



2022 Member Survey.

Survey Overview:

Repak ELT conducted our annual membership survey in February 2022 to gather member's feedback. The survey was sent via email to all Repak ELT registered members.

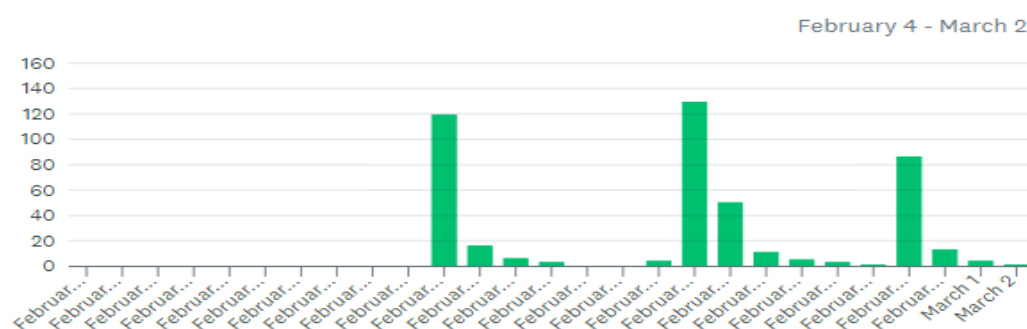
2021 proved to be another challenging year for business, so in this survey we prioritised gaining insights to help us improve our Members' experience. We act on survey feedback to enable the continual improvement of our services and to enhance the benefits of scheme participation.

Members were advised that for every survey response which we received €2 would be donated to charity. As part of the Survey members were also invited to vote for their preferred charity.

Sample Population:

The 2022 Repak ELT Member Survey was opened on 15th February 2022, while reminders were sent on February 22nd and 28th, before the survey was closed off on March 3rd.

Responses Volume



Overall, 451 responses were received, resulting in an overall donation of €1,000 to the Irish Cancer Society (45.8% of the vote).

