

2015 Campus Recycling Departmental Customer Satisfaction Survey: Summary Results and Next Steps

Survey Administration

Survey type: Online

Survey dates: Two weeks, February 20 – March 6, 2015

Number of responses: 244

How the survey was marketed:

- Email to all customers who submitted requests using our online service request form within the past 6 months
- Email to all customers who participated in the department compost program in the past 6 months
- Email to all customers who requested event recycling services in the past 8 months
- Email to all building managers
- Email to OSU Inform lists C06 (Classified staff), C07 (Professional Faculty) and C11 (Office Managers, Executive Assistants, Administrative Assistants)
- Listing in *OSU Today* email list
- Button on Campus Recycling website homepage

Respondent Demographics

Respondent roles

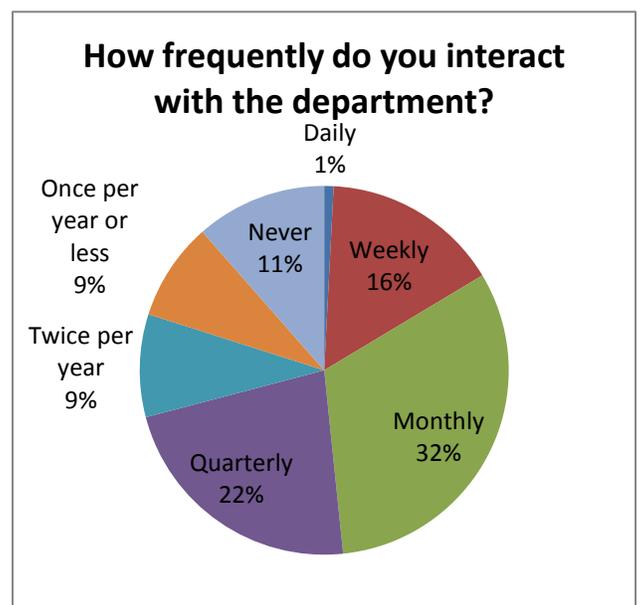
Nearly 1 in 6 respondents are building managers. Note: This was a “check all that apply” question, so many respondents fall into both categories.

Answer	# of responses	% of responses
Employee of OSU	230	96%
Building manager	37	15%

How frequently respondents interact with Campus Recycling

The majority (55%) of respondents interact with Campus Recycling on a monthly or quarterly basis. 16% interact weekly and 18% interact with the department once or twice per year. 11% report never interacting with the department, demonstrating that many staff on campus receive our services without ever interacting with our staff.

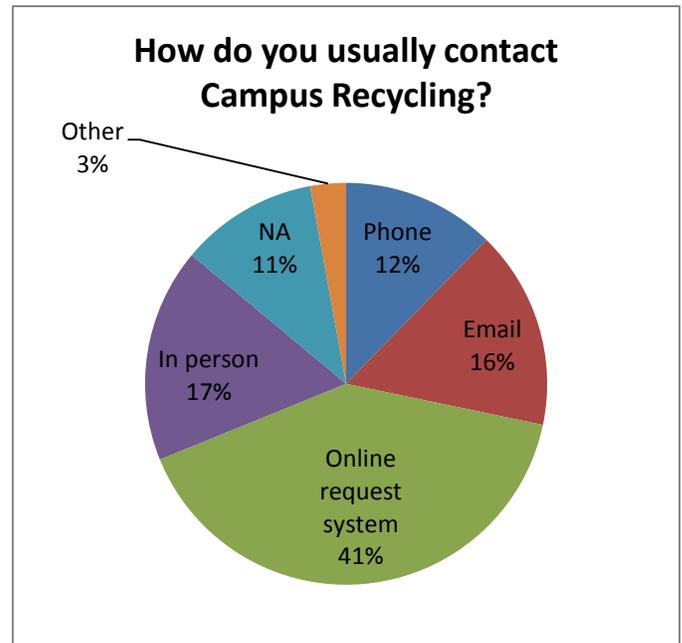
Answer	# of responses	% of responses
Daily	2	1%
Weekly	38	16%
Monthly	78	32%
Quarterly	55	23%
Twice per year	22	9%
Once per year or less	21	9%
Never	28	11%



How respondents usually contact Campus Recycling

41% of respondents contact the department using the online request form. Again 11% report never contacting the department, demonstrating that many staff on campus receive our services without ever interacting with our staff. Note: Most of those who described what they meant by “Other” specified that they used multiple means to initiate contact.

