



The City Bin Co.  
Customer Satisfaction Survey

Highlights – Household Customers  
June 2010



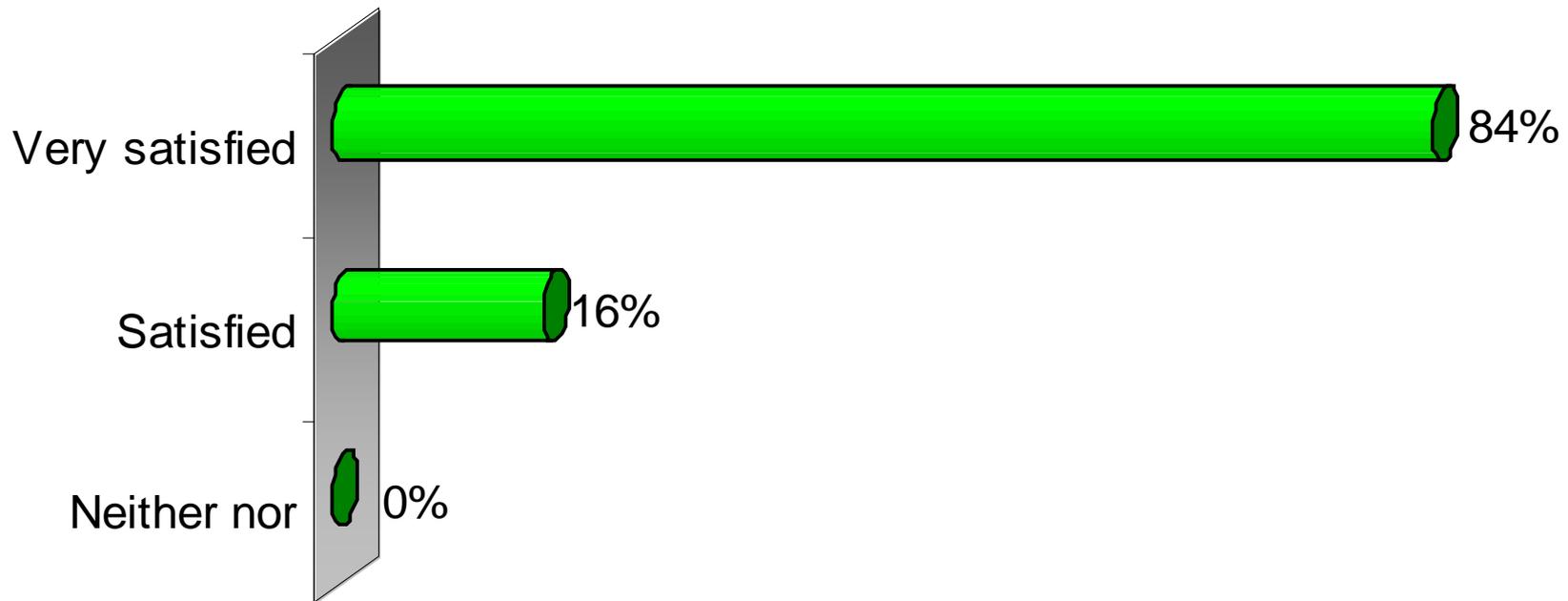


## Household Customers

Number of Respondents: 2,014



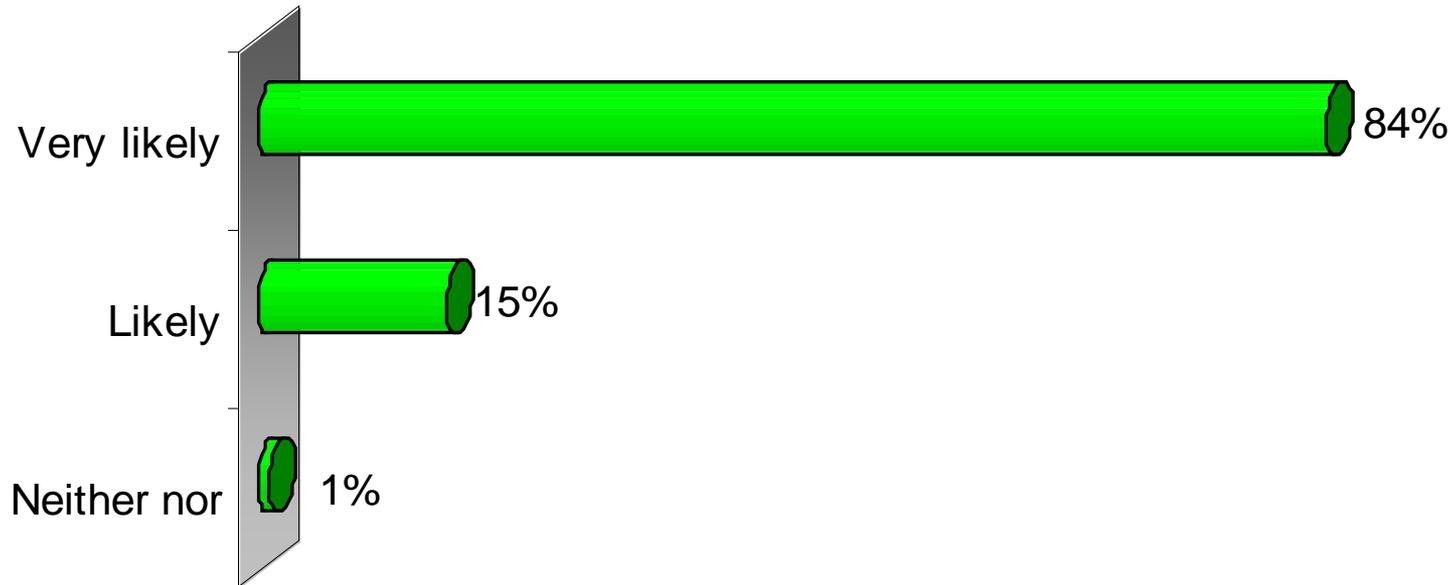
# Overall Household Satisfaction



- 100% of household