

Depot Satisfaction Survey

OCTOBER 2015



Beverage Container Management Board

2015 Depot Satisfaction Survey

Background and Methodology

The Depot Satisfaction Survey measures the performance of the Collection Service Agent (Alberta Beverage Container Recycling Corporation), the Collection Service Provider (Brewers Distributor Limited) and the regulator (Beverage Container Management Board). The depot network is asked to evaluate all three parties on a series of service questions.

In October 2015, the Beverage Container Management Board (BCMB) conducted the annual Depot Satisfaction Survey for the second time in 2015. The survey was reconducted in order to evaluate industry partners on a fiscal year cycle and provide ABCRC, BCMB and BDL with an appropriate timeline for action plans. Depot operators were asked to complete the survey via web survey ahead of the ABDA conference, and during the conference if they had not already done so. The Alberta depot network currently consists of 215 universal bottle depots. 126 depot operators completed the 2015 Depot Satisfaction Survey while at the conference, resulting in a 59% completion rate.

In March 2015, when the survey was last conducted, the depot network consisted of 215 universal bottle depots. 139 depot operators completed the 2015 Depot Satisfaction Survey while at a Regional Meeting session, resulting in a 65% completion rate.

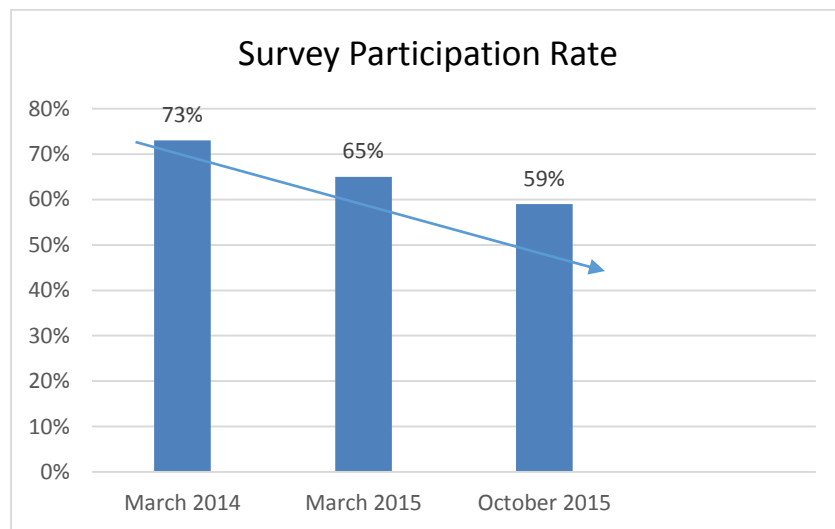


Chart 1

18 month comparator (March 2014, March 2015 and October 2015)

Survey Terminology

The 2015 Depot Satisfaction Survey utilized a rating system of one (1) to seven (7), where:

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

Executive Summary

The October 2015 survey displayed moderate change from the survey conducted in March 2015 and the March 2014 survey. The introduction of questions regarding Brewers Distributors Limited (BDL) allowed for a comprehensive look at services provided by all three industry partners.

Comparing those questions asked over the 18 month period (those pertaining to ABCRC and BCMB) there was a marginal increase in those who were highly satisfied in most areas. There was also an increase in those who stated they were dissatisfied. The polarized results illustrate a change in satisfaction in both a positive and negative direction.

Notable areas that require improvement include the following:

ABCRC

a. Supplies: The quantity and quality of pallets along with the quantity of mega bags received showed significant increases in those who were dissatisfied. Quantity of Pallets show an increase in dissatisfaction from 4%-11%.

b. Communication: Ability to contact staff and the response time when handling a concern were both areas where there was an increase in those who were dissatisfied. For ability to reach staff, those who were dissatisfied increased from 8% to 11% and those who were dissatisfied with response time when a request is made increased from 7% to 19%.

c. Designated Carrier: There has been a steady increase in those who stated they were dissatisfied with the services provided by their designated carrier (5%- 9%) however, there was also an increase in those who were highly satisfied.

d. Depot Market Place: There was a 10% decrease in those who said they used Depot Market Place in October 2015 compared to March 2015 from 74% to 64%. Of those who stated they did not use the program, 32% said they found no added value and 32% said they were unaware the program existed.

BCMB

e. Communication: As with ABCRC, there has been an increase in those who are dissatisfied with communication between depot operators and the BCMB. Ability to reach staff (5%-10%) and response

time when a request is made (7% - 10%) were both areas where there was an increase in those who were dissatisfied.

f. Mystery Shopper Results: There has been a large increase (6%- 19%) in those who were dissatisfied with the timeliness of Mystery Shopper results from the BCMB.

g. PAP Movement: From March 2015 to October 2015 there was a significant increase in dissatisfaction (from 3%-13%)

h. CVR Form Usage: In October 2015, a question regarding the use of the Container Validation Request Form was added. 17% of those surveyed stated they did not feel comfortable using the form. Of those who do not feel comfortable, 50% of the respondents stated they didn't feel comfortable asking customers to fill out the form or their customers did not want to fill out the form.

BDL

i. Communication: Ability to reach staff (18%) and response time (20%) showed areas of high dissatisfaction.

j. Timeliness of Payment Adjustment: When asked about the amount of time it takes for BDL to adjust a payment, depot operators showed moderate levels of dissatisfaction at 15%.

Quality Monitoring – As applied to ABCRC, BCMB and BDL

A review of Quality Monitoring issued between May and October 2015 shows that there is a correlation between some areas of dissatisfaction identified in this survey with the quality and type of tickets issued in QM. Two key areas where this proves true is the connection between QM tickets related to dissatisfaction in the quantity of pallets and dissatisfaction with depot designated carriers. There were significant amount of tickets issued for both of these issues (47 for Quantity of pallets and 30 for designated carrier tickets). Areas where depot operators stated they were dissatisfied but did not correlate with Quality Monitoring tickets were issues related to communication. There have been no tickets issued for communications within the QM system by depots. This likely correlates to depots identifying their main method of communicating and resolving issues as the telephone, followed by the QM tool.

Declining Participation Rates

Over the past three surveys, survey participation has decreased by 14%. This may be due to the repetition in conducting the survey twice in 2015, the timing of the survey, failure to provide follow-up and potential use of electronic methods versus face to face surveys.

ABCRC Analysis

1. Overall Satisfaction with ABCRC

As seen in the graph below, 84% of the depot operators stated they were at least moderately satisfied with the overall service of ABCRC, while only 16% stated they had low satisfaction.

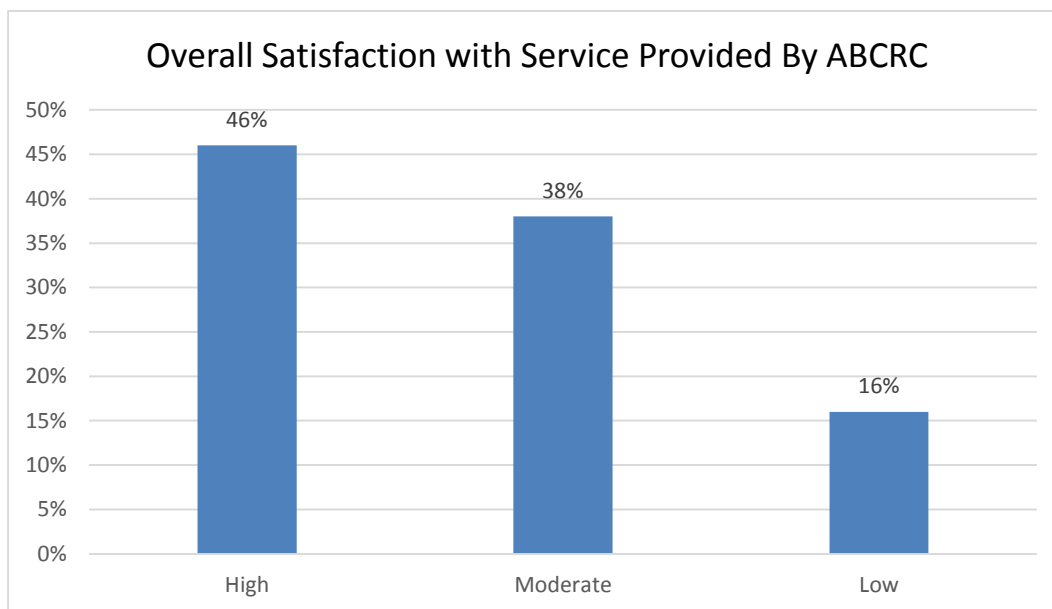


Chart 2
October 2015

2. Satisfaction by Service Requirement in October 2015

The following graph displays a breakdown of all service requirements provided by ABCRC.

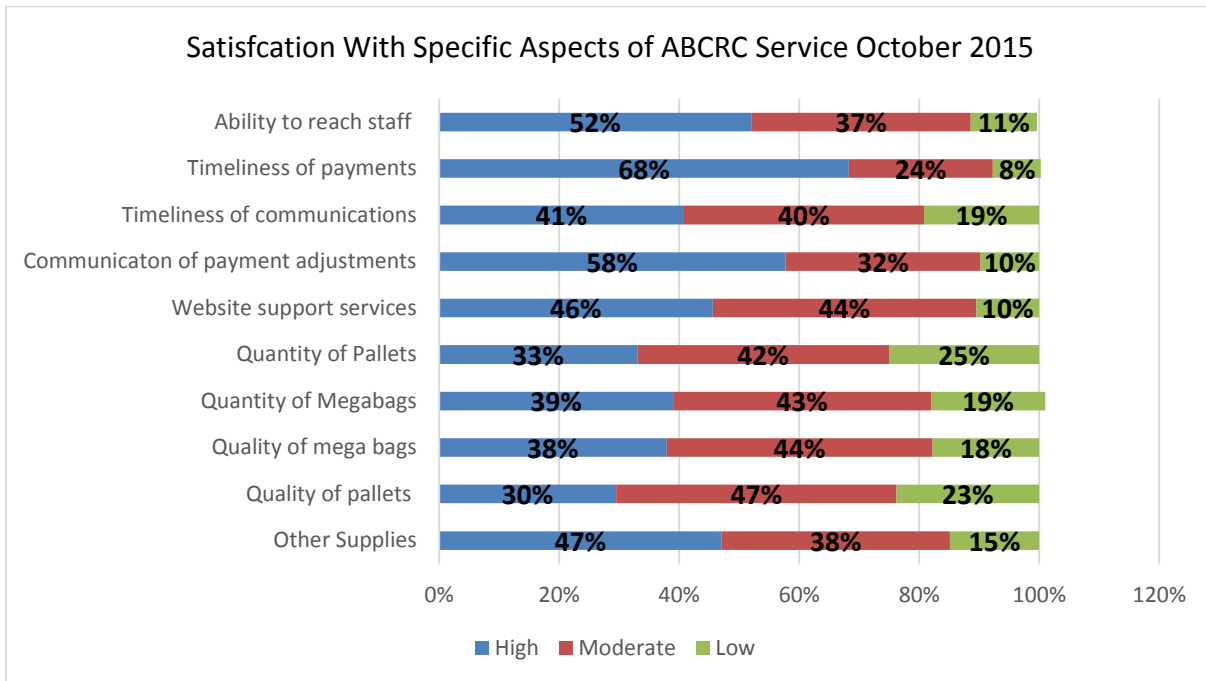


Chart 3
18 month comparator (March 2014, March 2015 and October 2015)

Depots rated the questions on a scale of 1-7.

A rating of 6 or 7 = **highly satisfied**

A rating of 4 or 5 = **moderately satisfied**

A rating of 1, 2 or 3 = **not satisfied**

3. Satisfaction by Service Requirement - October 2015, March 2015 and March 2014

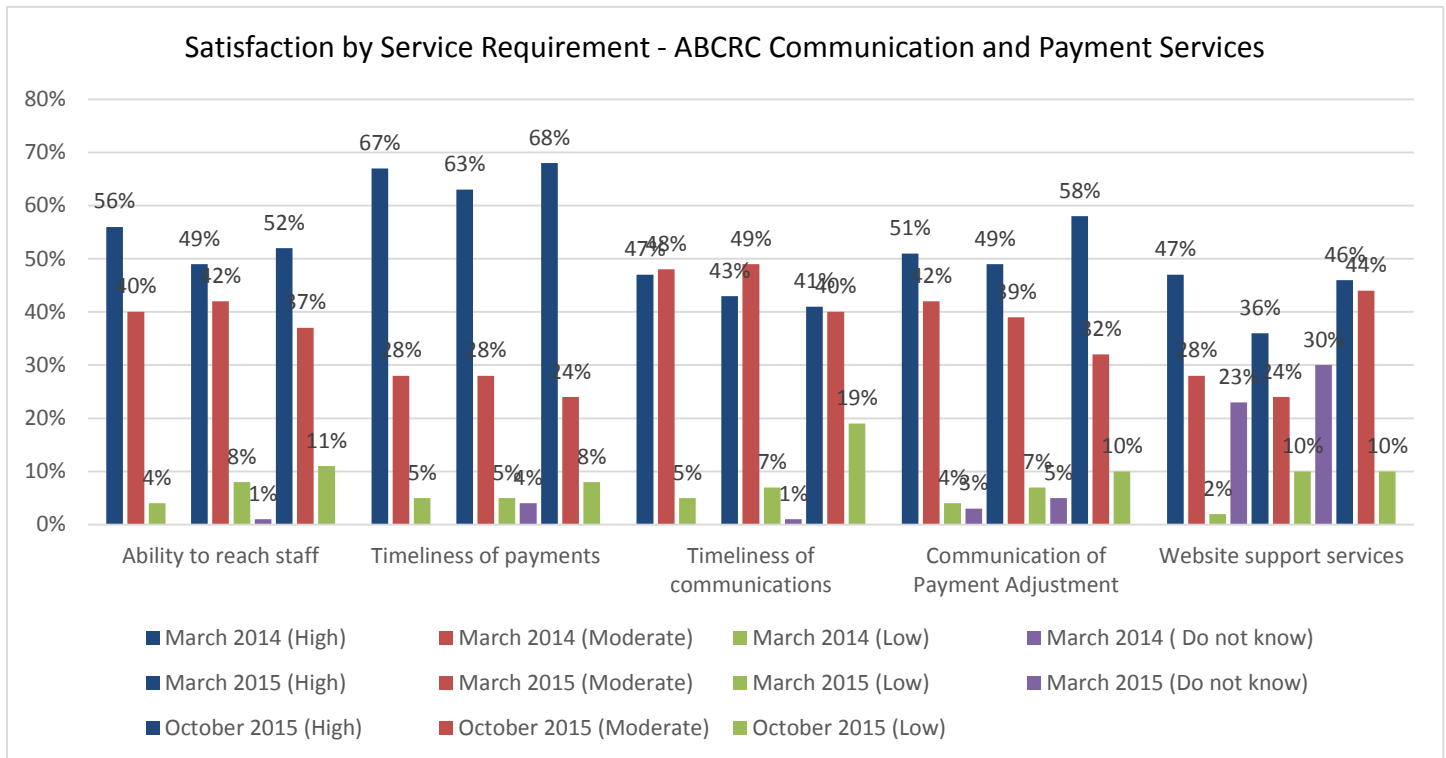


Chart 4
18 month comparitor (March 2014, March 2015 and October 2015)

Depots rated the questions on a scale of 1-7.

