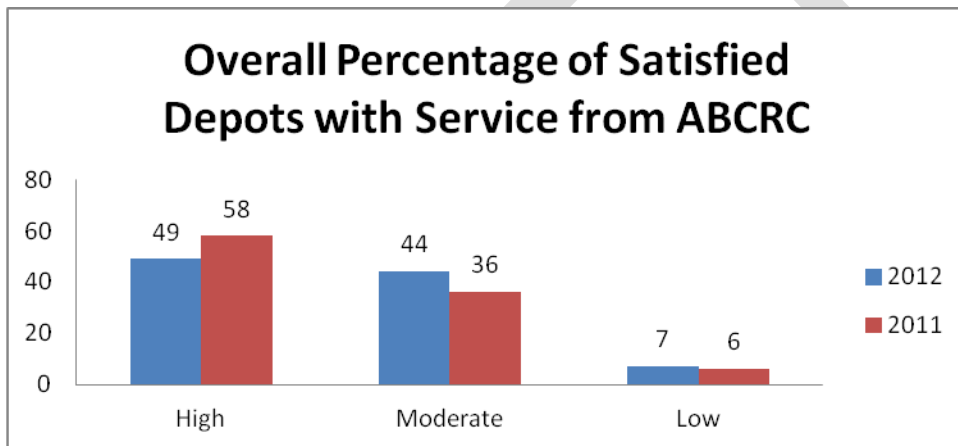


Chart II- note 2011 comparatives taken from 2 011 Depot Satisfaction Survey prepared by Janet Brown Consulting Ltd.

ii. Satisfaction by Service Requirement in 2012

Each service and level of satisfaction for 2012 is ranked in *Chart III* below. The 2011 comparative is provided in *Chart IV* (as taken from the 2011 Depot Satisfaction Survey prepared by Janet Brown Consulting Ltd.) below.

The majority of depot operators (97%) are at least moderately satisfied with the timeliness of payments received by ABCRC.

Other areas that received a higher satisfaction rate include:

- **96%** of depot operators were at least moderately satisfied with the supply of bag tags, R-Bills and other supplies;
- **94%** of depot operators were at least moderately satisfied with the ability to reach staff at ABCRC to discuss questions;
- **93%** of depot operators were at least moderately satisfied with the timeliness of communications ;
- **92%** of depot operators were at least moderately satisfied with the ABCRC's communication of payment adjustments;
- **76%** of depot operators were at least moderately satisfied with the responsiveness of the IT department at ABCRC;
- **88%** of depot operators were at least moderately satisfied with the quantity of pallets provided;
- **85%** of depot operators were at least moderately satisfied with the quantity of mega bags provided;
- **85%** of depot operators were at least moderately satisfied with the quality of pallets provided; and
- **78%** of depot operators were at least moderately satisfied with the quality of mega bags provided.

Each service and level of satisfaction for 2012 is ranked in *Chart III* below. The 2011 comparative is provided in *Chart IV* (as taken from the 2011 Depot Satisfaction Survey prepared by Janet Brown Consulting Ltd.) below.