participants were either satisfied or very satisfied with the service provided by The City Bin Co.
- This was a 1% increase on 2008's figure of 99% overall satisfaction.

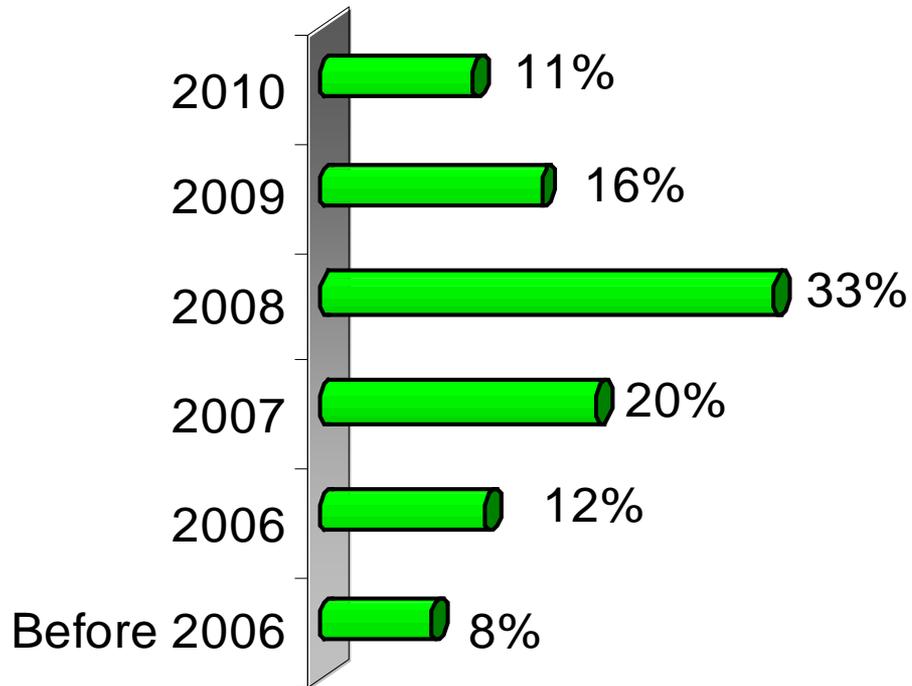
Q. Overall, how satisfied are you with the service provided by The City Bin Co.? N = 2014

