

# Caledonian Sleeper

## Quarterly Report

Quarter 4, 2018/19

Rail Periods 10, 11, 12, and 13



CALEDONIAN  
SLEEPER

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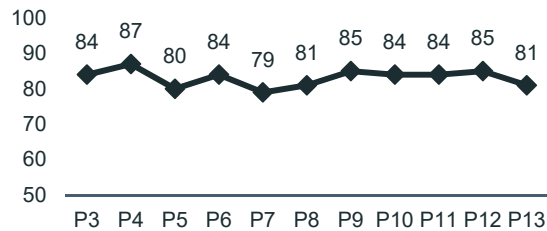
# Caledonian Sleeper Passenger Satisfaction

## Quarter 4: 9<sup>th</sup> December 2018 – 31<sup>st</sup> March 2019

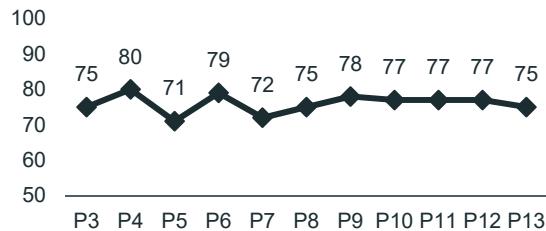
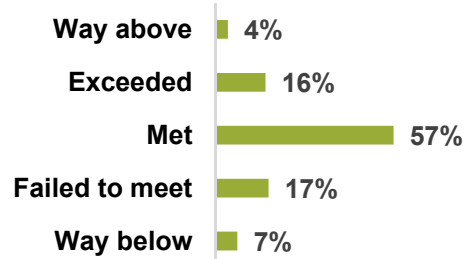
### Overall journey experience



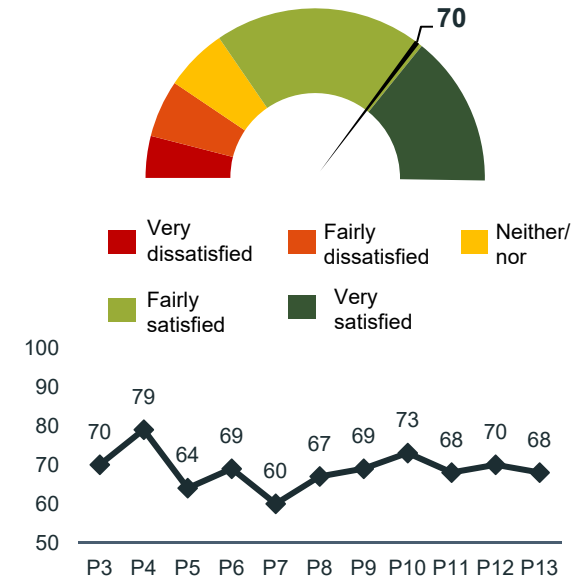
Ave – 3.43



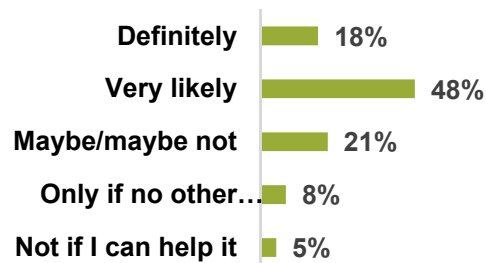
### Expectation



### Overall satisfaction

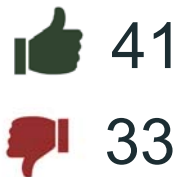


### Likelihood of future use



### Net Promoter Score

11



|                         | Lowlander | Highlander |
|-------------------------|-----------|------------|
| Journey experience      | 83%       | 83%        |
| Met / Above expectation | 78%       | 74%        |
| Overall satisfaction    | 68%       | 70%        |
| Net Promoter Score      | 6         | 16         |
| Future Use              | 62%       | 69%        |

Sample size: 812 (Lowlander 383, Highlander 429)



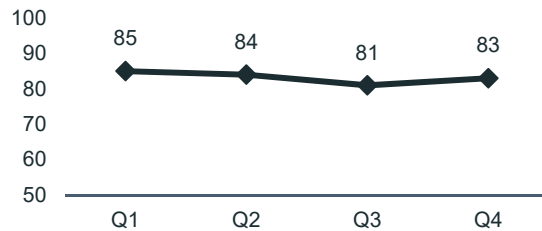
# Caledonian Sleeper Passenger Satisfaction

## Quarter 4: 9<sup>th</sup> December 2018 – 31<sup>st</sup> March 2019

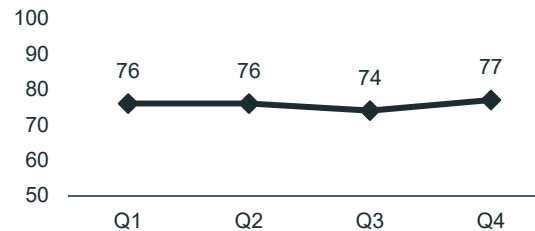
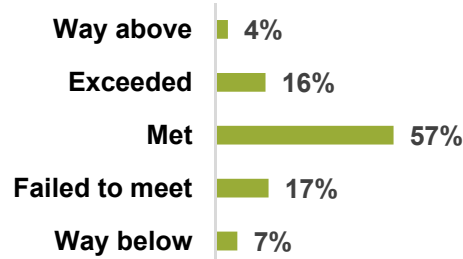
### Overall journey experience



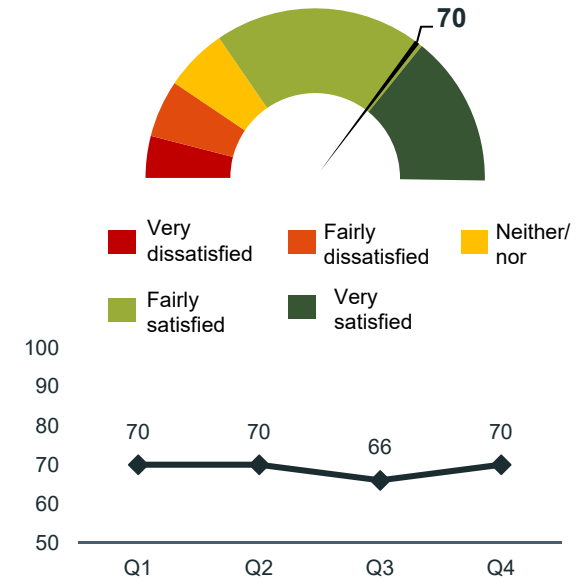
Ave – 3.43



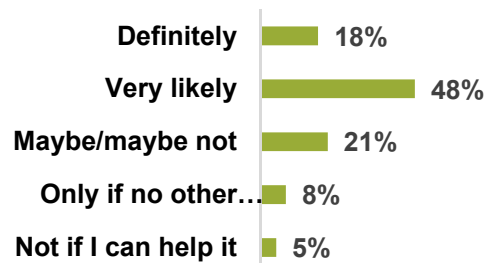
### Expectation



### Overall satisfaction



### Likelihood of future use



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# Caledonian Sleeper Passenger Satisfaction

Quarter 4: 9<sup>th</sup> December 2018 – 31<sup>st</sup> March 2019

## Expectations of the journey

### Top five:

- 46% Looking forward to the experience
- 36% Looking forward to bed
- 36% Relaxed
- 34% Sufficiently well informed about the journey ahead
- 33% A routine night on the Sleeper

### Bottom five:

- 7% Concerned about other passengers' possible bad behaviour
- 7% Worried we might be late
- 6% Anticipating a sociable evening
- 5% Concerned I might have someone sharing my room/in the next seat
- 4% Anxious or nervous

## Journey Experience

(% 3 - 5 star rating)

83% Experience overall

### Making me feel...

- 87% welcomed
- 82% looked after
- 83% relaxed
- 78% comfortable
- 69% I had a good night's sleep
- 90% Lounge car rating
- 77% Room rating

## Summing up the experience

### Top five:

- 49% Practical
- 48% Functional
- 38% Efficient
- 27% Relaxing
- 20% Memorable

### Bottom five:

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

Sample size: 812



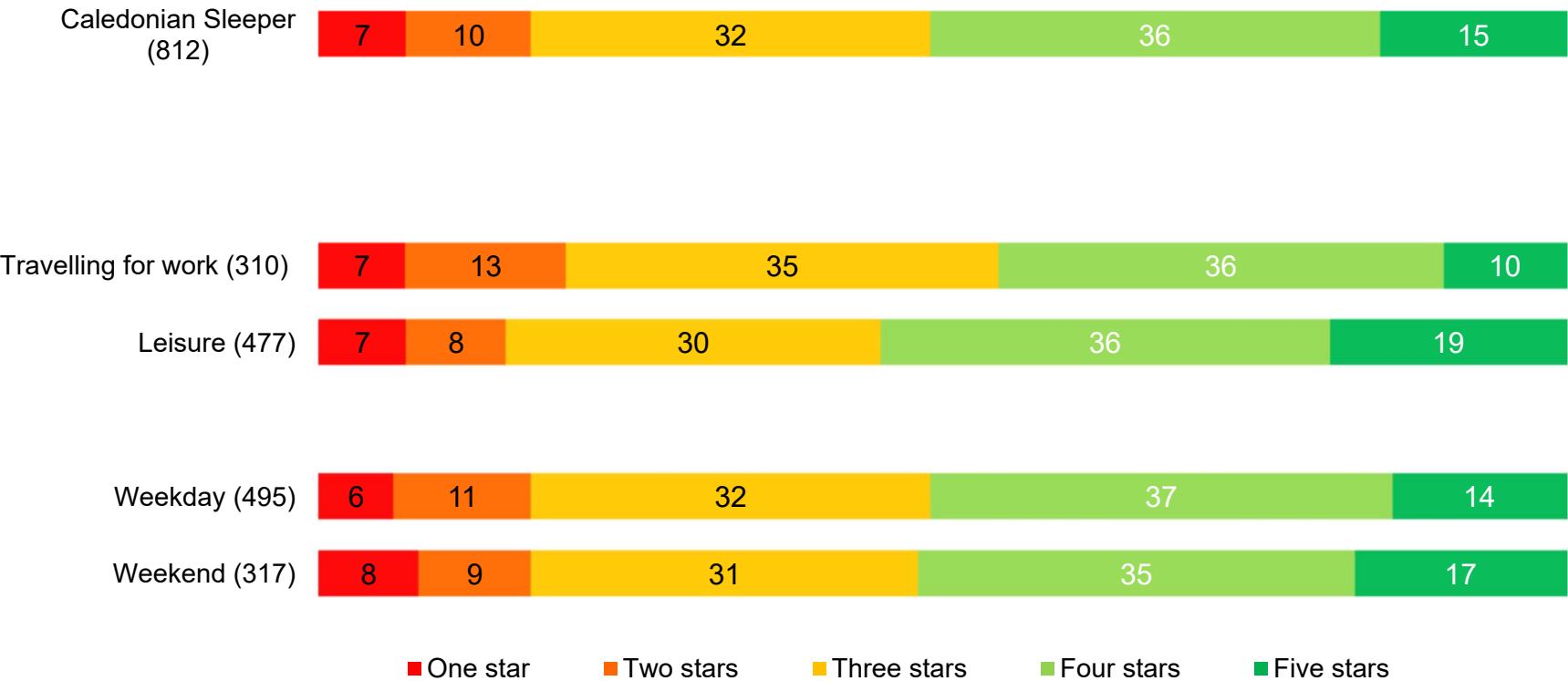
# Caledonian Sleeper

## On-board experience



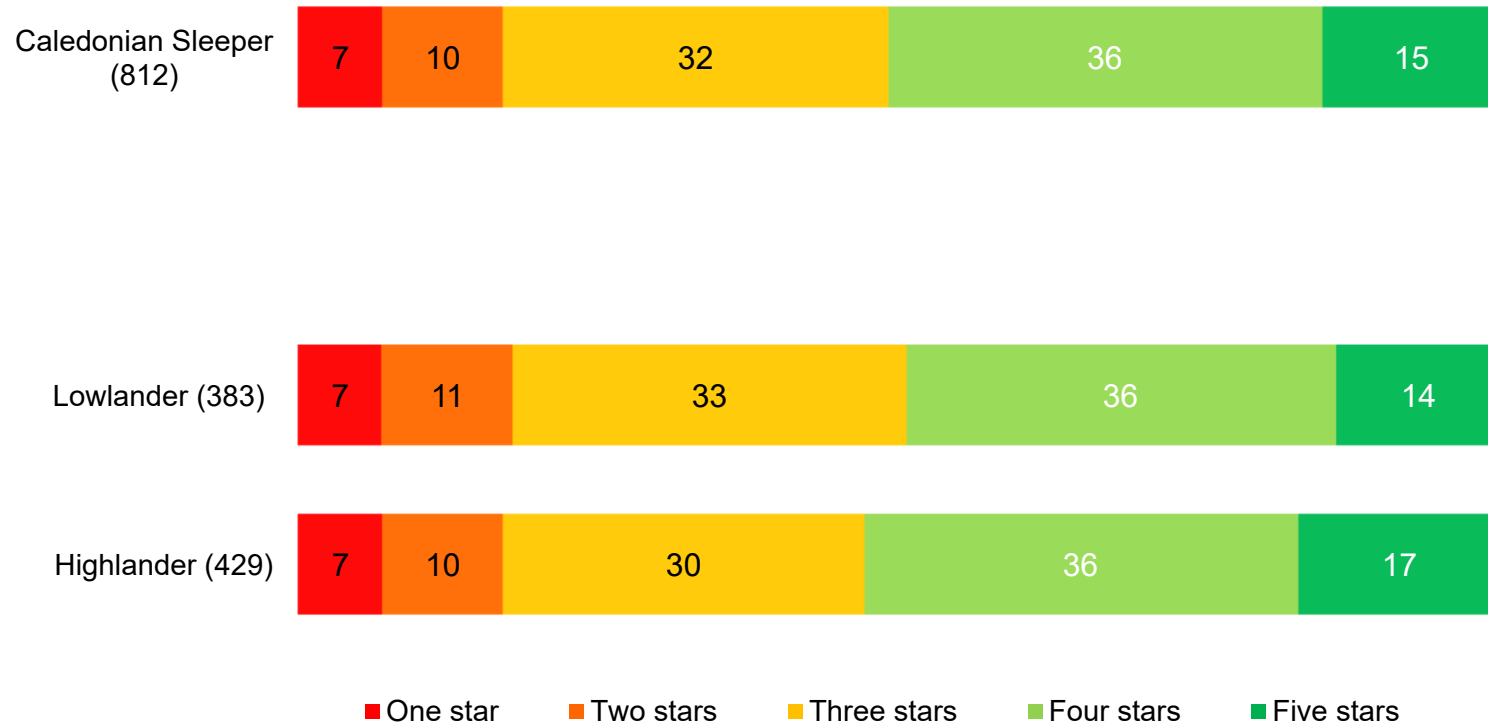
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# Overall rating of experience by passenger group



