



BEVERAGE CONTAINER MANAGEMENT BOARD

## **2013 Depot Satisfaction Survey**

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# Draft 2013 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 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 currently consists 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 A**.

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

The survey results broken down by regional processor is attached as **Appendix C**.

### i. Survey Terminology

The 2013 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 2013 Depot Satisfaction Survey are compared to the 2012 Depot Satisfaction Survey results.

In 2012, 93% of depot operators were at least moderately satisfied. This rating increased to 100% in 2013, noting a shift from moderate to high satisfaction.

The drivers of satisfaction by the depots related primarily to communication with the ABCRC which received a high satisfaction rating. In 2013, 98% of depots were at least moderately satisfied with the ability to contact ABCRC compared to 94% in 2012 marking a 4% improvement. Moreover, 100% of depot operators were at least moderately satisfied with the timeliness of communication from ABCRC, compared to 2012 where 93% of depot operators were at least moderately satisfied with timeliness of communication. This identifies a 7% improvement for 2013.

The most significant increase in satisfaction rated at least a moderate level related to the satisfaction with the quality of mega bags increasing by 18% from 78% in 2012 to 96% in 2013.

The quality of mega bags remains the greatest area of dissatisfaction with the depot operators with 5% of those surveyed indicating low satisfaction. However, the proportionate number of depot operators dissatisfied in 2013 has decreased in comparison to 2012 survey results.

The percentage of depot operators that are at least moderately satisfied with the Bag Tags, R-bills and other supplies, increased in 2013 to 99% from 96% in 2012.

The percentage of depot operators that are at least moderately satisfied with the quantity of mega bags increased to 100% in 2013 from 85% in 2012.

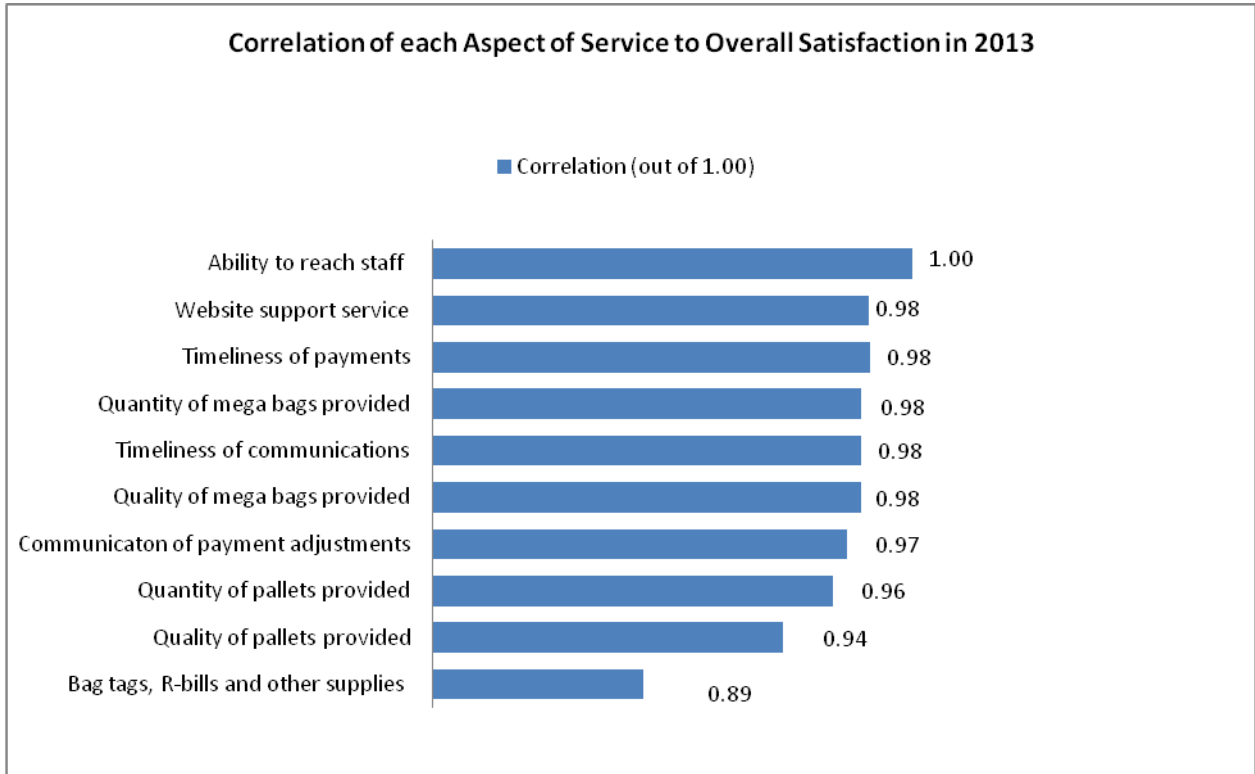
The percentage of depot operators that are at least moderately satisfied with the quality of pallets increased to 99% in 2013 from 85% in 2012.

The percentage of depot operators that are at least moderately satisfied with the quantity of pallets increased to 99% in 2013 from 85% in 2012.