# Recommend to a Friend



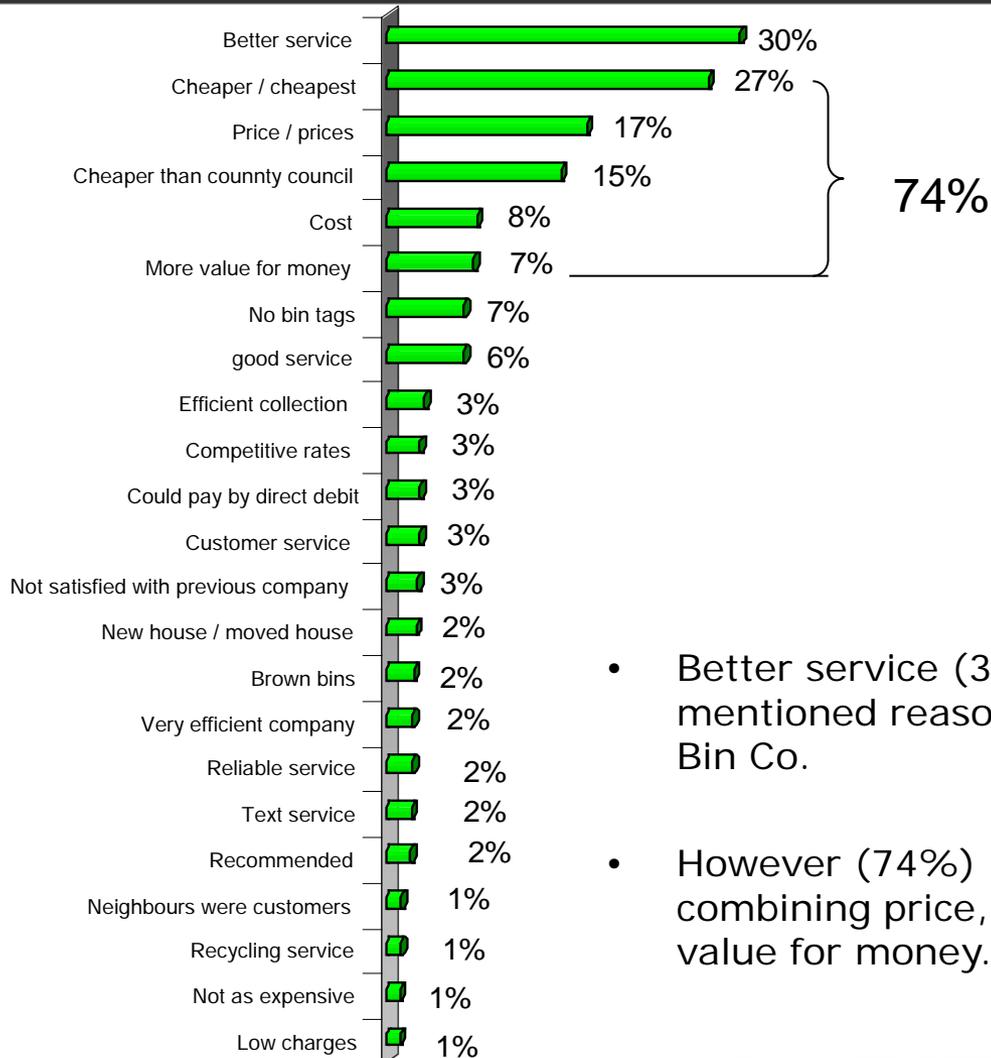
- The vast majority (99%) of household participants would be likely or very likely to recommend The City Bin Co.'s current household waste service to a friend/business colleague. This was a 1% increase on 2008's figure of 98%.