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

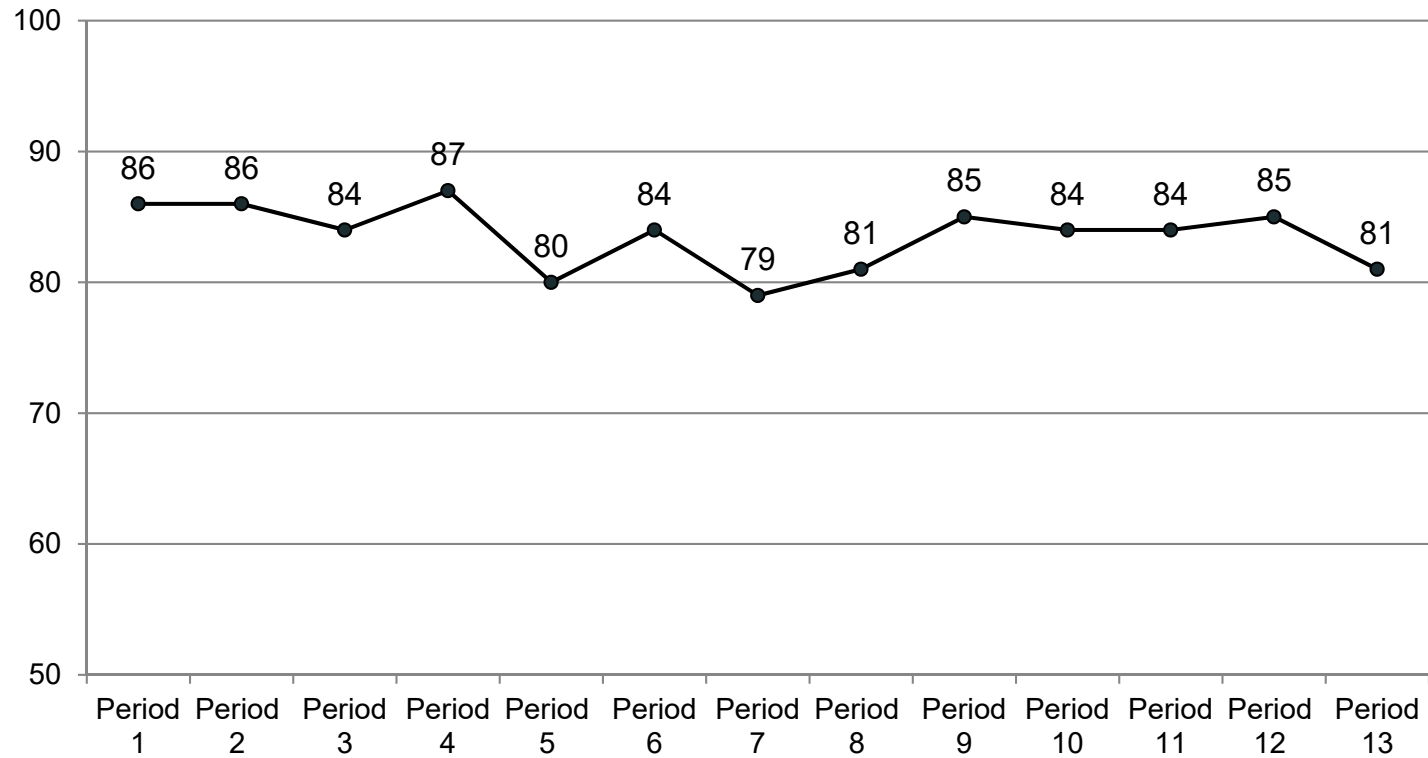




# Overall rating of experience - trend

Rating of experience

Trend: % Three/Four/Five stars



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



# Overall rating of experience – customer comments

*Understand this is old stock however basic facilities like toilets were out of order and we needed to walk a good distance to other coaches to find one we could use. No information given. Few staff to ask. No instructions or welcome to the service given. Very poor customer service compared with previous journeys. Very disappointing.*

*Obviously new fleet with modern facilities should make sleeper more attractive but current old stock is tired, lighting in seated cabin too bright to sleep, seating not that comfortable for long journey, blinds not working, toilets run down and dirty.*

*(1) Have water supply in cabin wash basin. (2) Have water supply in toilet. (3) Prevent passengers with claustrophobia from locking themselves in a toilet as the inside handle is broken. (4) Have more Sleeper Hosts on the train. (5) Get the Sleeper back to the way it was 10 years ago.*

*Plugs next to the seats would have made the journey better; I, somewhat naively, expected this, so my phone didn't make it to London.*

*show me how to turn out the night light give me a flannel like you used to.*

*Website in no way matches the experience. Looks slick and a treat on the website. When the train runs down, dirty looking and well past its prime. Not worth the big bucks. Staff not helpful at all with luggage. Despite the fact there were rooms enough that my sons and I could have been on the same car or even have adjoining rooms this was not made possible. Also we were given poor directions by the CS staff when at the station and NO information, previous to our travel, as to where the CS lounge at the departing station was. Also no one to help direct us when getting off train. No arrows directing us as to where we go. Disappointing experience having come so far from Canada.*

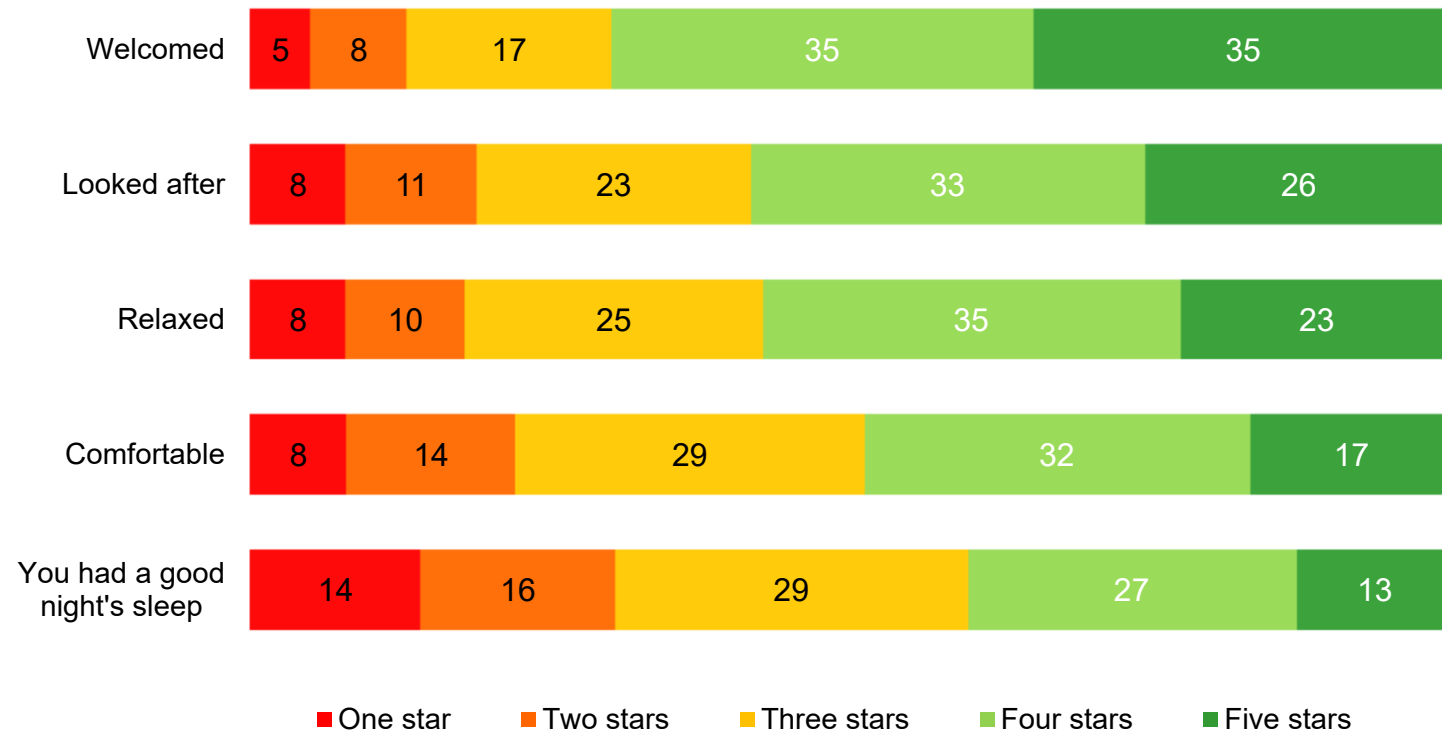
*The seats are old, dusty and worn. The carriage is either too hot or too cold. The seats are not comfortable at all and the foot rests are damaged.*

*Old trains, run-down, no working Wi-Fi - this is over-priced for the quality you get compared to other sleeper trains I have been in Europe.*

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 (812)



# Rating of features of the journey – customer comments

*Based on previous experience I worry about noise (talking/snoring/toilet door squeaking), light (coming through the edge of the connecting door) and temperature (room either too hot or too cold). Need to improve noise and light insulation and temperature controls.*

*Simple, basic essential information on arrival. In your room. What is available to each grade of traveller. Facilities, timings of availability of facilities etc.*

*The carriage was way too hot. We did mention it to guard a few times and he tried to turn it down, but it took ages to get a good temperature. So hot couldn't sleep properly.*

*After being 'checked in' I didn't see any other staff so this contributed to not feeling looked after. Also my cabin was next to where the staff were and they talked late into the night and very early (530am) in the morning - I felt that they did not pay enough attention to being quiet (for a Sleeper train). I feel there should be a 'no talking' policy once the train is on the move.*

*The overhead lighting was not turned off or even dimmed - a sleeping mask helped but did not keep all light out so this affected my sleep. Planes would always dim the lights overnight so I was expecting this to happen and was disappointed that it didn't*

*No matter how comfortable the bed the train noises and stopping and starting will always wake me up - nothing to do with the staff...*

*This again is about the seats rather than the berths. The chairs are not comfortable overnight - I have high hopes for the new rolling stock - especially as the fact I will not be able to get a berth as I am travelling solo means I am relegated to seats for ever more.*

*There was no one waiting at our coach, or indeed at any other coach, to check us in and help with bags. This usually happens and is helpful.*

*I guess there is not much that can be done about the loud noise and the jerky movement - which I did expect to a degree but hoped it would be less random and therefore more soporific. Perhaps the new rolling stock will lessen this? The ear plugs supplied in the pack should be better quality, they are completely useless!*

*More staff visibility - seem to just disappear after check in.*

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?



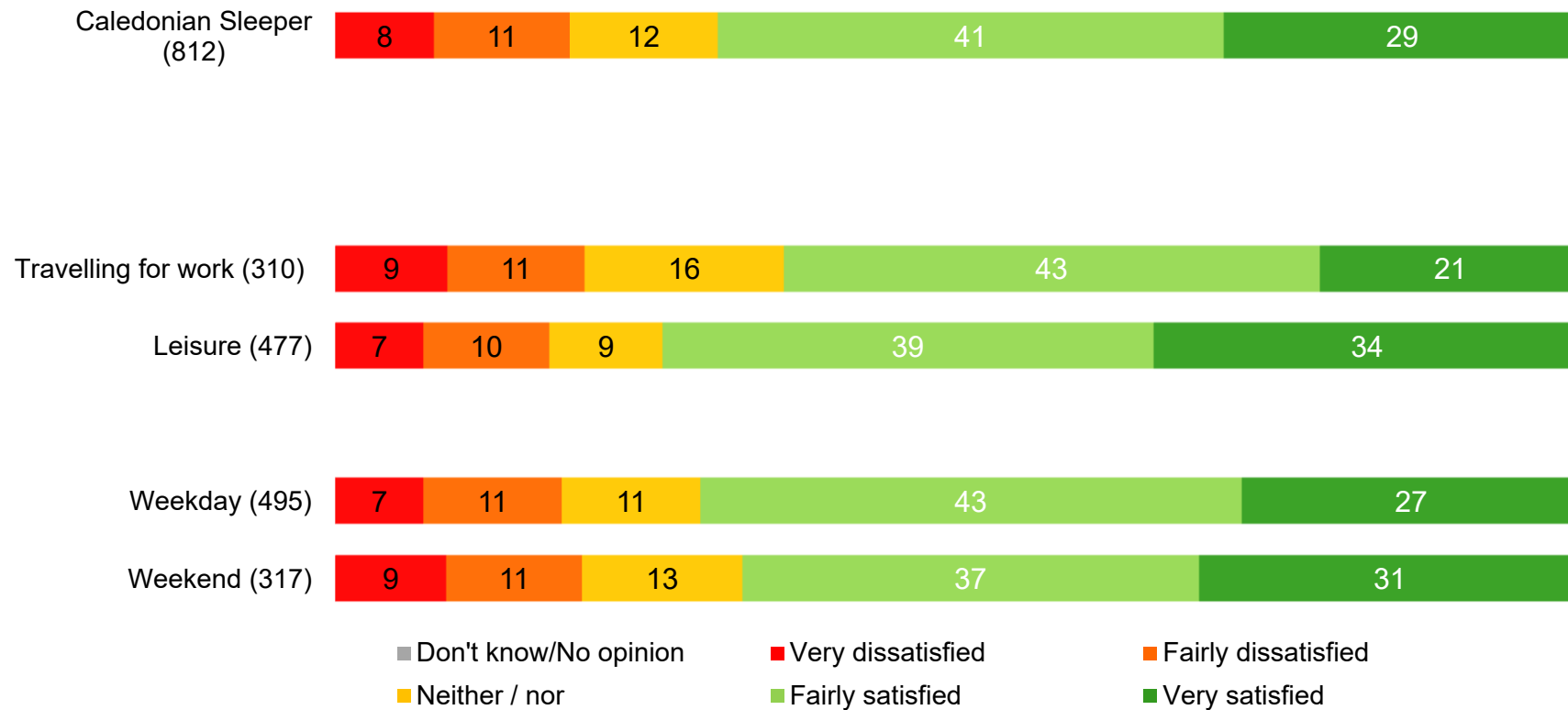
# Caledonian Sleeper

## Overall opinion of the Caledonian Sleeper



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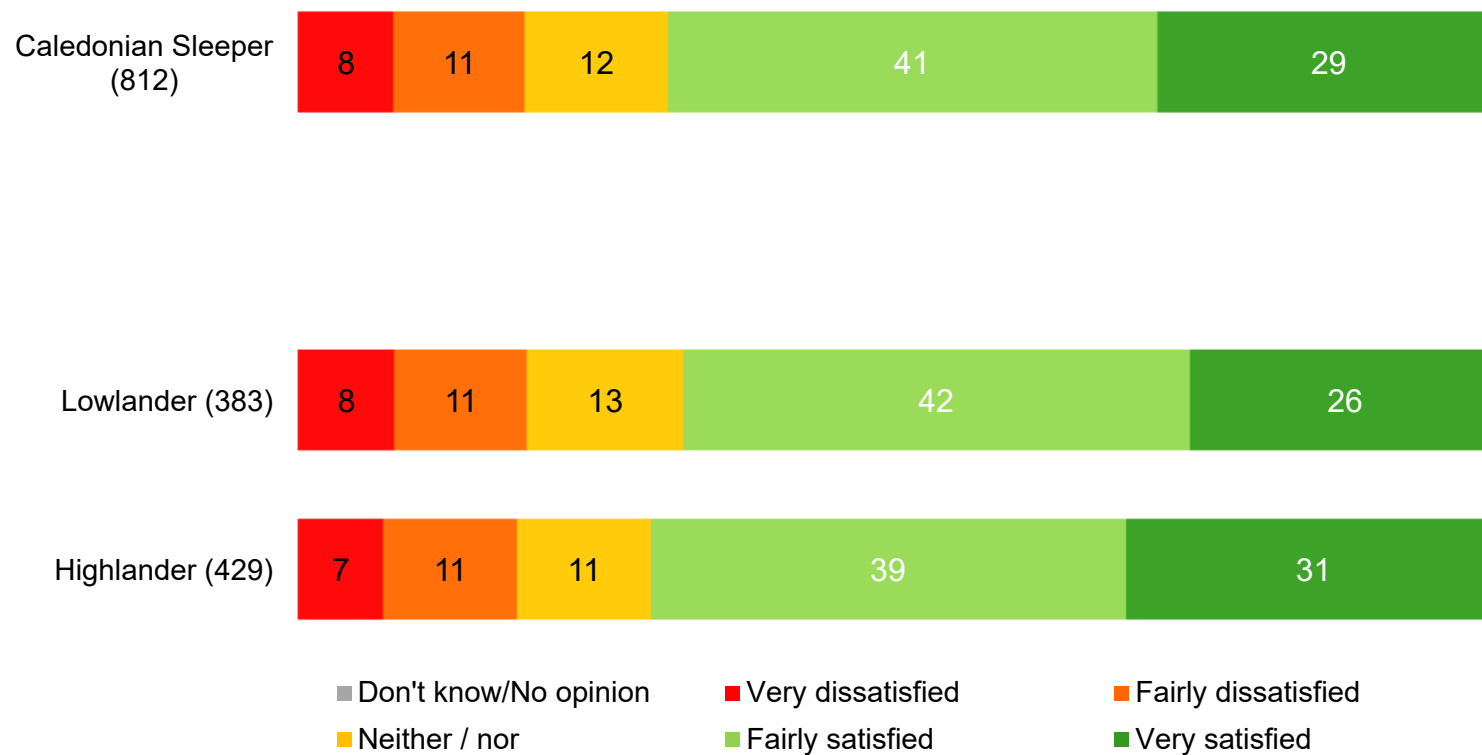
# Overall journey satisfaction by passenger group