## **i. Correlation of each Aspect of Service to Overall Satisfaction**

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

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



**Chart I**

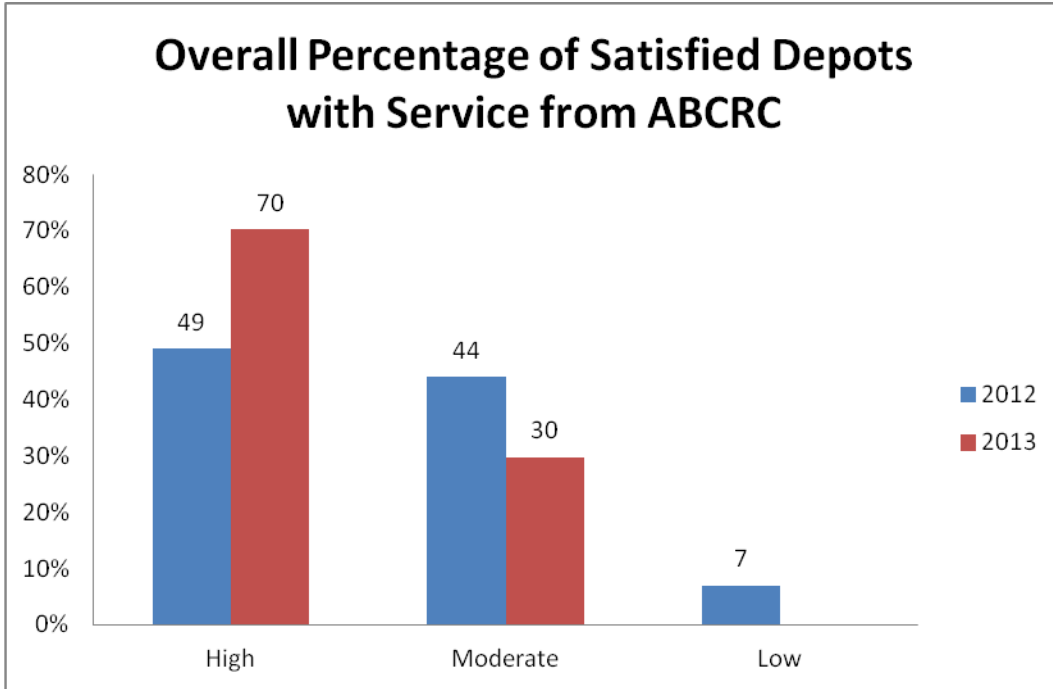
*Each specific area of service was compared to the depot overall satisfaction rating. The goal was to identify what specific services correlate to the depot operators overall rating of satisfaction of service of ABCRC.*

## **C. Analysis**

### **i. Overall Satisfaction**

Comparing both years, there has been a shift from depot operators rating a moderate level of satisfaction to a high level of satisfaction. All depot operators are at least moderately satisfied with the service from ABCRC in 2013 compared to 93% in 2012.

The comparison between 2012 and 2013 is shown in *Chart II*.



**Chart II**

## ii. Satisfaction by Service Requirement in 2013

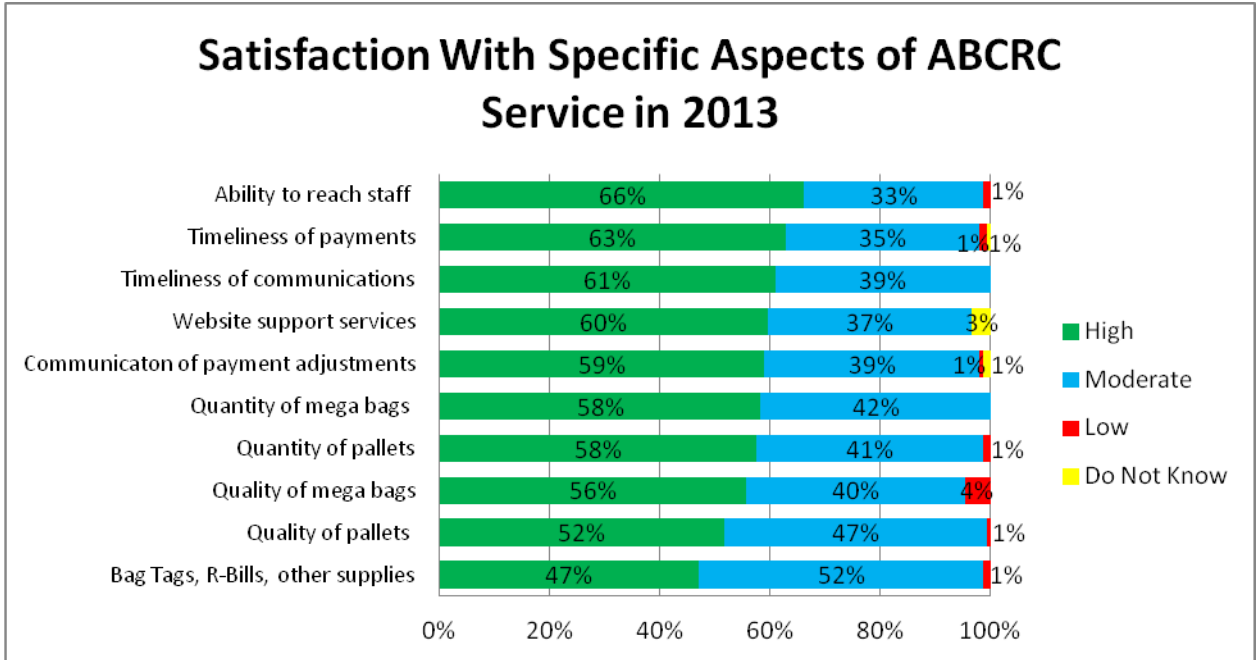
Each service and level of satisfaction for 2013 is ranked in *Chart III* below. The 2012 comparative is provided in *Chart IV* below.

All depot operators (100%) are at least moderately satisfied with the timeliness of communications and quantity of mega bags from ABCRC.