A rating of 6 or 7 = **highly satisfied**

A rating of 4 or 5 = **moderately satisfied**

A rating of 1, 2 or 3 = **not satisfied**

Satisfaction by Service Requirement - ABCRC Supplies

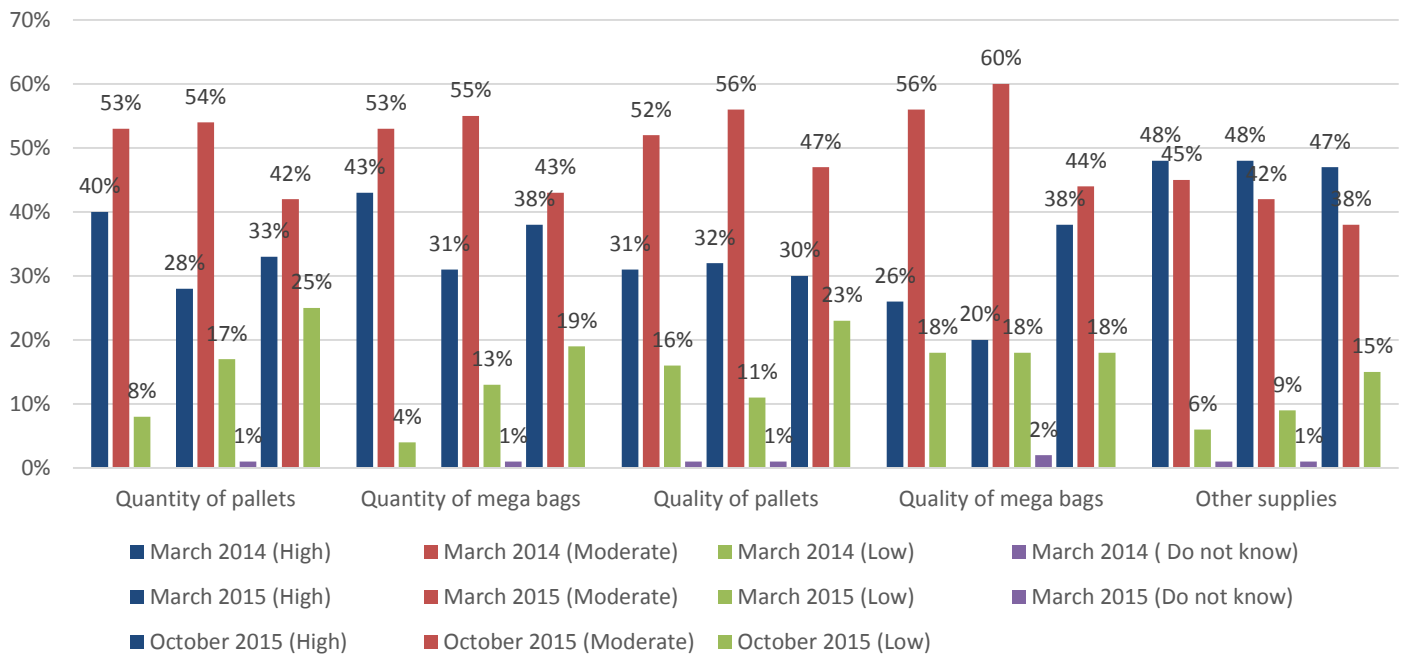


Chart 5

Depots rated the questions on a scale of 1-7.

A rating of 6 or 7 = **highly satisfied**

A rating of 4 or 5 = **moderately satisfied**

A rating of 1, 2 or 3 = **not satisfied**

4. Satisfaction with Key Service Indicators for ABCRC

Ability to Contact ABCRC Staff

Comparing surveys from March 2014, March 2015 and October 2015, it was found that most depot operators are at least moderately satisfied with the ability to contact ABCRC staff; however the comparison of the three surveys shows an overall increasing level of dissatisfaction.

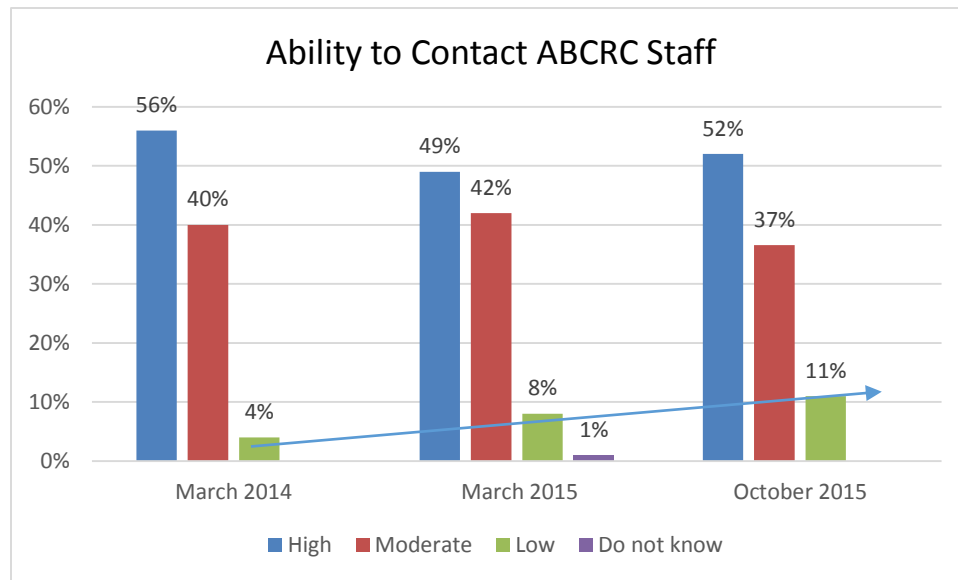


Chart 6
18 month comparator (March 2014, March 2015 and October 2015)

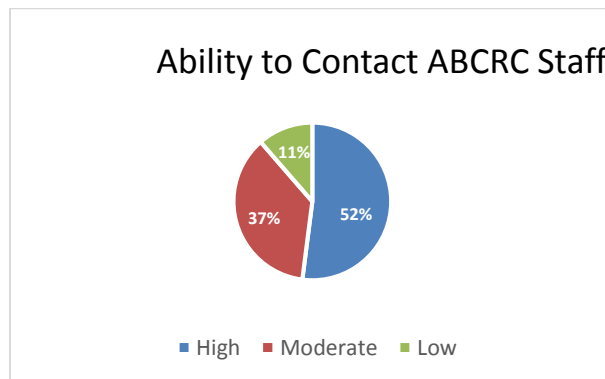


Chart 7
October 2015

Depots rated the questions on a scale of 1-7.

A rating of 6 or 7 = highly satisfied

A rating of 4 or 5 = moderately satisfied

A rating of 1, 2 or 3 = not satisfied

How quickly ABCRC responds when a request is made

When looking at satisfaction associated with ABCRC response time when a request is made, there is a significant increase in those who are dissatisfied along with a small decrease in those who were highly satisfied.

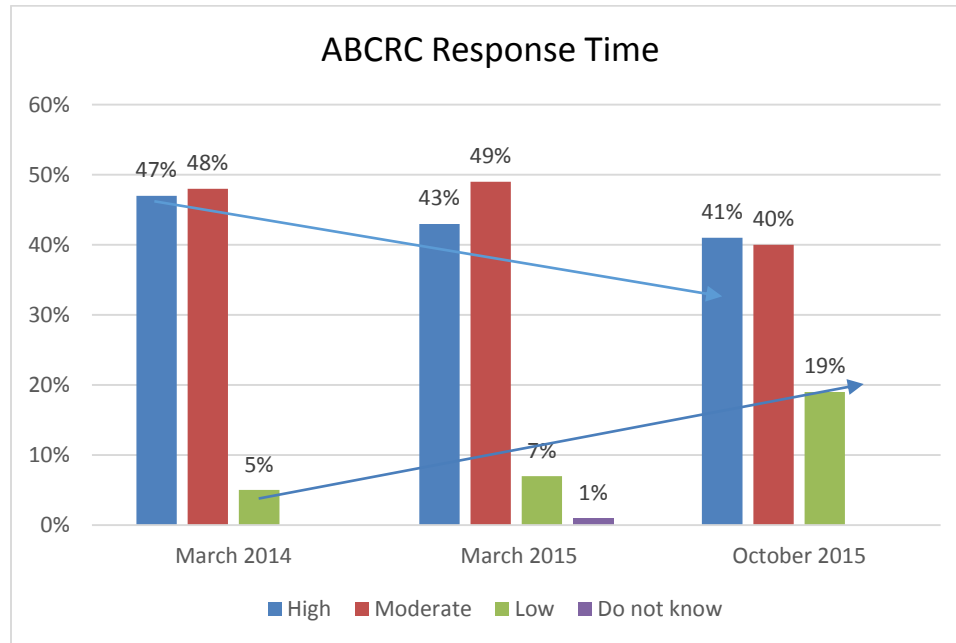


Chart 8
18 month comparitor (March 2014, March 2015 and October 2015)

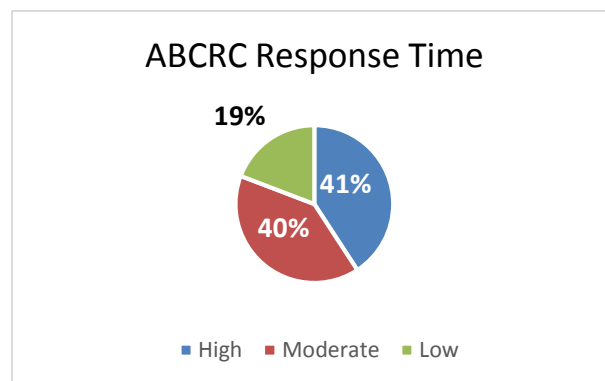


Chart 9
October 2015

Depots rated the questions on a scale of 1-7.

A rating of 6 or 7 = highly satisfied

A rating of 4 or 5 = moderately satisfied

A rating of 1, 2 or 3 = not satisfied

Timeliness of Payments Received from ABCRC

There continues to be a high level of satisfaction when it comes to timeliness of payments from ABCRC; however, there is a small shift from moderate to low satisfaction comparing March 2015 with October 2015.

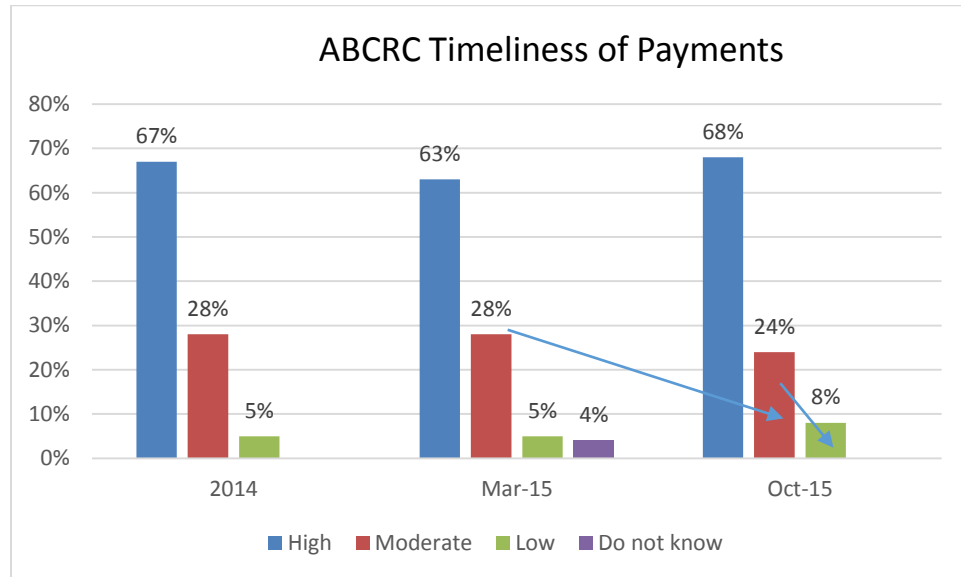


Chart 10
18 month comparator (March 2014, March 2015 and October 2015)

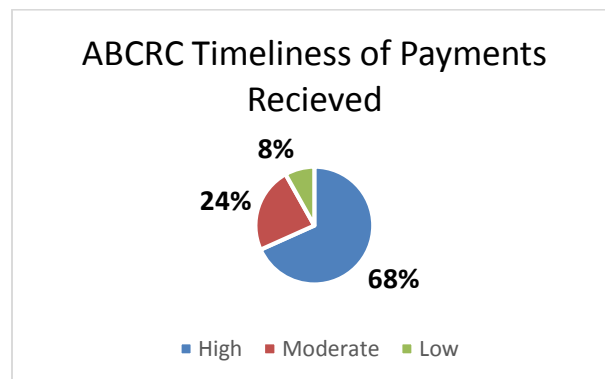


Chart 11
October 2015

Depots rated the questions on a scale of 1-7.