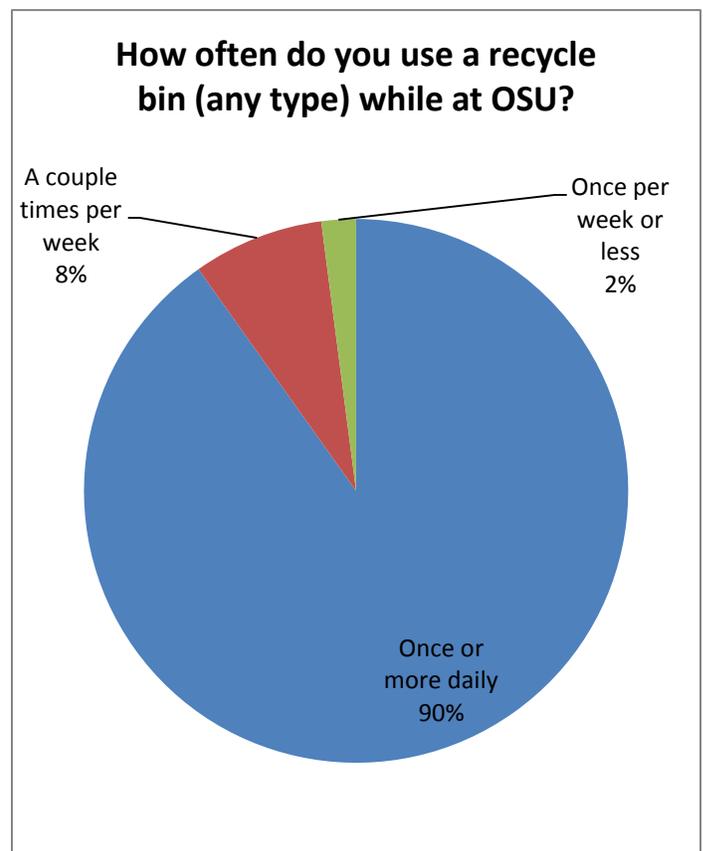
Answer	# of responses	% of responses
Phone	30	12%
Email	39	16%
Online request system	99	41%
In person	42	17%
Not applicable (do not contact directly)	27	11%
Other	7	3%



How often respondents use a recycle bin (any type) while at OSU

90% of respondents report using a recycle bin(s) at least daily and no one reported never using one, demonstrating that recycling is part of OSU staff members’ everyday work experience.

Answer	# of responses	% of responses
More than once a day	152	62%
Daily	68	28%
A couple times per week	19	8%
Once per week or less	5	2%
Never	0	0%



Program Familiarity

Respondents are familiar with where recycling bins are located in their building (97% are familiar), what is accepted in recycle bins (89%), the department’s confidential records shredding program (84%) and online recycling service request form (71%).

While 72% of respondents indicated they are familiar with community events, of those only 23% say they have participated. This indicates that existing events are not attracting staff and faculty (which is not surprising given the target audience for most are students). If more staff engagement is desired, events should be tailored to that audience and/or other outreach tactics should be employed. This is discussed further in the “Opportunities” section below.

Respondents are less familiar with the department compost program (45% are not familiar), event recycling services (43%) and what special materials can be recycled if collected separately (40%). Expanding awareness of these programs may increase recycling rates (see “Opportunities” section below).

Topic	Have used/ participated	Familiar but have not used/ participated	Not familiar
Online recycling service request form	61%	10%	29%
Confidential records shredding	61%	23%	16%
Event recycling services	21%	36%	43%
Department compost program	27%	28%	45%
Community events (e.g. Repair Fairs, RecycleMania, Earth Week, etc.)	17%	55%	28%
What is accept in OSU recycle bins	74%	15%	12%
What special materials can be recycled if collected separately	41%	18%	40%
Where recycle bins are located in your office/building	92%	5%	4%

Customer Satisfaction

High Satisfaction

Satisfaction with the department is high – 80% of respondents said they are very or extremely satisfied with Campus Recycling overall and another 16% reported being moderately satisfied. In all categories respondents were surveyed on, no less than ¼ of customers reported being very or extremely satisfied. See a full list below.