# Household Customers' Year of Joining



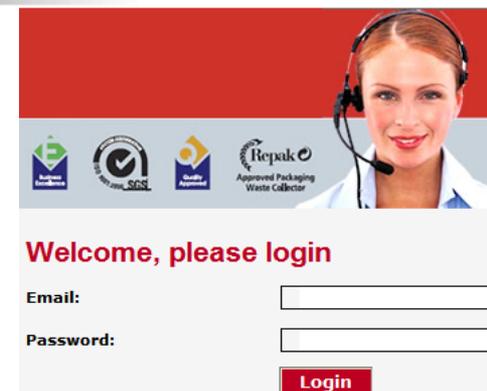
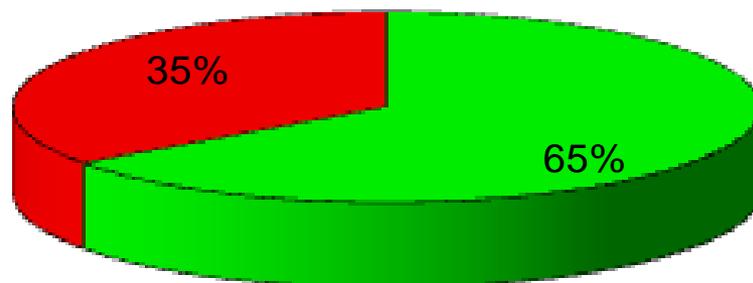
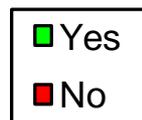
- A third (33%) of participants first became a household customer of The City Bin Co. in 2008. This reflects the 2008 launch into the Dublin domestic market.

# Reasons for Switching



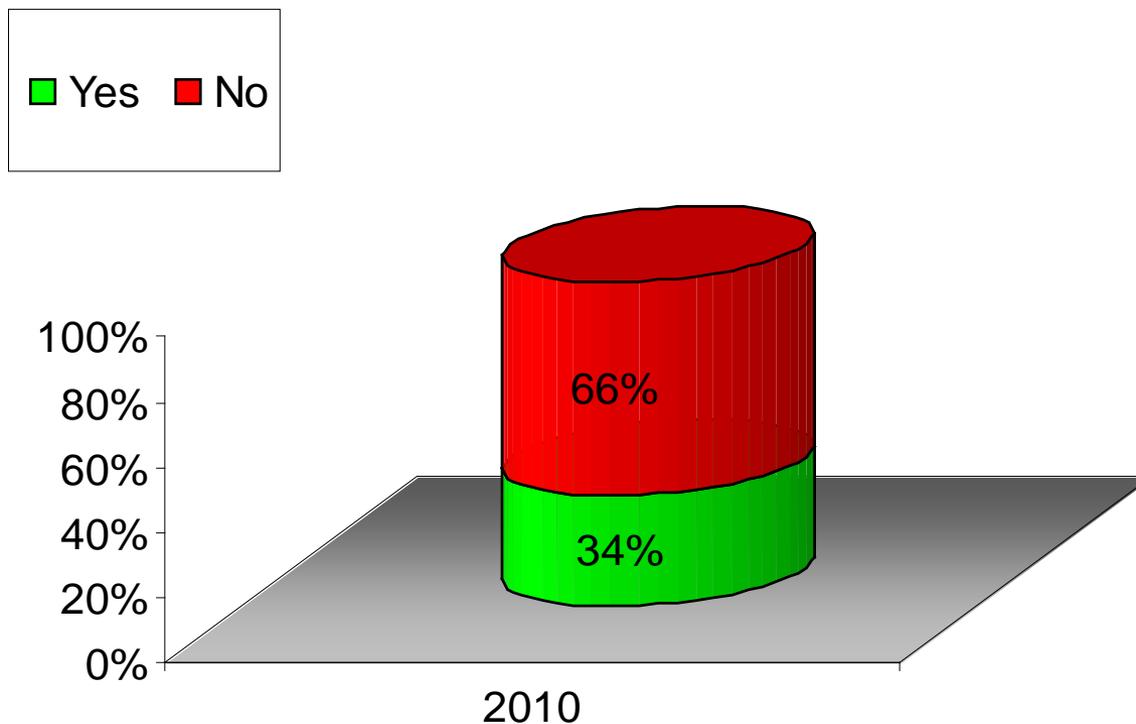
- Better service (30%) was the most commonly mentioned reason why customers switched to The City Bin Co.
- However (74%) price was the biggest prompter when combining price, cheaper than council, cost and more value for money.