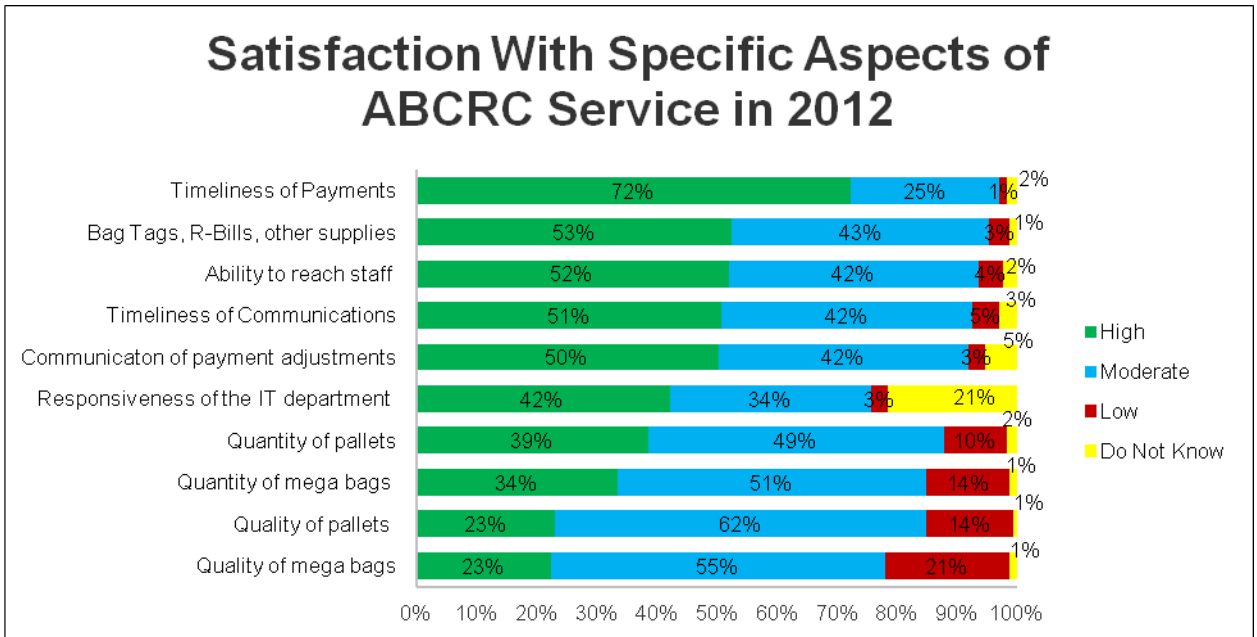
Other areas that received a higher satisfaction rate include:

- **99%** of depot operators were at least moderately satisfied with the ability to reach staff, quantity of pallets, quality of pallets, and the supply of bag tags, R-bills, and other supplies;
- **98%** of depot operators were at least moderately satisfied with timeliness of payments and communication of payment adjustments;
- **97%** of depot operators were at least moderately satisfied with the response time of ABCRC when requesting web-site support services;
- **95%** of depot operators were at least moderately satisfied with the quality of mega bags;

Each service and level of satisfaction for 2013 is ranked in *Chart III* below. The 2012 comparative is provided in *Chart IV* below.



**Chart III**



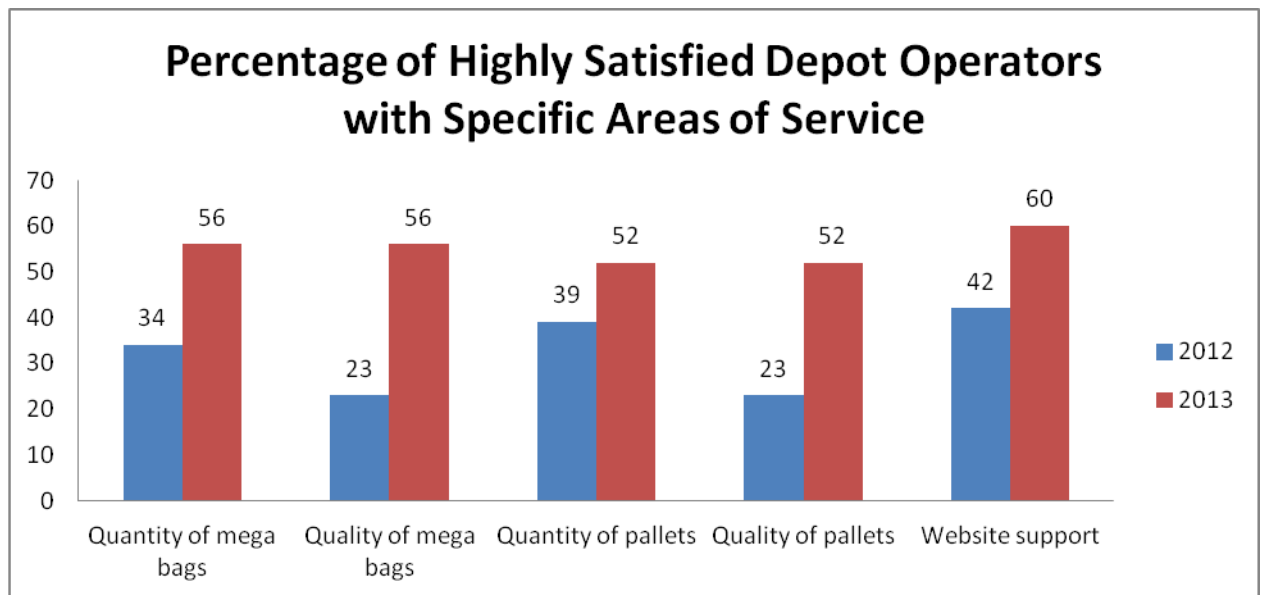
**Chart IV**

### iii. Comparison of 2012 to 2013 Service Requirements

#### a. Highly Satisfied Areas of Service

In 2013, 56% of depot operators were highly satisfied with the quality of mega bags received from ABCRC which represents a 33% increase from the 2012 survey results. Also in 2013, 52% of depot operators were highly satisfied with the quality of pallets which represents a 29% increase from the 2012 survey results.

