

# Caledonian Sleeper

## Quarterly Report

Quarter 1

Rail Periods 01, 02, and 03



CALEDONIAN  
SLEEPER

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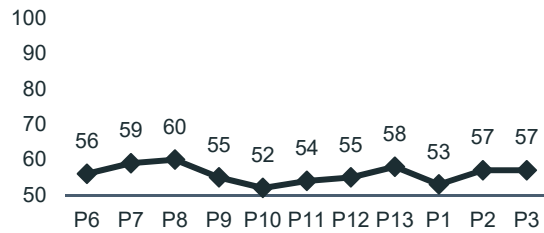
# Caledonian Sleeper Passenger Satisfaction

## Quarter 1: 1<sup>st</sup> April – 23<sup>rd</sup> June 2018

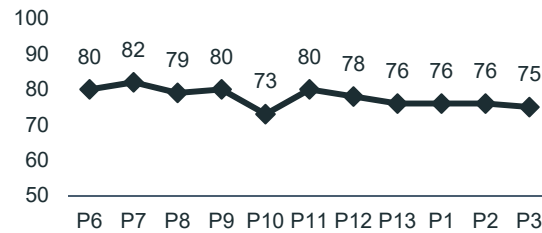
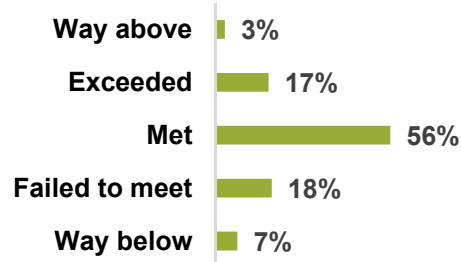
### Overall journey experience



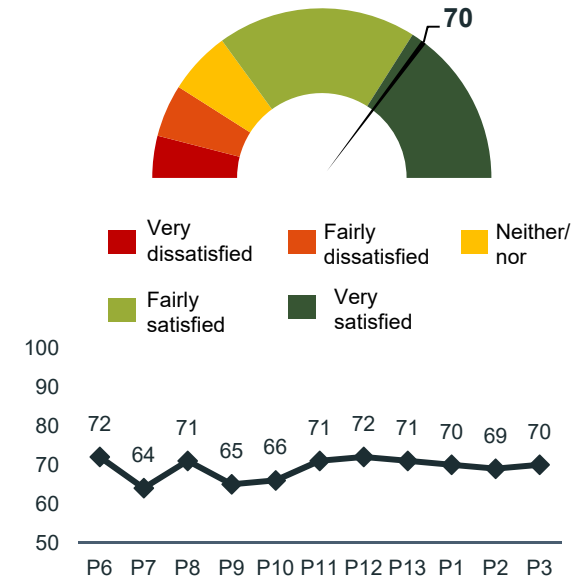
Ave – 3.5



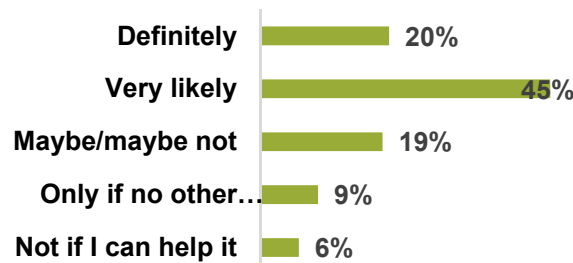
### Expectation



### Overall satisfaction



### Likelihood of future use



### Net Promoter Score

10



	Lowlander	Highlander
Overall satisfaction	71%	69%
Journey experience	56%	55%
Met / Above expectation	79%	73%
Net Promoter Score	10	10
Future Use	67%	65%

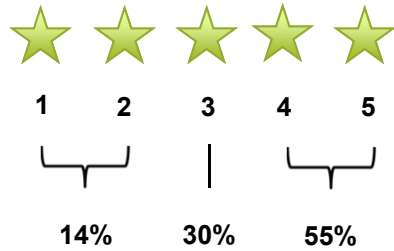
Sample size: 659 (Lowlander 288, Highlander 371)



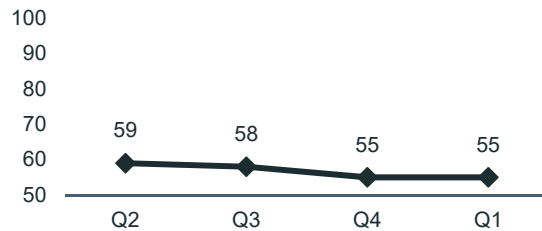
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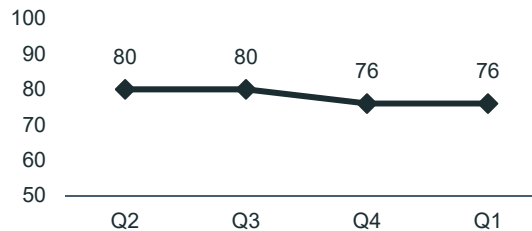
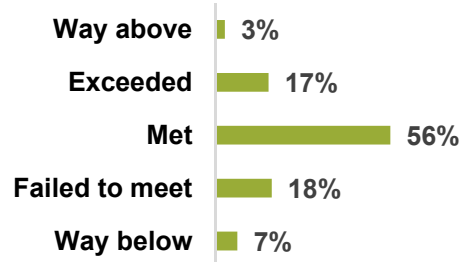
### Overall journey experience



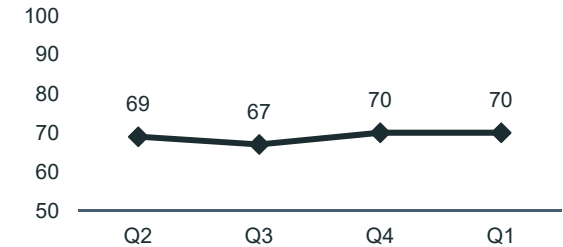
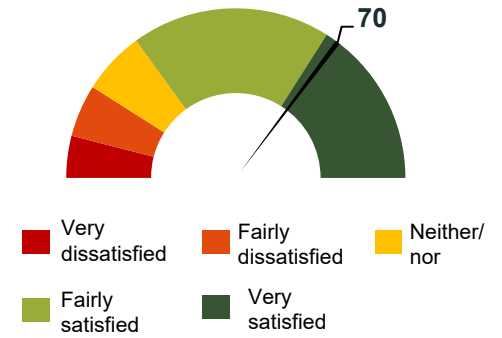
Ave – 3.5



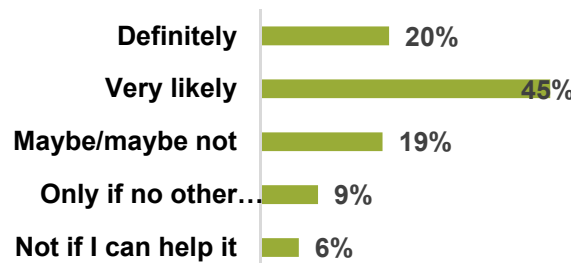
### Expectation



### Overall satisfaction



### Likelihood of future use



### Net Promoter Score

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Sample size: 659 (Lowlander 288, Highlander 371)



# Caledonian Sleeper Passenger Satisfaction

Quarter 1: 1<sup>st</sup> April – 23<sup>rd</sup> June 2018

## Expectations of the journey

### Top five:

- 51% Looking forward to the experience
- 37% Relaxed
- 33% Sufficiently well informed about the journey ahead
- 28% A routine night on the Sleeper
- 27% Not expecting a good night sleep

### Bottom five:

- 8% Carefree
- 7% Anticipating a sociable evening
- 7% Worried we might be late
- 6% Concerned about other passengers' possible bad behaviour
- 4% Anxious or nervous

## Journey Experience

(% 4 or 5 star rating)

55% Experience overall

### Making me feel...

- 70% welcomed
- 61% looked after
- 60% relaxed
- 50% comfortable
- 41% I had a good night's sleep
- 62% Lounge car rating
- 43% Room rating

## Summing up the experience

### Top five:

- 47% Practical
- 42% Functional
- 38% Efficient
- 28% Relaxing
- 22% Memorable

### Bottom five:

- 4% Chaotic
- 3% Reviving
- 3% Classy
- 2% Boring
- 1% World class

Sample size: 659



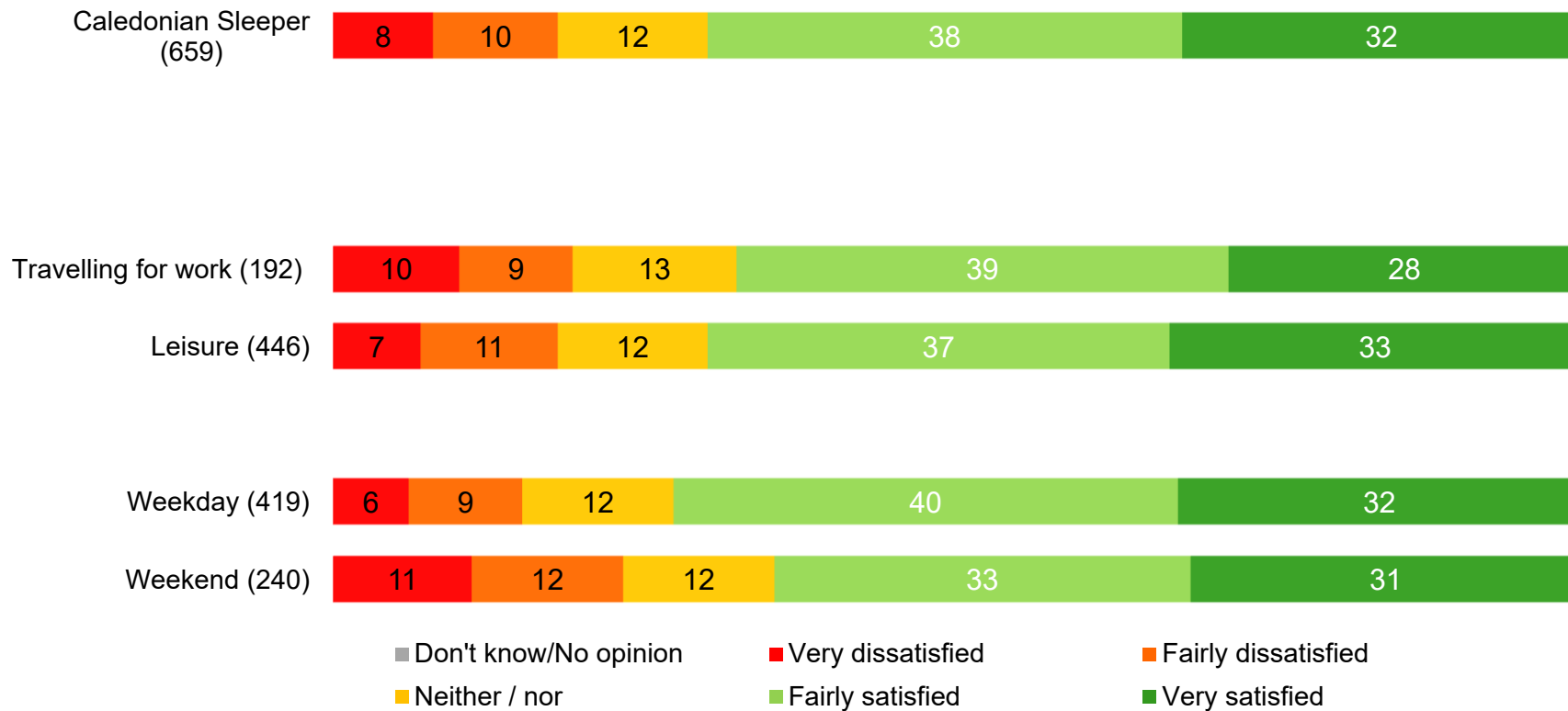
# Caledonian Sleeper

## Overall opinion of the Caledonian Sleeper



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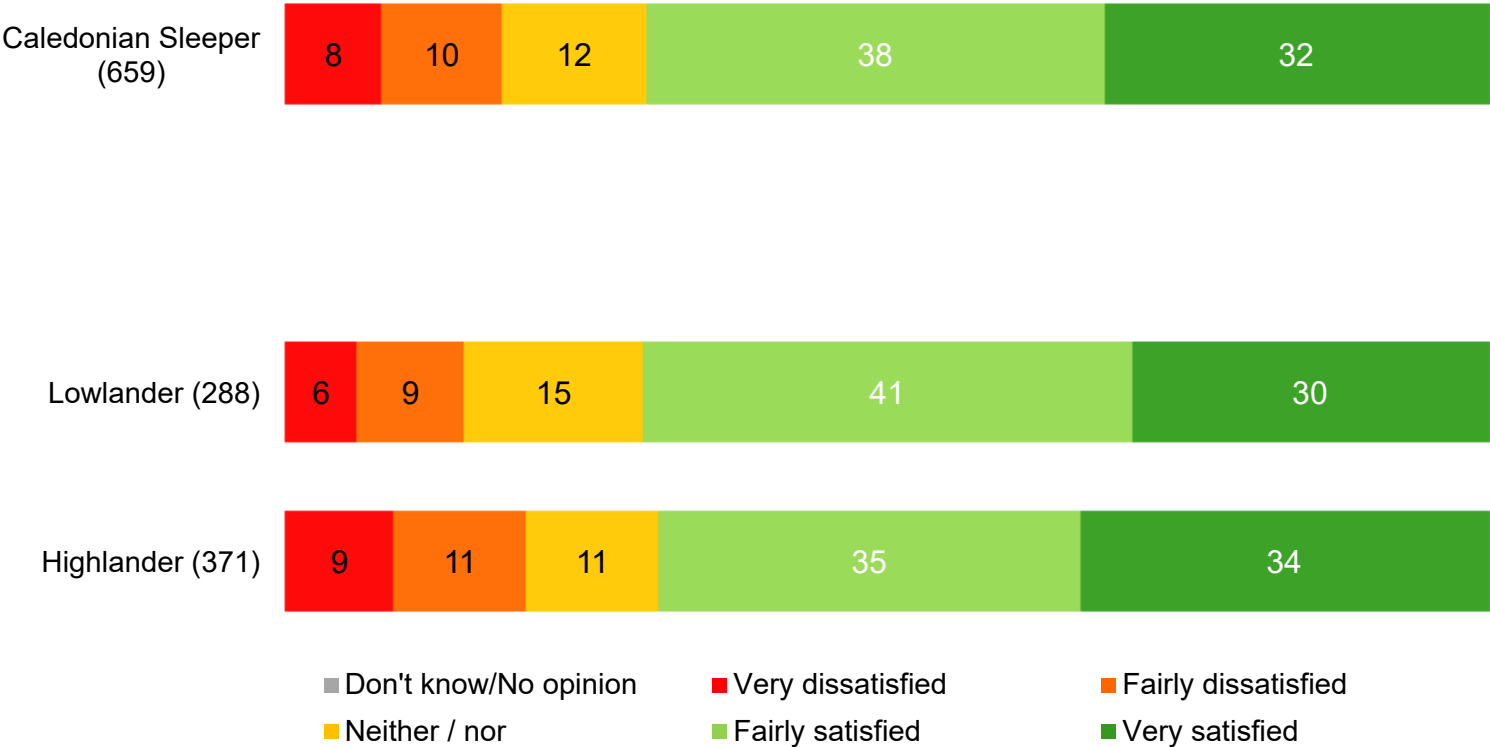
# Overall journey satisfaction by passenger group



Q30. Taking everything into account about your journey from x to y, how satisfied were you with your journey?  
 Base: in brackets above



# Overall journey satisfaction by route



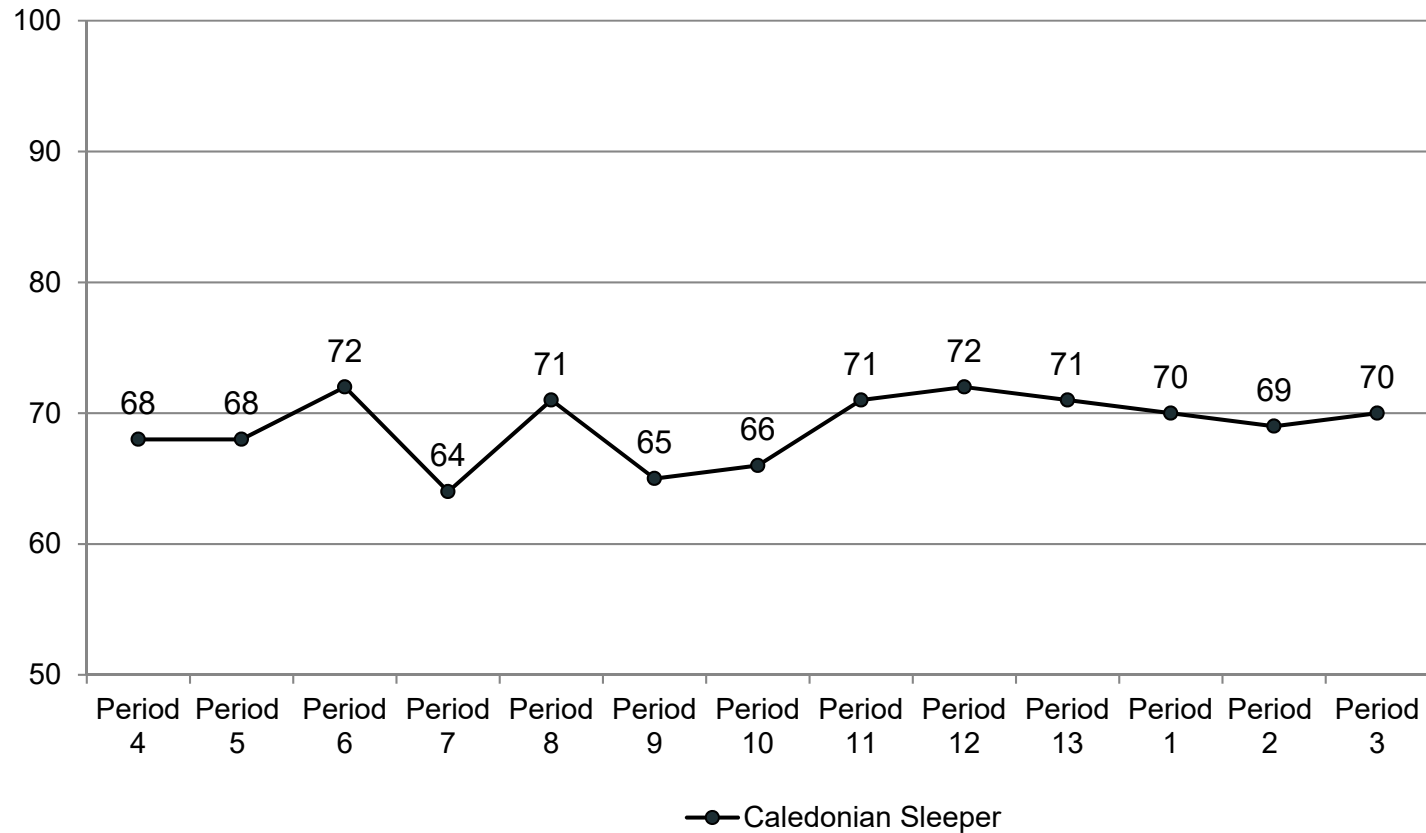
Q30. Taking everything into account about your journey from x to y, how satisfied were you with your journey?  
 Base: in brackets above



# Overall journey satisfaction - trend

Overall journey satisfaction

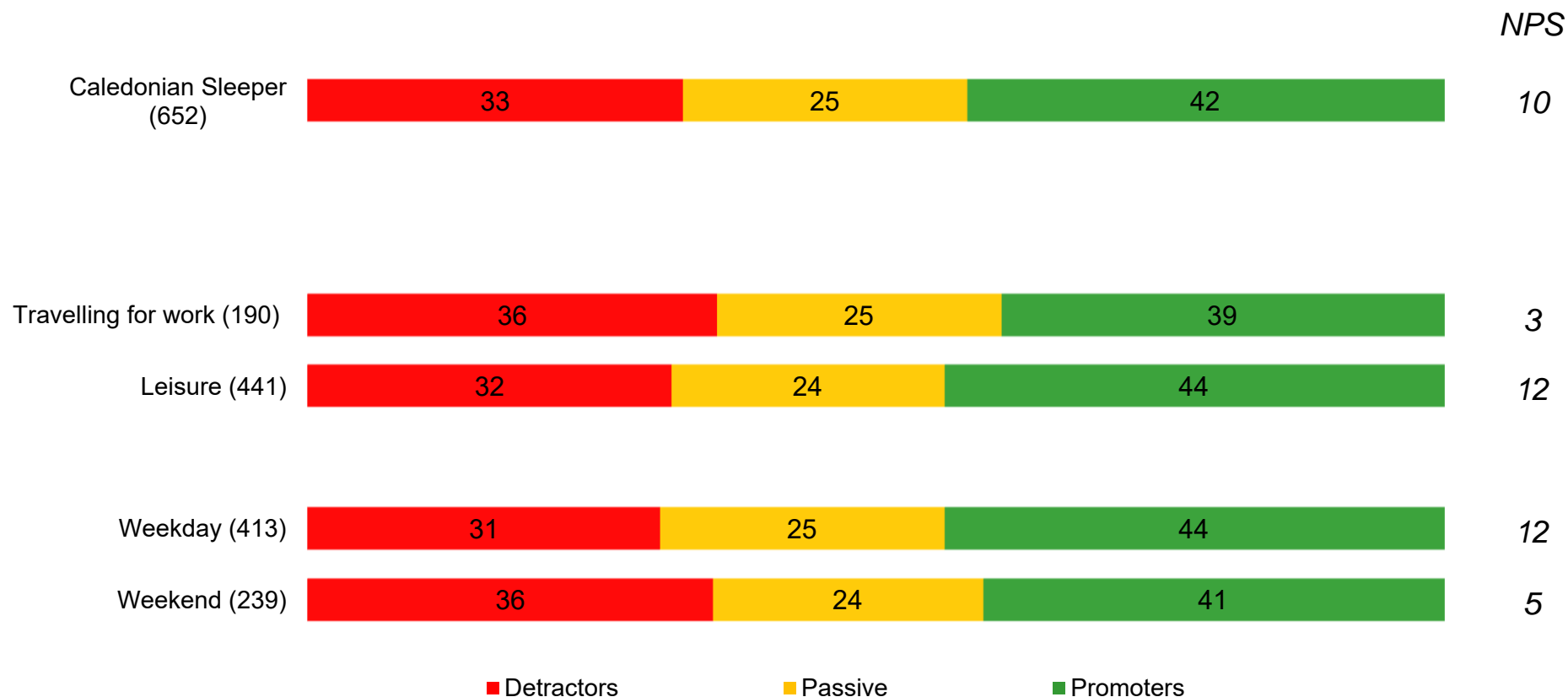
Trend: % very/fairly satisfied



Q30. Taking everything into account about your journey from x to y, how satisfied were you with your journey?



# Net Promoter Score by passenger group

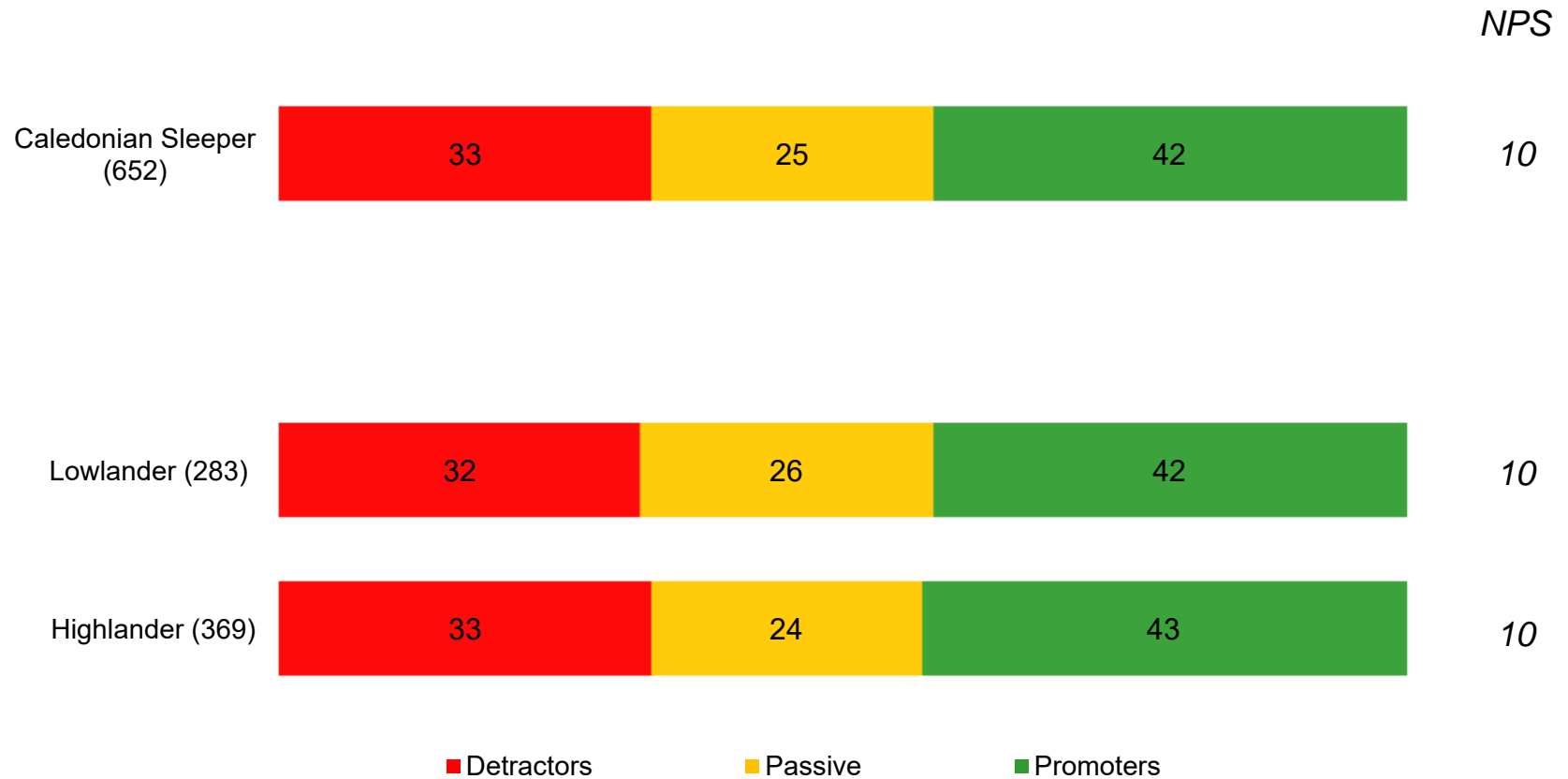


Q31a. On a scale of 0-10 where 0 means 'not at all likely' and 10 means 'extremely likely' how likely are you to recommend the Caledonian Sleeper to a friend or colleague?

