

# Depot Satisfaction Survey

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2018



Beverage Container Management Board

# 2018 Depot Satisfaction Survey

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## 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 2018, the Beverage Container Management Board (BCMB) conducted the annual Depot Satisfaction Survey for the fifth 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 221 universal bottle depots. 161 depot operators completed the 2018 Depot Satisfaction Survey resulting in a 73% completion rate – identical to last year.

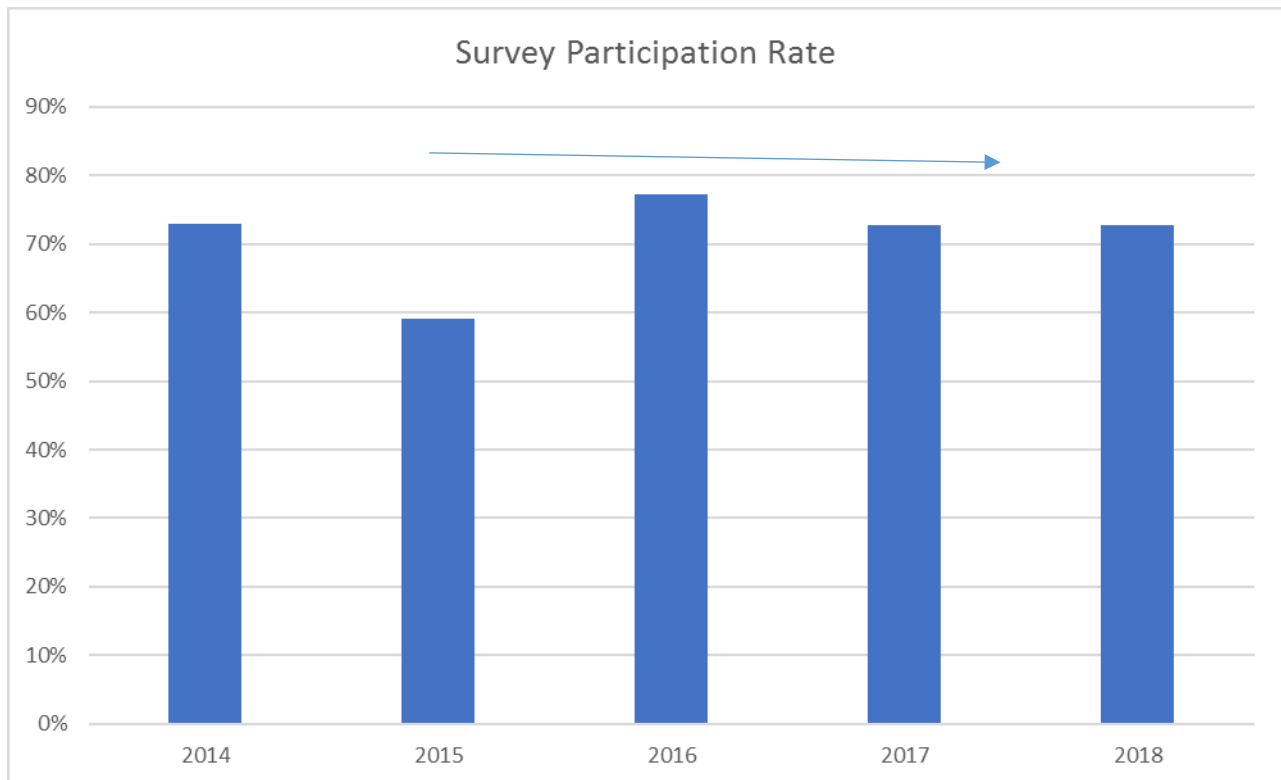


Chart 1

(5 year comparator)

## Survey Terminology

As in previous years the 2018 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

There were certainly differing trends in satisfaction across all industry partners for 2018. Overall satisfaction with ABCRC dipped from 2017 which was expected given the challenges presented by the significant software rollout of the NAV system. However, improvements in communication were noted. The BCMB saw improvements in all assessed areas with significant satisfaction improvements in response times, PAP and the Permit Renewal Process. BDL remained largely consistent from previous years with some dips in satisfaction related to supplies. This was the second year of participation for ABDA in this survey and results were similar to last year with a slight dip in overall satisfaction compared to 2017.

Notable areas to highlight in the report include the following:

### ABCRC

**a. Supplies:** There was some significant variations with feedback on supplies when compared to last year. There was a drop in ‘HIGH’ satisfaction with the Quantity and Quality of both Mega Bags and Pallets and increases in ‘LOW’ satisfaction. Greater diligence by ABCRC to inventory counts and targets has put an increased accountability on Depots to monitor and maintain correct inventories. This is likely to have put downward pressure on this metric.

**b. Communication:** Feedback on the ability to reach ABCRC dipped from 2017 with results seeing a decrease in ‘HIGH’ satisfaction and an increase in ‘MODERATE’ satisfaction. The industry focus on QMS as the primary method of communicating has likely created this difference. However, it is noted that there are improvements in timeliness of communication and the communication of payments.

**c. Designated Carrier:** This area is largely similar to last year with a slight dip from ‘HIGH’ satisfaction and a small increase in ‘LOW’ satisfaction. This metric continues to trend at around 60% ‘HIGH’ satisfaction as it has for the last 5 years.

### BCMB

**e. Communication:** Satisfaction with communication has improved from 2017 with ‘HIGH’ satisfaction now at 67%. Response time has also improved from previous years with a further increase in ‘HIGH’ satisfaction.

**f. Refund Compliance:** Depots scoring this area as 'HIGH' is broadly similar to 2017. However, the survey did show a small increase in 'LOW' satisfaction. This could be partly attributed to the increase in focus audits in 2018

**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 improved slightly from the previous year. This is a reversal of the 3-year declining trend for this area. This extends to the timeliness of payments and payment adjustments which also increased slightly in satisfaction again this year.

**j. Supplies:** Results were similar to previous years although a small declining trend in satisfaction with the quality of BDL pallets is noted.

## **ABDA**

**k. Overall Satisfaction:** This is the second year the survey has assessed the ABDA and the results show that overall satisfaction has dipped from the previous year. An 8% decrease in 'HIGH' satisfaction and small increase in both 'MODERATE' and 'LOW' satisfaction are noted.

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

## **Action Plans**

As was done in 2016 and 2017 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 2017 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 2017. The BCMB saw small increase in 'HIGH' satisfaction compared to 2017. BDL was similar to last year. For all organizations that participated there was a decrease from Depots who weren't sure about each organizations Action Plan.

# ABCRC Analysis

## 1. Overall Satisfaction with ABCRC

The 2018 survey showed a decrease in overall satisfaction with ABCRC Operations with scoring lower in the 'HIGH' categories and a significant increase in depots scoring 'LOW'.

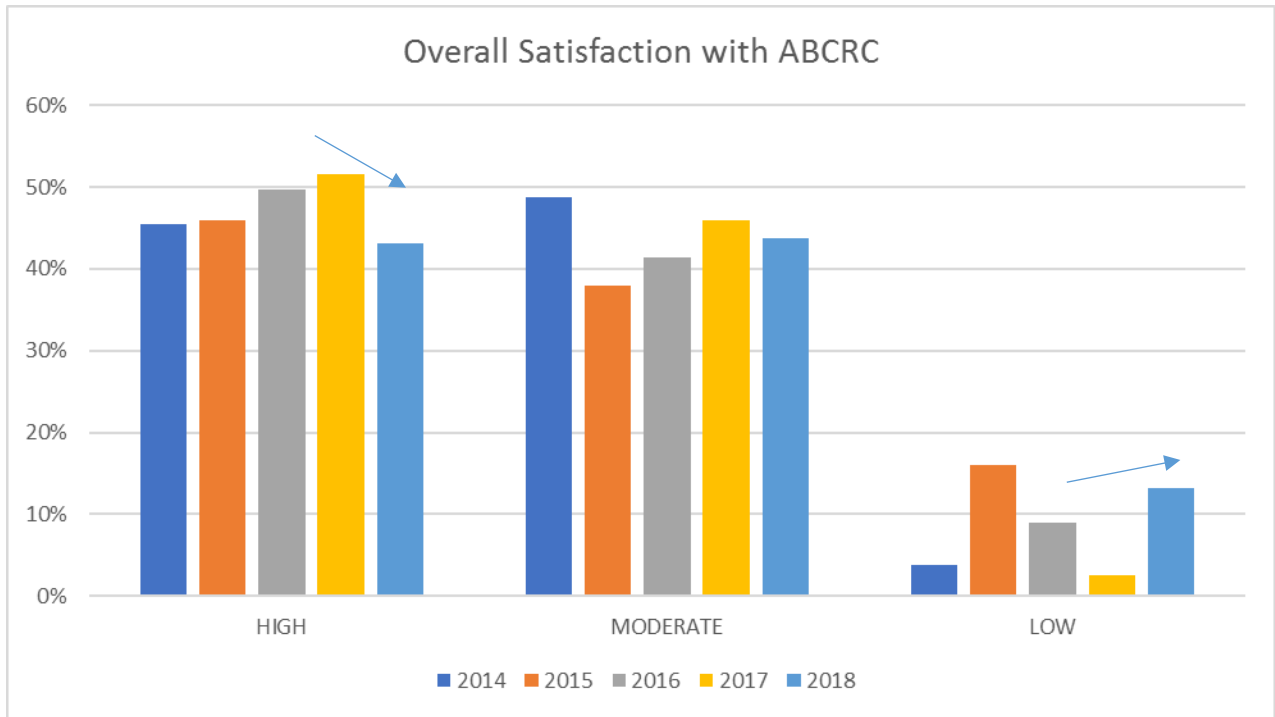


Chart 2

(2014,2015,2016,2017,2018)

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"

## 2. Satisfaction by Service Requirement in October 2018

The following graph displays a breakdown of all service requirements provided by ABCRC. QMS Response Satisfaction was new to 2018 and replaced the 'Website support services' category.

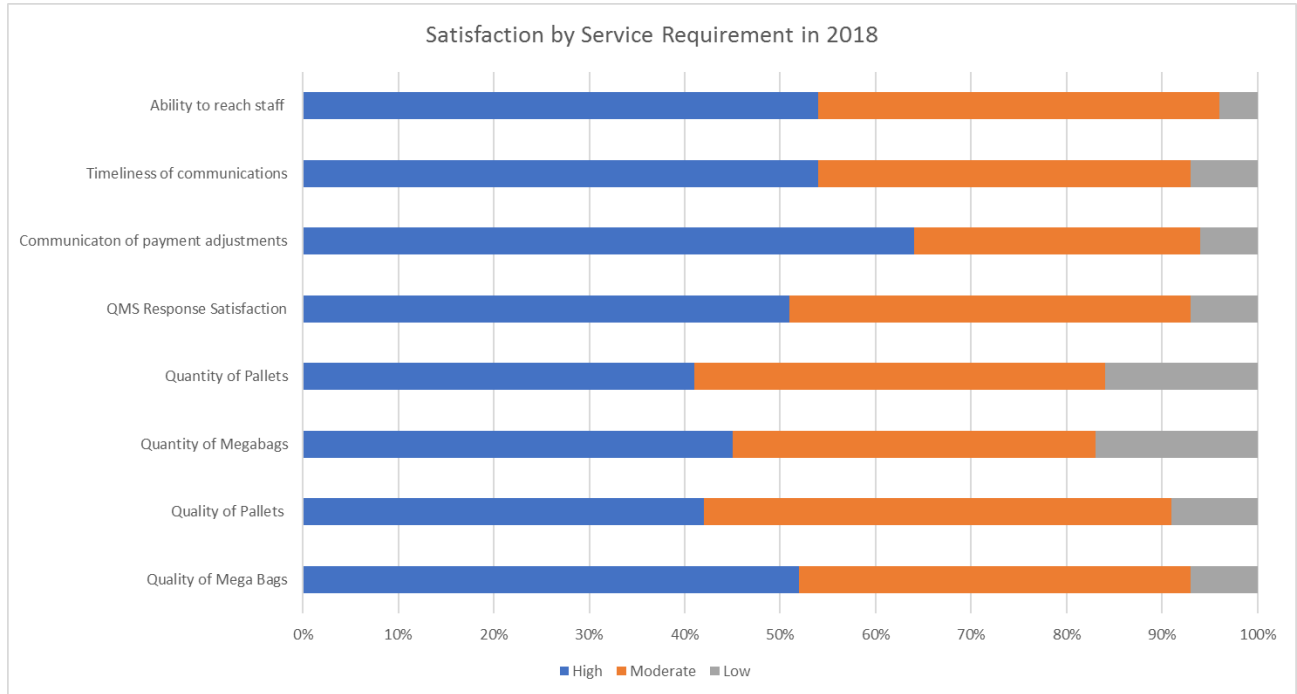


Chart 3

(2018)

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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 2018 saw a shift from 'HIGH' to 'MODERATE'

