

Depot Satisfaction Survey

2017



Beverage Container Management Board

2017 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), the regulator (Beverage Container Management Board) and the Alberta Bottle Depot Association. The depot network is asked to evaluate all four parties on a series of service questions.

In November 2017, the Beverage Container Management Board (BCMB) conducted the annual Depot Satisfaction Survey for the fourth year in a row. The survey has been conducted annually to evaluate industry partners on a fiscal year cycle and provide ABCRC, BCMB and BDL with an appropriate timeline for action plans. For the first time this year the ABDA was also included in the survey. 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 216 universal bottle depots. 157 depot operators completed the 2017 Depot Satisfaction Survey resulting in a 73% completion rate.

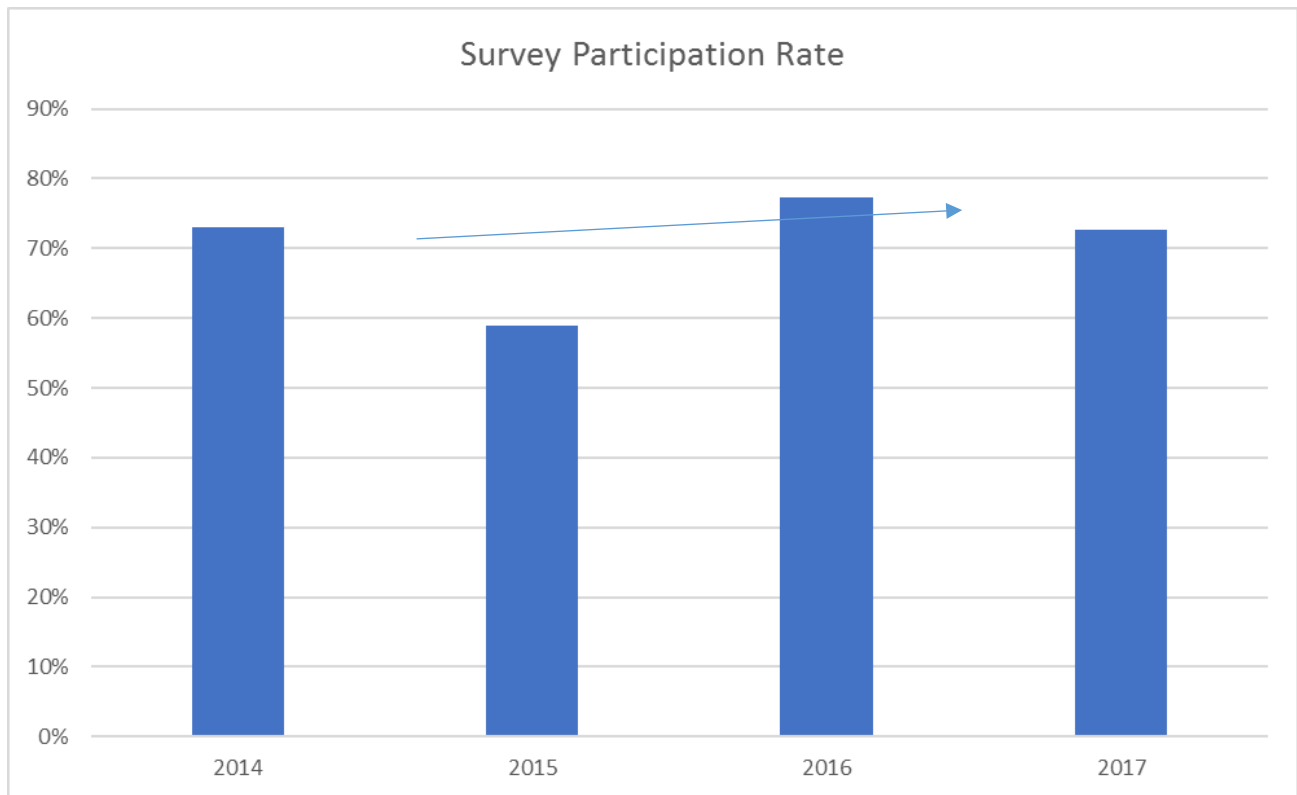


Chart 1

4 year comparitor (2014, 2015, 2016, 2017)

Survey Terminology

As in previous years the 2017 Depot Satisfaction Survey utilized a rating system of one (1) to seven (7), where:

- A rating of 6 or 7 = highly satisfied “HIGH”
- A rating of 4 or 5 = moderately satisfied “MODERATE”
- A rating of 1, 2 or 3 = not satisfied “LOW”

Executive Summary

The 2017 survey represented some significant changes from previous years both in Depot engagement and the positive changes in Depot feedback to industry partner Operations.

There was a general theme of improved satisfaction across most areas of the industry. Overall satisfaction with ABCRC improved as well as Communication. There was also a significant improvement with the quality of supplies although there was a dip in satisfaction with quantity. The BCMB saw improvements in administrative processes such as PAP and Permit Renewals and remained consistent with communication feedback. BDL saw a dip in satisfaction regarding communication and timeliness although feedback on supplies was consistent from previous years. The first year of participation for ABDA was very positive, showing a generally high satisfaction with ABDA performance from the Depot Network.

Notable areas to highlight in the report include the following:

ABCRC

a. Supplies: There was some variation with feedback on supplies from last year. There was a drop in ‘HIGH’ satisfaction with the Quantity of Mega Bags but there was a marked improvement in ‘HIGH’ satisfaction in the Quality of Bags in 2017. The opposite was true of Pallets where the Quantity was higher than 2017 but the Quality slightly lower. Shifts were generally between the Moderate and High categories with very few Depots scoring ABCRC ‘LOW’ in this area.

b. Communication: The Timeliness of Communication and Ability to reach ABCRC saw small increases in performance from 2016 with an improvement in the area of communicating payment adjustments. The trend in this area over the past 4 years is one of consistent improvement.

c. Designated Carrier: This is the one area where there has been a small dip in performance for ABCRC. Although the ‘HIGH’ satisfaction has dropped a little with a small increase in ‘MODERATE’ satisfaction, the number of Depots scoring ABCRC ‘LOW’ in this area still remains extremely low.

d. Depot Teams and Community Champions Program: Approximately 31% of the Depots polled were unaware of the ‘Depot Teams’. Further, only 12% responded that they’d used the Depot Team in 2017. This is actually lower than the 15% who did in 2016.

The awareness of the Community Champions Program was lower than 2016 with 55% of Depots polled not being aware of the CCP. However, 75% of the network would like more information.

BCMB

e. Communication: Satisfaction with communication remains over 60% 'HIGH' with a slight dip from 2016. The ability to reach BCMB staff and the response times have remained consistent with very few depots scoring either in the 'LOW' category.

f. Refund Compliance: There was significant increase in depots scoring this area as 'HIGH' compared to 2016. The survey also showed that very few depots scored the BCMB 'LOW' in this area.

g. PAP Process: There has been a Year over Year reduction since 2014 with the number of Depots scoring the BCMB 'LOW' in this category – a trend that continued this year. There was also an increase in the number of Depots indicating 'HIGH' satisfaction for this item.

BDL

i. Communication: Overall satisfaction in the Depot networks ability to reach BDL and the timeliness of their response dropped for the third year running. Most of the shift has been from Depots scoring this area 'HIGH' and moving to 'MODERATE' satisfaction. This extends to the timeliness of payments and payment adjustments which also both dropped in satisfaction again this year

j. Supplies: Quality and quantity of supplies continue to be areas of 'HIGH' satisfaction amongst the Depot network. For the second year running there was not a single depot that marked BDL as 'LOW' for pallet quantity.

ABDA

k. Overall Satisfaction: in the first year that ABDA has been included in the survey there was strong positive feedback. 69% of the network scored the ABDA 'HIGH' on overall satisfaction and slightly less than 3% scored the organization as 'LOW'.

l. Communication: Feedback on the ability to reach the ABDA and their response time was also high with a strong positive correlation to the ability for ABDA to effectively handle a concern.

Action Plans

As was done in 2016 the Depot Network was surveyed on the success of the Annual 'Action Plans' that were presented at the Regional Meetings in Feb/March. These plans identified the response that each organization would take to improve on areas highlighted in the 2016 survey. The number of depots who responded 'NOT SURE' largely correlates with the number of Depots who didn't attend the Regional Meetings and therefore may have been unaware of content.

There were some small differences in results for each organization. ABCRC saw a small drop in 'HIGH' satisfaction with their action plan when compared to 2016. The BCMB saw small increase in 'HIGH' satisfaction compared to 2016. BDL was broadly similar to last year. For all organizations that participated there is close to a 15% response from Depots who weren't sure about each organizations Action Plan. This indicates a need for greater messaging both when defining the action plan and also reporting on the results of it.

ABCRC Analysis

1. Overall Satisfaction with ABCRC

The 2017 survey showed another increase in overall satisfaction with ABCRC Operations with improved scoring in the 'HIGH' categories and significant reduction in depots scoring 'LOW'.

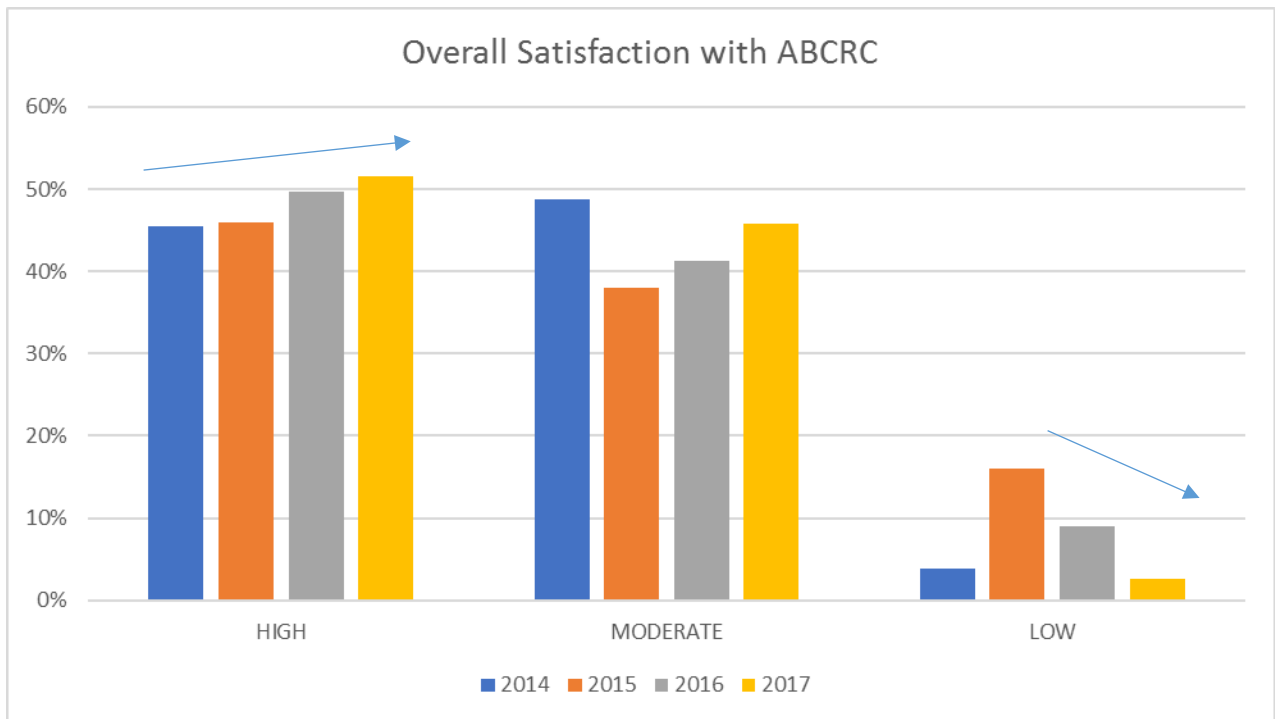


Chart 2

(2014,2015,2016,2017)

2. Satisfaction by Service Requirement in October 2017

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

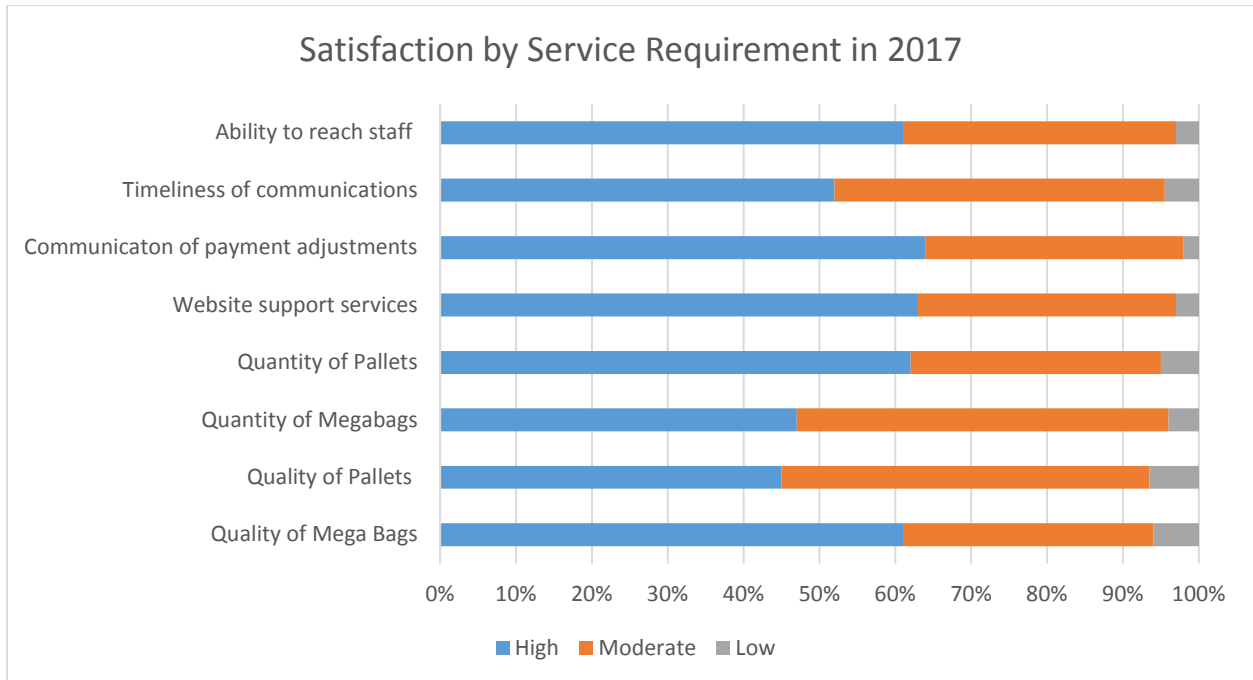


Chart 3

(2017)

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

A rating of 6 or 7 = highly satisfied "HIGH"

A rating of 4 or 5 = moderately satisfied "MODERATE"

A rating of 1, 2 or 3 = not satisfied "LOW"

