



2021 Member Survey.

Survey Overview:

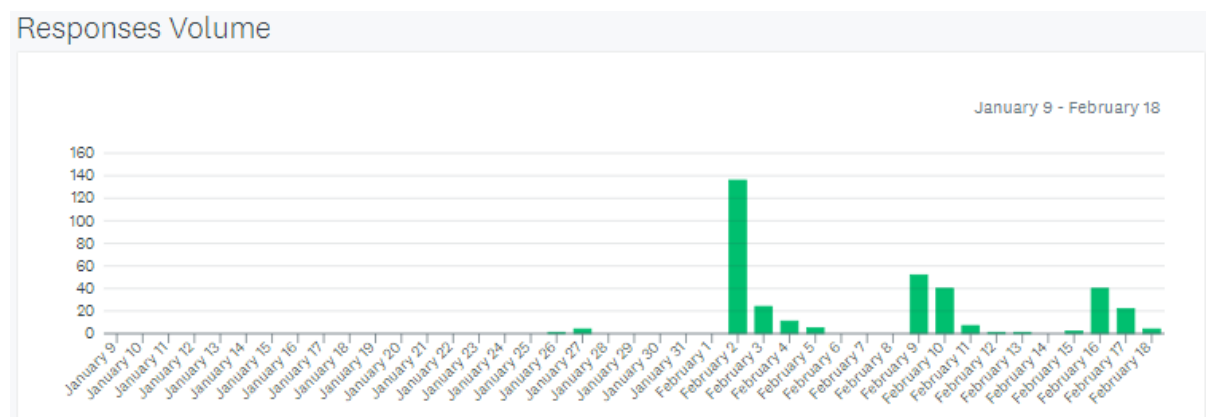
Repak ELT conducted our annual membership survey in February 2021 to gather member’s feedback as the scheme approaches its fourth year in operation. The survey was sent via Survey Monkey to all Repak ELT registered members via email.

2020 was a challenging year for all businesses, so in this survey there was a particular emphasis on understanding the situation members are in to ensure we are providing a service that meets their needs where possible.

We informed members that €2 would be donated to Children’s Health Ireland at Crumlin for every survey response received.

Sample Population:

The Repak ELT 2021 Member Survey was opened on 2nd February 2021 and was sent via email to all members. A reminder was sent on February 9th and 16th before being closed off on 17th February.



Overall, 346 responses were received, resulting in an overall donation of €692 to C.H.I. Crumlin.

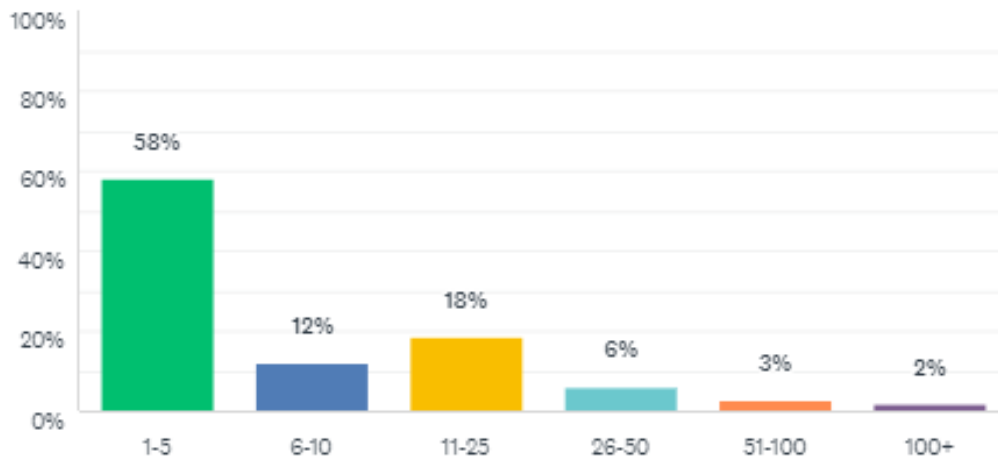
Executive Summary

- A Net Promotor Score (NPS) is a customer satisfaction benchmark that measures how likely customers are to recommend a business to a friend. We used this method to measure member satisfaction achieving a result of +32 which is considered a 'good' score.
- 85% of respondents said they were either 'satisfied' or 'very satisfied' when asked to rate their interactions with the Membership team.
- 82% of those surveyed were 'satisfied' or 'very satisfied' when reflecting on their experience of the Collections team.
- 26% of members who responded said their staff numbers decreased in 2020 due to the Covid-19 pandemic.
- Most members (58%) have between 1-5 employees working in their business.
- 98% of members had been affected by Ireland's first lockdown in some way. The majority (68%) had been impacted 'a great deal or 'a lot'.
- 94% of those surveyed had been affected by the second lockdown in some way, with most (41%) describing the impact as 'moderate'.
- 94% of respondents have been impacted to some degree by the ongoing third lockdown. Business has been moderately affected for 30% of members, while 28% said it had impacted them 'a lot'.
- When asked about the likelihood of normal business resuming in 2021, most members (41%) were unsure.
- 61% of members find the newsletter beneficial.
- 38% of members said having a more simplified reporting process would enhance their experience of being a member of ELT.
- When asked about the development of an app, most respondents (52%) favoured a function that allows reporting submissions. Members are also interested in using it to arrange a collection and pay outstanding fees.
- 62% of members would not be in favour of a more formal identification process being in place when contacting Repak ELT.
- 88% of members were interested in going 'paperless'.

