



**BEVERAGE CONTAINER MANAGEMENT BOARD**

## **2014 Depot Satisfaction Survey**

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# 2014 Depot Satisfaction Survey

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## A. Background and Methodology

The Depot Satisfaction Survey issued at the regional meetings measures the performance of the Collection Service Agent and is evaluated by the depot network.

In March 2014, the Beverage Container Management Board (BCMB) conducted the annual Depot Satisfaction Survey. Depot operators were asked to complete the survey at the 2014 Regional Meetings. The Alberta depot network currently consists of 215 universal bottle depots. 156 depot operators completed the 2013 Depot Satisfaction Survey while at a Regional Meeting session, resulting in a 73% completion rate. The Depot Satisfaction Survey provided to depot operators is attached as **Appendix A**.

In March 2013, the Beverage Container Management Board (BCMB) conducted the annual Depot Satisfaction Survey. Depot operators were asked to complete the survey at the 2013 Regional Meetings. The Alberta depot network consisted of 212 universal bottle depots. 151 depot operators completed the 2013 Depot Satisfaction Survey while at a Regional Meeting session, resulting in a 71% completion rate. The Depot Satisfaction Survey provided to depot operators is attached as **Appendix B**.

### i. Survey Terminology

The 2014 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 2014 Depot Satisfaction Survey are compared to the 2013 Depot Satisfaction Survey results.

In 2014, 95% of depot operators were at least moderately satisfied with the overall service received from ABCRC. This rating decreased by 5% as 100% of depot operators were at least moderately satisfied in 2013, noting a shift from high to moderate satisfaction.

The primary drivers of satisfaction by the depots related primarily to timeliness of payments and ability to reach staff. In 2014, approximately 95% of depots were at least moderately satisfied with the timeliness of payments received compared to 98% in 2013, marking a 3% decline. Moreover, 96% of depots were at least moderately satisfied with the ability to contact ABCRC compared to 99% in 2013 also marking a 3% decline.

The quality of mega bags remains the greatest area of dissatisfaction with the depot operators with 18% of those surveyed indicating low satisfaction which is up from 4% in 2013.

The percentage of depot operators that are at least moderately satisfied with the Bag Tags, R-bills and other supplies, decreased in 2014 to 92% from 99% in 2013.

The percentage of depot operators that are at least moderately satisfied with the quantity of mega bags decreased to 96% in 2014 from 100% in 2013.

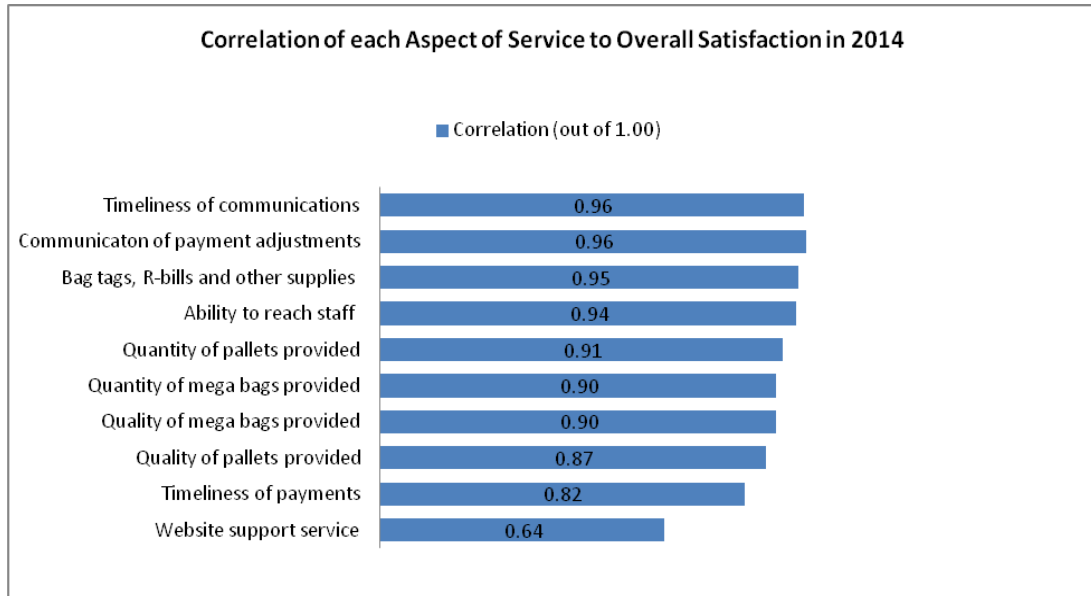
The percentage of depot operators that are at least moderately satisfied with the quality of pallets decreased to 83% in 2014 from 99% in 2013.

The percentage of depot operators that are at least moderately satisfied with the quantity of pallets decreased to 93% in 2014 from 99% in 2013.

## 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 1* below.



**Chart 1**

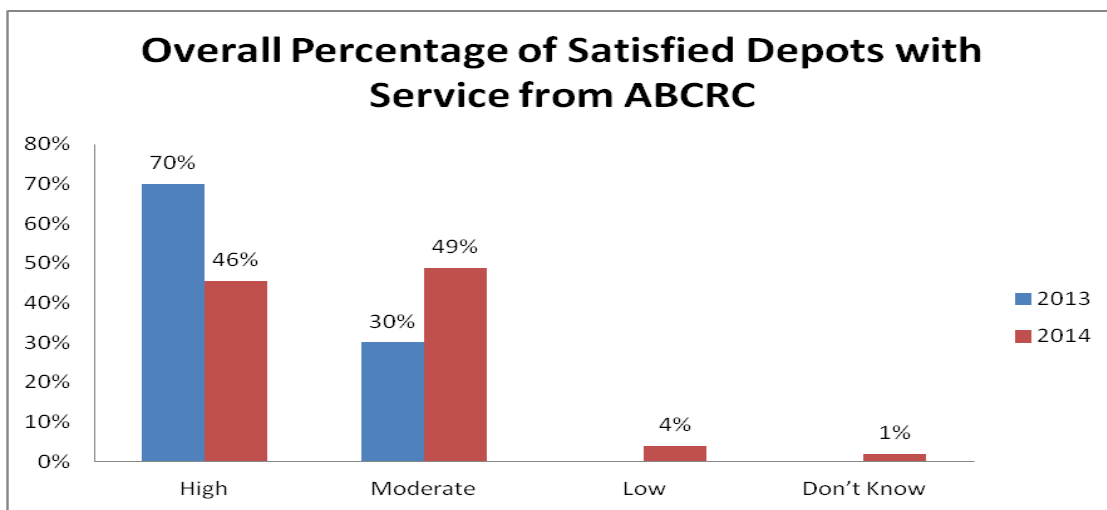
*Each specific area of service was compared to the depot overall satisfaction rating. The goal was to identify what specific services correlate to the depot operators overall rating of satisfaction of service of ABCRC.*

## C. Analysis

### i. Overall Satisfaction

Comparing both years, there has been a shift from depot operators rating a high level of satisfaction to a more moderate level of satisfaction. In 2014, 95% of depot operators are at least moderately satisfied with the service from ABCRC compared to 100% in 2013.