Base: in brackets above – those with an opinion



# Net Promoter Score by passenger group



Q31a. On a scale of 0-10 where 0 means 'not at all likely' and 10 means 'extremely likely' how likely are you to recommend the Caledonian Sleeper to a friend or colleague?

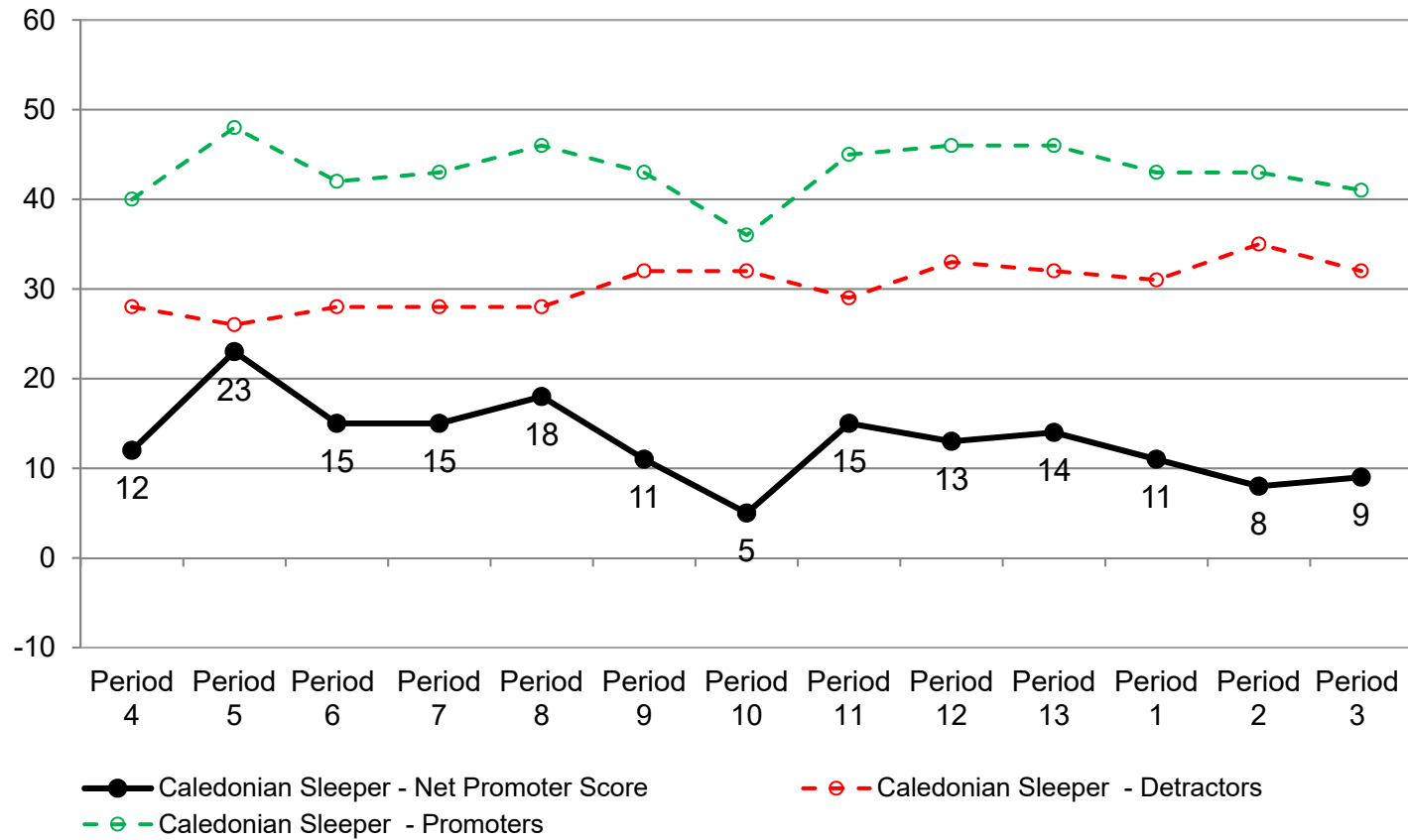
Base: in brackets above – those with an opinion



# Net Promoter Score trend

## Net promoter score

Trend: % promoters, detractors & Net Promoter Score



Q31a. On a scale of 0-10 where 0 means 'not at all likely' and 10 means 'extremely likely' how likely are you to recommend the Caledonian Sleeper to a friend or colleague?  
 Promoters(9-10) Detractors (0-6)



# Reason for Net Promoter Score – customer comments

## Promoters (9-10)

*I live in London, but I am from Glasgow so I travel this route regularly. In terms of value for money and experience, I'd always prefer to take the sleeper train. It's fun and exciting and feels like a real experience.*

*It was a thrilling way to travel - really fun. Took all the stress out of what would have been a tiring journey.*

*It was so much better than flying and staying in a hotel. It was also much more comfortable than I was expecting. I last used a sleeper in 1986 and this trip was far superior.*

*It's ace. Waking up to the stunning Scottish scenery going by. The excitement of the cosy bunks and the rattle and clackety clack of the railway. Also it was very good value. Bearing in mind that it effectively combines a hotel and a drive I wouldn't even consider doing. The kids loved it and so did I.*

## Passive (7-8)

*The carriages are a bit shabby now, didn't feel welcomed in the restaurant cars. The main treat for me was the lovely crisp bedding, comfortable bed and those fabulous views.*

*I didn't expect to get a great nights sleep, so I wasn't overly bothered that I didn't. I still think there were things that could be improved, but overall the train got us where we were going, on time, and we saved on a place to stay that night. So yes I'd recommend.*

*It is very useful way to travel between Edinburgh and London saving time and to some extent money.*

*I have used the sleeper for many years and know what to expect, the staff are great and the train although rough round the edges is functional and does a good job.*

## Detractors (0-6)

*Because I didn't sleep and because it was very expensive compared to flying or to the regular train service. I had been looking forward to it as something I've never done before, but my day in Edinburgh was spoiled by the lack of sleep.*

*[It was] the most incredibly expensive disappointment. I can not believe how rude the staff are, how misleading the website selling the tickets are, how shambolic and distressing this journey is. Absolutely appalled.*

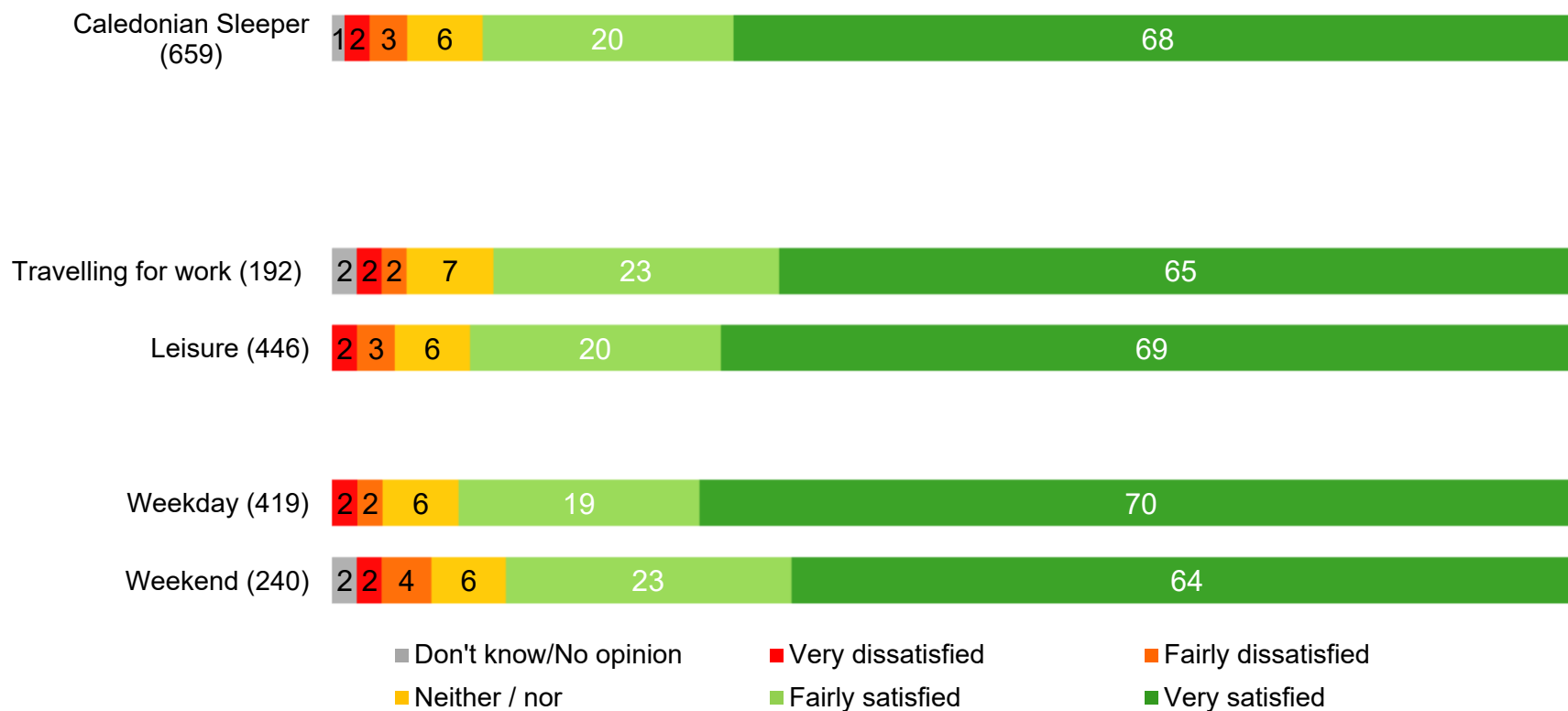
*I have never been spoken to by a staff member like that on any public transport. When you're paying £90 for a ticket, you would expect to be treated fairly and with respect. I'm also very disappointed that when I made a complaint via email, it was not taken seriously.*

*Everything about the experience was less than acceptable. You charge for a first class service and deliver a very poor alternative.*

Q31a. On a scale of 0-10 where 0 means 'not at all likely' and 10 means 'extremely likely' how likely are you to recommend the Caledonian Sleeper to a friend or colleague?



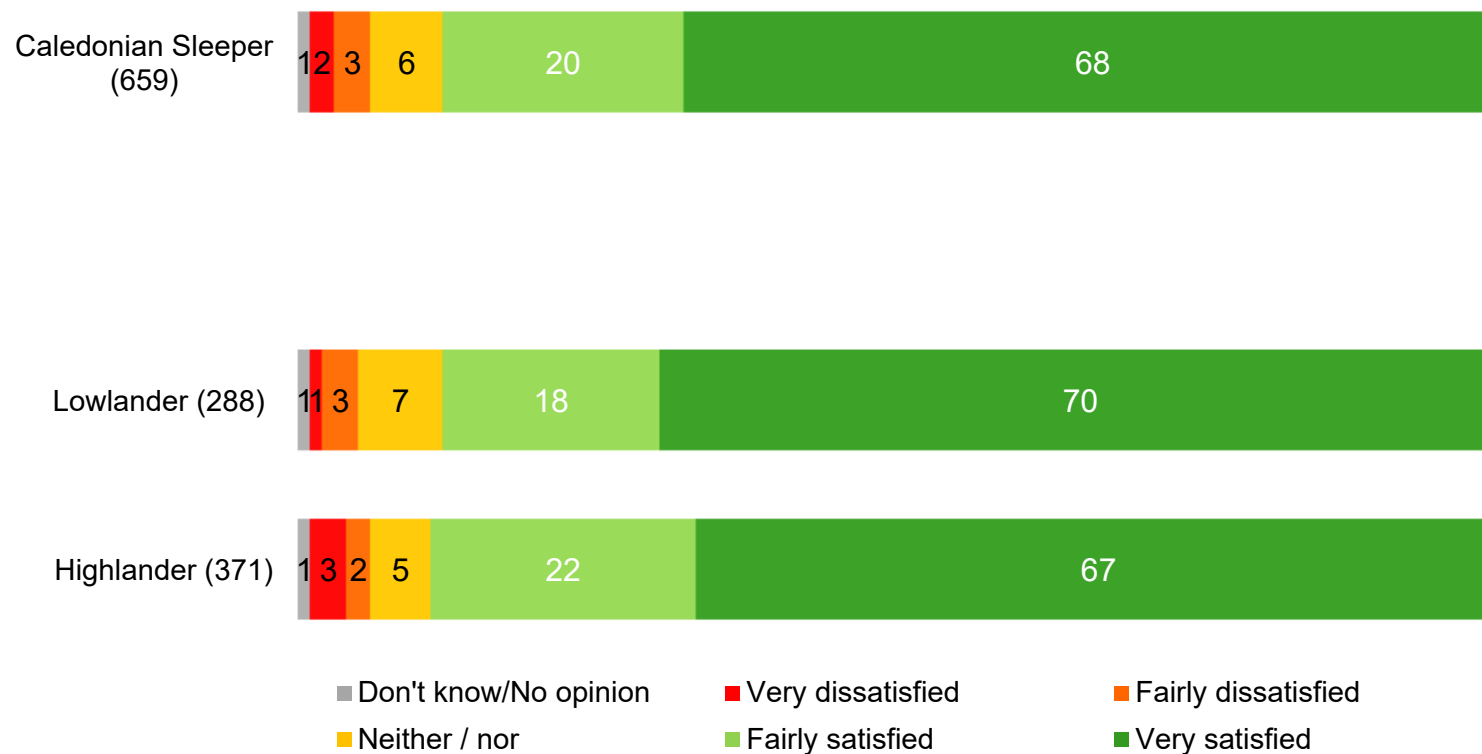
# Punctuality and reliability by passenger group



Q33a. Based on your recent journey on the Caledonian Sleeper how satisfied were you with the punctuality/reliability (i.e. the service departing/arriving on time)?  
 Base: in brackets above



# Punctuality and reliability by route



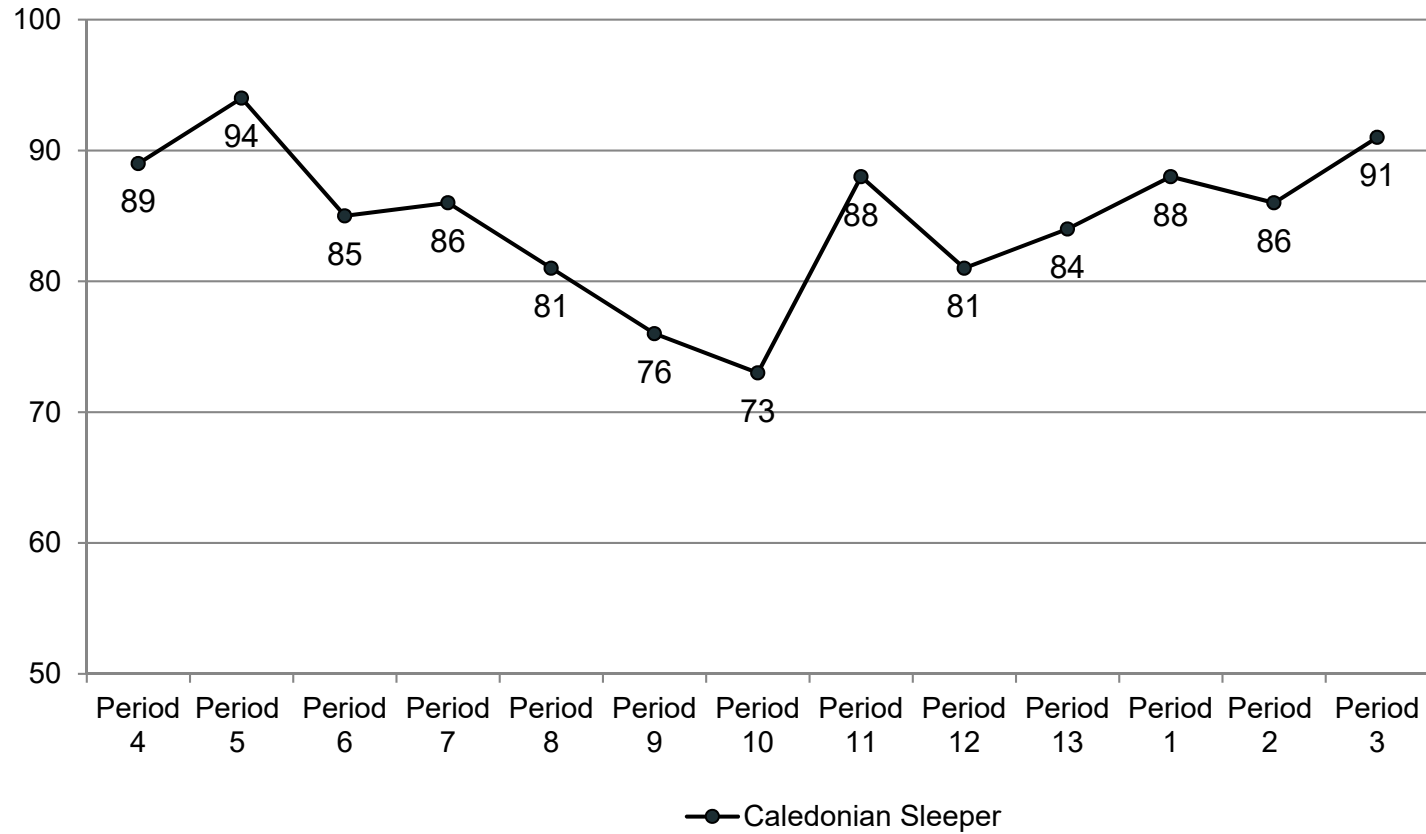
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 Base: in brackets above



# Punctuality and reliability - trend

*Punctuality and reliability*

*Trend: % very/fairly satisfied*

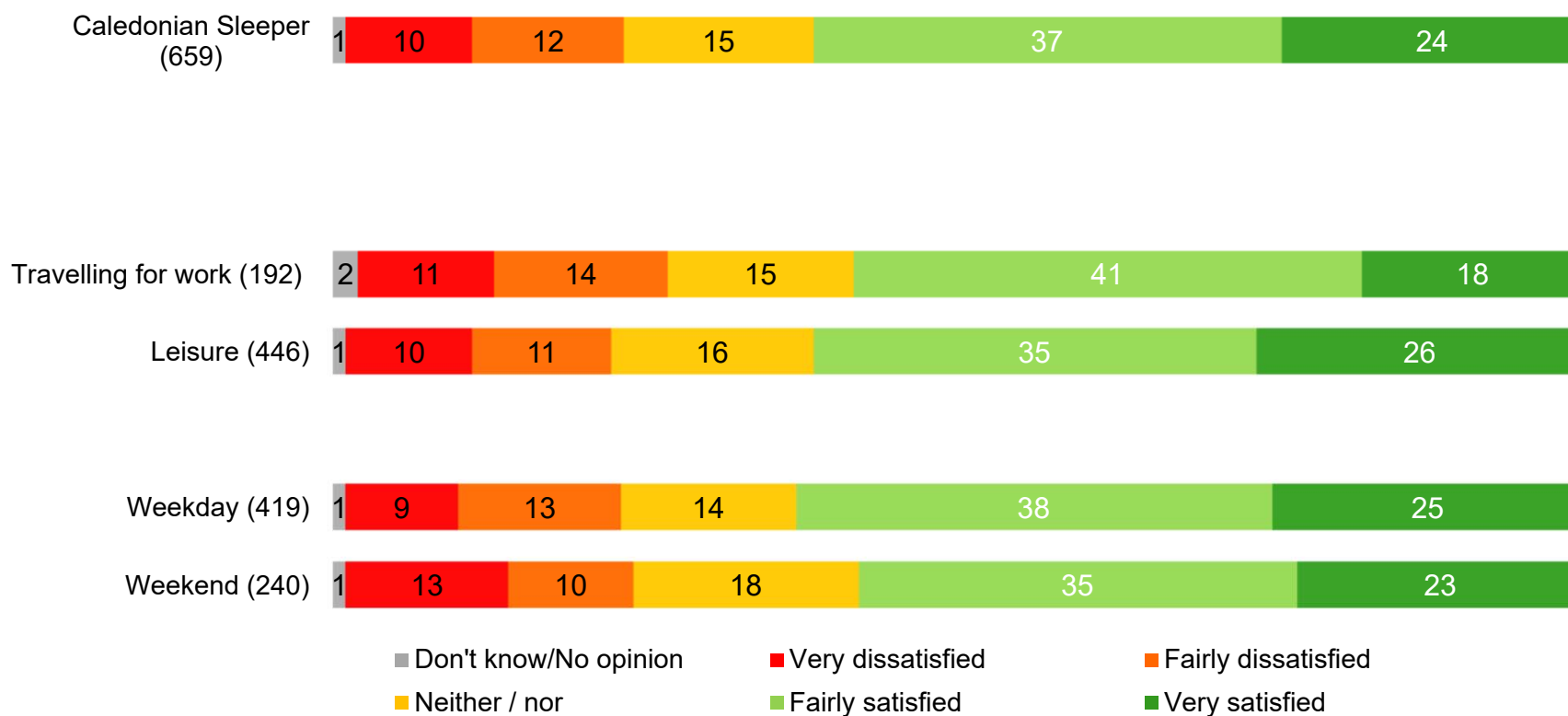


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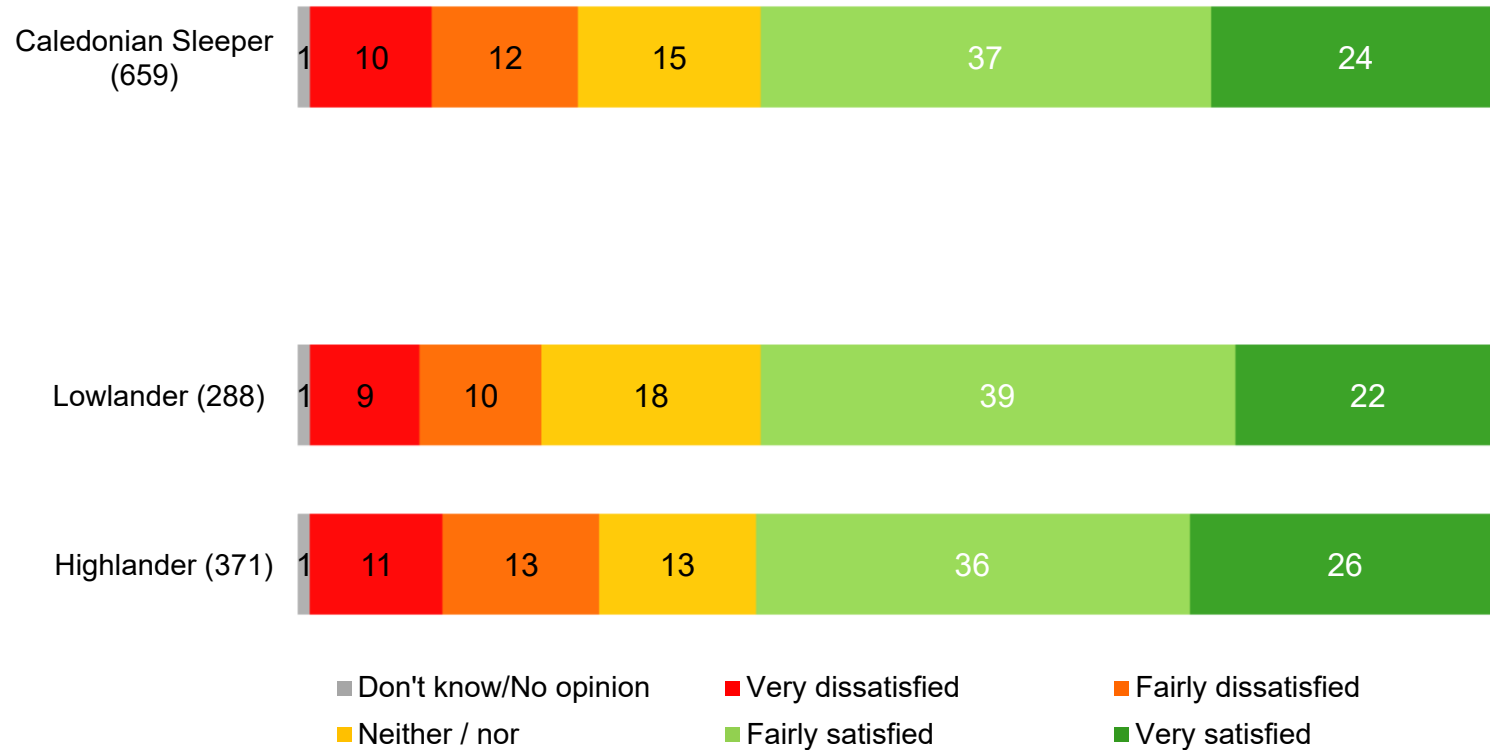


# Value for money by passenger group



Q33a. Based on your recent journey on the Caledonian Sleeper how satisfied were you with the value for money of the price you paid?  
 Base: in brackets above