Survey Detail

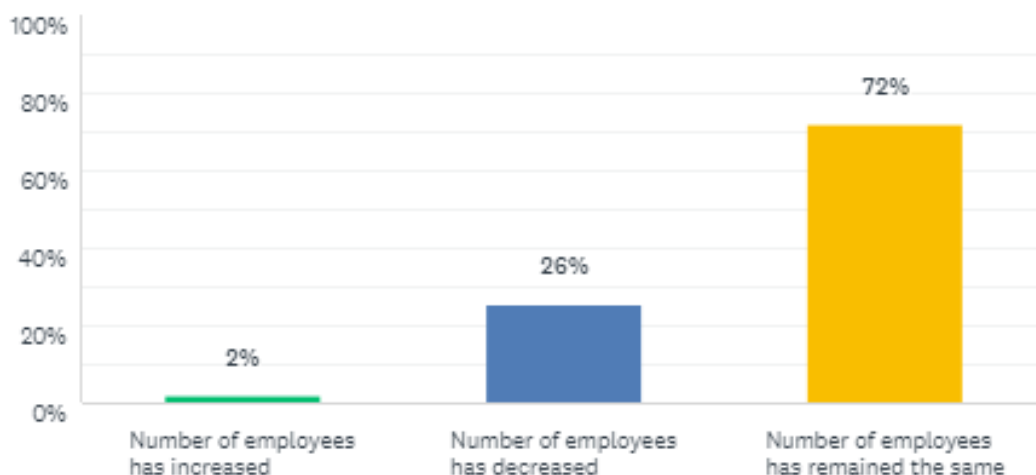
The majority of respondents (58%) have 5 employees or less working in their business.

Number of employees:



Most members (72%) had no change in the number of employees over the last year. However, 26% of members who took the survey unfortunately had a decrease in staff numbers because of the pandemic.

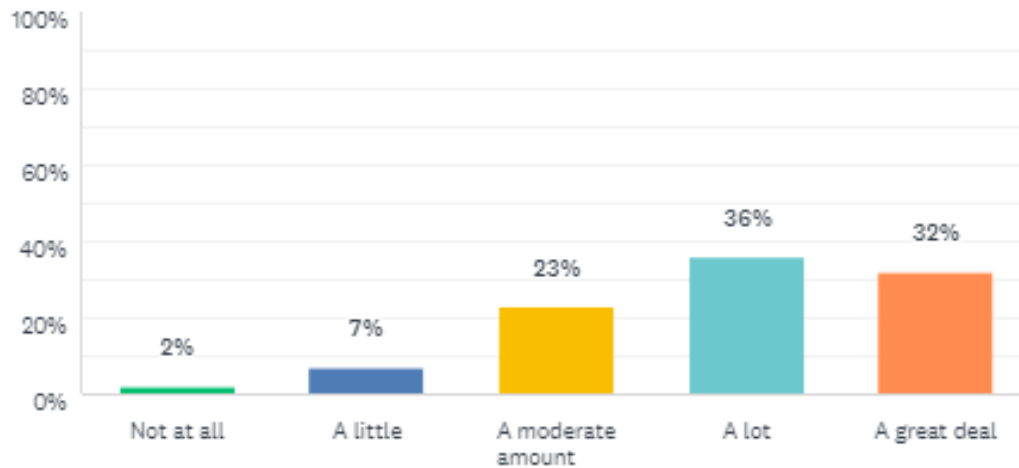
Has the number of people employed by your business changed over the last year as a result of the Covid-19 pandemic?



We asked a series of questions pertaining to the lockdowns that were in place over the last year to understand more about the impact they had on member's businesses.