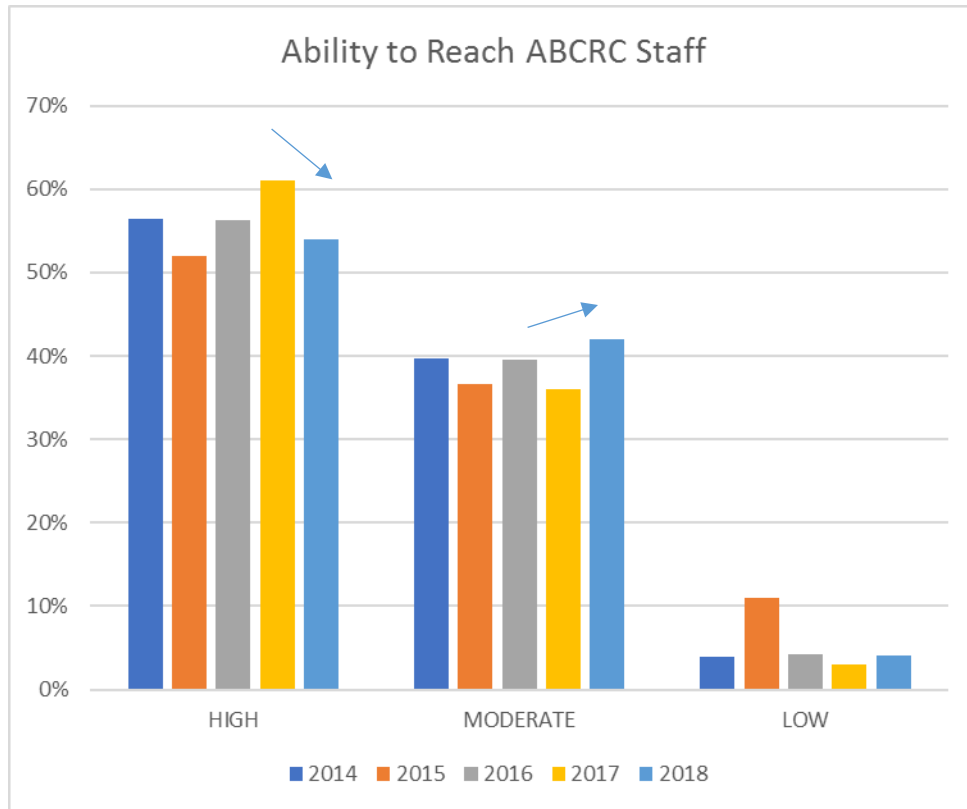


Chart 4

5 Years (2014,2015,2016,2017,2018)

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

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

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

### How quickly ABCRC responds when a request is made

An increase in 'HIGH' satisfaction was noted for 2018. This area has improved steadily.

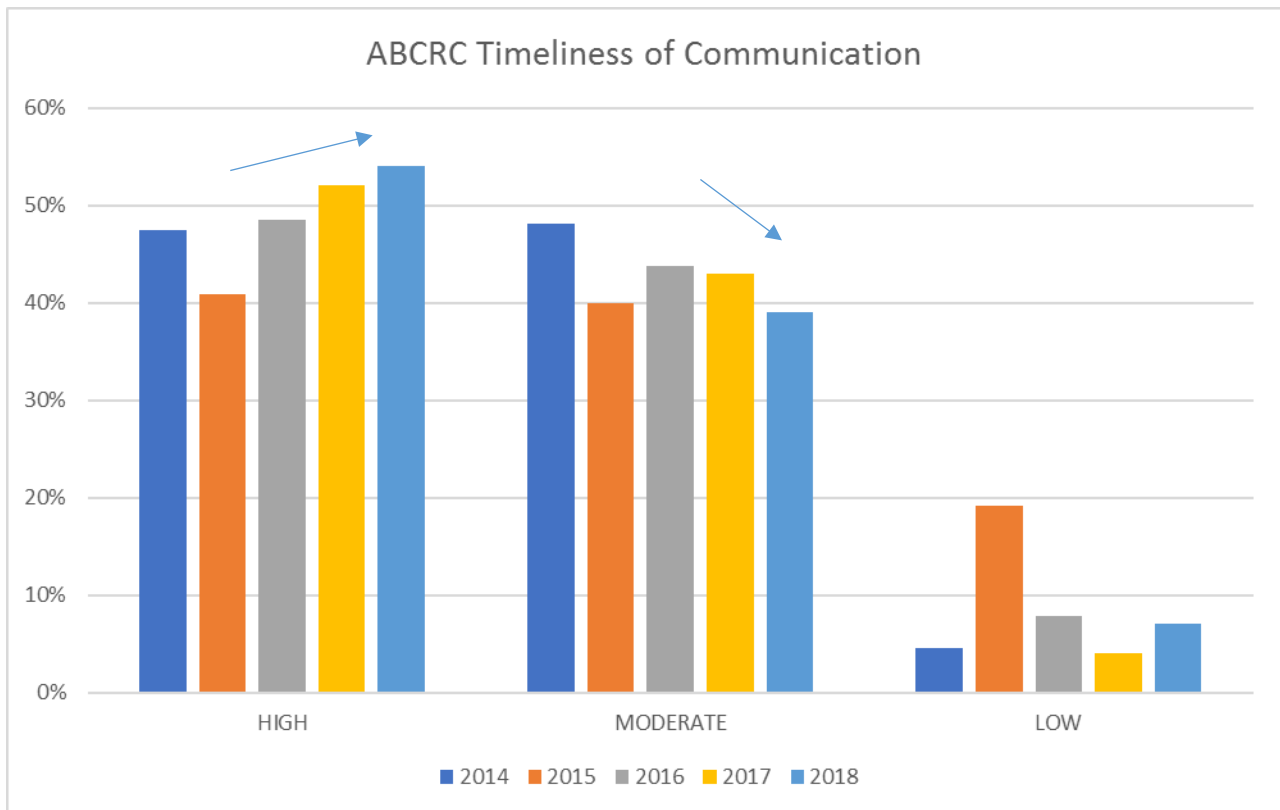


Chart 5  
5 Years (2014,2015,2016,2017,2018)

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



## Communication of Payment Adjustments

Further improvement is noted in 2018.

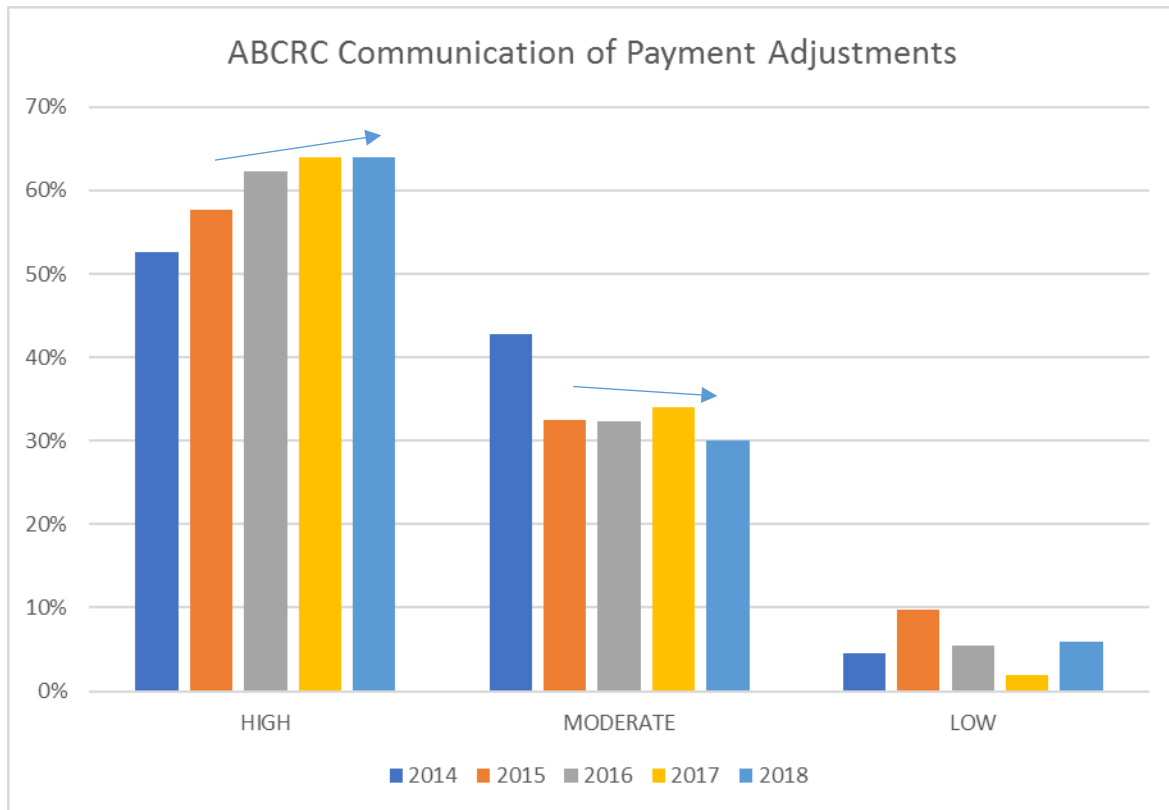


Chart 6  
5 Years (2014,2015,2016,2017,2018)

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

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

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

## Quantity of Pallets from ABCRC

A significant shift from 'HIGH' satisfaction to 'MODERATE' and 'LOW' is clearly seen for 2018

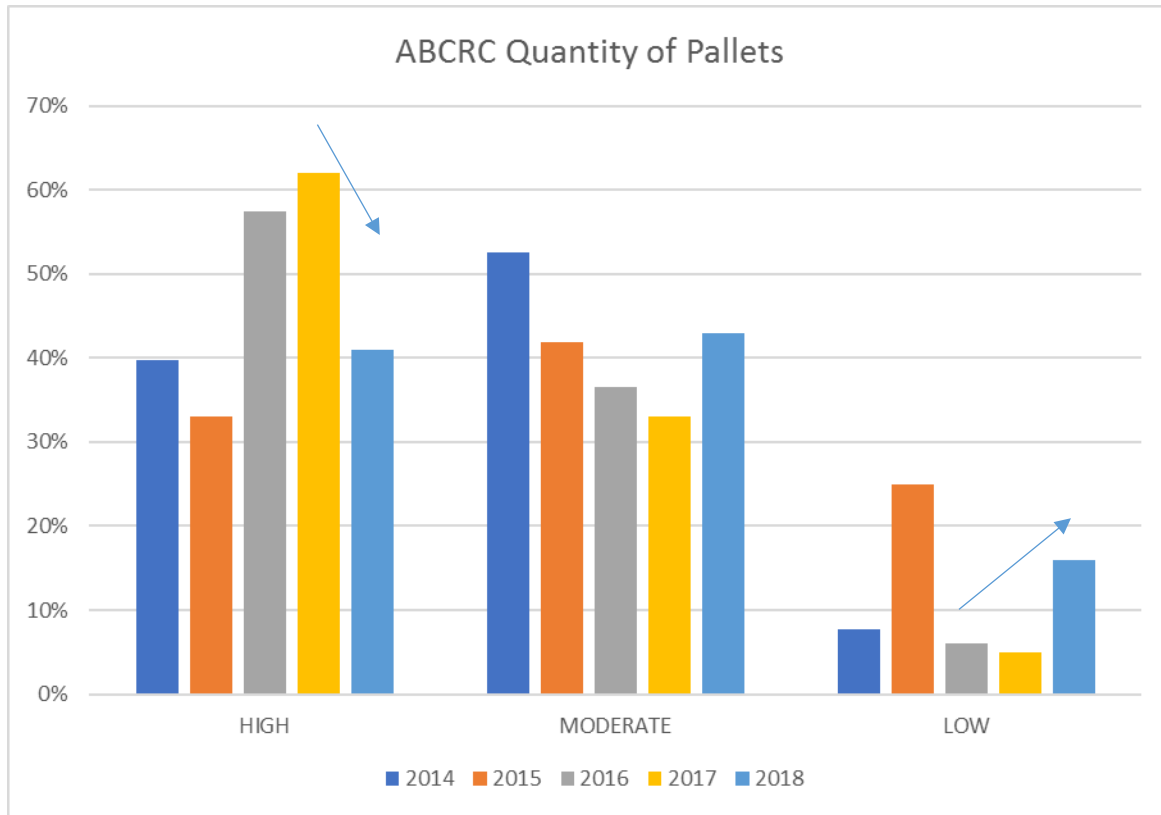


Chart 7  
5 Years (2014,2015,2016,2017,2018)

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"

### Quantity of Mega Bags

Mega Bag quantity saw a dip in 'HIGH' satisfaction from compared to 2017 and a significant increase in 'LOW' satisfaction from the previous two years