Topic	Very or Extremely Satisfied	Slightly or Moderately Satisfied	Not Satisfied
Professionalism and courteousness	84%	15%	1%
Helpfulness in resolving problems	86%	14%	1%
Collaboration in working with you	82%	19%	0%
Promptness of returning calls or emails	80%	18%	2%
Timeliness in completing your work	77%	22%	2%
Providing complete and accurate information	85%	13%	1%
Quality and quantity of information on the department’s website	78%	21%	2%
Ease of navigation on the department’s website	75%	23%	2%
Use of the recycling online service request form	79%	19%	3%
Overall satisfaction with the department	80%	20%	1%

Customer satisfaction is highest for helpfulness in resolving problems (86% are very or extremely satisfied), providing complete and accurate information (85%), professionalism and courteousness (84%) and collaboration in working with customers (82%).

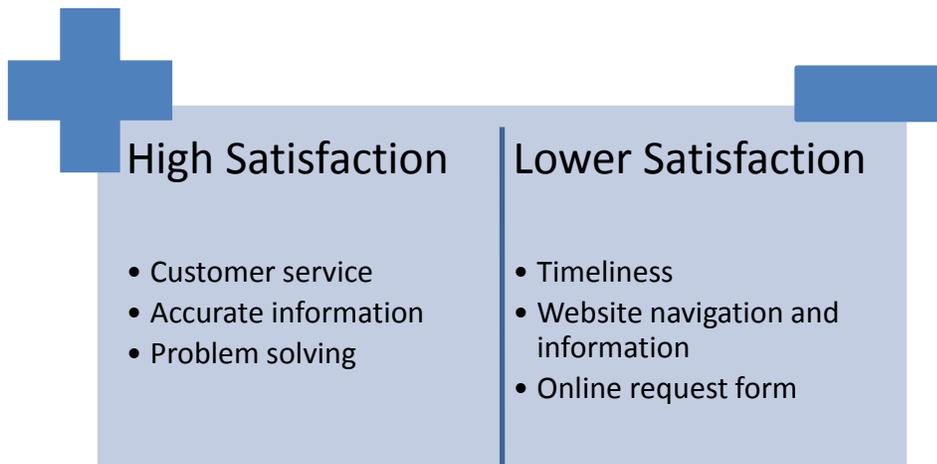
Lower Satisfaction

In all survey categories, no more than 3% of respondents reported not being satisfied and no more than 6% reported being only slightly satisfied. This section focuses on categories in which those who reported being “not satisfied,” “slightly satisfied” or “moderately satisfied” adds up to greater than 20%.

According to survey respondents, potential areas for improvement may include:

- Timeliness in completing work (24% not, slightly or moderately satisfied)
- Ease of navigation on the department’s website (25% not, slightly or moderately satisfied)
- Quality and quantity of information on the department’s website (23% not, slightly or moderately satisfied)
- Use of the recycling online service request form (22% not, slightly or moderately satisfied)

Several more potential areas of improvement were expressed in survey comments and are discussed in the “Opportunities” section below.



Strengths and Opportunities

The following is a summary of Campus Recycling’s strengths and opportunities for improvement, based on the survey’s satisfaction ratings, familiarity ratings and comments.

Strengths

As mentioned above, satisfaction with the department, its staff and its services is high, and dissatisfaction is low. Respondents are familiar with many of our services. Customers are participating in recycling – 89% report knowing what is accepted in bins, 90% report using a bin once or more per day and 97% know the location on bins in their own building.

Some highlights from survey comments:

I do Admin work with the department and have always had good contact with those I need and great conversation and collaboration.

Staff are excited to share recycling and composting with departments and quick to reply when you have any specific questions or needs. I have been impressed with the level of service they've given to our department and building. They always follow up to make sure solutions are still working out and readily offer up ideas for future recycling endeavors.

Campus Recycling has a quick response time when it's time to change out our confidential shred bins. Thank you to all!

I had an extended special recycling project that lasted several months and was always pleased that the service was above and beyond expectations. We were always able to get recycling bins and exchange full for empties within 24 hours, but usually within a few hours of emailing or calling with a request. Staff helped with problem solving and were willing to go far beyond daily duties to help us recycle a large amount of material and to keep it out of the landfill.

I am very grateful to have you!! I am especially happy to have composting.

Campus Recycling is a key partner with OSU activities large, small, and on-going. I appreciate that the staff and leadership of Campus Recycling take the vision beyond the term "recycling". They work closely with our department to identify areas where we might consider reduction rather than simply recycling; help us with innovative material reuse and student programming programs; promotion of programs and management of problem areas; rapid response to disposal issues; keeping an eye on efficiency of processes, etc.

I'm happy to have Recycling on campus, makes our jobs easier. Helps the planet too.

The staff at Campus Recycling are professional, knowledgeable, and willing to assist when a problem arises. Thank You.