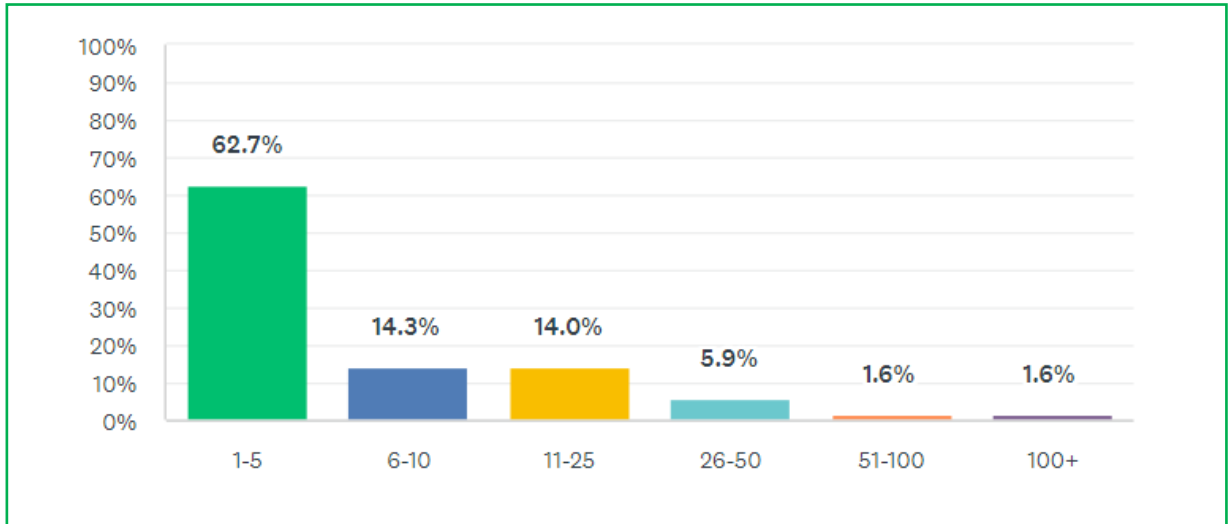
Executive Summary

- A Net Promoter Score (NPS) is a customer satisfaction benchmark that measures how likely customers recommend a business to a friend. We used this method to measure member satisfaction, achieving a result of 37, which is considered a 'good' score. This is an improvement of 5 points when compared to last year (2021: NPS: 32).
- 92% of respondents said they were either 'satisfied' or 'very satisfied' when asked to rate their interactions with the Membership team, 7% higher than last year (2021: 85%).
- 92% of those surveyed were 'satisfied' or 'very satisfied' when reflecting on their experience with the Collections team, 10% higher than last year (2021: 82%).
- As a result of last year's feedback, implementing a paperless electronic invoicing process received a very positive response with 90% of participants rating the initiative as 'Positive' or 'Very Positive'.
- Over 85% of respondents reported that the ongoing Covid 19 pandemic had either a significant or somewhat negative effect on their businesses.
- When asked, 49% of respondents were unaware of CSV upload feature available to assist with reporting.
- 73% of members prefer the paper format for their annual certificate, as opposed to an electronic alternative.
- A more simplified reporting process (46%) remains the primary concern when it comes to improving members' experience.
- Over 70% of respondents were interested in an enhanced Member's Area.
- 67% of respondents showed interest in waste tyre collection dockets being managed through handheld scanners.
- More than half of respondents (58%) were happy with the monthly reporting. 30% would prefer to report on a quarterly basis.
- Last year's radio advert had moderate recall value (58%). Facebook with 79% was the most preferred social channel that businesses used. And 47% participants believed that posters can be more beneficial to businesses than other marketing materials.
- Majority of members were satisfied with the current communication process.

Survey Detail

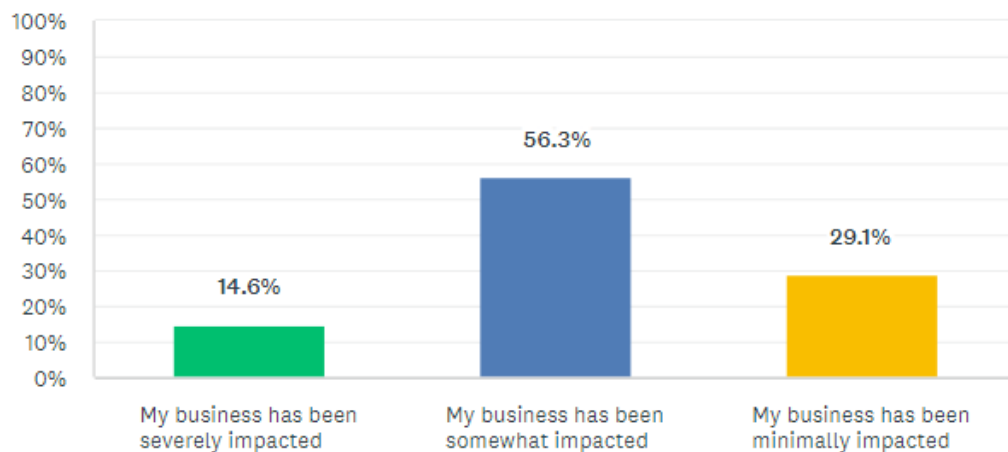
Most respondents (63%) have five employees or less working in their business.

Number of employees:



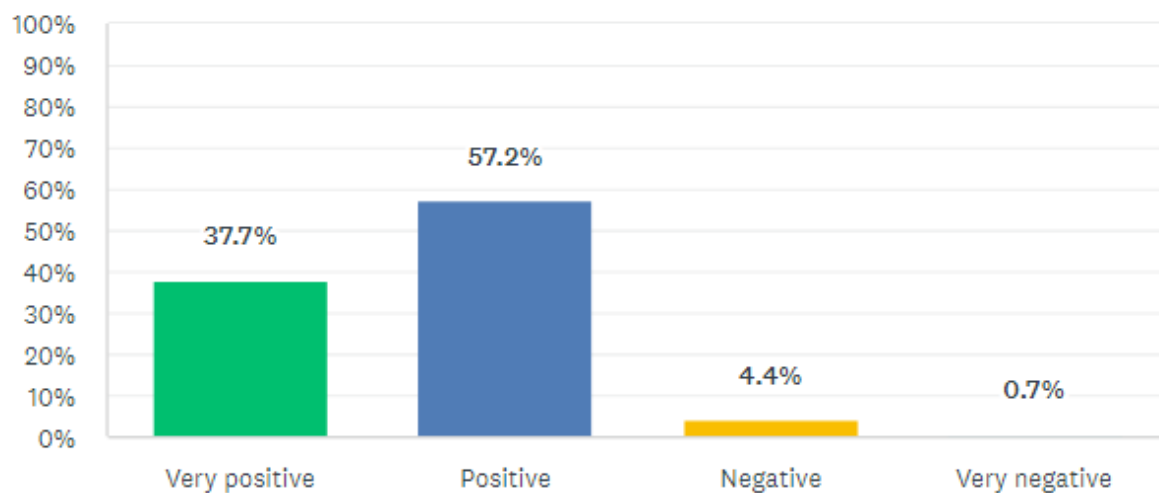
The ongoing COVID-19 pandemic is still negatively affecting member businesses - 71% of respondents said they were either 'severely' or 'somewhat' impacted by the pandemic.