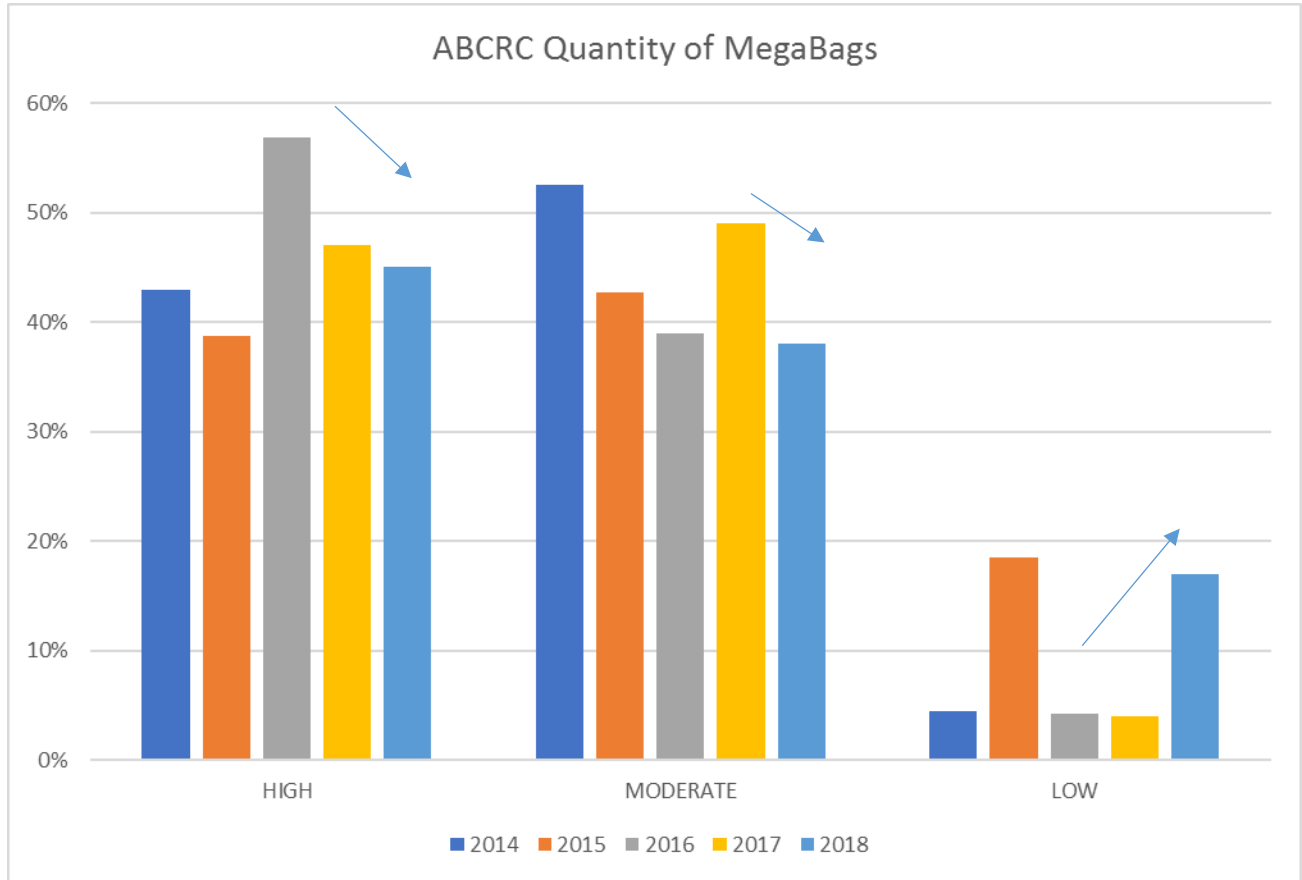


Chart 8  
5 Years (2014,2015,2016,2017,2018)

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"

### Quality of Pallets from ABCRC

A small decrease in 'HIGH' satisfaction and a small increase in 'LOW' satisfaction from 2017 are noted.

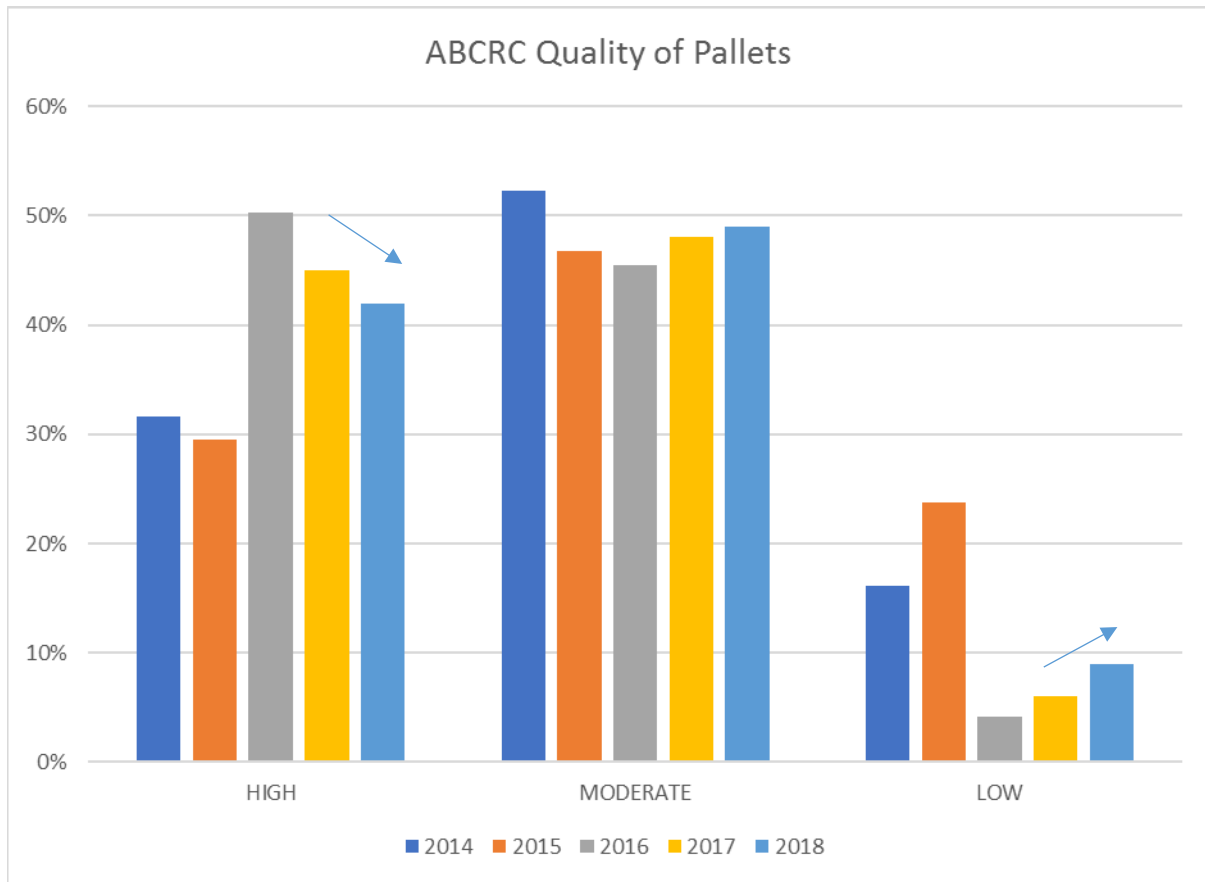


Chart 9  
5 Years (2014,2015,2016,2017,2018)

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

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

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## Quality of Mega Bags

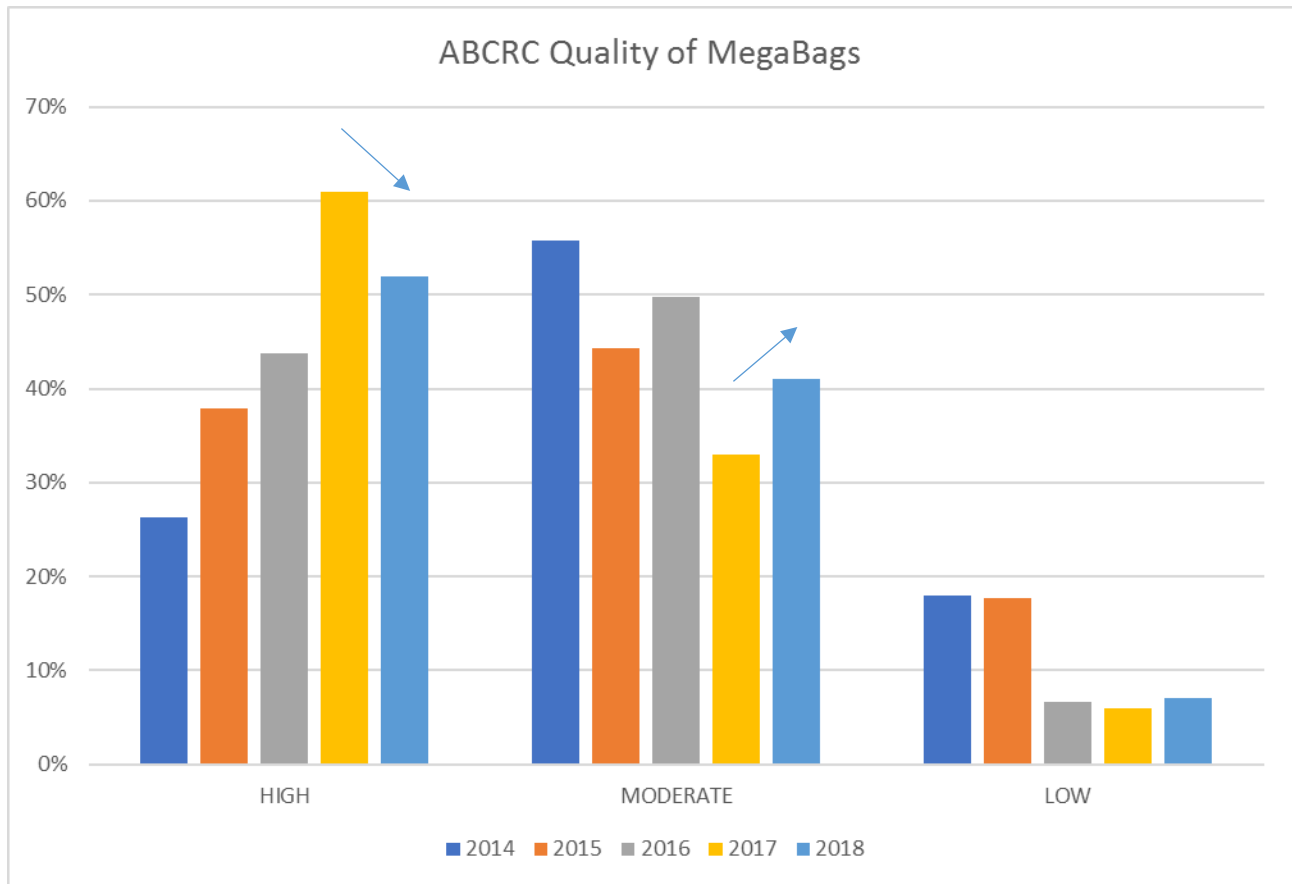


Chart 10  
5 Years (2014,2015,2016,2017,2018)

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

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

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

#### 4. Service Provided by Designated Carrier

'HIGH' satisfaction with ABCRC Carrier service has dropped since the last survey with an increase in 'LOW' satisfaction compared to the previous two years.

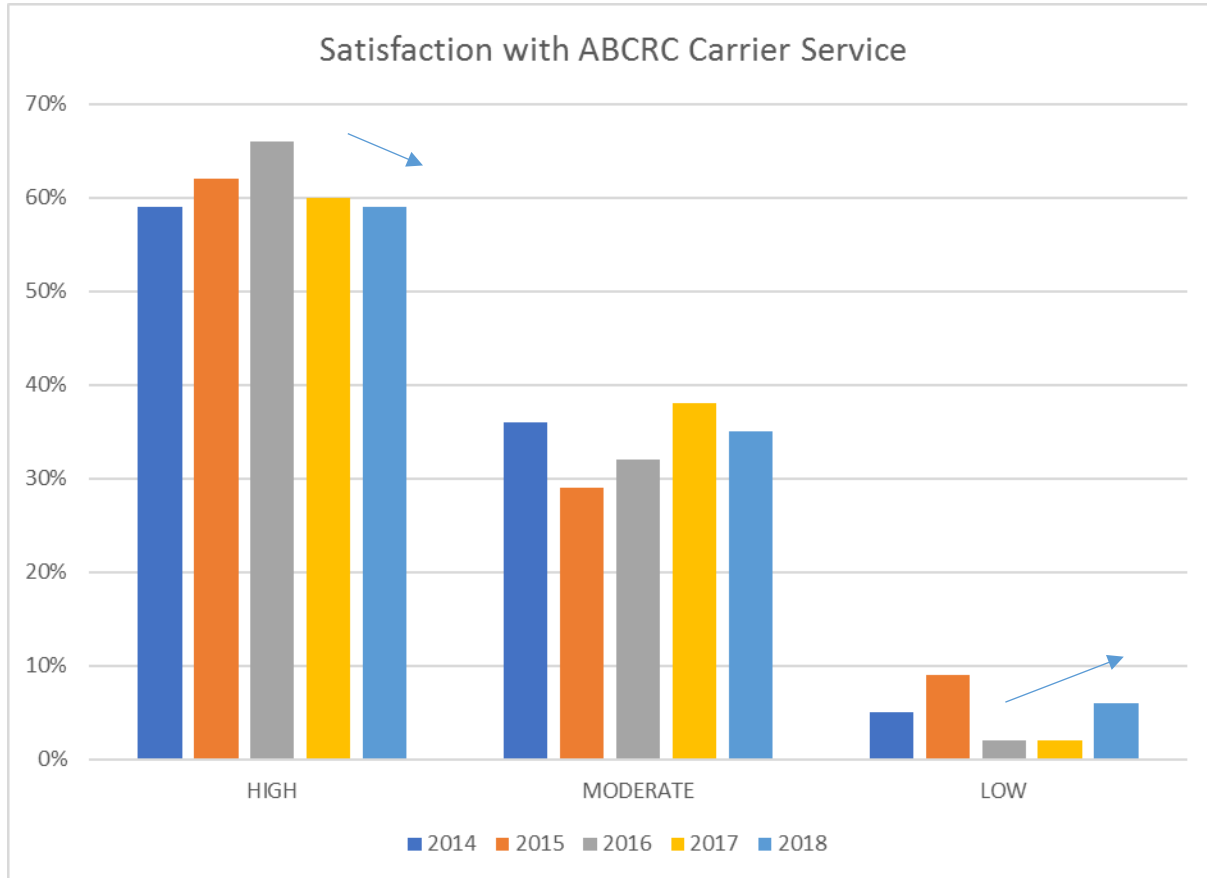


Chart 11  
5 Years (2014,2015,2016,2017,2018)

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

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

# BCMB Analysis

## 1. Satisfaction by Service Requirement in 2018

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 2018.