# Value for money by route



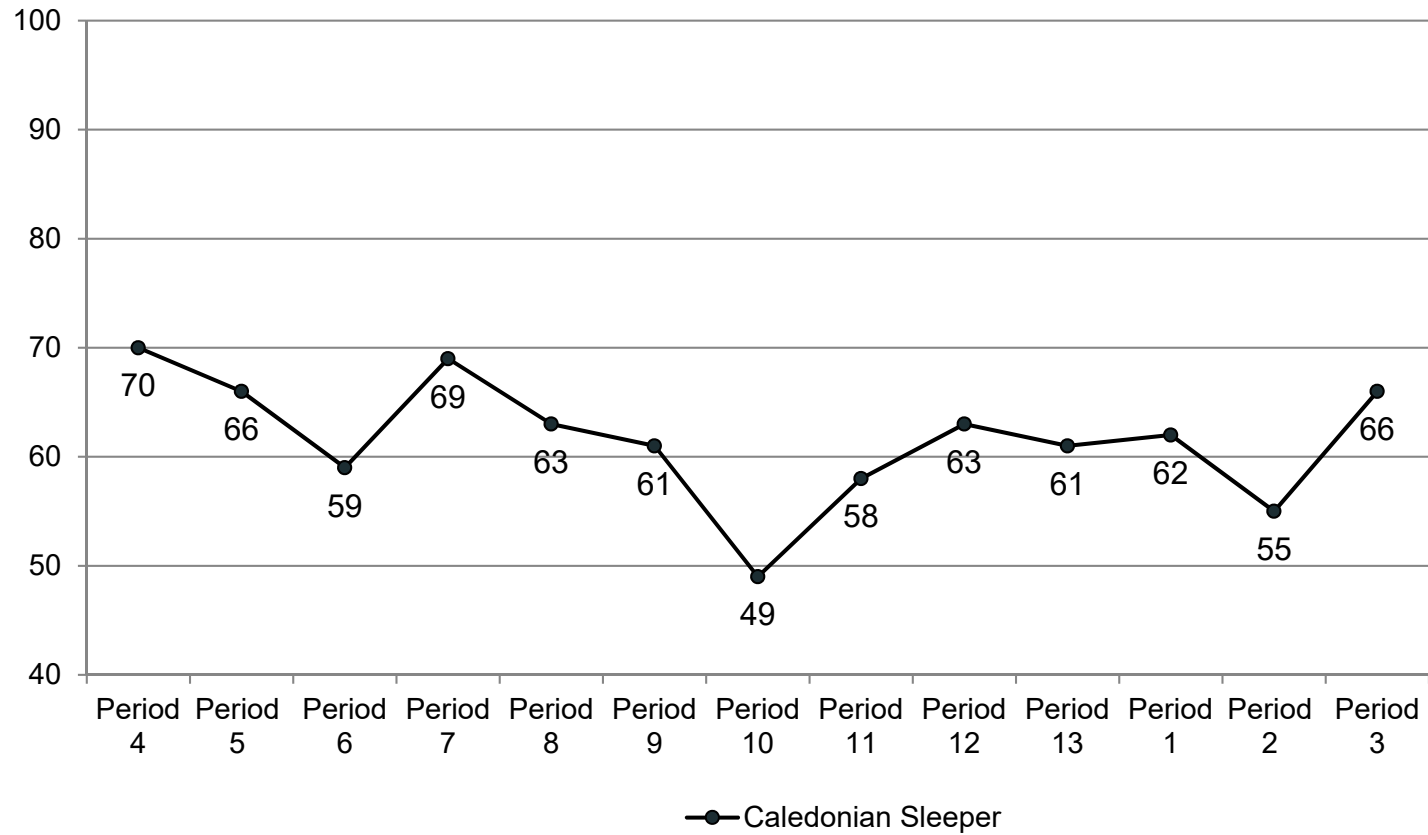
Q33a. Based on your recent journey on the Caledonian Sleeper how satisfied were you with the value for money of the price you paid?  
Base: in brackets above



# Value for money - trend

Value for money

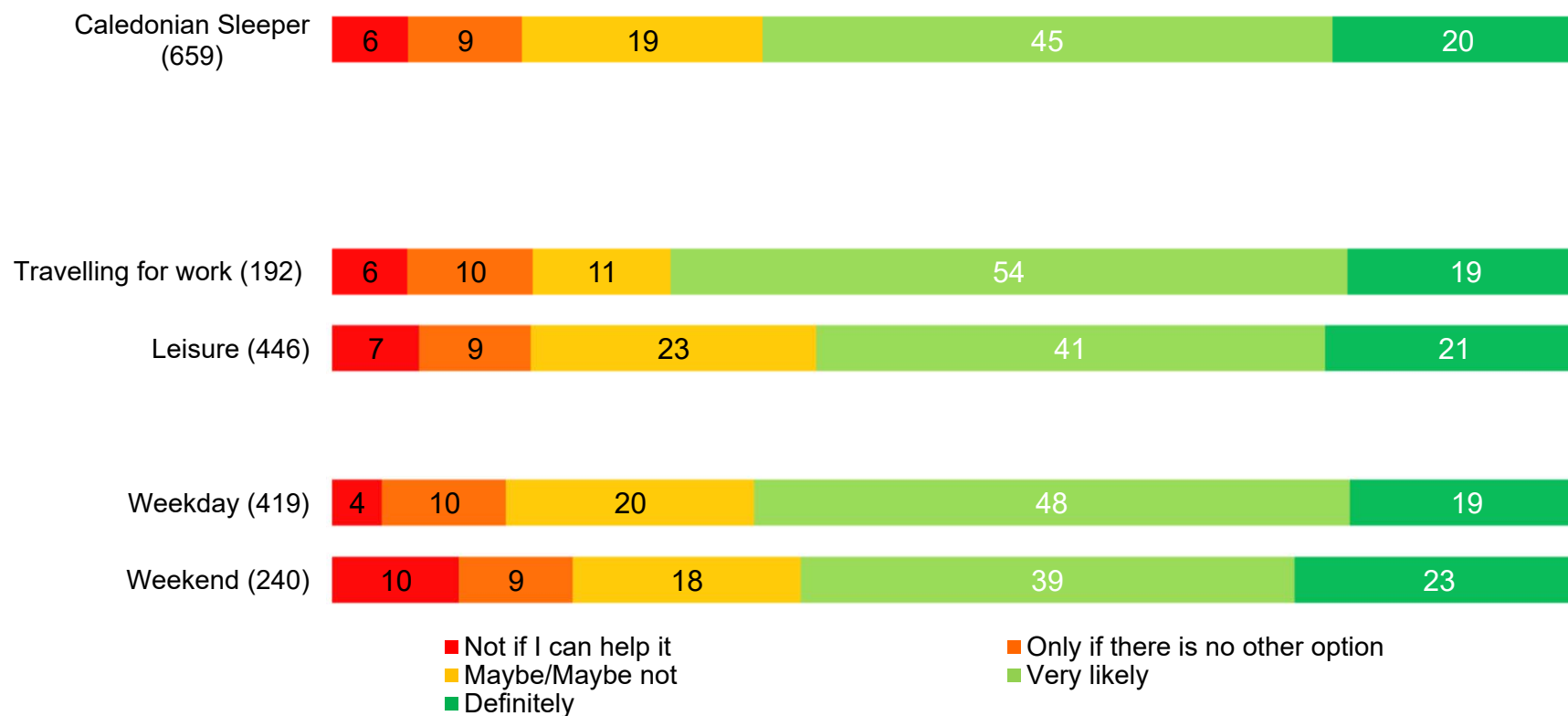
Trend: % very/fairly satisfied



Q33a. Based on your recent journey on the Caledonian Sleeper how satisfied were you with the value for money of the price you paid?



# Likelihood to use in the future by passenger group

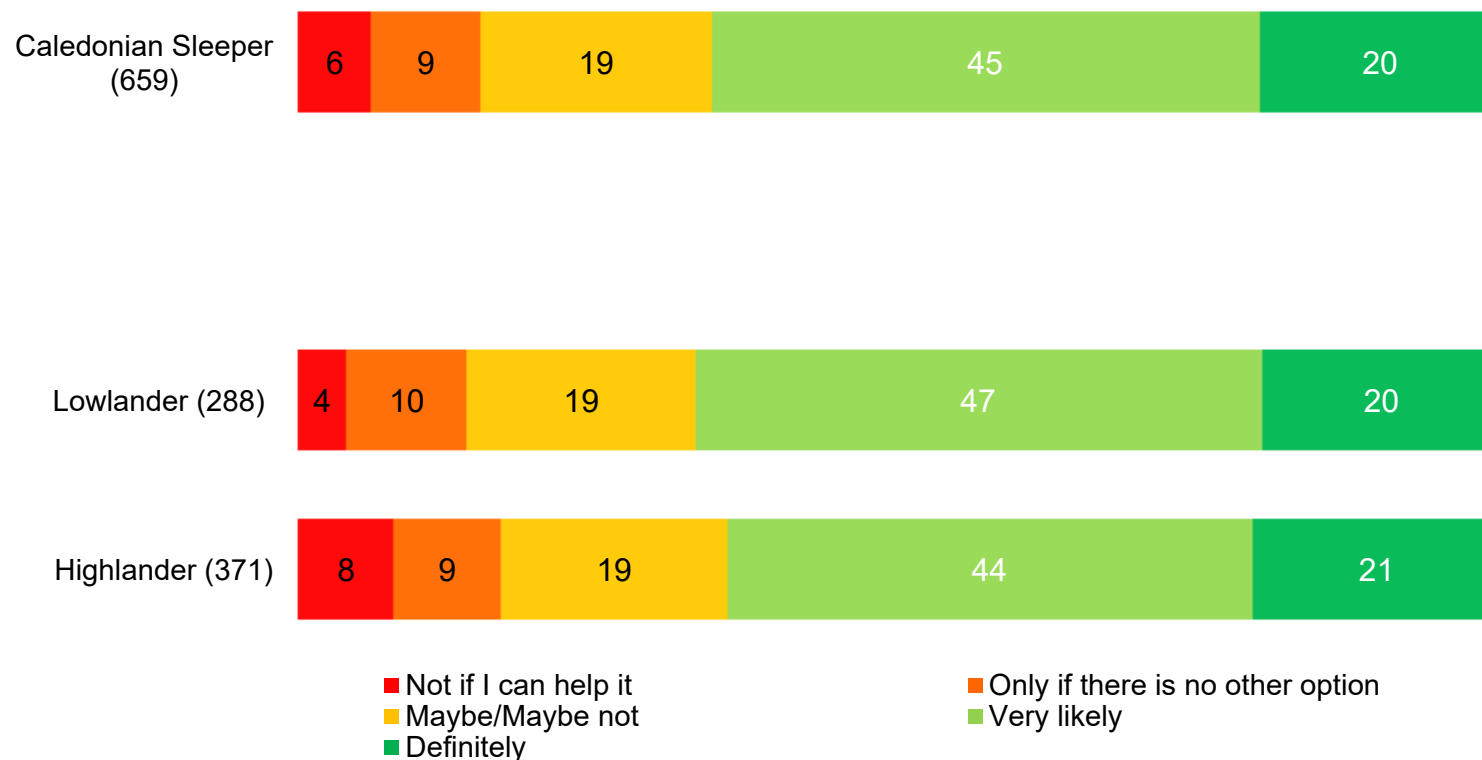


Q32a. How likely are you personally to choose the Caledonian Sleeper when travelling between Scotland and the London area (or vice versa) in the future?

Base: in brackets above



# Likelihood to use in the future by route



Q32a. How likely are you personally to choose the Caledonian Sleeper when travelling between Scotland and the London area (or vice versa) in the future?

Base: in brackets above



# Reason for doubt – customer comments

*Whilst the actual journey was seamless and less stressful than flying the overall poor conditions of cabin and toilets, added to the inconvenience of having to locate staff to re-enter cabin should you leave it detracted from the enjoyment. I actually left my door open and placed my valuables in my backpack which I then took with me when visiting the toilet - I didn't see any staff members en route and would have had to search for one given my restricted mobility this would have been an unnecessary inconvenience. For me travel to is all part of the holiday experience, so these adverse points have to be taken into account when considering recommending the sleeper, also the extremely high cost of ticket in comparison to flight cost.*

*The prices are now very high compared with flying. If the new trains ever appear, the cost might be more justified, but at the moment the prices are a serious deterrent. £100 for a shared compartment and a toilet that doesn't flush.*

*Reflecting on the cost, I might choose to spend the money on a nice hotel, but might take the Sleeper if travelling overnight made the best sense. I really like the idea of the Sleeper and its practical benefits - I just think the experience could be improved in a few fairly simple ways, to make it feel like better value for money.*

*Price is increasing with new trains. After a lifetime using it, may only be able to afford seated coach in future. Might as well go by day train.*

*First class is a complete misnomer with the current rolling stock. When I'm travelling with my wife I resent having to pass a morality test before the attendant opens the interconnecting doors when I've already booked 2 rooms with an interconnecting door. The online booking service does not easily allow 2 interconnecting first class rooms to be booked.*

*It's not a restful experience but can be useful if daytime availability (my own) is limited. E.g. on this occasion I wasn't able to travel during the Friday daytime, and needed to be in London by lunchtime - the sleeper was a solution to get me where I needed to be without missing evening time with my family and paying for overnight accommodation.*

*If I need to be in London early, and don't have time to travel the day and stay in a hotel, I much prefer this to catching a plane. However, the facilities on the train are old and poor and pretty squalid.*

*If it is a convenient option and my fare is being paid through a work contract then I would travel. I would not spend my own money.*

*Train travel fits quite well with back packing, but so does other options. If Caledonian Sleeper really want to make themselves the first choice they really need to up the game.*

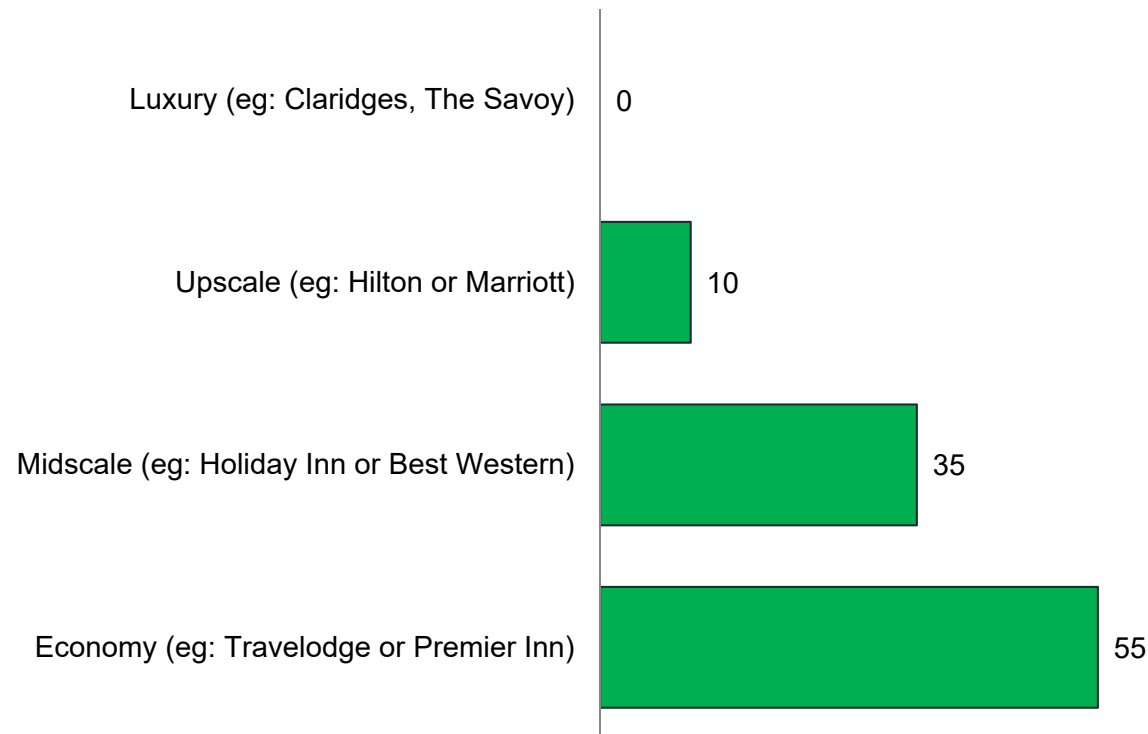
*I'm looking forward to the new trains - they might change my mind.*

Q32b. Why do you say that?



# If Caledonian Sleeper were hotel chain

Quarter 1 2018/19 %



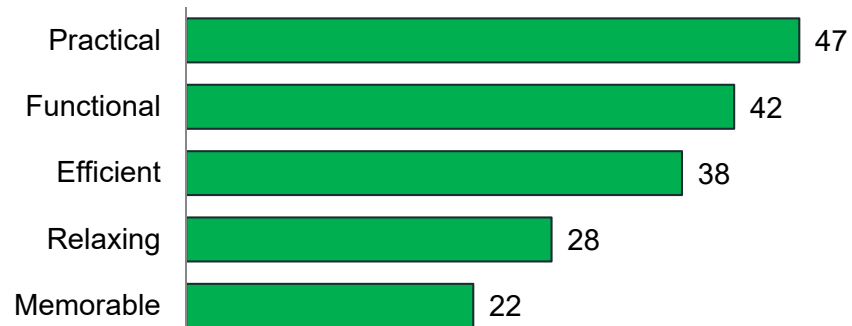
Q34. And just for fun, if Caledonian Sleeper were a hotel chain, what category would you put it into?  
Base: All with an opinion (625)



# Overall description of journey

Quarter 4 2017/18 %

Top five



Bottom five



Q29. Thinking back how would you sum up your experience of the Caledonian Sleeper? What words best describe your journey?

Base: All (659)





# Caledonian Sleeper

## Journey expectations

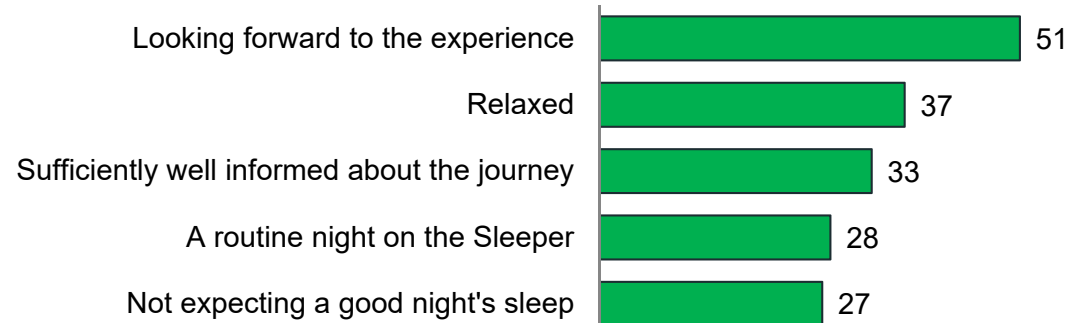


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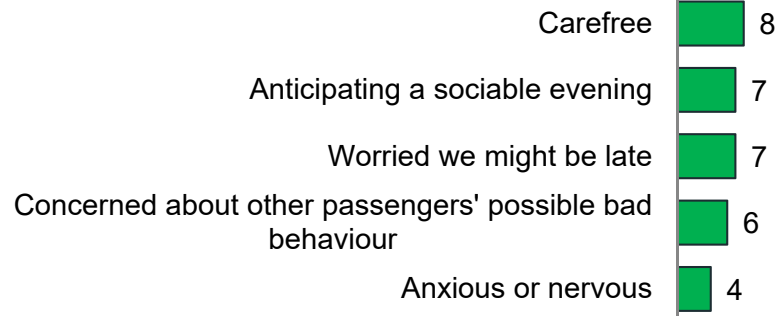
# Thoughts and feelings pre-journey

Quarter 4 2017/18 %

## Top five



## Bottom five

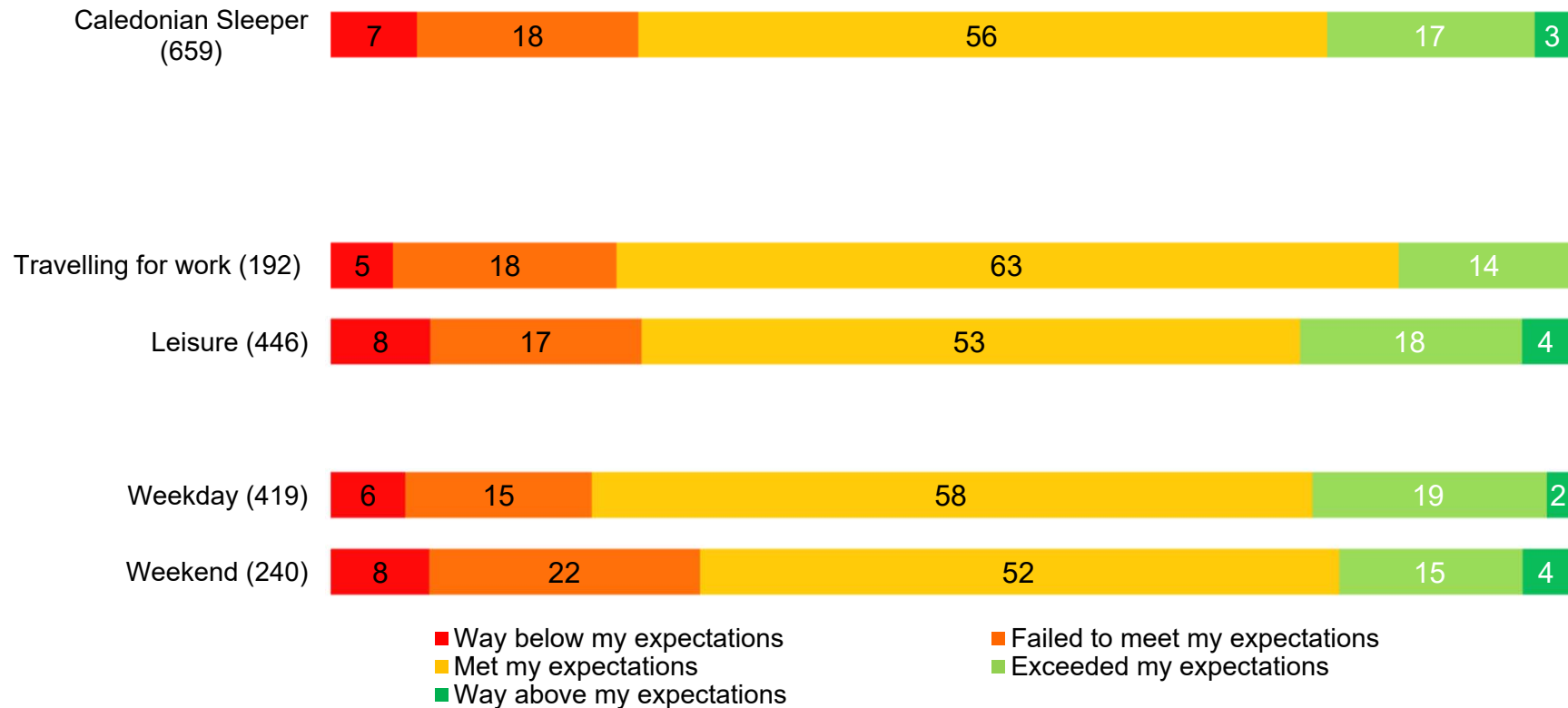


Q4. Thinking about the day you travelled, what were your feelings or thoughts before your journey on the Caledonian Sleeper?

Base: All (659)

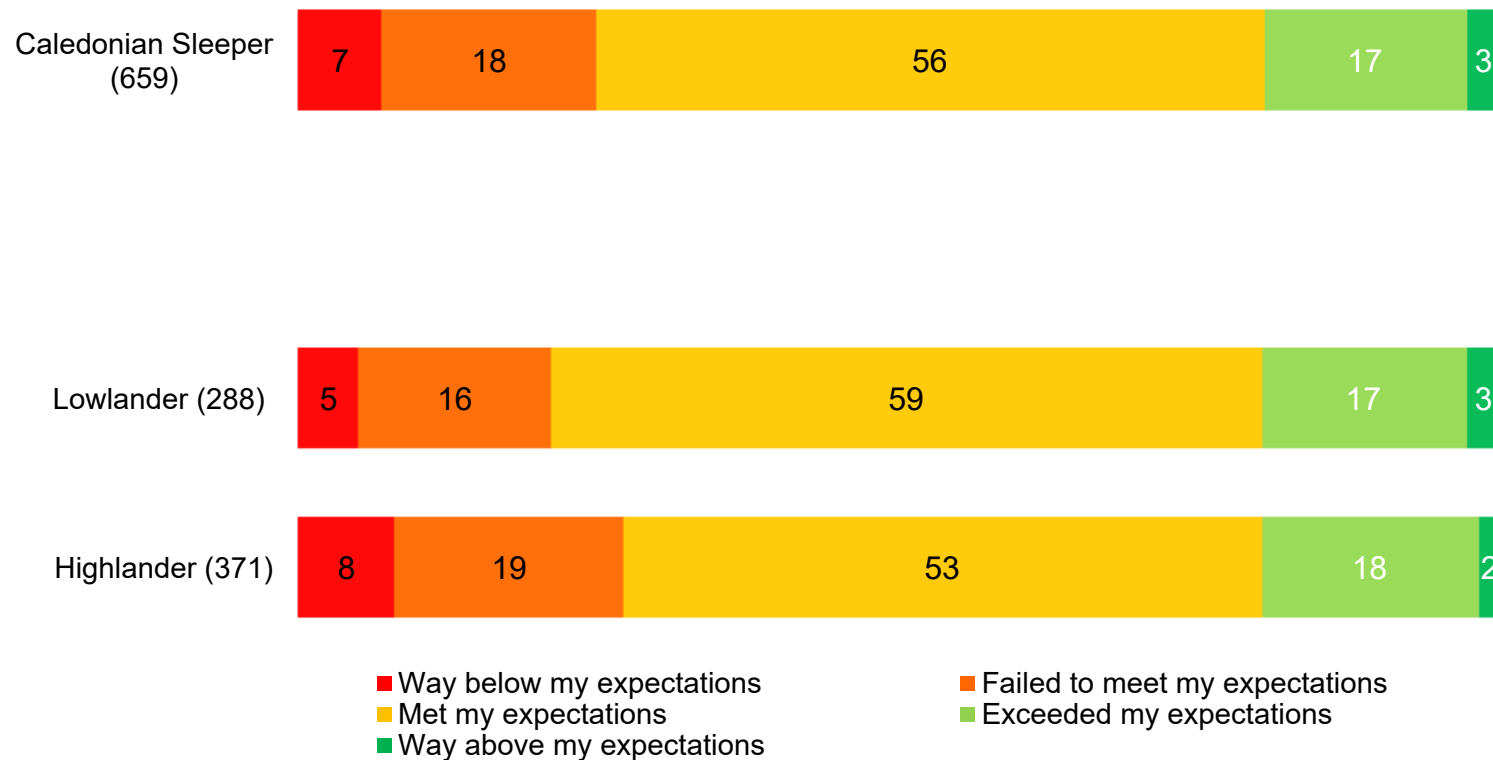


# Met expectations by passenger group



Q5. Overall, taking everything into account, how well did your journey on the Caledonian Sleeper live up to your expectations?  
 Base: in brackets above

# Met expectations by route



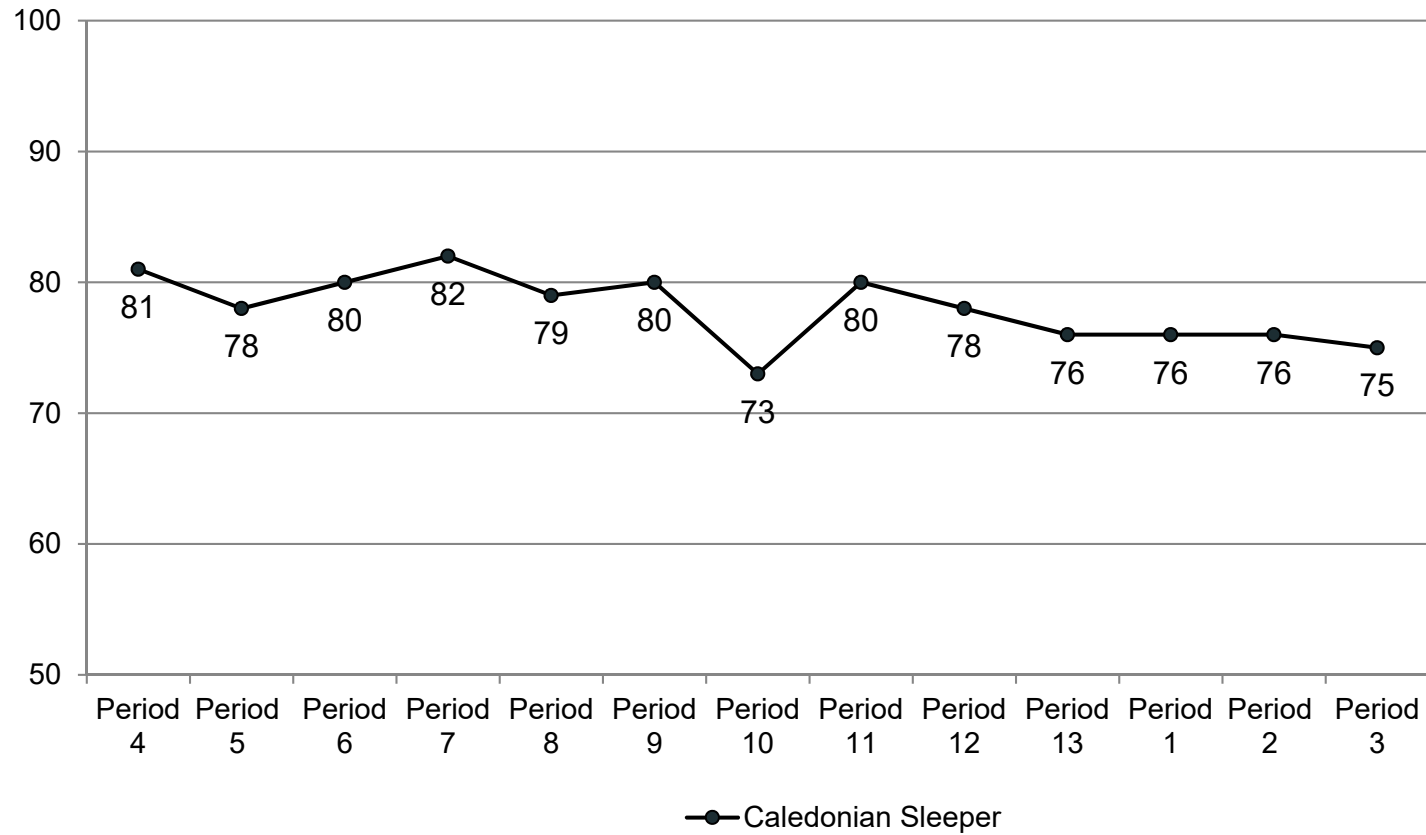
Q5. Overall, taking everything into account, how well did your journey on the Caledonian Sleeper live up to your expectations?  
Base: in brackets above



# Met expectations - trend

*Met expectations*

*Trend: % Way above/Exceeded/Met my expectations*



Q5. Overall, taking everything into account, how well did your journey on the Caledonian Sleeper live up to your expectations?