3. Satisfaction with Key Service Indicators for ABCRC

Ability to Contact ABCRC Staff

Scoring for 2017 again improved from 2016

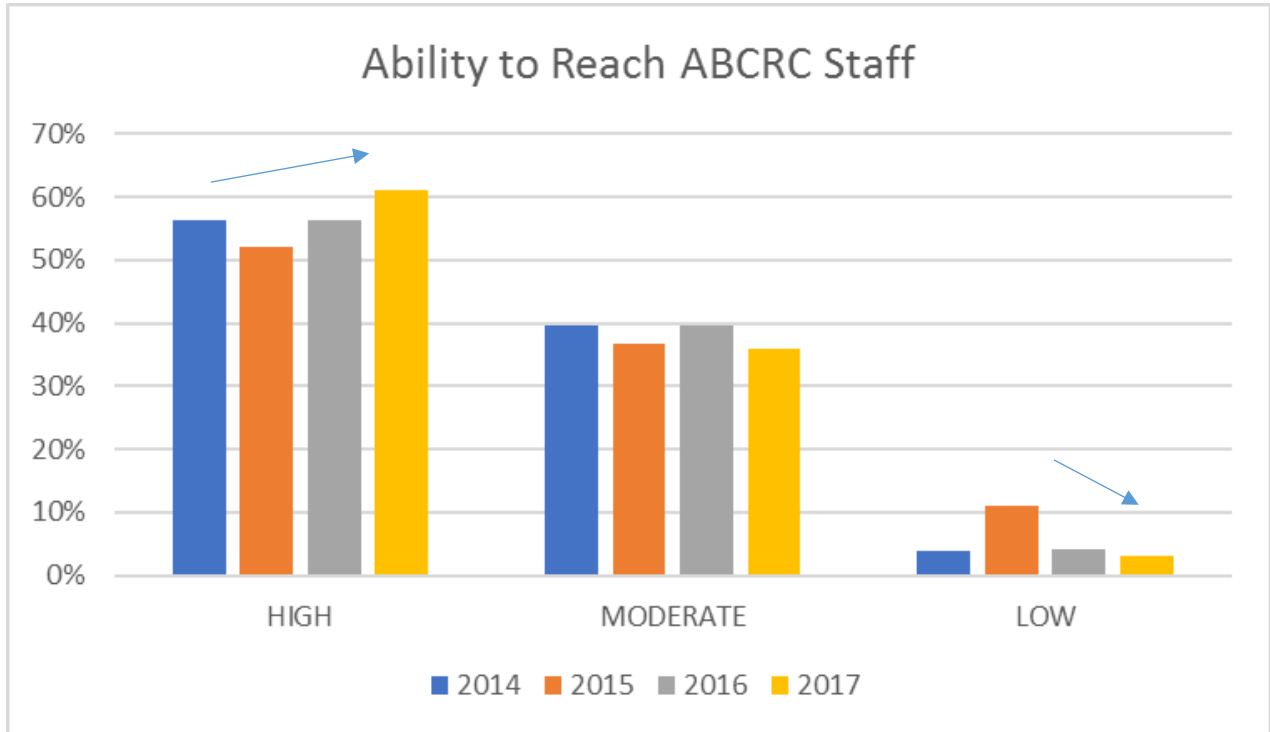


Chart 4

4 Years (2014,2015,2016,2017)

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How quickly ABCRC responds when a request is made

A small increase in 'HIGH' satisfaction was noted for 2017 and an improvement in the number of depots responding with a 'LOW' opinion of ABCRC's response time.

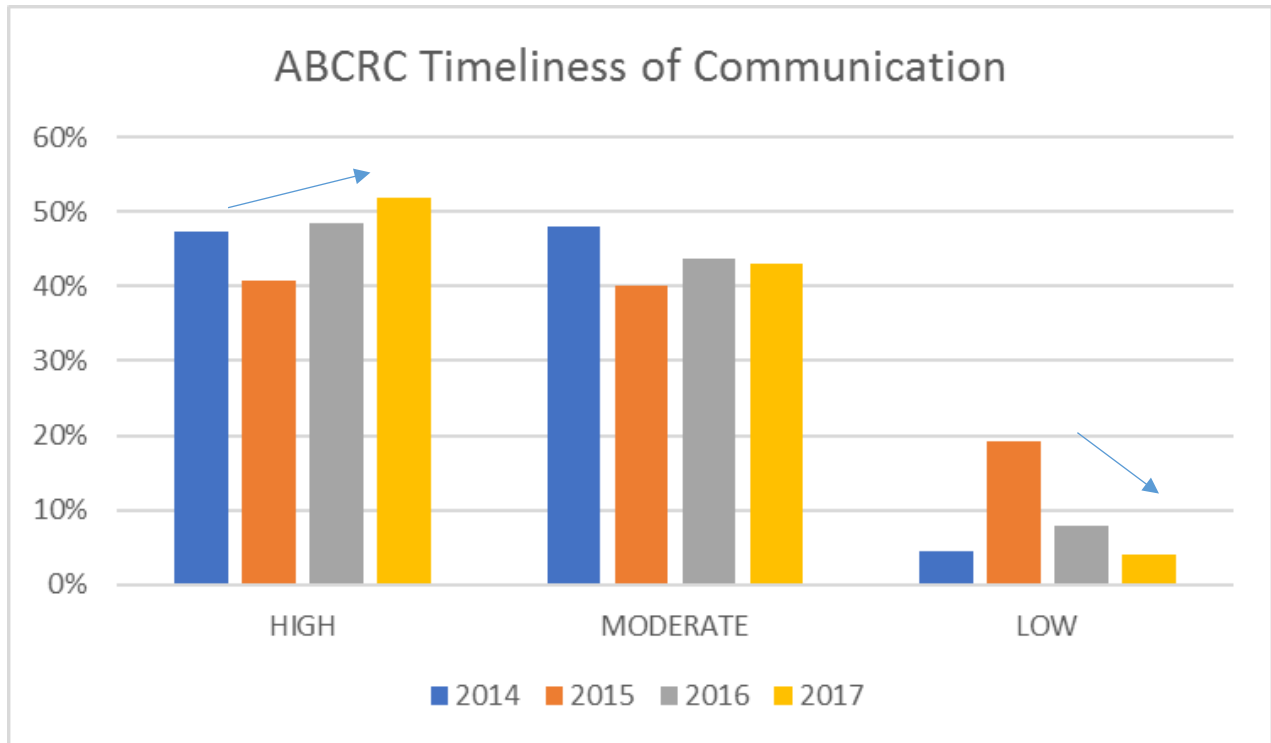


Chart 5
4 Years (2014,2015,2016,2017)

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Communication of Payment Adjustments

Significant improvement is noted in 2017. 'MODERATE' satisfaction has remained constant for this year with an increase in 'HIGH' and decrease in 'LOW' satisfaction ratings.

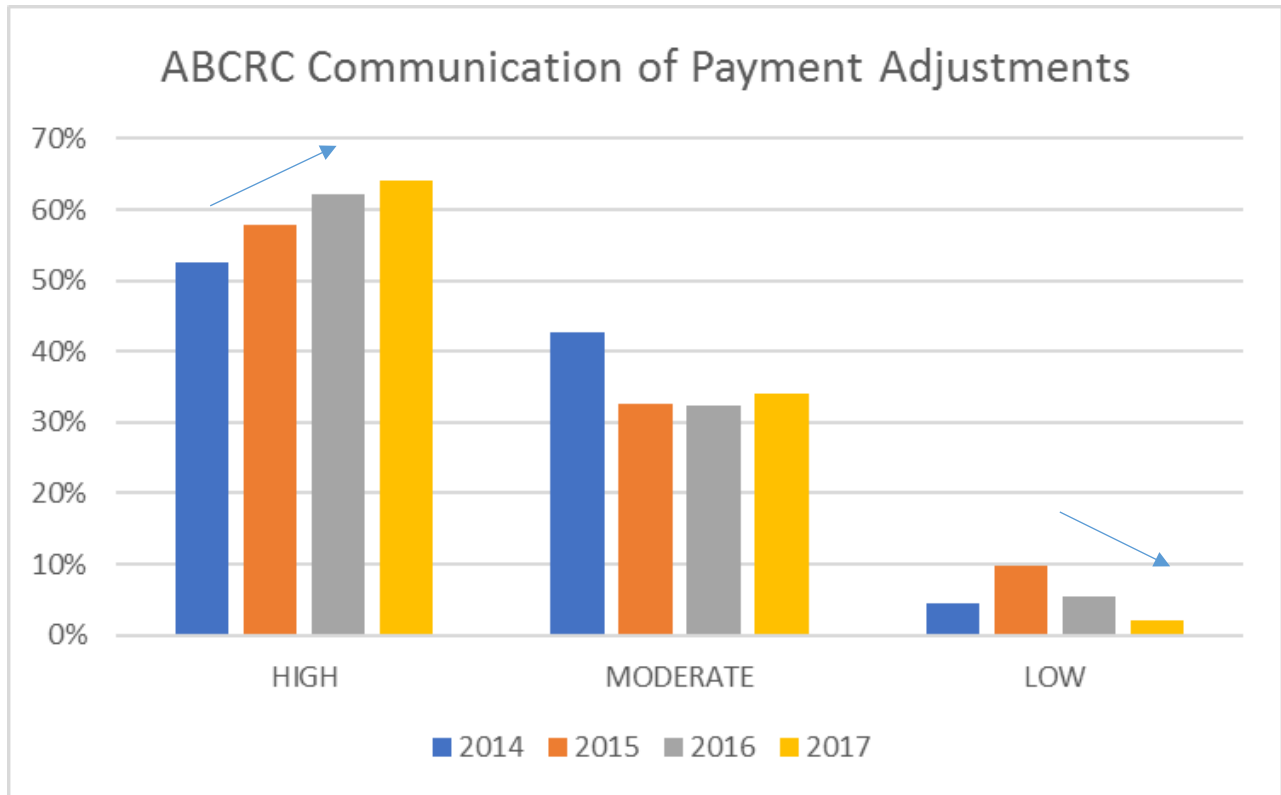


Chart 6
4 Years (2014,2015,2016,2017)

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Quantity of Pallets from ABCRC

The trend of significant improvement from 2015 continues. Over 60% of the network now shows a 'HIGH' satisfaction with the Quantity of Pallets provided.

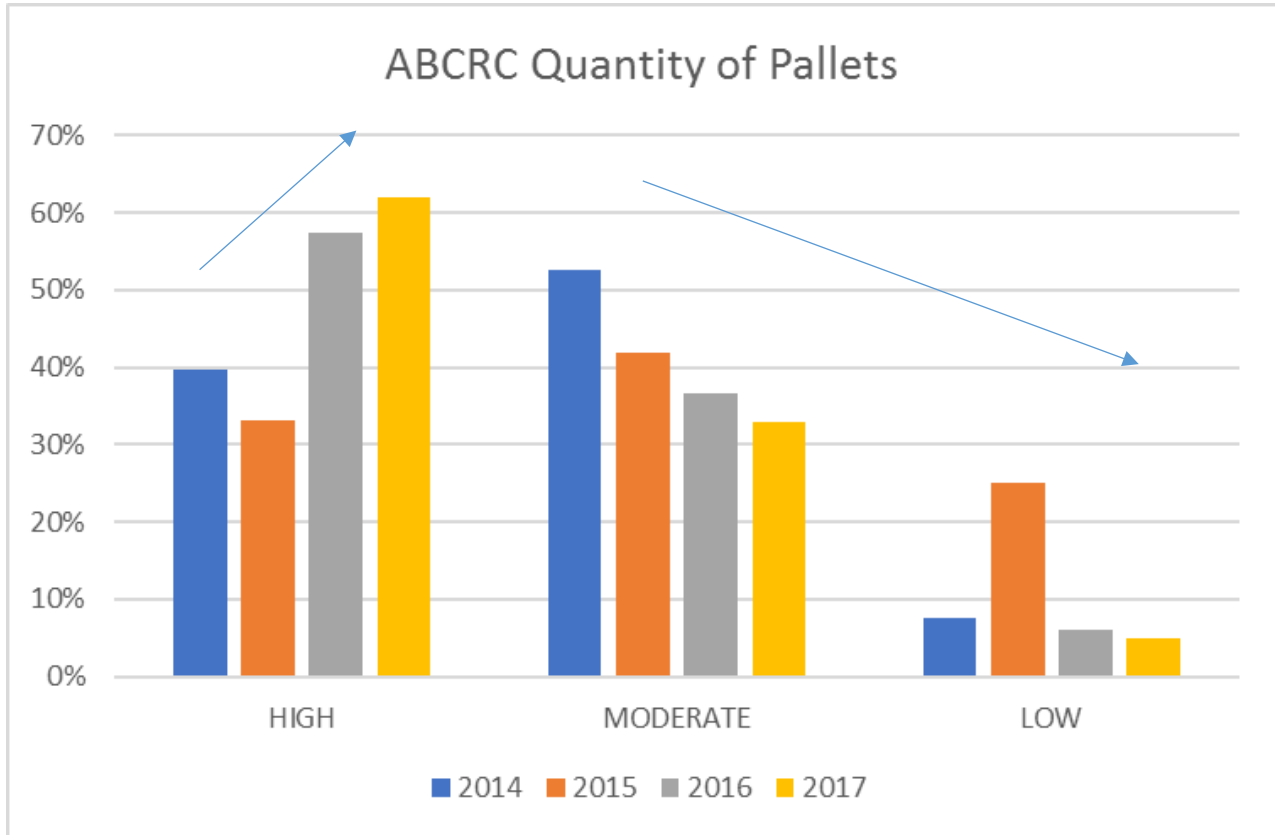


Chart 7
4 Years (2014,2015,2016,2017)

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A rating of 1, 2 or 3 = not satisfied "LOW"

Quantity of Mega Bags

Mega Bag quantity saw a dip in 'HIGH' satisfaction from compared to 2016. However the shift is to 'MODERATE' satisfaction as the Depot's marking 'LOW' dropped for the 2nd year running.

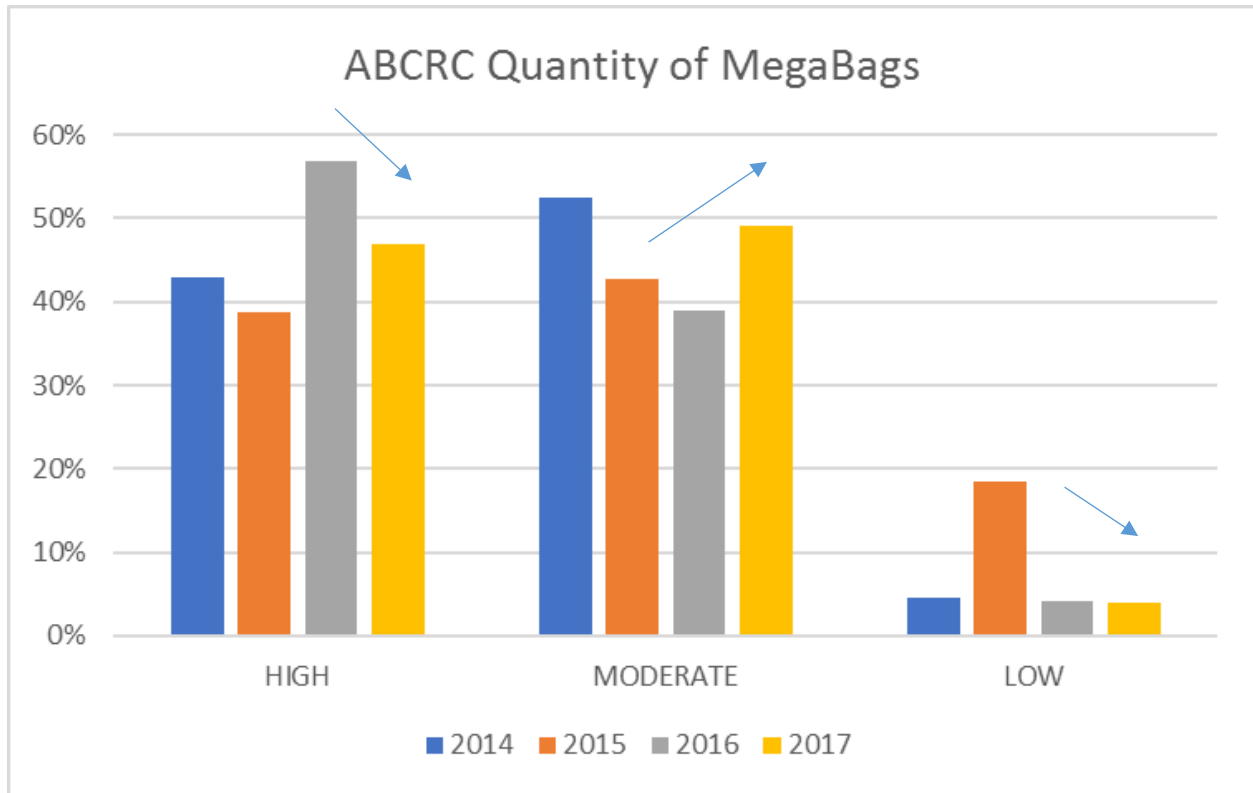


Chart 8
4 Years (2014,2015,2016,2017)

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Quality of Pallets from ABCRC

A small decrease in 'HIGH' satisfaction and a small increase in 'LOW' satisfaction from 2016 are noted.