The comparison between 2013 and 2014 is shown in *Chart II*.



*Chart II*

### ii. Satisfaction by Service Requirement in 2014

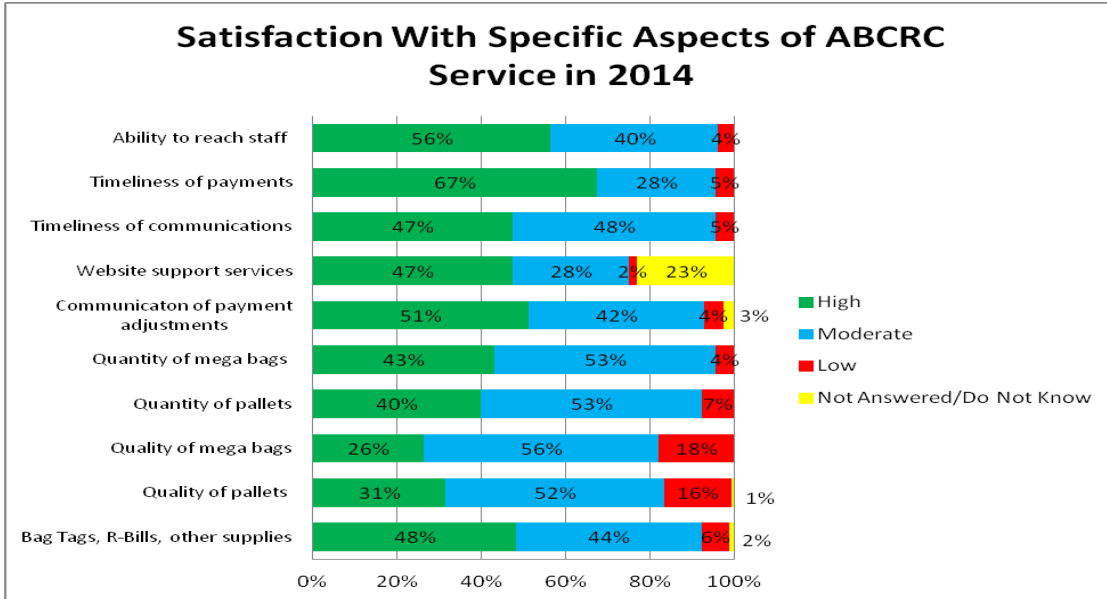
Each service and level of satisfaction for 2014 is ranked in *Chart III* below. The 2013 comparative is provided in *Chart IV* below.

Areas that received a higher satisfaction rate include:

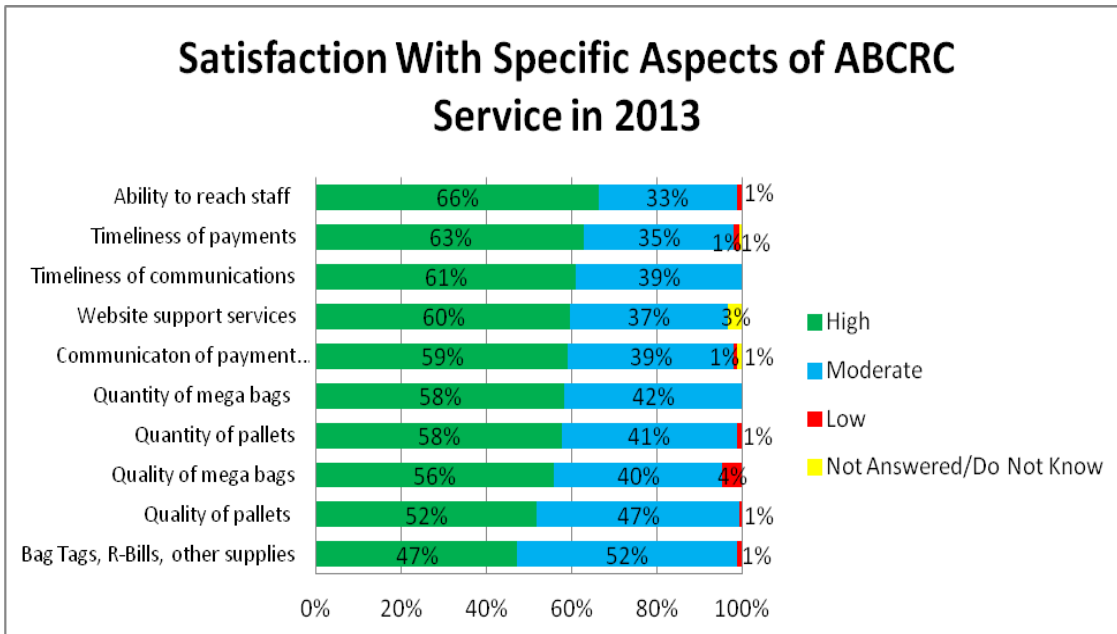
- **96%** of depot operators were at least moderately satisfied with the ability to reach staff and quantity of mega bags;
- **95%** of depot operators were at least moderately satisfied with timeliness of payments and timeliness of communications;
- **93%** of depot operators were at least moderately satisfied with the communication of payment adjustments and quantity of pallets;

- **92%** of depot operators were at least moderately satisfied with the supply of bag tags, R-bills, and other supplies;

Each service and level of satisfaction for 2014 is ranked in *Chart III* below. The 2013 comparative is provided in *Chart IV* below.