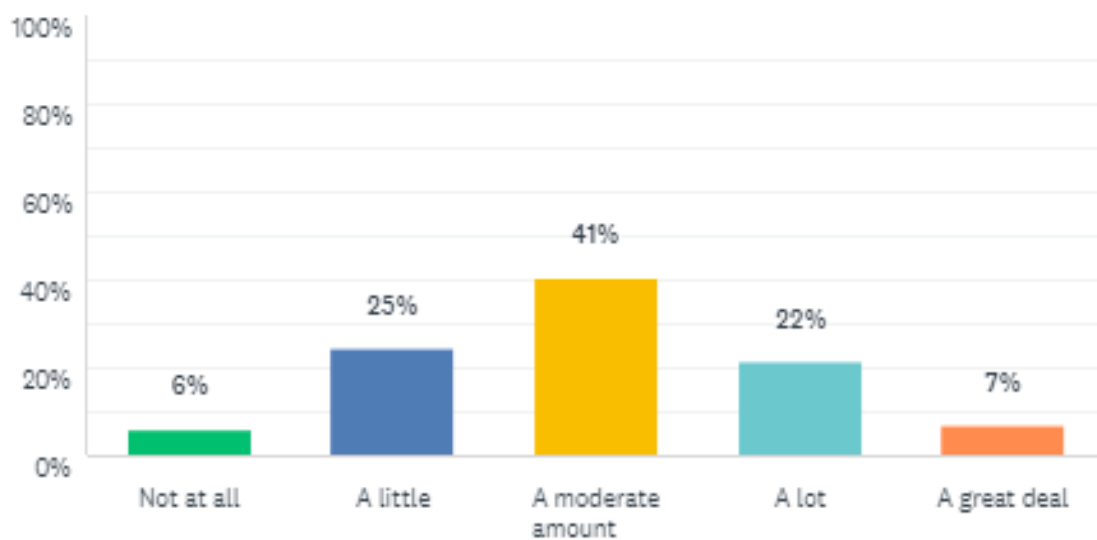
Ireland's first lockdown had a major impact on our members, with 98% of members affected in some way. Most members (68%) rated the impact as 'a lot' or 'a great deal'.

How did Ireland's first lockdown (March 2020) impact on your business?



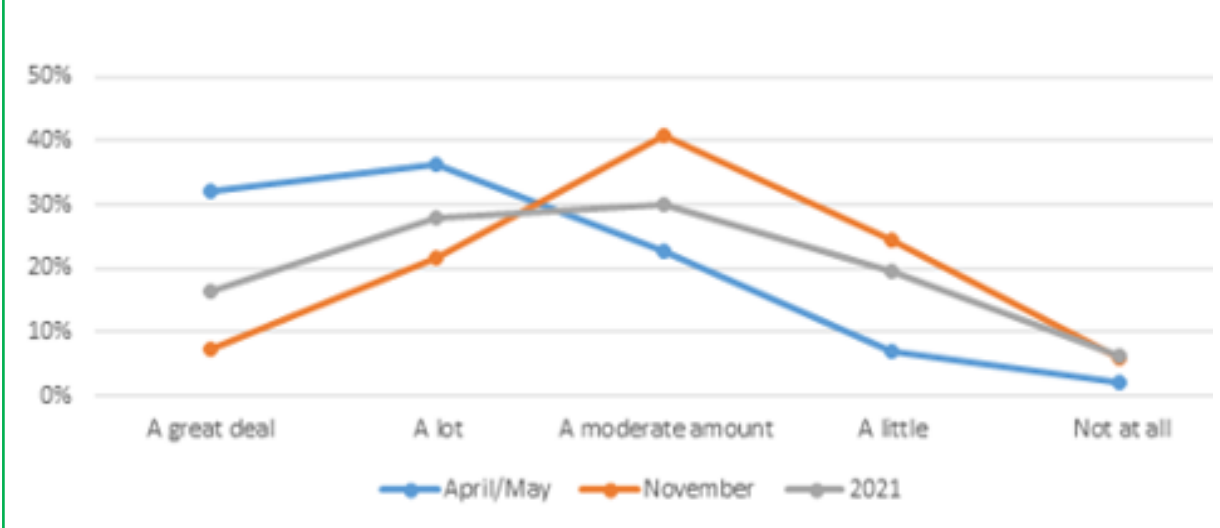
The second national lockdown affected 94% of members surveyed in some way. Most members (41%) said the impact was 'moderate'.

How did Ireland's second lockdown (October 2020) impact on your business?