To what extent has the ongoing COVID-19 pandemic affected your business in 2021?



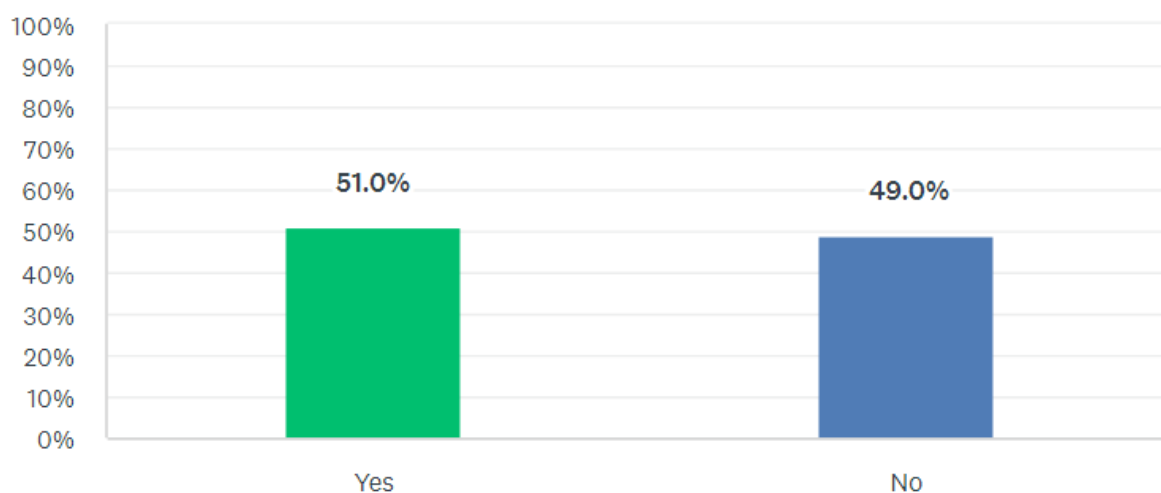
Based on last year's feedback, implementing electronic invoicing received an enormously positive reaction. 95% of participant members rated the experience as either 'very positive' or 'positive'.

Valuable feedback from our members in last year's survey has led to us implementing a 'paperless' electronic invoicing process. How would you rate your experience of this process?



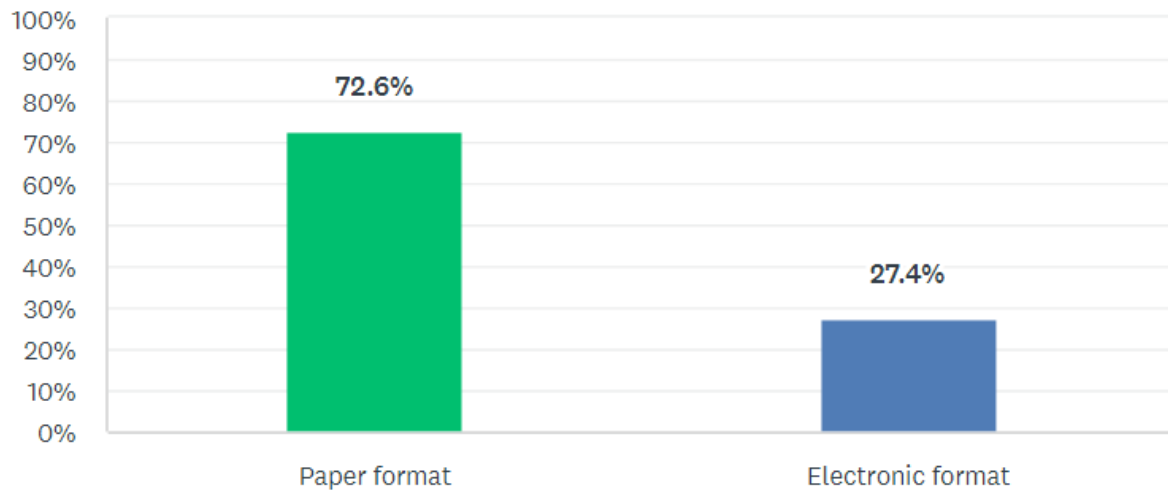
When asked, 49% of participants were unfamiliar with the CSV upload feature available in the members' reporting portal.