**Chart III**



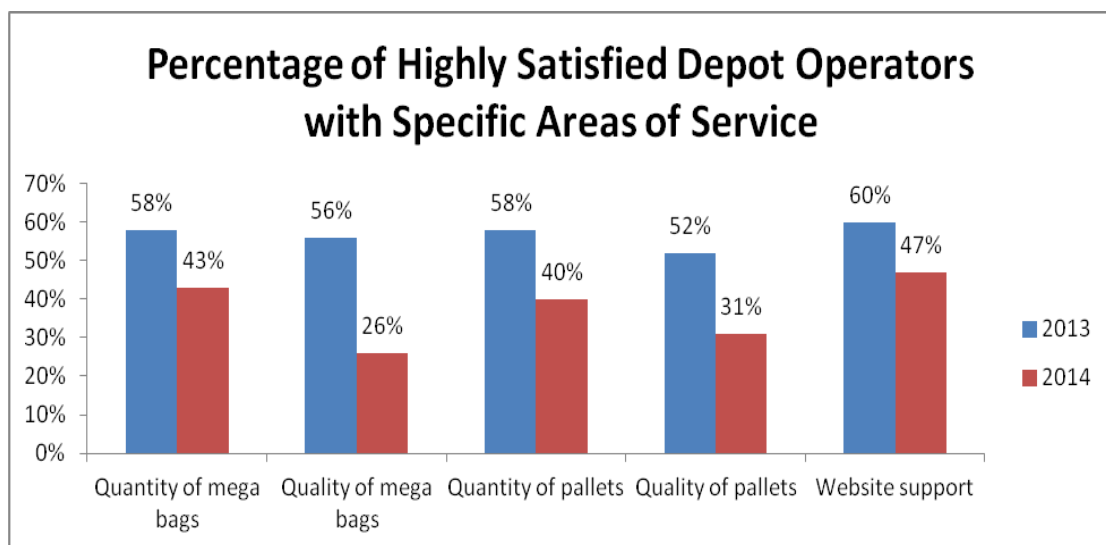
**Chart IV**

### iii. Comparison of 2013 to 2014 Service Requirements

#### a. Highly Satisfied Areas of Service

In 2014 approximately 26% of depot operators were highly satisfied with the quality of mega bags received from ABCRC compared to 56% in 2013 represents a 30% decrease from the prior year. Also in 2014, 31% of depot operators were highly satisfied with the quality of pallets compared to 52% in 2013 which represents a 21% decrease from the 2013 survey results.

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



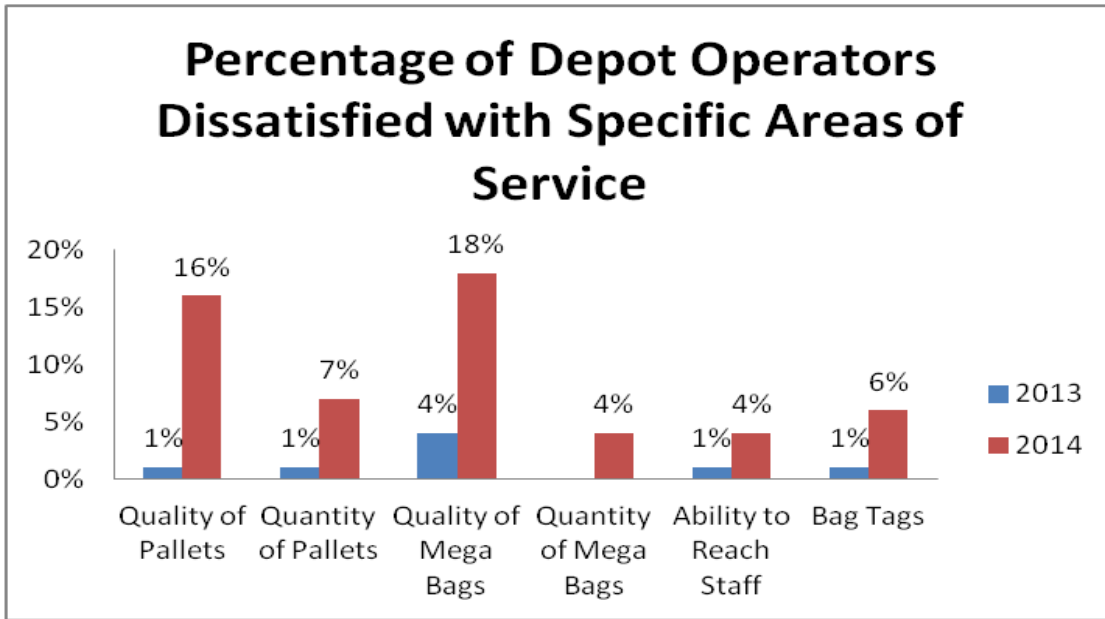
**Chart V**

#### b. Dissatisfaction with Specific Areas of Service

Compared to 2013, there has been a shift from a higher level satisfaction to a more moderate level of satisfaction in general. The number of depot operators who were dissatisfied with the quality of mega bags increased to 18% in 2014 from 4% in 2013. Additionally, in 2014 approximately 16% of depot operators indicated they were dissatisfied with the quality of pallets supplied by ABCRC compared to 1% in 2013, making a difference of 15%.

Comparing the 2014 and 2013 satisfaction surveys, generally there has been a shift to a lower level of overall satisfaction throughout the depot network with an increase in the number of dissatisfied depot operators with some 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**

**iv. Service Provided by Designated Carrier**

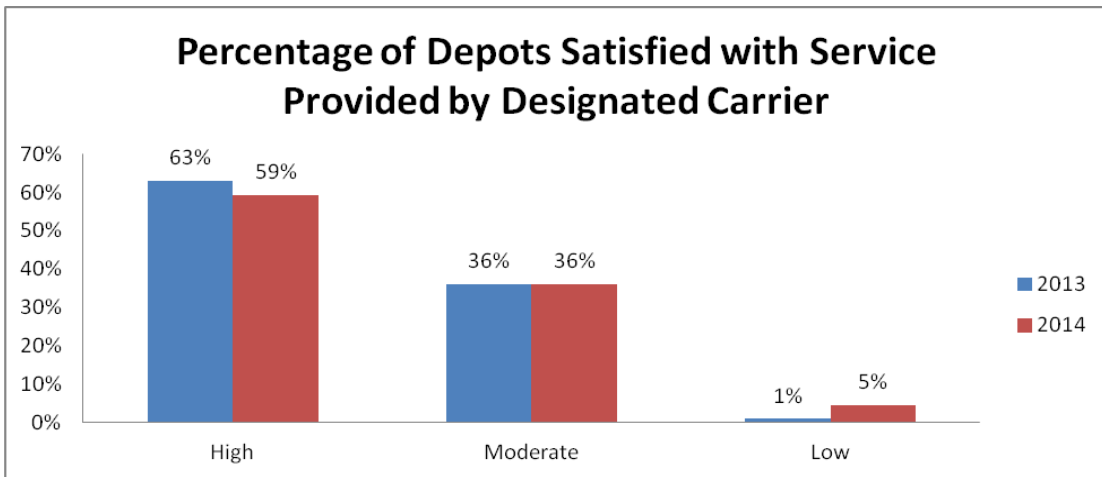
Overall 59% of the depot operators rate the service they received from their carrier at a high overall satisfaction rating. About 36% gave a moderate rating and approximately 5% gave a low satisfaction rating.

Overall 95% of depot operators are at least moderately satisfied with the service provided by the designated carrier down from 99% in 2013.

Of the 7 depot operators who gave the carrier a low rating, when questioned if they notified their area manager about their concerns, five (71%) had contacted their area manager and all the depot operators (2 out of 2 responding) had contacted their area manager in 2013.



The comparison between 2013 and 2014 is shown in *Chart VII*.