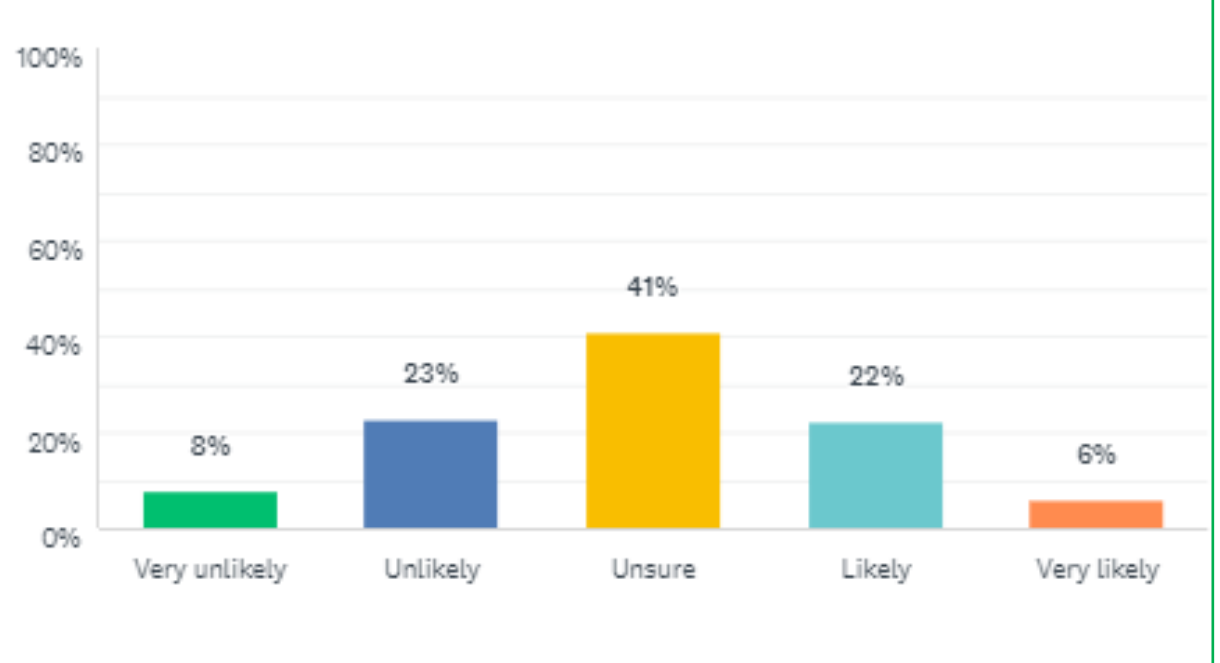
The ongoing lockdown is impacting members businesses, with 94% of respondents again sharing that they have been in some way impacted by it.

How has Ireland's third lockdown (January 2021) impacted on your business so far?



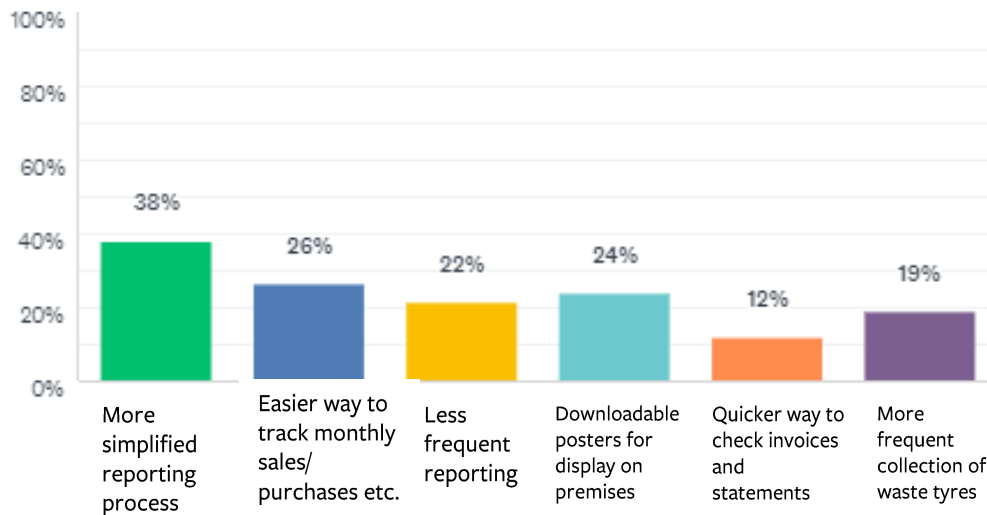
Many members (41%) were unsure whether business will return to normal this year.

How likely do you think it is that you will see resumption of normal business in 2021?



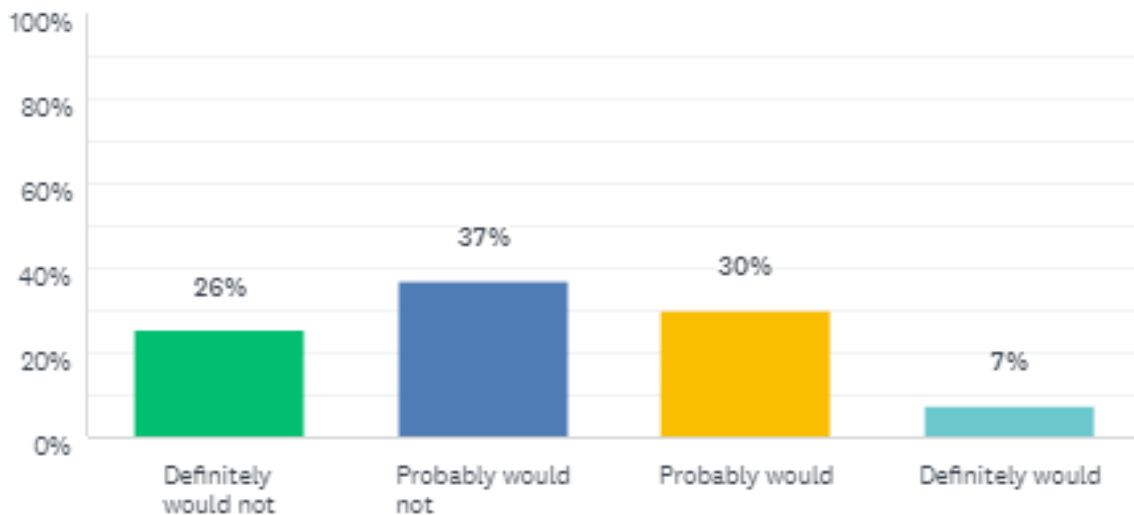
When asked about improving members' experience, 38% of respondents said they would favour a more simplified reporting process.