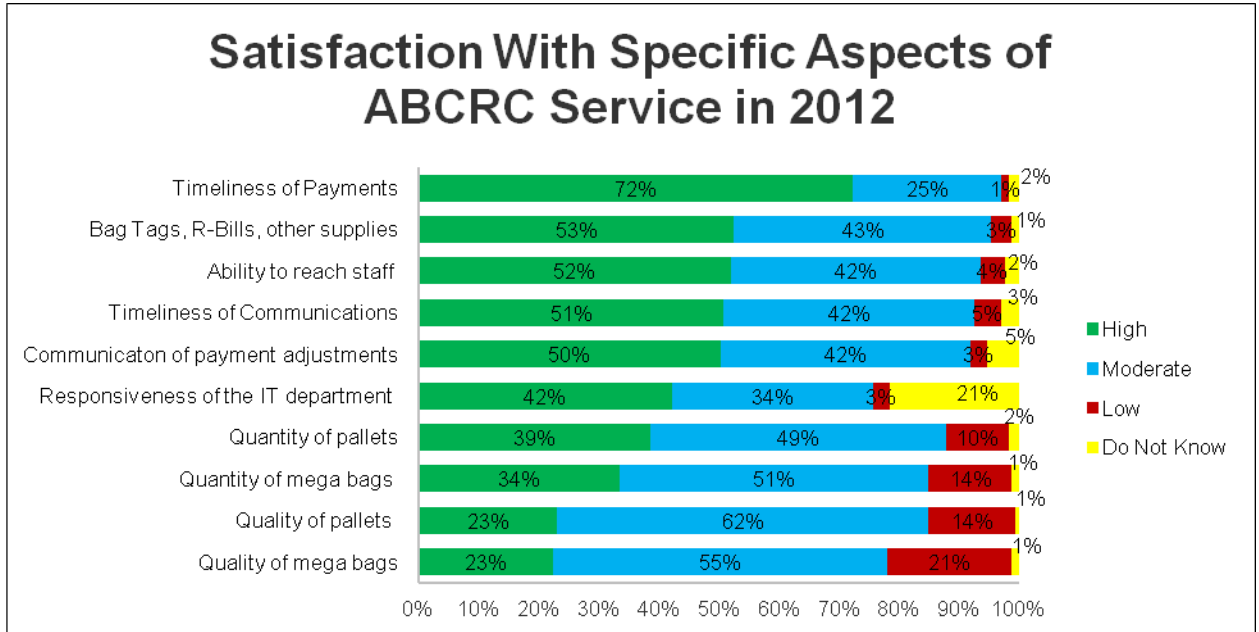


Chart III

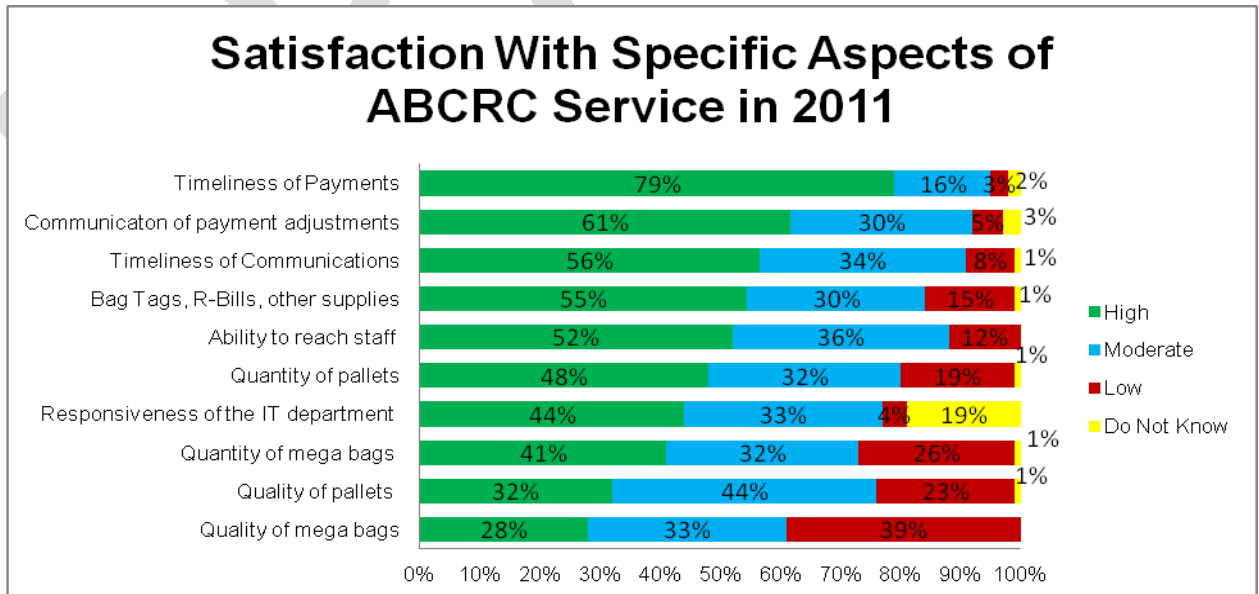


Chart IV note 2011 comparatives taken from 2 011 Depot Satisfaction Survey prepared by Janet Brown Consulting Ltd.

iii. Comparison of 2011 to 2012 Service Requirements

a. Highly Satisfied Areas of Service

In 2012, 72% of depot operators were highly satisfied with the timeliness of payments received from the ABCRC which represents a 7% decline from the 2011 survey results. Also in 2012, 50% of depot operators were highly satisfied with the ABCRC's communication of payment adjustments which represents an 11% decline from the 2011 survey results.