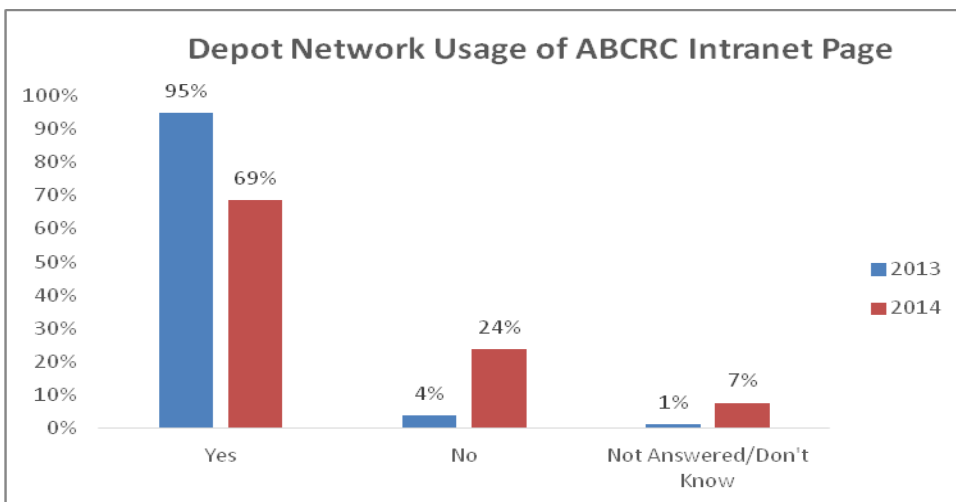
**Chart VII**

#### v. ABCRC Intranet Page

In 2014, approximately 69% of depot operators indicated that they utilize the ABCRC Intranet page, down from 95% in 2013.

Of those that utilized the ABCRC Intranet page, at least 45% indicated that they use it at least on a weekly basis if not more often.

The comparison between 2013 and 2014 is shown in *Chart VIII*.



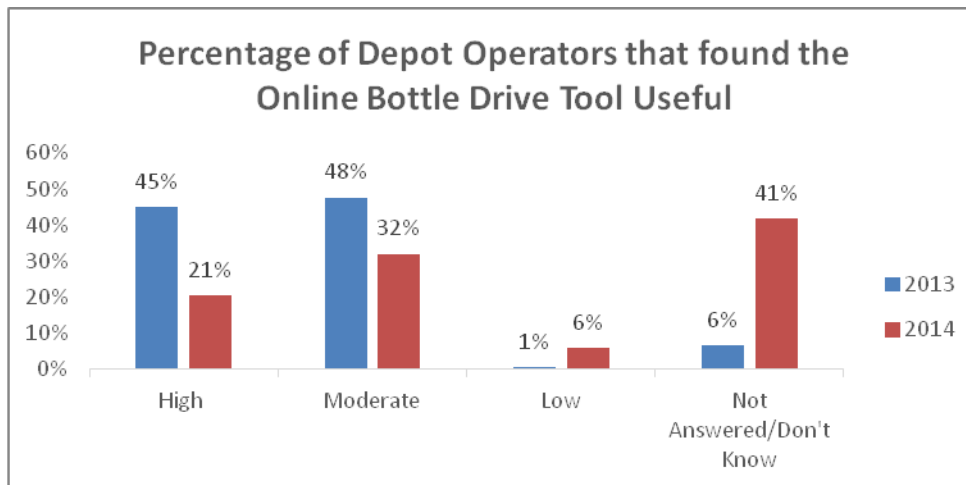
**Chart VIII**

## vi. Bottle Drive Tools

About 87% of all depot operators responding are aware that bottle drive tools are available and approximately 54% of the respondents became aware of them from attendance to the regional meetings (84 of the 156 respondents). Approximately 61% of depot operators responding distribute bottle drive guides or door hangers to the public.

Overall 21% of the depot operators are highly satisfied with the usefulness of the online bottle drive tool. About 32% gave a moderate rating and approximately 6% gave a low satisfaction rating.

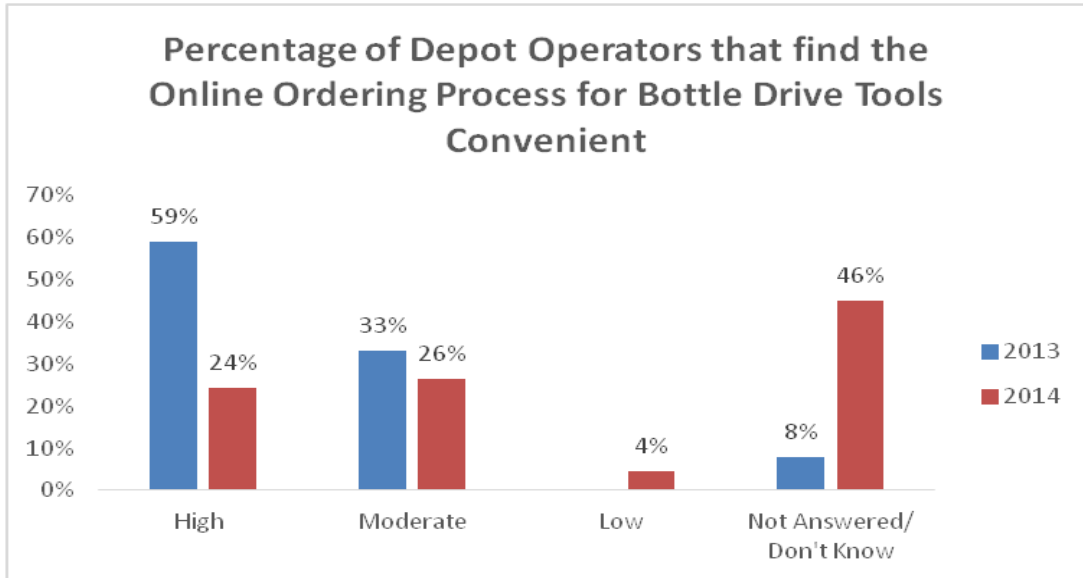
The comparison between 2013 and 2014 is displayed in Chart IX below.



**Chart IX**

Overall 24% of the depot operators are highly satisfied with the convenience with the process of ordering the bottle drive tools and about 26% gave a moderate rating.