What improvements would enhance your experience of being a Repak ELT member? (Please choose all that interest you)



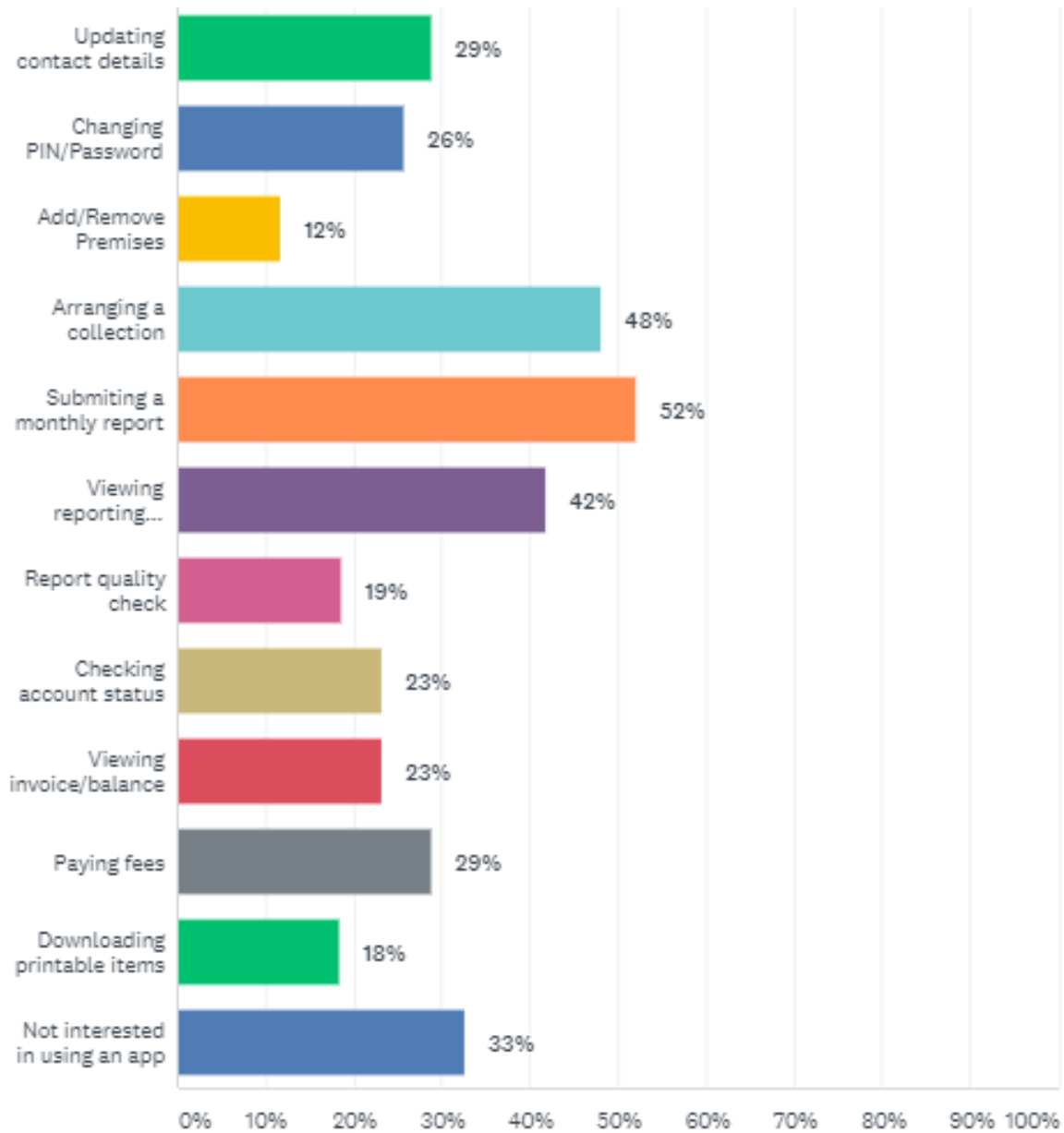
Most members (62%) were happy with the current verification process and did not feel a more formal process is needed.