Are you familiar with the CSV upload feature to allow for simpler reporting?



73% of members would prefer to continue receiving the annual certificate in paper format.

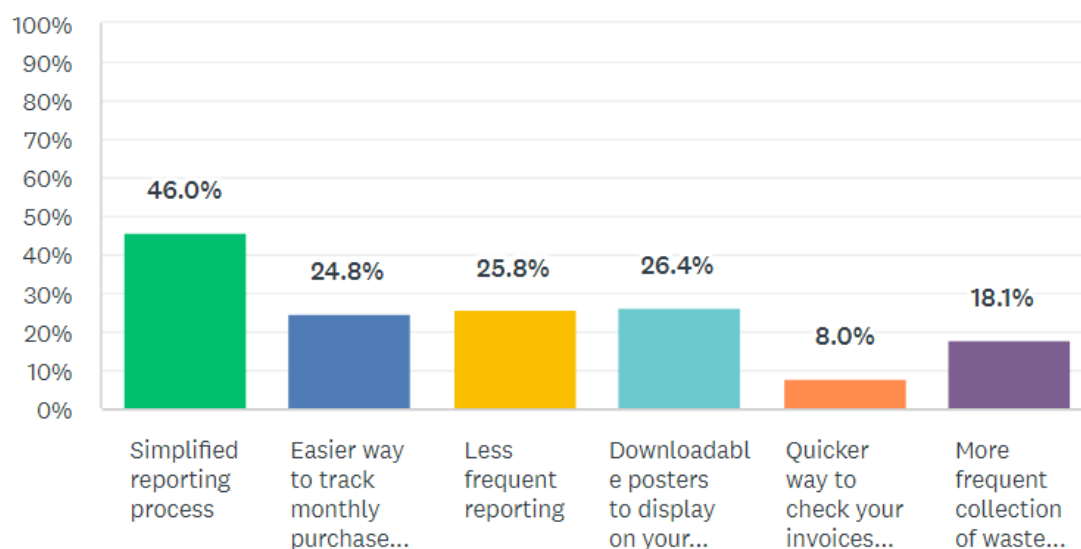
Would you prefer your annual cert to continue in a paper format, or to change to an electronic format (similar to Covid certs on phones)?



As a part of our efforts to enhance member experiences and to develop our reporting and collection systems, we asked a series of questions to help us identify opportunities for improvement.

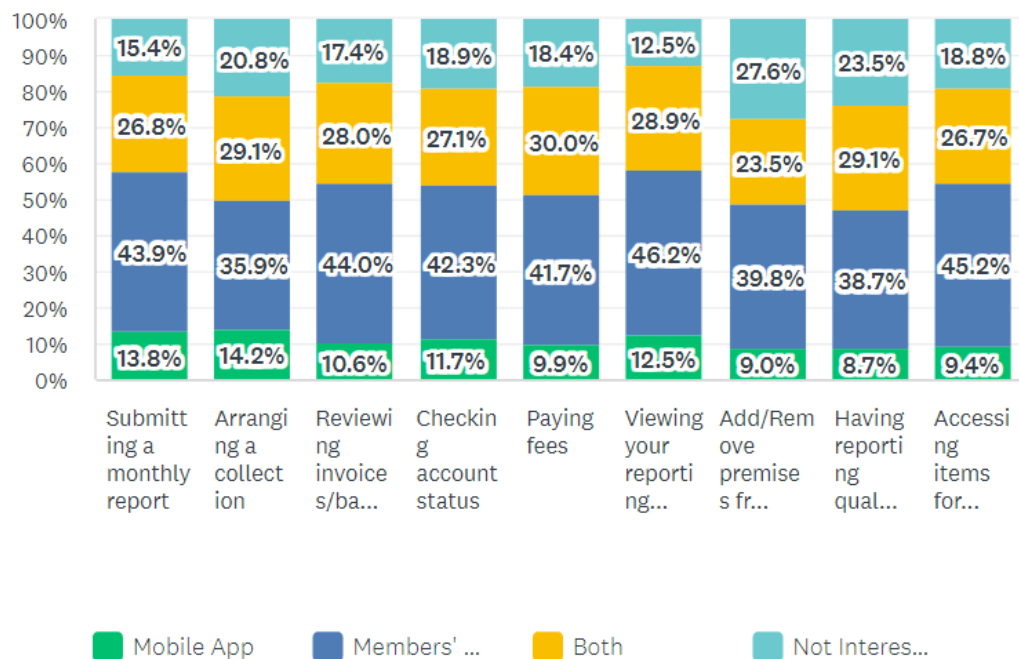
A more simplified reporting process remains the primary concern when it comes to improving members' experience with 46% in 2022 (2021: 38%).