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



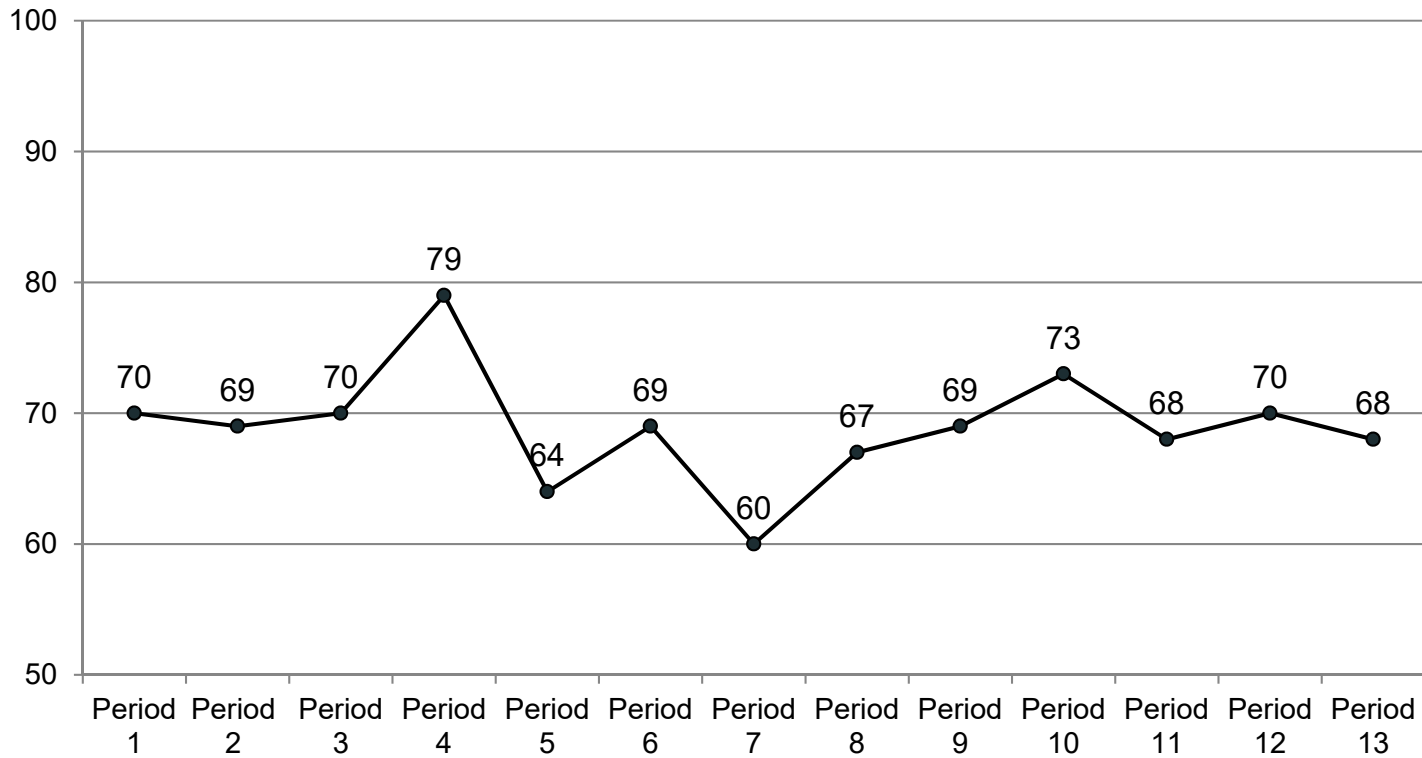
Q30. Taking everything into account about your journey from x to y, how satisfied were you with your journey?  
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# Overall journey satisfaction - trend

Overall journey satisfaction

Trend: % very/fairly satisfied

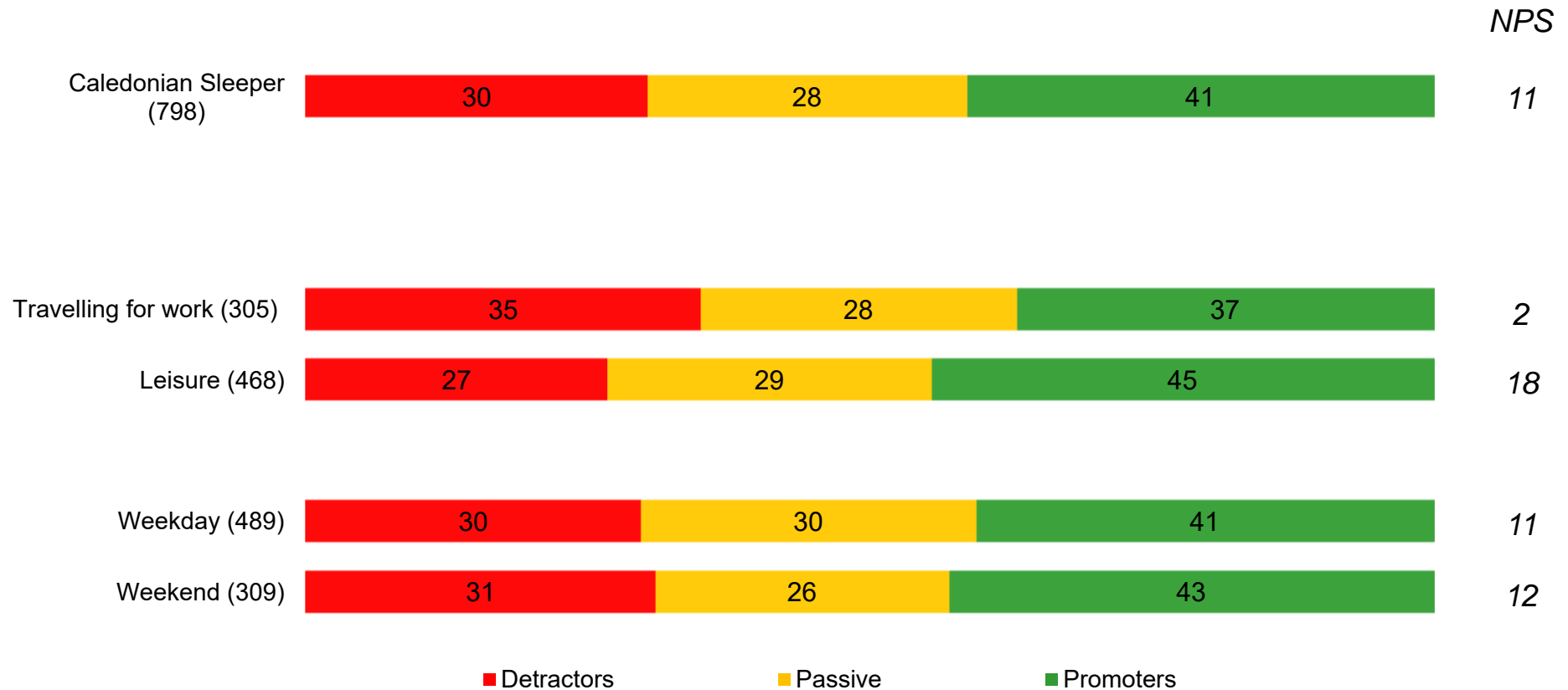


Q30. Taking everything into account about your journey from x to y, how satisfied were you with your journey?





# Net Promoter Score by passenger group

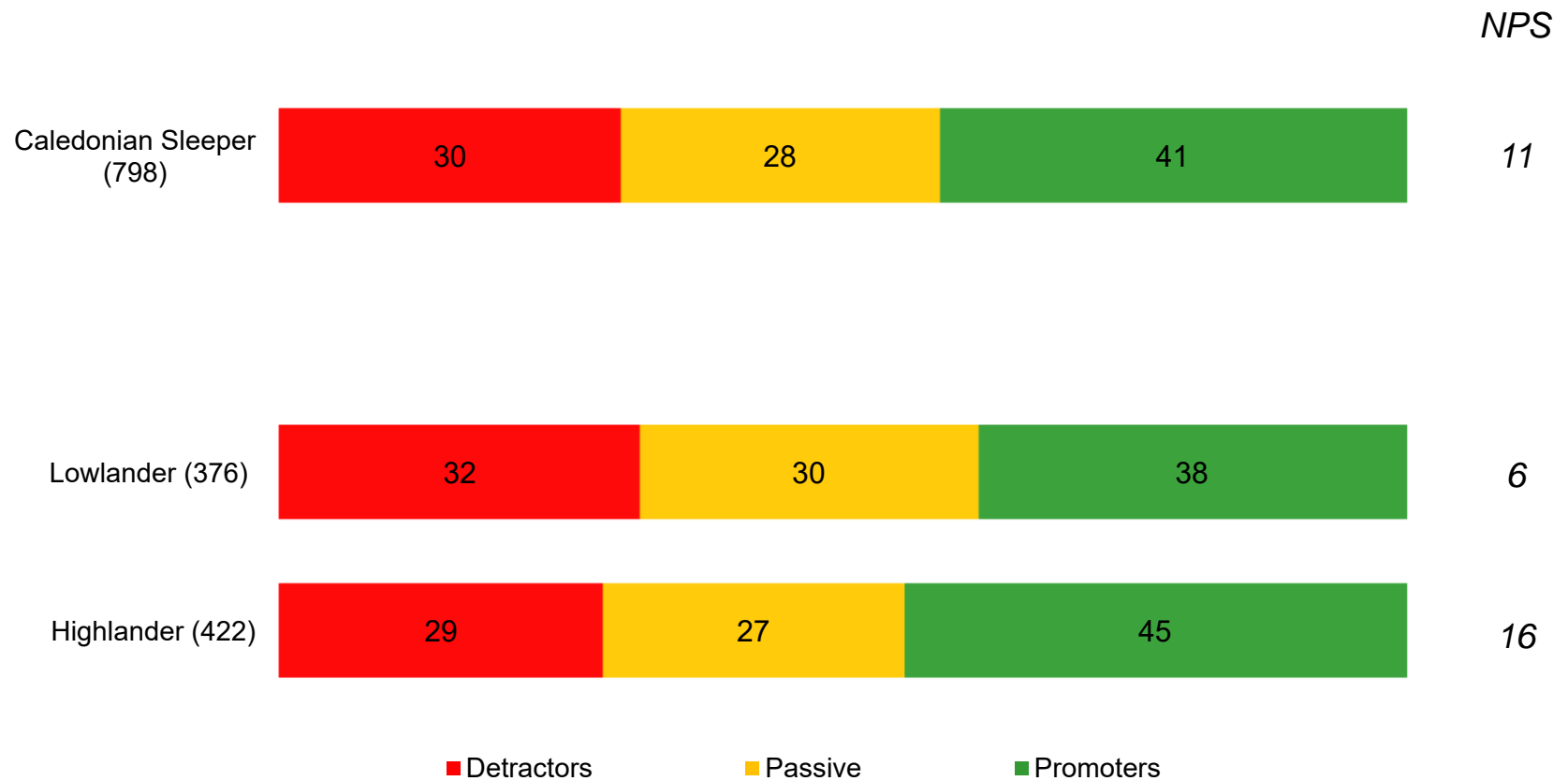


Q31a. On a scale of 0-10 where 0 means 'not at all likely' and 10 means 'extremely likely' how likely are you to recommend the Caledonian Sleeper to a friend or colleague?

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?

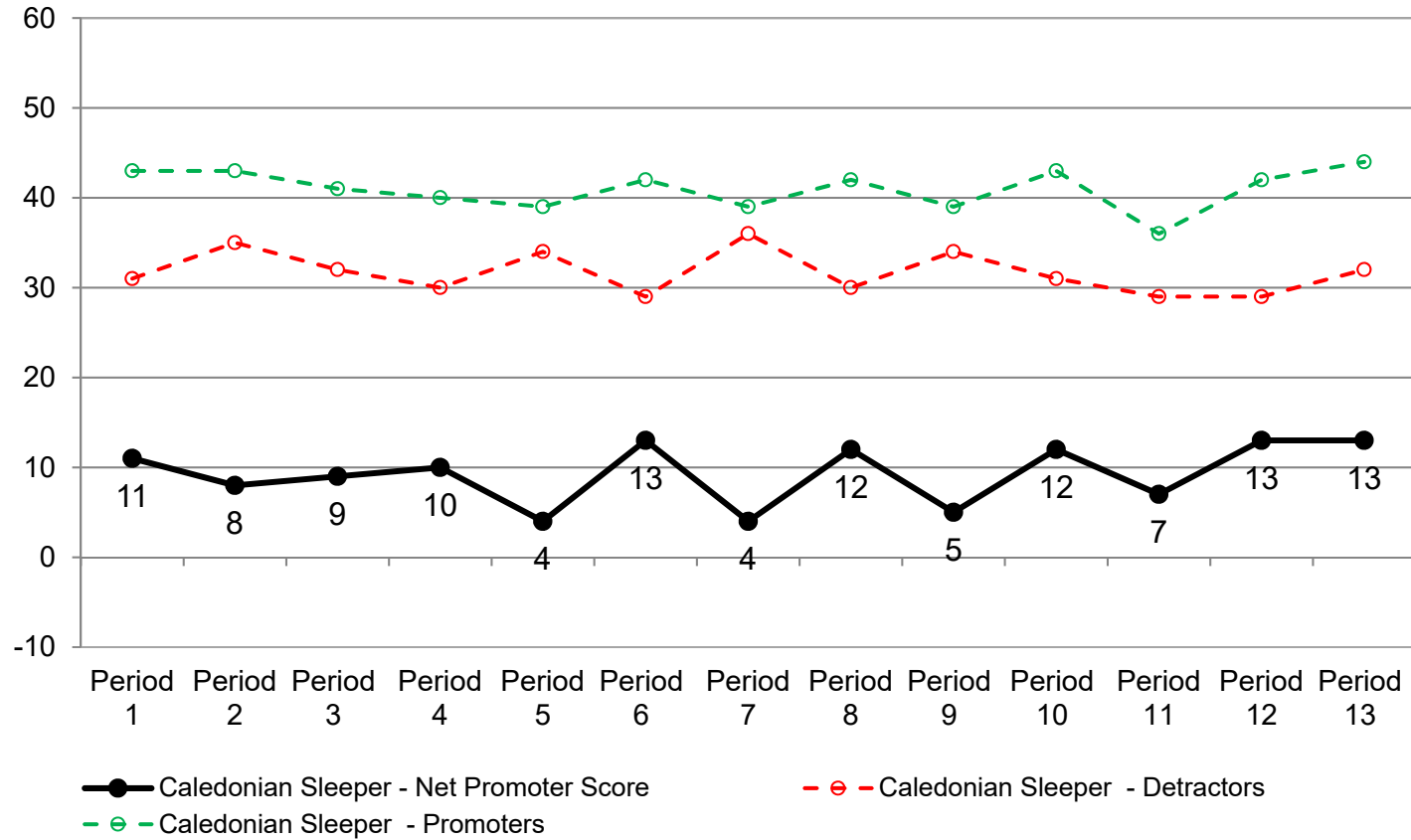
Base: in brackets above – those with an opinion



# 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)

*This is the most efficient, relaxing way to travel from London to the highlands of Scotland for whatever reason. The train is equal to anything in Europe despite it's 45 year vintage rolling stock. The staff are absolutely dedicated to providing the best experience for all customers.*