A rating of 6 or 7 = **highly satisfied**

A rating of 4 or 5 = **moderately satisfied**

A rating of 1, 2 or 3 = **not satisfied**

Timeliness of Payment Adjustments

Results show that more depot operators are highly satisfied when it comes to timeliness of payment adjustments in October 2015 as compared to the previous year. Moderate levels of satisfaction have gone down slightly and a minor increase in low satisfaction has occurred.

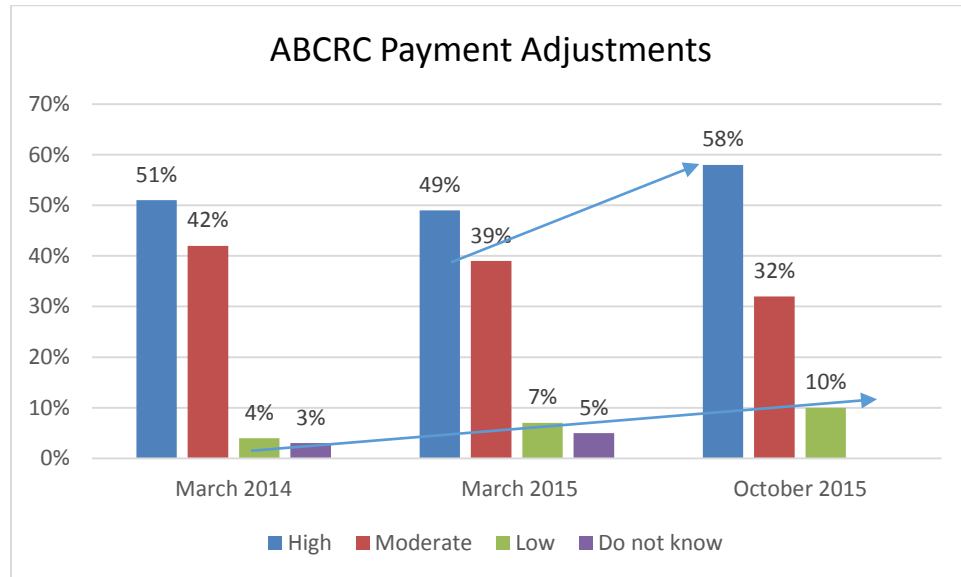


Chart 12
18 month comparator (March 2014, March 2015 and October 2015)

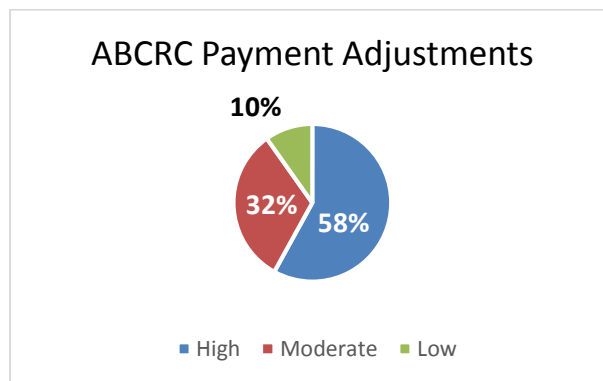


Chart 13
October 2015

Depots rated the questions on a scale of 1-7.

A rating of 6 or 7 = highly satisfied

A rating of 4 or 5 = moderately satisfied

A rating of 1, 2 or 3 = not satisfied

Quantity of Pallets from ABCRC

The results show a significant decrease in those that are moderately satisfied with the quantity of pallets they receive. However, there is a small increase in those who are highly satisfied in October 2015. The percentage of those who stated they were dissatisfied went up considerably over the 18 month period, noting an overall decrease in satisfaction.

48 Quality Monitoring tickets were submitted for issues surrounding the quantity of pallets received between May and October 2015. 47 tickets were issued for not having enough pallets and one was issued for receiving too many.

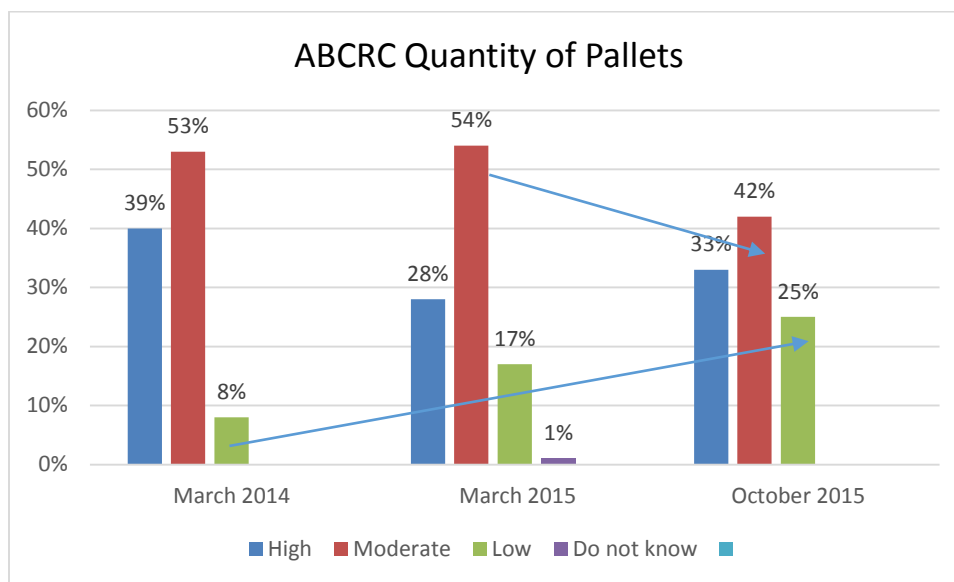


Chart 14
18 month comparator (March 2014, March 2015 and October 2015)

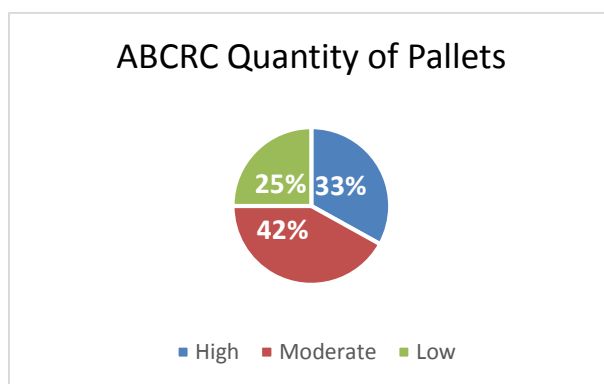


Chart 15
October 2015

Depots rated the questions on a scale of 1-7.

A rating of 6 or 7 = highly satisfied

A rating of 4 or 5 = moderately satisfied

A rating of 1, 2 or 3 = not satisfied

Quantity of Mega Bags

Satisfaction with the quantity of mega bags shows a substantial decrease in those who are moderately satisfied, and a small increase in those who are highly satisfied between March 2015 and October 2015. There is also a notable increase in those who are dissatisfied.

19 Quality Monitoring tickets submitted for issues surrounding the quantity of mega bags received between May and October 2015. 15 tickets were issued for not having enough bags and 4 were issued for receiving too many.

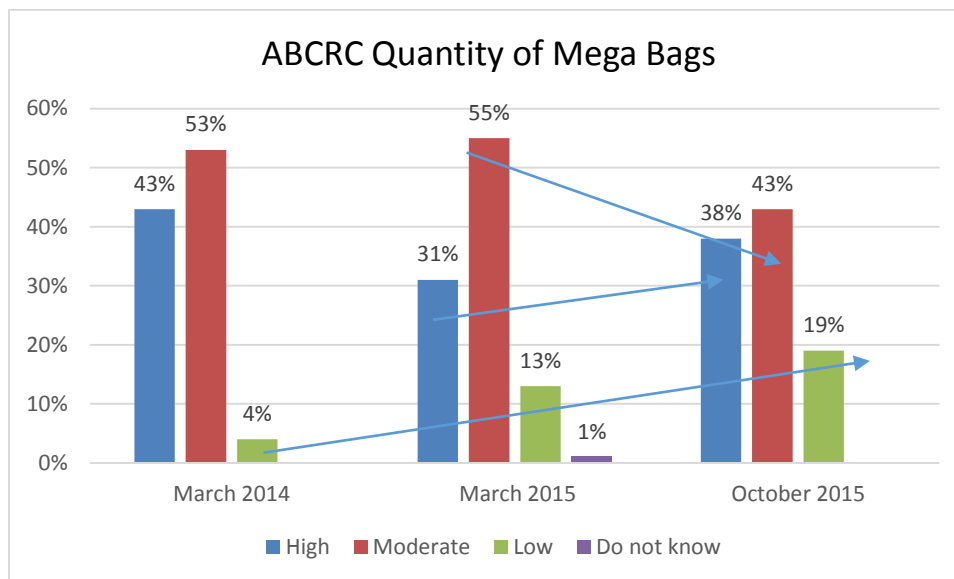


Chart 16

18 month comparator (March 2014, March 2015 and October 2015)

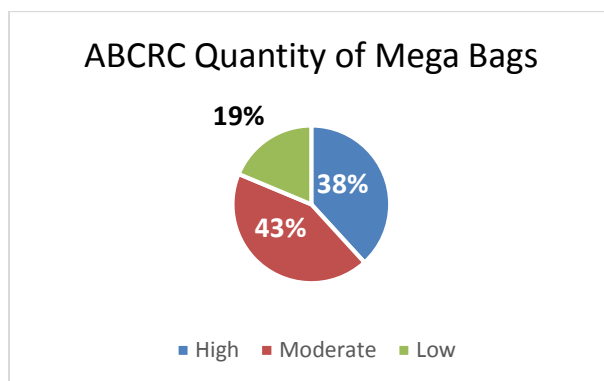


Chart 17

October 2015

Depots rated the questions on a scale of 1-7.

A rating of 6 or 7 = highly satisfied

A rating of 4 or 5 = moderately satisfied

A rating of 1, 2 or 3 = not satisfied

Quality of Pallets from ABCRC

Satisfaction with the quality of pallets received from ABCRC has shifted from at least moderately satisfied to higher levels of dissatisfaction in October 2015. This shift is most drastic between March 2015 and October 2015.

13 Quality Monitoring tickets were submitted for issues surrounding the quality of pallets between May and October 2015.

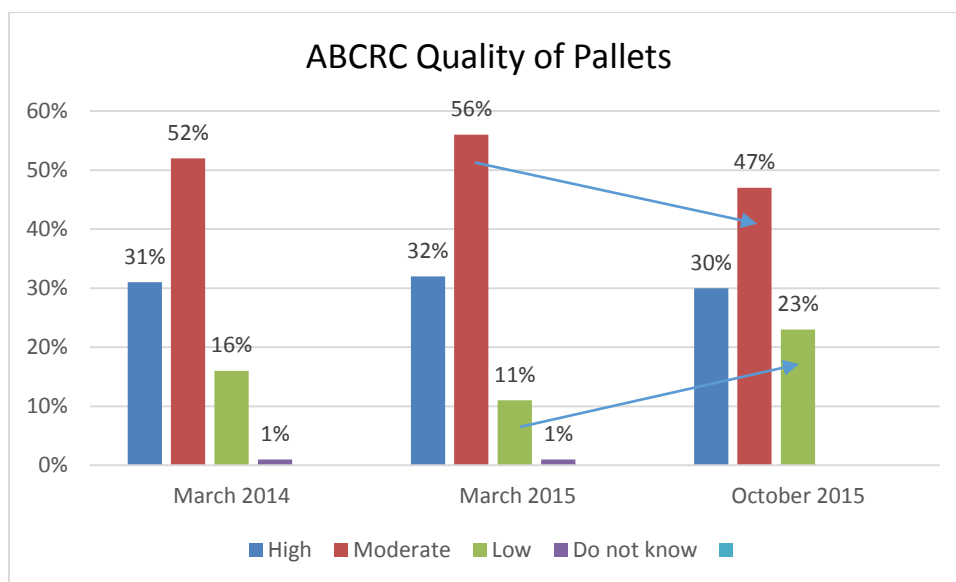


Chart 18

18 month comparator (March 2014, March 2015 and October 2015)

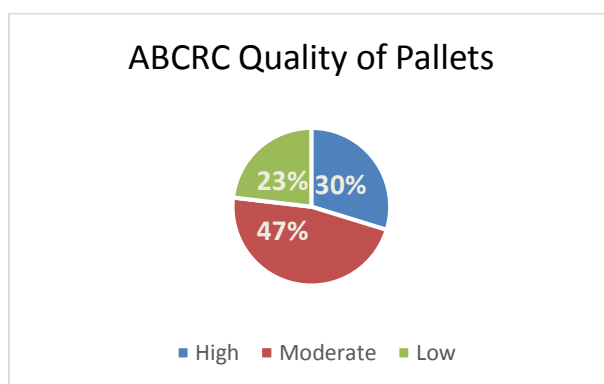


Chart 19

October 2015

Depots rated the questions on a scale of 1-7.