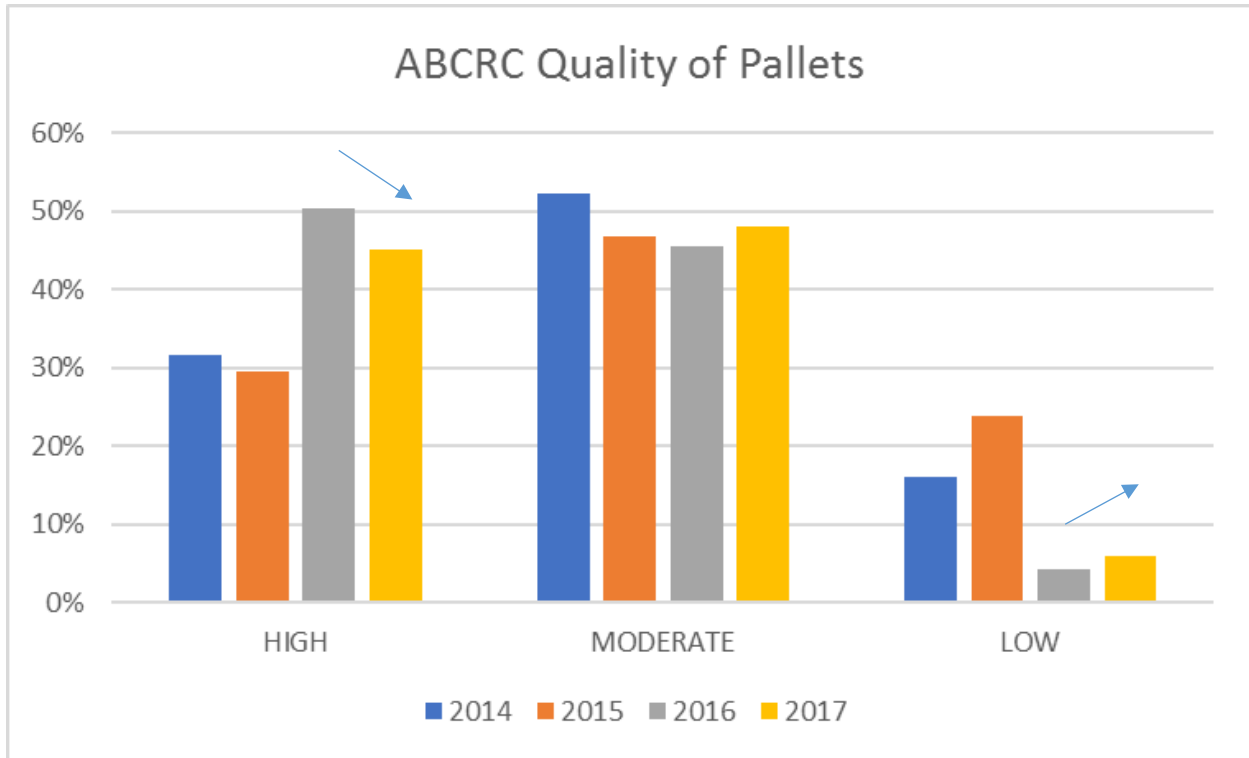


Chart 9
4 Years (2014,2015,2016,2017)

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Quality of Mega Bags

The most significant swing in performance noted in 2017 are the Quality of ABCRC Bags. An almost 20% lift in 'HIGH' satisfaction is noted for 2017.

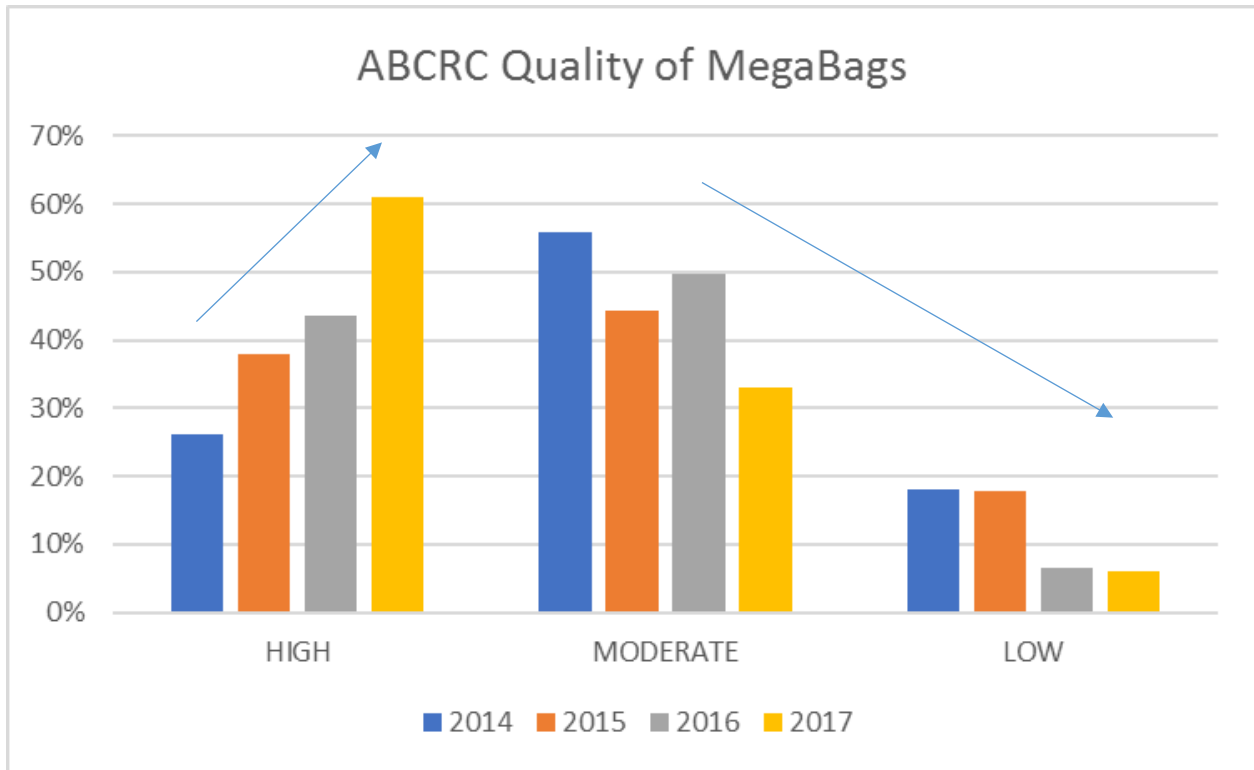


Chart 10
4 Years (2014,2015,2016,2017)

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Website Support Services

Positive improvements from 2016 in the ‘HIGH’ category are noted. Approximately 83% of Depots are accessing the Web Portal more than once a month – up from last year (75%)

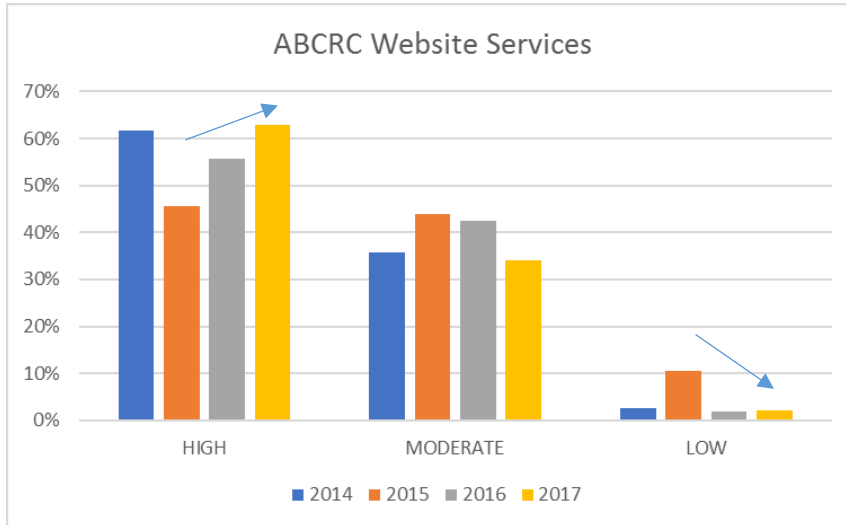


Chart 11
4 Years (2014,2015,2016,2017)

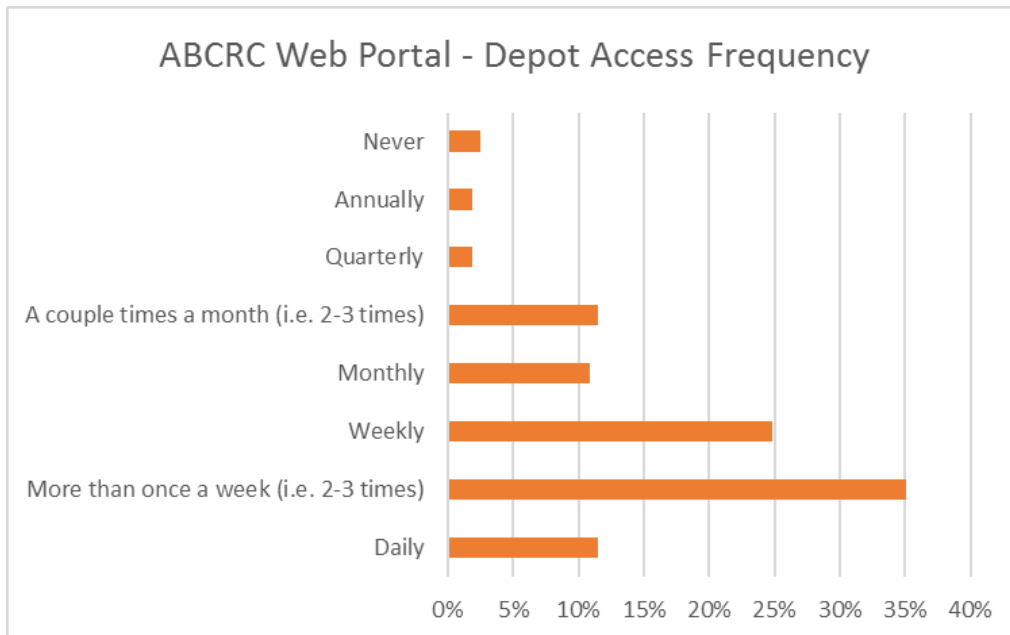


Chart 12
(2017)

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4. Service Provided by Designated Carrier

'HIGH' satisfaction with ABCRC Carrier service has dropped since the last survey.

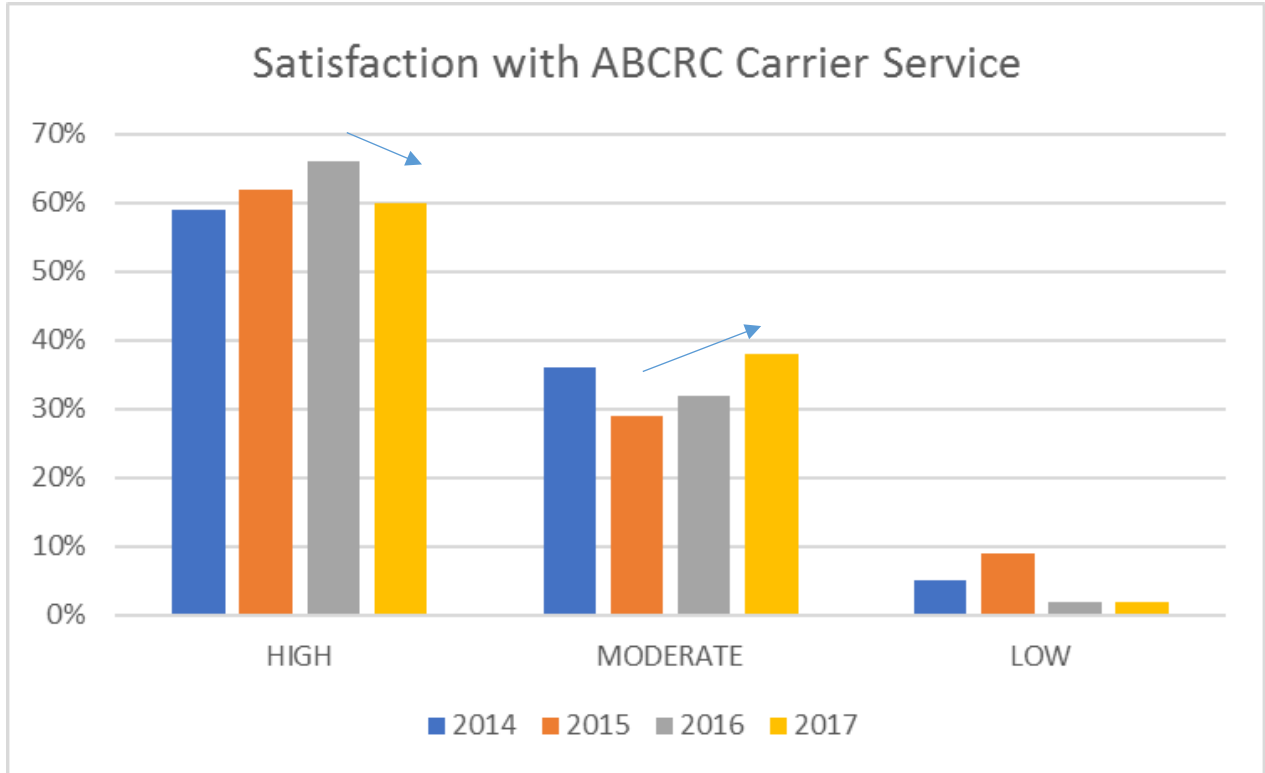


Chart 13
4 Years (2014,2015,2016,2017)

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5. Depot Teams & Community Champions Program

Added in the 2016 survey the following charts details the awareness and engagement of ABCRC's Depot Teams and Community Champions Program.