*Its a good, practical, friendly way to get back to Edinburgh or London overnight and be ready for the next day.*

*It's exciting and most people should experience the overnight train at some point*

*I will now be traveling on the sleeper when I have meetings or events in London. I would like to thank the staff on my journey as they were all very friendly and helpful. This was a great journey and I would highly recommend this option to others.*

## Passive (7-8)

*Useful and largely efficient service rather let down by very tired rolling stock.*

*I enjoyed the experience and taking a sleeper train takes something off my bucket list, on the other side for me personally I found it hard to sleep on a moving train, but I can appreciate that others may not have this problem. I would have preferred Wi-Fi and power sockets in my room so in my case I could have done something on my laptop or etc.*

*I would recommend it to someone if they were looking for an effective way to get up to Scotland without losing a day. But would stress that the cost can some times be more expensive than the day train or plane, especially if they don't have a railcard and/or plan to book a bed.*

*it's a more convenient service than a very early morning flight, however the whole service needs updating. things like the positioning of USB plugs in the rooms is unpractical. option for purchase of more premium carriage rooms would be great*

## Detractors (0-6)

*Trains are noisy and sway too much (compared to e.g. TGV in France). Toilets a disgrace. No breakfast even though ordered before midnight. Curt attendant on board. No time on arrival to get dressed etc. No courtesy pack provided on the train.*

*Unreliable rolling stock and engines. Staff friendly and helpful, when you can find one. The food experience could have been different even with the absence of a Lounge Car. They don't seem to have an adequate back-up plan. Not worth the cost of a first class cabin. I'm hoping the experience will be completely different when the new rolling stock eventually arrive.*

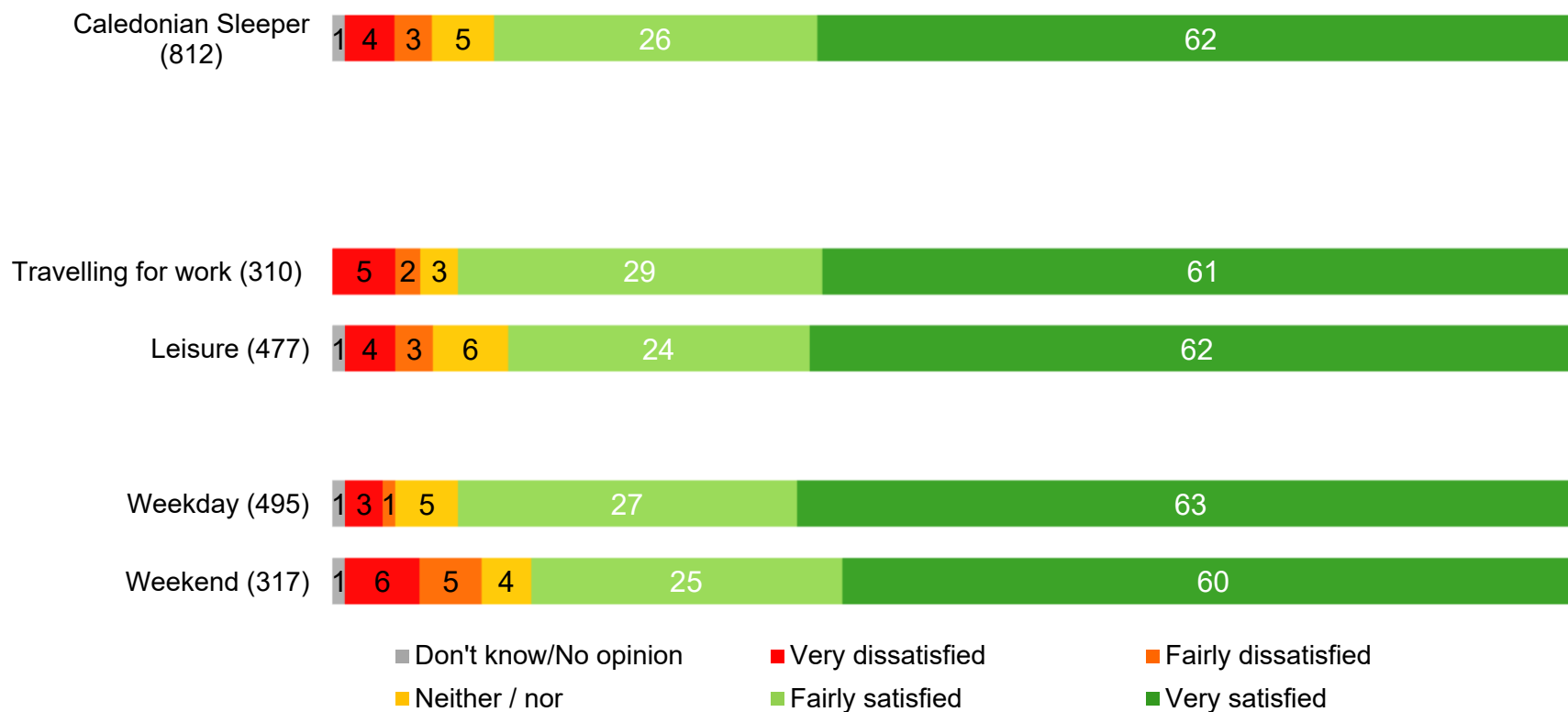
*The sleeper experience needs a serious upgrade. The staff are from another era and that is not good. The rolling stock is outdated*

*Because the carriages are so outdated, the carpet wasn't very clean, I was woken a few times and the toilet wasn't very nice. I don't think there was wifi*

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?



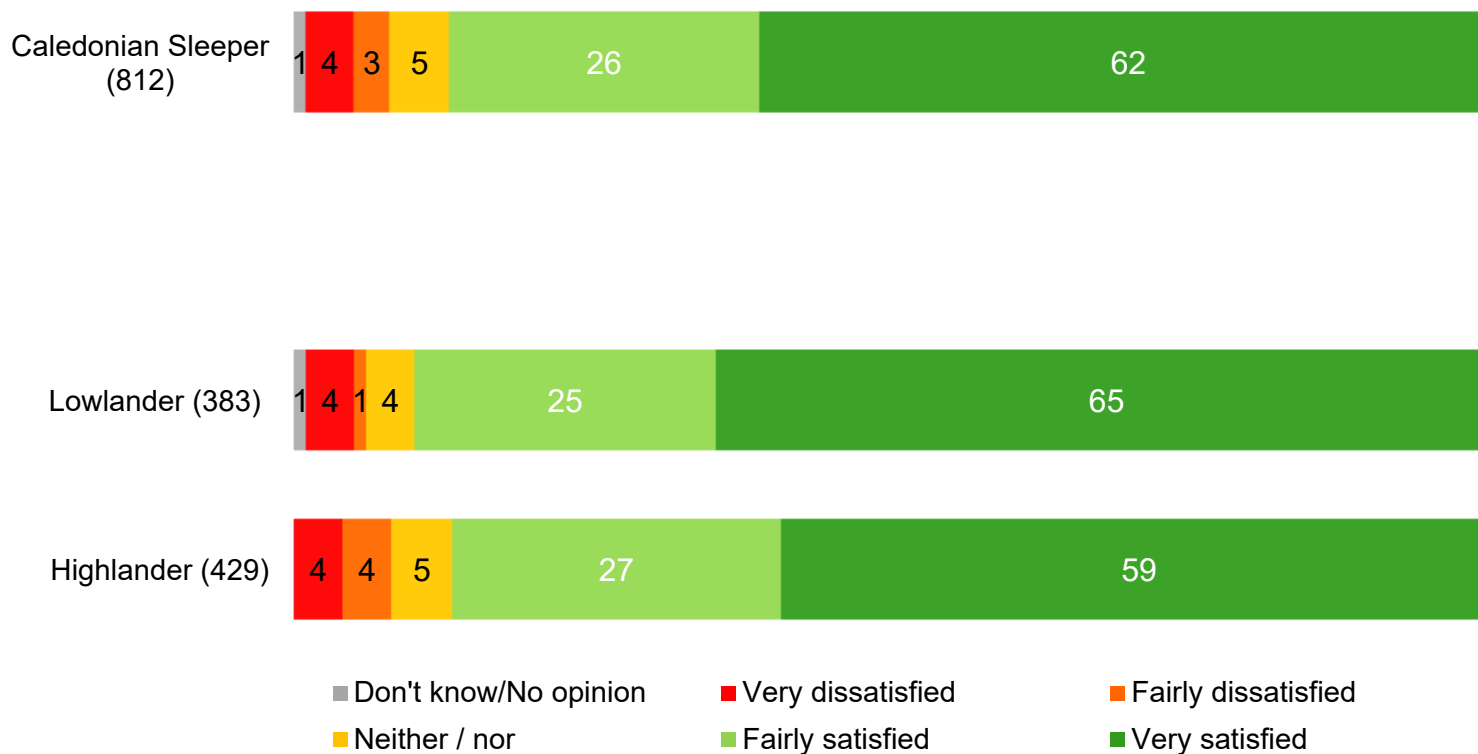
# Punctuality and reliability by passenger group



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



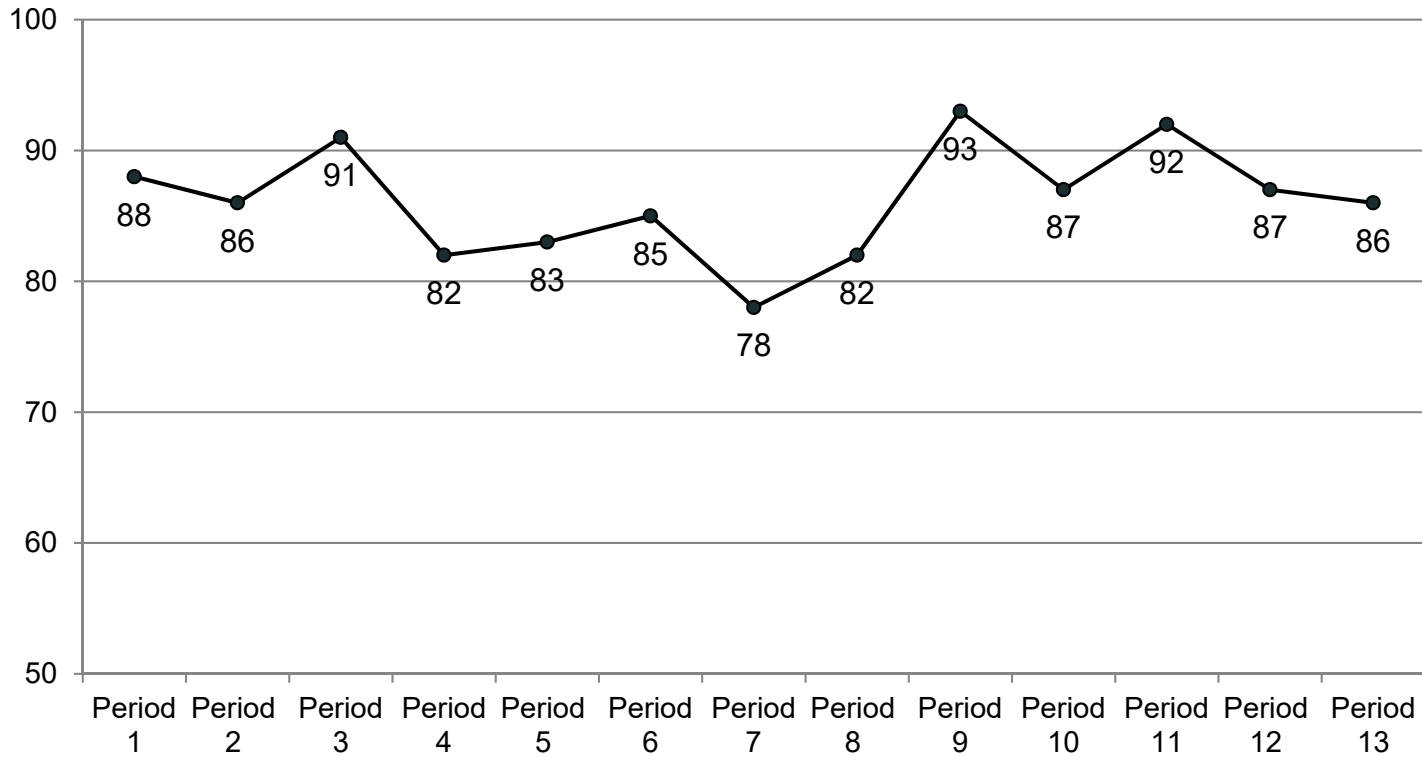
Q33a. Based on your recent journey on the Caledonian Sleeper how satisfied were you with the punctuality/reliability (i.e. the service departing/arriving on time)?  
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# Punctuality and reliability - trend

*Punctuality and reliability*

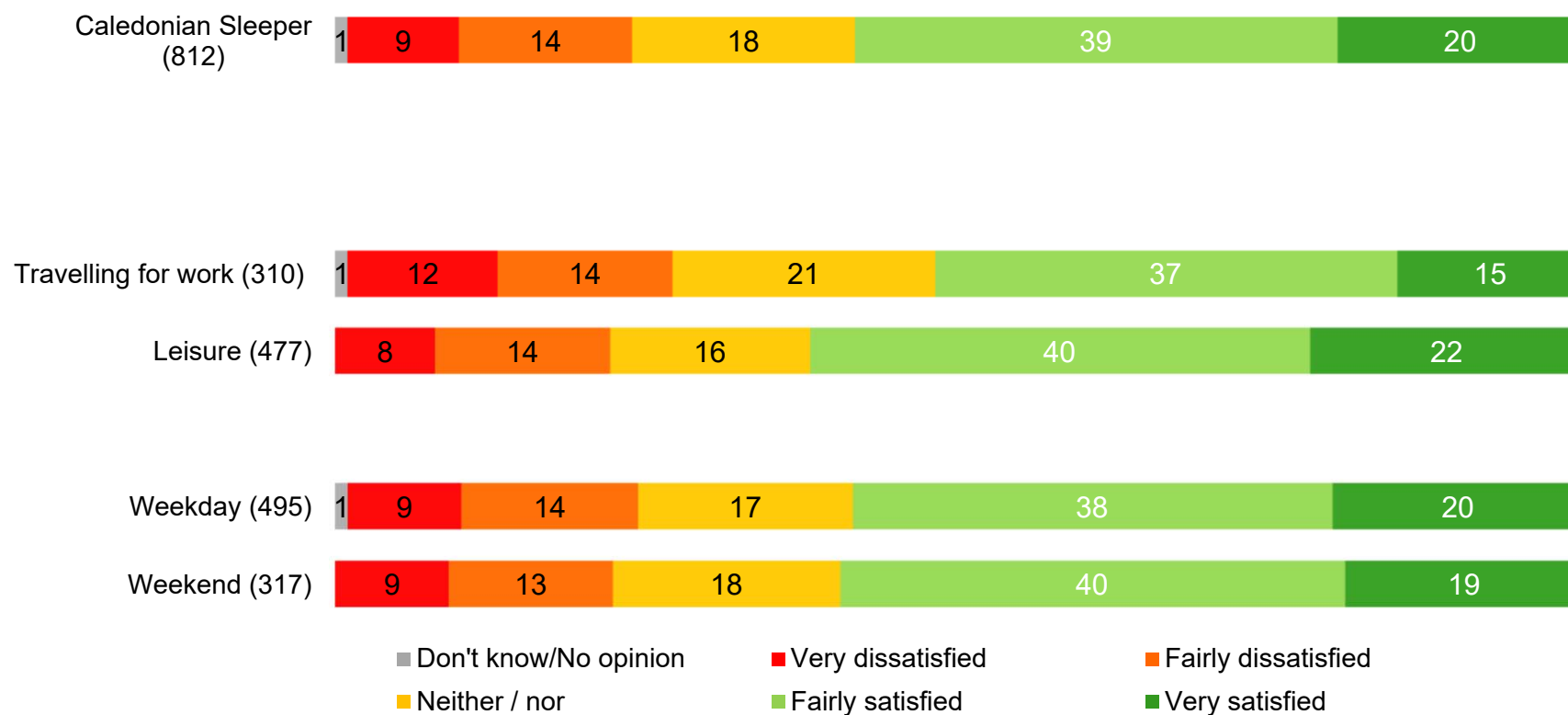
*Trend: % very/fairly satisfied*



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)?