Fantastic service. I have recently retired, and you folks pick up and replace the 90 gallon paper container outside my office whenever requested. I am also the compost person for my department and love taking our 6-gallon bucket outside each week, thinking about how much would otherwise have gone into "garbage." You are doing a great job of increasing the visibility of and clarity of labeling of recycling containers around campus.

A service that makes a real difference.

Opportunities

Customer service training for student staff

Many commenters note positive interactions with student crew members but several also note issues of concern such as lack of a greeting or communication with onsite staff when servicing bins, high noise levels during service, paper left on the floor and confusion on the part of student employees working on special pick-up requests. Campus Recycling plans to address these issues with increased student staff training. For example:

1. Review and improve current training program and materials.
2. Increase the amount of time the Recycling Manager works side-by-side with student employees, both in the warehouse and out on routes.
3. Utilize lead student workers in customer service training of other student workers.

Need for more robust staff-oriented education

Both familiarity ratings and comments highlight a need to increase outreach programs aimed at educating and engaging staff and faculty. Survey results provide direction on the topic areas on which staff are unfamiliar, unsure and misinformed. Potential topic areas include:

1. What special materials are accepted for recycling and how to recycle them (especially plastics).
 - a. 40% of respondents reported not being familiar with what special materials can be recycled if collected separately. Of those who reported being familiar, 69% reported participating, which suggests that if people become familiarized, there's a good chance they'll participate.
 - b. Several comments either expressed appreciation for special materials recycling or expressed an interest in collecting such material.
2. The department composting program (45% of respondents reported not being familiar).
3. Event recycling services (43% of respondents reported not being familiar).
4. Where to find recycling service schedules on the website and how to report overflowing bins or bins that are being missed by the Campus Recycling crew.
5. How to request additional bins or signage.
6. Where to take cardboard for recycling and how to dispose of pizza boxes.
7. Statistics on the amount of waste collected at OSU and the impact of recycling and composting.

Campus Recycling will ensure these topics are covered on our website and will investigate other outreach tactics. The department will incorporate goals and actions related to staff education into its outreach and strategic plans for the next one to three years.

Overflowing recycling bins

Respondent satisfaction is lower than average in the category of "timeliness in completing work" (77% report being very or extremely satisfied but 22% are slightly or moderately satisfied and 2% unsatisfied). Many comments note being satisfied with prompt service for recycling pick-up requests but many others note issues regarding overflowing recycling bins. This implies that we are meeting customers' needs in special requests but on our regular routes we are experiencing some cases of bins that are either being missed or have inadequate capacity.

Campus Recycling intends to address this in these ways:

1. Record dates and times when our crew encounters locked doors that prevent access to recycling bins. This will allow us to contact departments or adjust routes to avoid instances of bins overflowing because they could not be accessed. Develop a door hanger or other item that can be left behind to let departments know that we came and could not service bins because the door was locked.
2. Develop a route audit to take place during the academic year to check current bin locations against route sheets, record information about current bins (such as percent full) and speak with customers to gain their feedback. Similar audits have been conducted in the past but often occur in the summer when bin use is lower than average and they typically have not been accompanied by speaking to staff onsite. Regular audits such as this will keep route sheets accurate and allow Campus Recycling to increase the number or size of bins in areas that need additional capacity.

Timing of event recycling bin drop-off

Multiple comments cite issues with the timing of drop-off of bins for event recycling services. Campus Recycling plans to address this by better integrating event recycling requests into daily scheduling. This could be accomplished by recording all requests on the Materials Management shared calendar as they come in, so staffing can be scheduled accordingly. The number and type of bins could also be noted so that we can better ensure that an adequate number of bins are available and prepped for various needs.

Online request form and website

As mentioned above in “Lower Satisfaction, ” while the majority of respondents are satisfied with the following categories, they are less satisfied than average: ease of navigation on the department’s website, quality and quantity of information on the department’s website and use of the recycling online service request form.

To address this, Campus Recycling will review the topic areas identified above under “Need for more robust staff-oriented education” to ensure they are fully addressed on the website.

Multiple survey comments offered concerns and suggestions regarding the online form specifically. Some state that the service request form is difficult to use or does not include all the needed options. Campus Recycling has been working with its IT team to develop a new recycling database, a project that is slated for fiscal year 2016. With this will come a new request form. In the meantime, Campus Recycling intends to take the following actions on the current form:

1. Review the form to ensure that the material type options line-up with and are inclusive of all current special materials we accept.
2. Investigate if the form can have check boxes rather than radio buttons, allowing customers to choose multiple types of material in one request.