# Caledonian Sleeper

## Making bookings

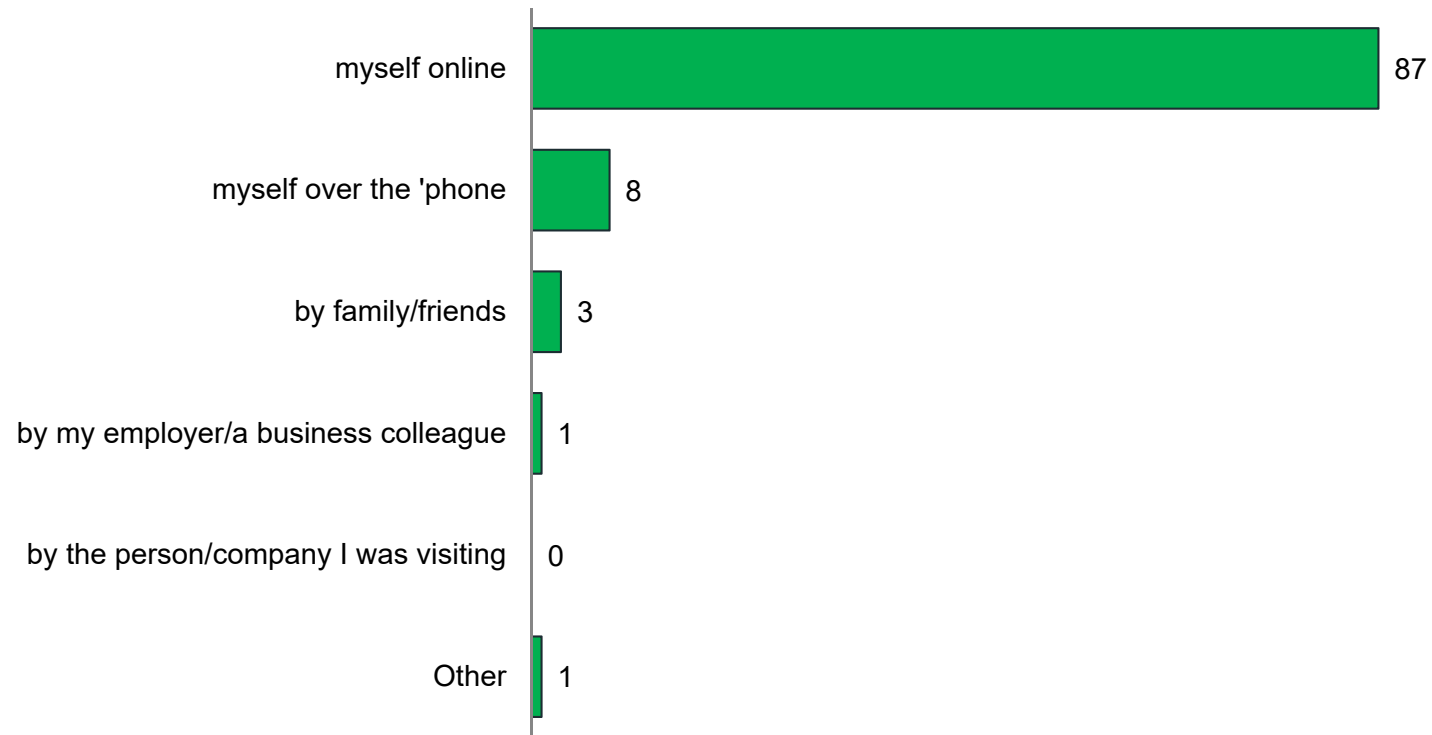


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# How booking was made

Quarter 4 2017/18 %

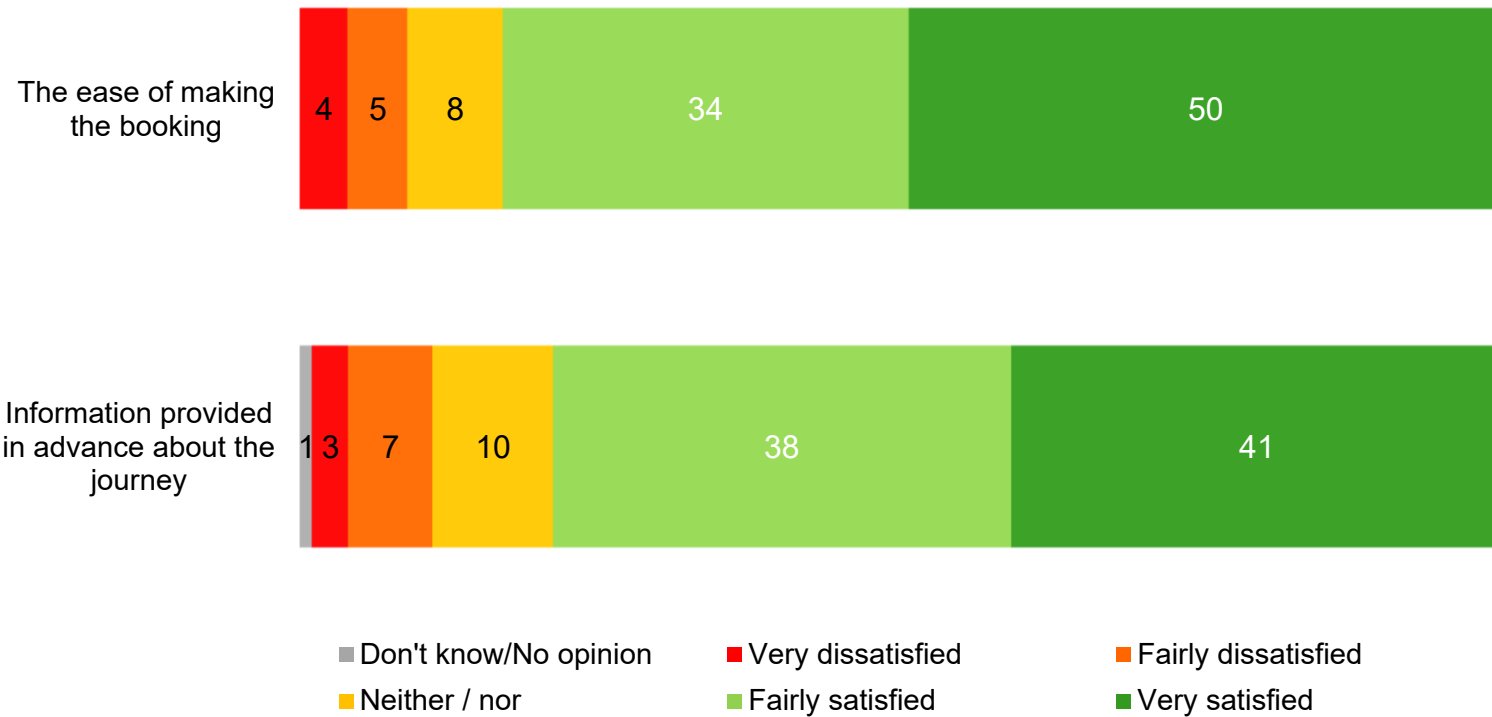
*It was booked/I booked it...*



Q12 Thinking about the process for booking this journey on the Caledonian Sleeper, who made this booking?  
Base: All (659)



# Satisfaction with booking process



Q13a. How satisfied were you with...?  
Base: All who booked themselves (627)





# Improvements to information provided about the journey – customer comments

*Not sure when I might be able to board the train. Unsure when the train might leave. Staff need to be very sharp on the times for the above.*

*Give practical information for those who've never travelled before. For example how early can you board the train? This information was there but hard to find. A picture of the berth would have been helpful, along with better details of facilities.*

*Tell customers that the train is tatty and ancient, and not to expect otherwise. Their promotional literature is highly misleading and should be challenged by the Advertising Standards authority.*

*Make booking of adjoining cabins easier and if separate cabins are allocated at online booking, then better information on the procedure for resolving this. [Provide] information on how likely it is that separate cabins can be reallocated as joint cabins at journey time (I have had a much better experience booking overnight cabins online from Munich to Rome and return). Similarly better information on the procedure for eating on the train - information on both booking in advance and the procedure if no advance booking is made.*

*Say what time to arrive before train, give easily accessible info about journey and accommodation prior to departure.*

*Having a system that showed the carriage and berth would have been helpful. Being able to select the carriage and berth would have saved time on trying to figure out how my partner and I were to be situated on board. Luckily, [name] was able to resolve the issue just before boarding the train. I think this problem will be resolved when the update to the system allows passengers to select their own berths again.*

*Make booking the bus to or from Oban/Crianlarich an automated part of the booking process online. So you have a bus voucher and there is a clear booking list. Make legitimate cancellation possible online. You currently have to call in and then you are lucky if someone picks up. If you email to try and secure a cancellation the reply says they may reply in five working days. This is somewhere between farce and surreal.*

*Make it clear on the ticket what bunk should be taken. Instead of just putting U for upper bunk, it should say upper bunk. Also the time you can board should be on the ticket.*

Q13b. What should Caledonian Sleeper do to improve the information provided?



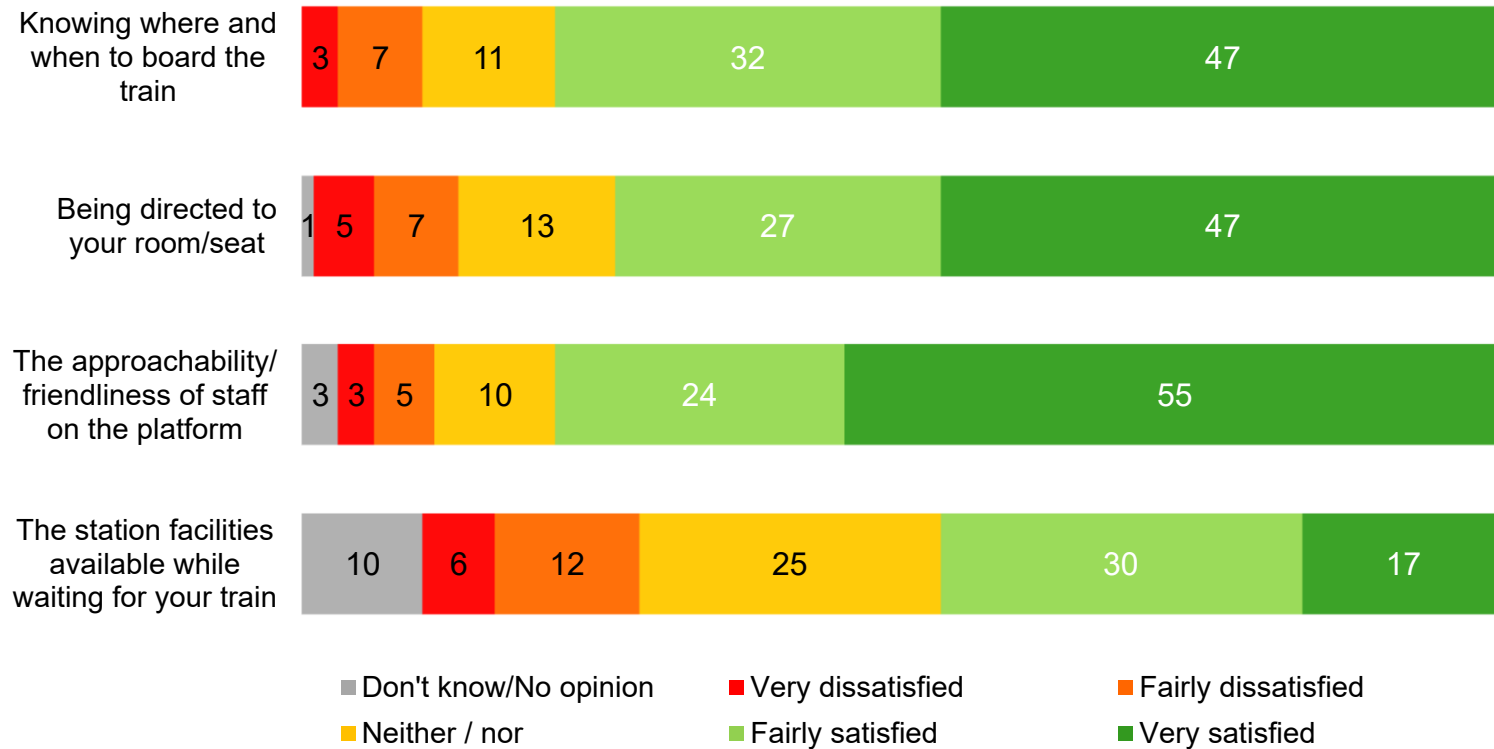
# Caledonian Sleeper

## Boarding and station facilities



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# Satisfaction with boarding process



Q14a. How satisfied were you with...?  
 Base: All (659)



# How might staff have provided a better service? – customer comments

*By taking more time to ensure you can access your cabin. Mine was locked and I had to trudge back nearly three hundred yards to inform the attendant. He/She should have been on hand between the coaches.*

*By telling me clearly what bunk I should have. The only information they gave me is what room I was in. Also, the staff member on the platform was not approachable and it seemed like she didn't want to be there.*

*Have more than one member of staff checking in customers and have a porter helping people with their luggage and ensuring that they find the correct compartment. Ensure staff are experienced and empowered to do their job effectively.*

*They had loads of people bombard them for check in so couldn't ask questions. I asked a member of their staff where the carriage was and he shrugged his shoulders and said could be either way and said go back to the start of the platform and walk up again even though I had a big heavy suitcase and knew I hadn't passed it at that point.*

*More of them! And more indications of where they are at the end of Platform 1. Even when name has been taken you are still walking the length of a very long train searching for your coach with - in my case - no help. I just sort of guessed and fortunately was right!*

*We are regular and experienced sleeper travellers, use the service regularly, think very highly of it and speak well of it to promote it. The journey is great but this time one member of staff on the platform did not do his job, was disinterested and hostile. Very unusual but something I had to deal with in the strongest possible terms to get our journey sorted.*

*An announcement could have been made stating when and where the train would be boarding. There was no one on the platform telling us which line was for which destination. I ended up being in the Inverness line when my destination was Fort William. The boarding process was ragged and a free-for-all. The Virgin First Class lounge staff was unable to help tell us when our train would board. There was an amazing lack of information available at Euston Station.*

*Not been on the phone when I arrived, smiled more.*

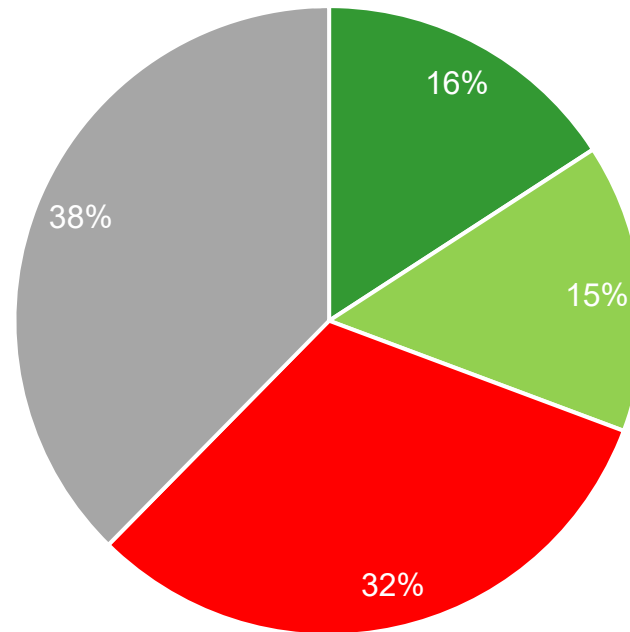
*A more welcoming introduction to the service offered. The staff were more interested in getting our breakfast menu than anything else.*

Q14b. How might the staff on the platform have provided a better service to you?



# Use of customer lounge

Quarter 1 2018/19 %

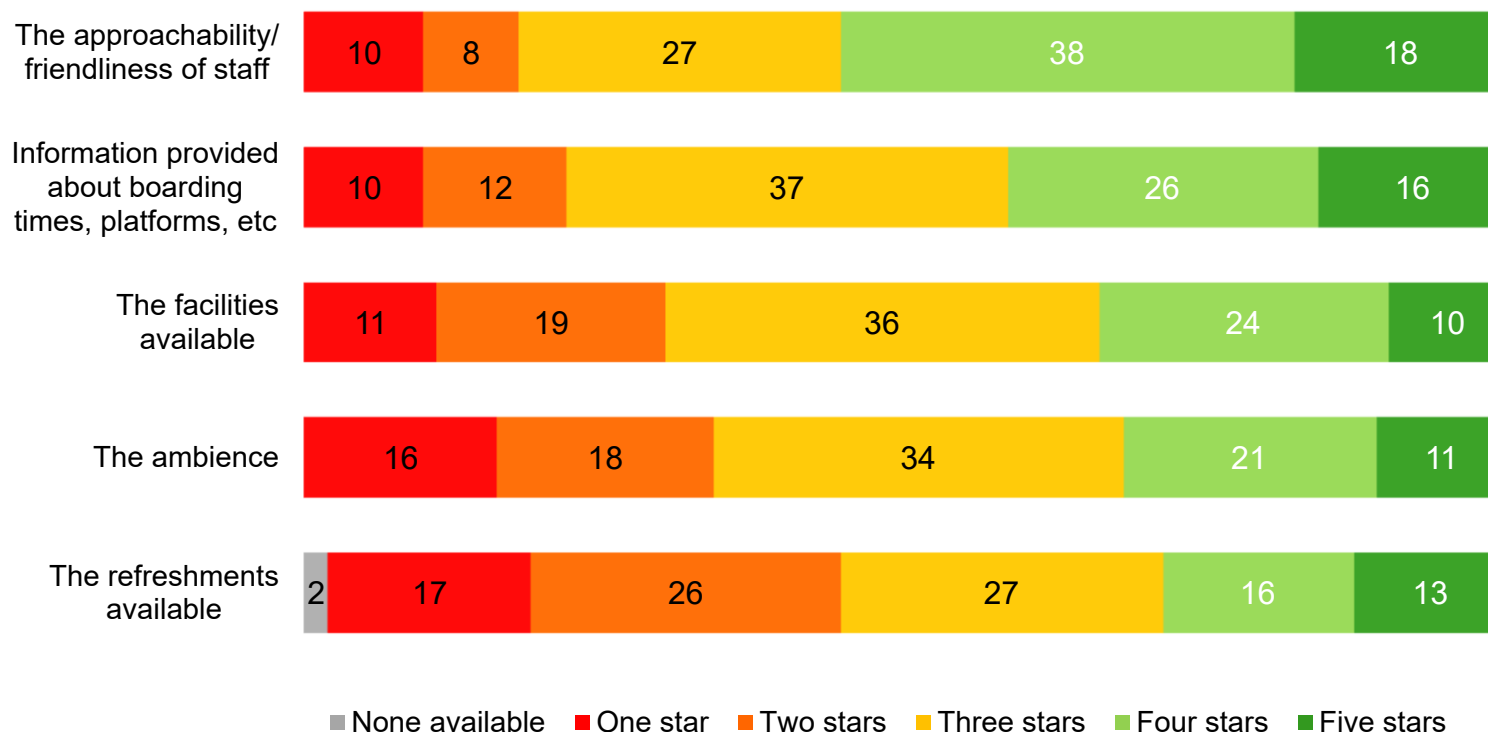


■ Yes - and I did ■ Yes - but I did not ■ No ■ Don't know

Q15. Were you entitled to use the customer lounge at the station in x?  
Base: All travelling from London, Aberdeen, Edinburgh, Glasgow or Inverness (552)



# Rating of customer lounge at the station



Q16a. Thinking about your experience in the lounge at the station in x, how many stars do you give it for...?  
 Base: All who used the customer lounge at the station (90)



# Additional information required in the Customer Lounge – customer comments

*It would be helpful to have someone tell patrons in advance when and where the train will board. And someone on the platform to direct passengers to the correct line for checking in.*

*There was next to no information about the Caledonian Sleeper train in the Virgin lounge. So, any information regarding the Caledonian Sleeper in the Virgin Lounge would have been helpful.*

*I would have liked an announcement for when we were able to go to the station to board the train - and which platform it was on.*

*The staff told me the train was boarding when I entered (they were clearing up and told me it closed at 11pm . Otherwise I didn't see any screen or have any info I hadn't had from the concourse.*

*To know well in advance the platform.*

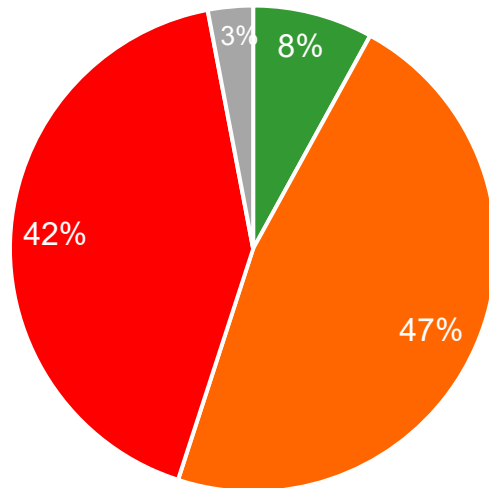
Q16b. What additional/better information would you like to have received?



# Use of and satisfaction with shower facilities on arrival

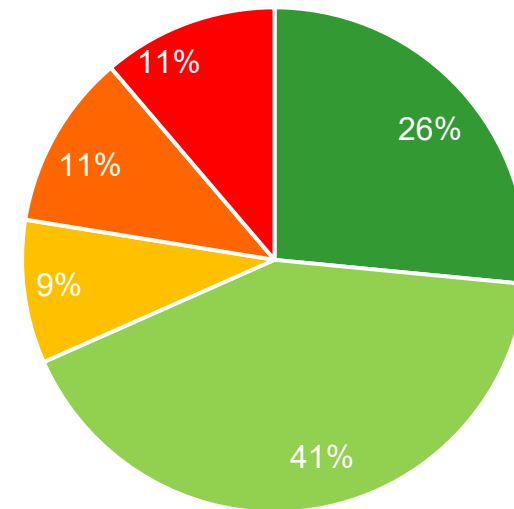
Quarter 1 2018/19 %

- Yes
- No, I did not know that show facilities were available
- No, I knew that shower facilities were available and chose not to use them
- Shower facilities were not available



Q28a. Did you use the shower facilities at the station on arrival that morning?  
 Base: All travelling to London, Aberdeen, Edinburgh, Glasgow, Inverness, Fort William, or Crianlarich (600)

- Very satisfied
- Fairly satisfied
- Neither/nor
- Fairly dissatisfied
- Very dissatisfied



Q28b. How satisfied were you with the shower facilities in x?  
 Base: All using the shower facilities available on arrival (46)



# Improving shower facilities – customer comments

*We were given shower tokens on the train, and when we arrived and tried to use the showers, there was a queue, and we were advised we would have to wait at least 1 hour, as there are only 2 showers available for women and 1 for men. One of our party was able to have a shower immediately and the facilities were acceptable, clean, hot water and shower kit adequate.*

*Have more of them available - only one there and I waited 10 minutes, and a couple of people turned up and didn't bother to wait.*

*The showers were very busy and I was unable to use them as I had to leave to get my train connection.*

*There were no towels available at the Virgin Trains Lounge when we got there. After sitting outside for over an hour the girl on reception came out with towels.*

*Better ventilation Better shower outlet - poor water flow. Shower area within toilets seemed unhygienic. Towels were threadbare.*

*There was one shower available and there was a queue for it. Apart from being kept waiting, once in the shower one felt obliged to hurry up because of those waiting.*

Q28c.. What should Caledonian Sleeper do to improve the shower facilities at x?