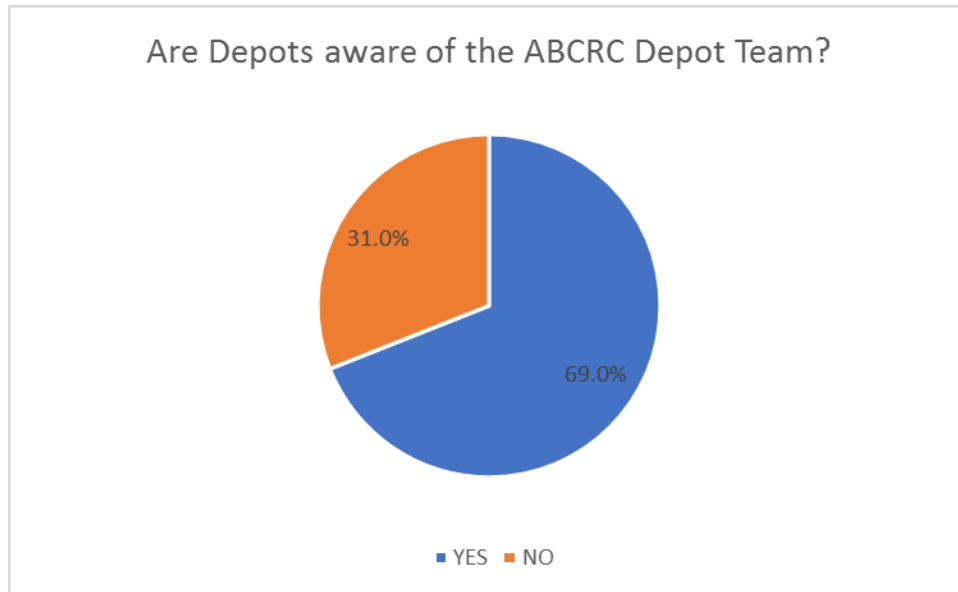


Chart 14
(2017)

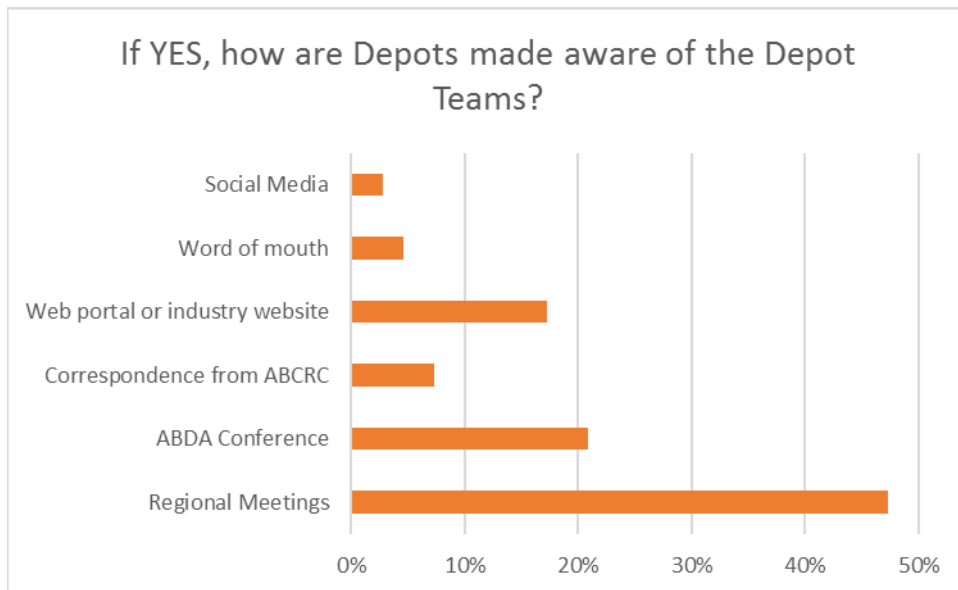
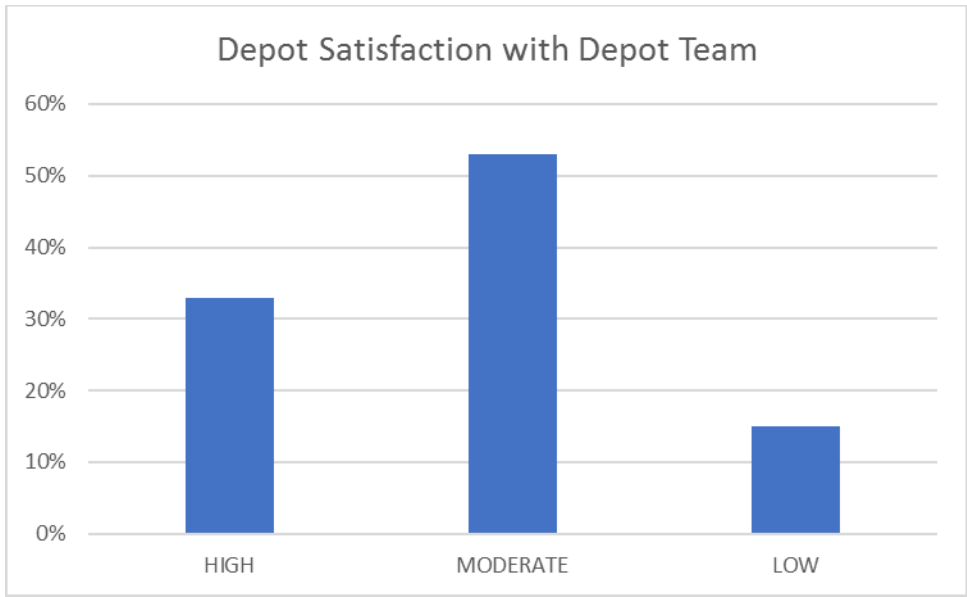
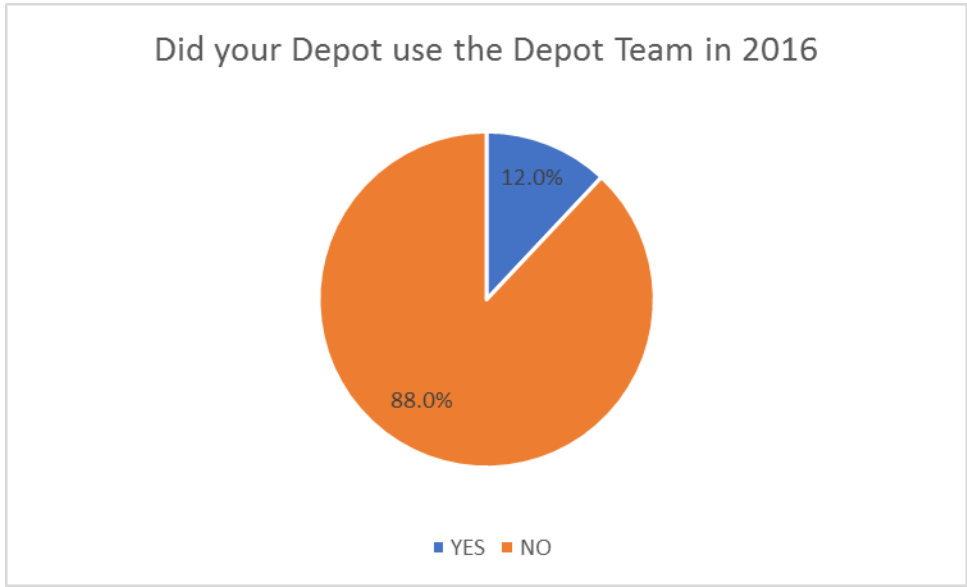


Chart 15
(2017)



*Chart 16
(2017)*



*Chart 17
(2017)*

Depot Awareness of ABCRC's Community Champions Program (CCP)

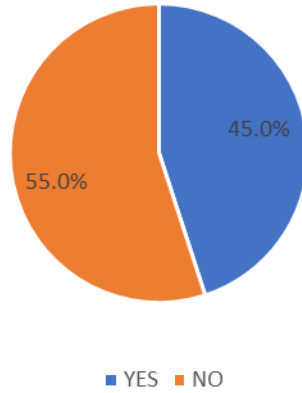


Chart 18
(2017)

If YES, how are Depots made aware of the CCP?

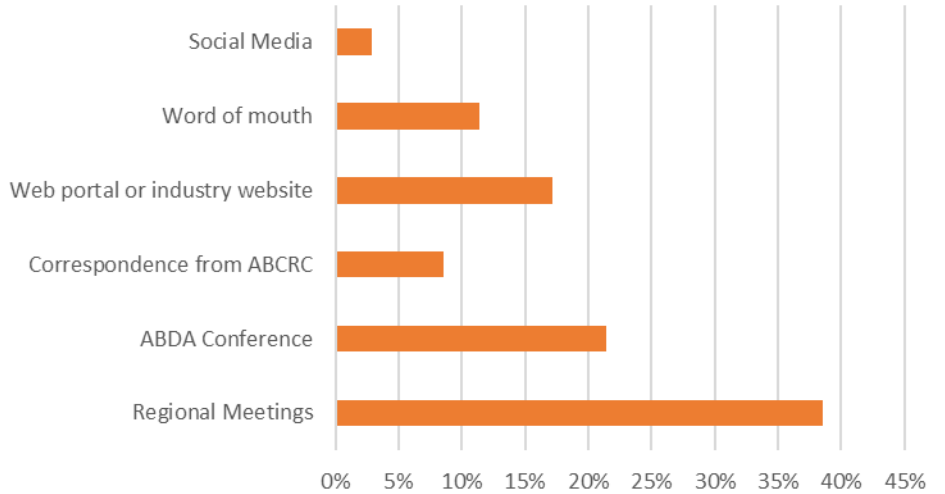


Chart 19
(2017)

Would Depots like more information on CCP?

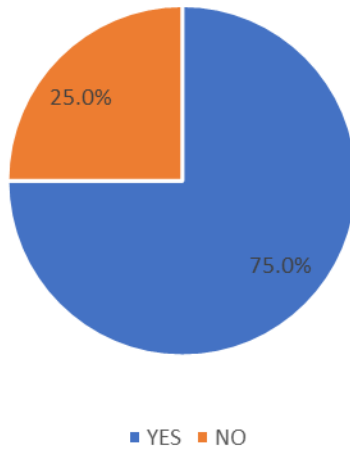


Chart 20
(2017)

Are Depots aware of any Community Partners in their Community who submitted in 2016

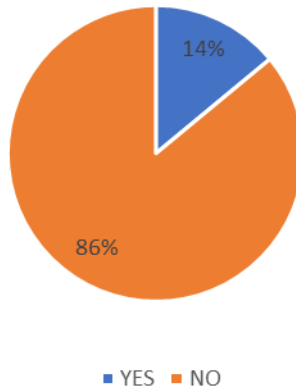


Chart 21
(2017)

BCMB Analysis

1. Satisfaction by Service Requirement in 2017

The BCMB continues to be consistent in 'HIGH' feedback for the ability to reach staff and get quick responses to questions. Improvements in administrative processes are also noted in 2017.

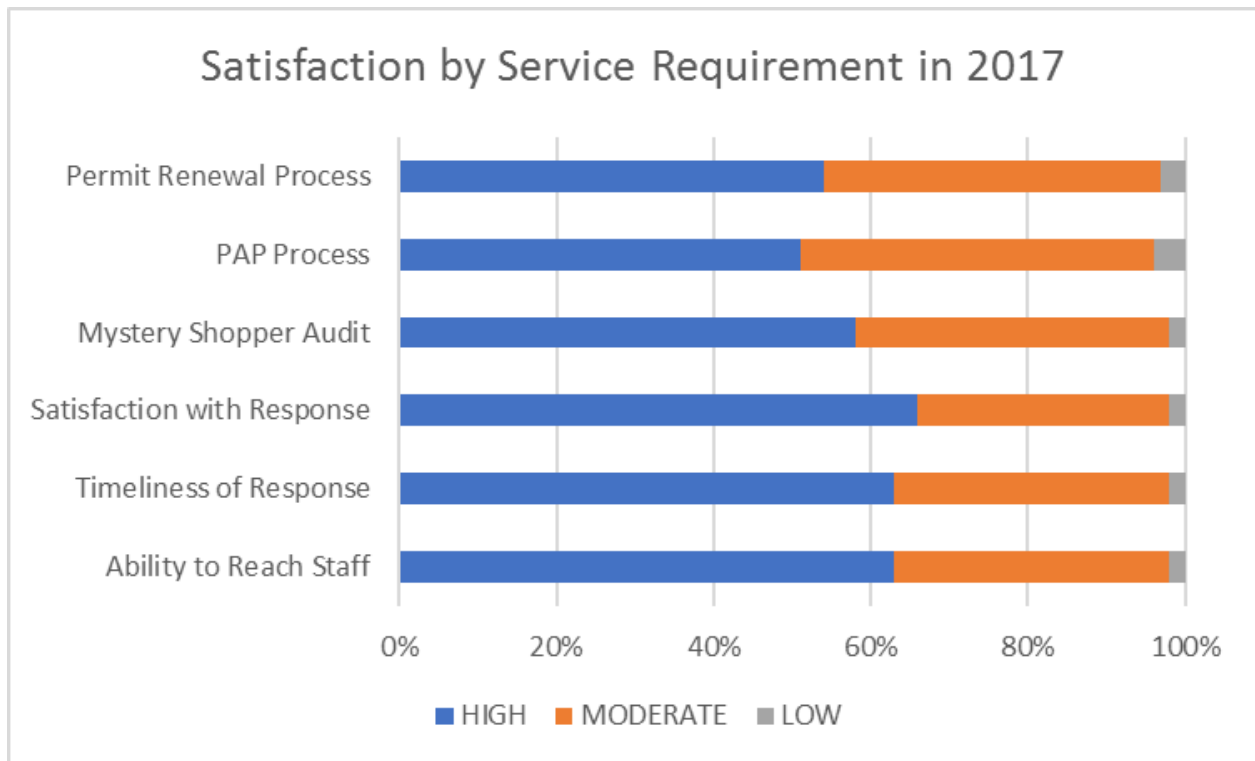


Chart 22
(2017)

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2. Satisfaction with Key Service Indicators for BCMB

Ability to contact and reach the staff at the BCMB

A small dip in 'HIGH' satisfaction is noted in 2017 with 'LOW' remaining at 2016's mark.

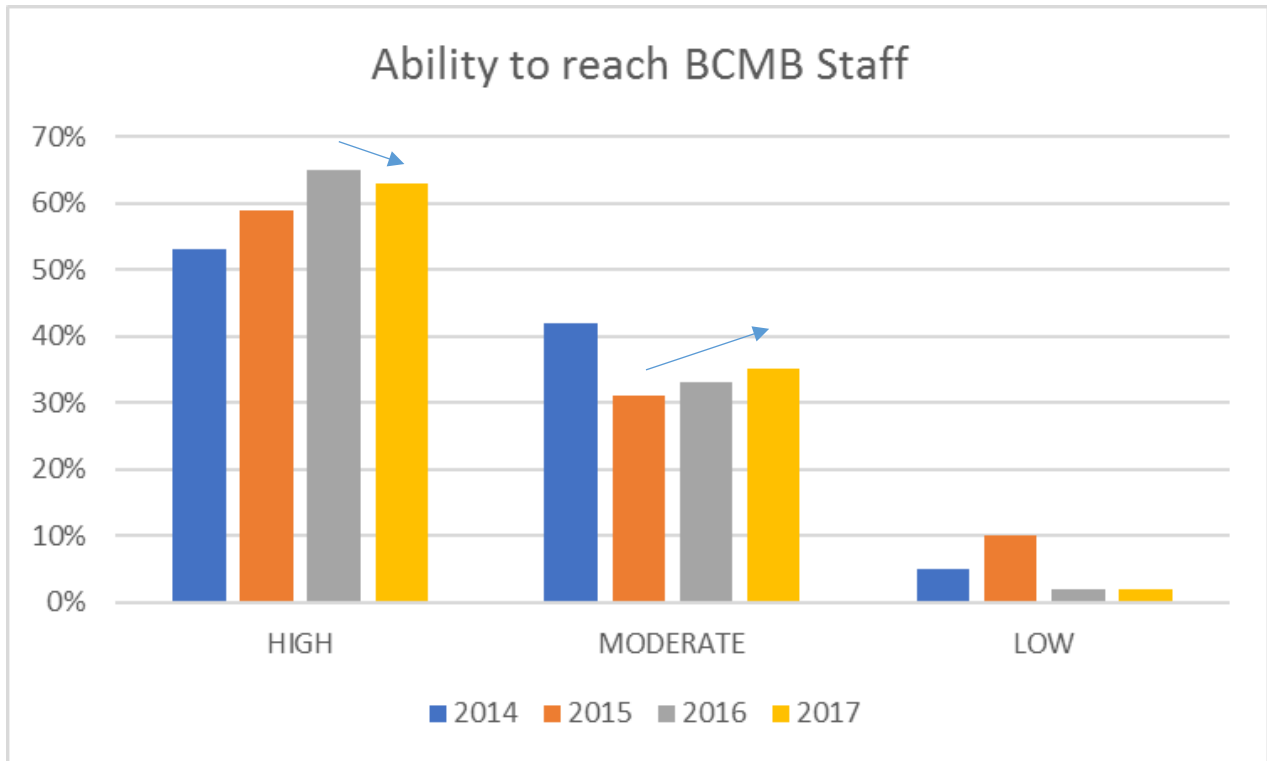


Chart 23
4 Years (2014,2015,2016,2017)

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How quickly the BCMB responds when a request is made

Along with improved ability to contact the BCMB there has been a small decrease in how quickly the BCMB is perceived to respond to requests.