What improvements would enhance your experience of being a Repak ELT member?



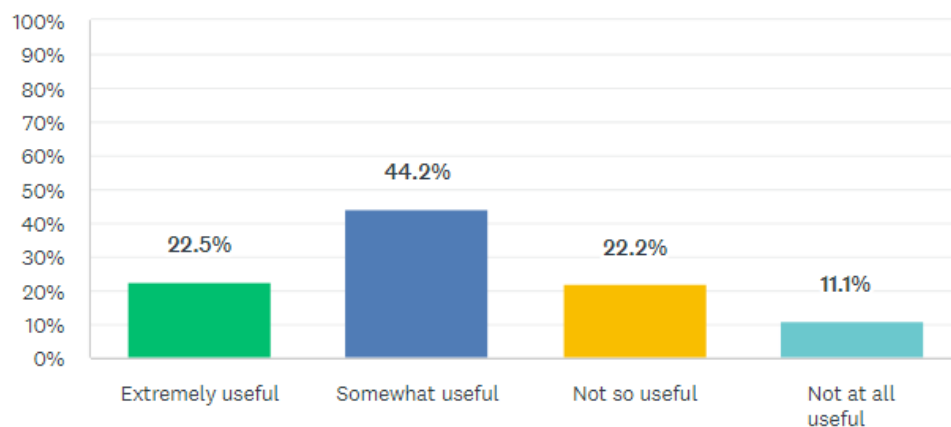
Far more respondents would prefer the member's area to include any added features than via a mobile phone app.

We are continuing to work on the development of various member benefits. Please confirm whether you would prefer to access these features via a Mobile App or a Members' Area on our website:



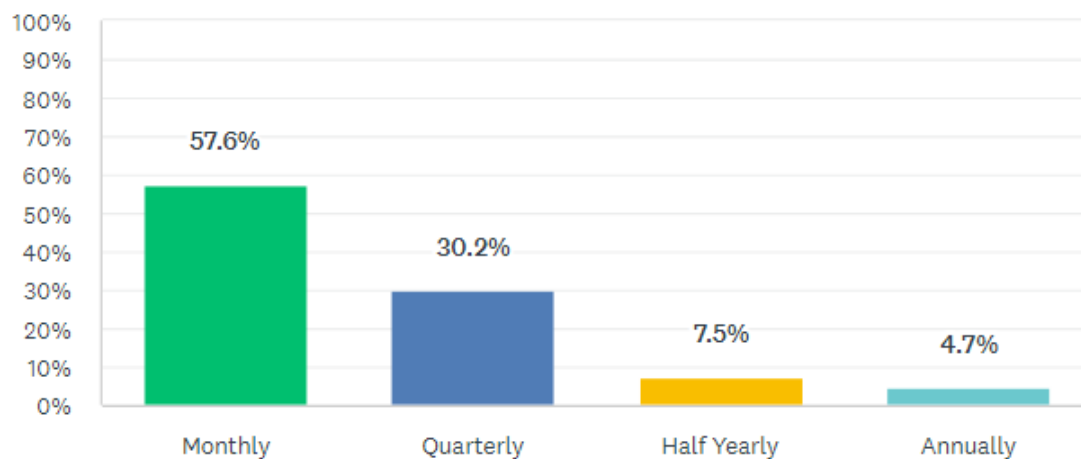
67% of members were interested in collectors utilising handheld scanners to manage used tyre collection dockets.

How useful would it be if waste tyre collection dockets were managed by the collector via a handheld scanner?