# Value for money by passenger group

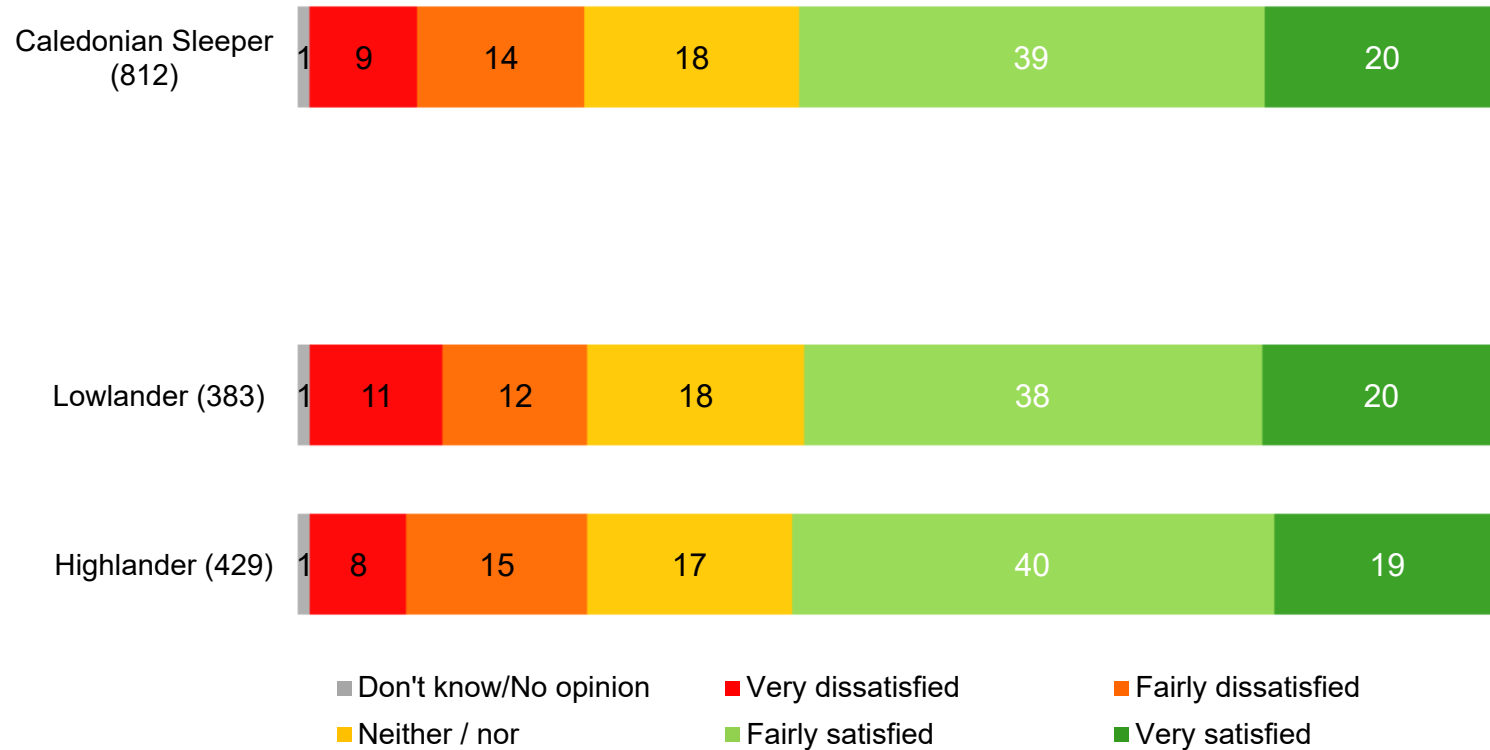


Q33a. Based on your recent journey on the Caledonian Sleeper how satisfied were you with the value for money of the price you paid?  
 Base: in brackets above





# Value for money by route

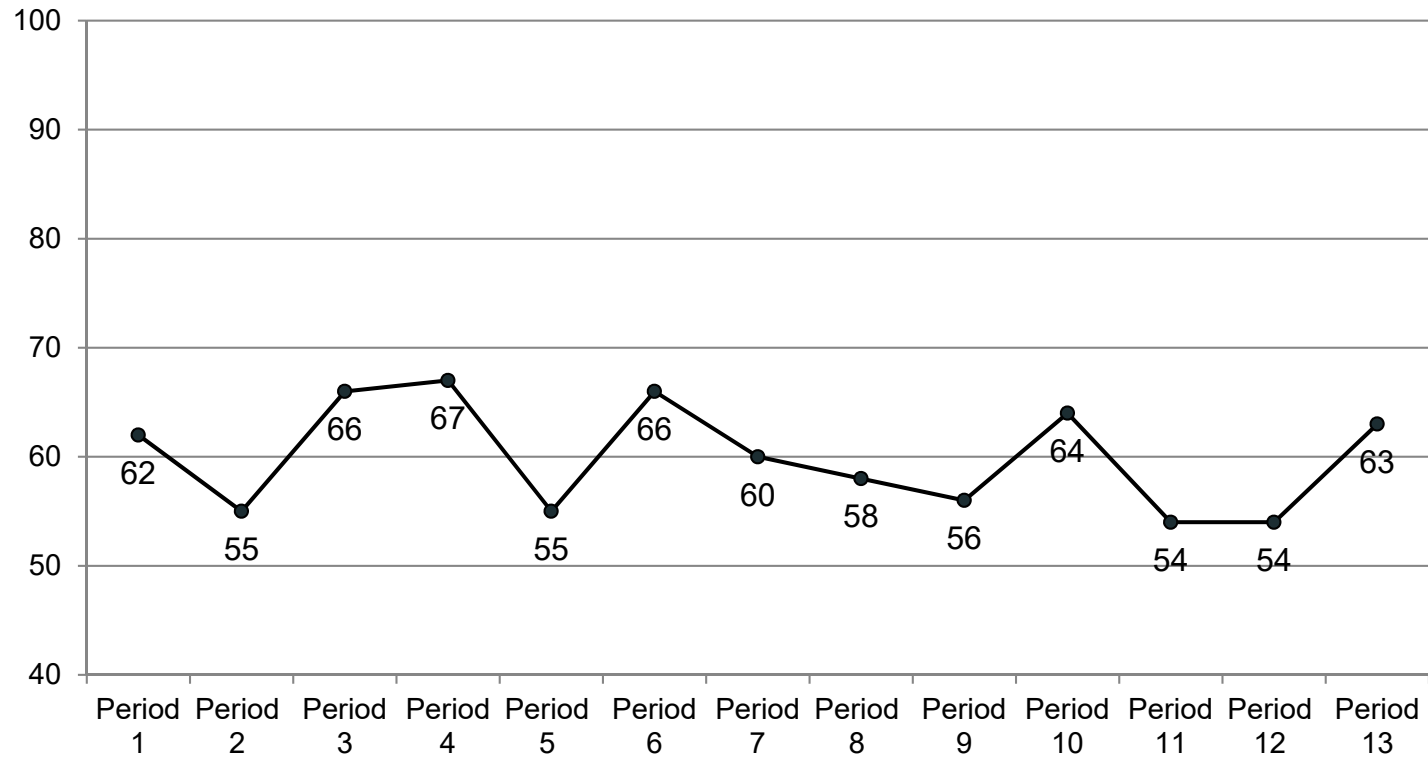


Q33a. Based on your recent journey on the Caledonian Sleeper how satisfied were you with the value for money of the price you paid?  
 Base: in brackets above

# Value for money - trend

Value for money

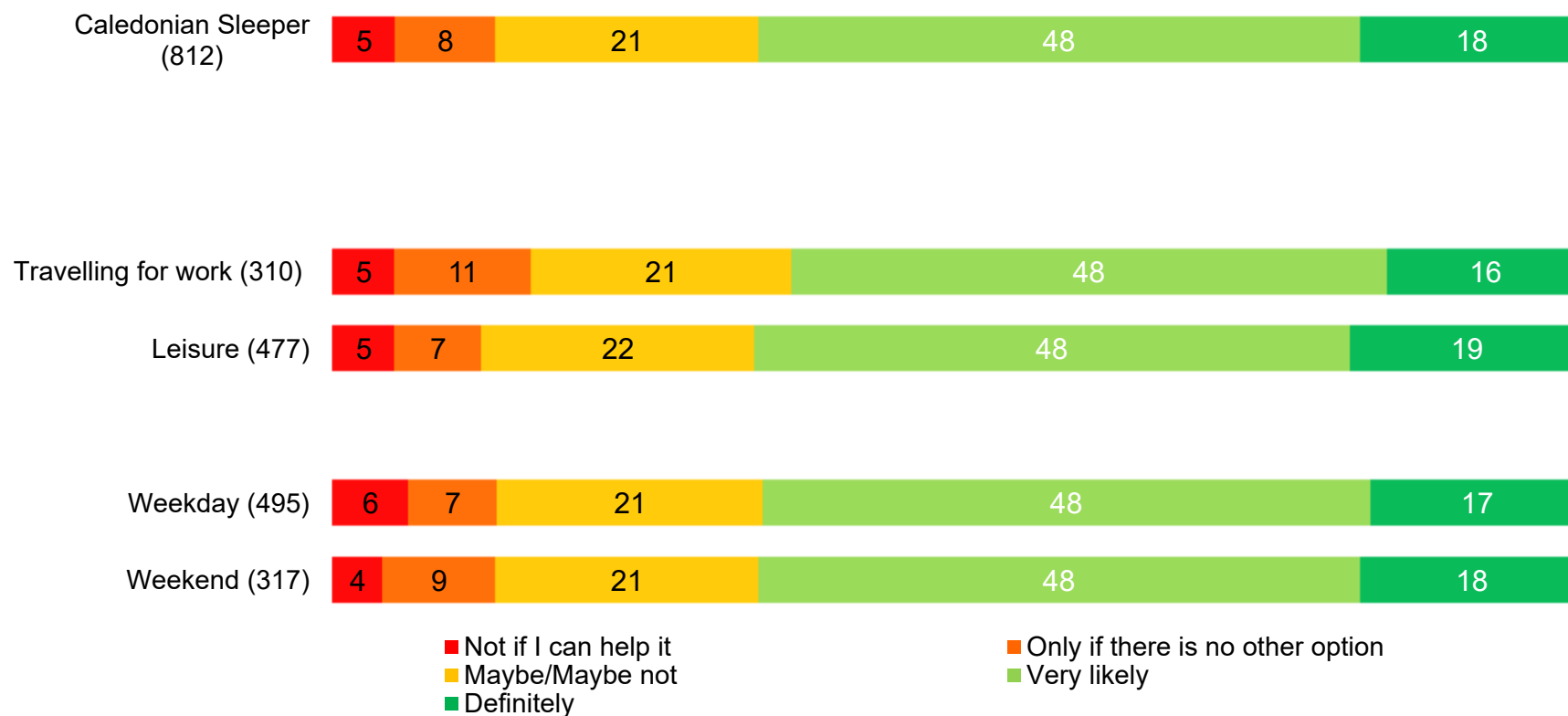
Trend: % very/fairly satisfied



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

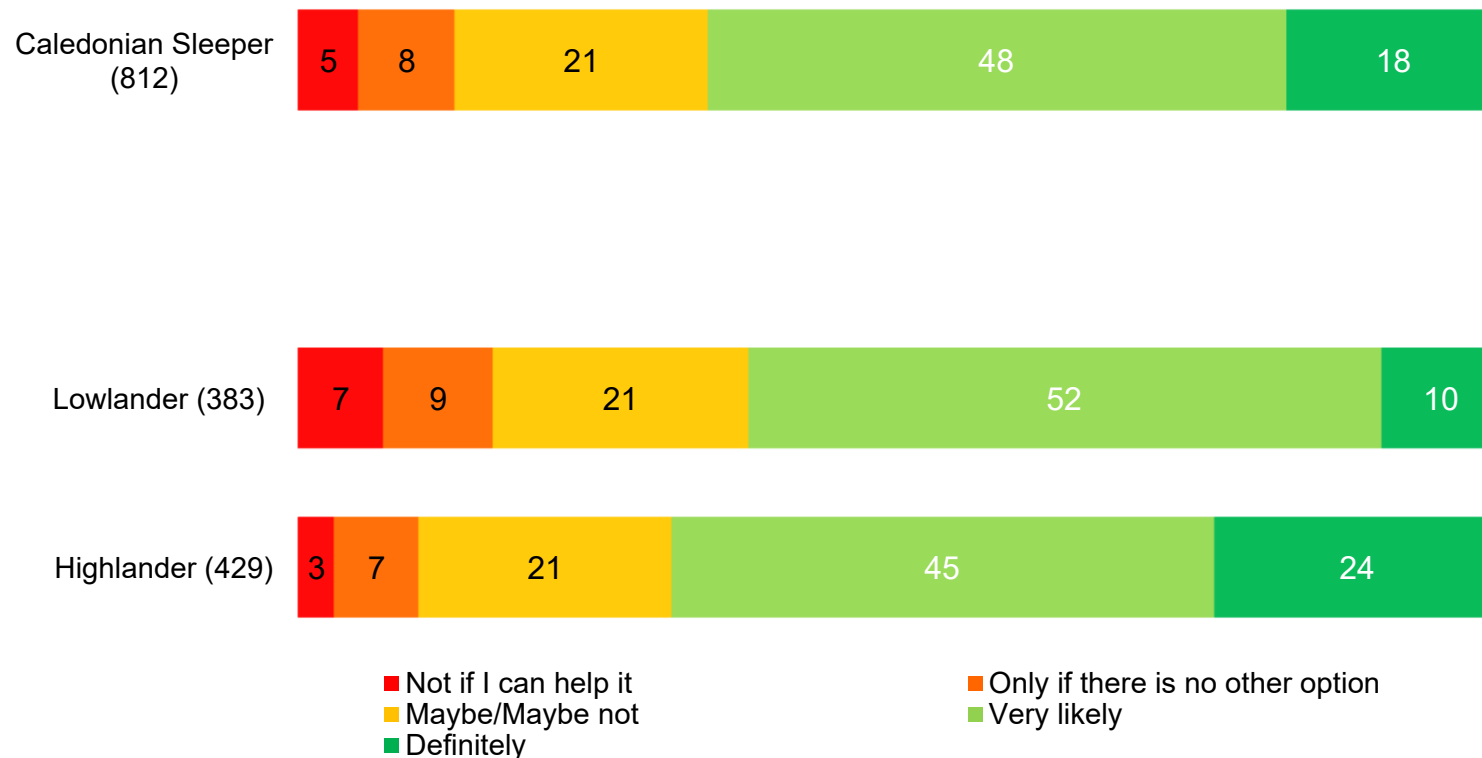


Q32a. How likely are you personally to choose the Caledonian Sleeper when travelling between Scotland and the London area (or vice versa) in the future?