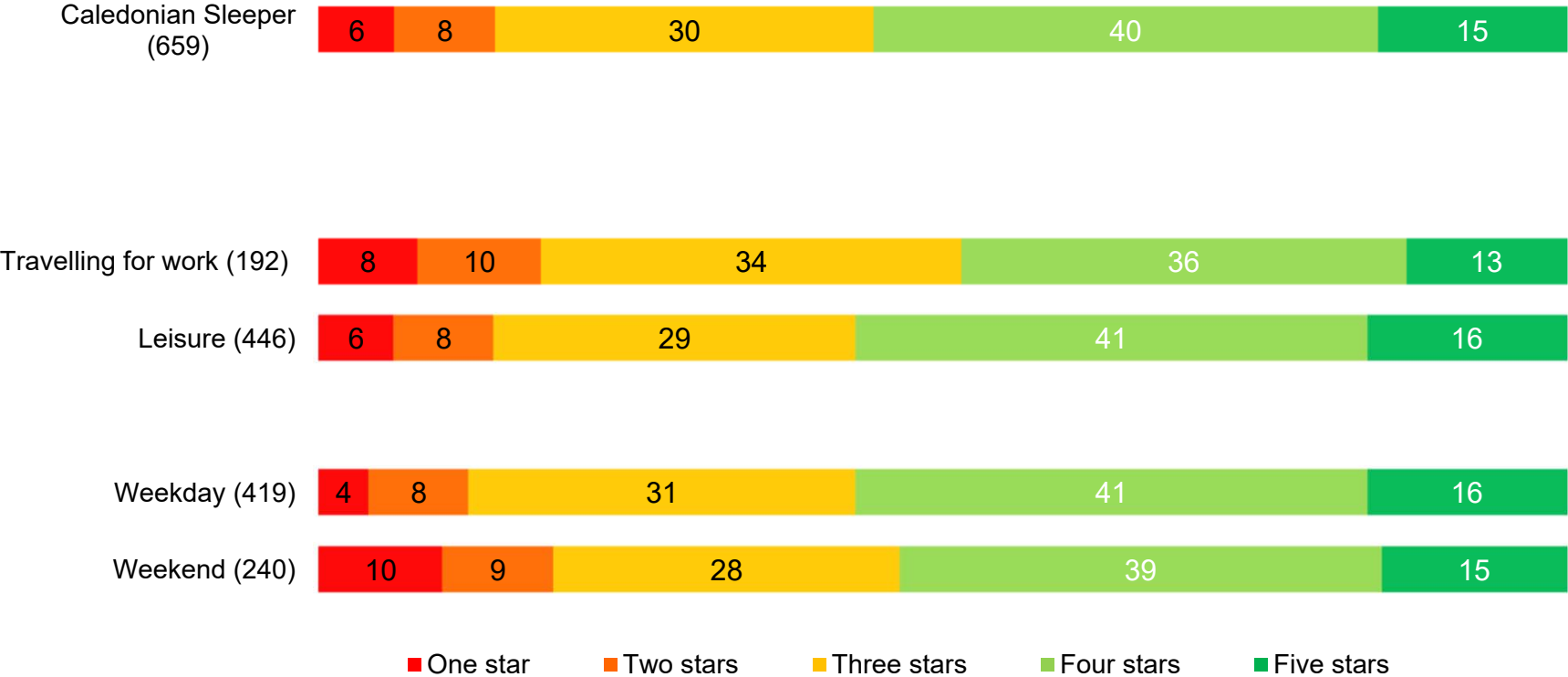
# Caledonian Sleeper

## On-board experience



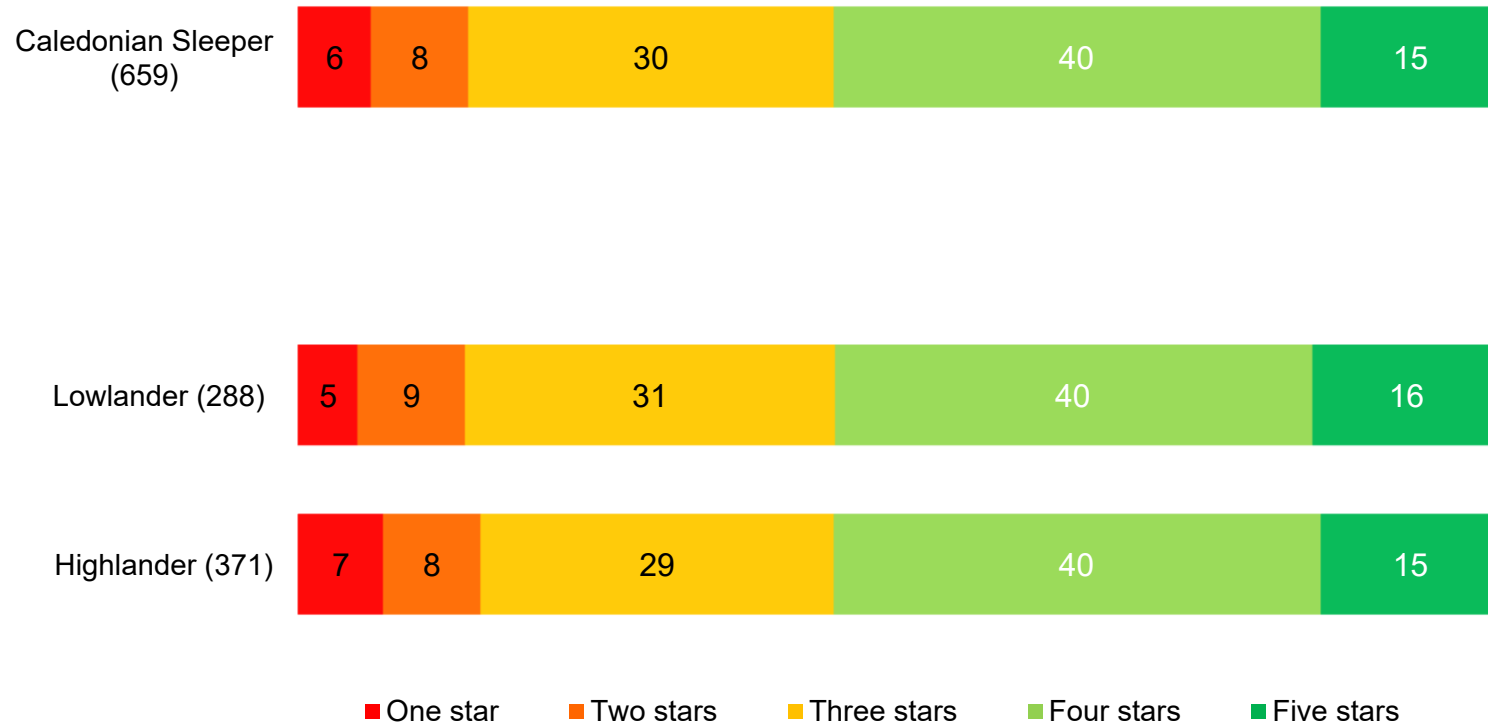
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# Overall rating of experience by passenger group



Q11a. How many stars do you give the Caledonian Sleeper for the experience overall?  
 Base: in brackets above

# Overall rating of experience by route



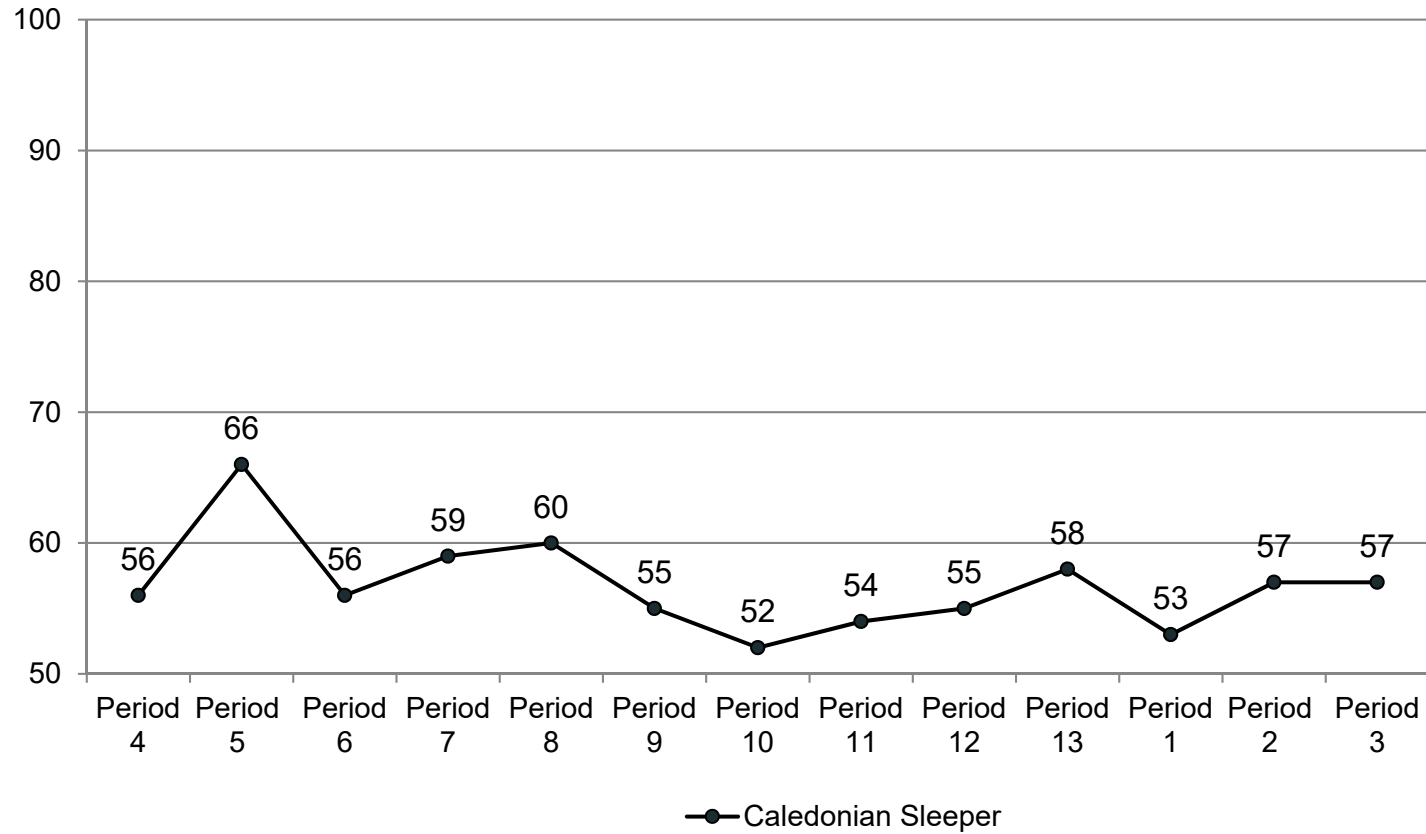
Q11a. How many stars do you give the Caledonian Sleeper for the experience overall?  
Base: in brackets above



# Overall rating of experience - trend

Rating of experience

Trend: % Four/Five stars



Q11a. How many stars do you give the Caledonian Sleeper for the experience overall?



# Overall rating of experience – customer comments

*I'm not sure if anything can be done but I've experienced better night's sleep on overnight trains in Asia that are also far cheaper. The Caledonian Sleeper train moves around an awful lot so it's hard to get to sleep and then have an enjoyable night. The rooms are also incredibly small so hard to navigate the rooms especially if you were sharing with someone else. I think it'd be ideal to better manage expectations of the experience - if I'd been sharing with a stranger, I would have felt very uncomfortable as you're literally on top of each other.*

*Restore the option for passengers to choose their berth online. I struggle to get any sleep at all due to train noise and try to avoid traveling above the bogies. On this occasion I could see berths in the middle of coaches were available, but prevented from booking them online. It took a very long time on the phone to get this done.*

*On this particular journey I was dismayed at the lack of interest as I joined the train. The 'new' process of checking in before walking down the platform needs looking at. On this journey I'd booked, for the first time, an evening meal. I had no idea where or when this meal was to be delivered. Being greeted at one's carriage, as was previously the case, gave one the opportunity to get this information.*

*Calling a ticket 'First Class' just because it is single occupancy is outrageous - they are exactly the same cabins with just one bed in use! The breakfast on both journeys was disgusting! Microwaved bacon and a microwaved bread roll is a disgrace - equally the Highland breakfast was swimming in water, I assume from the mushrooms and tomatoes. The sausage was anaemic looking and again, the bacon is inedible. I was disturbed to find myself in Edinburgh Waverley when this stop does not even appear on the list of stops on the timetable - I thought I had taken an incorrect train. If the trains stop there put it on the timetable for God's sake!*

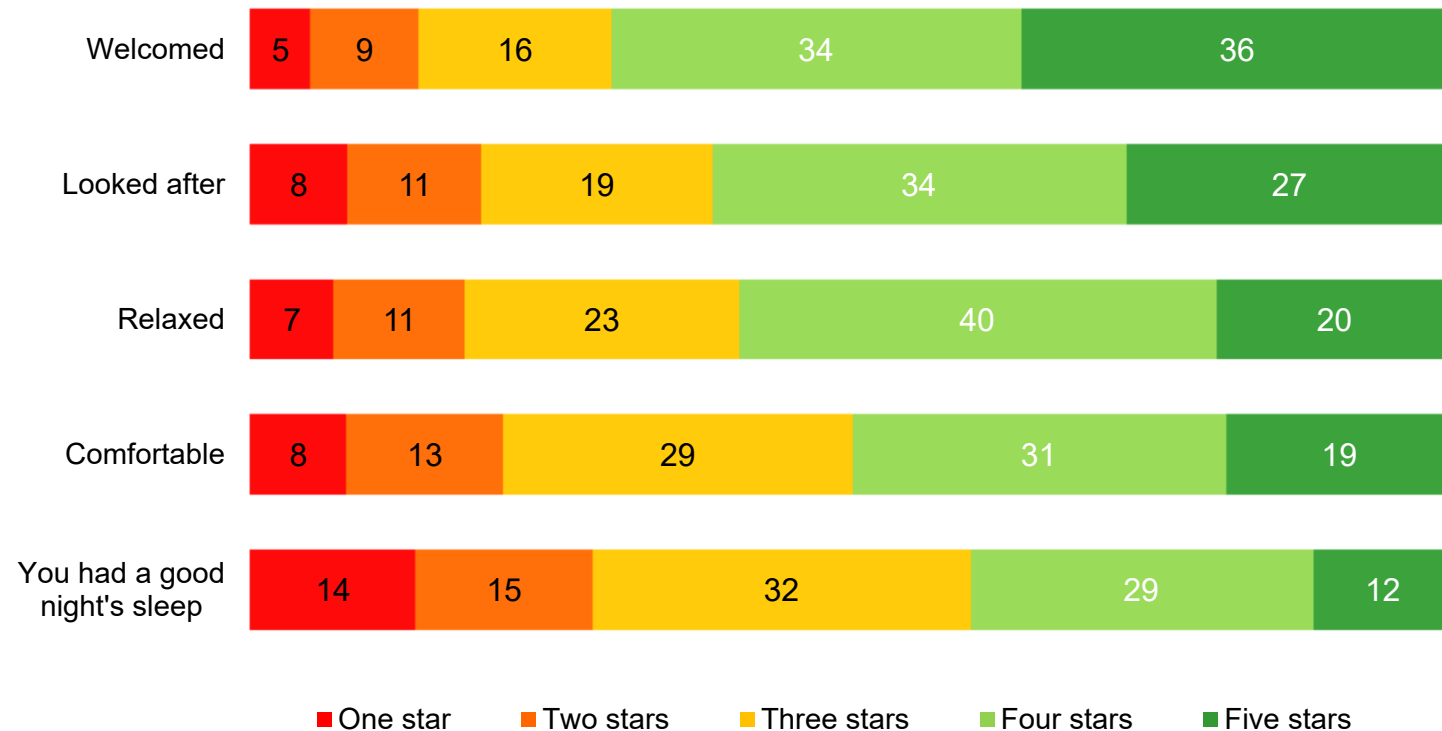
*A complimentary cup of tea or coffee shortly after arrival, and/or a bottle of water to 'wet ones whistle' when waking. I do often take water but on the occasions I forget it would save a trip to the counter. A hot drink on arrival helps me to settle in.*

*I used to use the sleeper a lot when I worked between Edinburgh and London, and much preferred it to the early morning flights. I think maybe it's time the trains had an upgrade, the cabins feel quite old now. Also, when I take sleeper trains overseas there are more options - e.g. couchettes. When I was travelling alone, I felt I would feel safer in a larger shared cabin, than in a cabin sharing with one stranger. Having said that, it's an overall good experience and we'd use it again.*

Q11c. You gave just a single/two stars overall, what should Caledonian Sleeper do to improve this rating  
Q11e. What, if anything, could Caledonian Sleeper do to improve the experience on board?



# Rating for making guests feel...



Q16a. And how many stars do you give the Caledonian Sleeper for making you feel...?  
Base: All (659)



# Rating of features of the journey – customer comments

*First time I've checked in at start of platform. No carriage attendant to welcome and introduce him/herself, no one to wake me up, no cup of tea in morning, no visible attendant on the carriage at all. None of the usual friendly atmosphere on board. I hope this isn't a taste of the future. Gone was the charm and old fashioned atmosphere.*

*We tried to board the train early as I had a 9 year old boy with me. they weren't quite ready but didn't deal with me that well. Especially with smaller children it would be good if you could board as early as possible.*

*I was met and welcomed on to the train, but then I had a question to ask and couldn't find staff. The lounge car staff were fairly nice, but waited for me to go and ask them for something rather than coming to ask me whether I wanted anything.*

*Made more of a welcome. You now check in and that's that. No longer are you shown to your cabin. Breakfast is ordered by completing a form - not very personal.*

*There could have been more info on where to find the lounge car and also about where the train would be stopping etc.*

*It looks like the new trains will do this, but updated cars with a bit more space. Ability to book a double bed instead of bunks for a couple. WiFi.*

*Sound proof the cabins better. It was also difficult to regulate the temperature within the compartment (especially when sharing such a small space).*

*Our booking of adjoining cabins was fraught with uncertainty (due to rescheduled rolling stock change?). So better facilities to book joint cabins in advance would help. Also we wanted a table for dinner - were unable to book this in advance either and we ended up rushing frantically to get a table when we arrived. Not such a relaxed start to the holiday.*

*Introduce the long-overdue new rolling stock for sleeper accommodation. More space; reasonable size beds; up to date washing and toilet facilities, if possible, en-suite. The bar coach also needs updating, with more space and seating.*

*The temperature in the seated car is, almost invariably, far too hot to start with then becomes freezing by the end. I've been travelling on the sleeper for 10 years and this has always been a problem so it's not like they haven't had time to sort it out. It's almost impossible to sleep when it's so cold (or hot). Also, the seats somehow manage to be quite uncomfortable.*

Q11d. You gave just a single/two stars for making you feel welcomed / looked after / relaxed / comfortable / you had a good night's sleep, What should Caledonian Sleeper do to improve this rating?





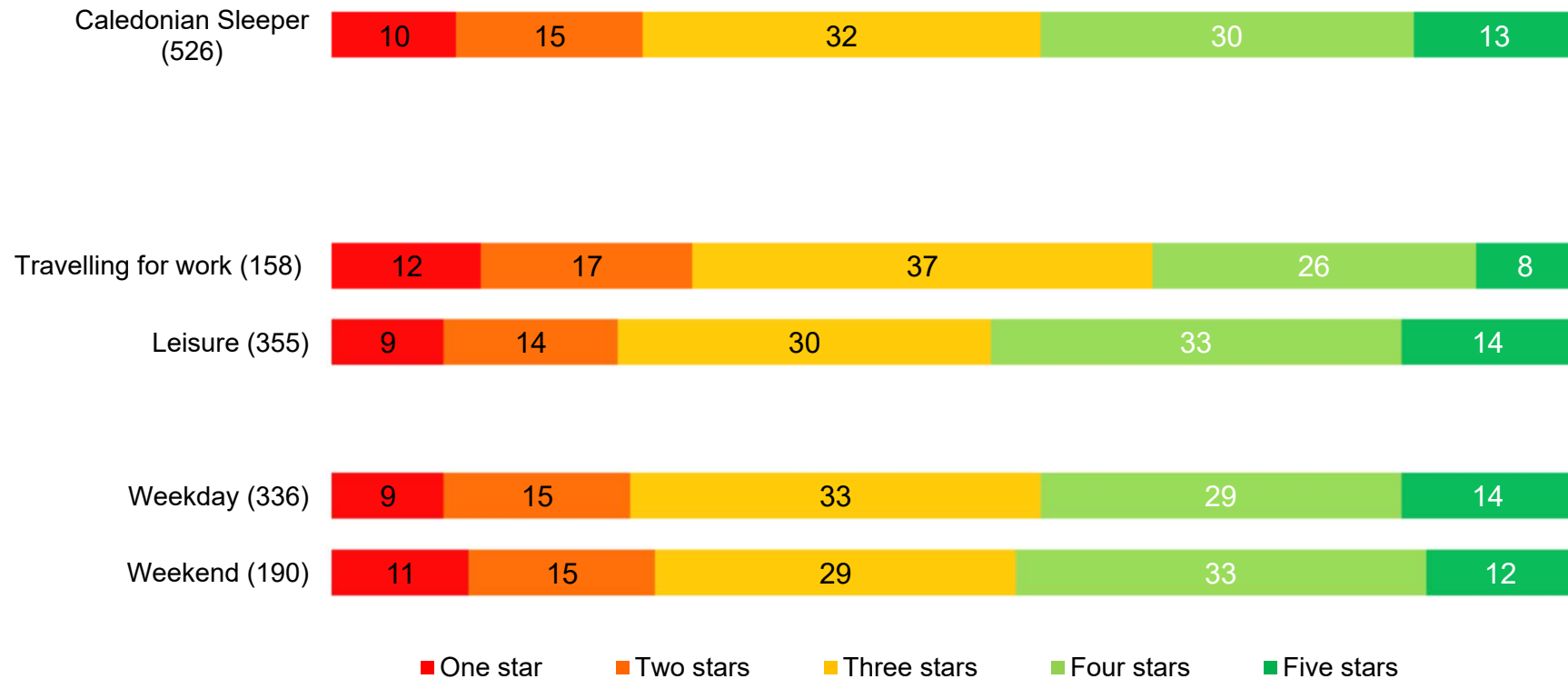
# Caledonian Sleeper

## Accommodation and train facilities



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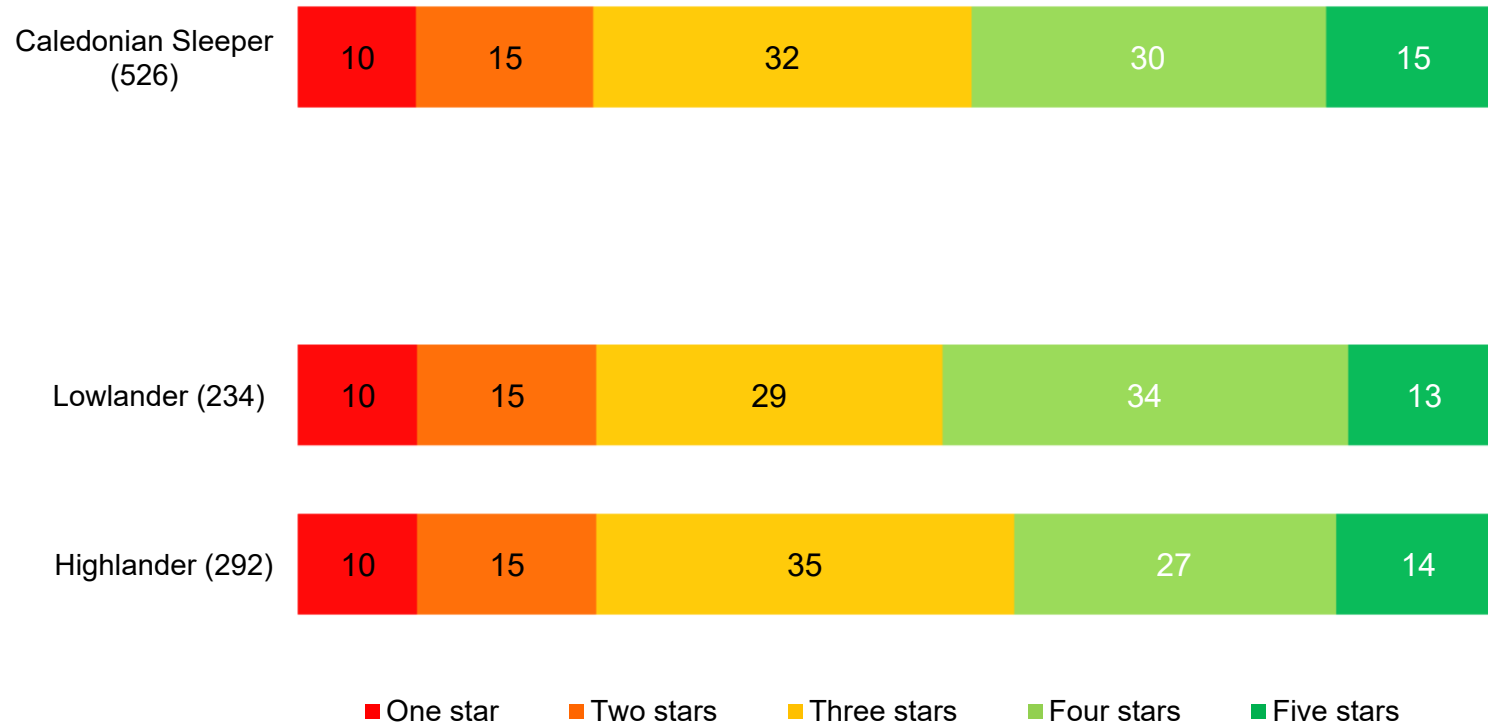
# Overall rating of room by passenger group



Q17a. How many stars do you give your room on the Caledonian Sleeper?  
Base: All guests staying in a room/suite (in brackets above)



# Overall rating of room by route



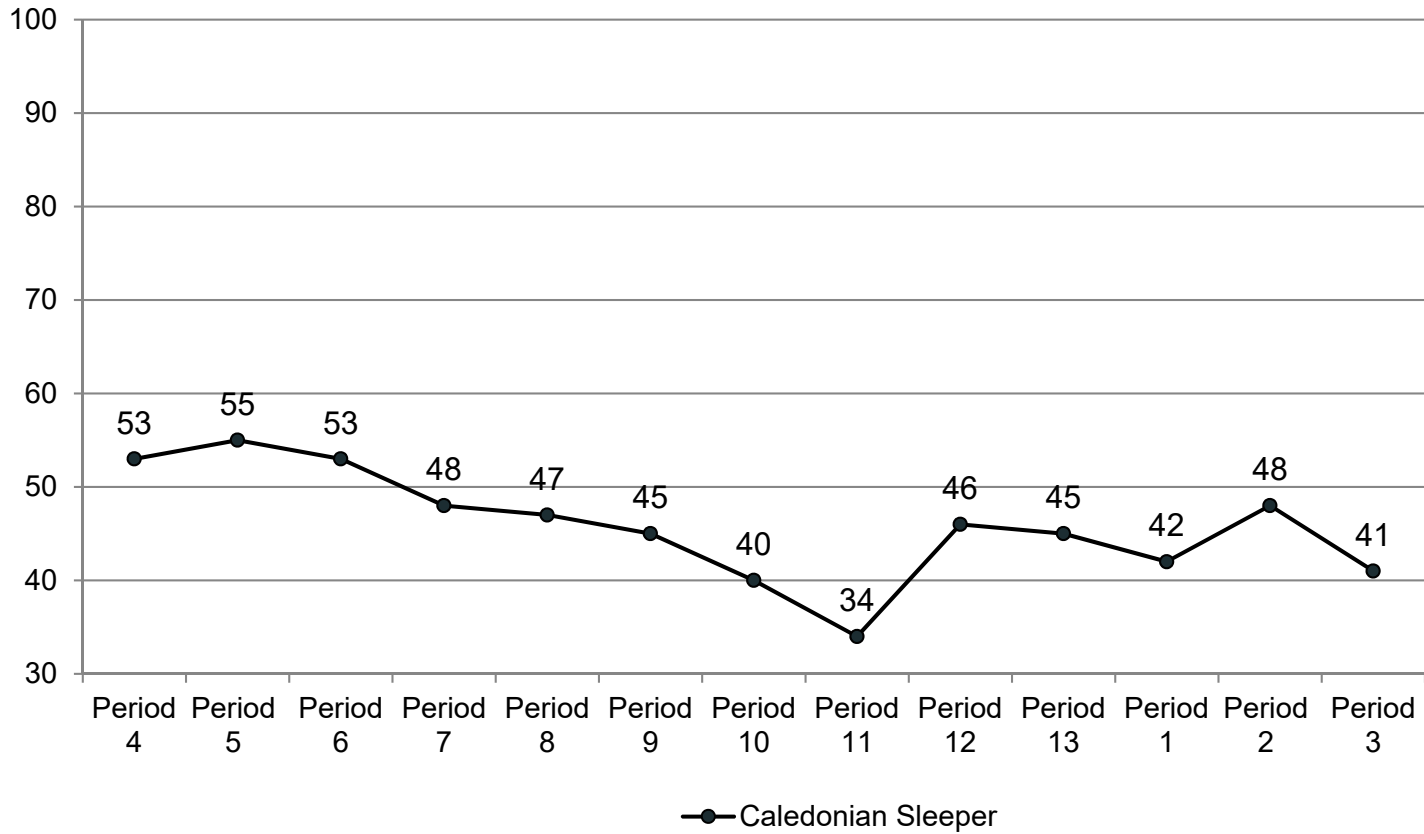
Q17a. How many stars do you give your room on the Caledonian Sleeper?  
Base: All guests staying in a room/suite (in brackets above)



# Overall rating of room - trend

Rating of room

Trend: % Four/Five stars



Q17a. How many stars do you give your room on the Caledonian Sleeper?