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



**Chart V**

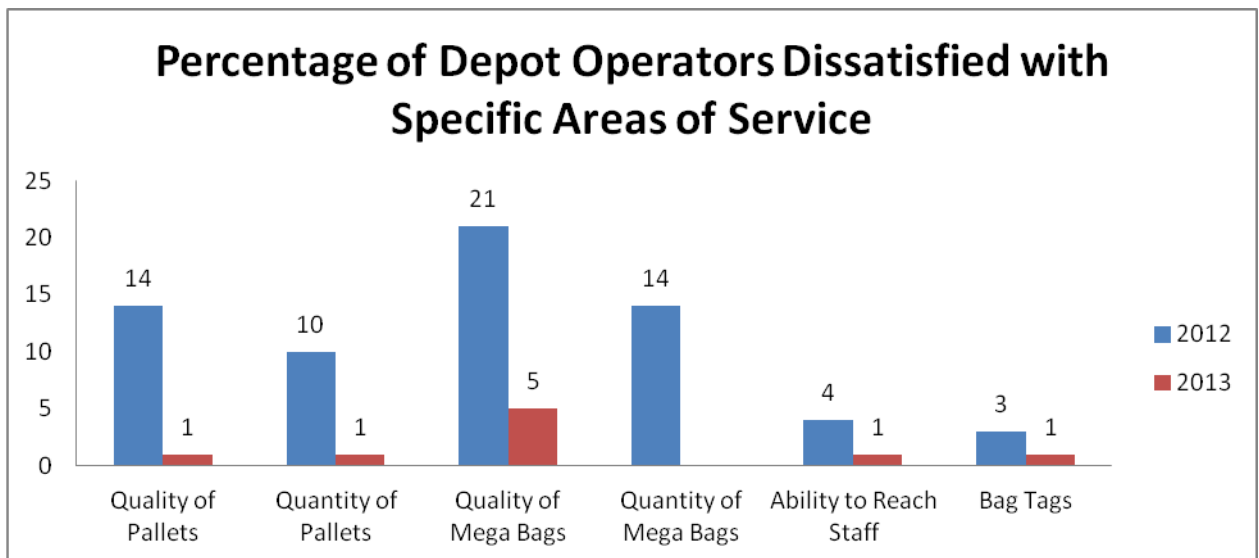


## b. Dissatisfaction with Specific Areas of Service

In 2013, dissatisfaction with ABCRC services decreased. The number of depot operators who were dissatisfied with the quality of mega bags decreased to 5% in 2013 from 21% in 2012. This marked an improvement of 16%. Additionally, in 2013 no depot operator indicated they were dissatisfied with the quantity of mega bags supplied by ABCRC.

Comparing the 2013 and 2012 satisfaction surveys, generally there has been a shift to a higher level of overall satisfaction throughout the depot network with a reduction in the levels of dissatisfied depot operators with many of the specific areas of service provided by the ABCRC.

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



*Chart VI*

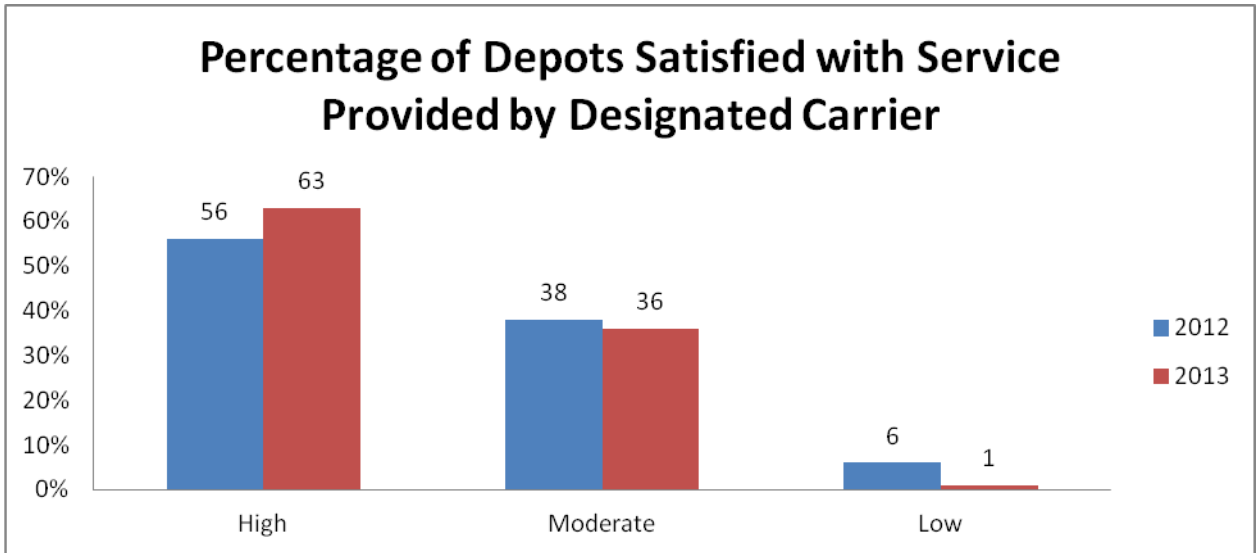
## iv. Service Provided by Designated Carrier

Overall 63% 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 1% gave a low satisfaction rating.