A rating of 6 or 7 = **highly satisfied**

A rating of 4 or 5 = **moderately satisfied**

A rating of 1, 2 or 3 = **not satisfied**

Quality of Mega Bags

When asked about the quality of mega bags, there was a substantial increase in those who stated they were highly satisfied. Those who were dissatisfied remained the same throughout the 18 month period.

17 Quality Monitoring tickets were submitted for issues surrounding the quality of mega bags between May and October 2015.

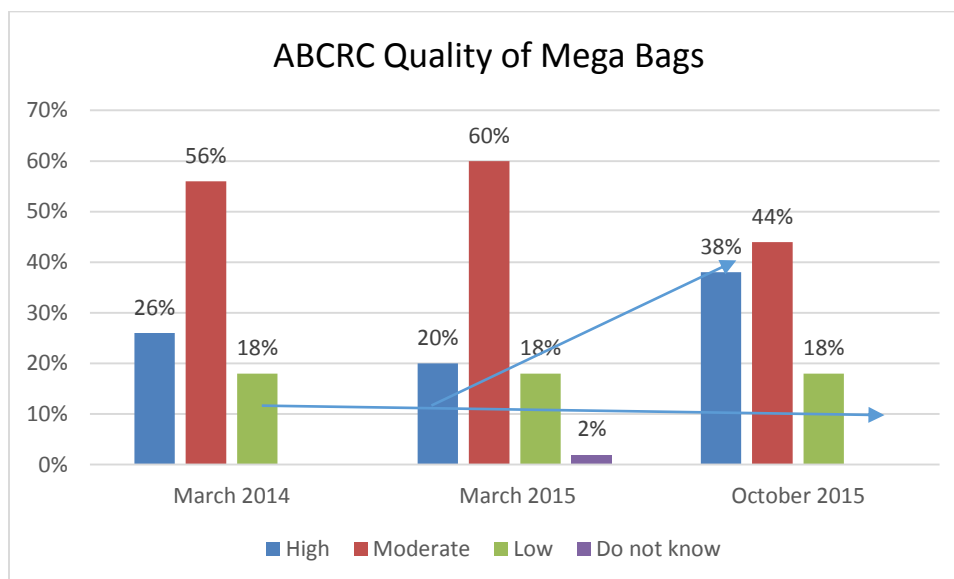


Chart 20

18 month comparator (March 2014, March 2015 and October 2015)

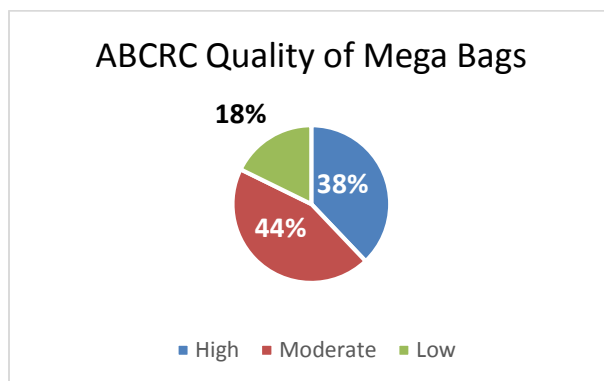


Chart 21

October 2015

Depots rated the questions on a scale of 1-7.

A rating of 6 or 7 = highly satisfied

A rating of 4 or 5 = moderately satisfied

A rating of 1, 2 or 3 = not satisfied

Other Supplies

Those who stated they were highly satisfied decreased just slightly in October 2015. The most notable difference is the change from moderate satisfaction to low satisfaction in October 2015, and the increasing number those who were dissatisfied over the 18 month span.

19 Quality Monitoring tickets were submitted between May and October 2015 for issues surrounding Other Supplies (Tags/R-Bills).

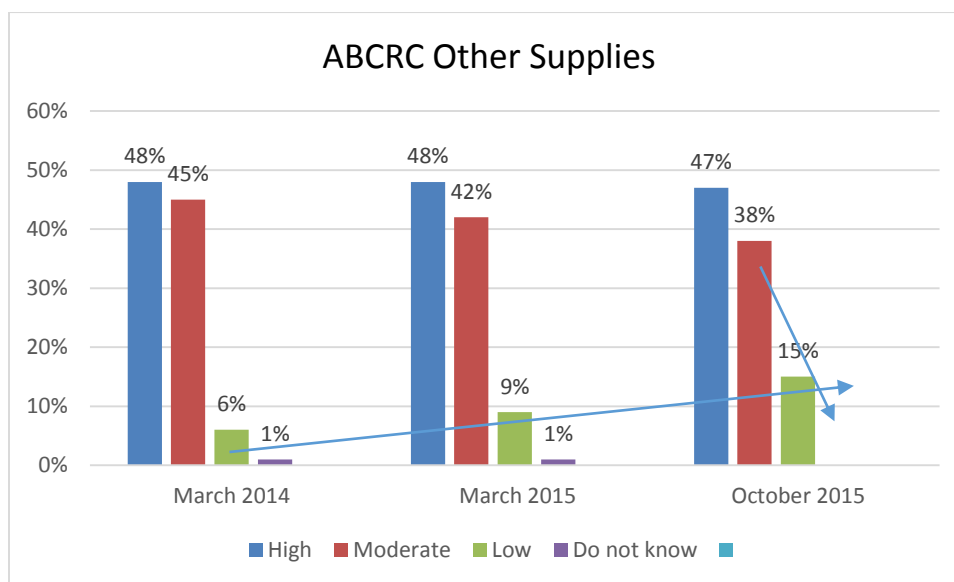


Chart 22

18 month comparator (March 2014, March 2015 and October 2015)

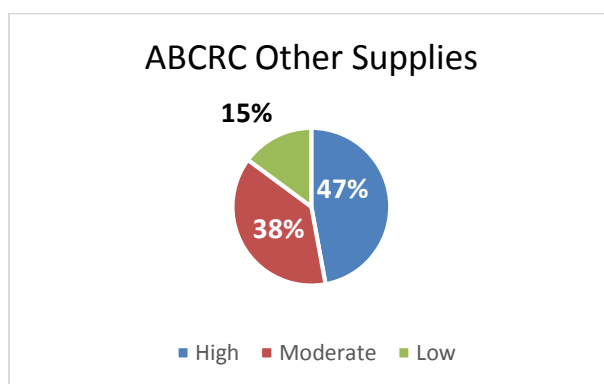


Chart 23

October 2015

Depots rated the questions on a scale of 1-7.

A rating of 6 or 7 = highly satisfied

A rating of 4 or 5 = moderately satisfied

A rating of 1, 2 or 3 = not satisfied

Website Support Services

In October 2015, there was a significant increase in those who were highly satisfied with website support services. Those who were dissatisfied remained unchanged from March 2015.

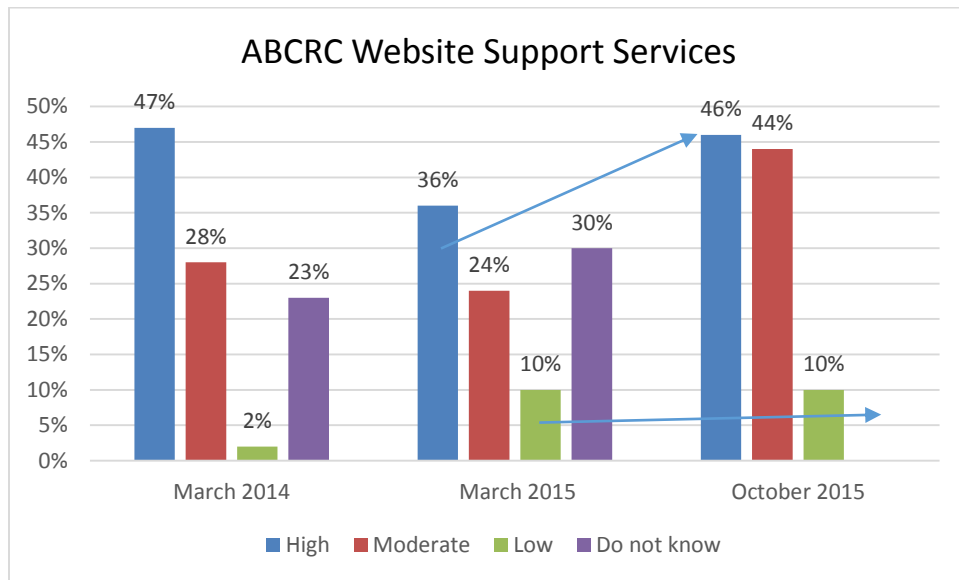


Chart 24

18 month comparator (March 2014, March 2015 and October 2015)

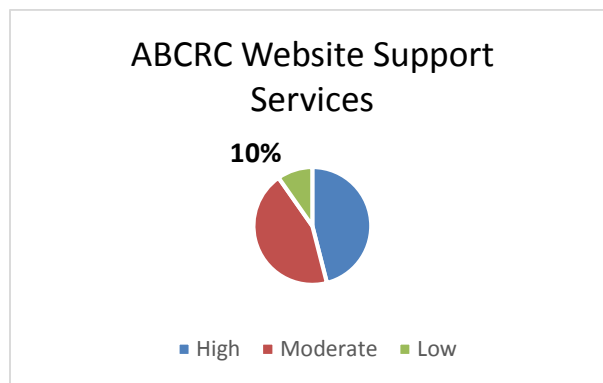


Chart 25

October 2015

Depots rated the questions on a scale of 1-7.

A rating of 6 or 7 = highly satisfied

A rating of 4 or 5 = moderately satisfied

A rating of 1, 2 or 3 = not satisfied

5. Service Provided by Designated Carrier

In October 2015, there was an increase in those who were highly satisfied with their designated carrier, while those who were moderately satisfied decreased and those dissatisfied increased slightly.

30 Quality Monitoring tickets were submitted between May and October 2015 for issues surrounding the Designated Carrier.

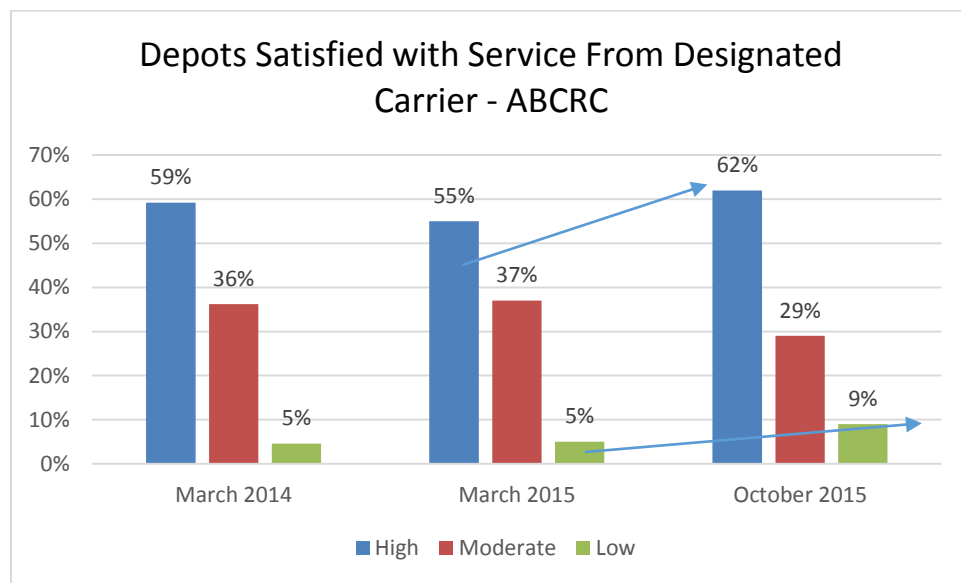


Chart 26
18 month comparitor (March 2014, March 2015 and October 2015)

Depots rated the questions on a scale of 1-7.

A rating of 6 or 7 = **highly satisfied**

A rating of 4 or 5 = **moderately satisfied**

A rating of 1, 2 or 3 = **not satisfied**

6. Depot Marketplace

When asked if depot operators used the Depot Market Place this year, there was a decrease in those who said yes. Of those who said they did not use the program, 28% of the respondents stated that they were unsure of how to access the program funding, 32% stated that they found no added value, 32% stated they were unsure of what Depot Market Place is, and 8% found it inconvenient to use.