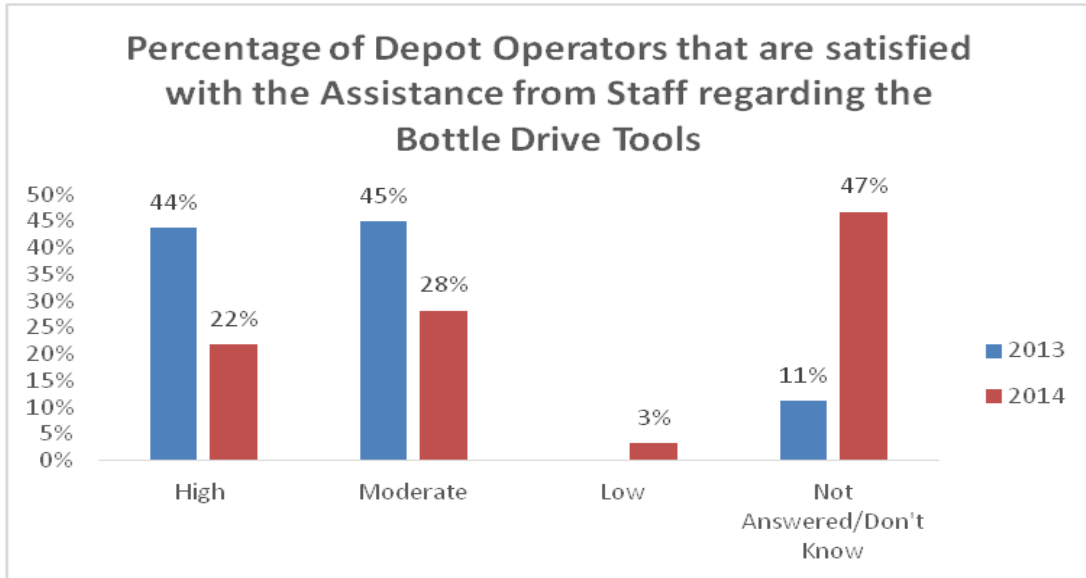
The comparison between 2013 and 2014 is displayed in Chart X below.



**Chart X**

Overall 22% of the depot operators are highly satisfied with the assistance received from staff regarding the online bottle drive tools and about 28% gave a moderate rating.

The comparison between 2013 and 2014 is displayed in Chart XI below.



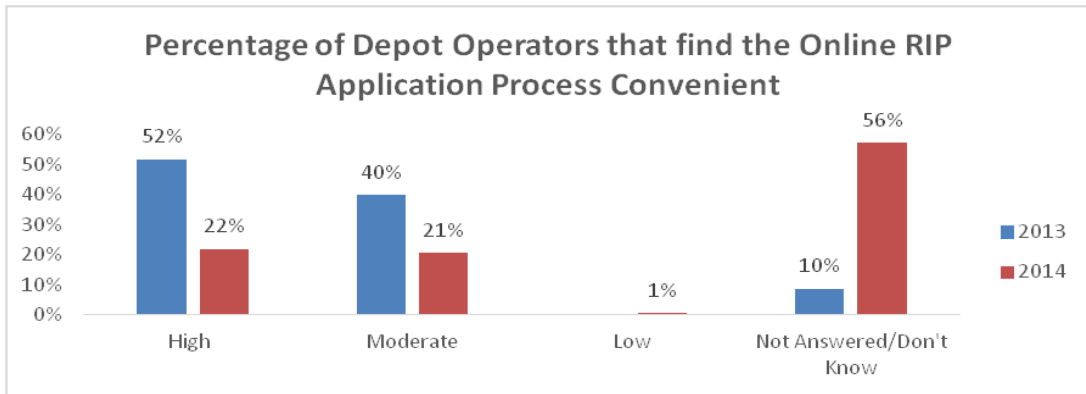
**Chart XI**

### **vii. Recycling Infrastructure Program (RIP)**

Approximately 88% or all depot operators responding are aware of the RIP program and approximately 66% of the respondents became aware of them from the regional meetings (103 of the 156 respondents).

Overall 22% of the depot operators were highly satisfied with the convenience of the online RIP application process and approximately 21% gave a moderate rating.

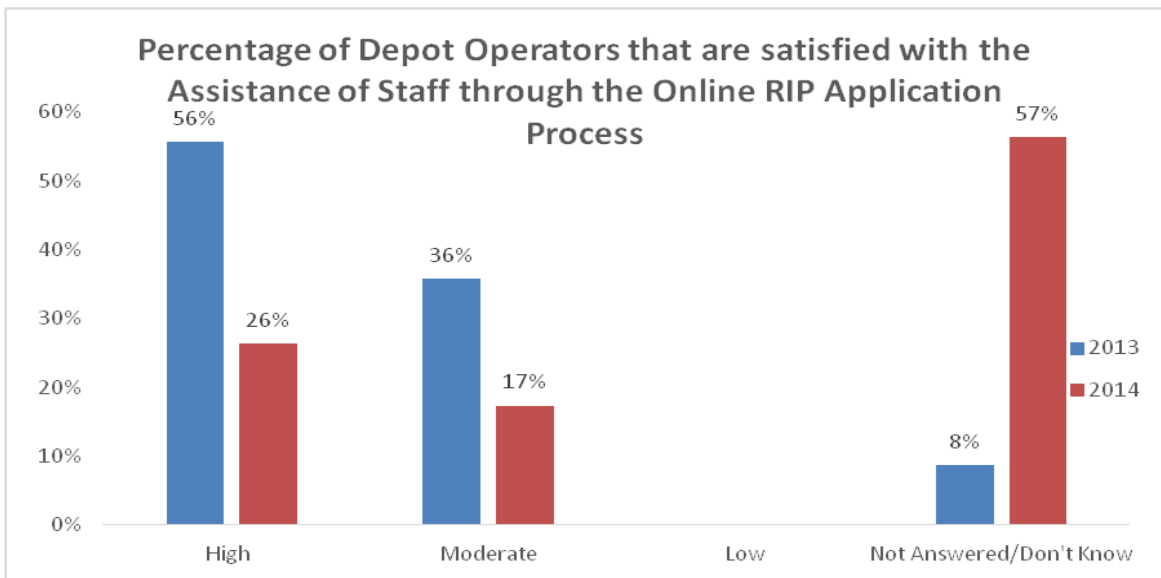
The comparison between 2013 and 2014 is displayed in Chart XII below.



**Chart XII**

Overall 26% of the depot operators were satisfied with the assistance of staff with the online RIP application process and approximately 17% gave a moderate rating.

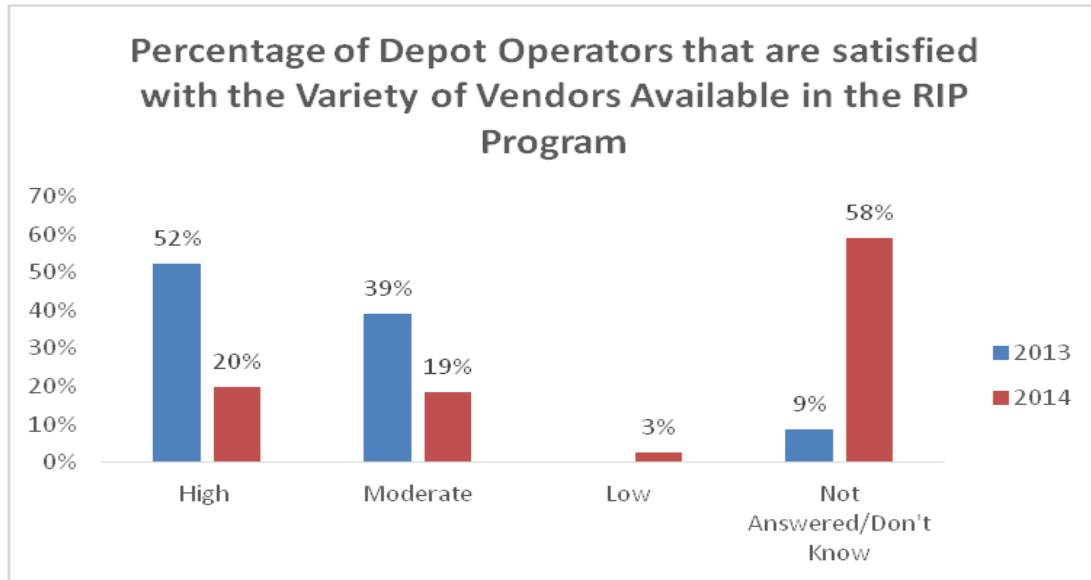
The comparison between 2013 and 2014 is displayed in Chart XIII below.