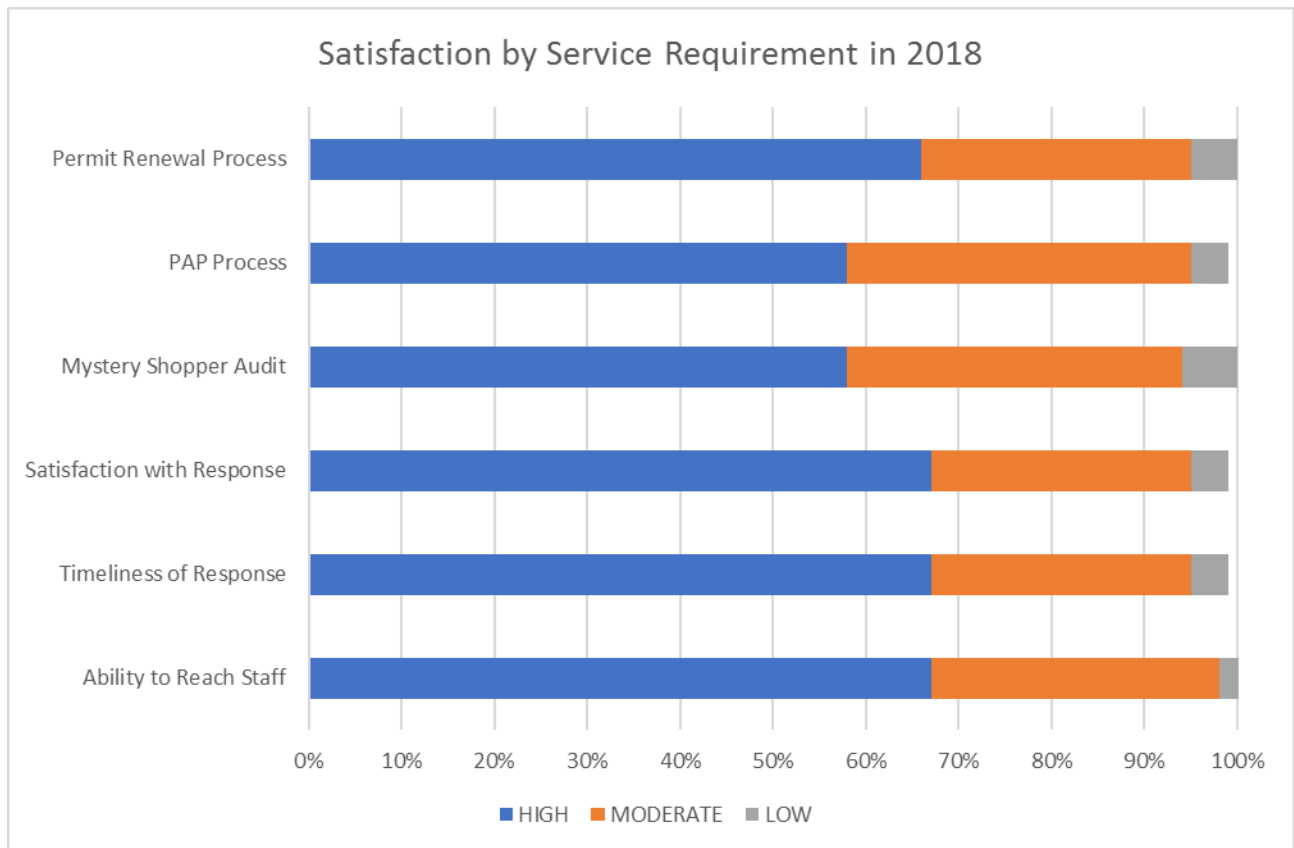


Chart 22  
(2018)

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"

## 2. Satisfaction with Key Service Indicators for BCMB

### Ability to contact and reach the staff at the BCMB

A small increase in 'HIGH' satisfaction is noted in 2018 with 'LOW' also increasing slightly.

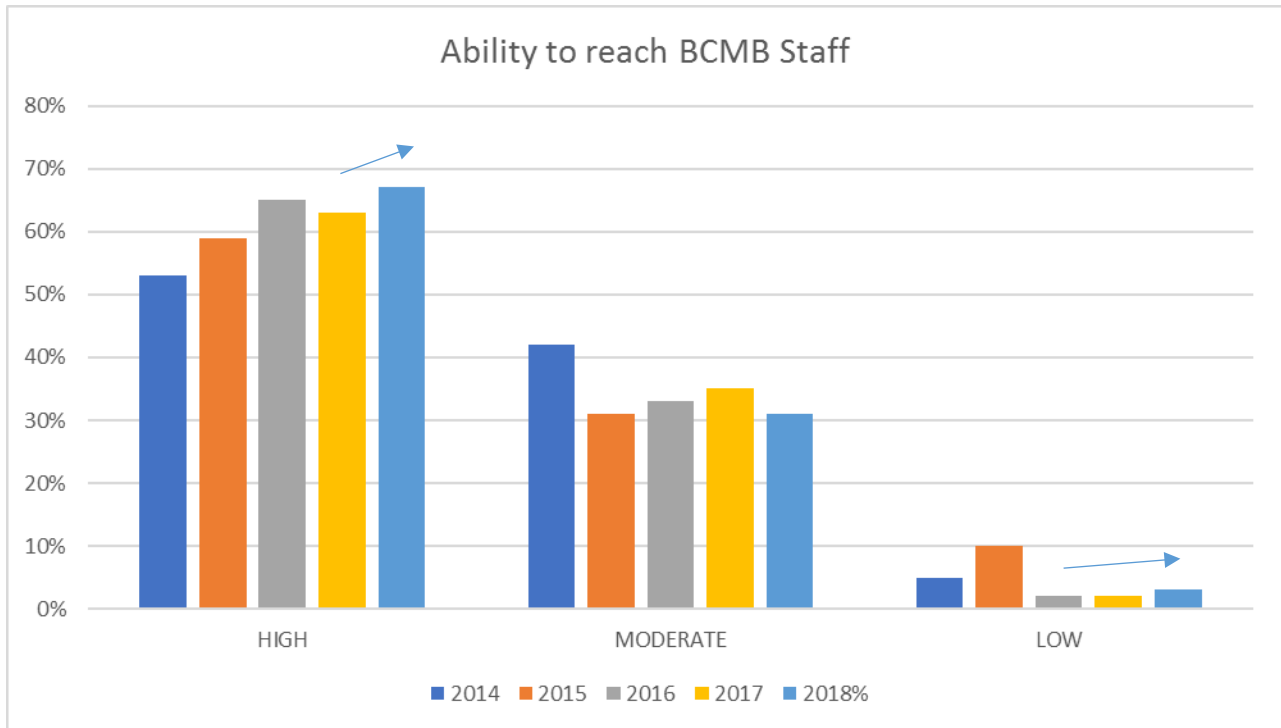


Chart 23  
5 Years (2014,2015,2016,2017,2018)

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"



**How quickly the BCMB responds when a request is made**

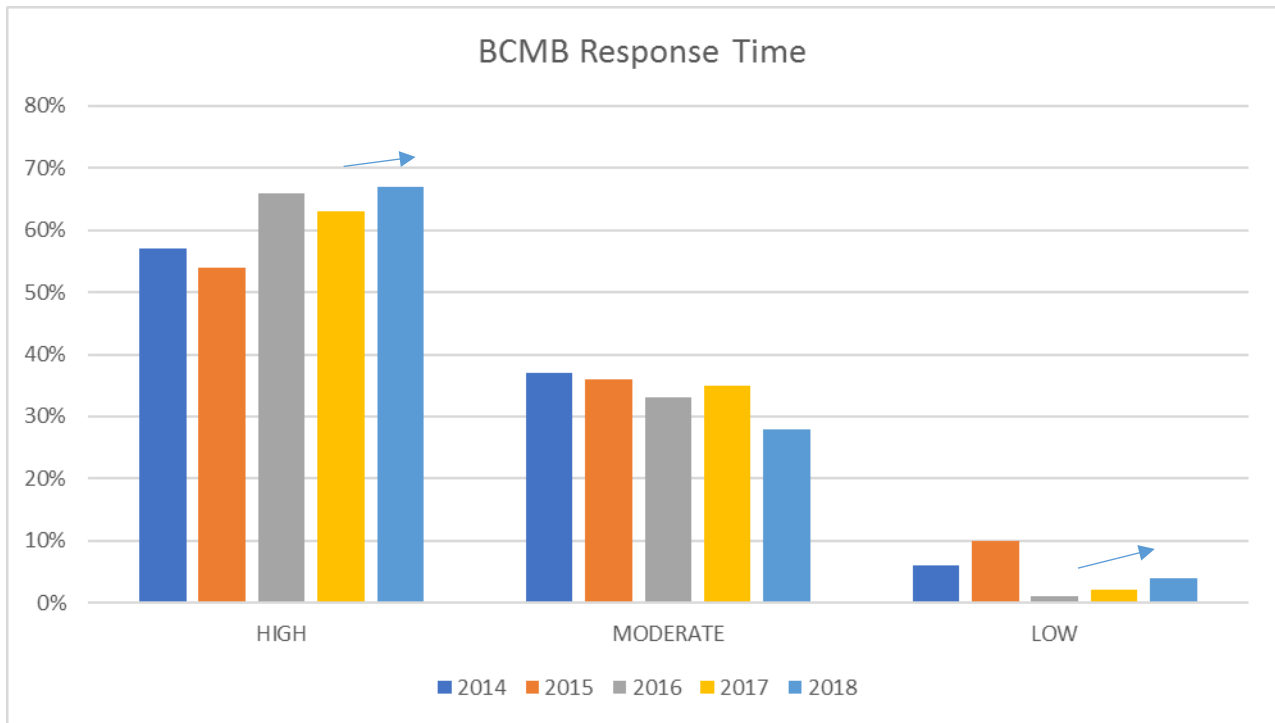


Chart 24  
5 Years (2014,2015,2016,2017,2018)

**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"

## Receipt of Refund Compliance (Mystery Shopper) Results

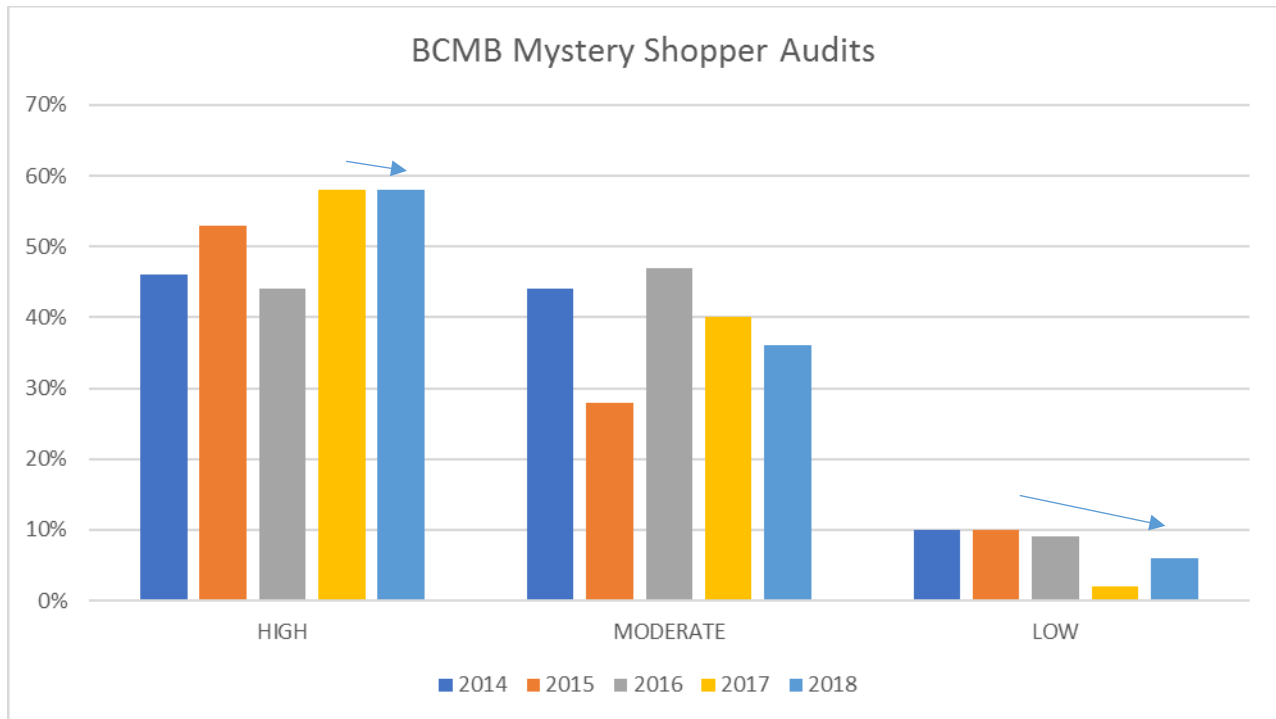


Chart 25  
5 Years (2014,2015,2016,2017)

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"

## Progressive Action Policy Process

QC Quality Compliance and its application through PAP has improved significantly over the last two years.