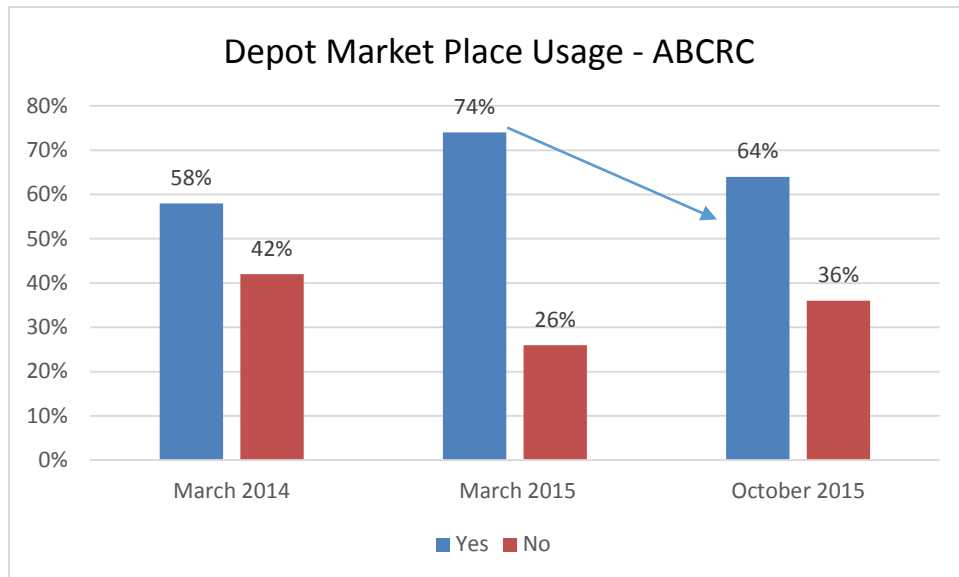


Chart 27

18 month comparator (March 2014, March 2015 and October 2015)

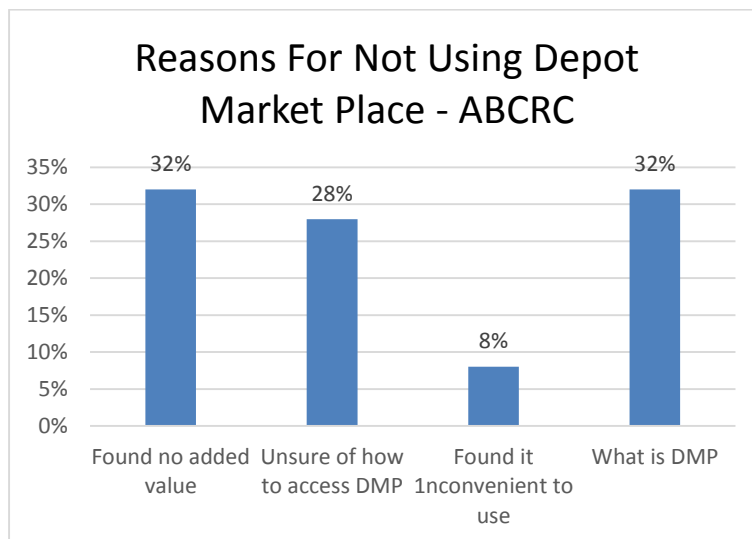


Chart 28

Reasons for not using Depot Market Place

Depots rated the questions on a scale of 1-7.

A rating of 6 or 7 = **highly satisfied**

A rating of 4 or 5 = **moderately satisfied**

A rating of 1, 2 or 3 = **not satisfied**

BCMB Analysis

1. Overall Satisfaction with the BCMB

As seen in the graph below, 86% of the depot operators stated they were at least moderately satisfied with the overall service of the BCMB, while only 14% stated they were dissatisfied.

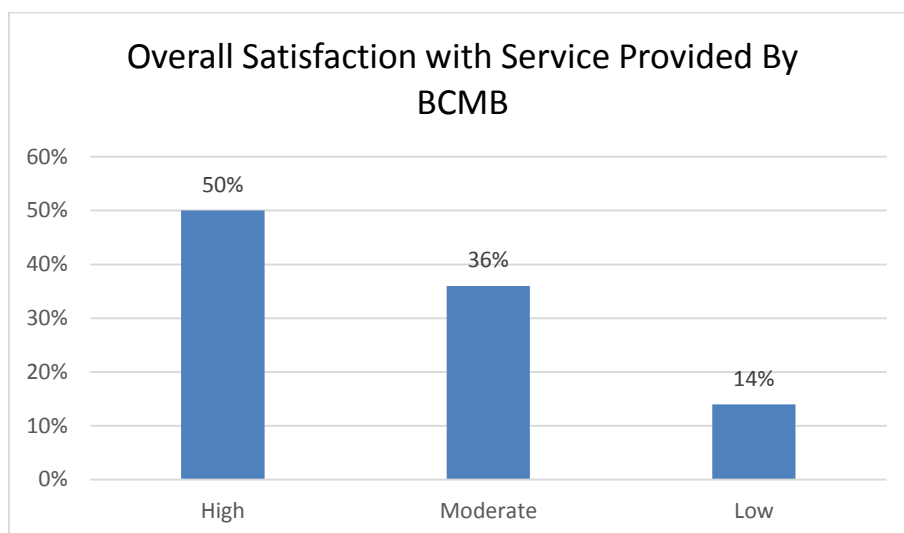


Chart 29
October 2015 Overall Satisfaction

2. Satisfaction by Service Requirement in October 2015

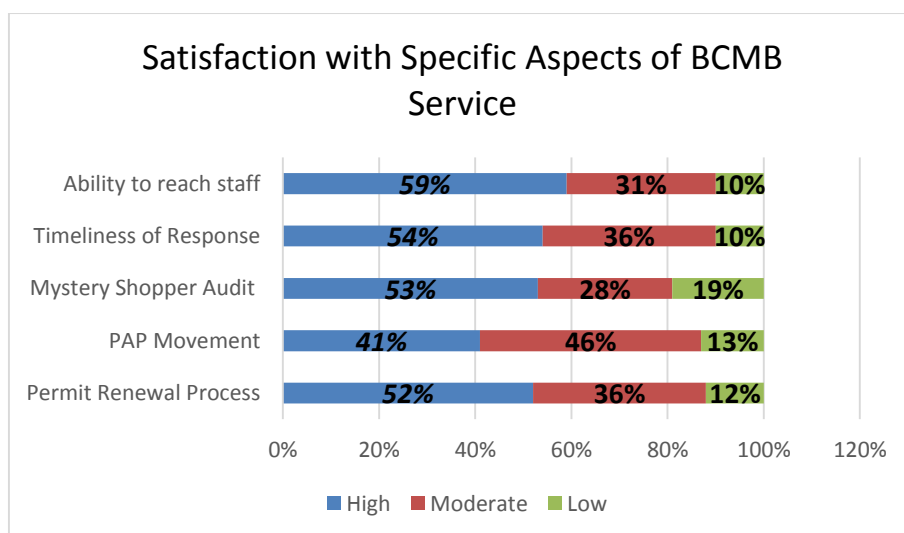


Chart 30
October 2015

7. Satisfaction by Service Requirement for BCMB October 2015, March 2015 and March 2014

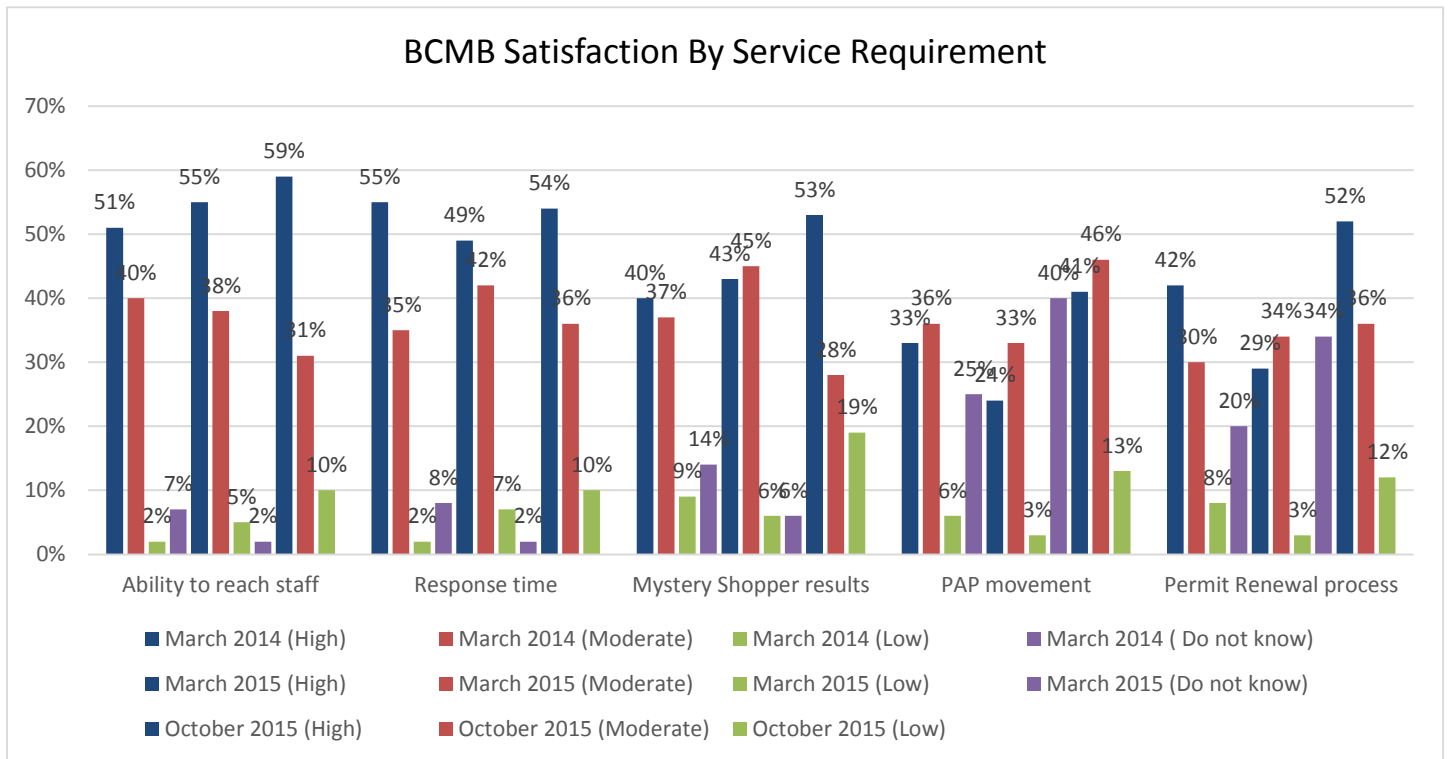


Chart 31

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

8. Satisfaction with Key Service Indicators for BCMB

Ability to contact and reach the staff at the BCMB

In October 2015, there was a slight increase in those who rated their ability to reach BCMB staff as highly satisfied. There is also a significant increase in those who said they were dissatisfied over the course of the 18 month period.

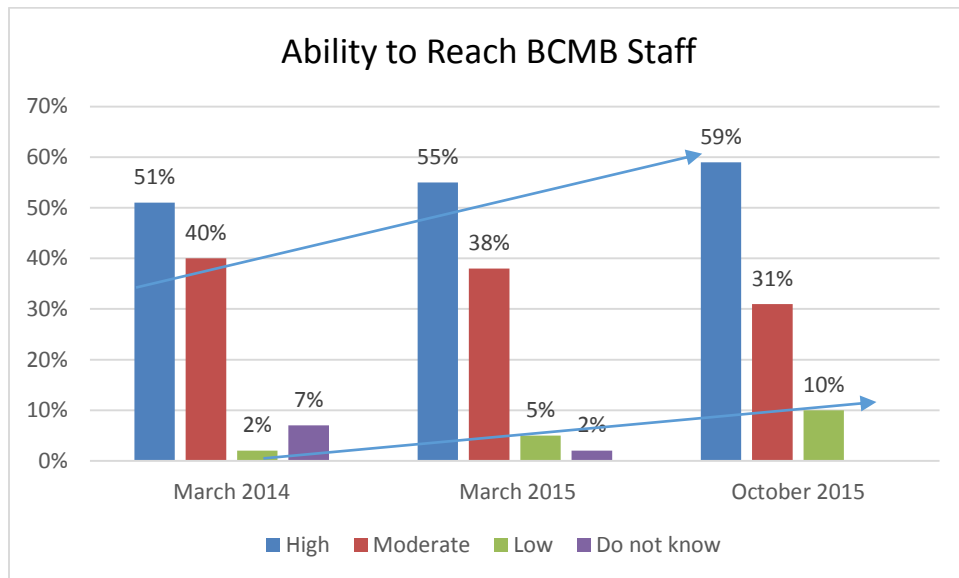


Chart 32
18 month comparator (March 2014, March 2015 and October 2015)

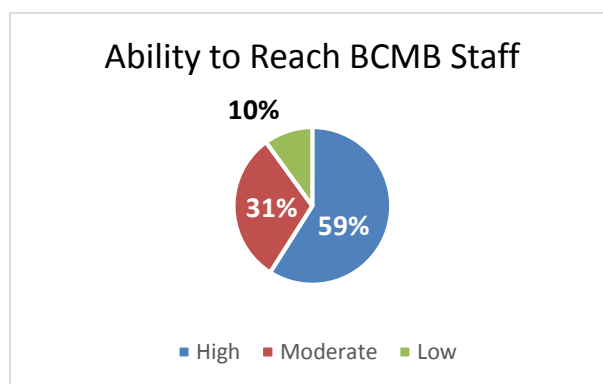


Chart 33
October 2015

Depots rated the questions on a scale of 1-7.

A rating of 6 or 7 = **highly satisfied**

A rating of 4 or 5 = **moderately satisfied**

A rating of 1, 2 or 3 = **not satisfied**

How quickly the BCMB responds when a request is made

In regards to the satisfaction associated with BCMB response times when a request is made, there is an increase from March 2015 to October 2015 in those who were highly satisfied. There is also a steady increase in those who stated they were dissatisfied.