The comparison between this year and last year is shown below in *Chart V*.

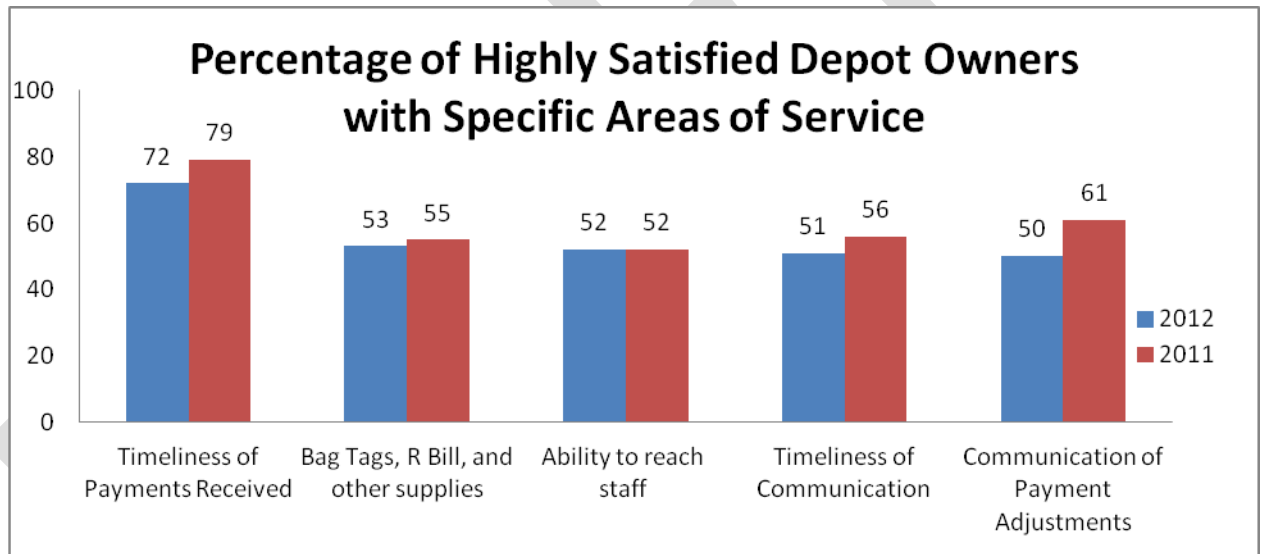


Chart V - note 2011 comparatives taken from 2011 Depot Satisfaction Survey prepared by Janet Brown Consulting Ltd.

b. Dissatisfaction with Specific Areas of Service

In 2012, dissatisfaction with ABCRC services decreased. The number of depot operators who were dissatisfied with the quality of mega bags decreased to 21% in 2012 from 39% in 2011. This marked an improvement of 18%. Additionally, in 2012 14% of depot operators were dissatisfied with the quantity of mega bags, compared to 26% in 2011. This marked a 12% improvement. Furthermore in 2012, 3% of depot operators were dissatisfied with bag tags, R-bills, and other supplies from the ABCRC compared to 15% in 2011. This marked an improvement of 12%.

Comparing the 2012 and 2011 satisfaction surveys, generally there has been a shift to a more moderate level of overall satisfaction throughout the depot network with a reduction in the levels of dissatisfied depot operators with many of the specific areas of service provided by the ABCRC.

The comparison between this year and last year is shown below in *Chart VI*.