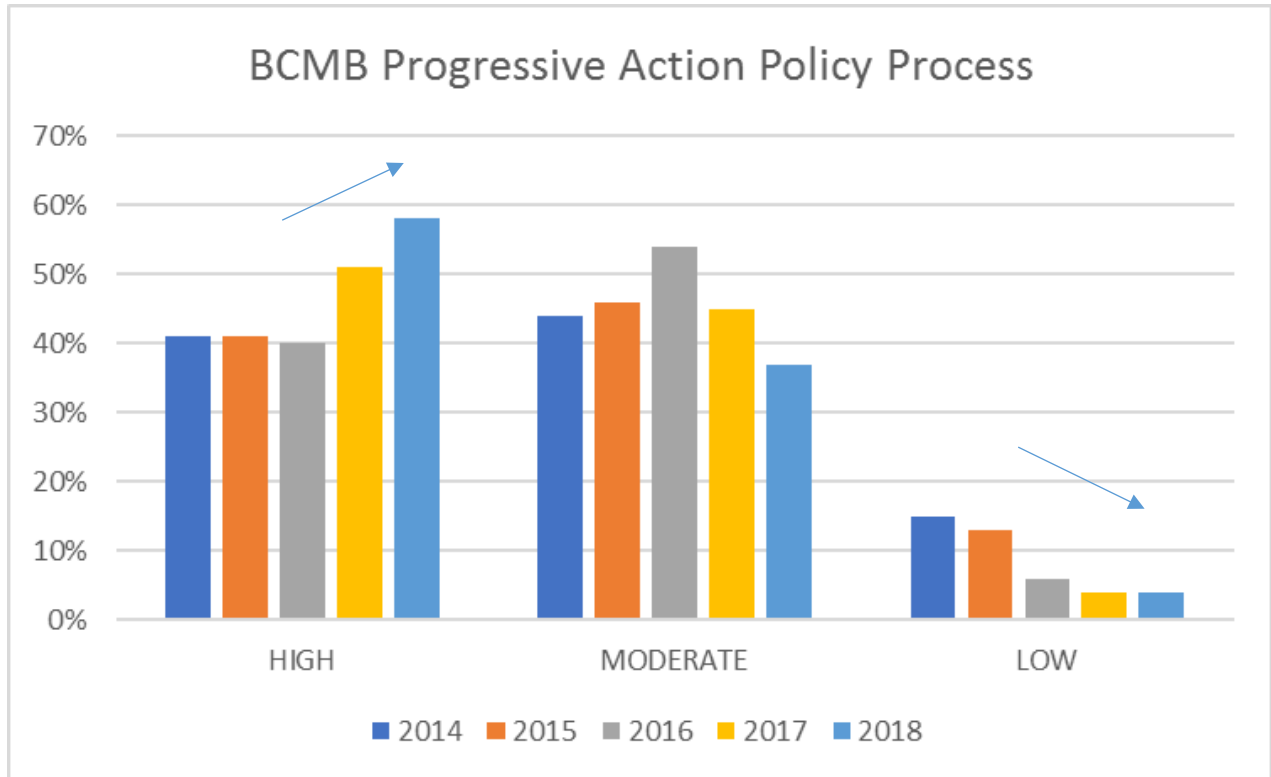


Chart 26  
5 Years (2014,2015,2016,2017,2018)

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

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

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### Permit Renewal Process

A significant improvement in 'HIGH' scoring is noted.

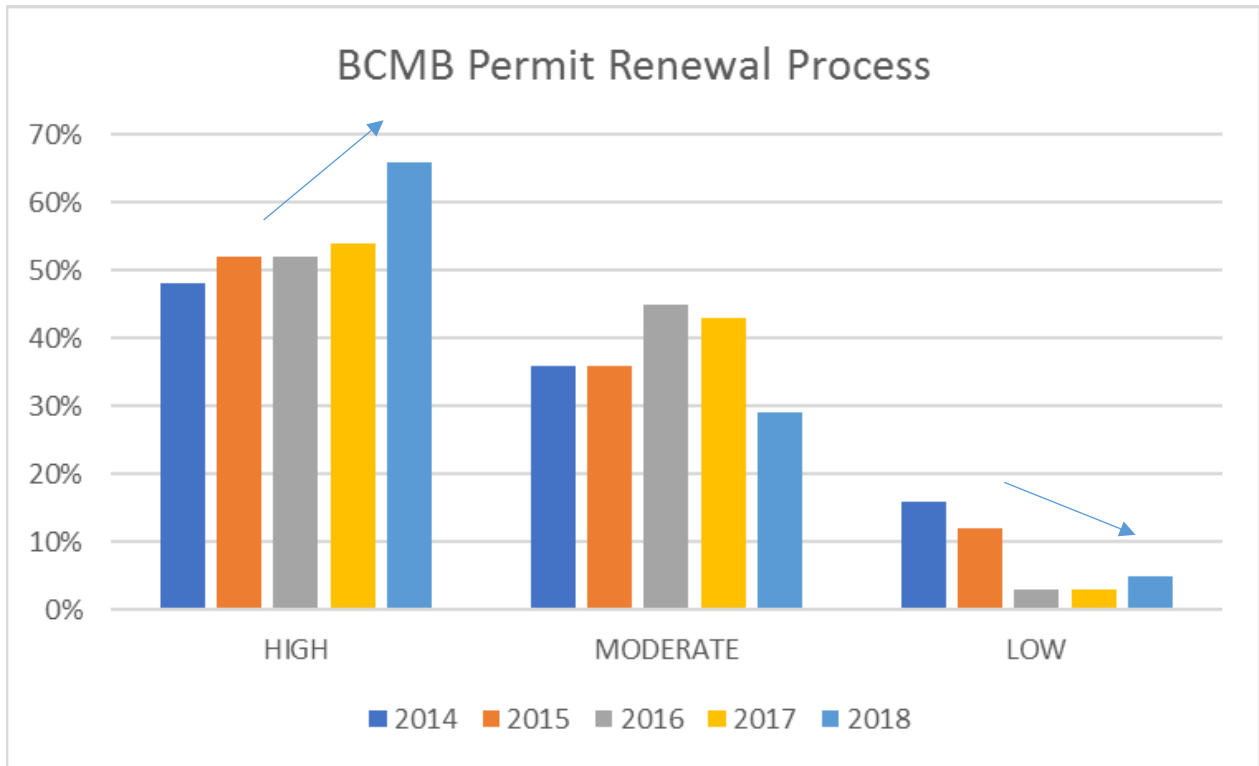


Chart 27  
5 Years (2014,2015,2016,2017,2018)

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

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

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# BDL Analysis

## 1. Satisfaction by Service Requirement in 2018

This is the fourth year that Depots were polled on BDL performance. A downward trend in satisfaction from the previous surveys has been reversed with some small improvements in feedback in almost all areas.

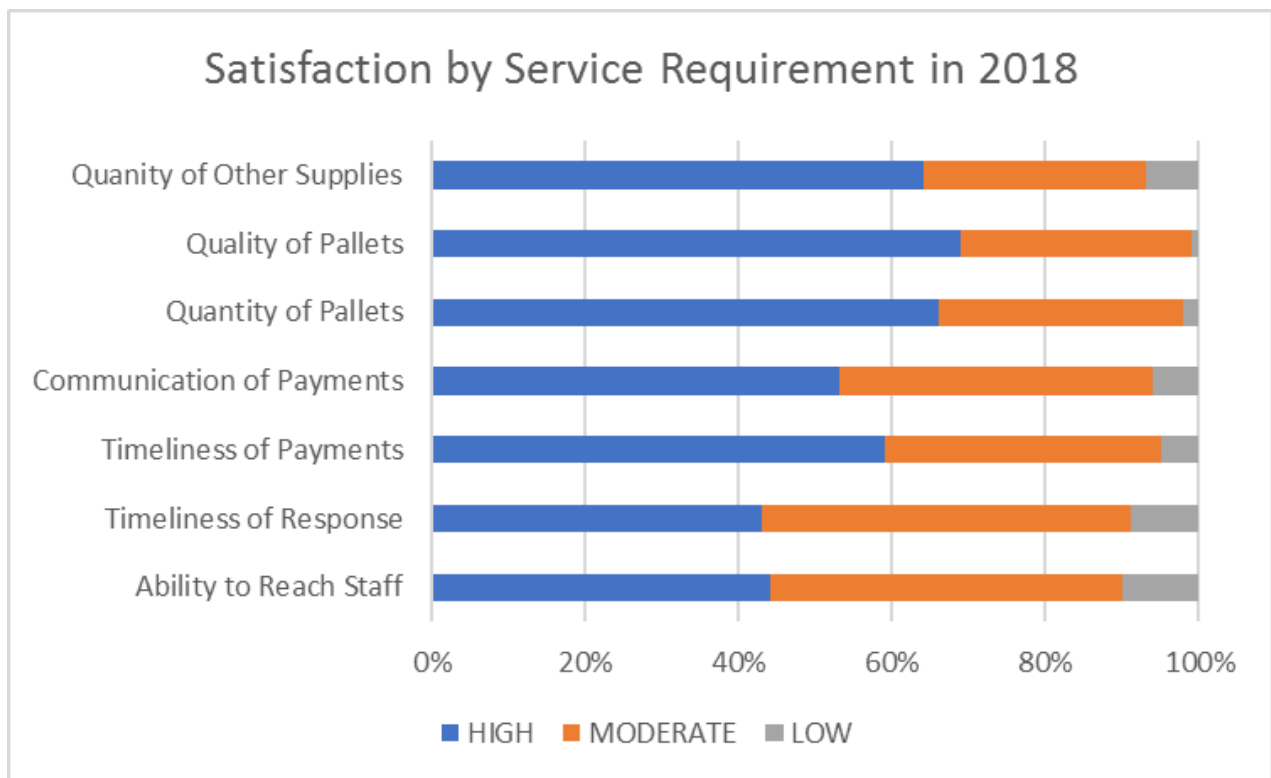


Chart 28  
(2018)

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"

## 2. Satisfaction with Key Service Indicators for BDL

### Ability to contact and reach the staff at BDL

A small increase in 'HIGH' satisfaction is noted.

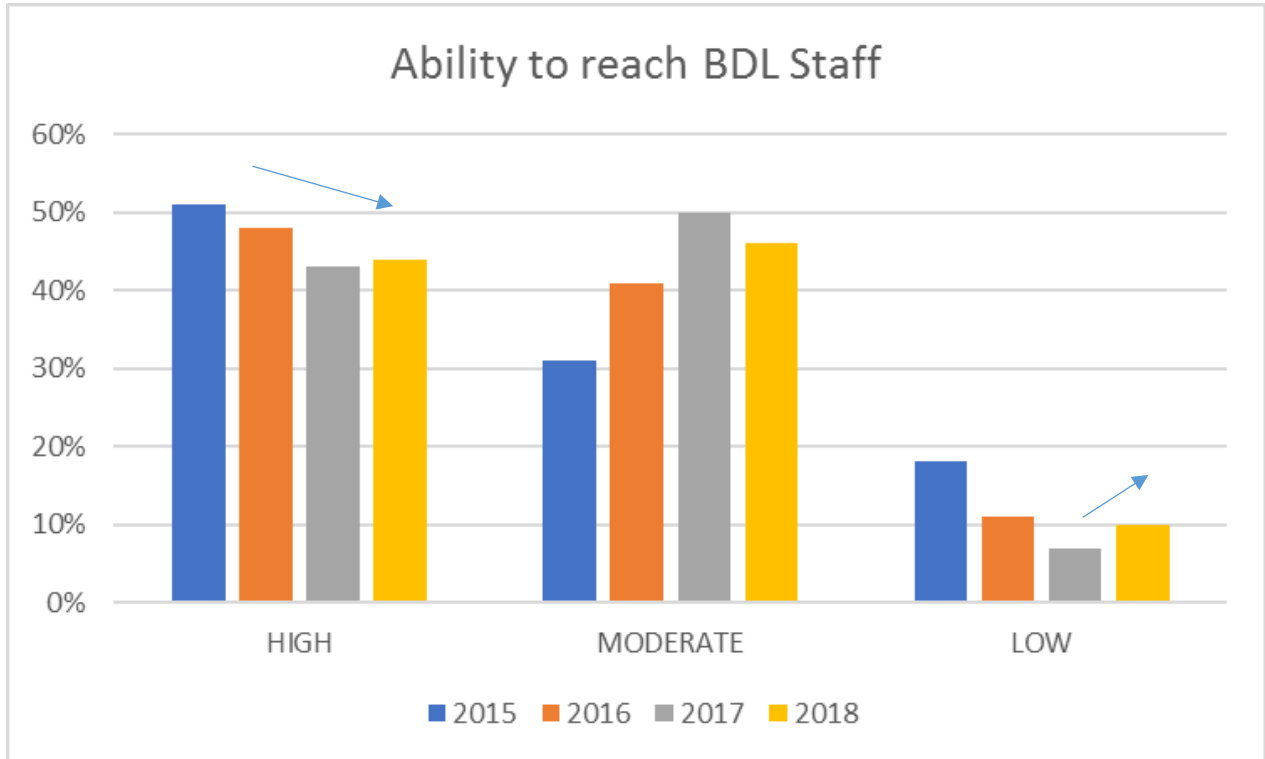


Chart 29  
4 Years (2015,2016,2017,2018)

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"

### How quickly BDL responds when a request is made

Results are similar to the previous year. A small increase in 'HIGH' satisfaction is noted.