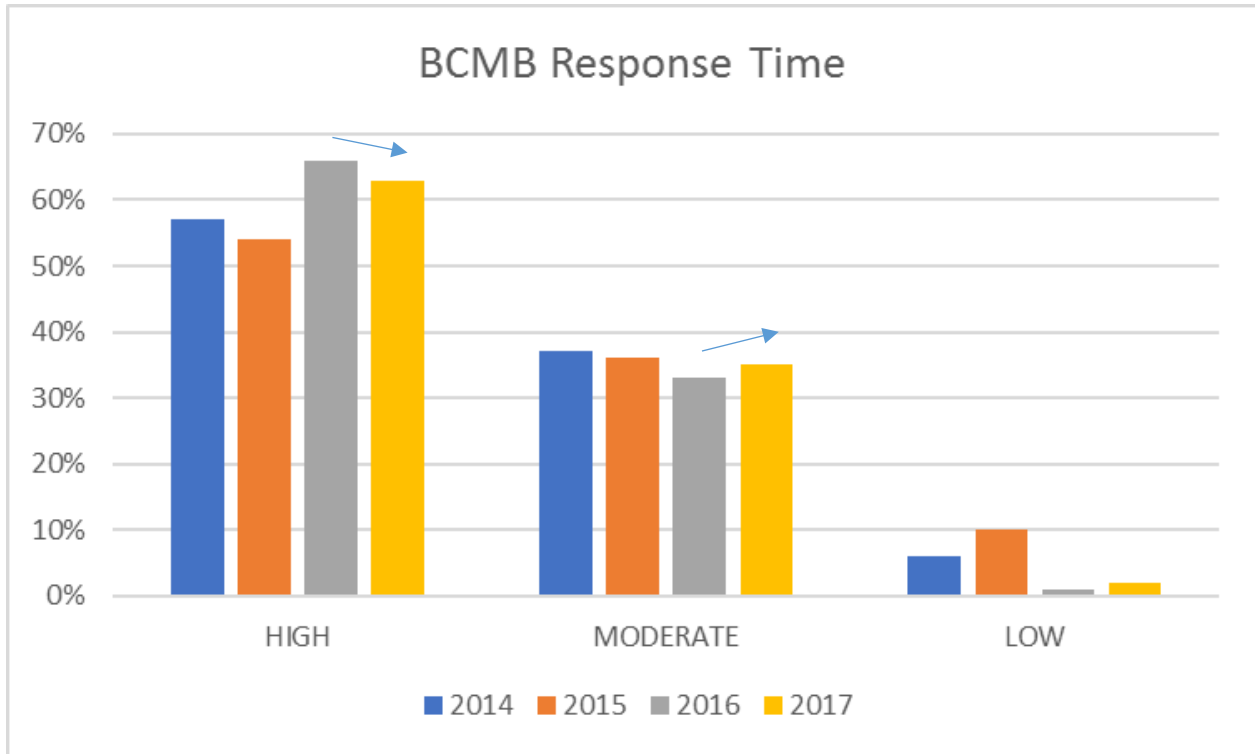


Chart 24
4 Years (2014,2015,2016,2017)

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Receipt of Refund Compliance (Mystery Shopper) Results

2017 responses saw a marked improvement in the perception of Mystery Shopper Audits from the 2016 Survey. Those responding 'LOW' also dropped significantly compared to the consistent scoring from the previous 3 years.

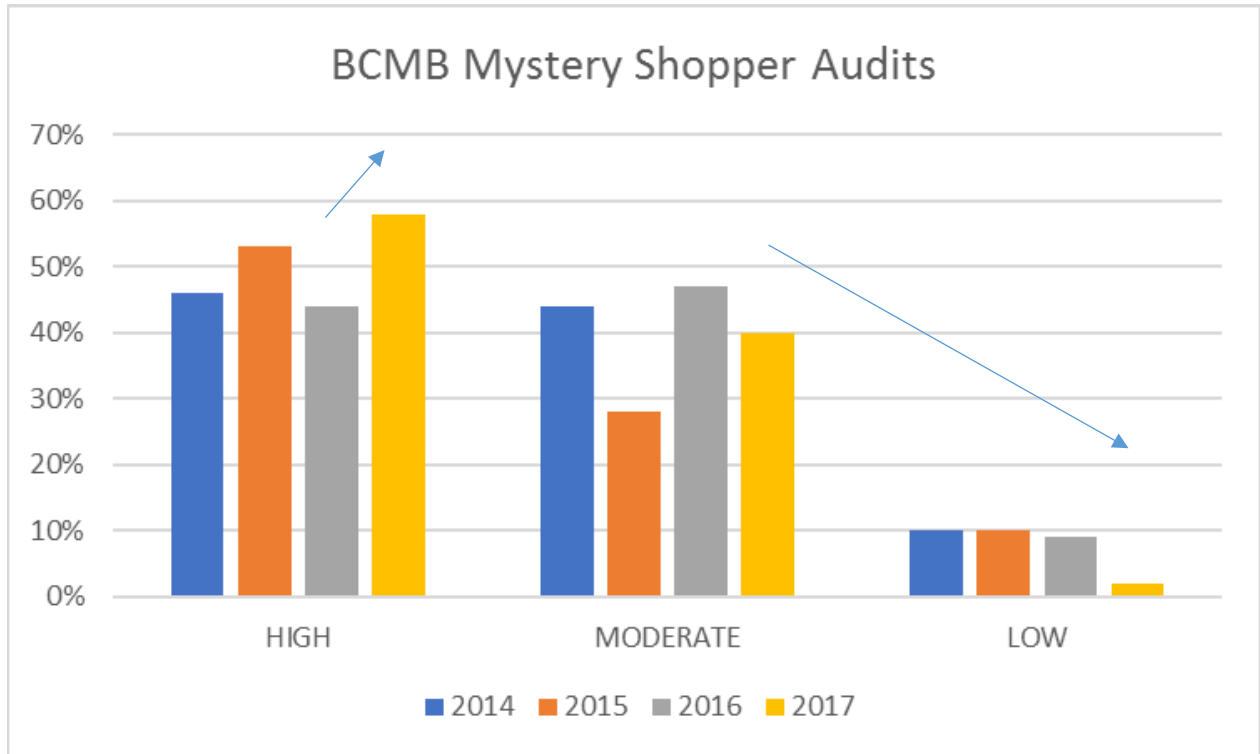


Chart 25
4 Years (2014,2015,2016,2017)

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Progressive Action Policy Process

'HIGH' satisfaction associated with PAP process increased significantly in 2017 jumping from 40% 'HIGH' satisfaction to over 50%. A year over year decreasing trend for 'LOW' performance is also noted.

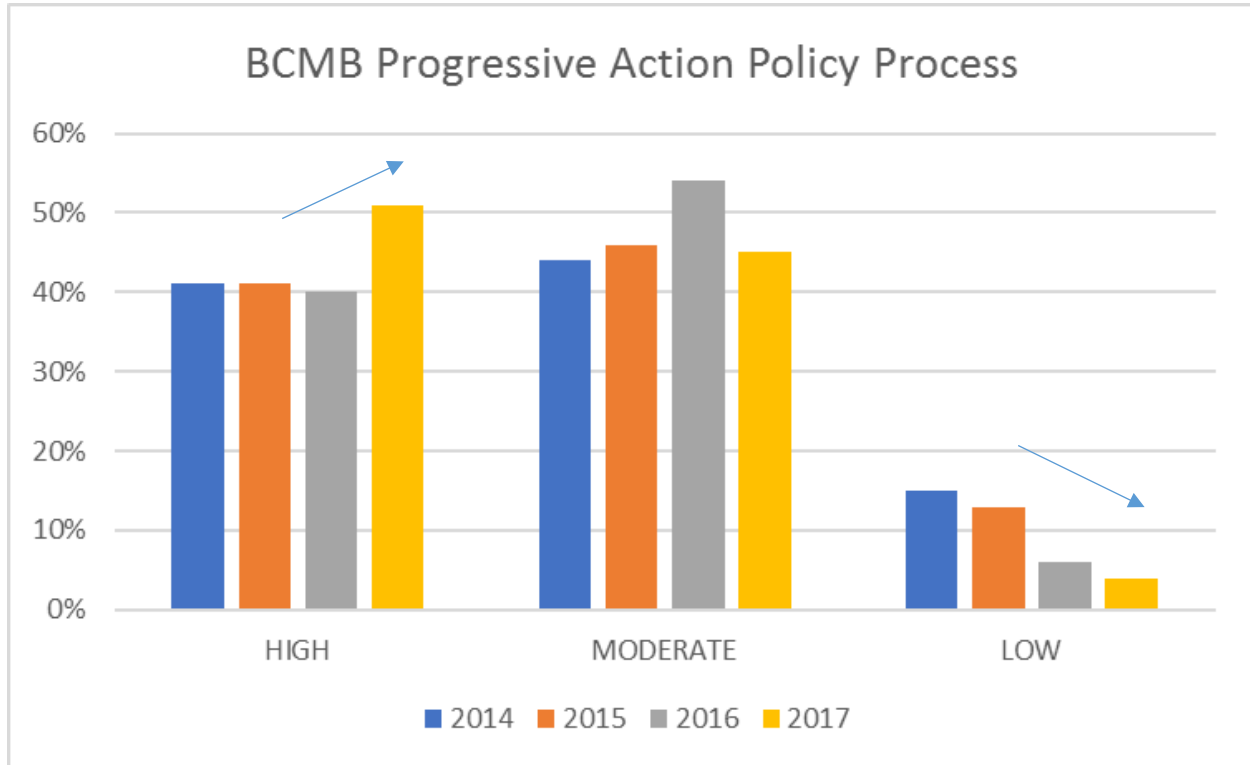


Chart 26
4 Years (2014,2015,2016,2017)

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Permit Renewal Process

A small improvement in 'HIGH' scoring is noted.

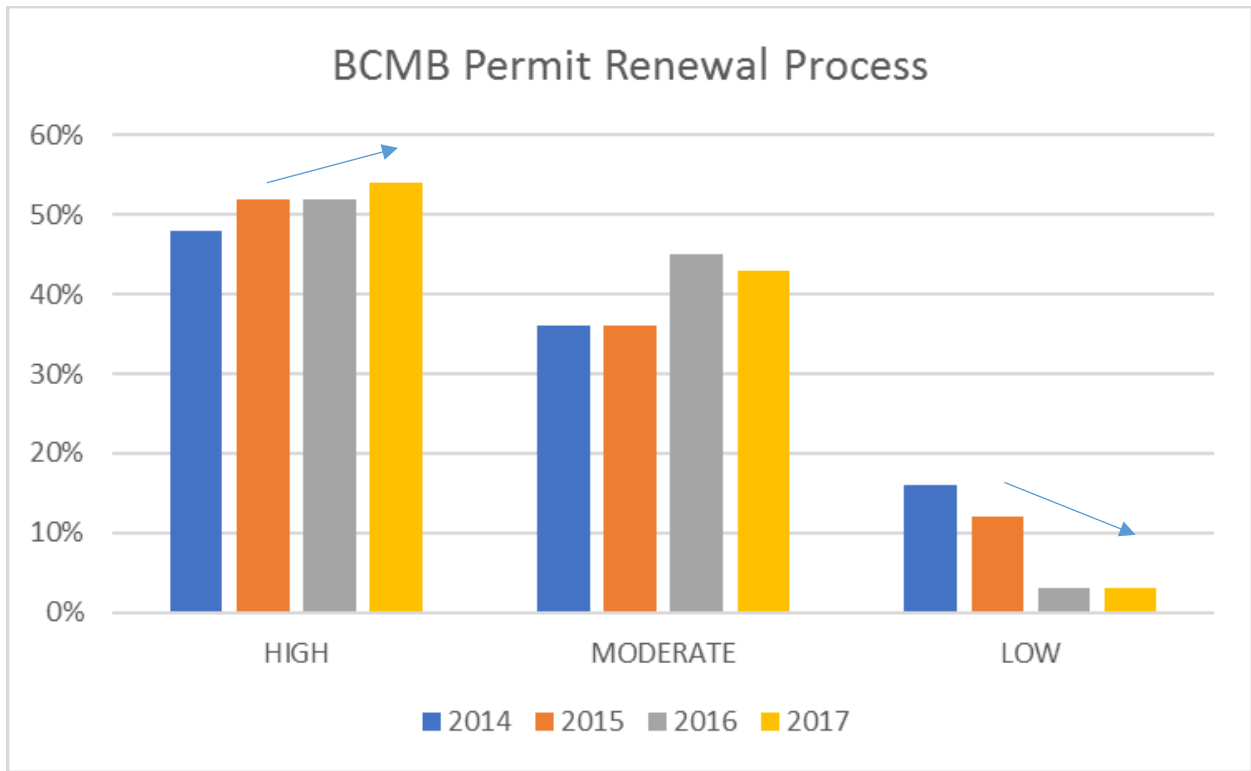


Chart 27
4 Years (2014,2015,2016,2017)

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BDL Analysis

1. Satisfaction by Service Requirement in 2017

This is the third year that Depots were polled on BDL performance. Unfortunately, the performance trend in BDL communications has dropped year over year. However, the standards for supplies has remained consistently well scored by the Depot network.