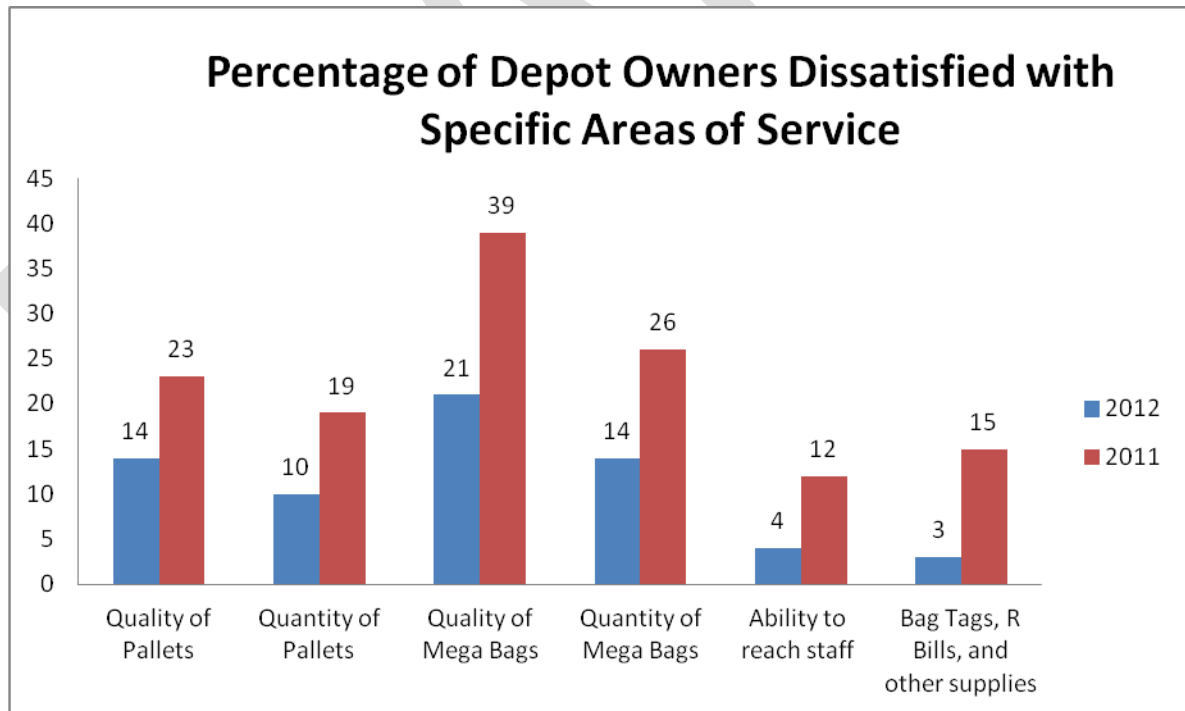


Chart VI- note 2011 comparatives taken from 2011 Depot Satisfaction Survey prepared by Janet Brown Consulting Ltd.

iv. Service Provided by Designated Carrier

Overall 56% of the depot operators rate the service they received from their carrier at a high overall satisfaction rating. About 38% gave a moderate rating and approximately 6% gave a low satisfaction rating.

Overall 94% of depot operators are at least moderately satisfied with the service provided by the designated carrier up from 92% in 2011.

Of the 10 depot operators who gave the carrier a low rating, when questioned if they notified their area manager about their concerns, six (6) had contacted their area manager, two (2) answered they had not contacted their area manager and the other two (2) were unsure. In 2011, eight (8) out of the 12 (66%) notified their area manager (66%) compared to 6 (60%) in 2012.

The comparison between 2012 and 2011 is shown in *Chart VII*.

