



RPO Response Guide

Contract Extension Project

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Response Guide Information

This guide provides Operators with ideas and prompts to approach each question. It is not an exhaustive list and Operators are welcome to provide examples not listed in this guide.

We recommend providing information on **at least two** supporting examples for each response.

Provide details in your own words with how your operation has demonstrated each question. Responses can be provided in paragraph or bullet point form. You can attach files and images to each response.

While all efforts made since Scheme commencement are noteworthy, your response should focus on recent activities and cover the period between July 2022 and July 2024.

Non-evaluation Questions

You will be asked the following:

Does the legal entity contracted with WARRRL wish to (select preference):

- 1) Extend the Refund Point Agreement to 1 October 2027
- 2) Let the Refund Point Agreement expire on 1 October 2025
- 3) Undecided at this time.

If selecting preference 1 or 3

You will be required to complete the full evaluation to be assessed for contract extension.

If selecting preference 2

You will not be required to complete the evaluation questions. Selecting this option will result in WARRRL proceeding to expire the Refund Point Agreement on 1 October 2025 with no extension.

You will be asked to provide further details or reasons for the decision prior to submitting.

Evaluation Questions

1. Please demonstrate what measures you have put in place since July 2022 to consistently deliver high levels of customer service at your refund point/s.
2. Please demonstrate how you have appropriately utilised the Containers for Change brand and brand resources at your refund point/s and when delivering and promoting services. Your response should cover the period of July 2022 to July 2024.
3. Please describe improved or innovative ways of working that have enhanced service, operations, safety, or increased container volume at your refund point since July 2022.
4. Please demonstrate how you have encouraged participation and improved accessibility for social enterprises, not-for-profit organisations, community groups, and commercial businesses. Your response should cover the period of July 2022 to July 2024.

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Question 1 **Please demonstrate what measures you have put in place since July 2022 to consistently deliver high levels of customer service at your refund point/s.**

Provide specific examples on how your operation has consistently delivered high levels of customer service. The word “measures” indicates the processes and ways of working implemented at your refund point/s, which focus on understanding your customer and delivering a positive customer experience.

Here are some supporting examples you could provide:

- **Customer Feedback:** Positive testimonials or survey results from customers praising the operator's service quality. This may include feedback from customers on online platforms such as Google Business and Facebook. Also consider if any practices have changed due to negative customer feedback and how that change was sustained. Has the operator surveyed customers to understand their experience? If so, what was learned.
- **Response/service times:** Evidence of processes that demonstrate measuring and responding to customer service times, processing speed or responding to customer queries e.g. complaints handling processes, KPIs established for staff regarding customer service, overflow lanes or areas for peak times, staff training focused on improving speed and accuracy or measuring individual staff count rates.

- **Staff Training:** Documentation or records of staff training programs focused on improving customer service skills.
- **Complaint Resolution:** Examples of how the operator has effectively resolved customer complaints or concerns promptly and to the satisfaction of the customer.
- **Service Enhancements:** Descriptions of any initiatives or improvements implemented to enhance the overall customer experience at refund points e.g. site layout changes to increase site capacity or safety, implementation of express/fast lanes for low volumes, installing fence line bag drops (Drop & Go), extended hours, improved instructional or way finder signage.
- **Recognition or Awards:** Any recognition or awards received for excellence in customer service within Containers for Change or any other related industry body in WA.
- **Strategic focus:** Does your organisation have a strategy for Containers for Change with a focus or emphasis on great customer service delivery?
- **Site presentation and housekeeping:** evidence of housekeeping routines, inspections and other activities that keep sites presenting clean, free of clutter, minimise odour and pests.
- **Customer reach and loyalty:** Examples of initiatives taken to reach and serve a specific customer group. Do include any customer loyalty programs your organisation actively promotes.

Question 2

Please demonstrate how you have appropriately utilised the Containers for Change brand and brand resources at your refund point/s and when delivering and promoting services. Your response should cover the period of July 2022 to July 2024.

Provide specific examples on how you have embraced the Containers for Change brand resources, and demonstrate how you have used the resources at your refund point/s and/or in your local community. Attaching relevant images is recommended to support this question.

Refer to [Brand Folder](#) to see the Brand Guidelines and Point of Disposal Guide.

Here are some supporting examples you could provide:

- **Branding and signage:** Photos or descriptions showing consistent use of Containers for Change logos, colours, and signage at refund points that is current to the Brand Guidelines, Point of Disposal Guide and Don't Feed the Fill messaging.
- **Site makeovers:** Images or videos demonstrating a site makeover with improved brand representation.

- **Bin and vehicle fleet:** Photos or videos showing bin fleets consistent with the Point of Disposal Guide. Photos or videos of trucks and light vehicles utilising the Containers for Change brand or aligned to brand guidelines.
- **Educational Materials:** Examples of operator made branded educational materials such as posters, brochures, or digital displays that educate customers.
- **Uniforms and Apparel:** Evidence of staff wearing uniforms or apparel cobranded with Containers for Change.
- **Digital Presence:** Screenshots or links to digital platforms (website, social media) where the operator promotes Containers for Change with branded content. This includes examples of original content or shared posts with Containers for Change content, digital marketing activities and metrics on reach.
- **Promotional Campaigns:** Descriptions or results of local promotional campaigns or events where Containers for Change branding and messaging was prominently featured.
- **Engaging WARRRL:** Evidence of engaging WARRRL marketing services for support on branding and approvals.