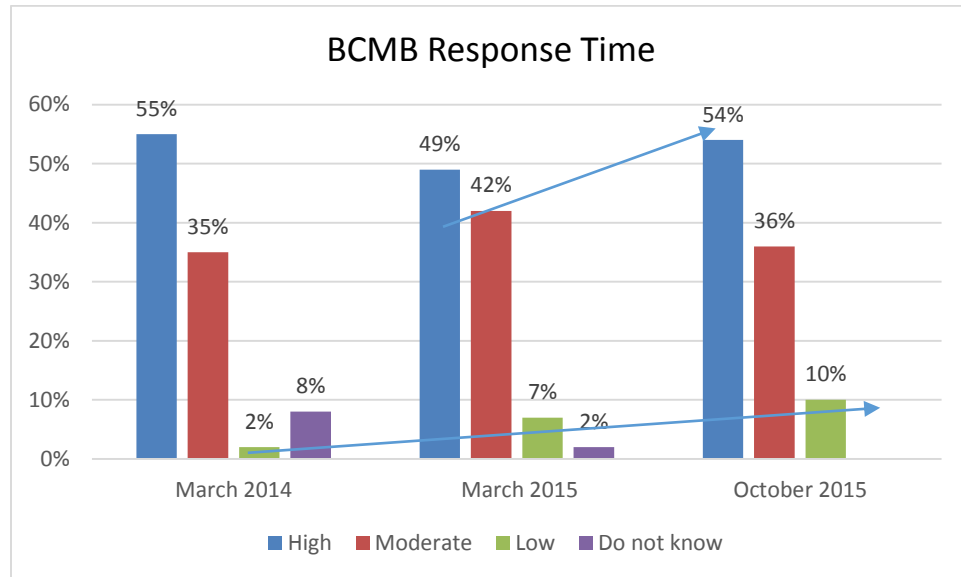


Chart 34
18 month comparator (March 2014, March 2015 and October 2015)

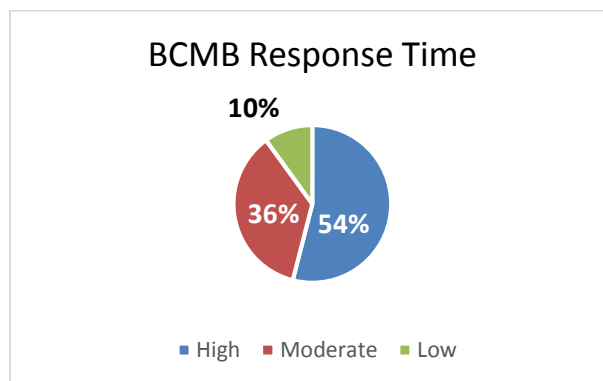


Chart 35
October 2015

Depots rated the questions on a scale of 1-7.

A rating of 6 or 7 = highly satisfied

A rating of 4 or 5 = moderately satisfied

A rating of 1, 2 or 3 = not satisfied

Receipt of Mystery Shopper Results

A review of satisfaction associated with receiving Mystery Shopper results shows a steady increase in those who said they were highly satisfied; however, there is also a significant increase in those who stated they were dissatisfied, noting the largest jump being between March 2015 and October 2015.

One Quality Monitoring ticket was issued between May and October 2015 concerning the timeliness of Mystery shopper receipts.

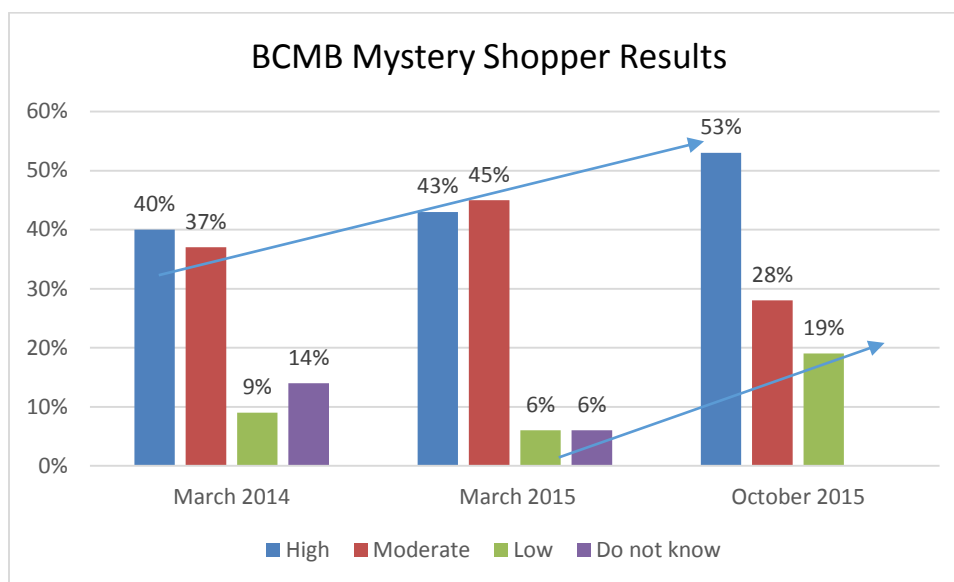


Chart 36

18 month comparator (March 2014, March 2015 and October 2015)

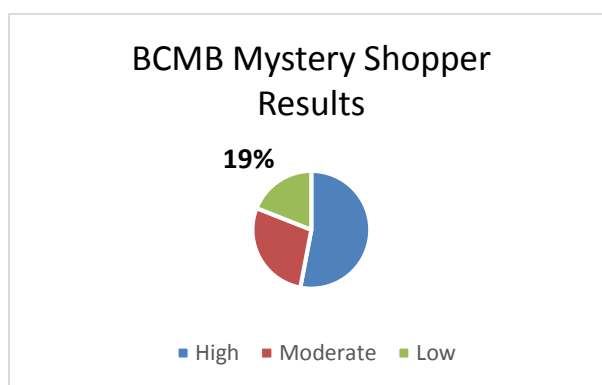


Chart 37

October 2015

Depots rated the questions on a scale of 1-7.

A rating of 6 or 7 = **highly satisfied**

A rating of 4 or 5 = **moderately satisfied**

A rating of 1, 2 or 3 = **not satisfied**

Receipt of PAP Movement Results

High satisfaction associated with receiving PAP movement information from the BCMB has increased significantly from March 2015 to October 2015. There is also a large increase in those who were dissatisfied within this time period.

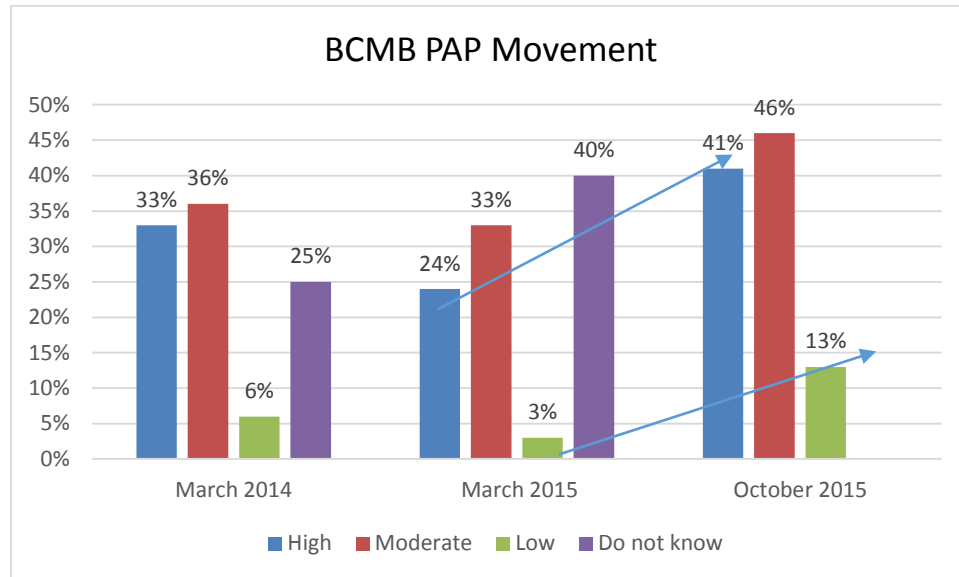


Chart 38

18 month comparator (March 2014, March 2015 and October 2015)

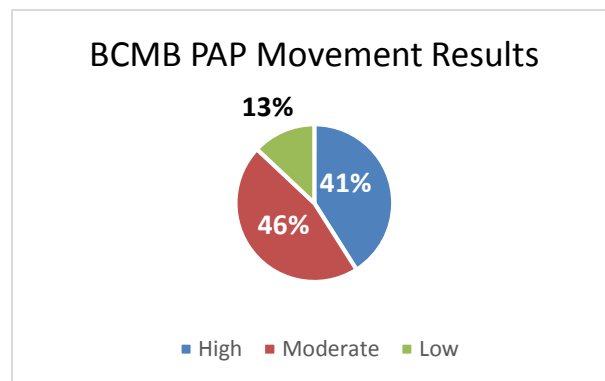


Chart 39

October 2015

Depots rated the questions on a scale of 1-7.

A rating of 6 or 7 = highly satisfied

A rating of 4 or 5 = moderately satisfied

A rating of 1, 2 or 3 = not satisfied

Permit Renewal Process

As with other communication aspects of the BCMB, there has been a significant increase from March 2015 to October 2015 for those who stated they were highly satisfied with the permit renewal process. There is however an increase in those who are dissatisfied.

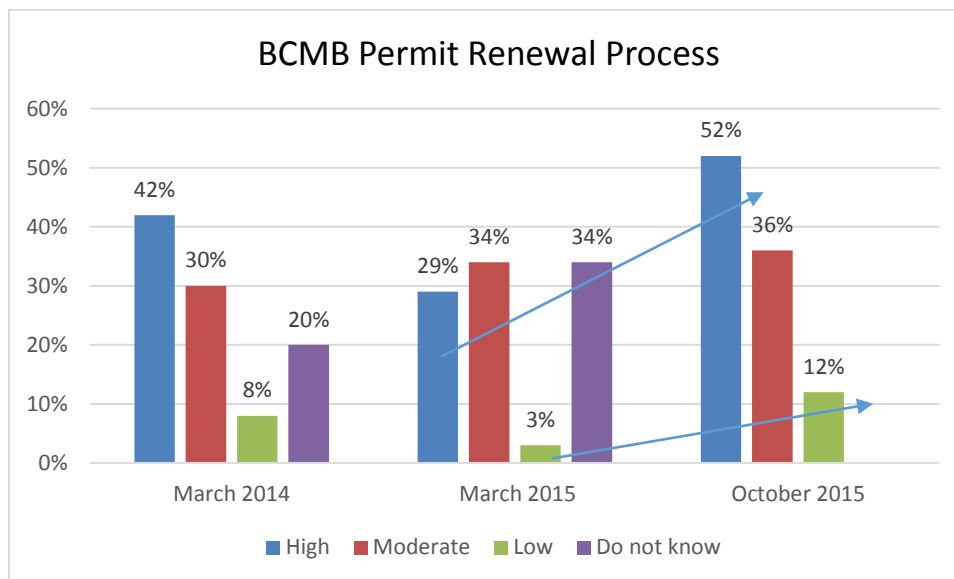


Chart 40

18 month comparator (March 2014, March 2015 and October 2015)

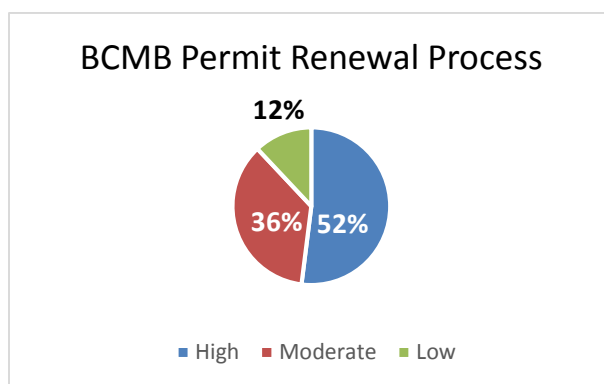


Chart 41

October 2015

Depots rated the questions on a scale of 1-7.

A rating of 6 or 7 = **highly satisfied**

A rating of 4 or 5 = **moderately satisfied**

A rating of 1, 2 or 3 = **not satisfied**

3. Quality Monitoring Training

42% of depot operators said they were highly satisfied with the training provided for Quality Monitoring in October 2015. This was the first survey where questions related to Quality Monitoring were included.

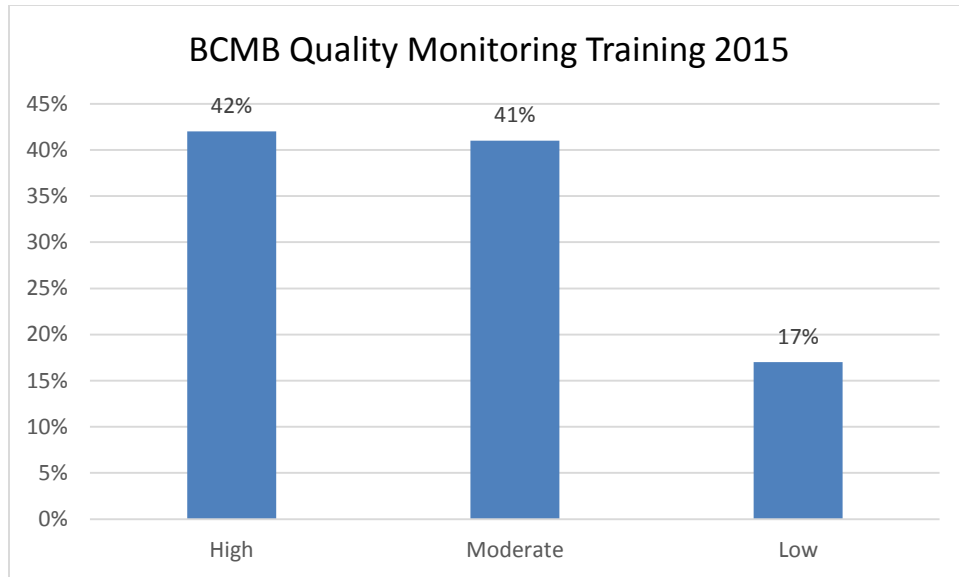


Chart 42

Satisfaction with the level of Quality Monitoring Training received.