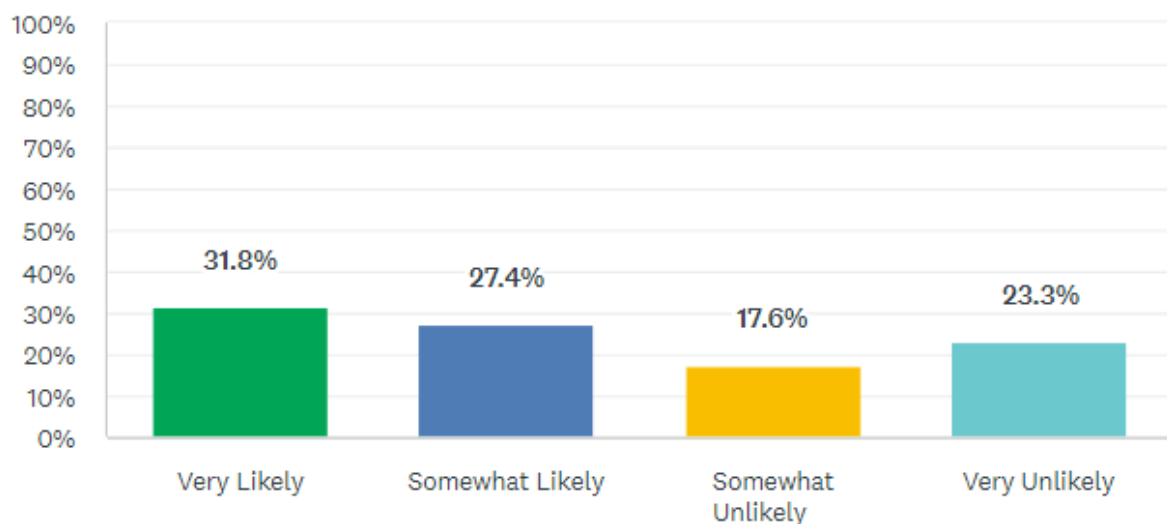
58% of participants were content with the current monthly reporting frequency, while 30% of respondents opted for quarterly reporting. Only 12% were interested in either six-monthly (7.5%) or annual (5%) reporting options.

Ideally, how frequently would you like to report to Repak ELT?



Over half of respondents would either be 'Very Likely' or 'Somewhat Likely' to request their waste tyre collections electronically via an app/member's area, as opposed to phoning them.

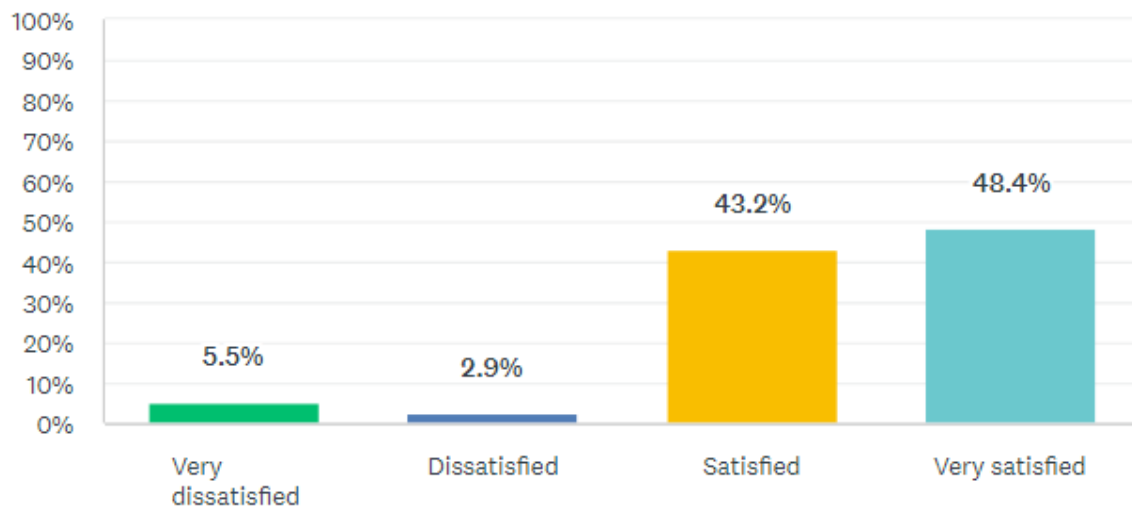
If available, how likely would you request your waste tyre collections via your reporting portal/app, rather than by phoning them?



Member satisfaction remained very high.