# Awareness of Customer Login



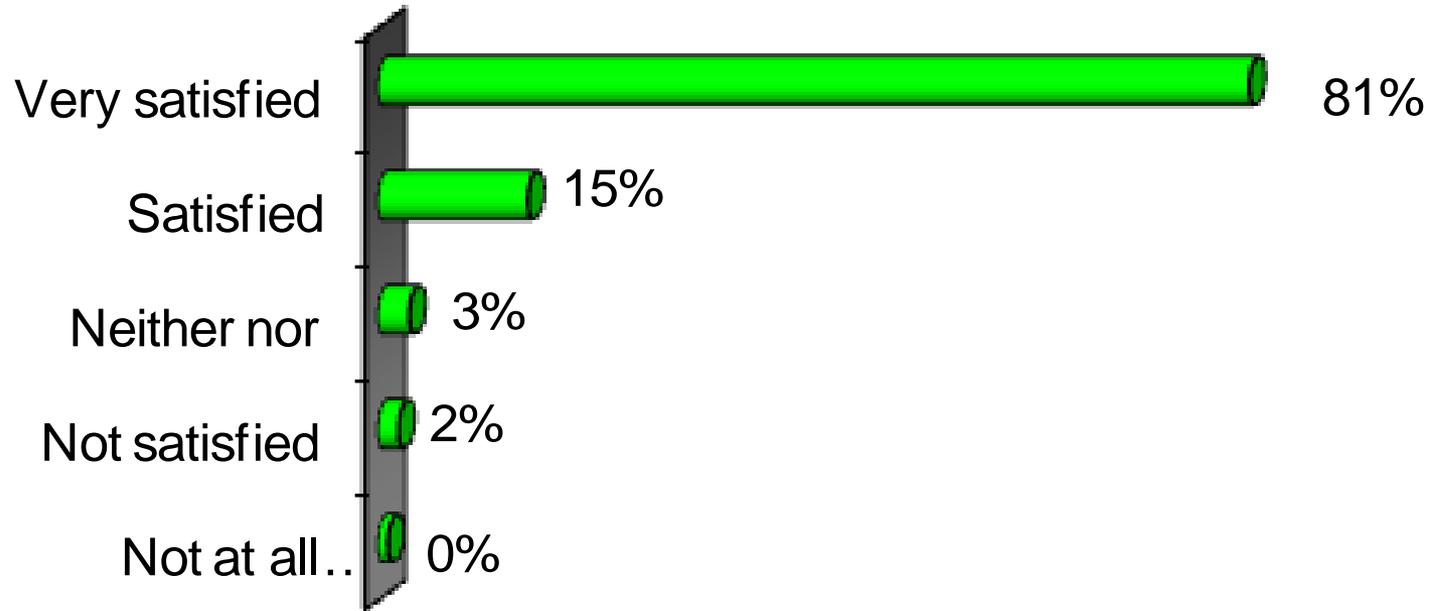
- Almost two thirds of participants (65%) were aware that through the 'Customer Log In' link on The City Bin Co. website they can view all of their own collection details plus a graph of their household's waste composition.