Depots rated the questions on a scale of 1-7.

A rating of 6 or 7 = highly satisfied

A rating of 4 or 5 = moderately satisfied

A rating of 1, 2 or 3 = not satisfied

4. Container Validation Request Form

Depot operators were asked if they felt comfortable using and submitting a Container Validation Request Form (CVR). 83% of depot operators stated that they felt comfortable using and submitting the CVR form, while only 17% stated they did not feel comfortable.

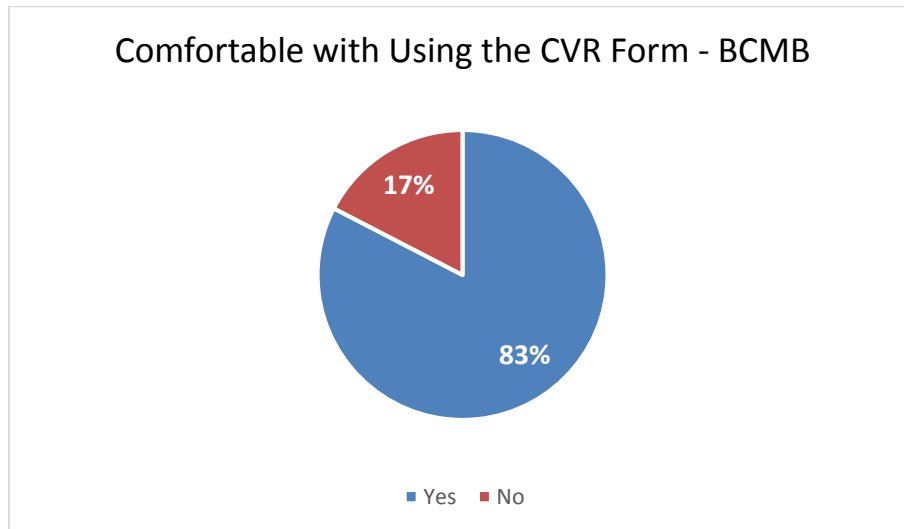


Chart 43
October 2015

Of those who stated they did not feel comfortable using the CVR form, 50% said it was because they have never had to use it, 30% said as a depot operator they did not feel comfortable asking customers to fill it out, and 20% believed that their customers feel uncomfortable filling out the form.

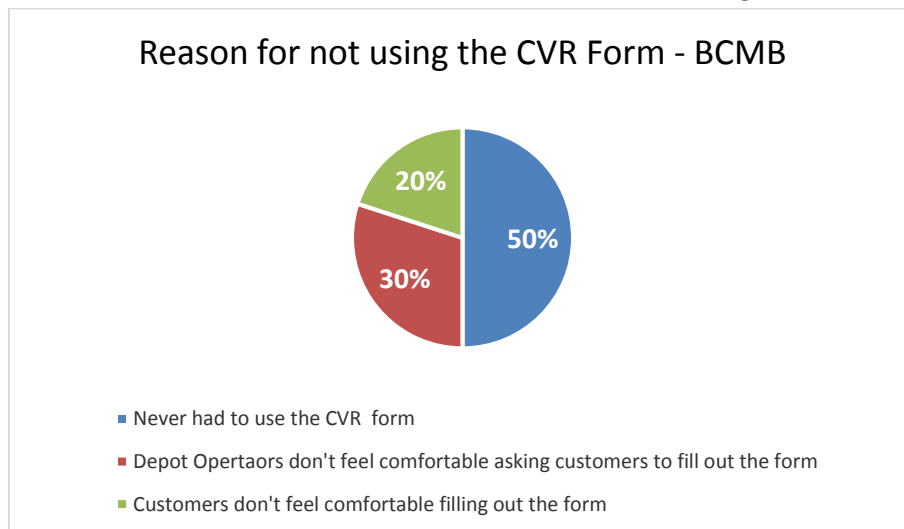


Chart 44
October 2015

Depots rated the questions on a scale of 1-7.

A rating of 6 or 7 = **highly satisfied**

A rating of 4 or 5 = **moderately satisfied**

A rating of 1, 2 or 3 = **not satisfied**

BDL Analysis

1. Overall Satisfaction with BDL

As seen in the graph below, 89% of the depot operators stated they were at least moderately satisfied with the overall service of BDL, while only 11% stated they had low satisfaction.

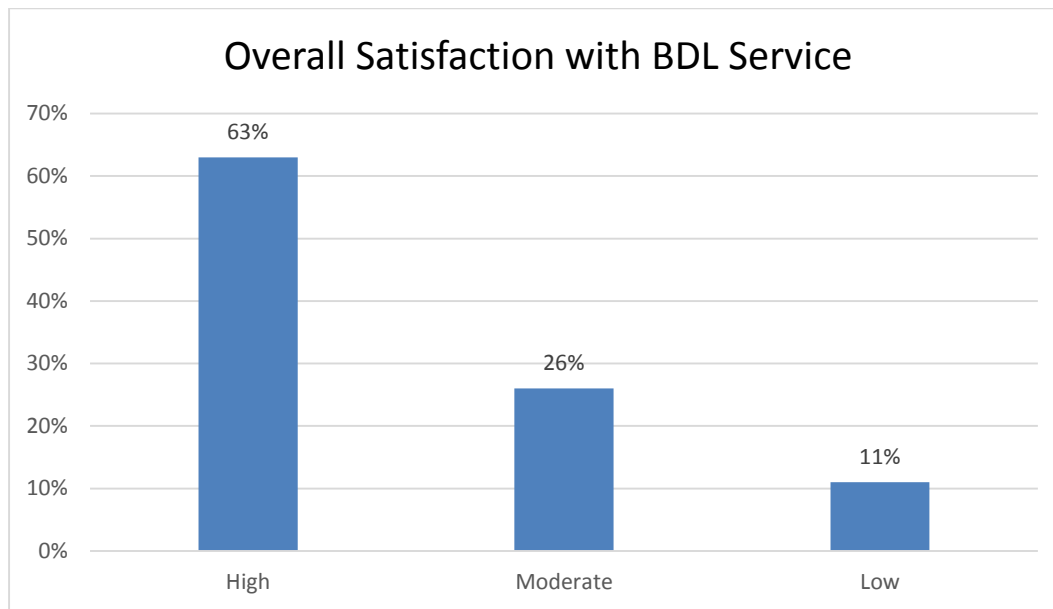


Chart 45
October 2015 Overall Satisfaction

Questions related to BDL were included for the first time in the October 2015 survey. As this is the first year we have included questions pertaining to BDL, we are unable to compare these questions from year to year.

Depots rated the questions on a scale of 1-7.

A rating of 6 or 7 = highly satisfied

A rating of 4 or 5 = moderately satisfied

A rating of 1, 2 or 3 = not satisfied

2. Satisfaction by Service Requirement in October 2015

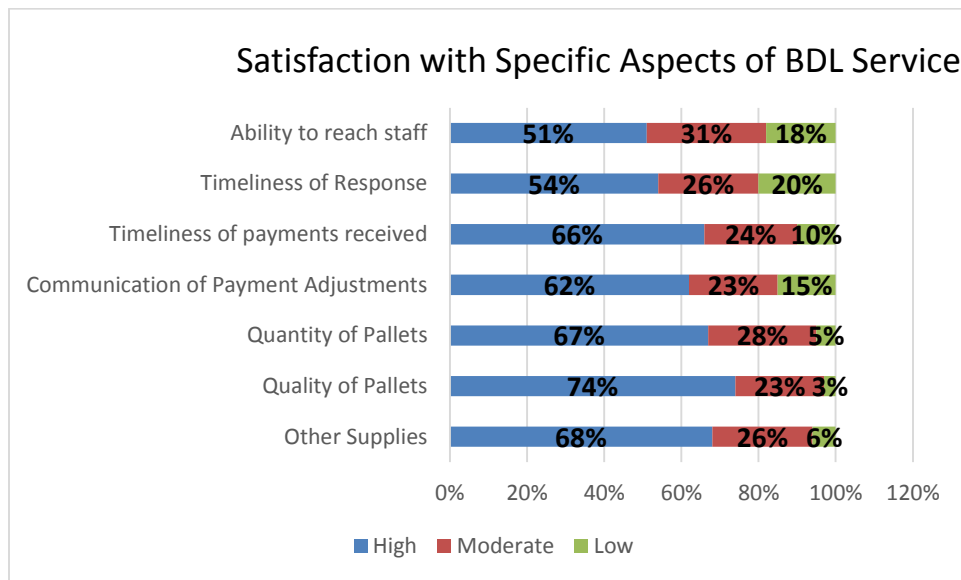


Chart 46
October 2015

Depots rated the questions on a scale of 1-7.

A rating of 6 or 7 = **highly satisfied**

A rating of 4 or 5 = **moderately satisfied**

A rating of 1, 2 or 3 = **not satisfied**

3. Satisfaction with Key Service Indicators for BDL

Ability to contact and reach the staff at BDL

51% of depot operators said they were highly satisfied with their ability to reach BDL staff in October of 2015.

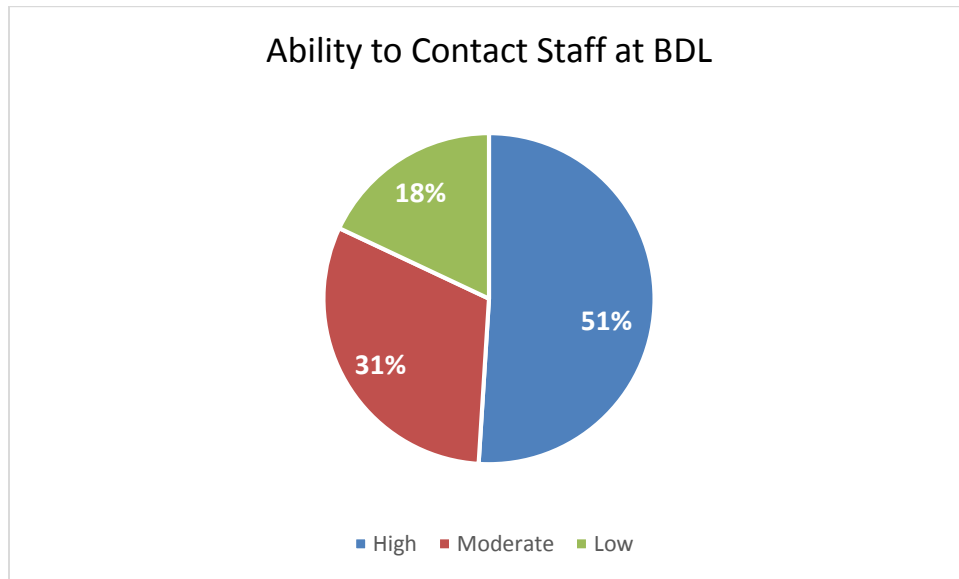


Chart 47
October 2015

Depots rated the questions on a scale of 1-7.

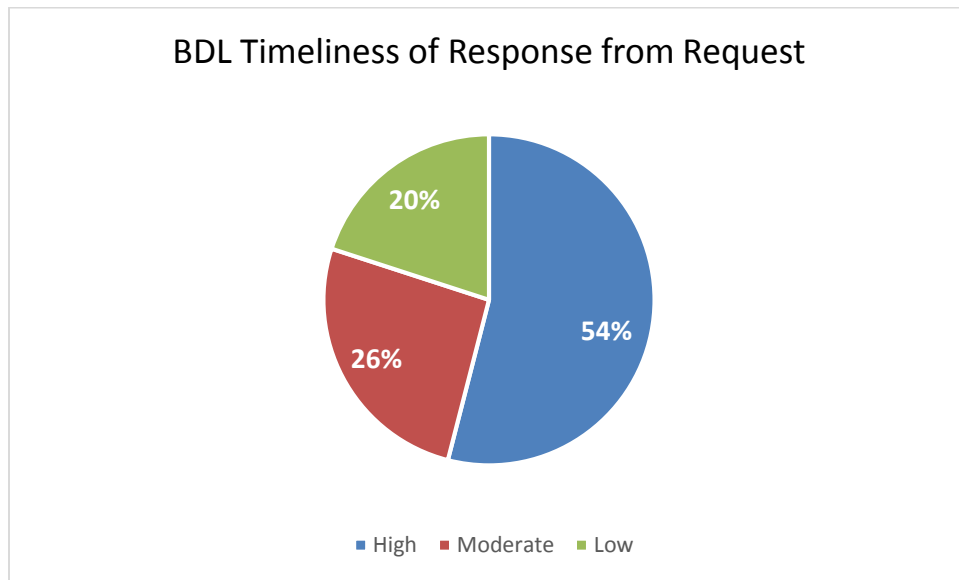
A rating of 6 or 7 = highly satisfied

A rating of 4 or 5 = moderately satisfied

A rating of 1, 2 or 3 = not satisfied

How quickly BDL responds when a request is made

When asked to rate the satisfaction level of response time for requests made to BDL, 54% stated they were highly satisfied.



*Chart 48
October 2015*

Depots rated the questions on a scale of 1-7.