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

*I used the sleeper this time because it was only £6 more expensive than flying (including transfers) and there is less hassle with transferring. However I like being able to be comfortable with using my laptop and being able to use power. The old trains badly need upgrading (this would definitely mean my score would be higher).*

*The only advantage is the departure from Euston just before midnight. The rest of the experience is depressing. various dodgy characters on the train and a few smelly drunks.*

*Your standards, staff, service on board, what is acceptable have eroded over the years. You keep promising, flash pictures, empty promises.... nothing changes really. Just a different company running the service, with more promises, and then after a few years, they too go, another one comes with more of the same rubbish "you said, we are listening..."*

*It's not a comfortable experience and the berths are far too expensive. I could get a return flight to most countries in Europe for a single ticket down to London on the sleeper.*

*Because it is ludicrously expensive and I only took it because it was the only way to get down to London to get down to Cornwall for a funeral. Would love to be able to take it more often, what happened to bargain berths and why can't I use my 26-30 railcard? A return journey to London would be almost a third of my monthly wage.*

*30-60 minutes after departure as we fell asleep, we were disturbed by very loud metal screeching noises that lasted for a very continuous time, what prevented us to sleep at all. Came to London tired as hell after sleepless night. For such high ticket price, we've expected a way better experience.*

*Depends on price really. The seated accommodation is awful for over night travelling, but if needs must I would have to use it again. Definitely not something I would look forward to.*

*Nice one-off experience, but not practical due to lack of sleep and early arrival*

*The flight is far cheaper and quicker. We took the train for the experience and we're glad that we did.*

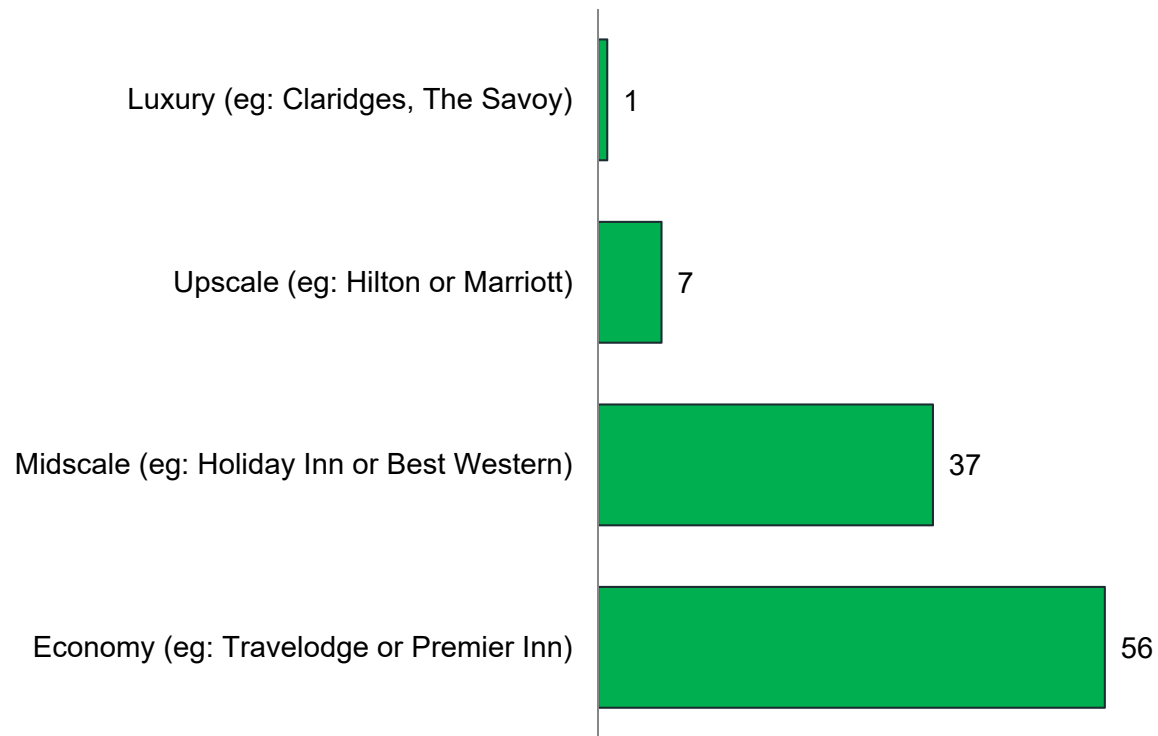
*I wouldn't repeat the experience until the new trains are in service.*

Q32b. Why do you say that?



# If Caledonian Sleeper were hotel chain

Quarter 4 2018/19 %



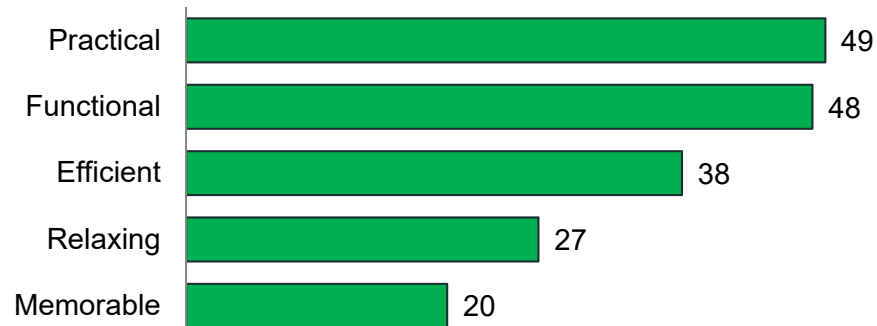
Q34. And just for fun, if Caledonian Sleeper were a hotel chain, what category would you put it into?  
Base: All with an opinion (763)



# Overall description of journey

Quarter 4 2018/19 %

## 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 (812)



# Caledonian Sleeper

## Journey expectations



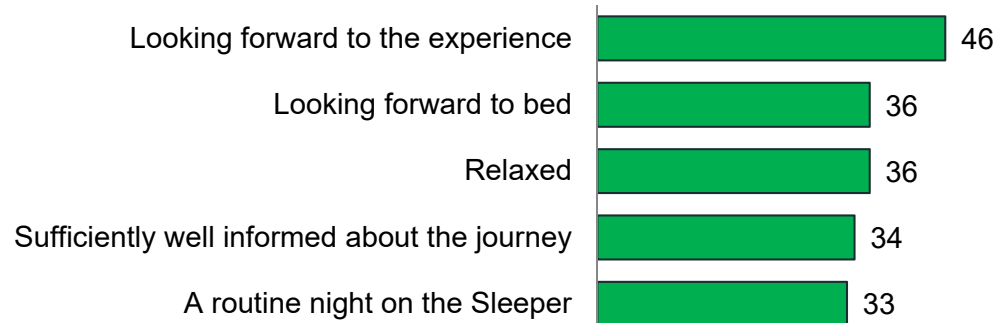
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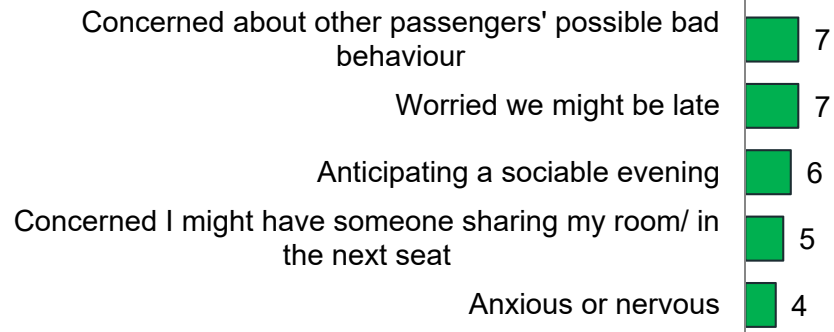
# Thoughts and feelings pre-journey

Quarter 4 2018/19 %

## Top five



## Bottom five

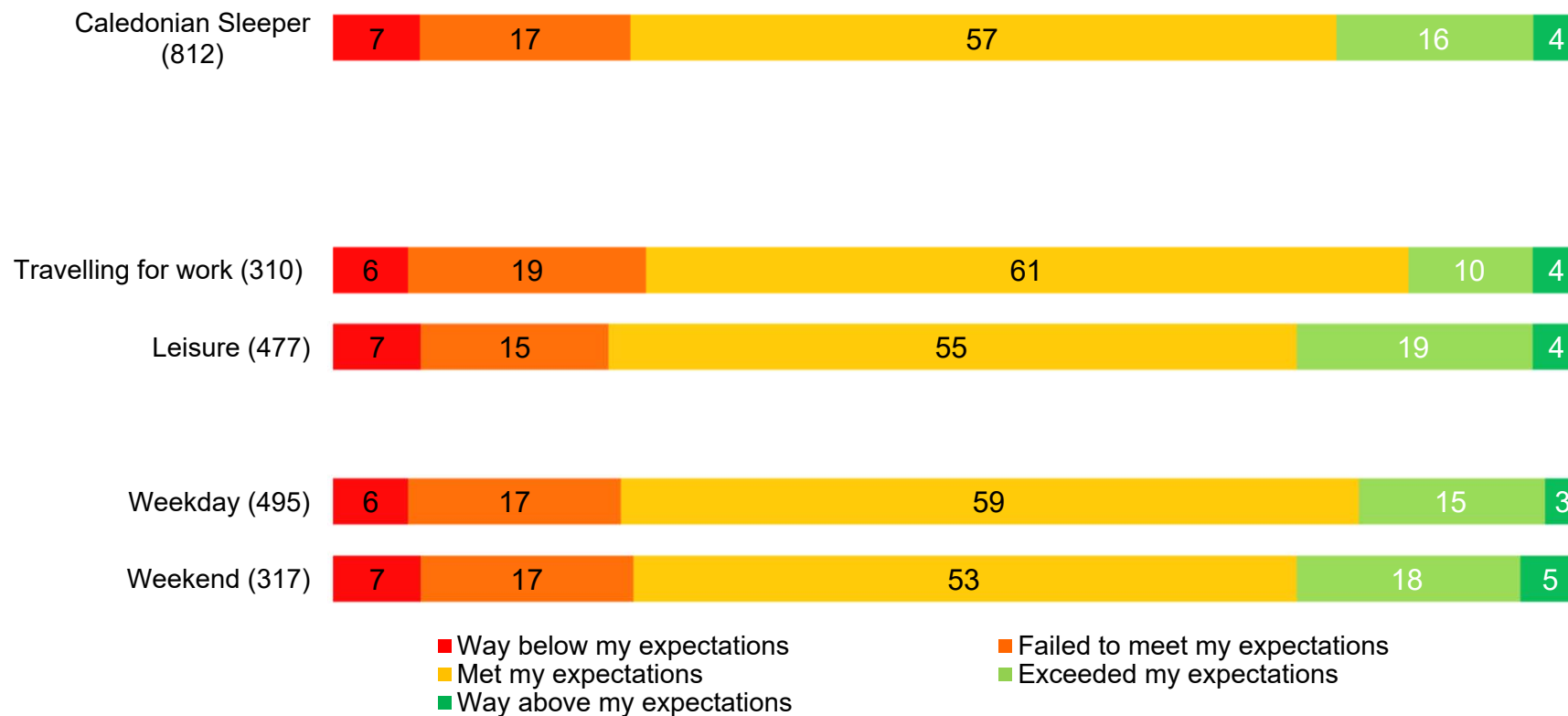


Q4. Thinking about the day you travelled, what were your feelings or thoughts before your journey on the Caledonian Sleeper?

Base: All (812)

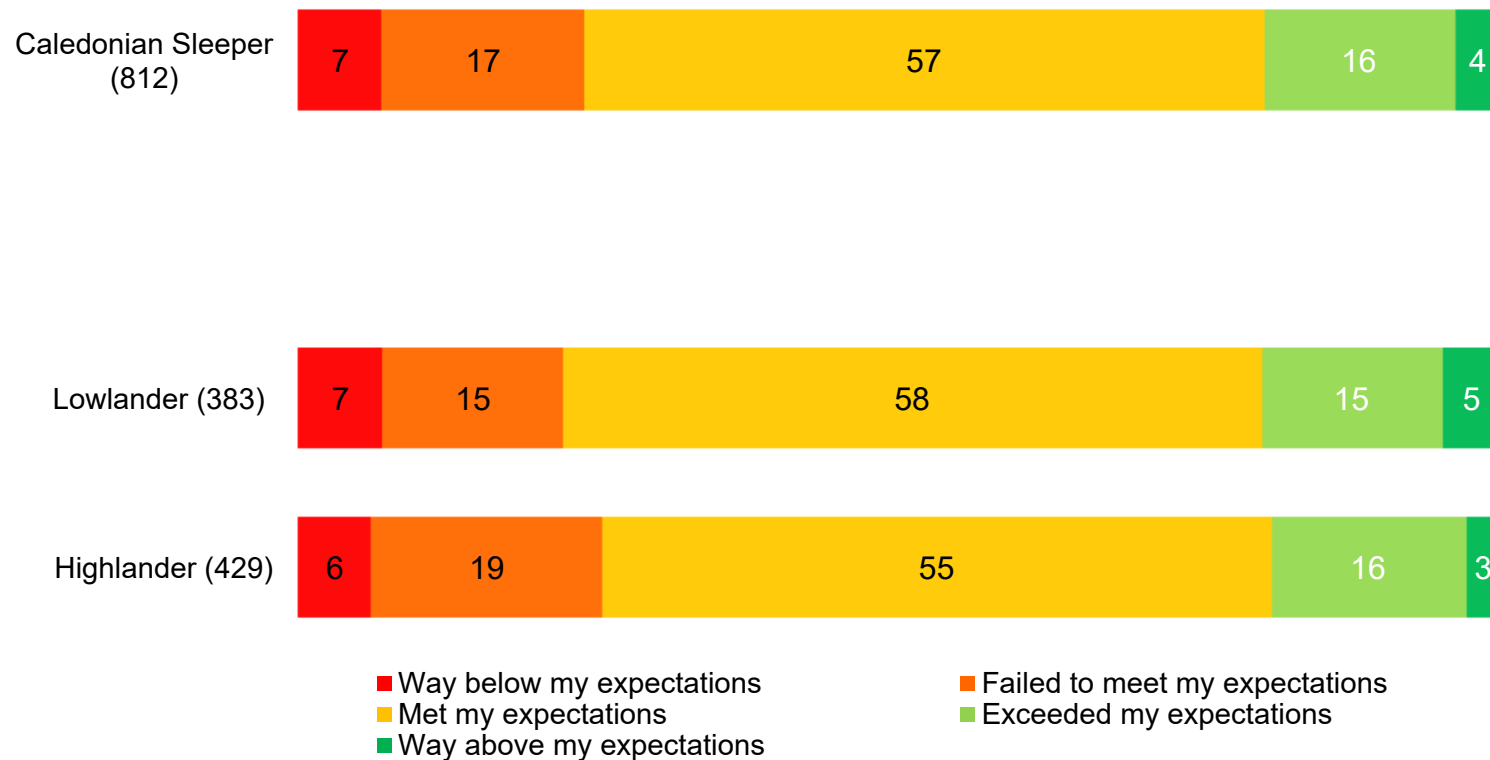


# Met expectations by passenger group



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



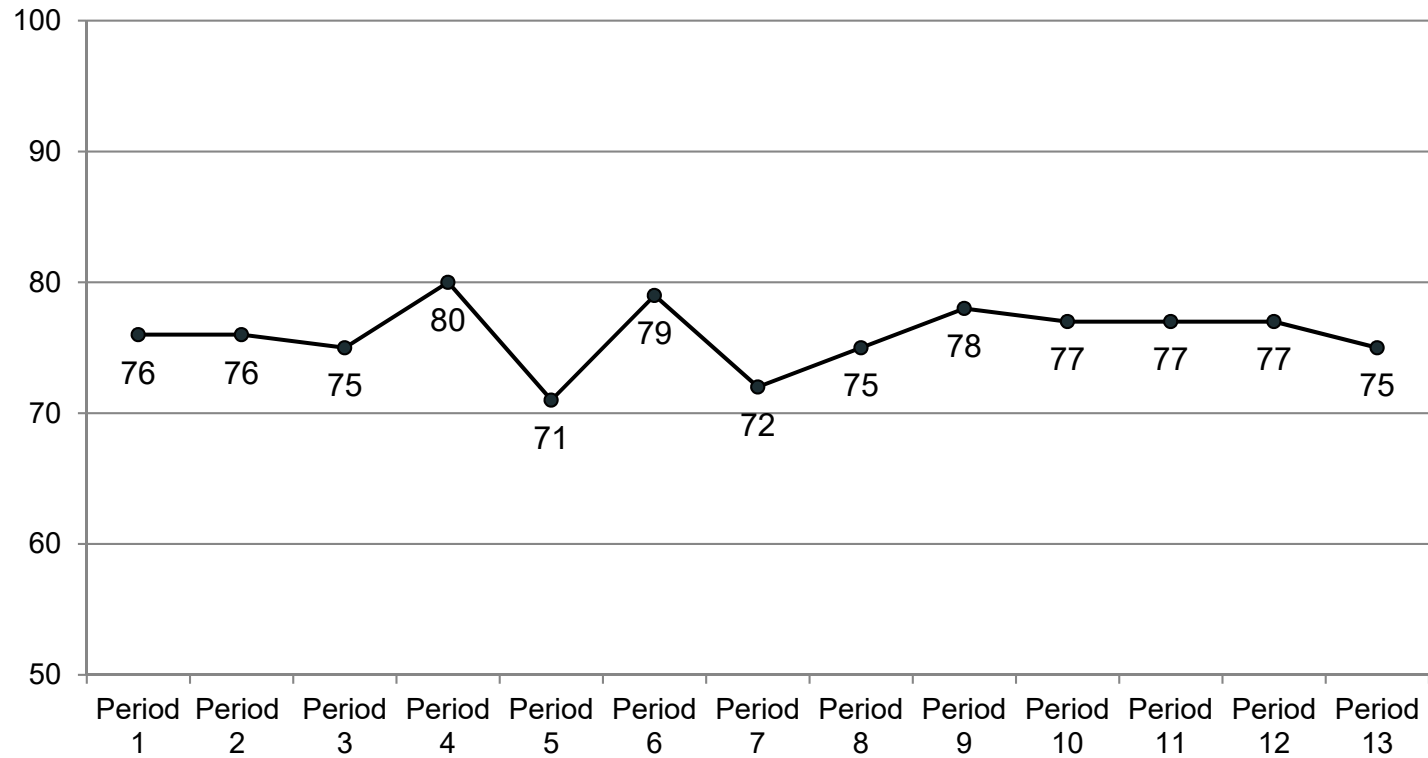
Q5. Overall, taking everything into account, how well did your journey on the Caledonian Sleeper live up to your expectations?  
Base: in brackets above