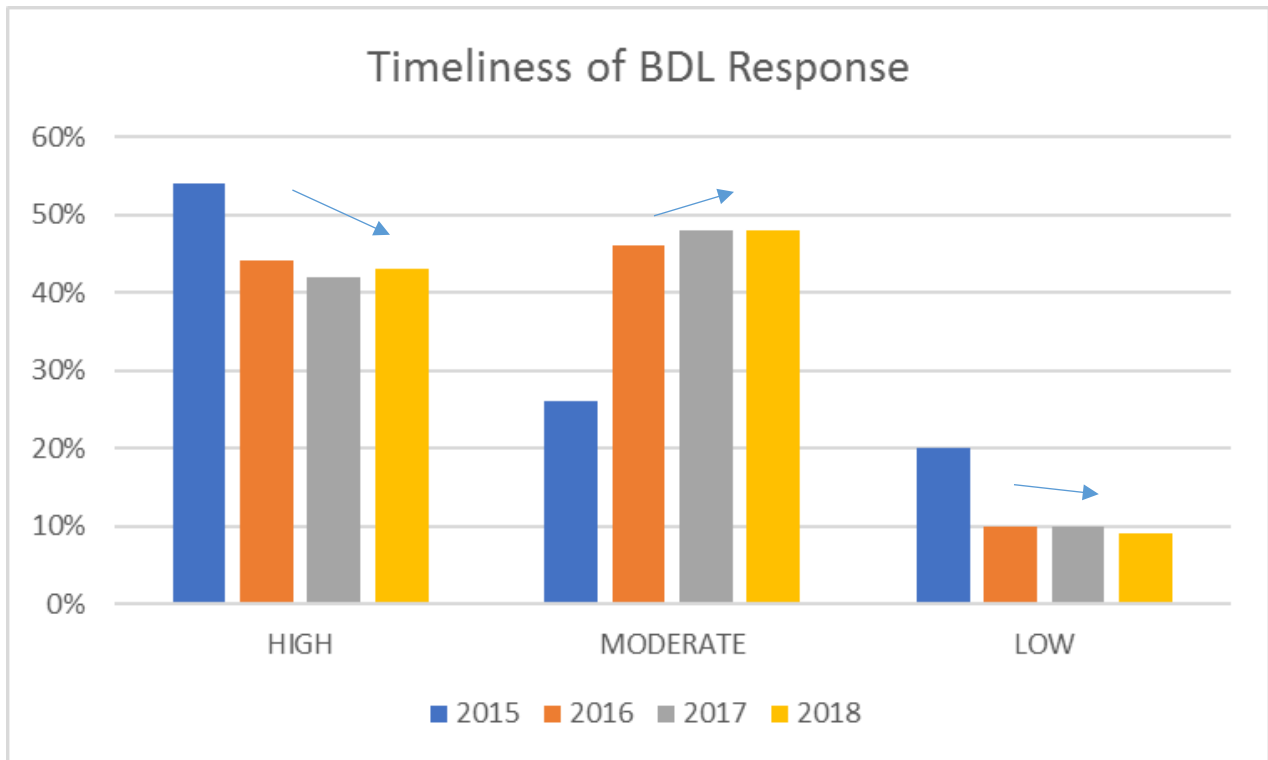


Chart 30  
4 Years (2015,2016,2017,2018)

### 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"

### Timeliness of Payments Received from BDL

Results in the 'HIGH' area of this category have increased from 2017. There has been a small decrease in those depots indicating a 'MODERATE' satisfaction with payment timelines.

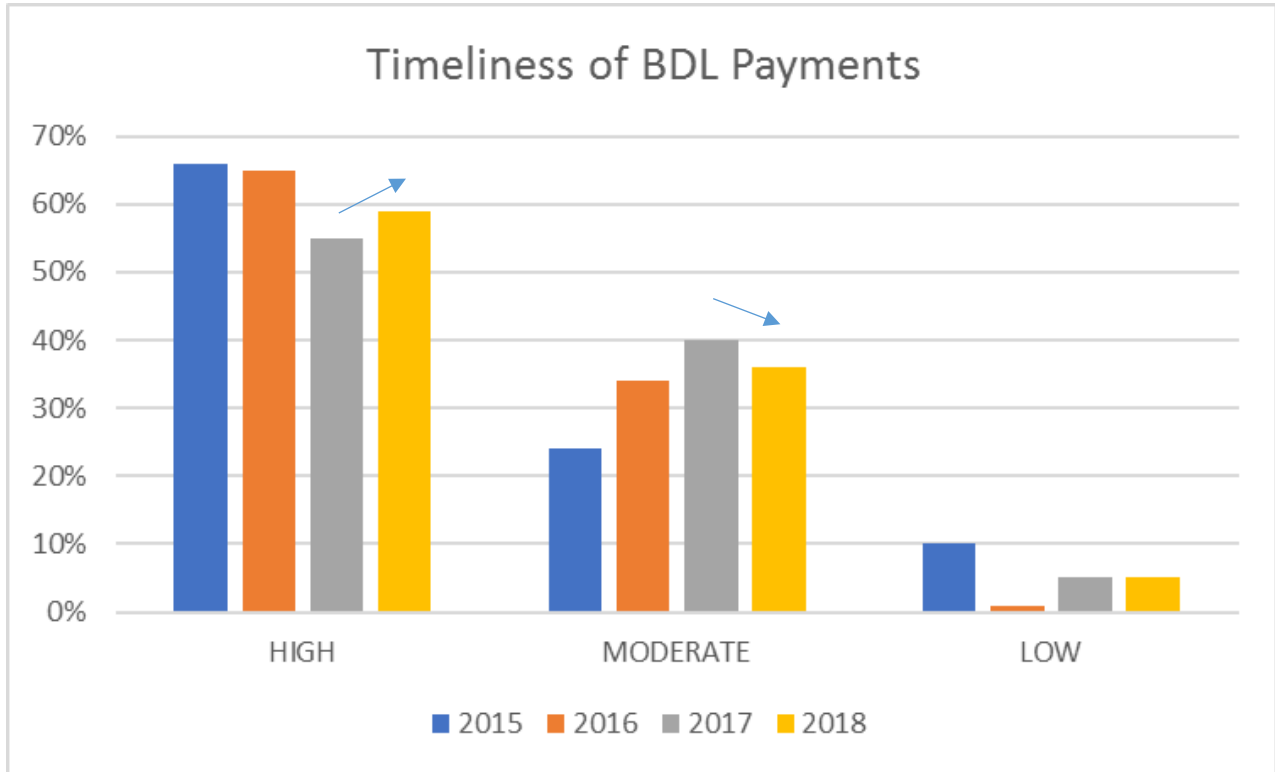


Chart 31  
3 Years (2015,2016,2017)

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"



### Timeliness of Payment Adjustment

A small increase in 'HIGH' satisfaction is noted.

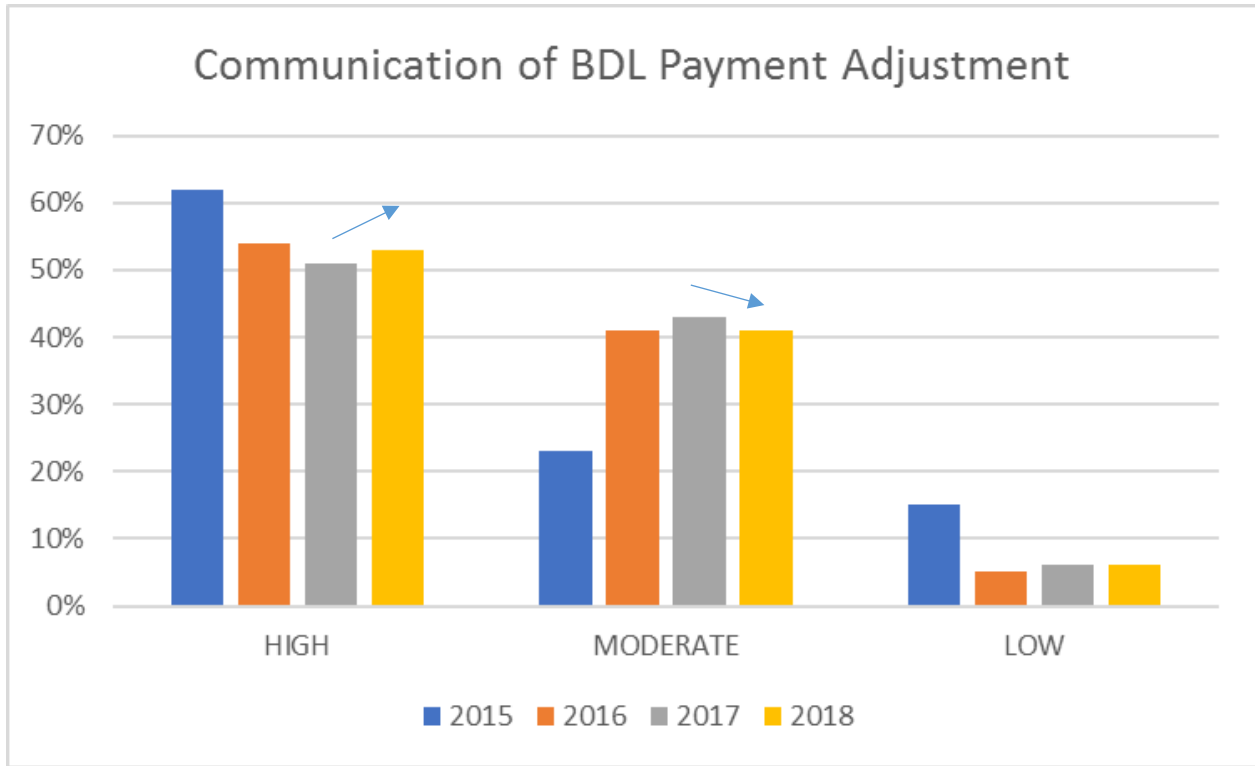


Chart 32  
4 Years (2015,2016,2017,2018)

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"

### Quantity of Pallets from BDL

This is the only area that saw a decrease from 2017. However, it should be noted that this area remains one of 'HIGH' satisfaction amongst the Depot network.

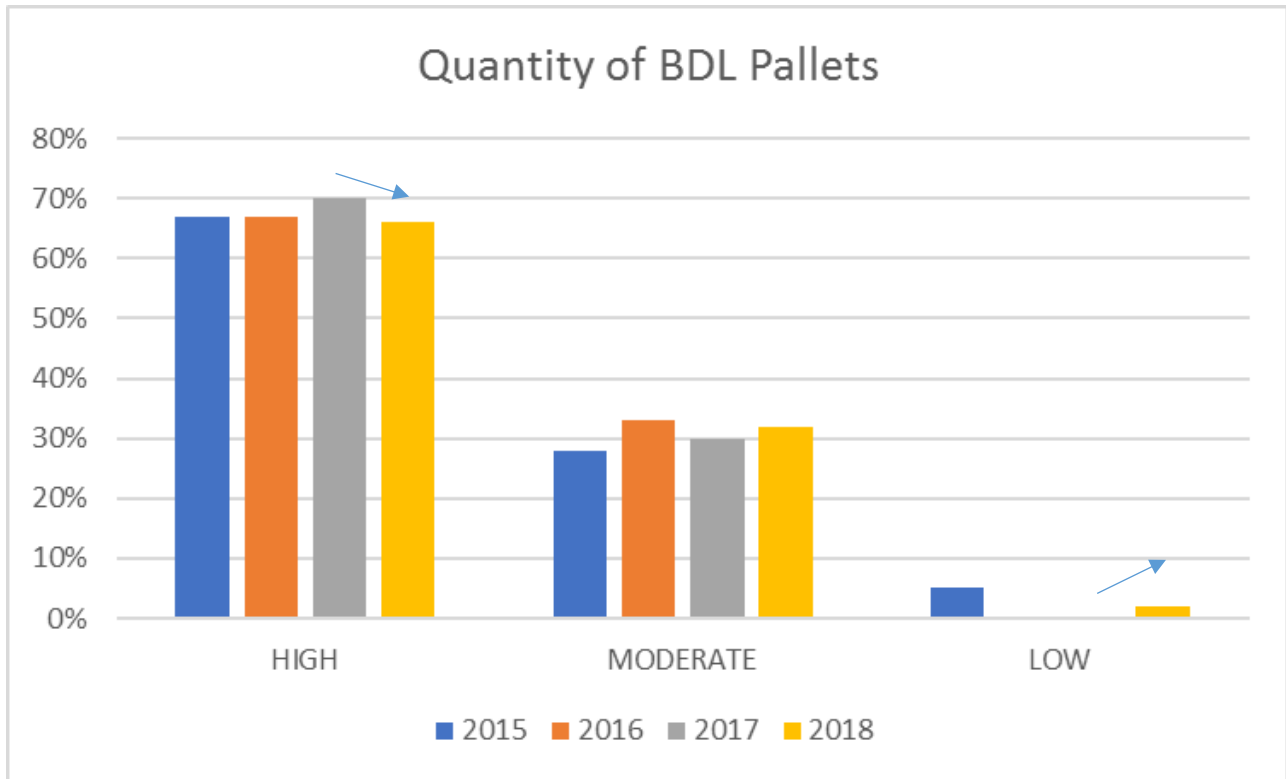


Chart 33  
4 Years (2015,2016,2017,2018)

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

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

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

### Quality of Pallets from BDL

This area remains unchanged from last year.