Would you be in favour of us introducing a more formal identity verification process when you contact Repak ELT? We may ask you to confirm details such as your VAT number, your main supplier etc.

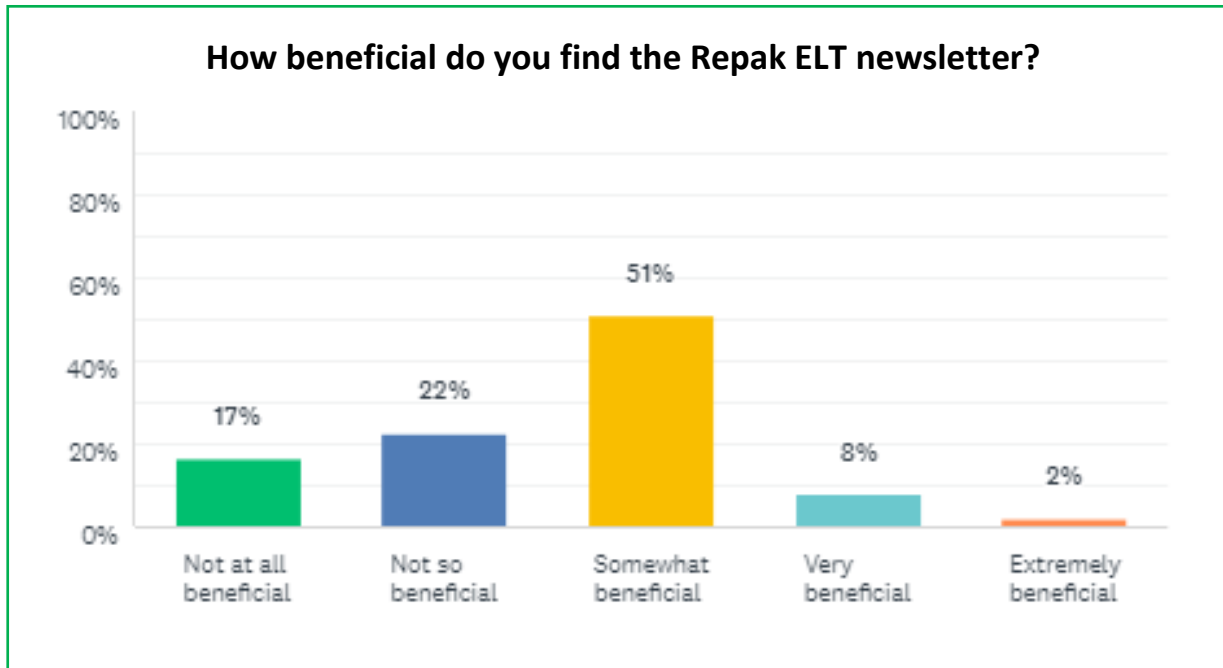


Respondents were particularly interested in using a Repak ELT app to submit reporting and arrange a collection. 93% of those surveyed chose one function or more, indicating a high level of interest in a Repak ELT app.

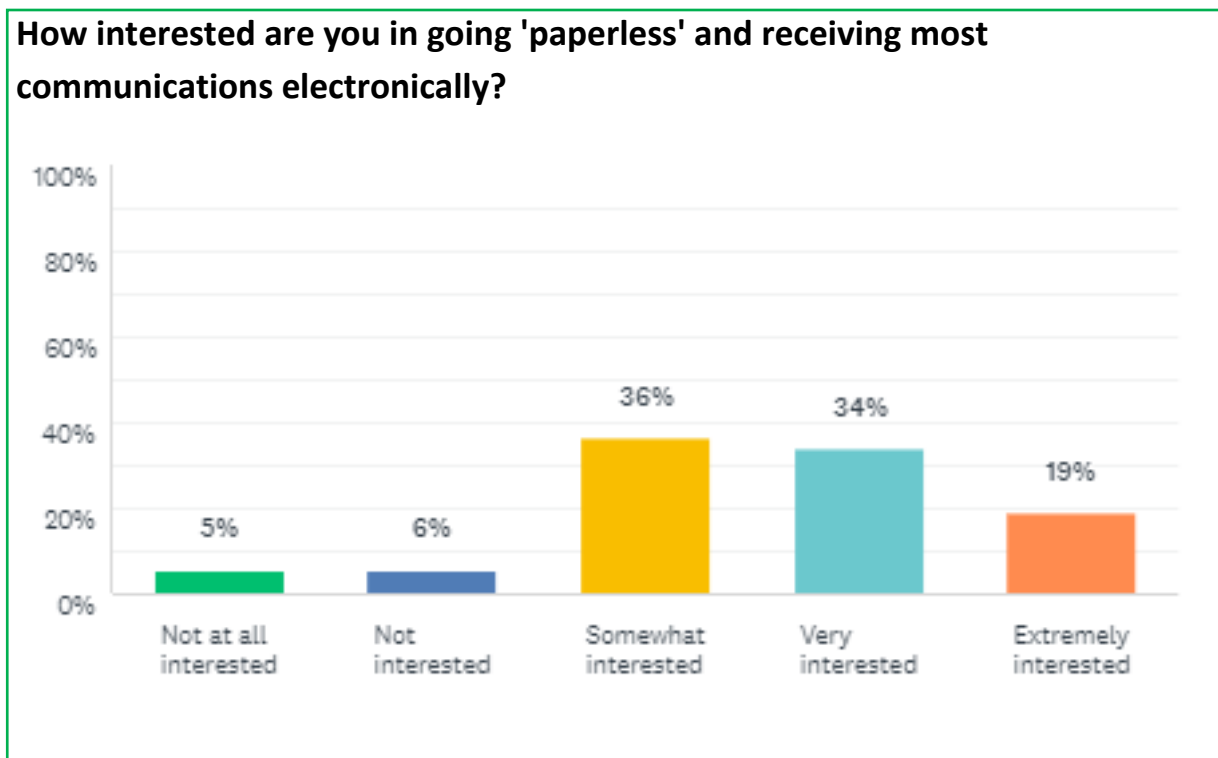
We are considering developing an app for members. Please tick all functions that may be of interest to you.