# Contact with The City Bin Co.



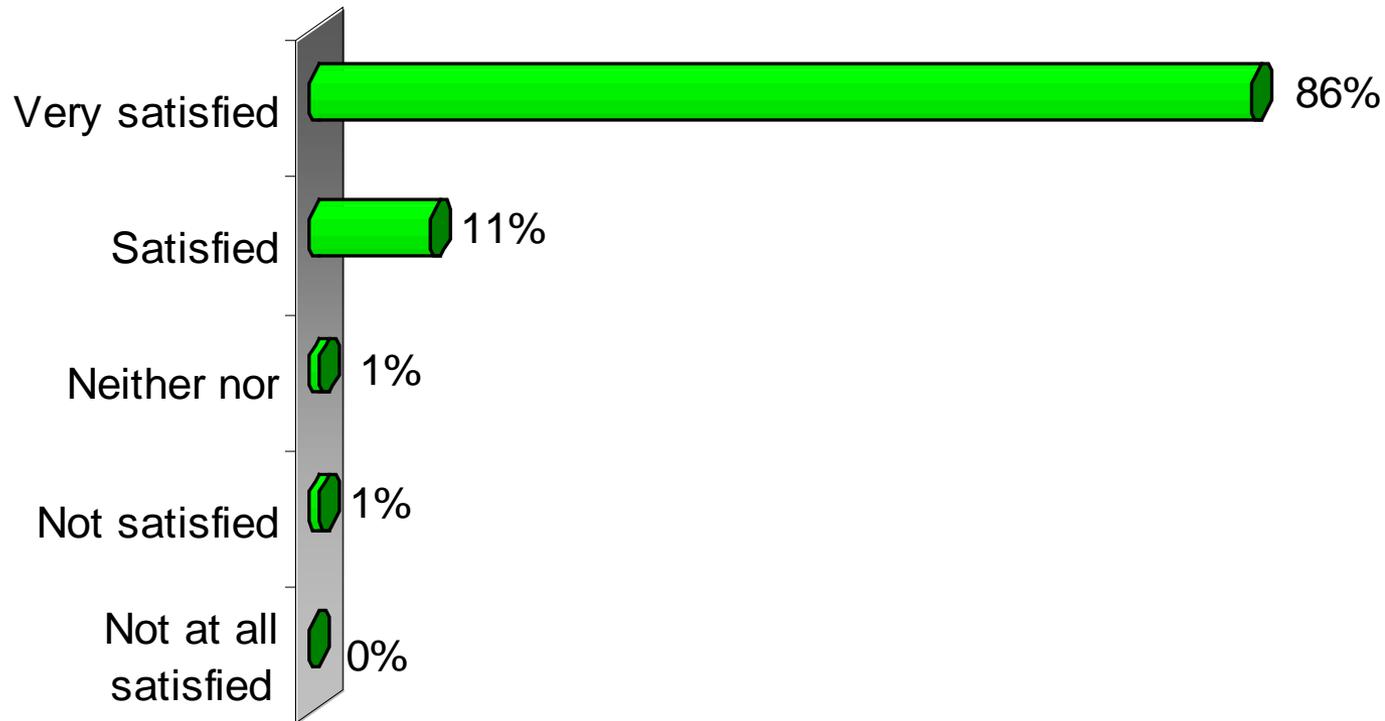
- More than a third (34%) of household participants had a reason to contact The City Bin Co. in the last 12 months.

# Satisfaction with Customer Service Team



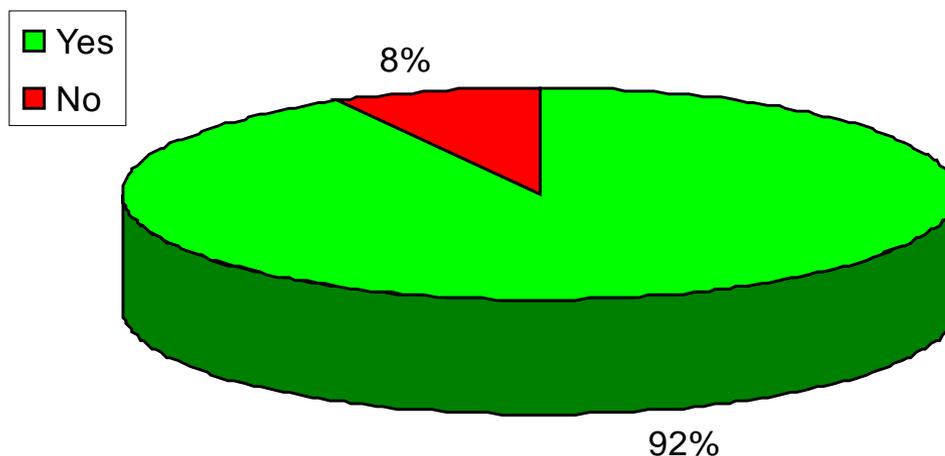
- More than four fifths (81%) of household participants were very satisfied with their interaction with the Customer Service Team. A further 15% were satisfied.

# Satisfaction of Field Staff



- Satisfaction levels with field staff remained very high for The City Bin Co. with 97% overall satisfaction (very satisfied + satisfied).

