



Latest News

Green disposal: on the path to sustainable procurement

28 February 2008

The Disposal Services Authority (DSA), part of the UK MoD, is focused on achieving the best return from the disposal of public owned assets and delivering a high quality service to achieve efficient collection and disposal, making most use of the private sector and focusing on minimising landfill.



ORC International has conducted its sixth successive survey for the DSA, the research being part of an ongoing campaign analysing customer service with a view to maintaining and improving the Authority's scope of initiatives focused on public sector disposal.

Customer interviews are conducted using computer assisted telephone interviewing (CATI). At the conclusion of each survey, key driver analysis is used to examine survey data and pinpoint which service elements have the most impact on overall customer satisfaction. This statistical technique plays a critical role in helping the DSA with effective action planning.

Our relationship with the DSA began in 2001, when we were commissioned to conduct an initial research project to identify key service issues and provide a benchmark against which to measure future improvements. Our initial recommendations concentrated on improved engagement with the DSA's customer base across the whole of the public sector, which needs to maximise the amount of material re-used, resold or recycled.

Richard Abraham, head of social and public policy research at ORC International, said:

“We are delighted to be extending our work with the DSA into a sixth consecutive year and look forward to providing accurate analysis of the DSA's performance.”

For further information, please contact Marketing on 020 7675 1151 or e-mail website@orc.co.uk