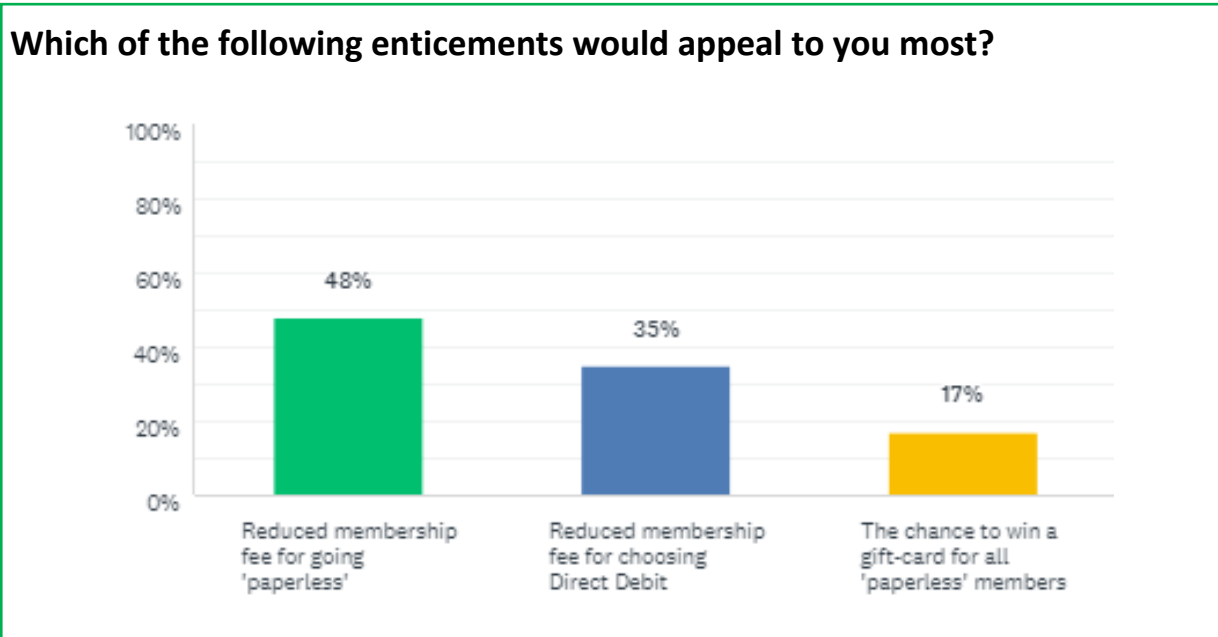
61% of members find the Repak ELT newsletter beneficial.



A large share of members (89%) were interested in going 'paperless'.