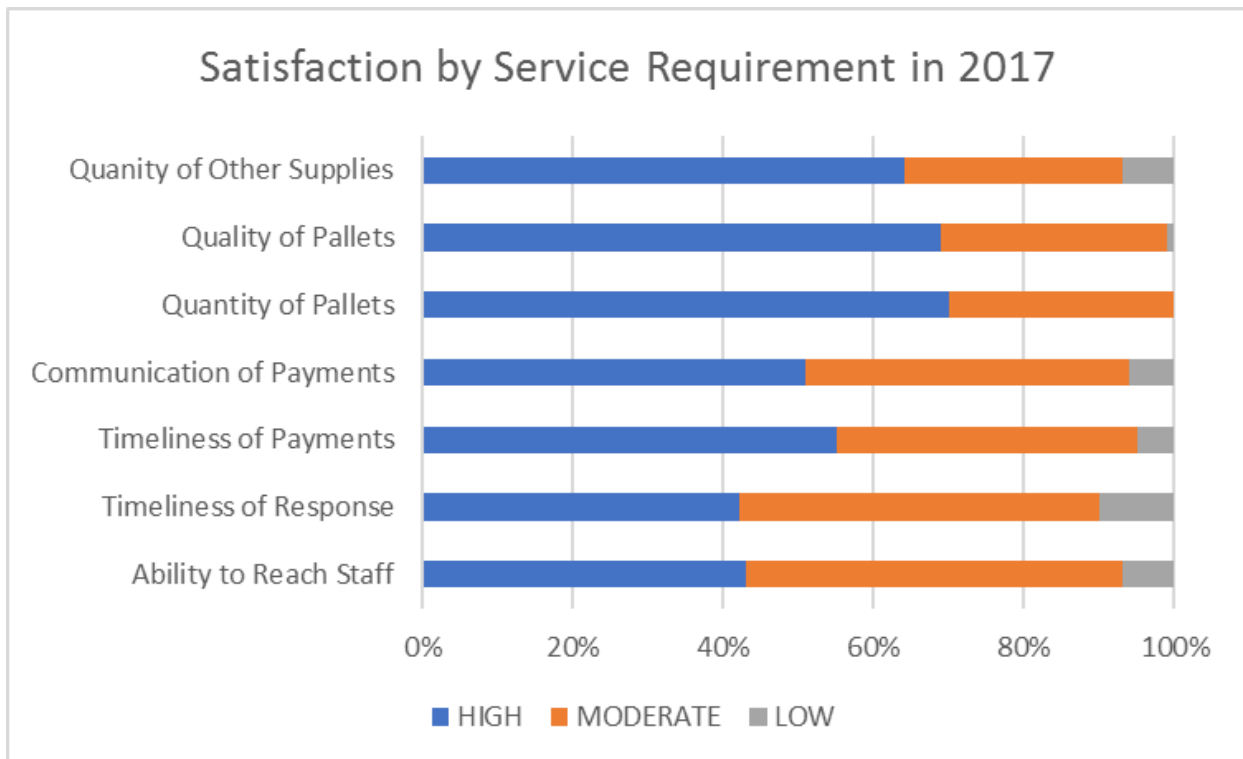


Chart 28
(2017)

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2. Satisfaction with Key Service Indicators for BDL

Ability to contact and reach the staff at BDL

Decreases in both 'HIGH' and 'LOW' satisfaction were noted from 2016 results. More depots are now moderately satisfied with their ability to contact BDL staff.

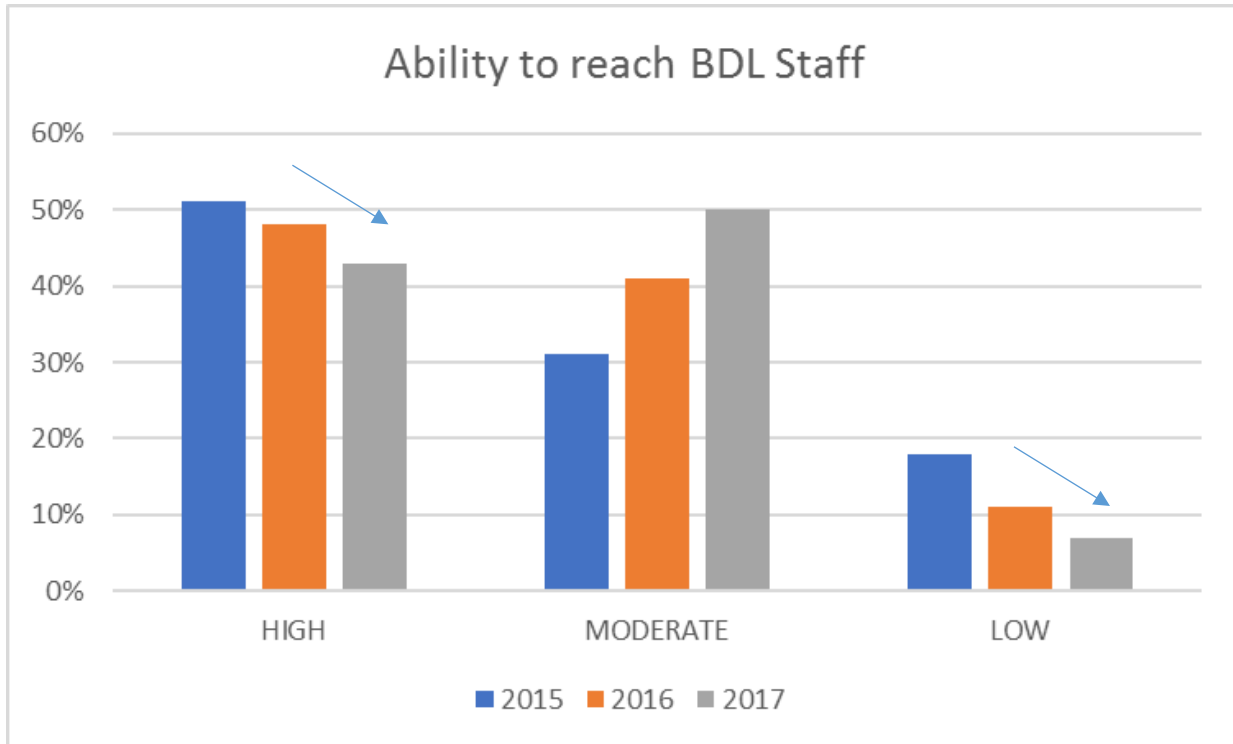


Chart 29
3 Years (2015,2016,2017)

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A rating of 1, 2 or 3 = not satisfied "LOW"

How quickly BDL responds when a request is made

Results are similar to the previous category. A decrease in 'HIGH' satisfaction is noted.

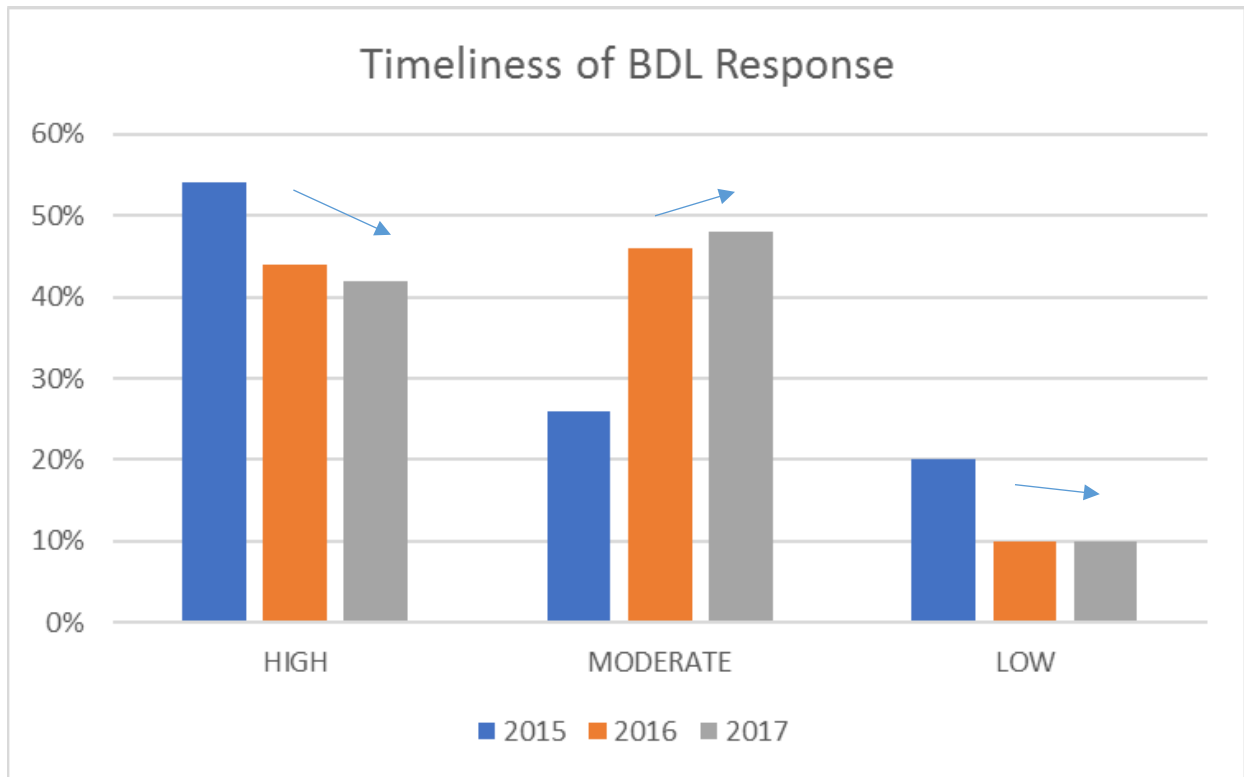


Chart 30
3 Years (2015,2016,2017)

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Timeliness of Payments Received from BDL

Results in the 'HIGH' area of this category have dropped from 2016. There has been a small increase in those depots indicating a 'LOW' satisfaction with payment timelines.

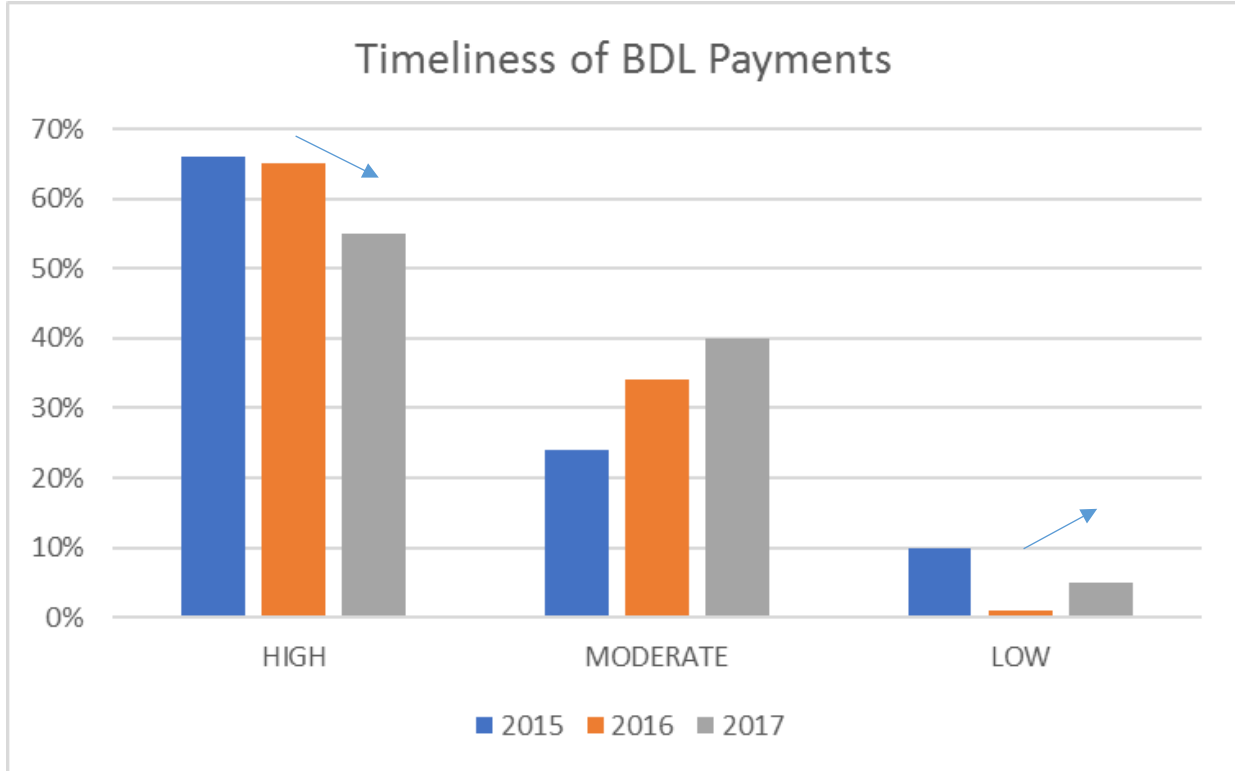


Chart 31
3 Years (2015,2016,2017)

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Timeliness of Payment Adjustment

A Year over Year decrease in 'HIGH' satisfaction is noted.

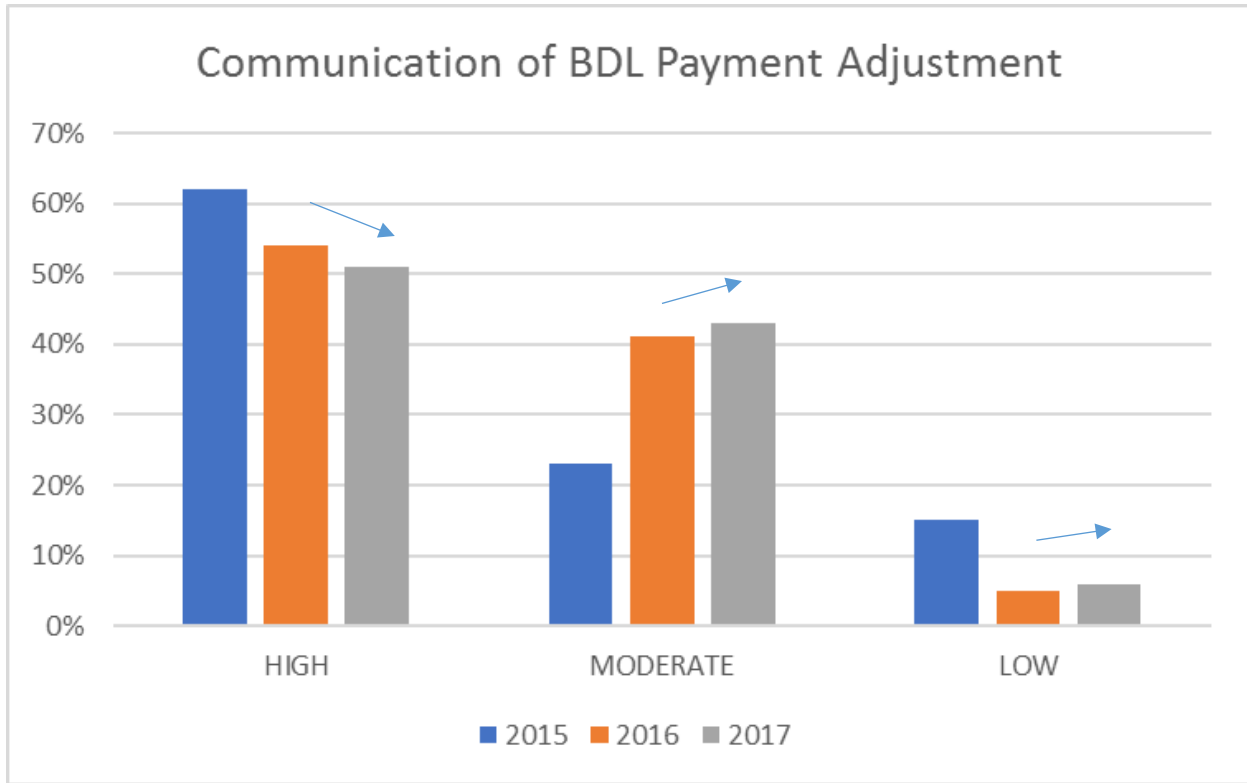


Chart 32
3 Years (2015,2016,2017)

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Quantity of Pallets from BDL

Results in the 'HIGH' area of this category increased from 2016. This remains the only item in the entire Survey where there isn't a single 'LOW' score from the Depot Network.