**Chart XIII**

Overall 20% of the depot operators were highly satisfied with the variety of vendors available with the RIP program and approximately 19% gave a moderate rating.

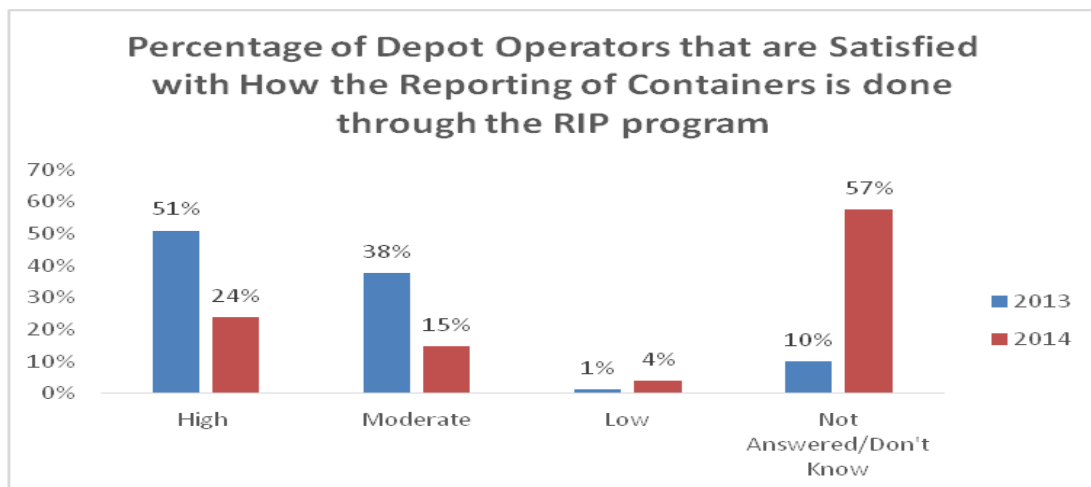
The comparison between 2013 and 2014 is displayed in Chart XIV below.



**Chart XIV**

Overall 24% of the depot operators are highly satisfied of how the reporting of containers is done through the RIP program. About 15% gave a moderate rating and approximately 4% gave a low satisfaction rating.

The comparison between 2013 and 2014 is displayed in Chart XV below.

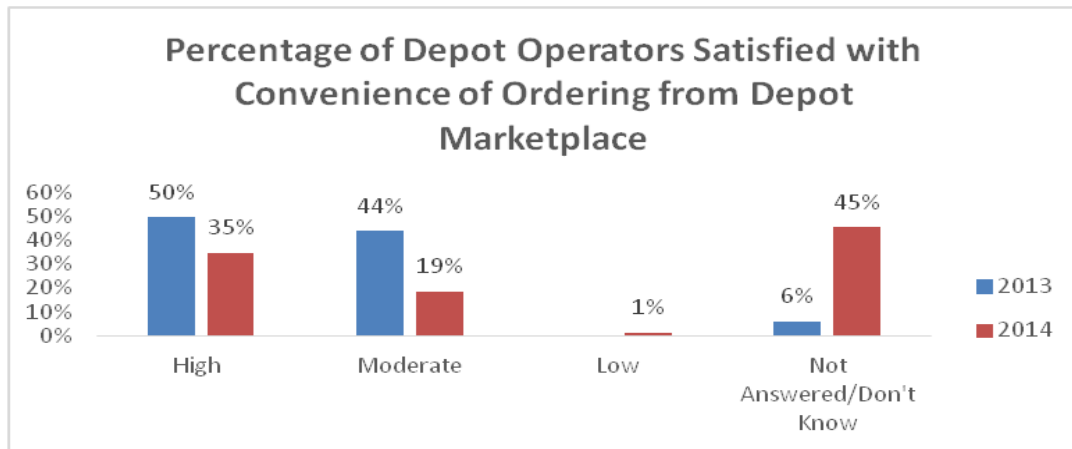


**Chart XV**

### viii. Depot Marketplace

Overall 35% of the depot operators are highly satisfied with the convenience of ordering from depot marketplace and about 19% gave a moderate rating.

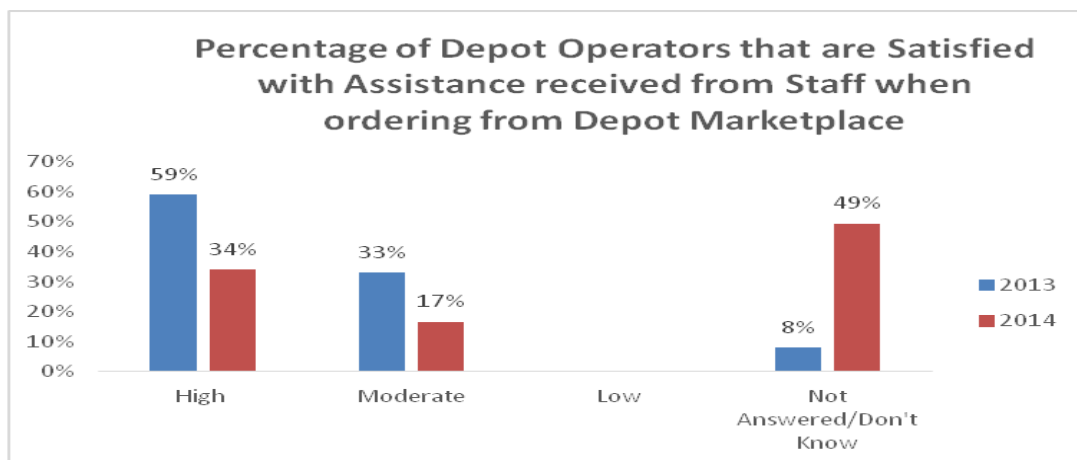
The comparison between 2013 and 2014 is displayed in Chart XVI below.



**Chart XVI**

Overall 34% of the depot operators are highly satisfied with the assistance received from staff when ordering from depot marketplace and about 17% gave a moderate rating.