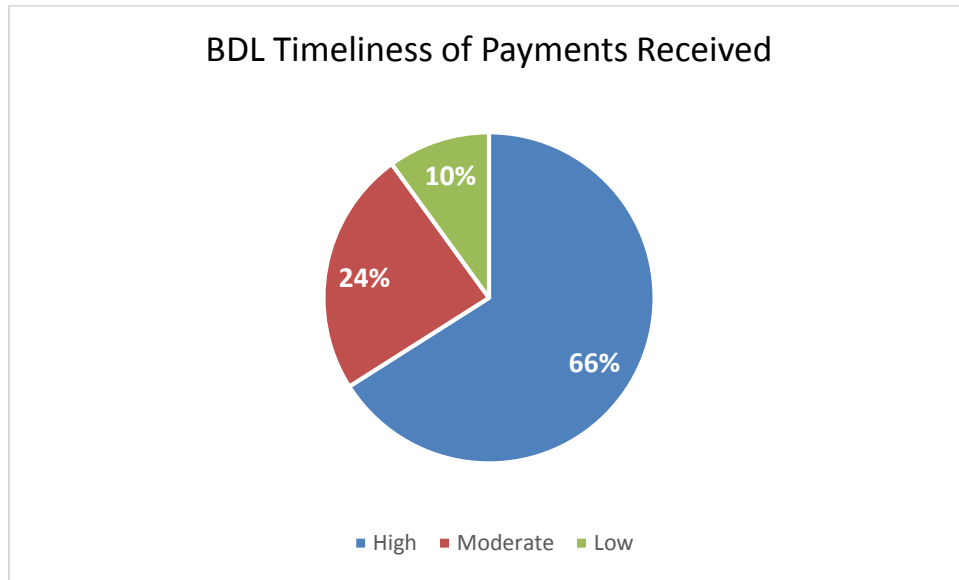
A rating of 6 or 7 = **highly satisfied**

A rating of 4 or 5 = **moderately satisfied**

A rating of 1, 2 or 3 = **not satisfied**

Timeliness of Payments Received from BDL

In October 2015, 66% of those surveyed stated they were highly satisfied with the timeliness of payments received from BDL.



*Chart 49
October 2015*

Depots rated the questions on a scale of 1-7.

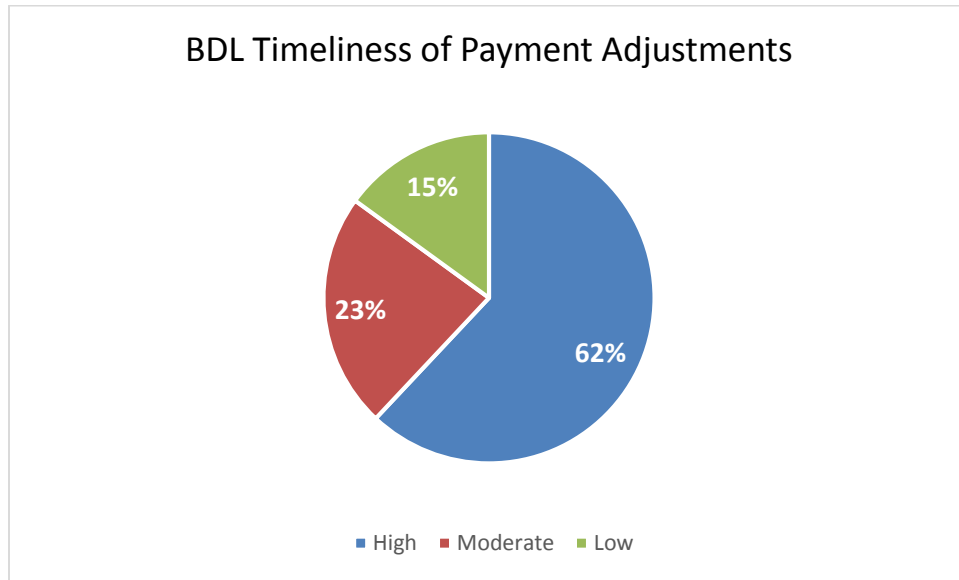
A rating of 6 or 7 = **highly satisfied**

A rating of 4 or 5 = **moderately satisfied**

A rating of 1, 2 or 3 = **not satisfied**

Timeliness of Payment Adjustment

October 2015 results showed that 62% of depot operators were highly satisfied with the time it took for payments to be adjusted by BDL.



*Chart 50
October 2015*

Depots rated the questions on a scale of 1-7.

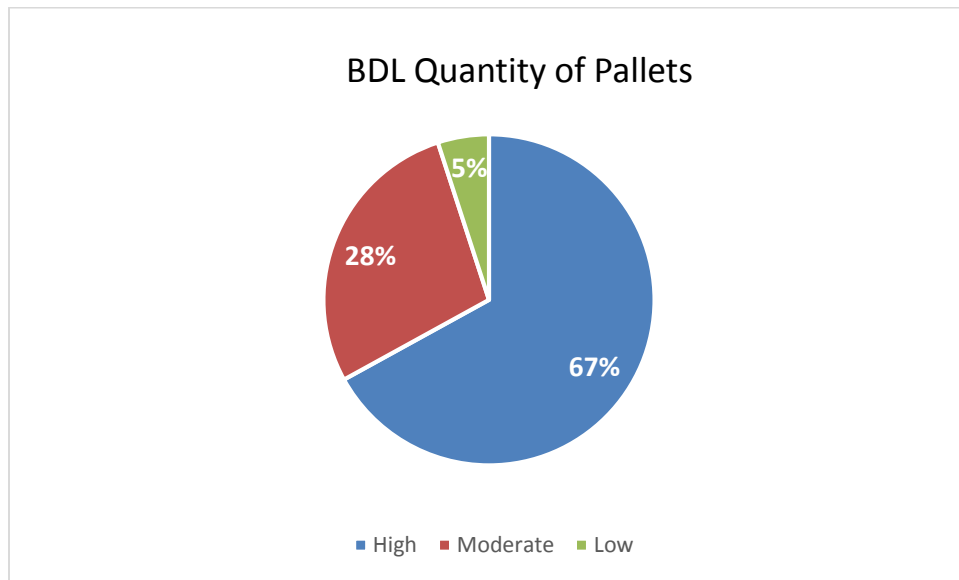
A rating of 6 or 7 = **highly satisfied**

A rating of 4 or 5 = **moderately satisfied**

A rating of 1, 2 or 3 = **not satisfied**

Quantity of Pallets from BDL

67% of depot operators stated that they were highly satisfied with the quantity of pallets they received from BDL in October 2015.



*Chart 51
October 2015*

Depots rated the questions on a scale of 1-7.

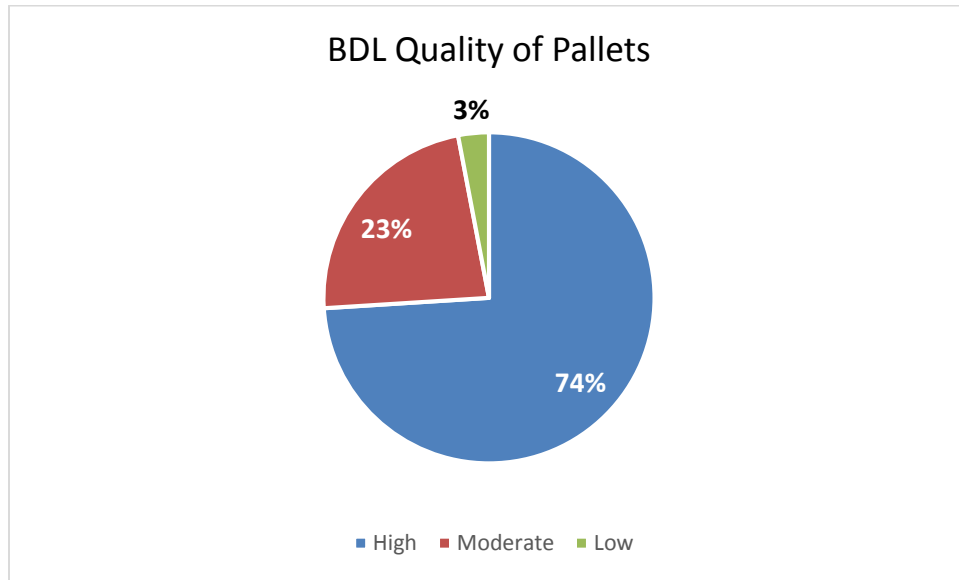
A rating of 6 or 7 = **highly satisfied**

A rating of 4 or 5 = **moderately satisfied**

A rating of 1, 2 or 3 = **not satisfied**

Quality of Pallets from BDL

74% of depot operators said they were highly satisfied with the quality of pallets from BDL in October 2015.



*Chart 52
October 2015*

Depots rated the questions on a scale of 1-7.

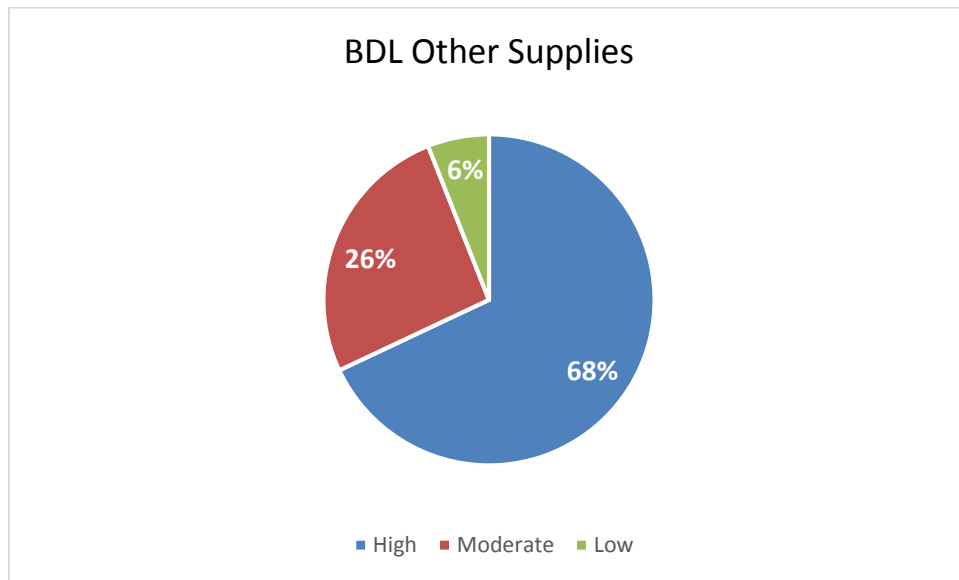
A rating of 6 or 7 = **highly satisfied**

A rating of 4 or 5 = **moderately satisfied**

A rating of 1, 2 or 3 = **not satisfied**

Other Supplies

In October 2015, 68% responded they were highly satisfied with the amount of other supplies they received from BDL.



*Chart 53
October 2015*

Depots rated the questions on a scale of 1-7.

A rating of 6 or 7 = **highly satisfied**

A rating of 4 or 5 = **moderately satisfied**

A rating of 1, 2 or 3 = **not satisfied**

9. Quality Monitoring

Depot operators were asked to respond to a new question regarding Quality Monitoring. They were asked to provide what method of contact they used when resolving issues with ABCRC and BDL. It was found in both cases that depot operators are using the telephone as their main method of contact to resolve issues. It was also found that depot operators use the Quality Monitoring system more frequently for ABCRC issues in comparison to BDL issues.

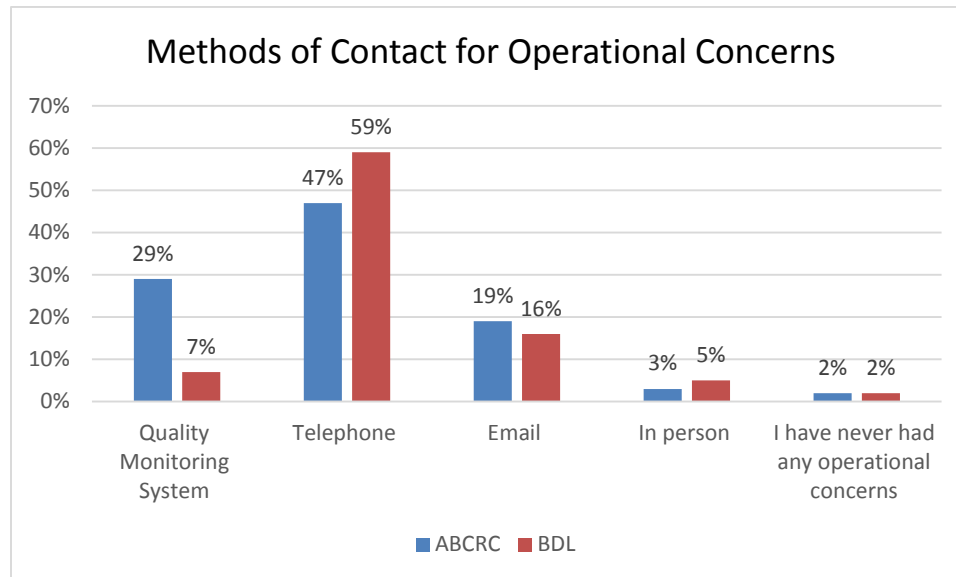


Chart 54
October 2015

A review of Quality Monitoring tickets (May 2015 – October 2015) shows that there is a correlation between high levels of dissatisfaction and the amount of tickets issued for a particular area of service. Quantity of pallets and designated carrier issues are two categories where there is a high volume of tickets issued which also have a significant increase in dissatisfaction noted in these surveys, over the 18 month span.

The surveys reveal other areas where depots are highly dissatisfied, however, no QM tickets have been issued in these areas.

There were no Quality Monitoring tickets issued for categories in the survey regarding BDL.