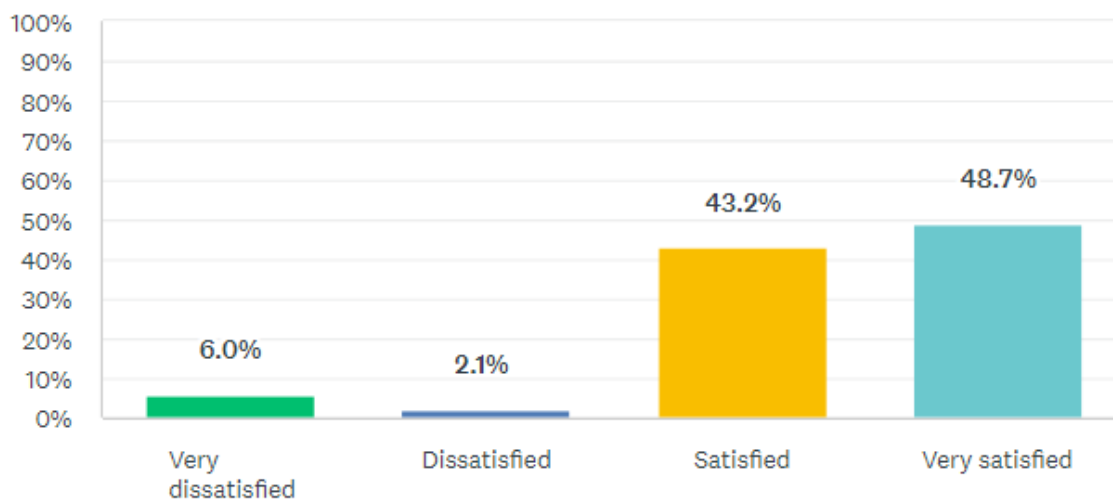
There was a very positive response from members when asked about their experience with the Membership team, with 92% of respondents being either 'Very Satisfied' or 'Satisfied'.

Overall, how satisfied are you with the interactions you have had with the Membership team when you have contacted Repak ELT?



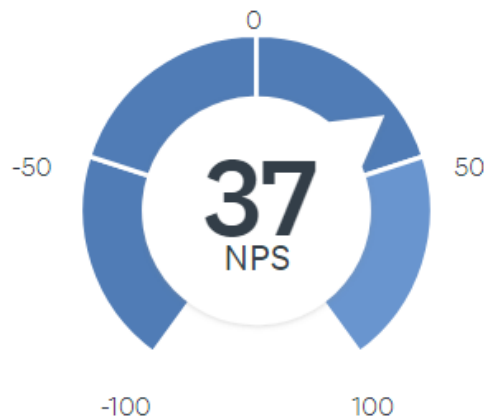
Similarly, 92% of the members surveyed were 'Very Satisfied' or 'Satisfied' with the Collections team.

Overall, how satisfied are you with the interactions you have had with the Collections team when you have contacted Repak ELT?



We used the Net Promoter scoring system to gauge members' satisfaction. The scheme was given an NPS score of +37 which is +5 higher than last year's score.

How likely is it that you would recommend Repak ELT to a friend or colleague?

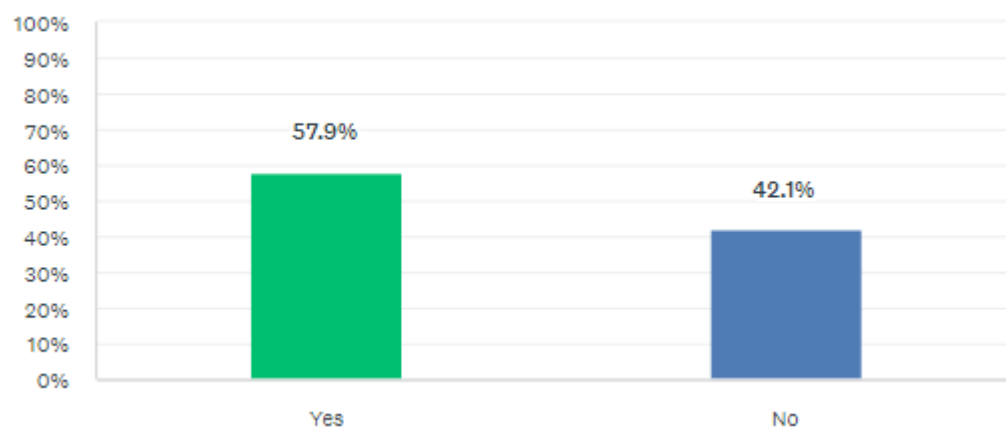


DETRACTORS (0-6)	PASSIVES (7-8)	PROMOTERS (9-10)	NET PROMOTER® SCORE
18% 68	28% 106	54% 208	37

We asked a series of questions to the members to understand their preferred marketing channels as well as the impact of Repak ELT's past marketing campaigns.