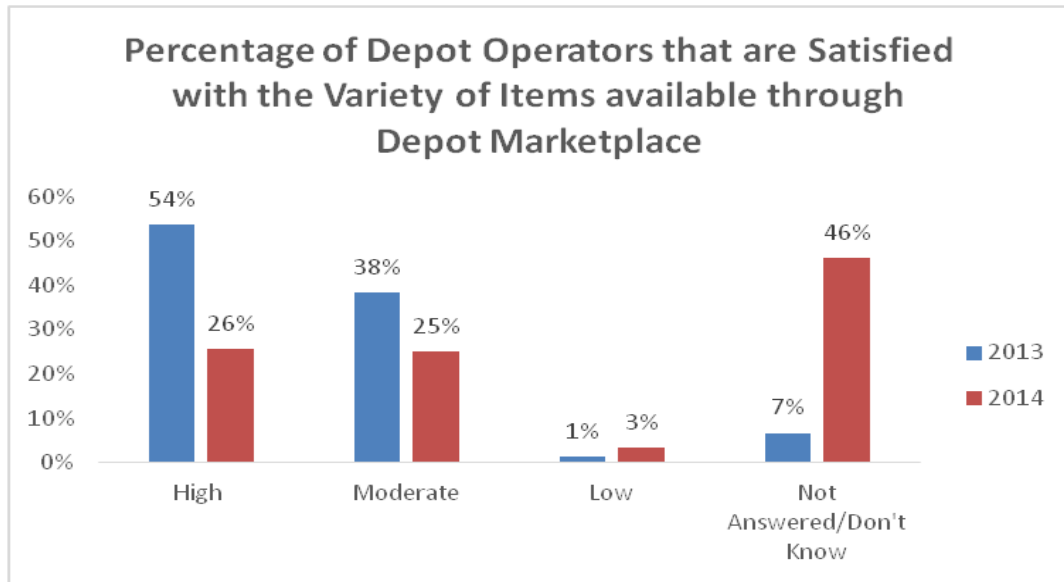
The comparison between 2013 and 2014 is displayed in Chart XVII below.



**Chart XVII**

Overall 26% of the depot operators are highly satisfied with the variety of items available through depot marketplace. About 25% gave a moderate rating and approximately 3% gave a low satisfaction rating.

The comparison between 2013 and 2014 is displayed in Chart XVIII below.

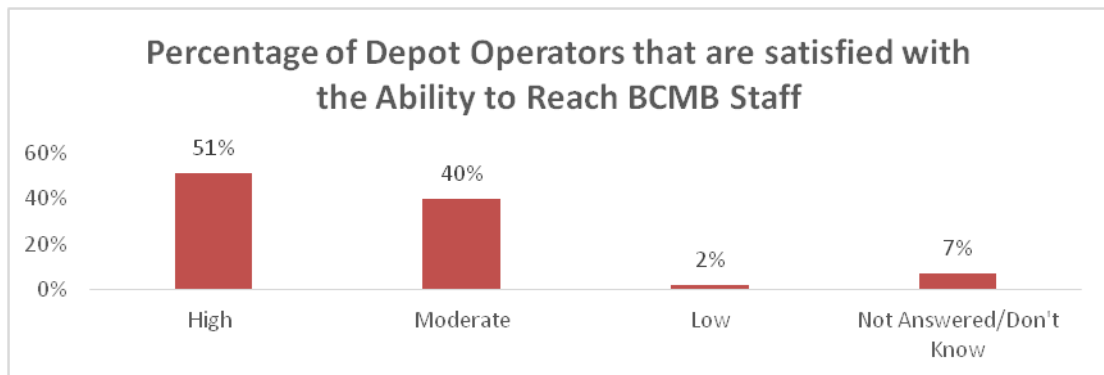


**Chart XVIII**

**ix. Satisfaction with BCMB**

Overall 91% of the depot operators are at least moderately satisfied with the ability to reach BCMB staff.

The breakdown for 2014 is displayed in Chart XIX below.

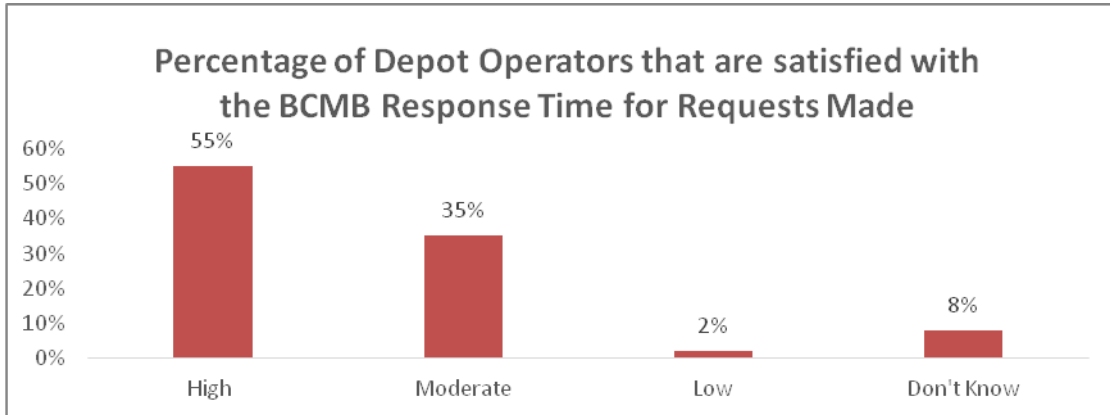


**Chart XIX**



Overall 90% of the depot operators are at least moderately satisfied with BCMB's response time when a request is made

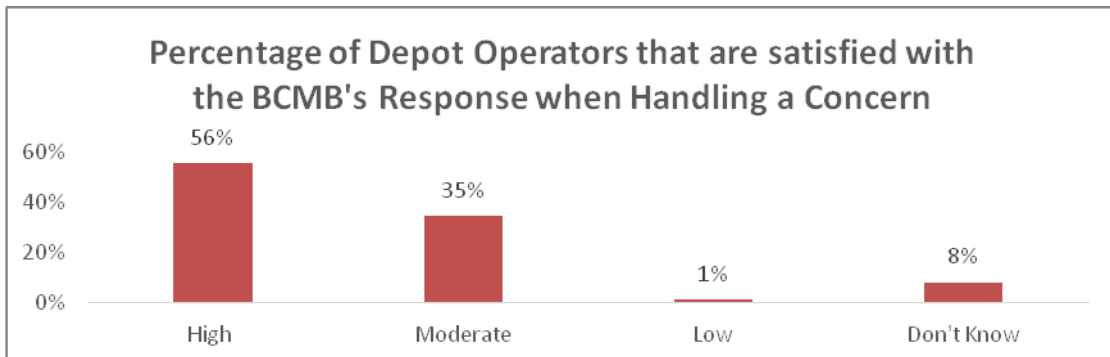
The breakdown for 2014 is displayed in Chart XX below.



**Chart XX**

At least 91% of depot operators are at least moderately satisfied with BCMB's response when handling a concern.