# Overall rating of room – customer comments

*Quite cramped and challenging to control temperature. Blind would not stay down, so station lights coming into room throughout entire journey. Two of the mattresses seemed to have some sort of plastic coating which made them very slippery under the bedlinen.*

*Facilities are now really tired and the new carriages are desperately needed. Currently the Sleeper is not value for money and I only travel on it because it is convenient and when I am able to claim back for expenses. Carriages are scruffy, toilets are poor, and all-in-all really poor value for money.*

*Only 2 stars because it was one of the original carriages which are tired and shabby. Nothing to do with the overall service.*

*There should be a place to store luggage on the train. One suitcase completely filled available space. The non-bed space is too small. The window should be bigger so you can see the views.*

*It seemed a bit shabby compared to previous journeys. But I know they are being replaced soon. I wish the blind had worked.*

*There was no power socket. It would be immensely helpful to have one. It would be lovely if the window could open...even just a tiny crack. This is especially important if the room is a shared one. It can get v.v. stuffy and unpleasant.*

*Wi-fi would be a plus, as would a three-socket for my laptop. Also, nowhere I could sit upright that would help my back. But I knew what to expect and was pretty happy.*

*Cosier colour scheme and lighting. Charger sockets next to bed. Lockable room door. Wider bed.*

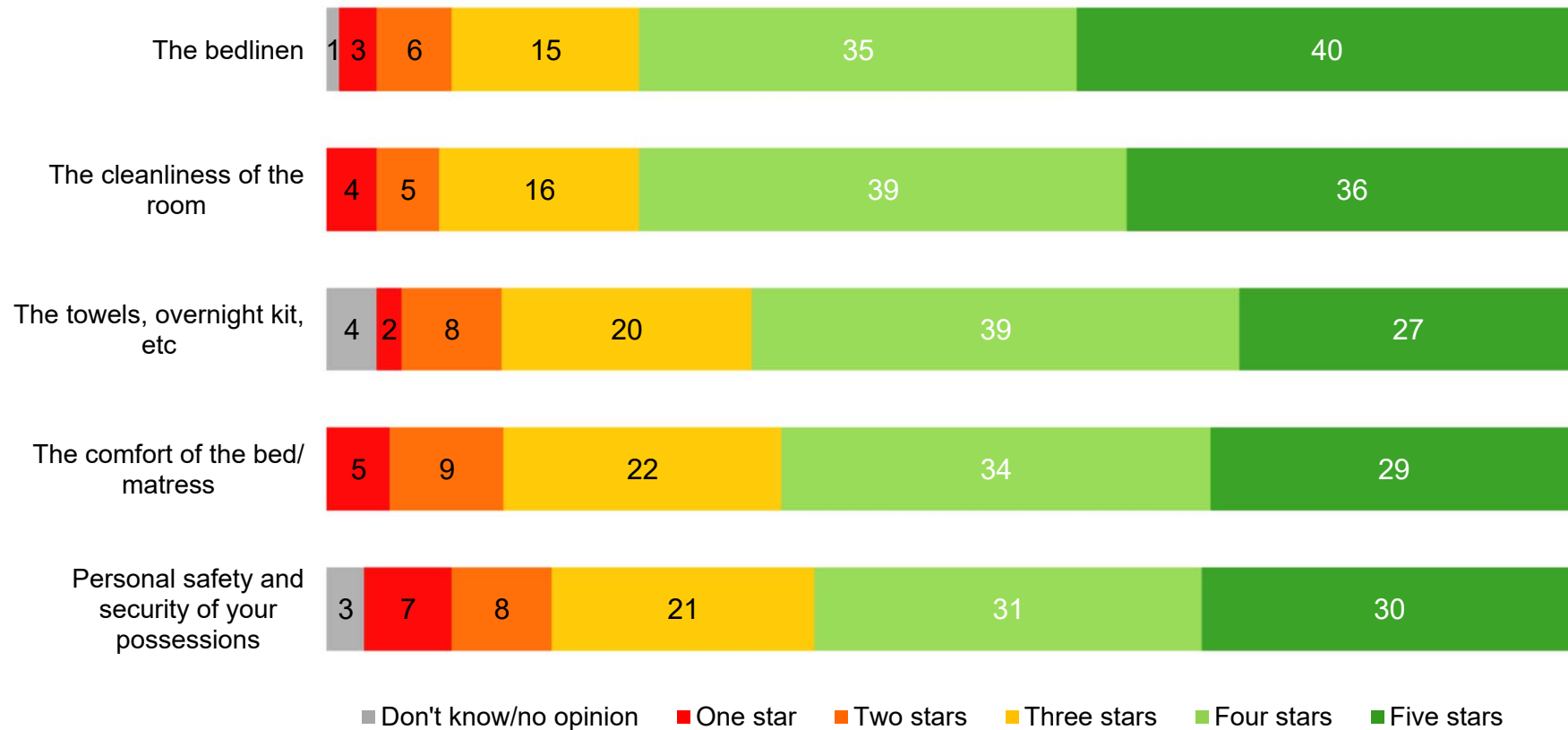
*Glad to hear there will be new rolling stock at the end of the year. The furnishings and general outfit of the room is in need of an overhaul. Surprised that Wi-Fi was not available within the cabins. The mattresses could have been better and regulating the temperature within the cabin was an issue. On a more positive note, there were USB sockets, to charge devices. Light switches within easy reach when getting into the bunks. The lighting arrangements are good and the lux levels about right.*

*The old style cabins were good in their day but some of them are getting pretty worn out now - I believe new ones are being introduced this year - the advertising said "in 2018" last year, I was disappointed to find it was still the old style in April.*

Q17c. You gave just a single/two stars overall for your room, what should Caledonian Sleeper do to improve this rating  
Q17e. What, if anything, could Caledonian Sleeper do to improve the experience of your room?



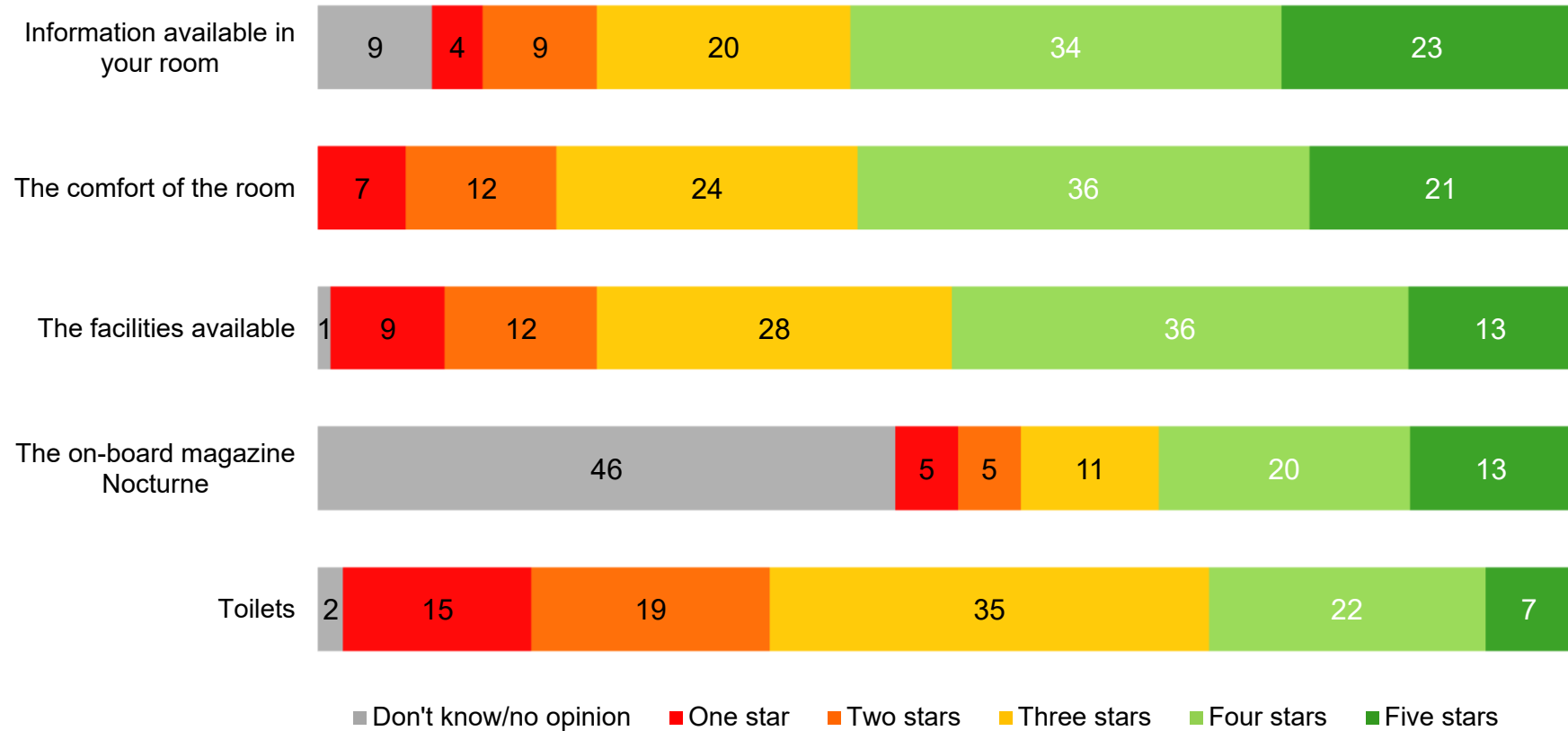
# Rating of the features of the room – top 5



Q17b. And how many stars do you give the room for..?  
 Base: All guests staying in a room/suite (526)



# Rating of the features of the room – bottom 5



Q17b. And how many stars do you give the room for..?  
 Base: All guests staying in a room/suite (526)



# Rating of features of the room – customer comments

*More comfortable mattresses and better noise insulation between rooms.*

*Hot water didn't work Some hangers/window shades broken Better temperature control (room started too hot then got too cold).*

*No water from toilet tap. No hot water from cabin tap on arrival. Fixing these would be a significant improvement.*

*It would be handy to have a timetable so that you can see what time you arrive. I could not get WiFi in order to check this. So written times would be nice.*

*Include a toothbrush/ toothpaste (as used to happen!)*

*I thought it was quite a strange set up to have to find and ask the guard to reopen your door should you wish it to be locked while you left. All I wanted to do was quickly visit the toilet before bed, so I risked leaving my door unlocked with my belongings inside. It was a quiet train, but we were still in the station, so was a risk. I did not need the toilet in the night, but I did wonder how safe I would feel using it in the night, and again leaving my door unlocked whilst doing so. I would prefer to have a key/key card to the room.*

*If you look under the bed to check that nothing has been left behind, it is filthy with other passengers' rubbish still left behind. The bed linen and towels were fresh and clean so the journey was find provided you don't look at the floor!*

*it was just a bit narrow, I'm not sure much can be done about that!*

*The bed linen appears to be washed with detergent but not rinsed properly - leading to slight itchiness in the morning. From online commentary others seem to have experienced this issue too.*

*A less corporate approach, less reliance on standard travel features, and more about the train itself, facilities, etc, and even stories and experiences from passengers.*

*Clean them. The toilet was dirty. The floor was wet and had wet toilet paper all over it at 11.15pm when I arrived at Euston and it was worse each time I visited. Truly revolting.*

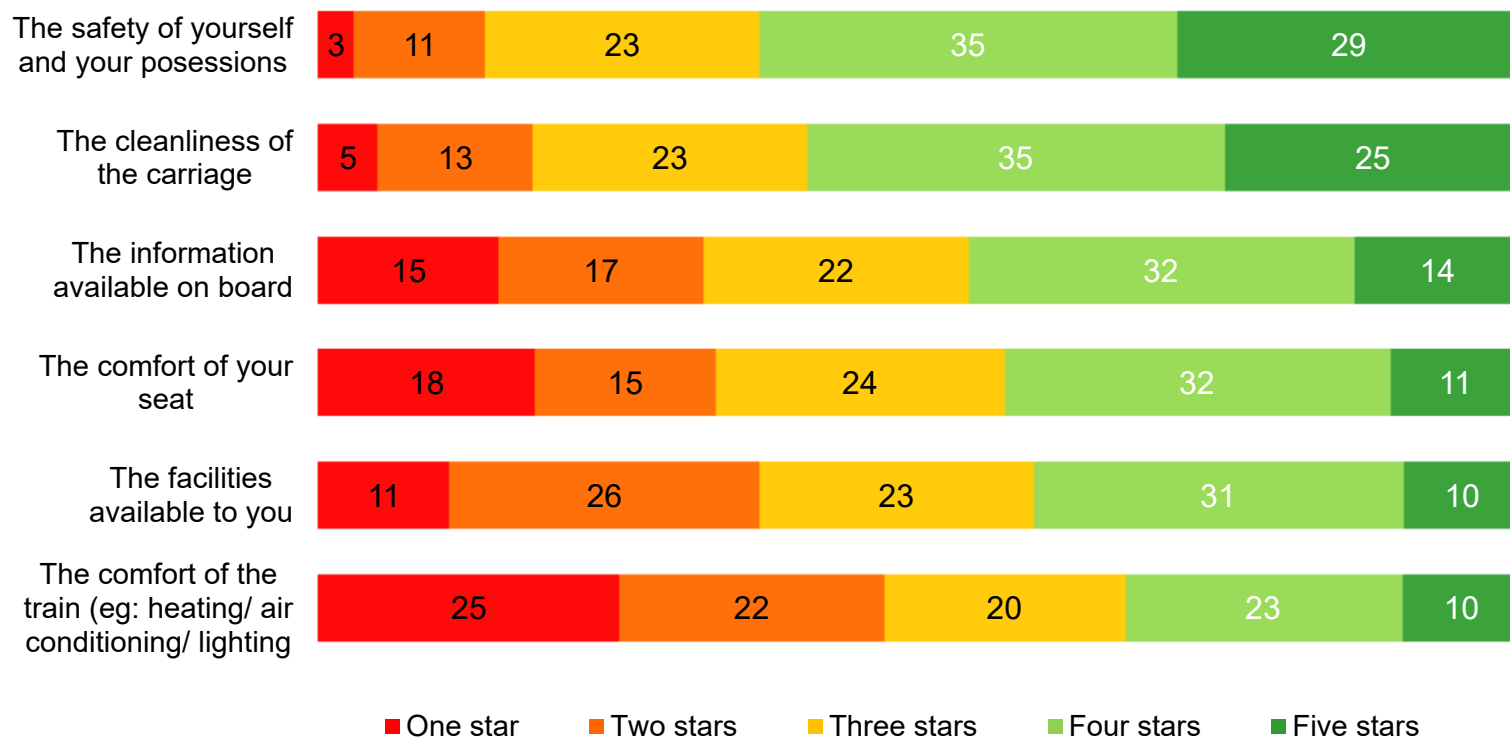
*Signs to indicate how to get the water going would help! I had to ask and was directed to the floor pump (I had clearly forgotten since my last trip). They could do with a lick of paint or something - they are very dingy.*

Q17d. You gave just a single/two stars for the facilities available / information provided / comfort of the room / cleanliness of the room / personal safety and security of your possessions / bedlinen / comfort of the bed / towels and toiletries / on-board magazine Nocturne / toilets, what should Caledonian Sleeper do to improve this rating?





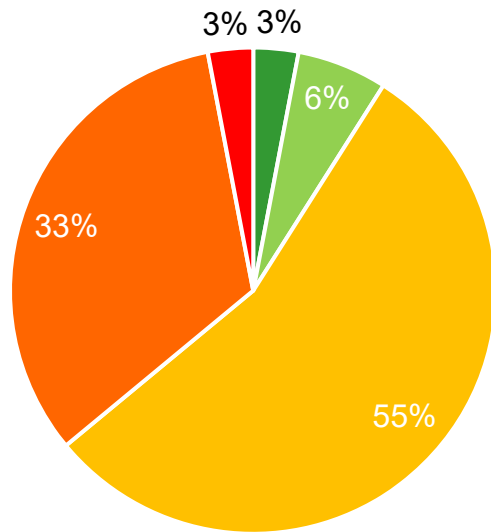
# Rating of on-board features among seated guests



Q19. How many stars do you give the Caledonian Sleeper for..?  
 Base: All seated guests (133)

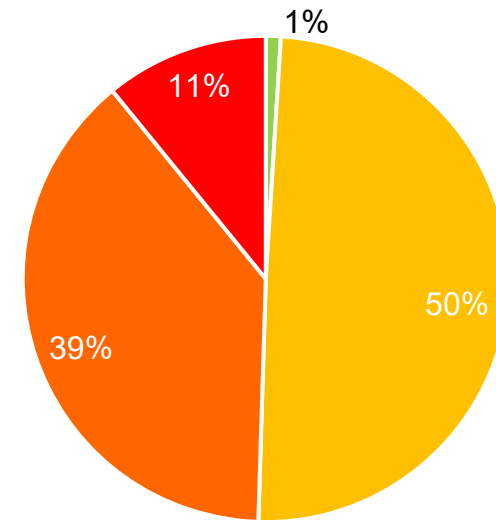


# Quality of sleep



*Room/Suite*

- Better than being at home
- As good as being at home
- Pretty normal for a night in a strange bed / As good as can be expected
- Not good/restless
- I wasn't able to sleep at all



*Seated guests*

Q18 / Q20. How would you describe the quality of sleep that you enjoyed on board the Caledonian Sleeper?  
Base: Those in a room/suite (526), seated guests (133)



# Improving quality of sleep – customer comments

*I had a pretty unpleasant journey as the lights were left on all night and the carriage was very cold. Turning the lights off and providing pillows/blankets would have been a great improvement.*

*I normally sleep ok on the train, but this time we took our bikes and they required us to move our bikes at 1am from one part of the train to another. This meant we didn't really get any sleep before or after having to move the bikes. To be honest I thought this was completely unacceptable bearing in mind how much the sleeper costs.*

*Woken me when I requested, not 40 minutes early. Been quieter when distributing early breakfasts from 5.30am onwards.*

*This is difficult to say as there's not much the staff could have done. I found the journey noisy and bumpy and had the most awful night, so I can't give more than one star!*

*Slightly more comfortable bed and invent a way the duvet does not pull out from along the wall side and fall off the narrow bed during the night.*

*Not sure anything could be done. The bunks are fairly narrow so a little restrictive. Mattress and quilt is ok, I miss a feather pillow but that's just me.*

*Thicker pillow. Sheets were so terrible they glowed in dark from the static sparks! Ladder straps around the holder didn't work so it shook all night long.*

*The sleeping compartments need some sort of sound insulation/suspension from the track. Reduce the amount of carriage collision due to shunting and many, many stops.*

*Turn the main lights down. Why are they in the ceiling directly in line of sight? The carriage we were in required obvious maintenance on the braking system. The vibrated and noise under braking indicated an issue and woke me up several times. It's maybe within spec but not ideal on a sleeper train.*

*The carriage is too bright - appreciate lights need to be on but they could be much dimmer. Temperature needs some serious attention - it's always boiling hot in stations and freezing cold when the train is in motion.*

Q21. What, if anything, could Caledonian Sleeper or their staff have done to improve the quality of your sleep?



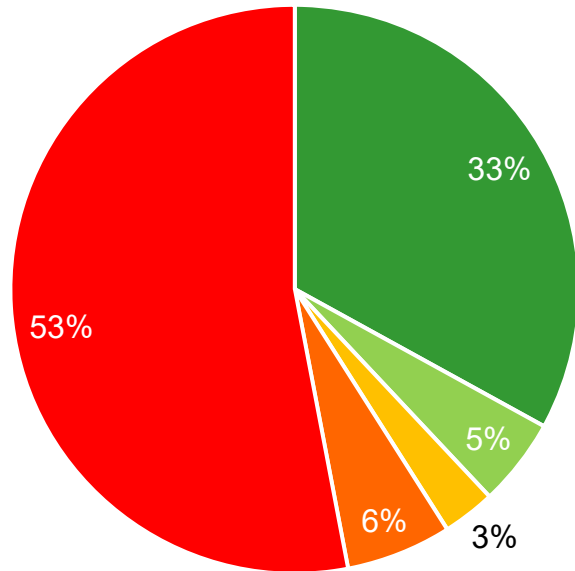
# Caledonian Sleeper

## Lounge car and catering



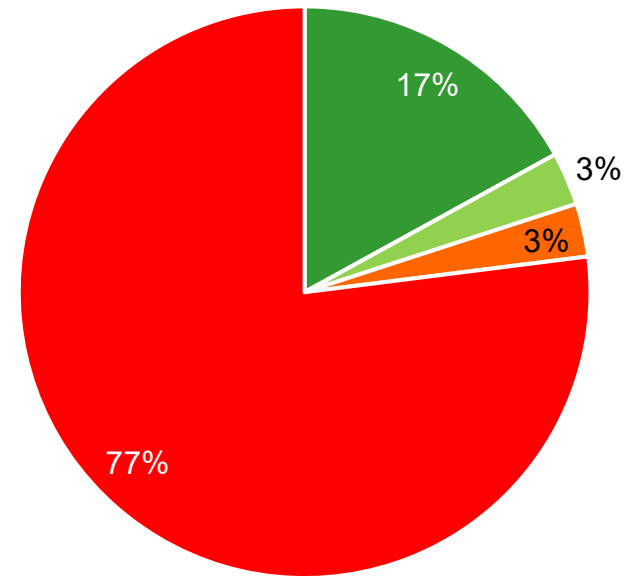
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# Visiting the Lounge Car



Evening Use

- Yes, to sit/ spend time there
- Yes, to buy something to take away
- I was unable to get a seat, so I just took away something
- I wasn't able to get a seat, so I went away without buying anything
- No, I didn't visit the lounge car