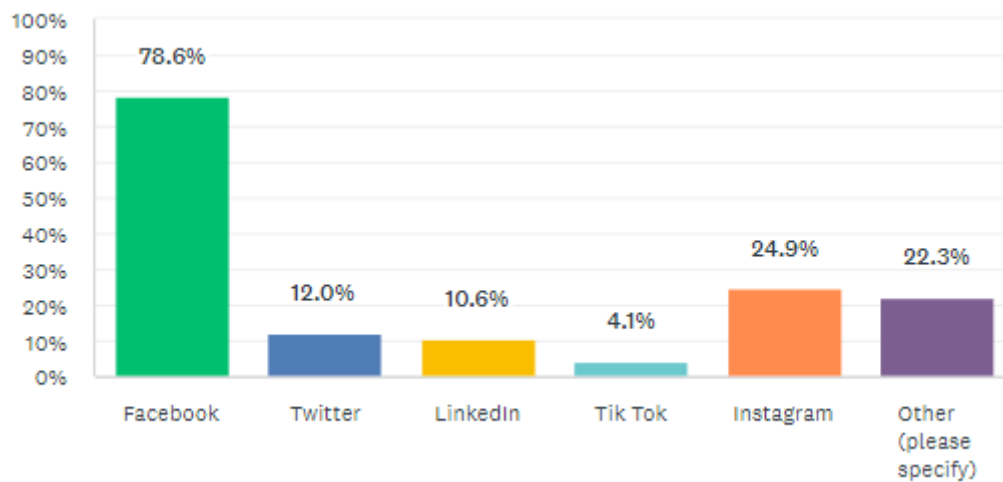
Last year's radio campaign received good recall value, with 58% of respondents remembering the advertisements.

Do you recall hearing any radio advertisement we ran in 2021 for campaigns like Tyre Safety Week?



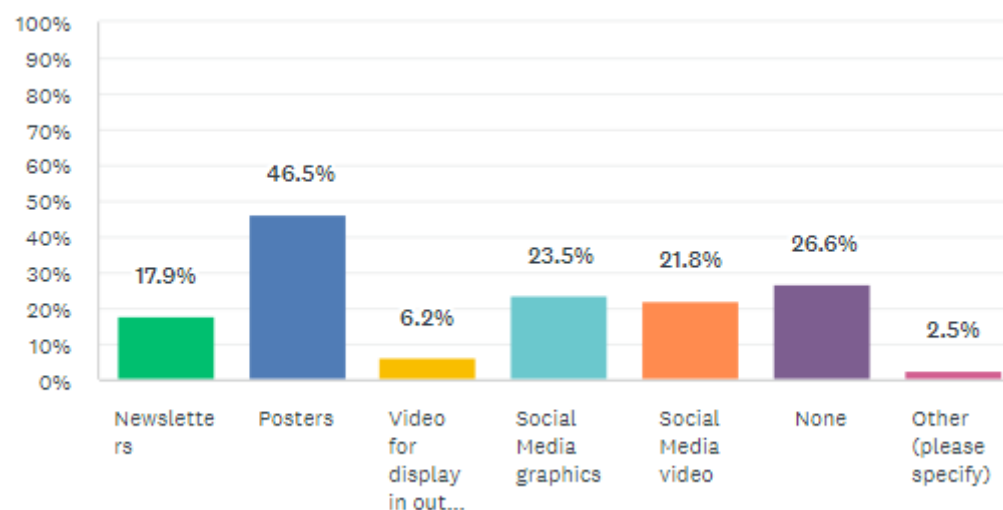
Facebook is the predominant outlet for social media among members with 79% of respondents using the platform.

Which of the following social channels does your business currently use?



46% of participants would find posters to be beneficial for their business.

Which of the following offerings would you find beneficial to your business?



Conclusion

Through this survey, we received many useful insights into our members' needs and this will help guide our business strategy into the future. All responses to our open-ended questions have since been followed up and addressed, where applicable.

Finally, we would like to sincerely thank all the respondents for providing their time and feedback to complete this survey.

Repak ELT.