# New Services Feasibility

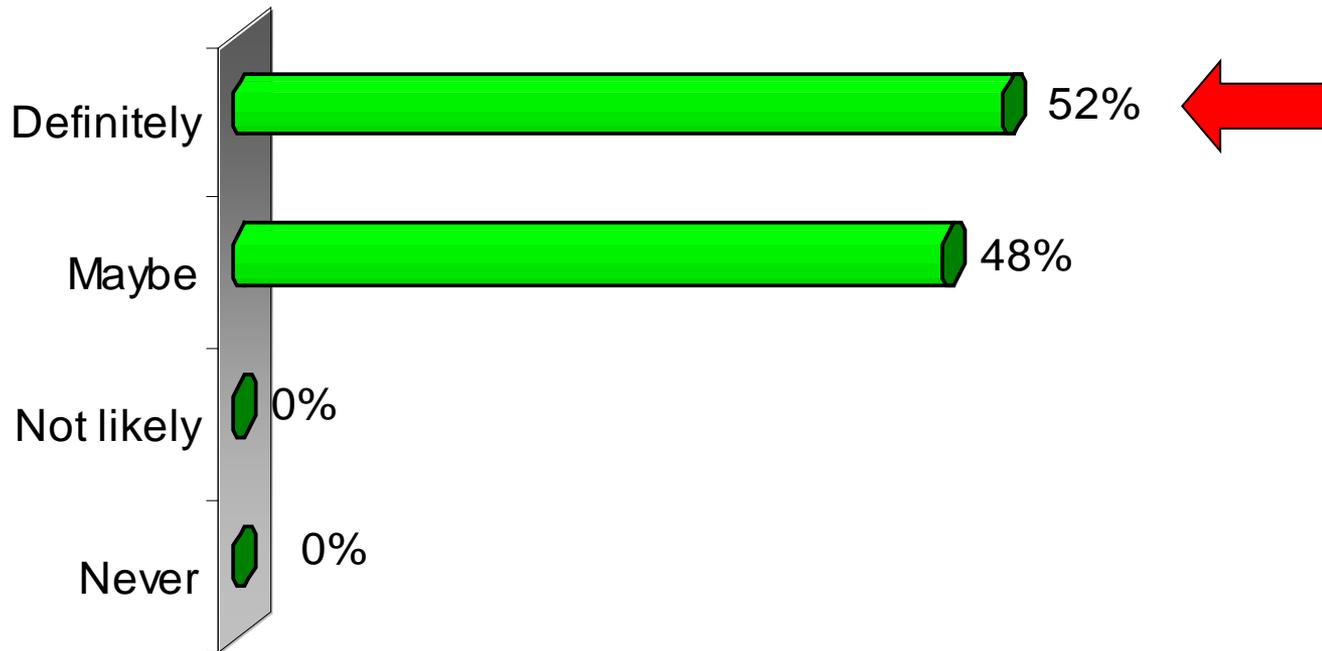


- The vast majority of household participants (92%) thought it would be a good idea for The City Bin Co. to move beyond waste and examine other services that they could deliver to their household.

Q. Do you think it would be a good idea for The City Bin Co. to move beyond waste and examine other services that we could deliver to your household? N = 2014

# Home Related Services

[\*Think a new service is a good idea]



- All participants who thought new services would be a good idea would consider trying these home related services.
- More than half (52%) said that they would definitely try a new service with the remainder saying maybe.

# Your Top Suggestions to Us



- A bin washing service
- A bulky goods service for items too big for a bin but less than a skip
- A glass collection service
- Supply bio degradable bin liners
- More information through our client website
- Launch other utility services

## Finally.....On behalf of The City Bin Co.

I would like to take this opportunity to sincerely thank you for your business to date. Our aim has always been to be the best waste collection company in the world. No more no less.

On completion of this survey Angela Healy, Research Director, at the Empathy Research, wrote to me on this subject. She said:

*“Your customer satisfaction score is exceptional at 100% - we didn't think you could improve on your score of 99% in 2008! The highest score combination of very satisfied and satisfied we had ever come across previously was 94%.”*

This is great but I believe we can still improve. We don't get it right every time. Please keep your suggestions and observations coming in. Thank you once again.

Gene Browne CEO, July 2010

**the city bin co**  
'the difference, is our service'