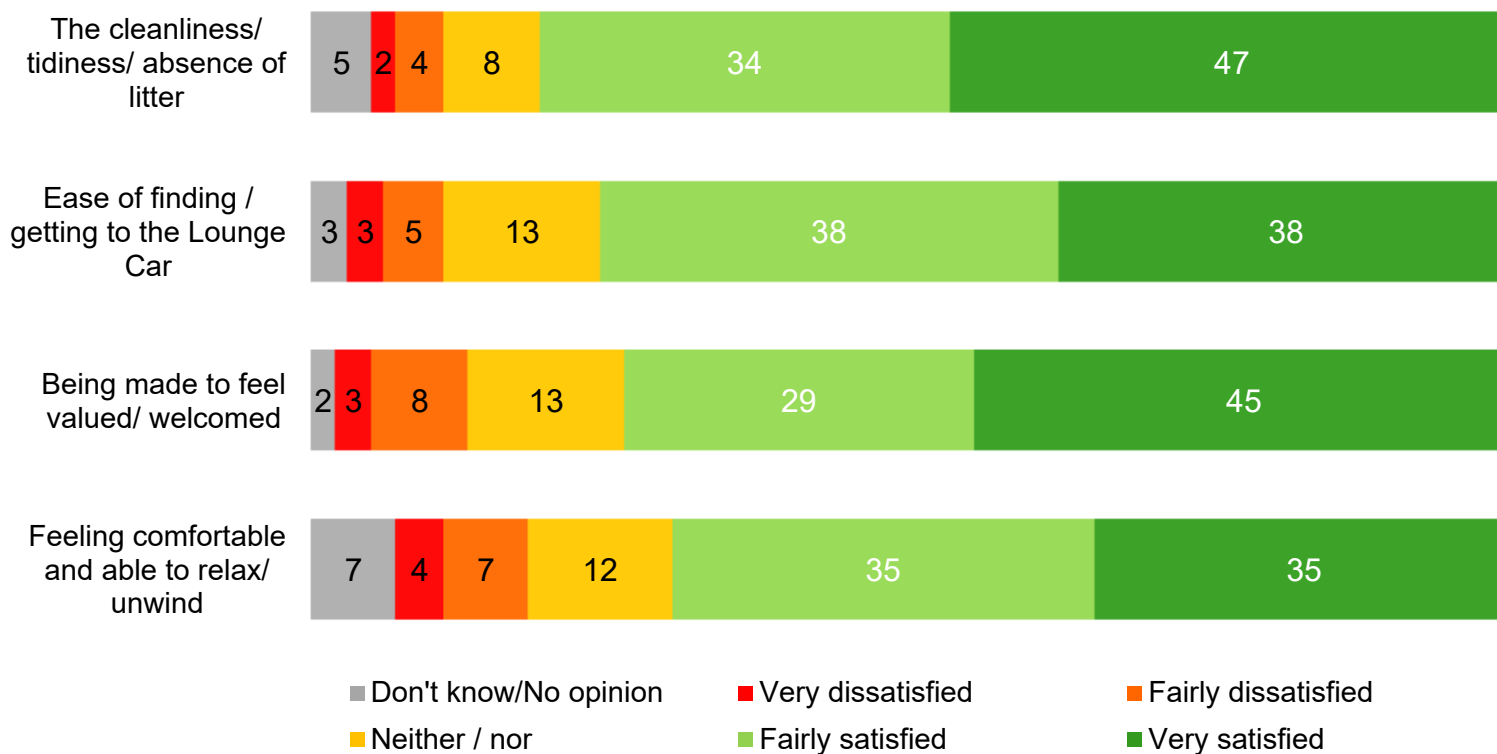


Morning Use

Q22a/b. Thinking about the evening/morning of your trip on the Caledonian Sleeper, did you visit the lounge car?  
Base: All (659)

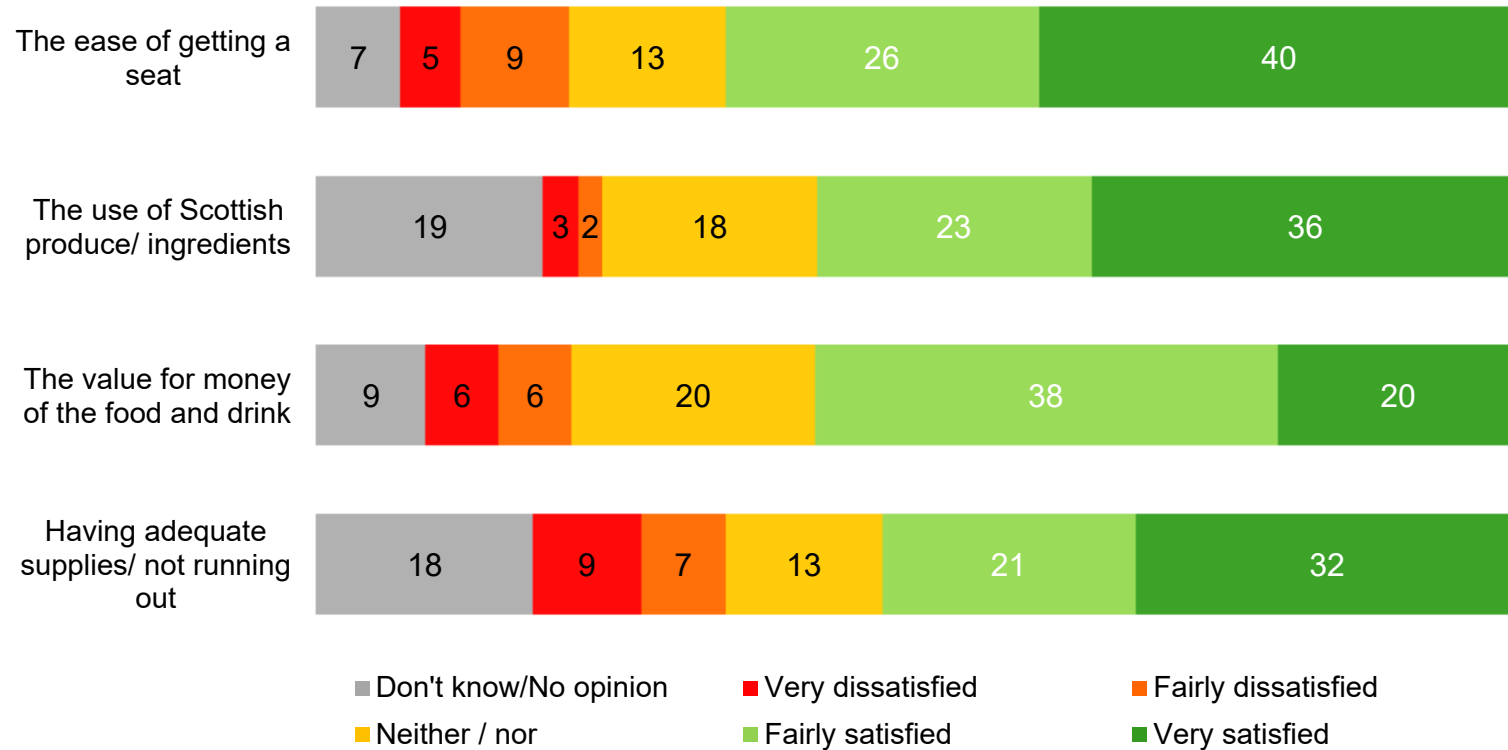


# Satisfaction with features of the Lounge Car – top 4



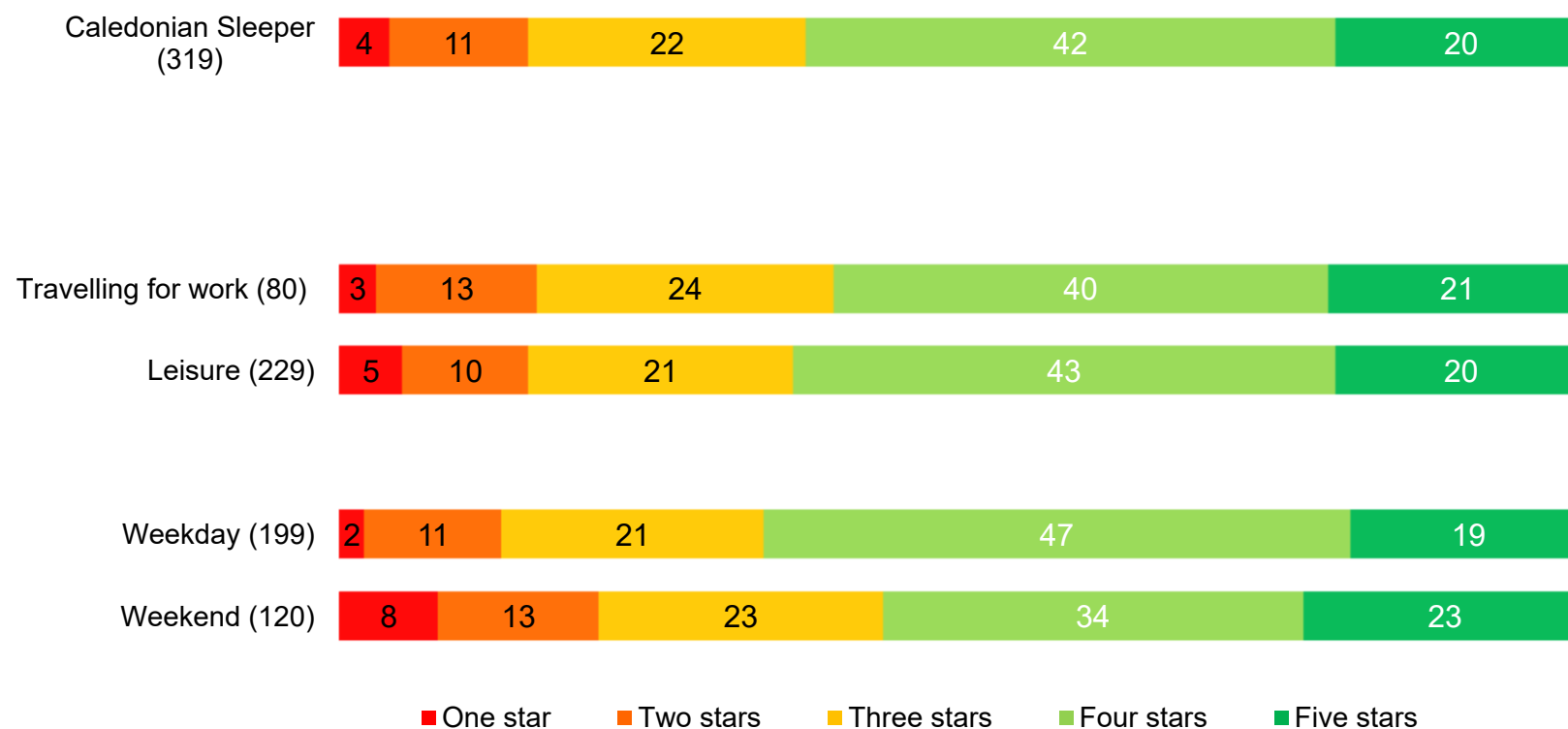
Q23. Thinking about your experience of the Lounge Car on the Caledonian Sleeper, how satisfied were you with..?  
 Base: All those using the lounge car (319)

# Satisfaction with features of the Lounge Car – bottom 4



Q23. Thinking about your experience of the Lounge Car on the Caledonian Sleeper, how satisfied were you with..?  
 Base: All those using the lounge car (319)

# Overall rating of Lounge Car by passenger group

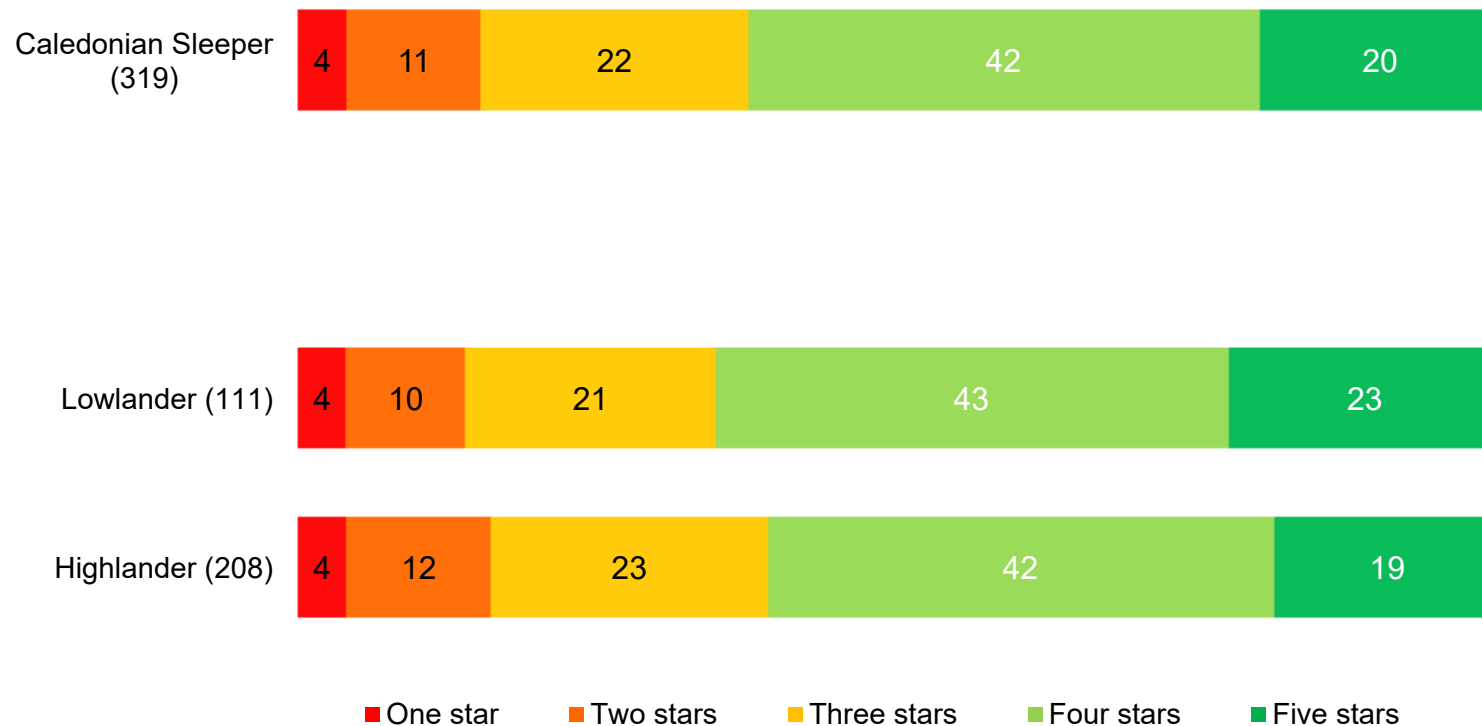


Q24a. How many stars overall do you give the Lounge Car on the Caledonian Sleeper?  
Base: All users of the Lounge Car (in brackets above)





# Overall rating of Lounge Car by route



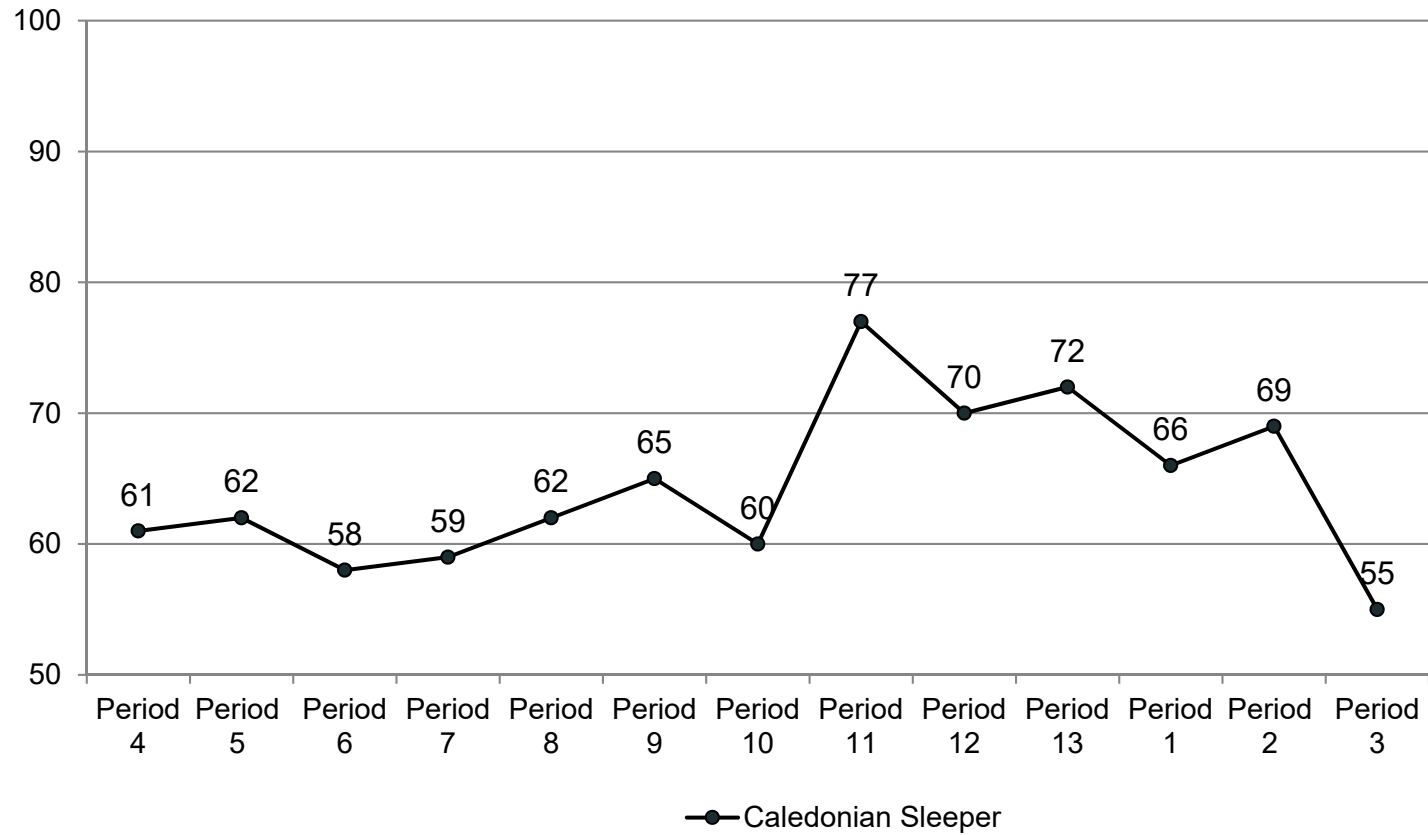
Q24a. How many stars overall do you give the Lounge Car on the Caledonian Sleeper?  
Base: All users of the Lounge Car (in brackets above)



# Overall rating of Lounge Car - trend

Rating of lounge car

Trend: % Four/Five stars



Q24a. How many stars overall do you give the Lounge Car on the Caledonian Sleeper?



# Rating of the Lounge Car overall – customer comments

*The scrambled eggs were not the best although the smoked salmon was excellent. A wider range of teas might have been offered. The orange juice was quite bitter. It was a lovely way to come into Edinburgh though.*

*Stay open longer. Closed 40 minutes before arrival in Euston - and no notice of this - mean we couldn't get breakfast. Although staff gave us muffins and juice at no charge so they did their best.*

*My experience was good because it wasn't busy. The use of seated coaches with tables and table lamps gives a nice feel, and means that more people can use the car compared to the open plan 1970s coaches. But the good thing about them is that they encourage people to talk to each other and have a sociable evening.*

*More seating! There were many more people who wanted to use these facilities but they were too popular for their own good which was a shame.*

*The words fairtrade, organic, free range, and vegetarian/vegan should appear far more often on the menu.*

*I have eaten in the car a few times out of necessity but the quality is not great and some of the food is plain weird. On this particular journey I had "chicken fried rice" which was clearly a microwave packet and felt overdone, the meat was like rubber. Previously I had a "pie of the day" which the staff told me was always the same. Not great either.*

*After reading that places in the lounge car were only available to standard passengers if first class were not fully using it, I had no real anticipation that I would get a seat and almost didn't go up to it. I didn't know what range of food or drinks was available. I didn't know that takeaway coffee was available round the side of the kitchen until I saw someone else buying some. A bit more signage or explanation in the information brochure would be helpful. Maybe a sample menu, hours of operation.*

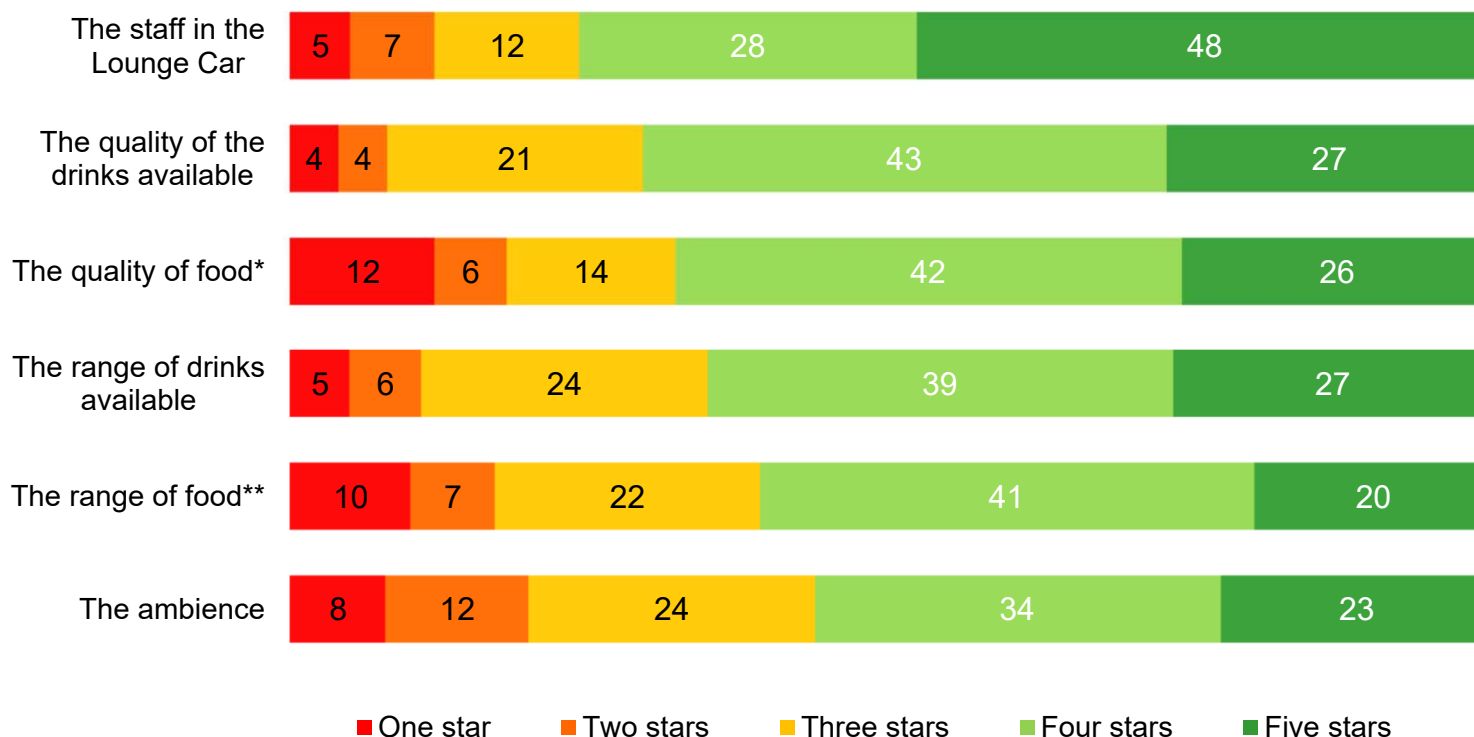
*Having never travelled by sleeper before, we had no idea how the lounge car works ie that we should have arrived earlier to get a seat. Still not sure how we would have gone about booking a seat for dinner if we had wanted to do so.*

Q24c. You gave just a single/two stars overall for the Lounge Car, what should Caledonian Sleeper do to improve this rating

Q24e. What, if anything, could Caledonian Sleeper do to improve the experience of the Lounge Car?



# Rating of features of the Lounge Car



Q24b. How many stars do you give the Lounge Car for..?

Base: All using the Lounge Car (319), \*those who looked at the menu (188), \*\*those who ate a meal (105)



# Rating of features of the Lounge Car – customer comments

*Coffee was not at all good, took a latte and it was a vending machine coffee, should be like Costa or Starbucks with good milk, it was costing 2.50 so I expect the coffee to be good.*

*A better choice of bottled beer rather than tinned stuff.*

*The use of the lounge car seemed to be on condition of it not being full of first class people. This made us feel slightly unwelcome. It did not look big enough to accommodate everyone! We felt like interlopers! The use of inward facing seating meant there was less room for people.*

*Provide more space / larger sitting area(s). We had to get in early to get a seat. It was noisy and the sliding door was not self-closing so people had to continually get up to close it when it slid open or when people left it slightly open - the noise and cold wind when it opened made this necessary. Not really enough room to rest drinks and snacks when crowded.*

*The lounge car is quite old so it is quite tired looking. It would need a major refurbishment to improve it but there is obviously out of the question as all the rolling stock is being replaced.*

*Take the initiative to offer drinks (tea, coffee etc) in the morning.*

*The usual problem is that the choice is limited because you find that most of the items on the menu have already run out if you aren't first in.*

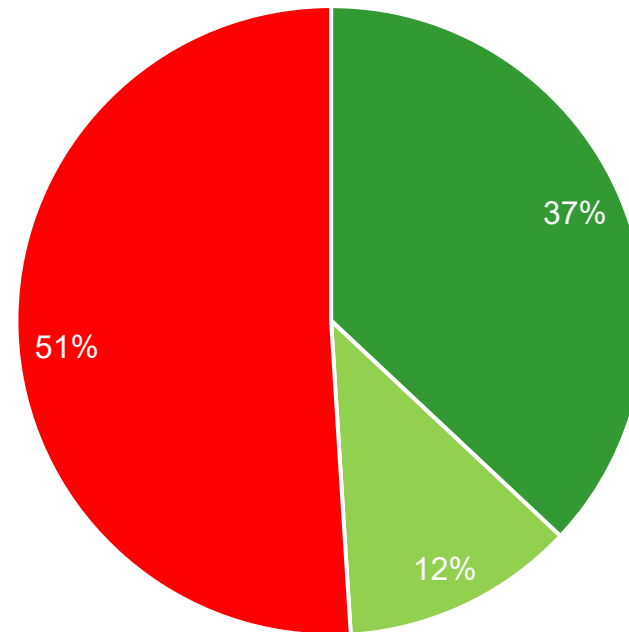
*Something goes horribly wrong in your kitchen (or of course you buy particularly bad microwave meals). Food is much much better on Virgin or on any airline. There's no excuse for serving up food like this. Particularly nasty was the water logged Highland breakfast.....I don't believe I have ever paid for something so awful.*

Q24d. You gave just a single/two stars for the ambience of the Lounge Car / staff in the Lounge Car / range of hot and cold drinks available / quality of the drinks available / range of food available / quality of food available, what could Caledonian Sleeper do to improve this rating?