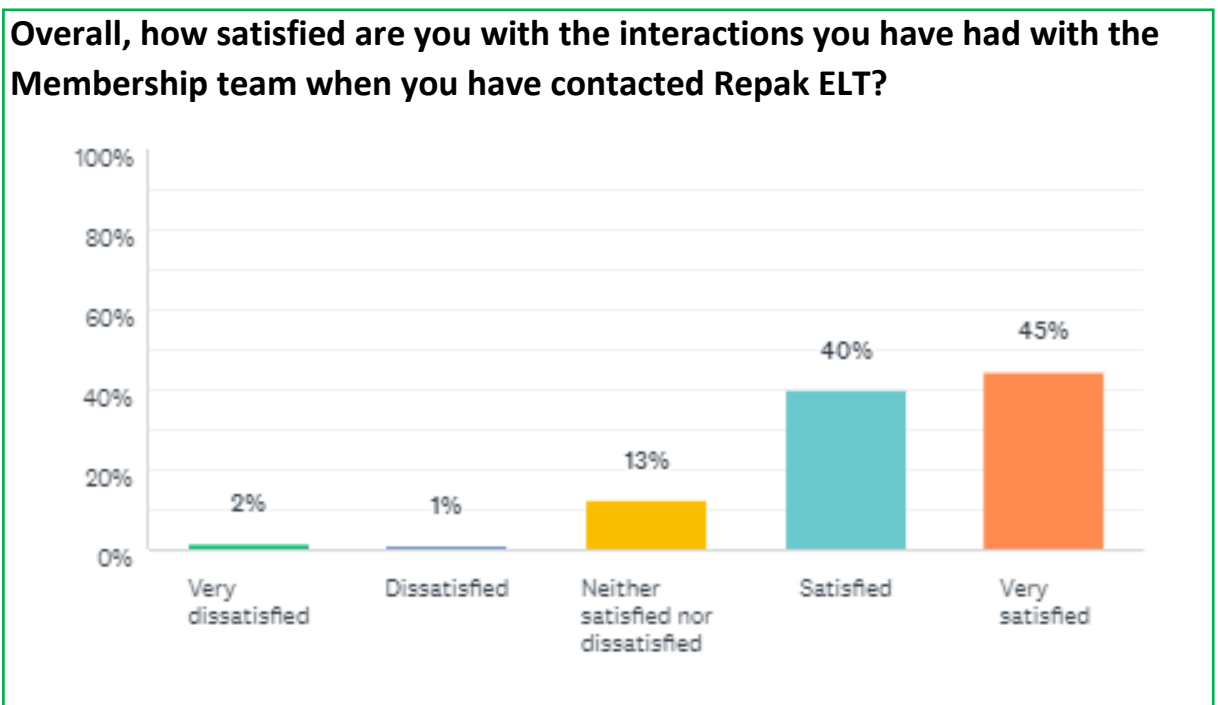


When asked what enticements would appeal to them, most members (48%) chose reduced membership fees for going 'paperless'.



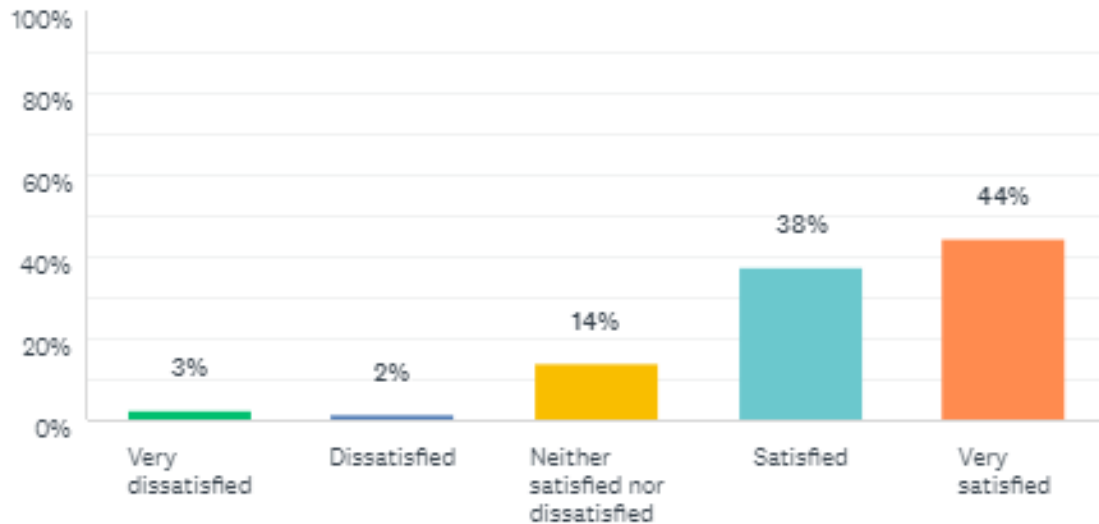
The satisfaction level was captured in a new way this year as additional options were put to members when we asked about their experiences dealing with the Membership and Collections teams.

There was a very positive response when members were asked about their experience with the Membership Team, with 85% of respondents being either 'Very Satisfied' or 'Satisfied'.



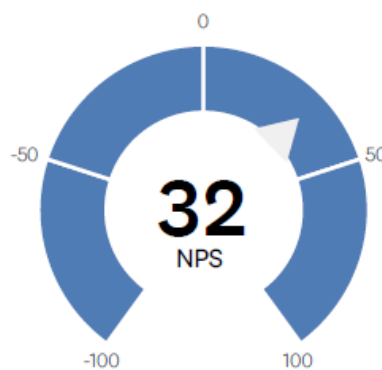
82% of members surveyed were 'Very Satisfied' or 'Satisfied' with the Collections team.

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 Promotor scoring system to gauge member's satisfaction. The overall organization was given an NPS score of +32 which is considered to be a 'good' 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
20% 63	28% 90	52% 163	32