Overall 99% of depot operators are at least moderately satisfied with the service provided by the designated carrier up from 94% in 2012.

Of the 2 depot operators who gave the carrier a low rating, when questioned if they notified their area manager about their concerns, both (100%) had contacted their area manager and about 60% of depot operators (6 out of 10 responding) had contacted their area manager in 2012.

The comparison between 2012 and 2013 is shown in *Chart VII*.



**Chart VII**

**v. ABCRC Intranet Page**

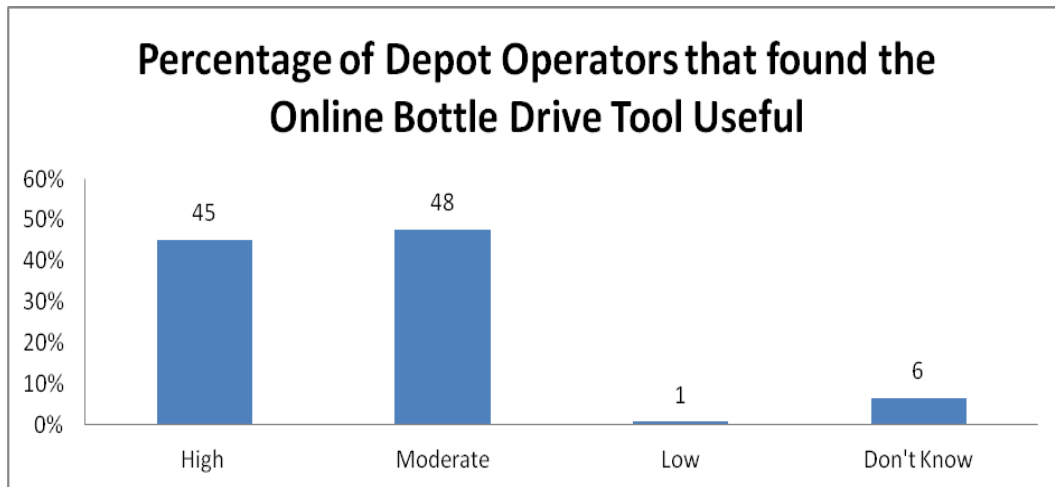
In 2013, 95% of depot operators indicated that they utilize the ABCRC Intranet page and approximately 5% indicated that they did not. Of those that utilized the ABCRC Intranet page, at least 94% indicated that they use it at least on a weekly basis if not more often.

**vi. Bottle Drive Tools**

All depot operators are aware that bottle drive tools are available and approximately 90% of the respondents became aware of them from attendance to the regional meetings (136 of the 151 respondents). Approximately 91% of depot operators distribute bottle drive guides or door hangers to the public.

Overall 45% of the depot operators are highly satisfied with the usefulness of the online bottle drive tool. About 48% gave a moderate rating and approximately 1% gave a low satisfaction rating.

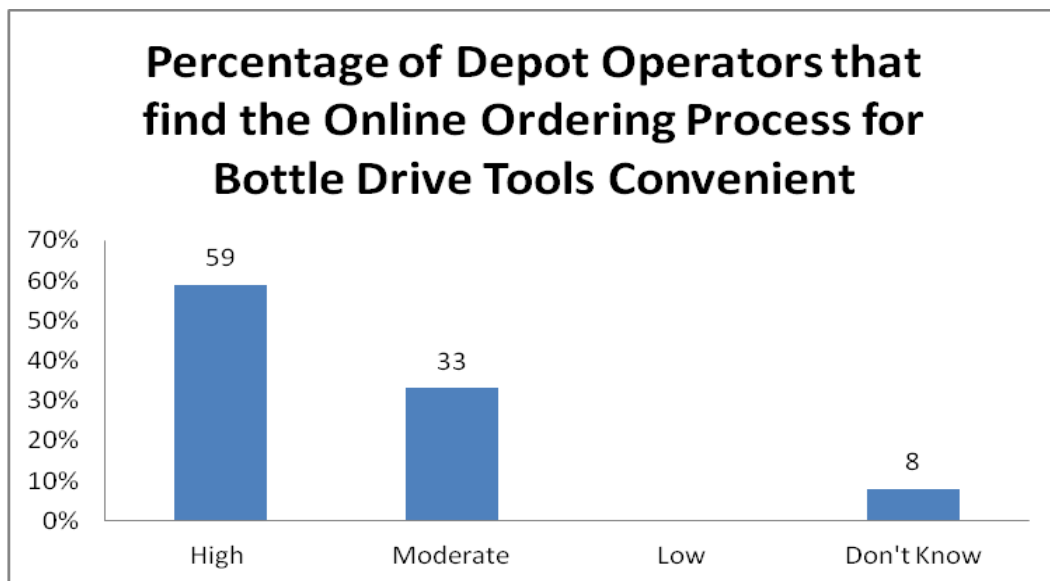
This is displayed in Chart VIII below.



**Chart VIII**

Overall 59% of the depot operators are highly satisfied with the convenience with the process of ordering the bottle drive tools and about 33% gave a moderate rating.