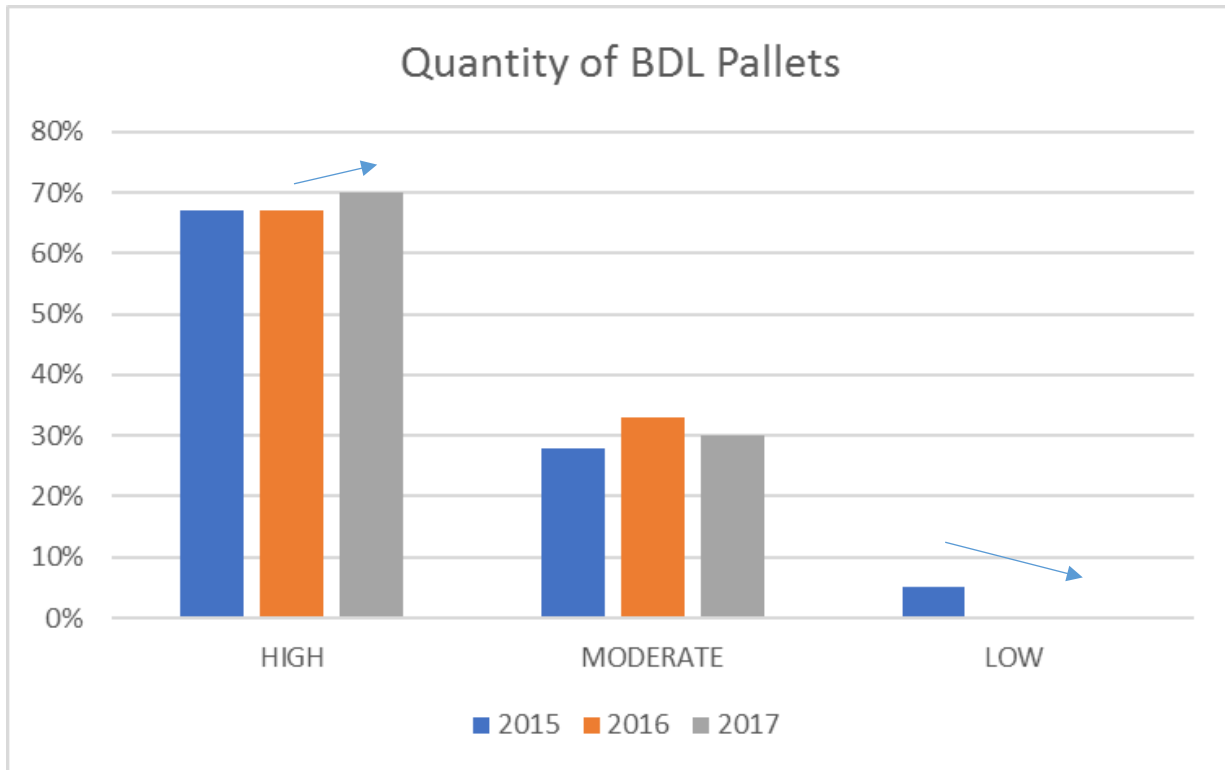


Chart 33
3 Years (2015,2016,2017)

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Quality of Pallets from BDL

The results in this category show a small change from 2016 with a dip in 'HIGH' satisfaction and small increase in 'MODERATE'.

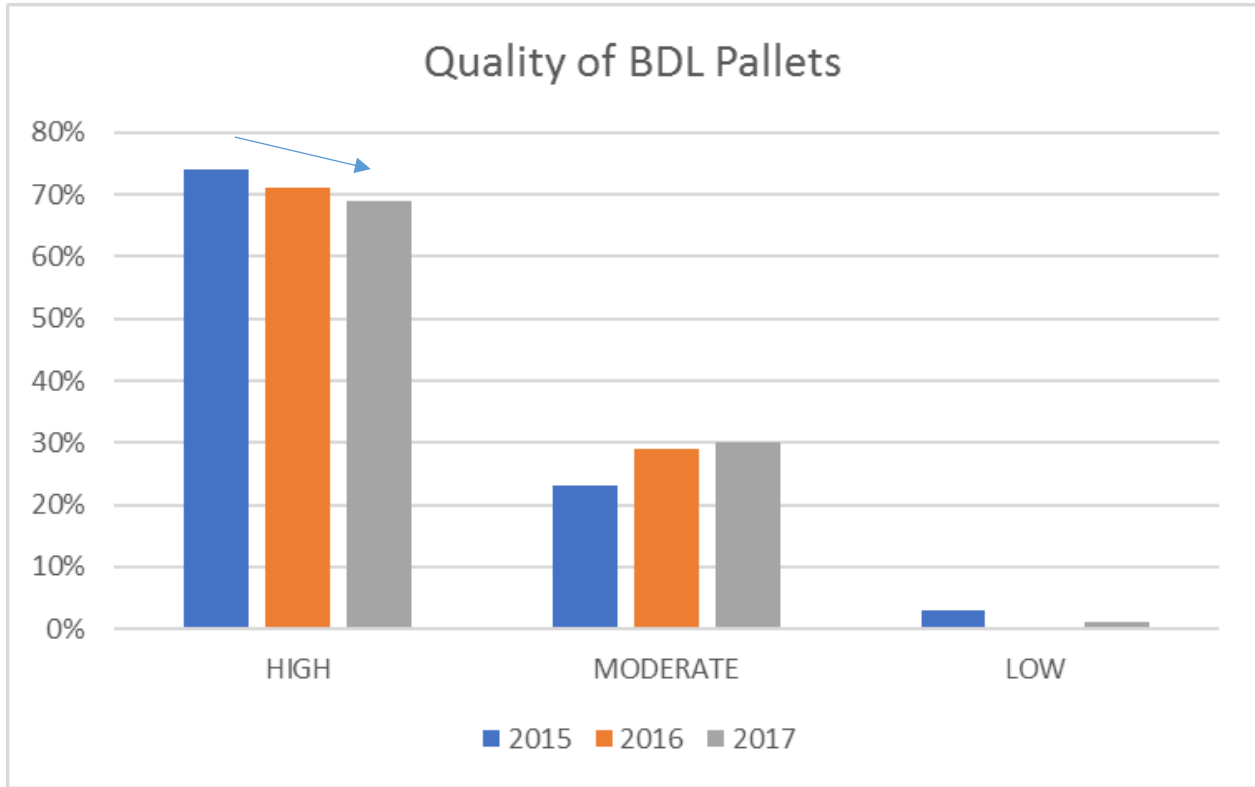


Chart 34
3 Years (2015,2016,2017)

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Other Supplies

Small changes are noted in each satisfaction area. Low satisfaction increased from 2% to 8% from 2016.

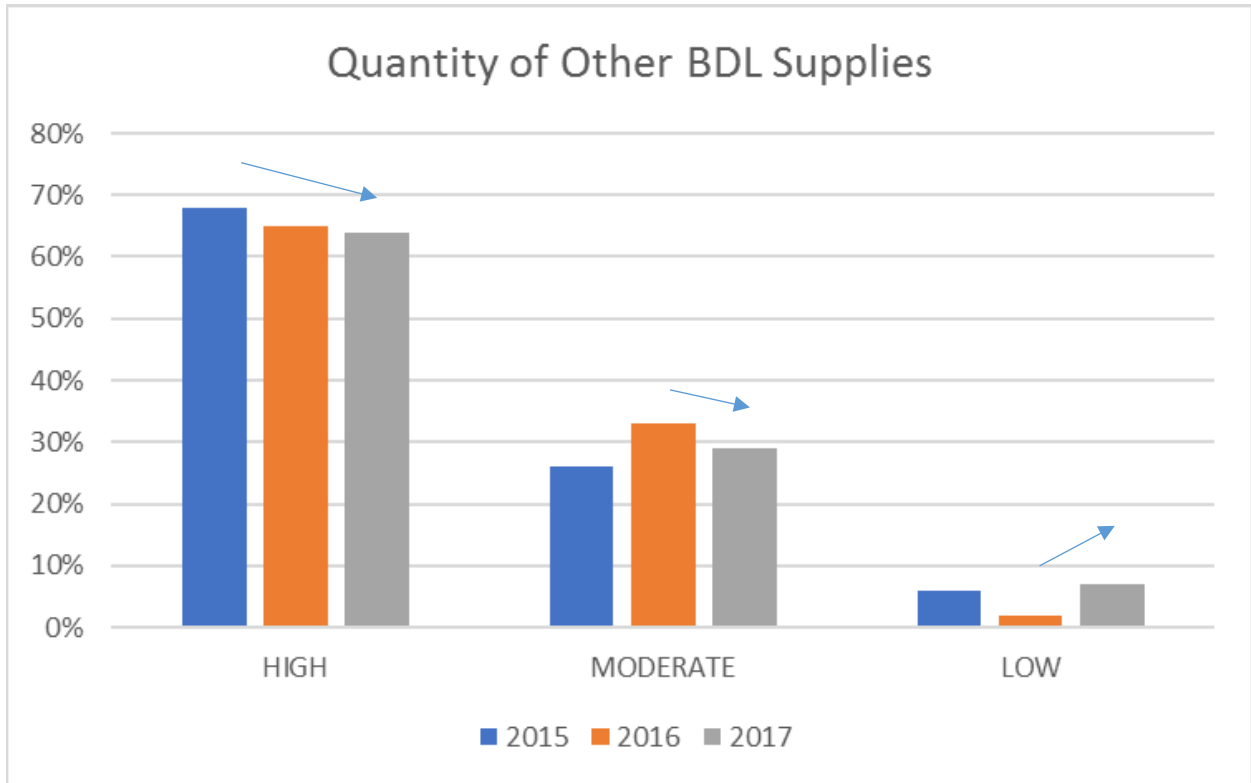


Chart 35
3 Years (2015,2016,2017)

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ABDA Analysis

1. Overall Satisfaction in 2017

In the first year of scoring for ABDA the results show a generally favorable 69% 'HIGH' satisfaction for the ABDA.

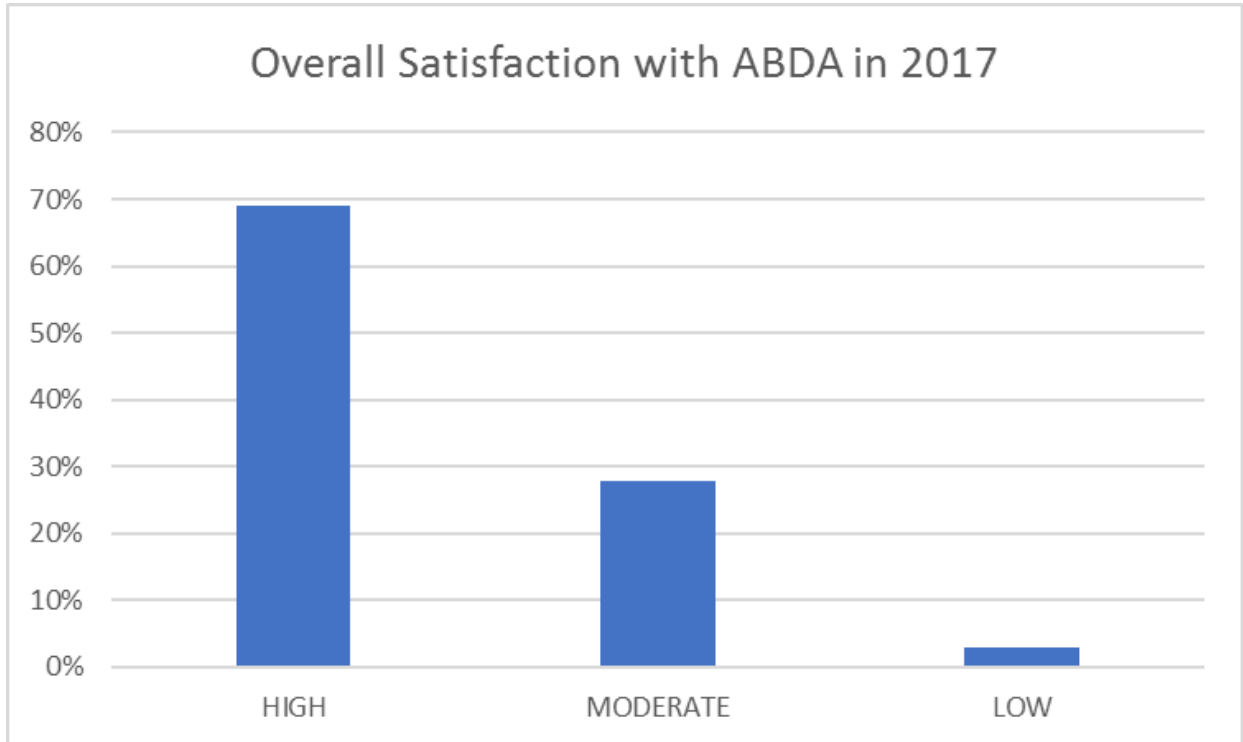


Chart 36
(2017)

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2. Satisfaction by Service Items in 2017

Responses were broadly similar across all three categories.

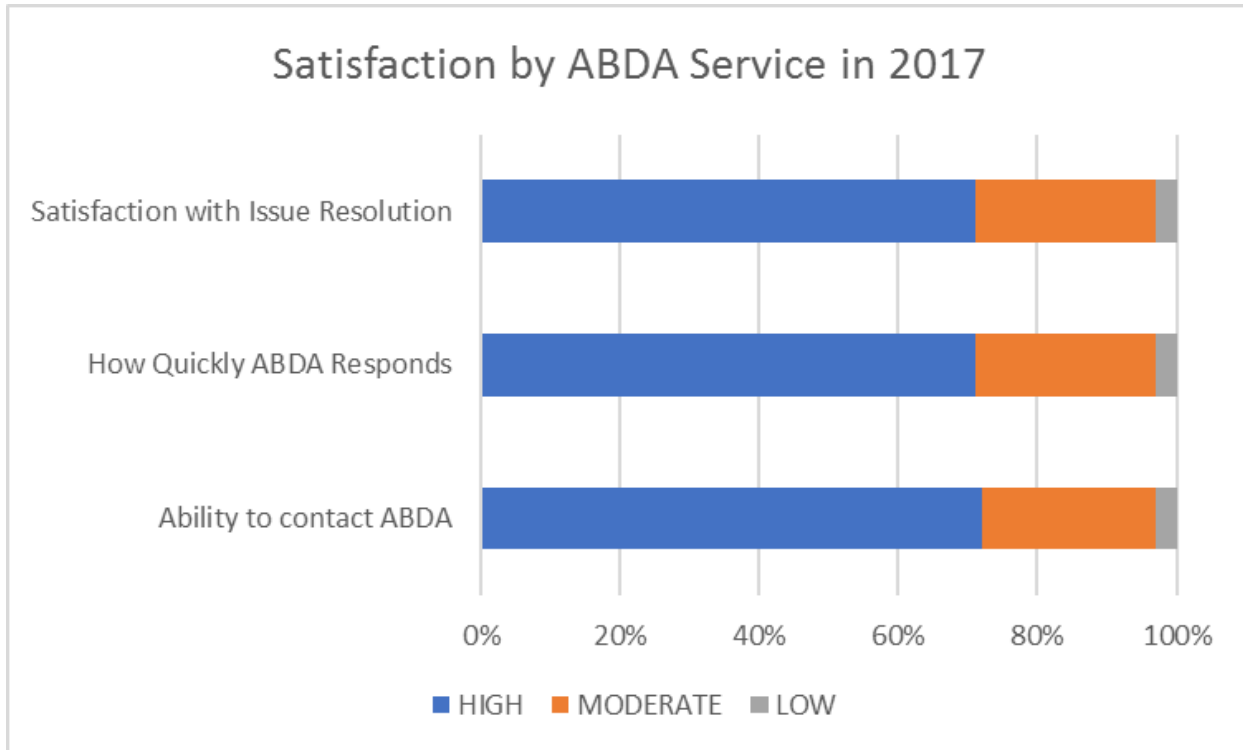


Chart 37
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3. Information Items – 2017

The survey is also an opportunity to gather useful information on items that are otherwise not easily assessed. The following charts detail the information gathered during this year’s survey.