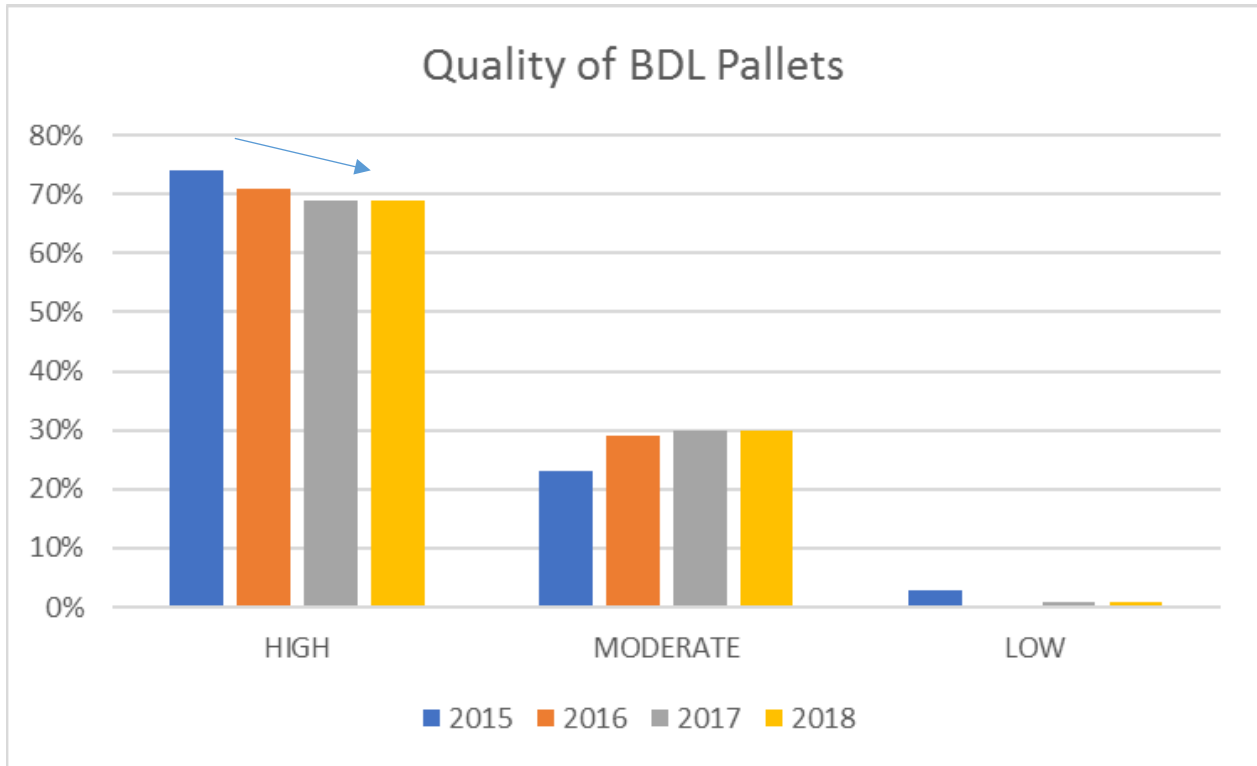


Chart 34  
4 Years (2015,2016,2017,2018)

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

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

## Other Supplies

Results are identical to 2017

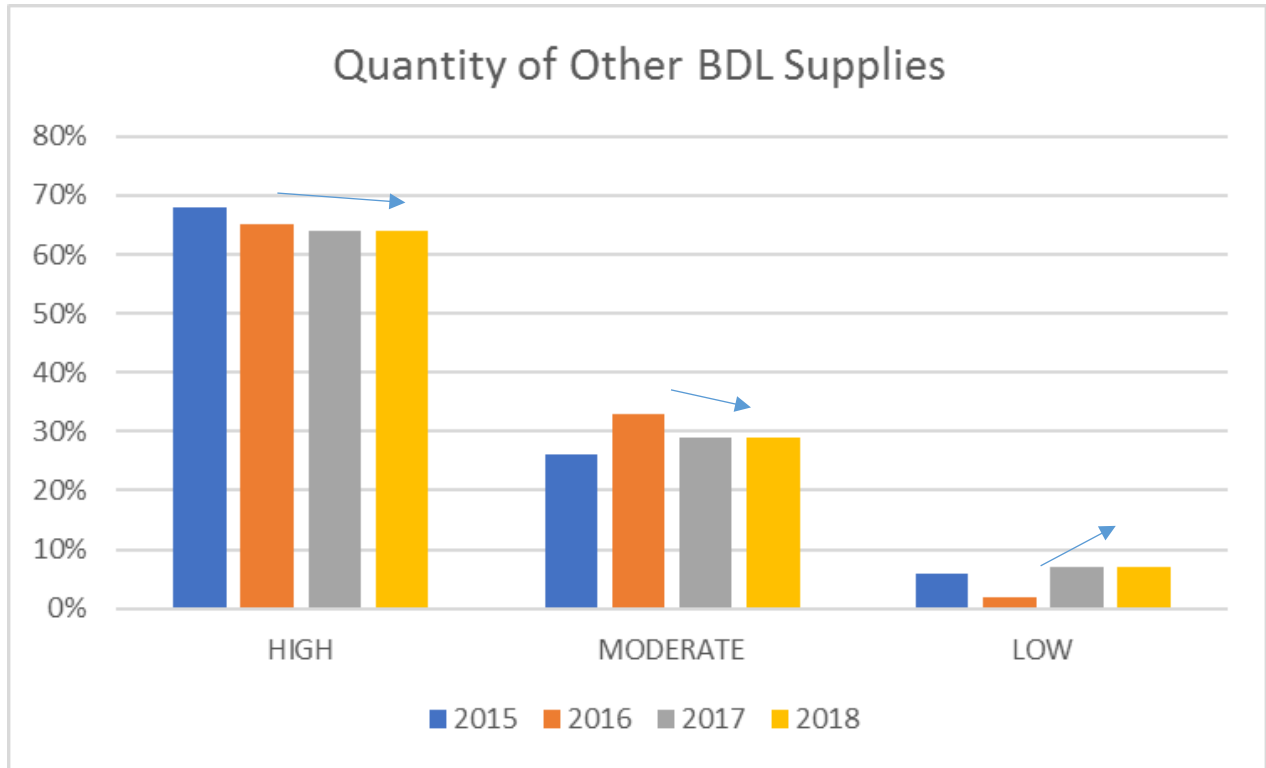


Chart 35  
4 Years (2015,2016,2017, 2018)

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

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

# ABDA Analysis

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## 1. Overall Satisfaction in 2017

This is the second year that ABDA participated and therefore the first comparator year. A drop in 'HIGH' satisfaction is noted.

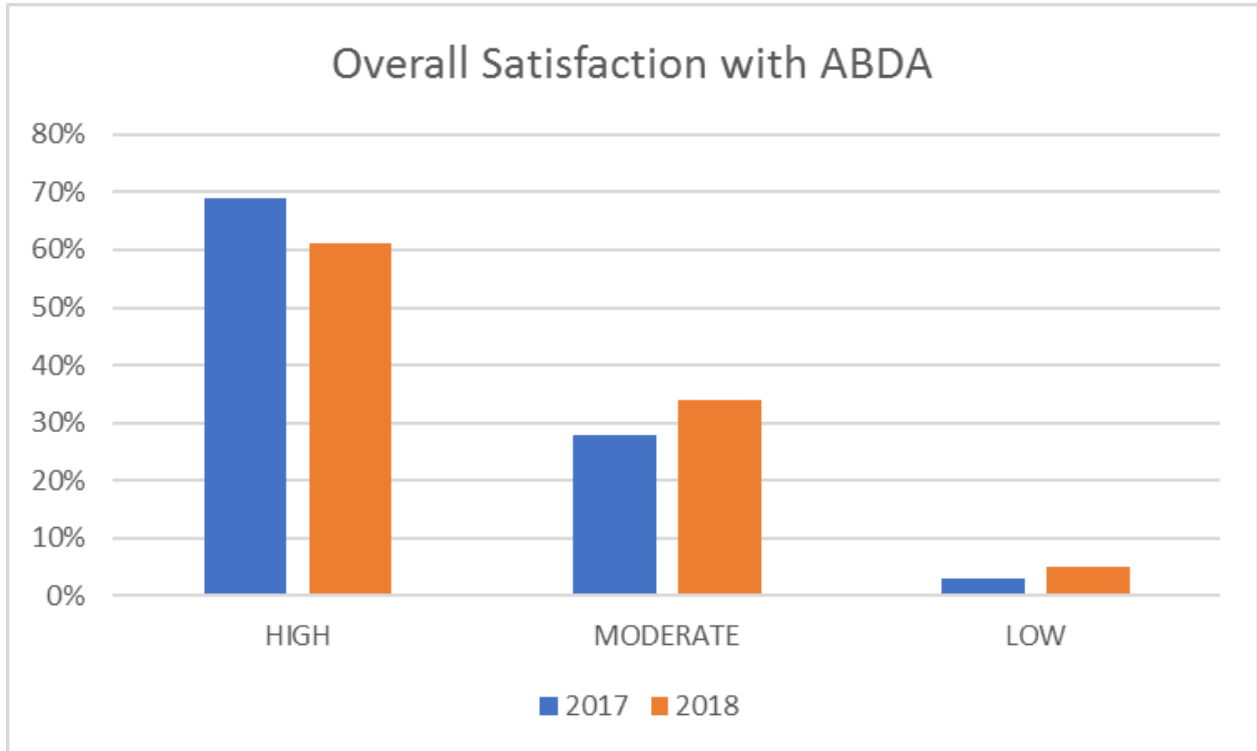


Chart 36  
2 years (2017, 2018)

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## 2. Satisfaction by Service Items in 2017

Responses were broadly similar across all three categories.

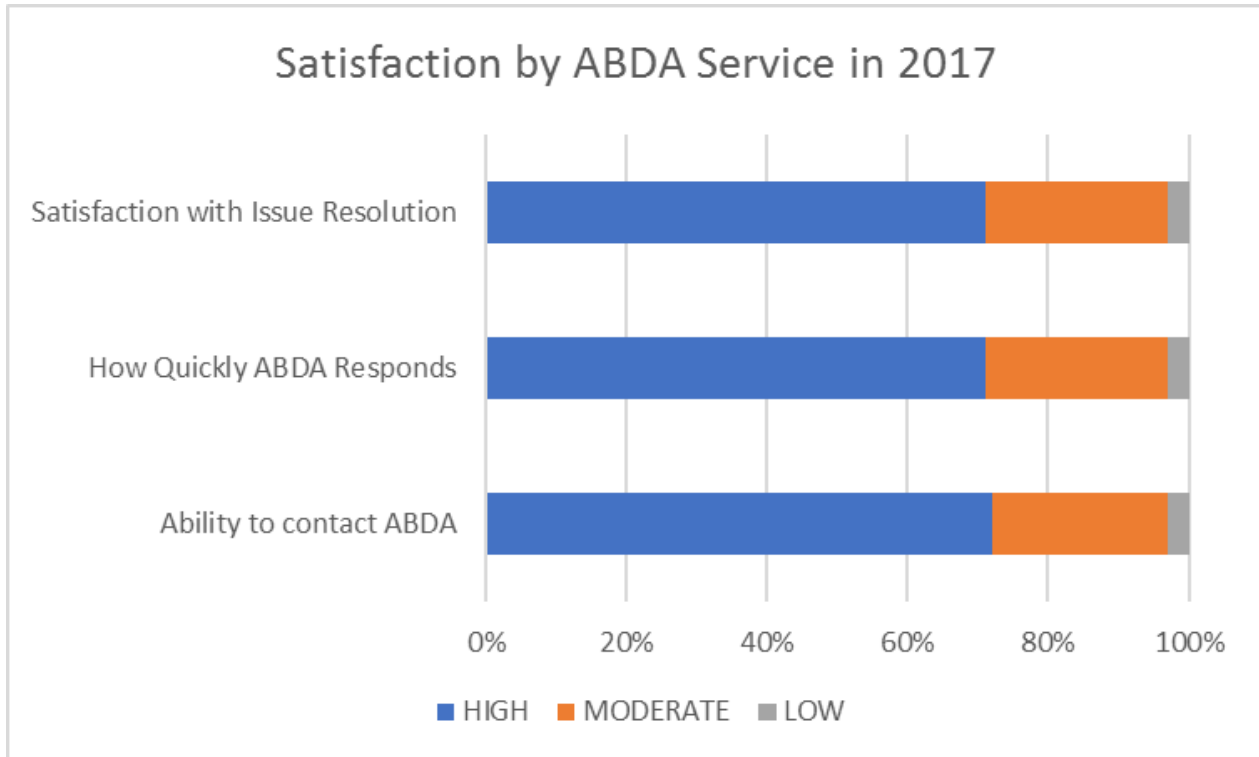


Chart 37  
(2018)

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

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### 3. Information Items – 2018

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.