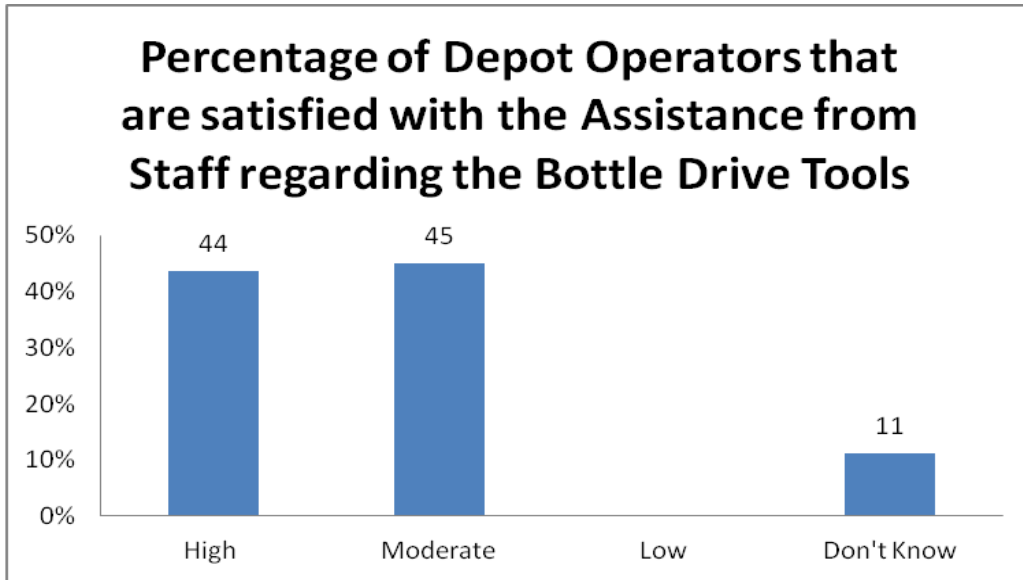
This is displayed in Chart IX below.



**Chart IX**

Overall 44% of the depot operators are highly satisfied with the assistance received from staff regarding the online bottle drive tools and about 45% gave a moderate rating.

This is displayed in Chart X below.



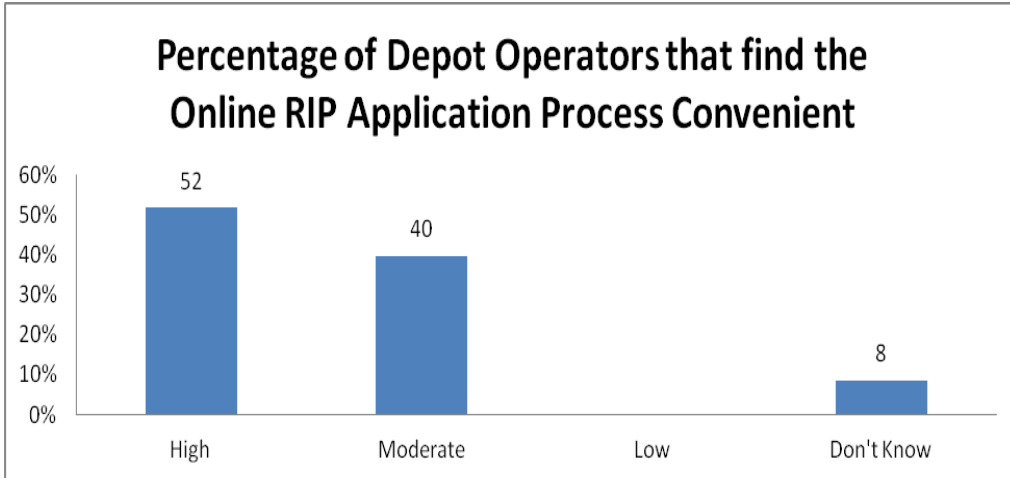
**Chart X**

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

All depot operators are aware of the RIP program and approximately 89 % of the respondents became aware of them from the regional meetings (135 of the 151 respondents).

Overall 52% of the depot operators were highly satisfied with the convenience of the online RIP application process and approximately 40% gave a moderate rating.

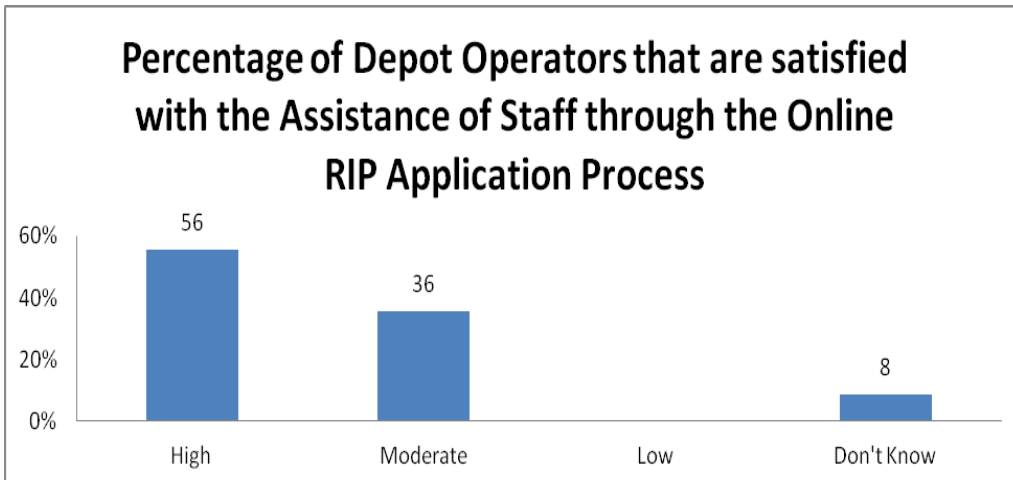
This is displayed in Chart XI below.