# Breakfast

Quarter 1 2018/19 %

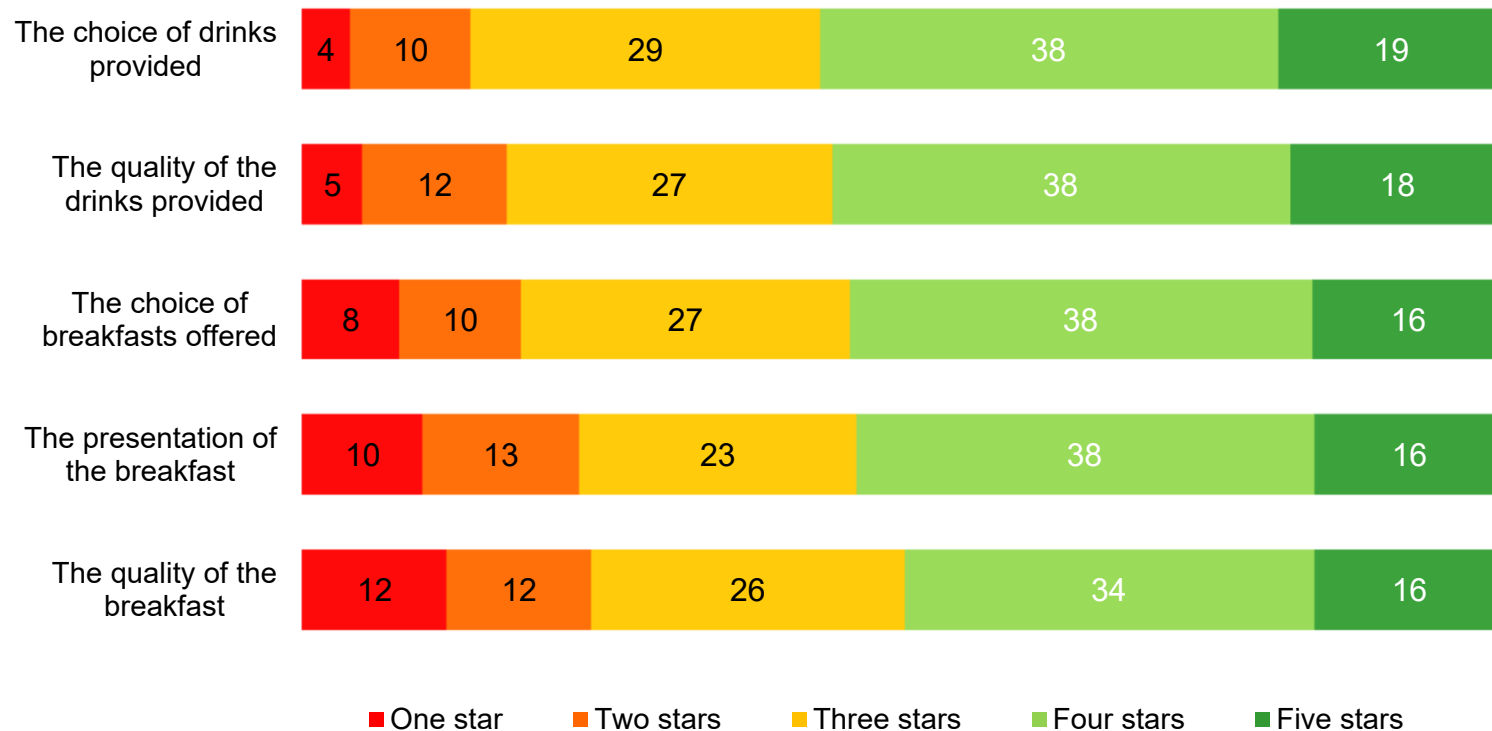


■ Yes - in my room ■ Yes - in the Lounge Car ■ No

Q25a. Did you eat a Caledonian Sleeper Breakfast on the train?  
Base: All (659)



# Rating of features of breakfast



Q25b. How many stars would you give for..?  
Base: All eating a Caledonian Sleeper breakfast on the train (324)



# Rating of features of the breakfast – customer comments

*Having the attendant offer a smile and a pleasant "Good morning" would have made for a more enjoyable experience. Offering an apology for walking me up the previous night would also have been welcome.*

*We ordered a full Scottish breakfast which we were expecting to eat in the Buffet Carriage. We were told it would be delivered to our room. It came in a plastic container and was pretty disgusting. We drank our drinks but left the food.*

*Offer a wider range of coffees, freshly made rather than out of a sachet.*

*The choice online did not match the choice I was offered in the cabin. I asked the staff and they said it was best to fill in a card - but I thought I had already made my choice. This was confusing.*

*I was happy it wasn't all pastries, but I found it hard to choose. I have food issues and of the choices the porridge seemed the best choice, but it was bland. I was hoping there would be some maple syrup or honey brought with it or even a little salt. On my outward journey I ordered decaf coffee from the menu but was told there was none. I didn't try to order it again, so I ordered tea and it was bitter.*

*The cooked breakfast was clearly microwaved and in a container, not on a plate, the portion was meagre and very basic with no vegetables available. There was only a single choice and when questioned about porridge the member of staff reaffirmed that there was only a single choice for breakfast.*

*I am a coeliac (gluten free) and also dairy free, so it is difficult for anywhere to cater for me. I had coffee and juice, but am not able to eat any of the options. Unsure if the scrambled egg is made with milk/butter, so this is a possibility, but not sure.*

*I ordered the smoked salmon and scrambled eggs. I noted down that if it came with toast then I wouldn't take any as I am Gluten Free. I was actually given some oat cakes as a replacement which was really thoughtful and unexpected. But the reason for the low rating was the scrambled eggs. I'm afraid they were truly horrible - tasteless, with a weird texture. I couldn't eat them at all. Luckily the salmon and oatcakes were good.*

*For the fare I paid I think I should be offered a juice AND a coffee, not one or the other.*

Q25c. You gave just a single/two stars for the choice of the breakfast offered / quality of the breakfast / choice of drinks offered / quality of the drinks provided / presentation of the breakfast, what could Caledonian Sleeper do to improve this rating?





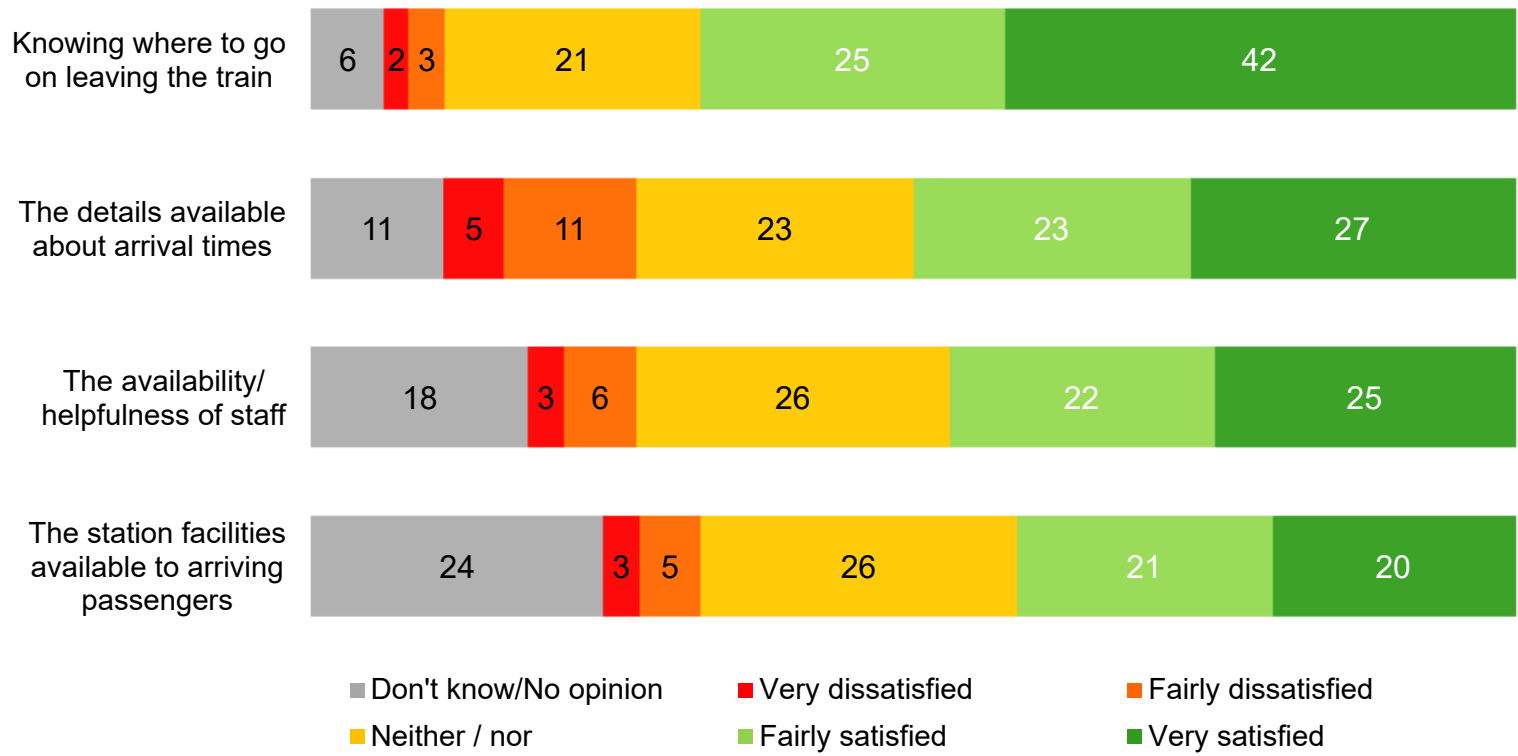
# Caledonian Sleeper

## Arrival



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# Satisfaction with features of arrival at the destination



Q26. Thinking about arrival in x in the morning, how satisfied were you with..?  
 Base: All (659)

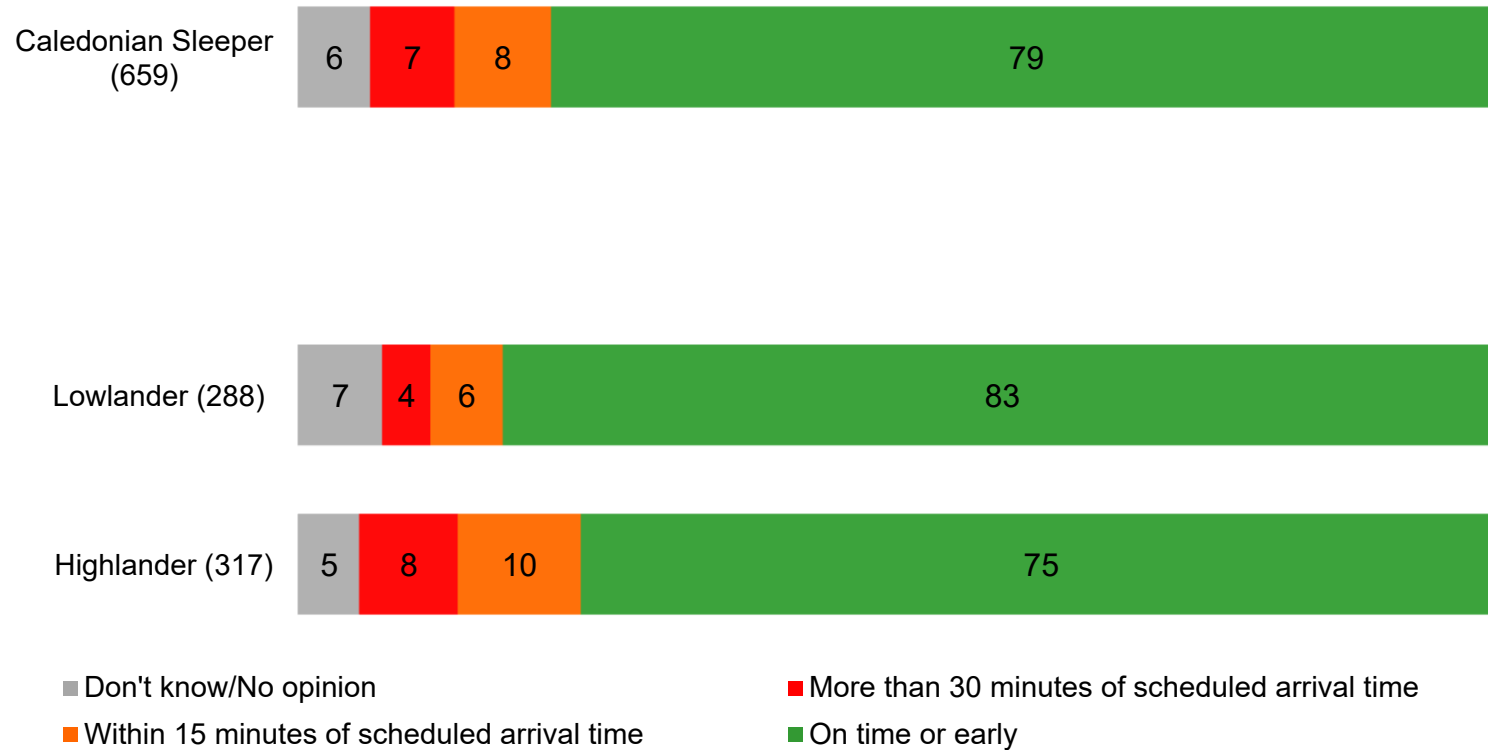
# Caledonian Sleeper

## Delay



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# Punctuality of service by route



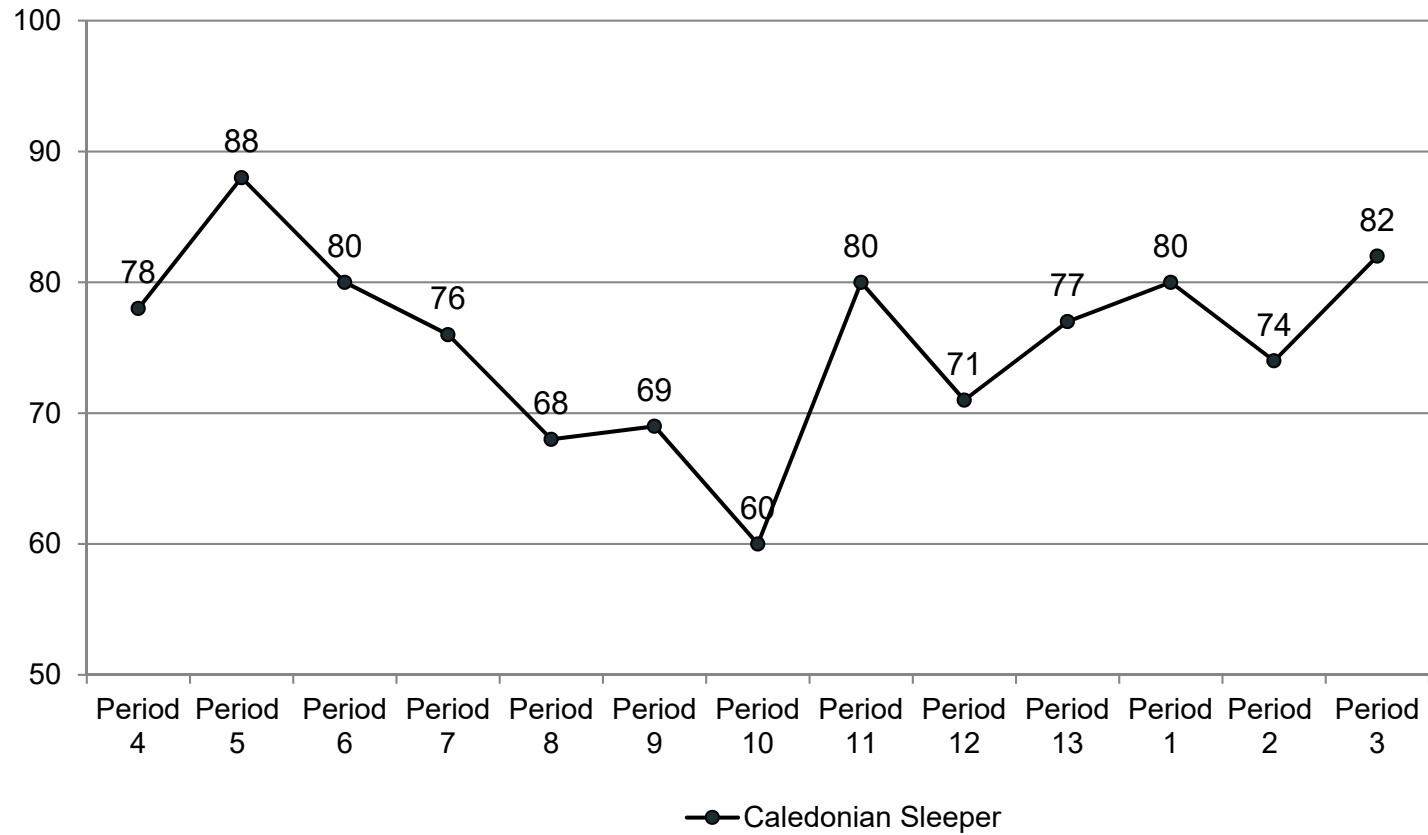
Q27a. Did your train arrive on time?  
Base: in brackets above



# Punctuality of service - trend

Rating of experience

Trend: On time or early



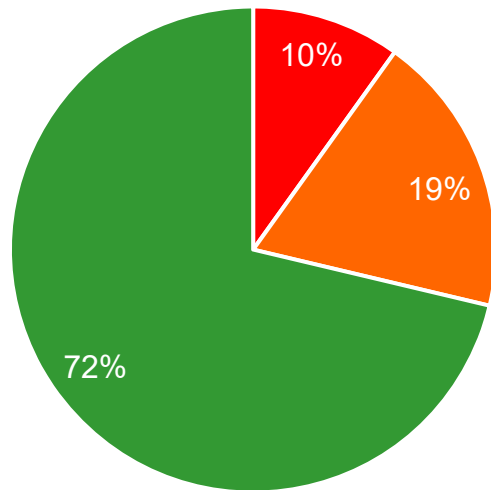
Q27a Did your train arrive on time?



# Impact of delay

Quarter 1 2018/19 %

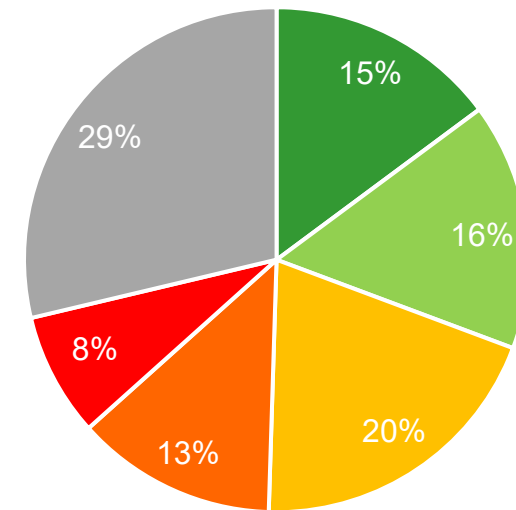
- Yes, it was a serious inconvenience
- Yes, it was a minor inconvenience
- No, it did not inconvenience me



*Impact of the delay*

Q27b. Did this affect your plans for the day?  
Base: All who experienced a delay (102)

- Very well
- Fairly well
- Neither/nor
- Fairly poorly
- Very poorly
- Don't know/ No opinion



*How well delay was dealt with*

Q27c. How well did Caledonian Sleeper deal with this delay in terms of keeping you informed and providing any assistance needed?  
Base: All who experienced a delay (102)



# Caledonian Sleeper

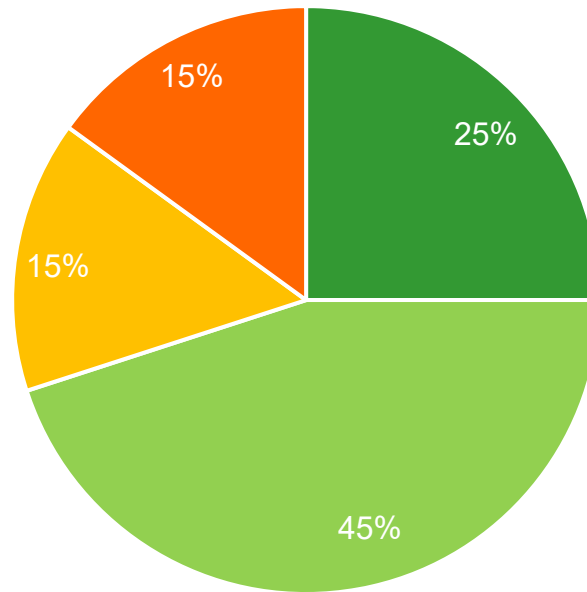
## Facilities for those with a disability or illness



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# Satisfaction that Caledonian Sleeper provides a service suitable to needs

Quarter 4 2017/18 %



- Very satisfied
- Fairly satisfied
- Neither/nor
- Fairly dissatisfied
- Very dissatisfied
- Don't know/ No opinion

Q40b. How satisfied are you that Caledonian Sleeper provides a service which is suitable to your personal needs?  
Base: All those who have a disability or illness that affects their ability to travel on the Caledonian Sleeper (20\*) \*Caution – low base





# Providing a service suitable to needs – customer comments

*Insufficient cabin space for person who is physically disabled, especially one who uses walking aids such as myself. Disabled toilet not clearly sign posted, didn't notice it until too late, so had to squeeze into able bodied toilet. [I was] travelling on my own, due to my friend being unable to accompany me, due to unforeseen circumstances a few hours prior to departure. I had the use of my crutches and a medium sized backpack, which I was able to cope with but surprised that whilst the 2 members of staff at start of journey were welcoming and directed me to my cabin, neither offered any physical assistance. The ticket officer was made aware that I had not intended to be travelling alone as manifest showed 2 adults and suggested that I contact customer guest service for possible refund, yet failed to enquire if I would require assistance. Member of staff at Edinburgh did offer me assistance when he saw me stepping down from the train, which whilst I declined made me feel valued.*

*I have a disabled rail card , I have a limp and its a disabled rail ticket I had. Did not cross anyone's mind to offer help with my bag. The corridors are very tight, this did not help.*

Q40c. What could Caledonian Sleeper do to improve its service to you?



# Caledonian Sleeper

## Appendix



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# Sample profile – journey details

<i>Sample size</i>	<i>659</i> <i>%</i>	<i>Sample size</i>	<i>659</i> <i>%</i>	<i>Sample size</i>	<i>659</i> <i>%</i>
<b>Age</b>		<b>Journey Purpose</b>		<b>Disability or Illness</b>	
16-34	14	<b>Travelling for work</b>	<b>29</b>	<b>None</b>	<b>97</b>
35-54	40	Company business	20	Vision	0
55+	44	Personal Business	5	Hearing	>1
Not stated	3	Regular travel between home and workplace	4	Mobility	2
<b>Gender</b>		Visiting friends/ relatives	18	Hidden disability	1
Male	59	Holiday/ short break	46	Speech or language impairment	>1
Female	38	Attending a sporting/ musical/ theatrical/ charity event	4	Mental health	>1
Not stated	3	Other	3	Other	1
<b>Working status</b>		<b>Leisure</b>	<b>71</b>		
Full time	58				
Part time	13				
Not working	2				
Retired	20				
Student	3				
<b>Residence</b>					
UK	88				
Non-UK	12				



# Sample profile – journey details

<i>Sample size</i>	<i>659 %</i>	<i>Sample size</i>	<i>659 %</i>	<i>Sample size</i>	<i>659 %</i>
<b><u>Travelling party</u></b>		<b><u>Return journey mode</u> (those making outward journey)</b>		<b><u>Travel to departure station</u></b>	
Alone	56	Caledonian Sleeper	51	Train	37
With a business colleagues(s)	2	Daytime train	35	Underground/ Tram/ Subway	24
With family (adults only)	25	Plane	10	Bus/ Coach	8
With family (adults/children)	7	Coach	0	Taxi	12
With friends	10	Own Car	1	Own car/ Dropped off	10
<b><u>Accommodation</u></b>		Hire car	0	Hire car	4
Seat only	20	Other	1	On foot	19
Single room	36	Don't know	1	Bicycle	2
Twin room	36	<b><u>Outward journey mode</u> (those making return journey)</b>		Other	1
Interconnecting rooms	8	Caledonian Sleeper	71	<b><u>Travel from arrival station</u></b>	
<b><u>Sharing</u> (twin room, travelling alone)</b>		Daytime train	19	Train	30
Room to self	62	Plane	7	Underground/ Tram/ Subway	21
Shared	38	Coach	1	Bus/ Coach	11
<b><u>Journey direction</u></b>		Own Car	1	Taxi	12
Outward	44	Hire car	0	Own car/ Dropped off	10
Return	33	Other	2	Hire car	5
One way	24			On foot	26
				Bicycle	2
				Other	3



# Sample profile – journey details

<i>Sample size</i>	<i>659 %</i>	<i>Sample size</i>	<i>659 %</i>	<i>Sample size</i>	<i>659 %</i>	
<b><u>Service Day</u></b>		<b><u>Accommodation type</u></b>		<b><u>Transaction value</u></b>		
Weekday	64	1 <sup>st</sup> class	34	£0-£49.99	10	
Weekend	36	Standard	45	£50-£99.99	22	
<b><u>Direction</u></b>		Seated	20	£100-£149.99	24	
Northbound	55	<b><u>Party size</u></b>		£150-£199.99	20	
Southbound	45	Single traveller	63	£200-£249.99	12	
<b><u>Train Type</u></b>		Two people	31	£250-£299.99	6	
Highlander	56	Three or more people	6	£300 or more	7	
Lowlander	44	<b><u>Transaction value by guest</u></b>				
<b><u>Crew</u></b>		£0-£49.99				16
Aberdeen	5	£50-£99.99				31
Edinburgh	13	£100-£149.99				33
Fort William	8	£150-£199.99				15
Glasgow	11	£200-£249.99				5
Inverness	15					
London	49					



# Sample profile – journey details

<i>Sample size</i>	<i>659 %</i>	<i>Sample size</i>	<i>659 %</i>	<i>Sample size</i>	<i>608 %</i>
<b><u>Return journeys between Scotland and London</u></b>		<b><u>Number of journeys using Caledonian Sleeper</u> (making at least 2 journeys between Scotland and London)</b>		<b><u>When first travelled on Caledonian Sleeper</u> (previously travelling by Caledonian sleeper)</b>	
12 or more	13	12 or more	9	More than 20 years ago	38
4-11	22	4-11	21	15-19 years ago	5
2-3	24	2-3	33	10-14 years ago	8
First journey in last 12 months	28	1 Journey	26	5-9 years ago	11
First ever journey	10	None	11	3-4 years ago	7
Have never made a journey between Scotland and the London area	2			In the last 1-2 years	31



# Methodology overview

The Caledonian Sleeper Customer Satisfaction Survey provides feedback about customer experience and opinions of the Caledonian Sleeper. The survey is carried out as an online survey.

Passengers who have recently travelled on the Caledonian Sleeper are invited to take part in the online survey. Fieldwork is continuous and started 13<sup>th</sup> July 2017. A dashboard report is provided at the end of every Rail Period, and a more detailed report is provided every quarter.

This report contains results for the first quarter of fieldwork for the year 2018/19, combining Periods 1, 2, and 3.  
**Fieldwork for quarter 1 2018/19 took place between 1 April and 23 June.**

**659 questionnaires were completed in total.**



# Caledonian Sleeper

## Quarterly Report

Quarter 1

Rail Periods 1, 2, and 3, 2018/19



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