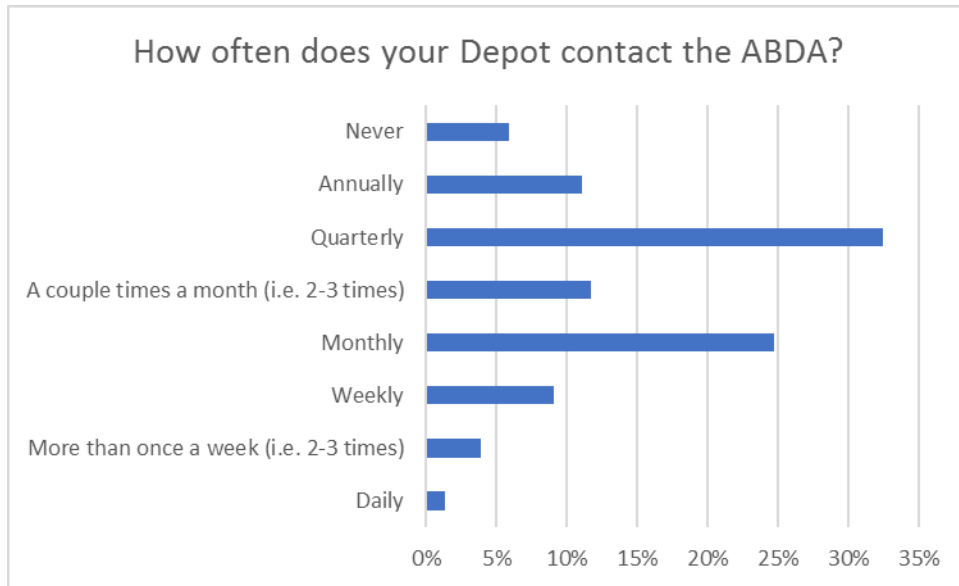


Chart 38
(2017)

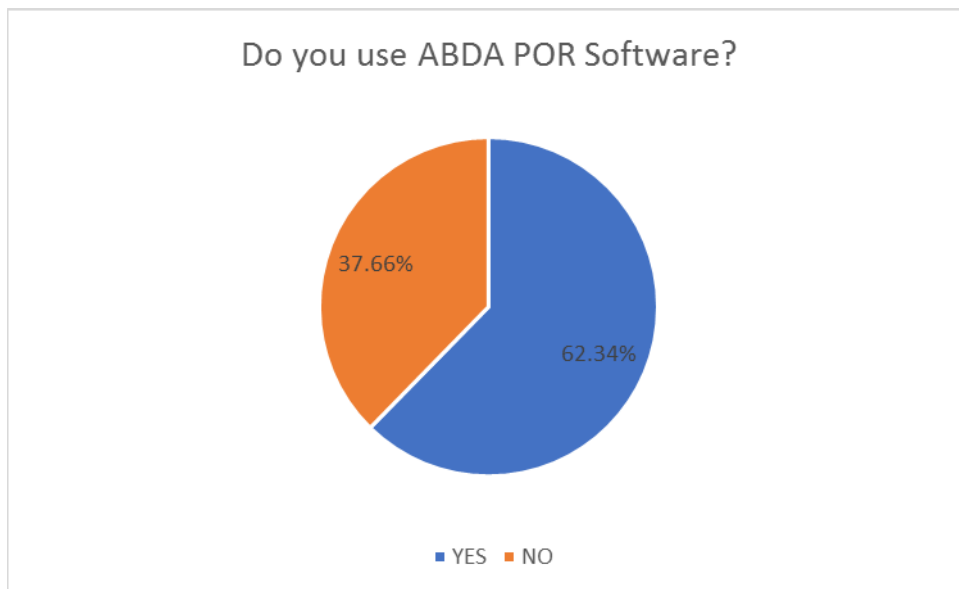


Chart 39
(2017)

Quality Monitoring

In 2017 there were 4 direct questions asked relating to QM. Focus was identical to the 2016 survey and evaluated Depot engagement with the QM tool when they indicated a low satisfaction rating.

Results showed that there was a greater engagement with QM compared to last year. There is however still a bias towards using the tool for supply related issues compared to communication related issues.

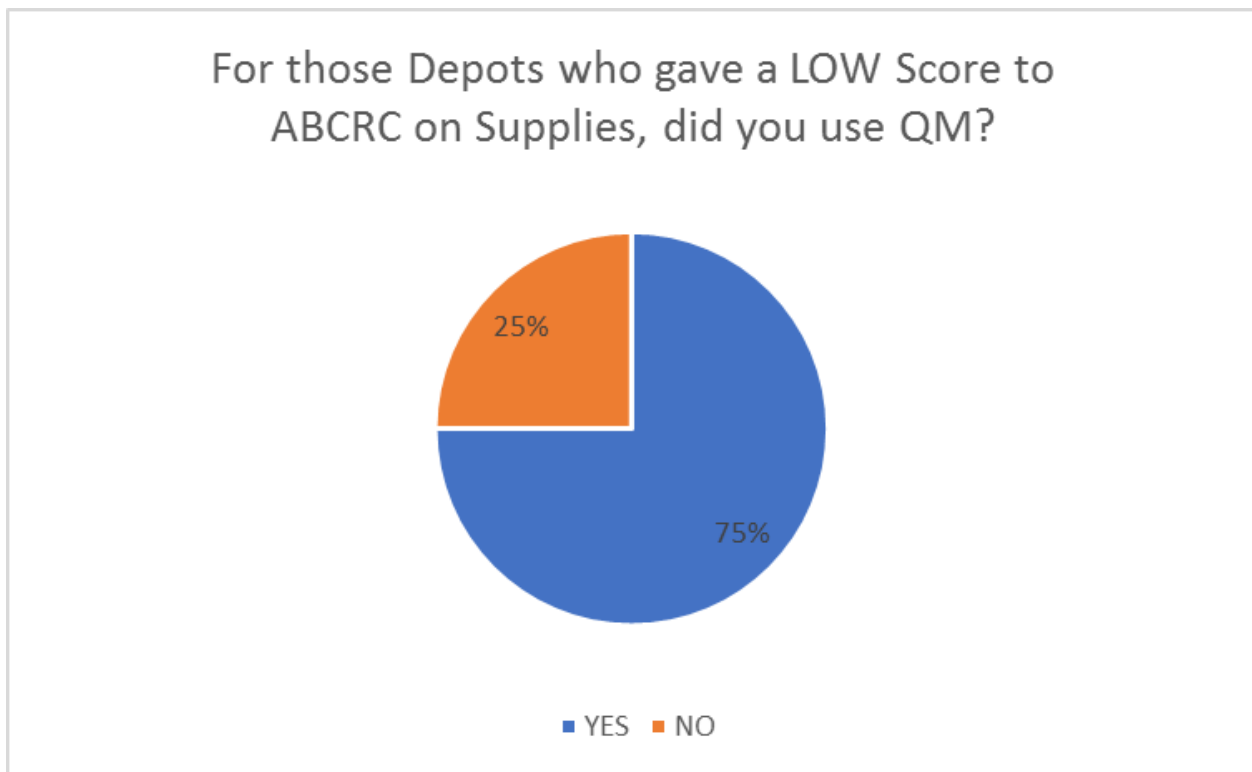


Chart 40
(2017)

For those Depots who gave a LOW Score to ABCRC on Carrier Satisfaction, did you use QM?

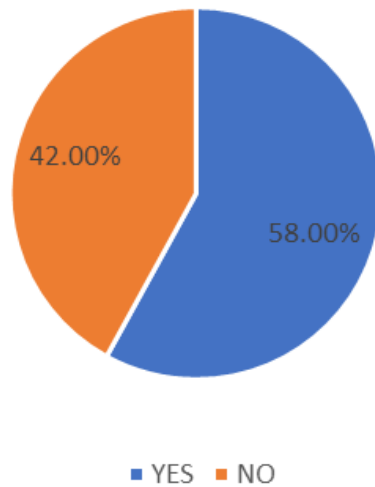


Chart 41
(2017)

If you gave BDL a LOW Score Communication did you use QM?

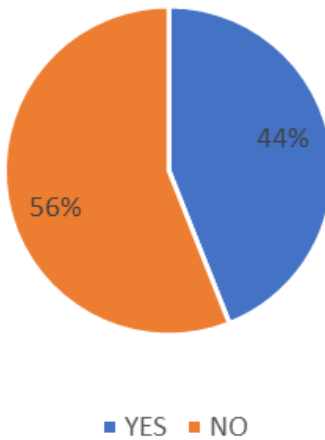


Chart 42
(2017)

If you gave ABDA a LOW Score for Satisfaction did you use QM?

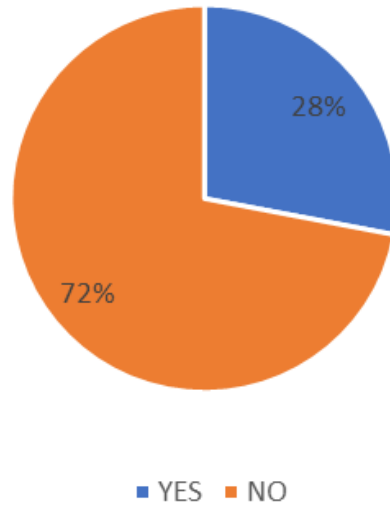


Chart 43
(2017)

Action Plans

For the second year running the Depot network was asked to assess each organizations commitment and follow through to the action plans they identified earlier in the year. As such this is the first year that represents comparable data from the previous year.

Survey Feedback to Annual Action Plans

Small changes are noted for each organization compared with the 2016 survey. As previously mentioned in the Executive Summary, there is an opportunity to improve the communication of these action plans to the Depot Network.

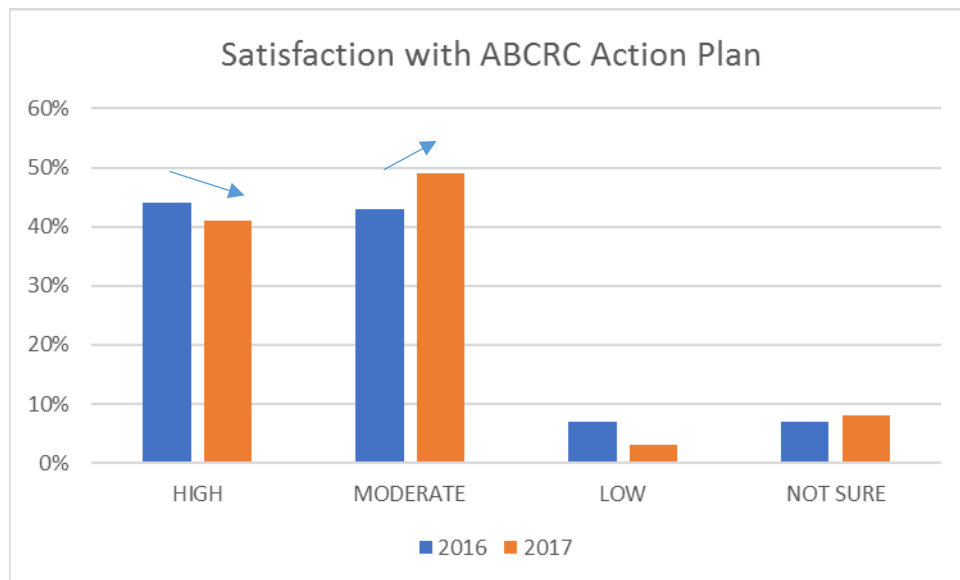


Chart 44
(2017)

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

A rating of 6 or 7 = highly satisfied "HIGH"

A rating of 4 or 5 = moderately satisfied "MODERATE"

A rating of 1, 2 or 3 = not satisfied "LOW"

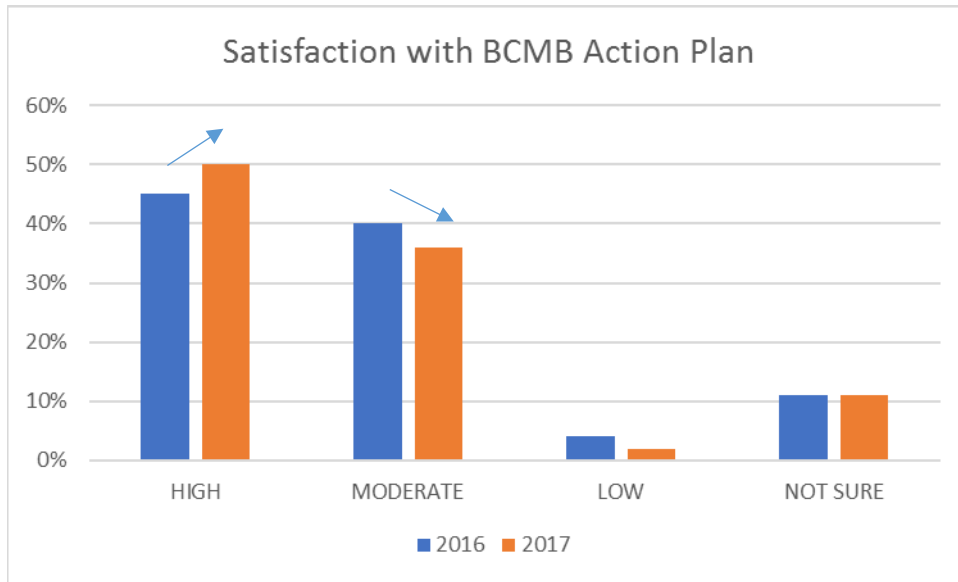


Chart 45
(2017)

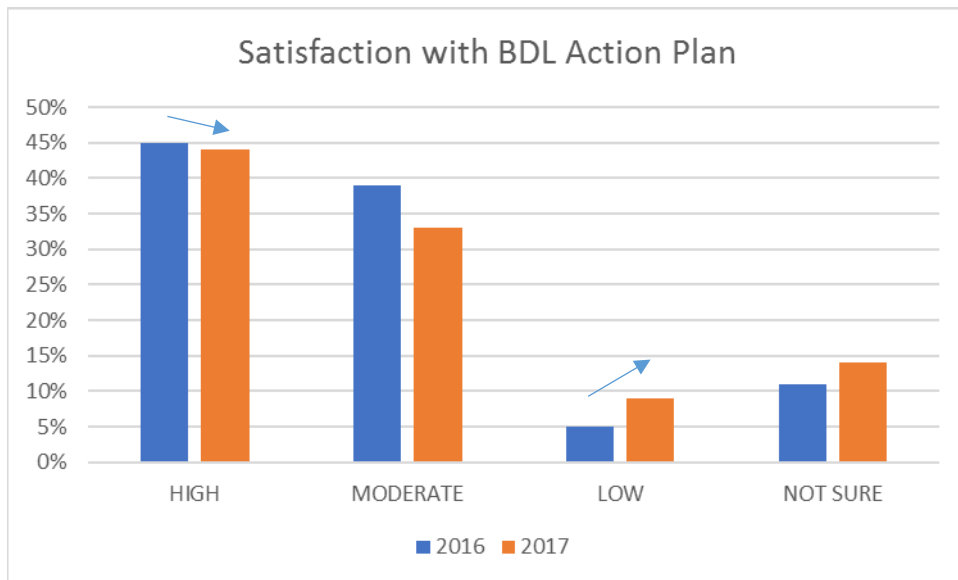


Chart 46
(2017)

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

A rating of 6 or 7 = highly satisfied "HIGH"

A rating of 4 or 5 = moderately satisfied "MODERATE"

A rating of 1, 2 or 3 = not satisfied "LOW"