**Chart XI**

Overall 56% of the depot operators were satisfied with the assistance of staff with the online RIP application process and approximately 36% gave a moderate rating.

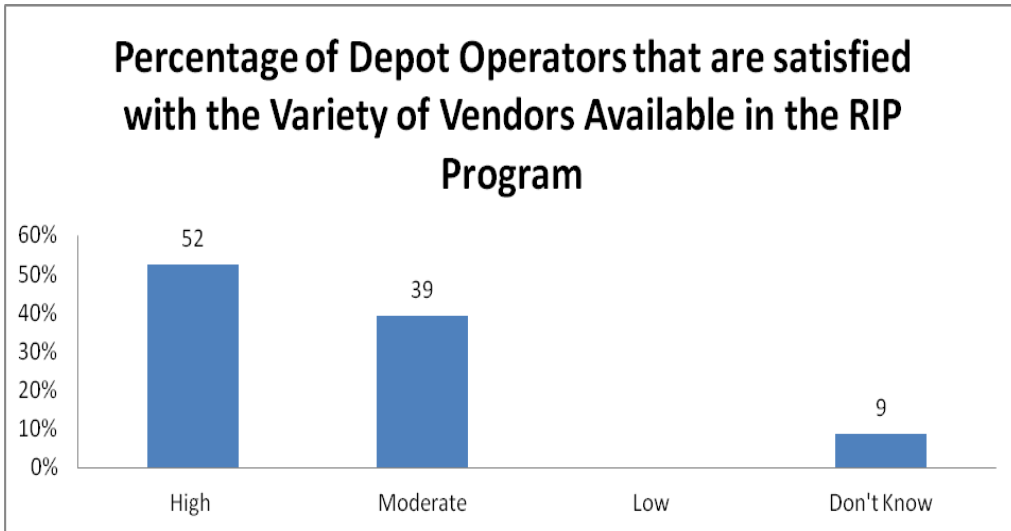
This is displayed in Chart XII below.



**Chart XII**

Overall 52% of the depot operators were highly satisfied with the variety of vendors available with the RIP program and approximately 39% gave a moderate rating.

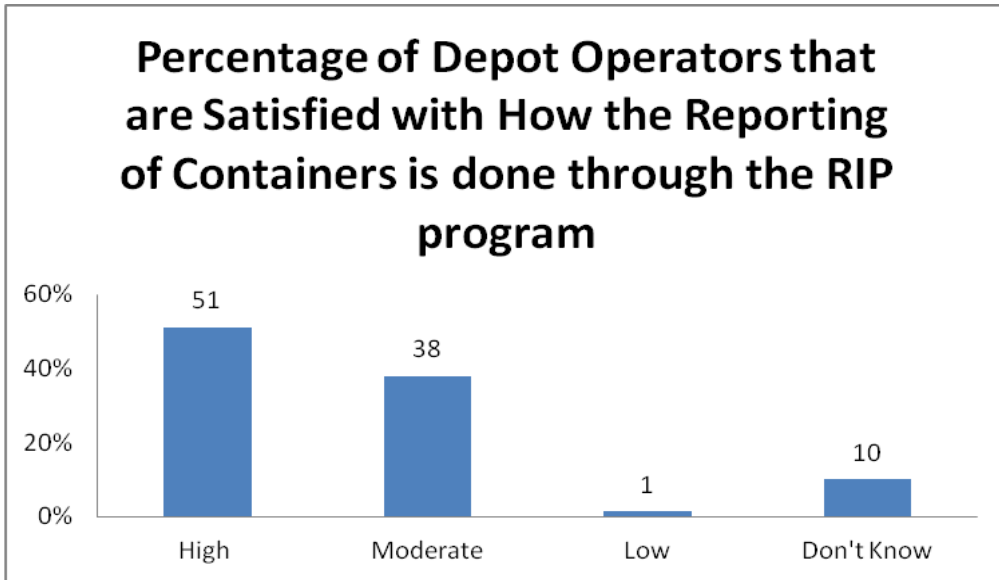
This is displayed in Chart XIII below.



**Chart XIII**

Overall 51% of the depot operators are highly satisfied of how the reporting of containers done through the RIP program. About 38% gave a moderate rating and approximately 1% gave a low satisfaction rating.

This is displayed in Chart XIV below.