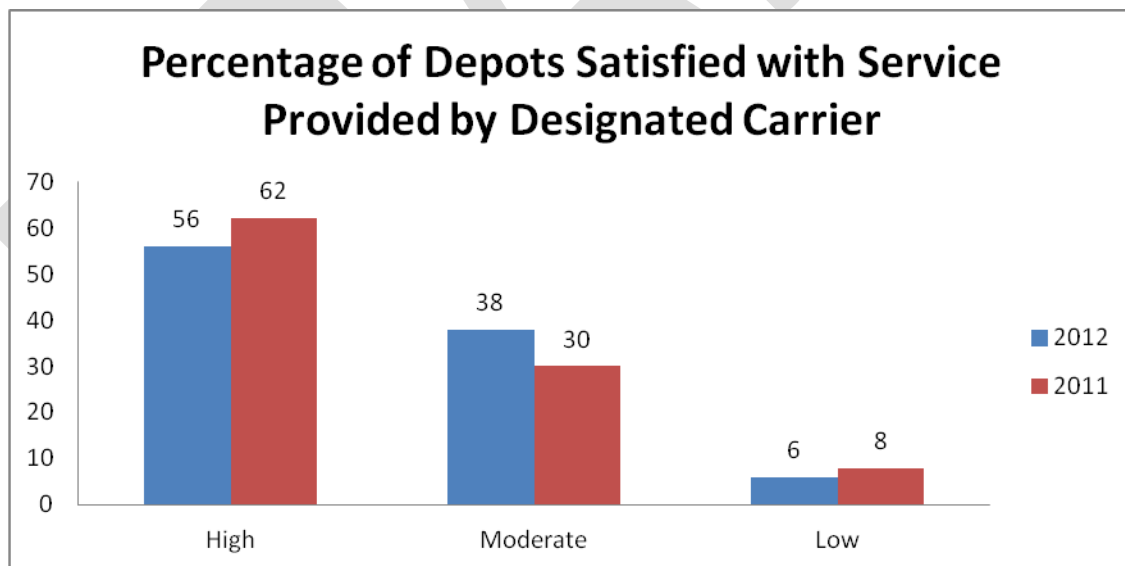


Chart VII- note 2011 comparatives taken from 2011 Depot Satisfaction Survey prepared by Janet Brown Consulting Ltd.

v. ABCRC Intranet Page

In 2012, 48% of depot operators identified a high satisfaction with the Intranet page. 49% identified a moderate satisfaction and 3% rated it at a low level of satisfaction. Overall 97% of depot operators are at least satisfied with the intranet page on the ABCRC website up from 95% in 2011.

The comparison between 2012 and 2011 is shown in *Chart VIII*.

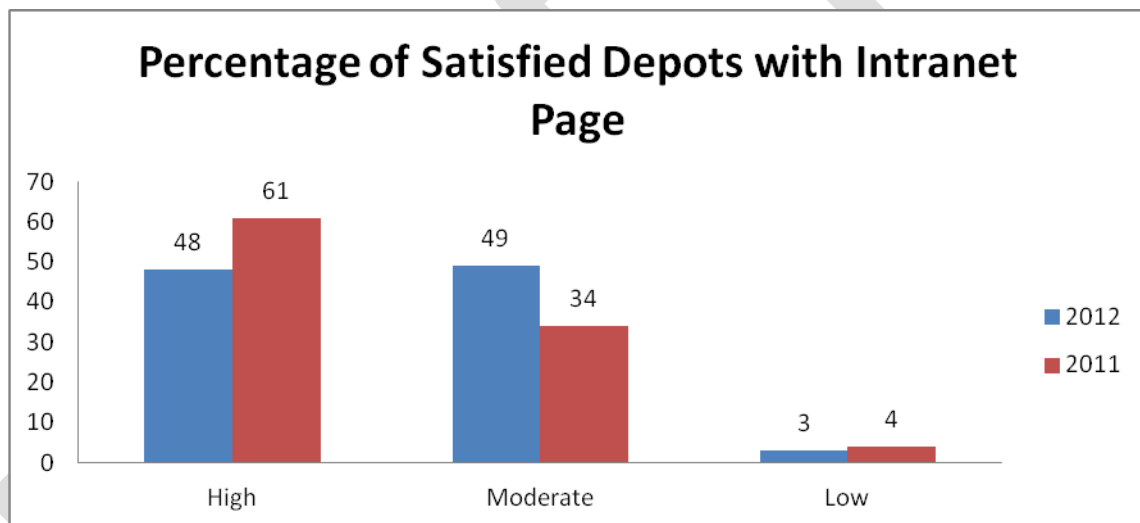


Chart VIII- note 2011 comparatives taken from 2011 Depot Satisfaction Survey prepared by Janet Brown Consulting Ltd.

D. Summary

Going forward, the Depot Satisfaction Survey will provide valuable quality monitoring and will provide the ability to enhance and strengthen the relationship between the ABCRC and the depot network. What is paramount when capturing data of this nature is to make sure it results in an action plan to enhance the results and stakeholder relationships.