Question 3

Please describe improved or innovative ways of working that have enhanced service, operations, safety, or increased container volume at your refund point since July 2022.

Provide examples with measurable outcomes to demonstrate how you have proactively innovated and improved your operations. Attaching relevant images and/or documents is recommended to support this question.

Here are some supporting examples you could provide:

- **Technology Integration:** Implementation of new technology or software systems to streamline operations such as automated sorting machines and digital payment systems. This includes adopting the Service Provider Portal features to manage commercial agreements to streamline commercial customer payments.
- **Operational Efficiency:** Implementation of new operational procedures, processes or workflows aimed at speeding up the handling and processing of containers at refund points. Include activities such as completing efficiency reviews to identify opportunity areas and areas of waste such as double handling, recounting, waiting, unnecessary motion etc.
- **Infrastructure Upgrades and Investments:** Investments in equipment upgrades or expansions at refund points to increase processing capacity, such as adding additional sorting machines, counting tables, trailers, or storage infrastructure.

Include upgrades to iPads, computers, printers and scanners linked to the Point of Sale (POS).

- **Customer Experience Enhancements:** evidence of introducing customer-centric initiatives like self-service options, improved signage, adjusted opening hours to improve patronage, or dedicated customer service stations.
- **Sustainability Initiatives:** Adoption of sustainable practices at refund points, such as changing to renewable energy sources, initiatives to reducing waste, or promoting eco-friendly/reusable bags.
- **Security Measures:** provide evidence of how security measures at your refund point have improved over time. Do include measures also taken to improve cyber security and minimise fraud.
- **Compliance Rectification Actions:** Provide examples of how behaviours and practices at your refund point were adjusted due to receiving an education letter or rectification plans arising from WARRRL compliance audits. Consider how those practices are also maintained (e.g. through training, written processes, tool boxes).
- **Staff Training and Development:** Programs aimed at enhancing staff skills and knowledge to provide better service and handle customer inquiries more effectively.
- **Feedback Mechanisms:** Implementation of feedback mechanisms or customer satisfaction surveys to continuously improve services based on customer input. Examples of how customer feedback or operational challenges have prompted adjustments and improvements to growing container volume.
- **Collaborations or Partnerships:** evidence of partnerships with other organisations or stakeholders to innovate and improve service delivery at refund points. This includes participating in POS pilot testing programs.
- **Performance Metrics:** Data demonstrating improvements in container processing times or throughput rates over specific periods. Connect these metrics to activities performed to impact that result.

Question 4

Please demonstrate how you have encouraged participation and improved accessibility for social enterprises, not-for-profit organisations, community groups, and commercial businesses. Your response should cover the period of July 2022 to July 2024.

Provide specific examples of partnerships, initiatives, or outcomes that demonstrate how you have encouraged social enterprises, not-for-profit organisations, community groups and commercial businesses to recycle via Containers for Change.

Within this response, also consider how you identify and address customer accessibility requirements, and other barriers to participation (ie. caused by disability, language, cultural diversity or location) within your local community. Operators are invited to attach files and images to support their response.

Here are some supporting examples you could provide:

- **Partnerships and Collaborations:** Collaborations with social enterprises, not-for-profit organisations, and community groups to operate refund points, donation points or other activities.
- **Representation and Inclusivity:** Representation of minority voices and perspectives in decision-making, process improvement and business reviews.
- **Collection services and support:** The provision of collection services, providing bins and bags, distribution of various toolkits developed by WARRRL to these groups.
- **Network Expansion:** Expanding the refund point network by applying for and mobilising new Refund Points.
- **Business Development Support:** Evidence of developing tailored solutions for customers that assess and respond to their business needs and objectives. This can include activities such as providing customers collateral and other resources for activations, and metrics or reviews on performance.
- **Dedicated Programs or Initiatives:** Introduction of specific programs or initiatives aimed at facilitating the involvement of social enterprises, not-for-profits, and community groups in the scheme, such as providing grants, subsidies, training opportunities and cross-promotions.
- **Educational Workshops or Seminars:** Hosting workshops or seminars to educate social enterprises, not-for-profits, and community groups about the benefits of participating in the scheme and how to get involved.
- **Recognition and Support:** Recognising and celebrating the contributions of social enterprises, not-for-profits, and community groups to the scheme through awards, acknowledgments, or featured spotlights. Also provide examples of story-telling on platforms such as newsletters, bulletin boards, social media or websites.
- **Feedback and Improvement:** Gathering feedback from social enterprises, not-for-profits, and community groups to continually improve support mechanisms and ensure their needs are met.
- **Community Engagement:** Instances where the operator engaged with the community using Containers for Change branded resources such as toolkits, sponsoring local events or collaborating with schools on recycling initiatives.