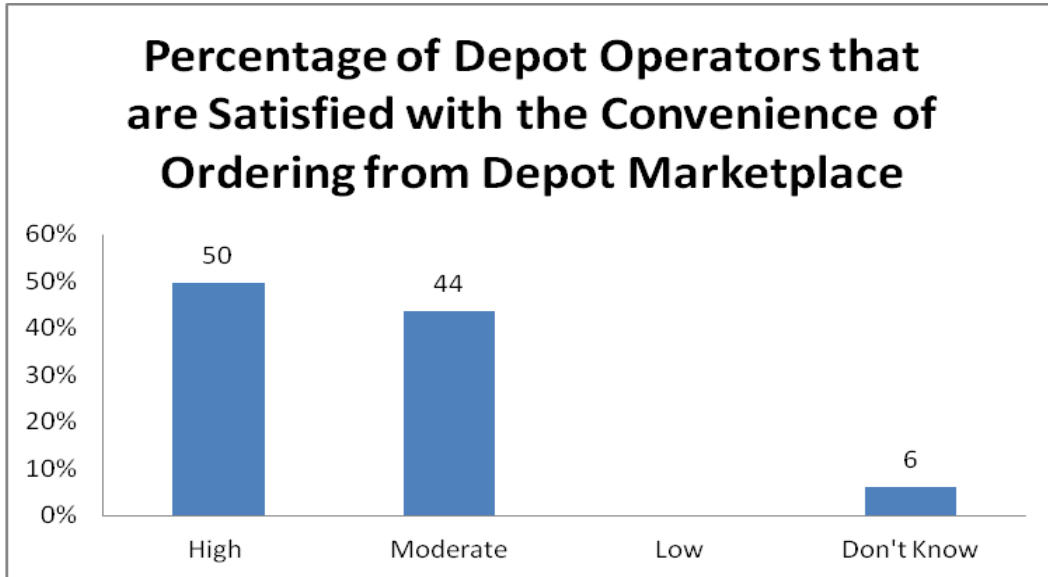


**Chart XIV**

### **viii. Depot Marketplace**

Overall 50% of the depot operators are highly satisfied with the convenience of ordering from depot marketplace and about 44% gave a moderate rating.

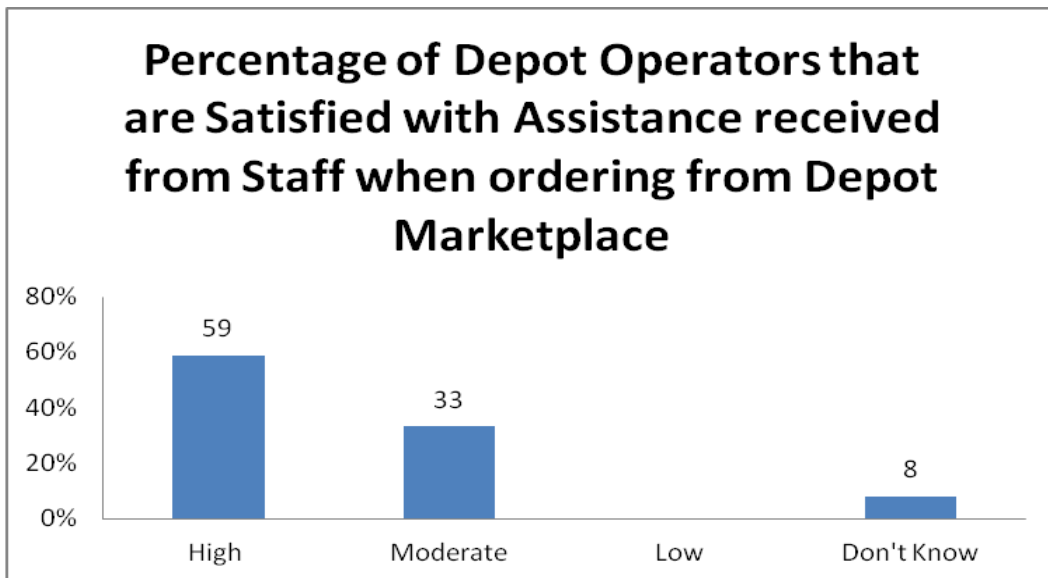
This is displayed in Chart XV below.



**Chart XV**

Overall 59% of the depot operators are highly satisfied with the assistance received from staff when ordering from depot marketplace and about 33% gave a moderate rating.

This is displayed in Chart XVI below.

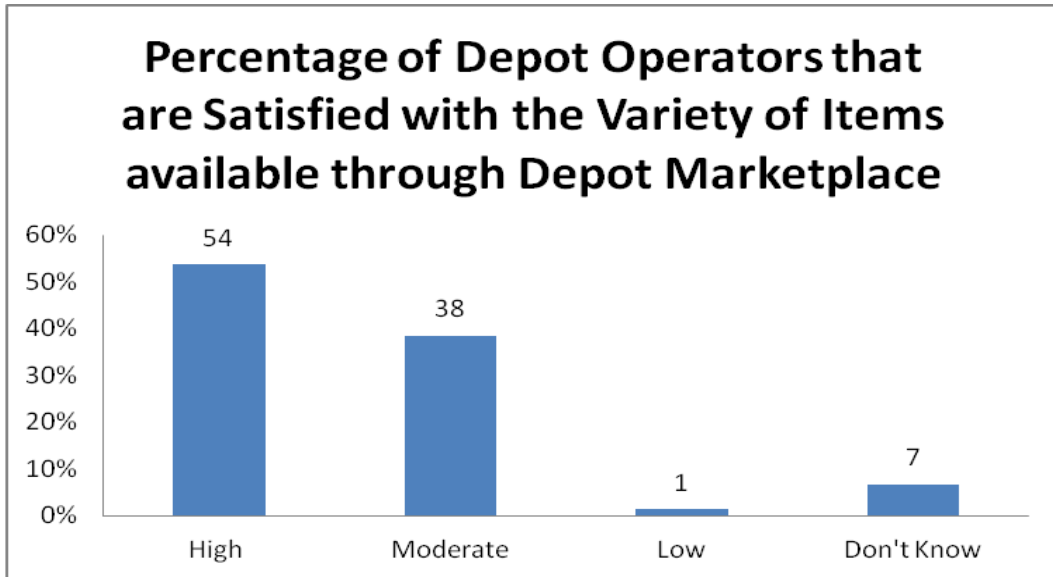


**Chart XVI**



Overall 54% of the depot operators are highly satisfied with the variety of items available through depot marketplace. About 38% gave a moderate rating and approximately 1% gave a low satisfaction rating.

This is displayed in Chart XVII below.



**Chart XVII**

## **D. Summary**

Going forward, the Depot Satisfaction Survey will provide valuable quality monitoring and will provide the ability to enhance and strengthen the relationship between the ABCRC and the depot network.