# 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

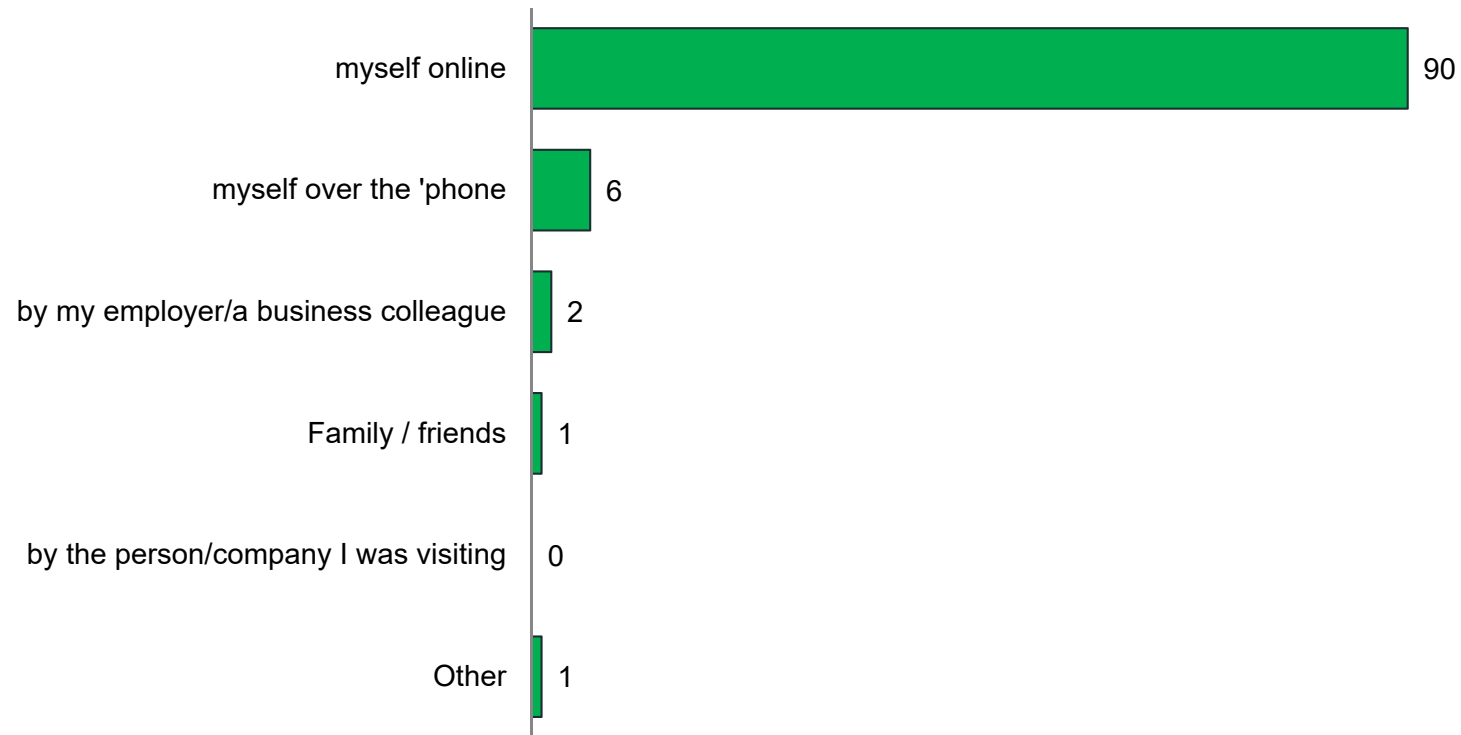


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# How booking was made

Quarter 4 2018/19 %

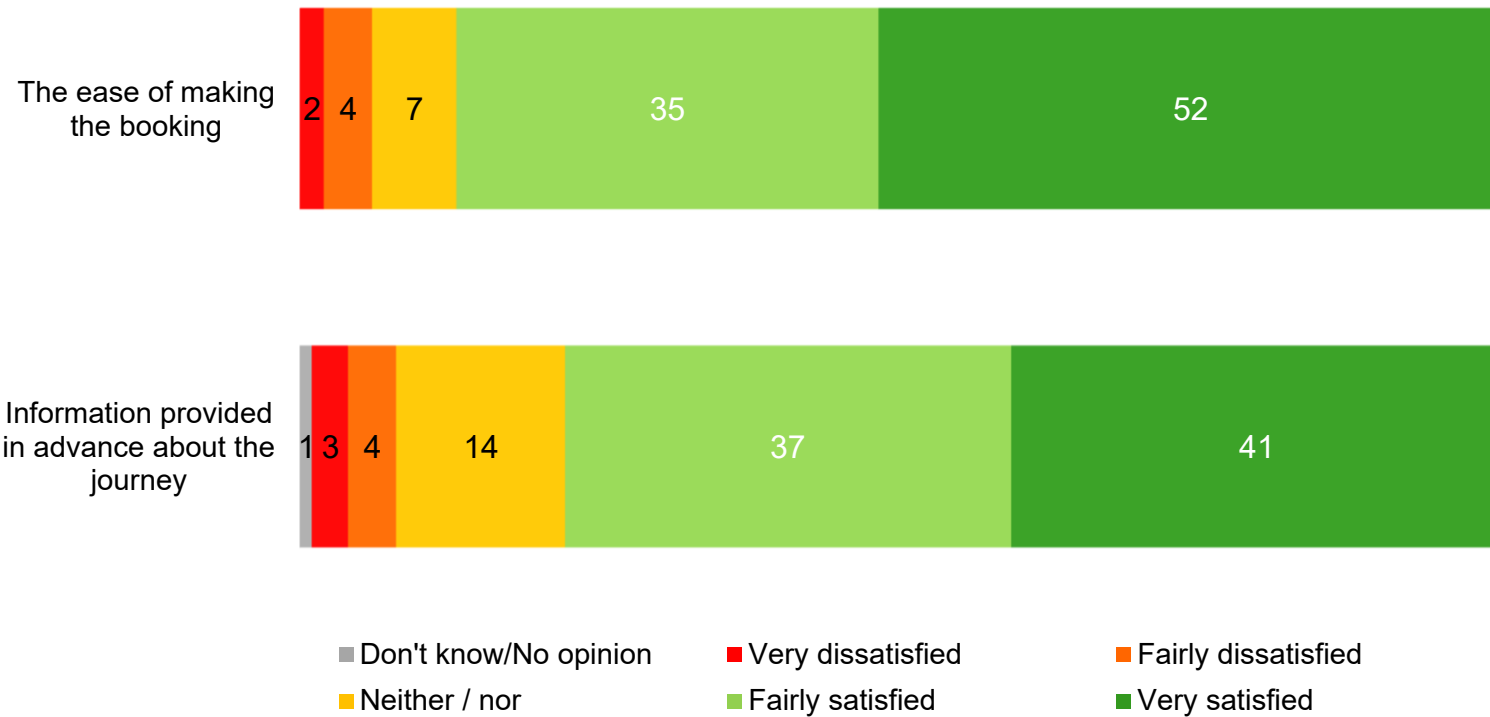
*It was booked/I booked it...*



Q12 Thinking about the process for booking this journey on the Caledonian Sleeper, who made this booking?  
Base: All (812)



# Satisfaction with booking process



Q13a. How satisfied were you with...?  
Base: All who booked themselves (779)



# Improvements to information provided about the journey – customer comments

*Its quite a difficult website to navigate around and you cant book tickets on mobile device.*

*Tell people about USB capabilities and toilet facilities. Not easily found in FAQs. Probably because you're to embarrassed about the shoddy standard of each.*

*Information about what time you can/should arrive from should be included in ticket email. Also more detail about arrival time and final exit. Info about luggage, bar & food on offer perhaps.*

*It needs to provide the time of departure, and the time to board the train. I had to find boarding time on the website's timetable. It would be better if that was provided up front with the booking information.*

*More information on departure platform, and earliest boarding time.*

*Tried to book journey on mobile but there was no option to select a specific seat, also I could not find out info on website about the seated coach, seat layout etc. I had to use a computer to make the booking and it was okay, I could select a seat.*

*Information should be provided on all other rail booking sites. As well as it took me almost 15 minutes to find where to input routes requirements as the front page did not appear. I needed to refresh the page before this appeared. Downloading to my apple wallet did not work to I had to print out a pdf I wanted to travel from Falkirk but it was showing full so my alternatives were Edinburgh or Glasgow but I had to come completely out of the site and go back in to change between locations to check availability.*

*They misled me by promoting the introduction of the new trains in time for Christmas and a few short weeks later, postponing the introduction The email confirmation was erroneous and displayed incorrect prices leading me to be confused on how much I had actually paid The response I got was yes we know we have a problem with our website - really? In 2018 this is unacceptable.*

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





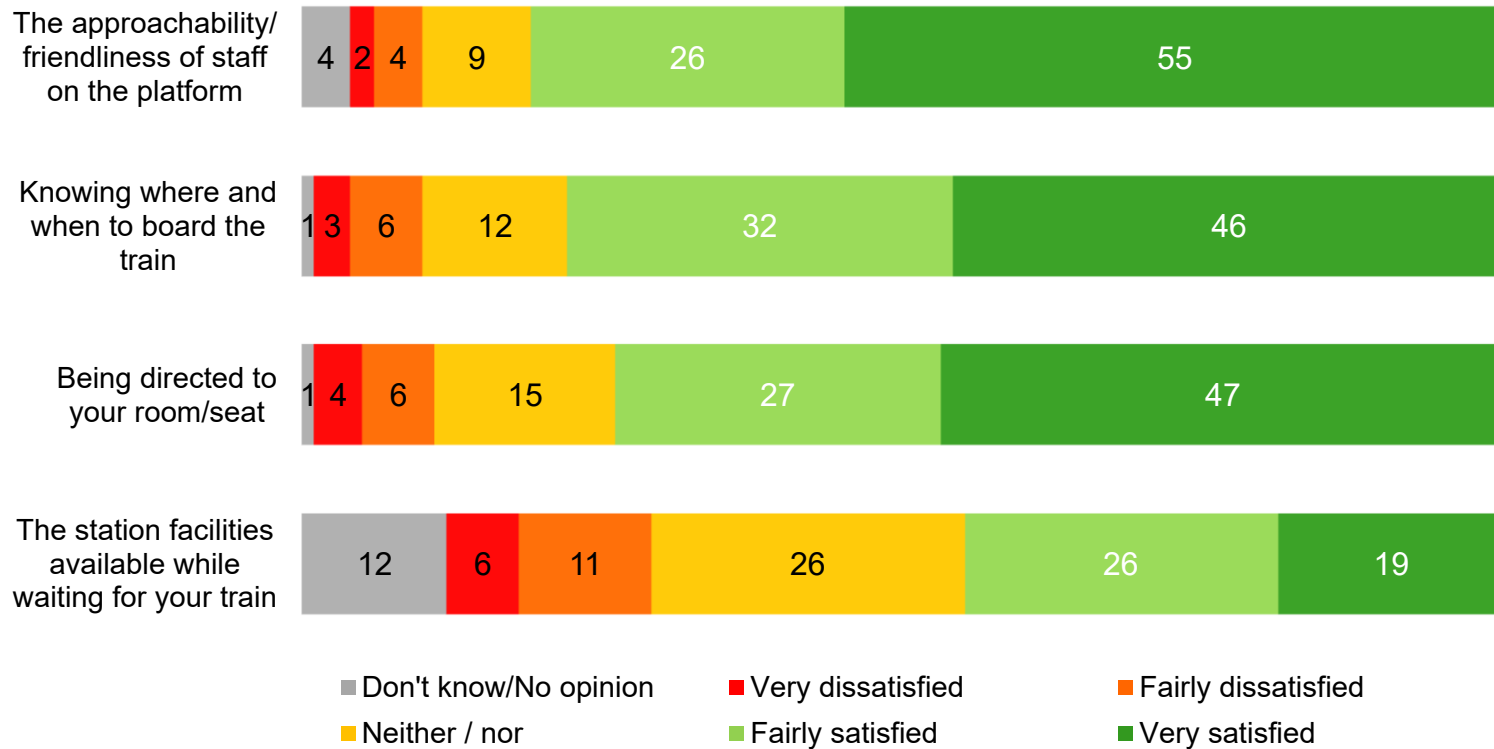
# Caledonian Sleeper

## Boarding and station facilities



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# Satisfaction with boarding process



Q14a. How satisfied were you with...?  
 Base: All (812)



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

*Direct people quickly, have more than one person checking tickets whilst it's freezing cold on the platform.*

*Waiting in a long queue on a dirty cold, draughty station is not a good experience. Staff not well trained, gave wrong info - not good communication skills.*

*They could have provided the correct information when questioned. I had the wrong breakfast booking card in my room but the platform staff said it was correct.*

*Staff on the platform were the best thing about the trip, but we didn't encounter these folks anywhere else on the journey. They did a great job and were very pleasant. The attendants on the train were awful.*

*They could have explained the long delay in boarding, leaving us standing in the cold. They could actually have allowed us to board so we could get straight to bed.*

*You don't need two people to check you in. One is enough. The other could show you to your first class cabin and be a little more relaxed about things.*

*Staff could have actually been PRESENT! There was no one to check we had the right berth. There was no concept of any interest in the customer or care. Staff numbers had been pared down to anorexic levels. Very typical of other SERCO travel experiences. This company is a bunch of cheapskates.*