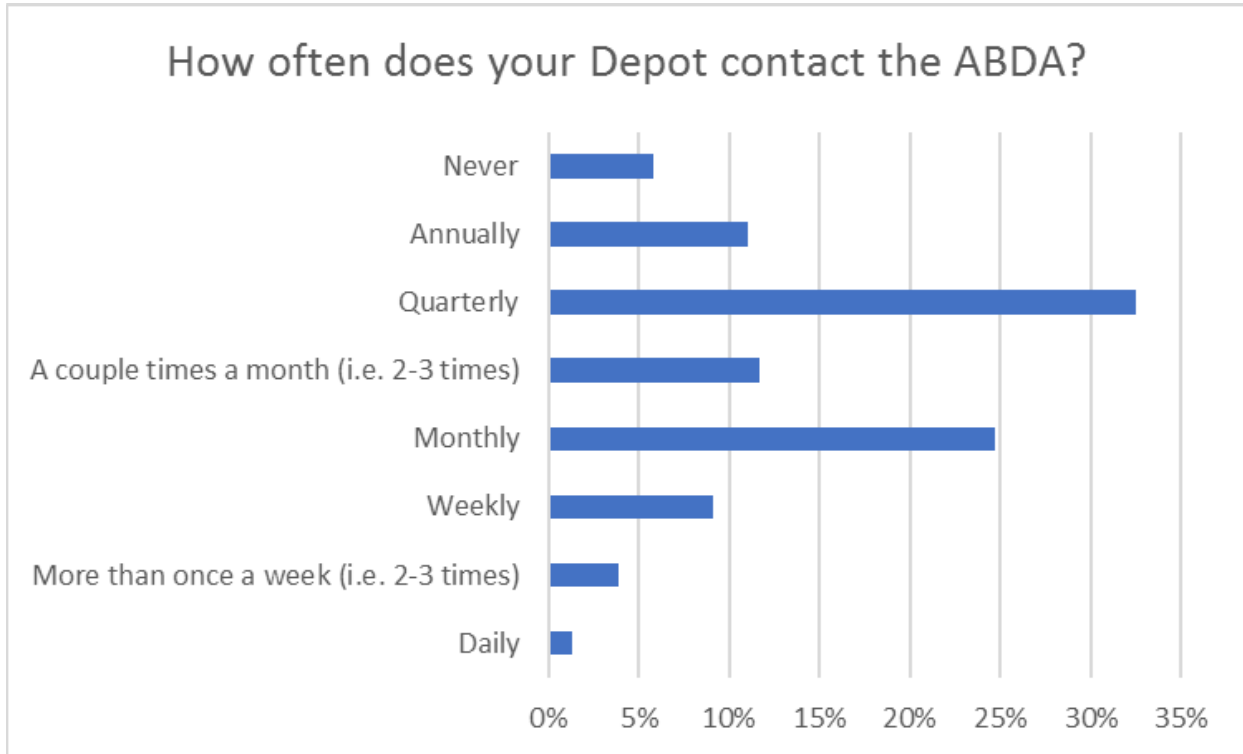


Chart 38  
(2018)

This metric is higher than last year. In 2017 62% of respondents said they used ABDA POR Software.

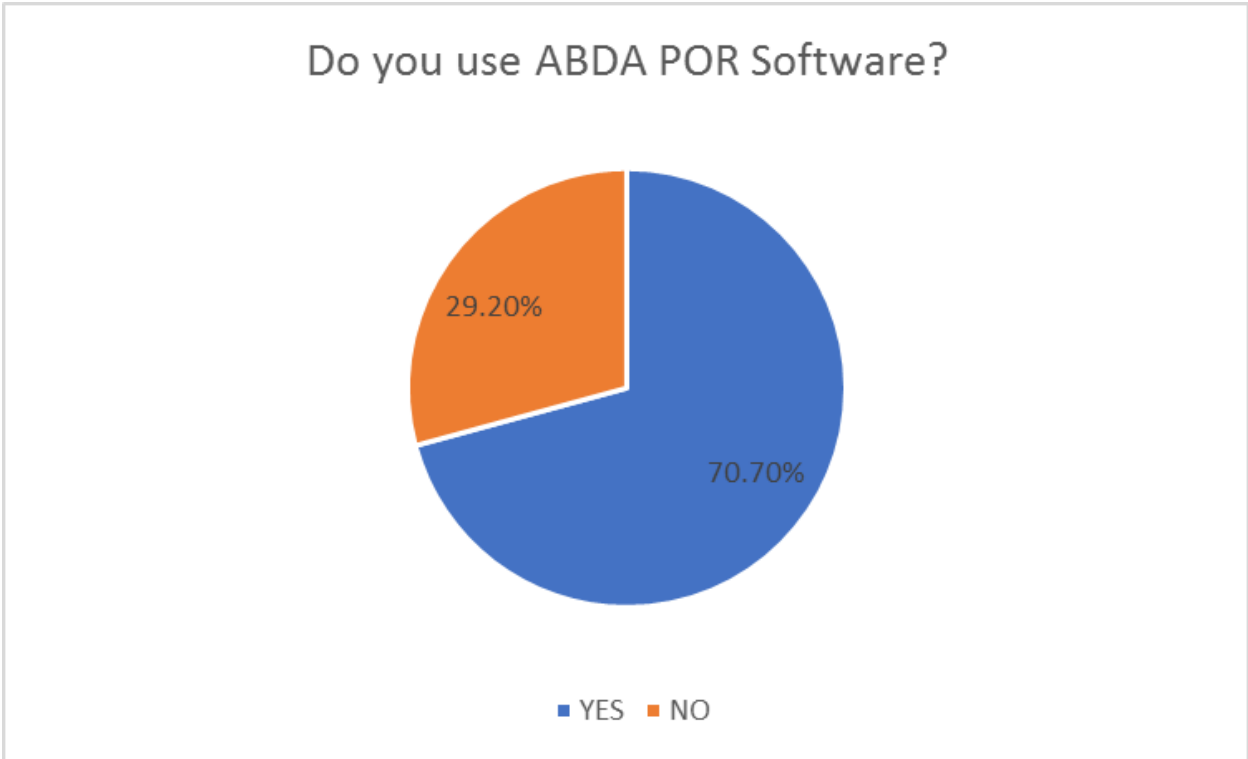


Chart 39  
(2018)



## Action Plans

For the third 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.

### Survey Feedback to Annual Action Plans

Small changes are noted for each organization compared with the 2017 survey.

As previously mentioned in the Executive Summary, there are more depots aware of these action plans compared to previous years.

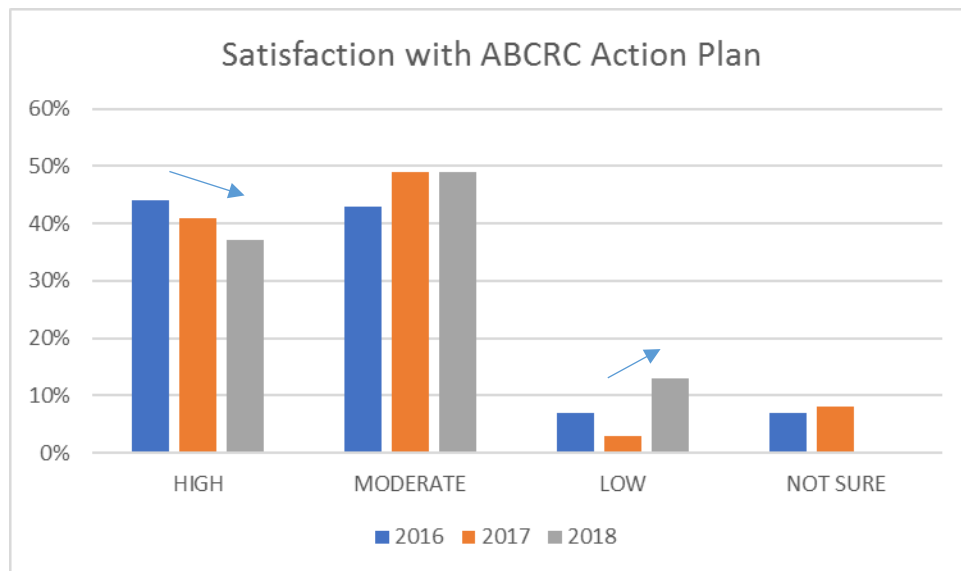


Chart 40  
(2018)

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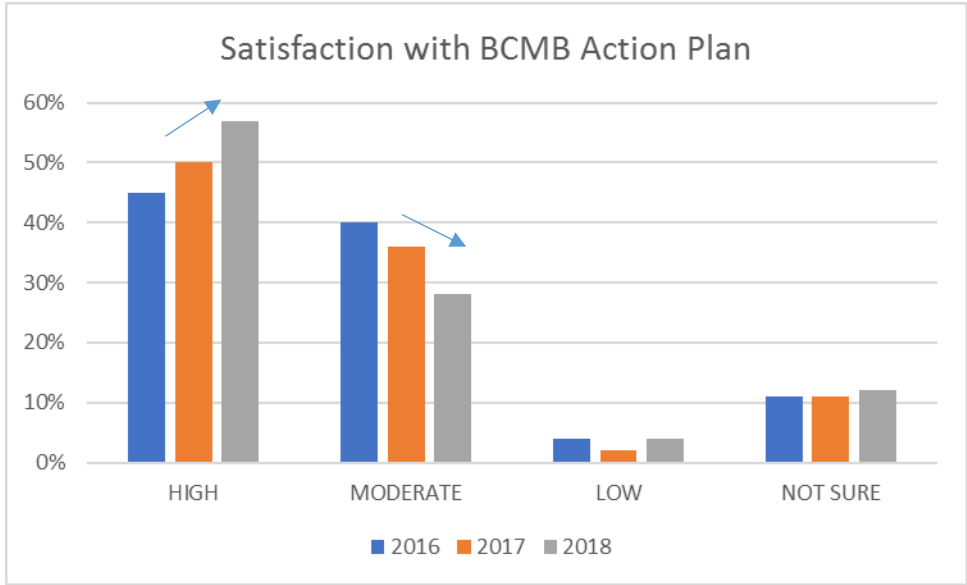


Chart 41  
(2018)

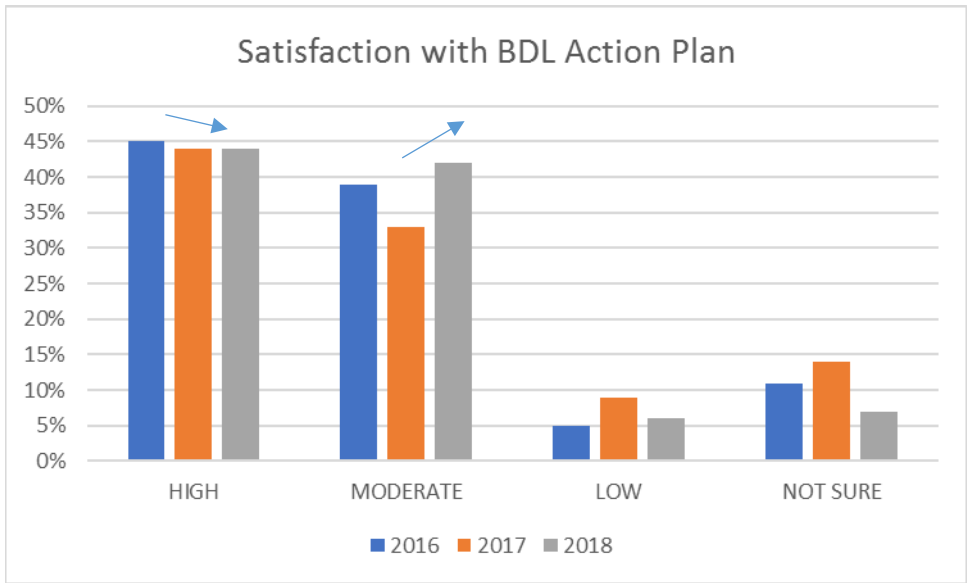


Chart 42  
(2018)

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