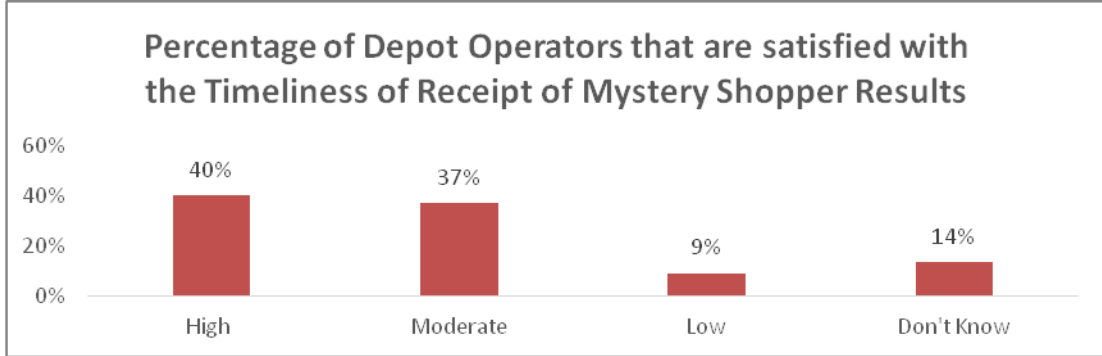
The breakdown for 2014 is displayed in Chart XXI below.



**Chart XXI**

At least 77% of depot operators are at least moderately satisfied with the timeliness of receipt of mystery shopper results from BCMB.

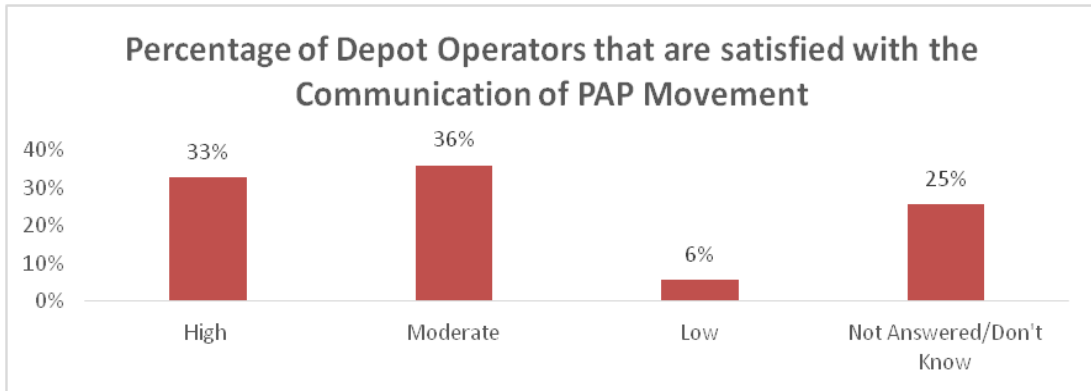
The breakdown for 2014 is displayed in Chart XXII below.



**Chart XXII**

At least 69% of depot operators are at least moderately satisfied with BCMB's communication of PAP movement.

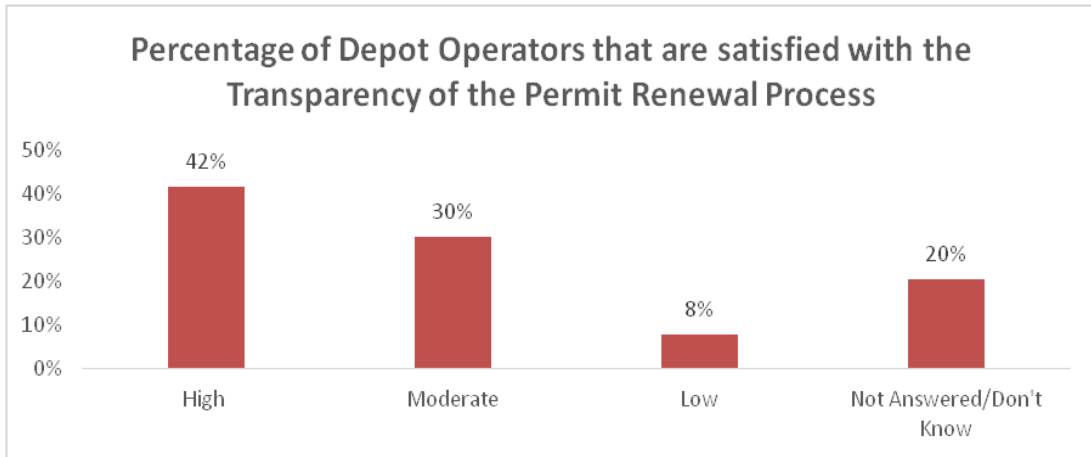
The breakdown for 2014 is displayed in Chart XXIII below.



**Chart XXIII**

At least 72% of depot operators are at least moderately satisfied with the transparency of the permit renewal process.

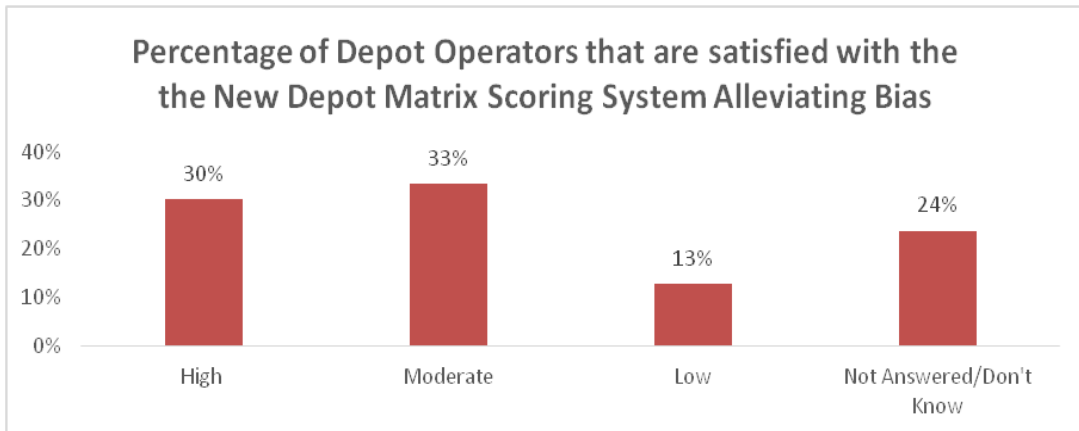
The breakdown for 2014 is displayed in Chart XXIV below.



**Chart XXIV**

At least 63% of depot operators are at least moderately satisfied that the new depot matrix helps to alleviate bias.

The breakdown for 2014 is displayed in Chart XV below.



**Chart XV**

## D. Summary

The Depot Satisfaction Survey continues to provide a gauge on how the depot network's needs are being met and provides an opportunity ability to enhance and strengthen the relationship between BCMB, ABCRC, and the depot network.