*the staff were not very helpful.*

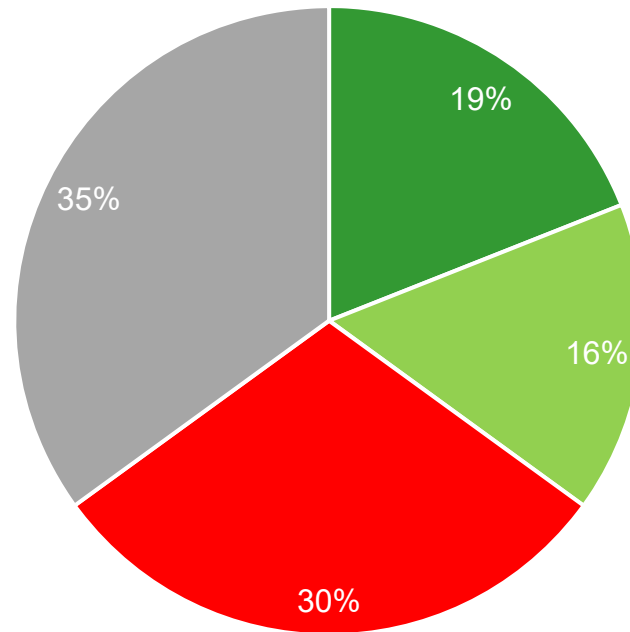
*Actually be visible once you entire the train. Single seat passengers treated like 2nd class citizens*

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



# Use of customer lounge

Quarter 4 2018/19 %



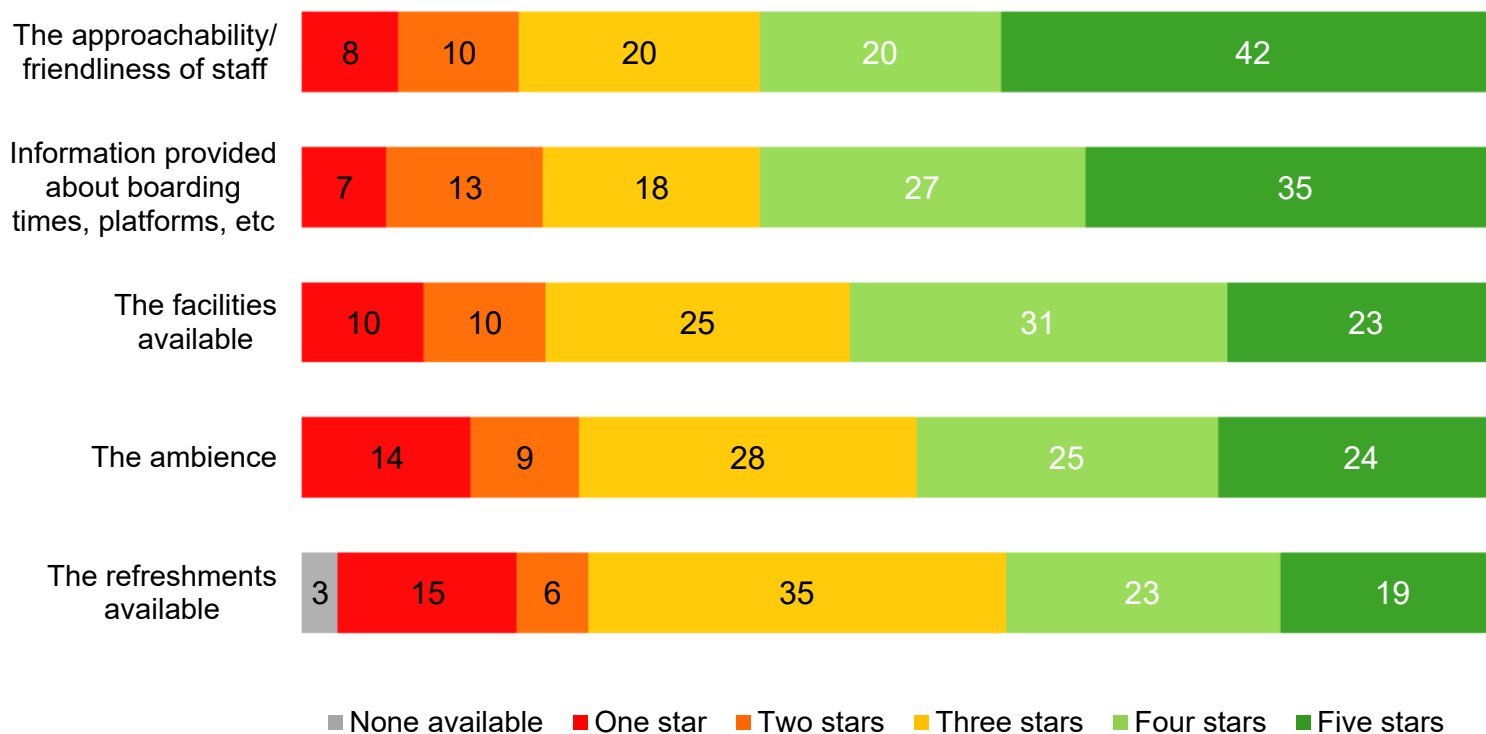
■ Yes - and I did ■ Yes - but I did not ■ No ■ Don't know

Q15. Were you entitled to use the customer lounge at the station in x?

Base: All travelling from Aberdeen, Dundee, Edinburgh, Fort William, Glasgow, Inverness, Leuchars, London, Perth or Stirling (740)



# 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 (144)



# Additional information required in the Customer Lounge – customer comments

*I would like to have received CLEAR advance instructions that I could access the virgin lounge at Euston...that was completely unknown to me.*

*Live update notifications and platform call. The Lounge attendant needed to let passengers know it was time to board and what platform to board at, this information should be added to the screens in the lounge.*

*Although you can board the train about 30 mins before departure the platform indication and boarding info was only given about 10 mins before departure so a bit of a rush.*

*Where the lounge car was situated. Appeared to be first class only. Not given any info about being able to use it.*

*I was not aware that the Caledonian Sleeper passengers were able to use the Virgin Trains lounge - I was looking for the Sleeper lounge, and only found out it was one and the same around 15 minutes before departure so sadly was not able to make full use of the facilities.*

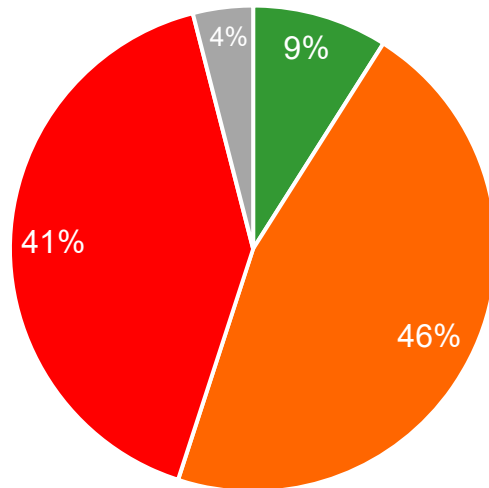
Q16b. What additional/better information would you like to have received?



# Use of and satisfaction with shower facilities on arrival

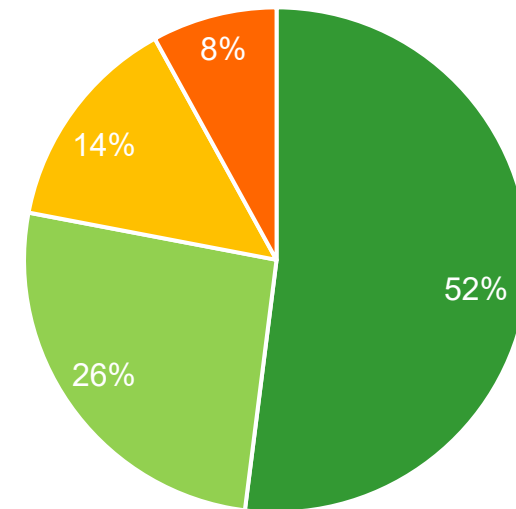
Quarter 4 2018/19 %

- 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 Aberdeen, Crianlarich, Dundee, Edinburgh, Fort William, Glasgow, Inverness, Leuchars, London, Perth, or Stirling (747)

- 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 (66)

# Improving shower facilities – customer comments

*Fix the broken ones! Because of the closed ones there was a big queue - took me until 8am to get a shower (one hour wait). So also have more plus an attendant to check that they are clean (like they used to...). Have more hooks/chairs and places to hang your clothes. Take away used towels rather than have an overflowing bin full of them. Knob was missing on my shower although you could still twist it to turn on. Get some better lighting in the shower (not vital but its a bit utilitarian). Compared to the rest of the Virgin lounge (which is excellent) this bit feels a bit unloved. I wonder if a redesign of the floor area of the toilets would give more space for the showers and/or an extra one.*

*It wasn't clear at Euston where they were. Took a while to find and wasn't informed of the need to book in advance. Thankfully there was a shower available but it wasn't a straightforward process.*

*The showers don't have or were missing clothes hangars. A basic chair and one hook doesn't allow someone much opportunity to open their bag, undress, keep their clothes off the floor and shower. The shower soaps etc are fine and I was glad to find some there. If there was a sink in the shower unit too, that would be very useful... the only sinks for brushing teeth are the ones in the toilet area and are automatic pre-mixed units. The ability to brush teeth is difficult and unpleasant as you are brushing in warm/hot water and cannot control the water to rinse your mouth. One shower unit was out of order and another was dirty after the previous occupant. That unit also didn't have any hooks in it to hang coats, clothes etc. I moved to another that was free, which was a bit better. Finally, having a bin in the shower room would also be helpful.*

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





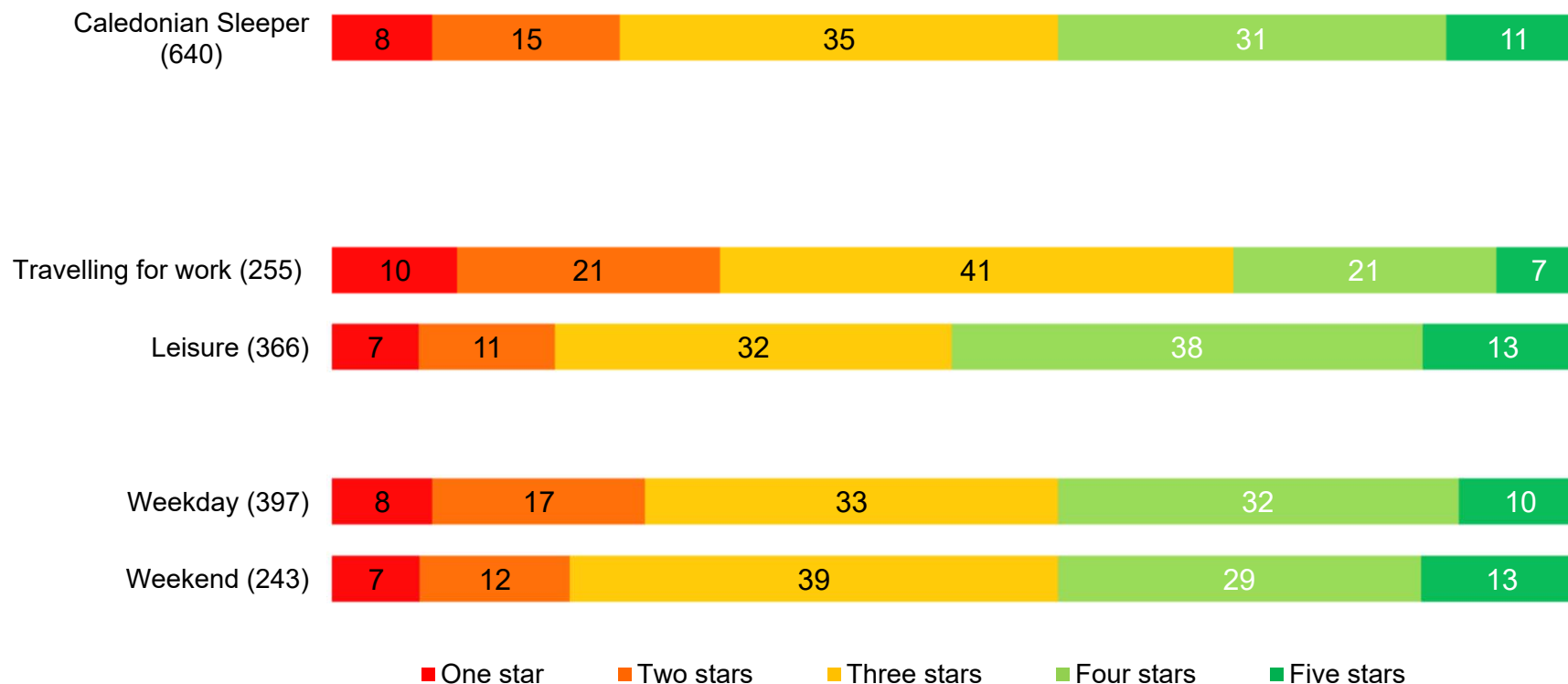
# Caledonian Sleeper

## Accommodation and train facilities



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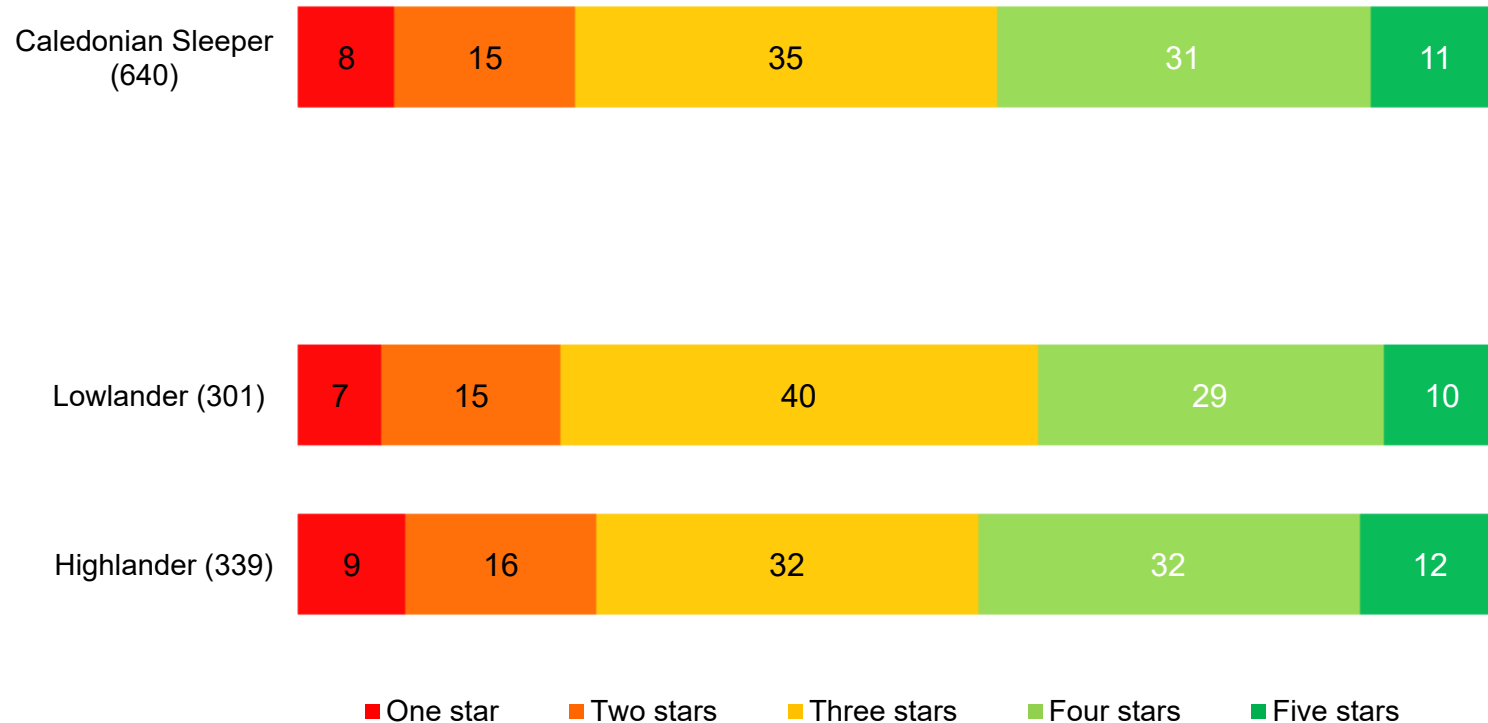
# Overall rating of room by passenger group



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



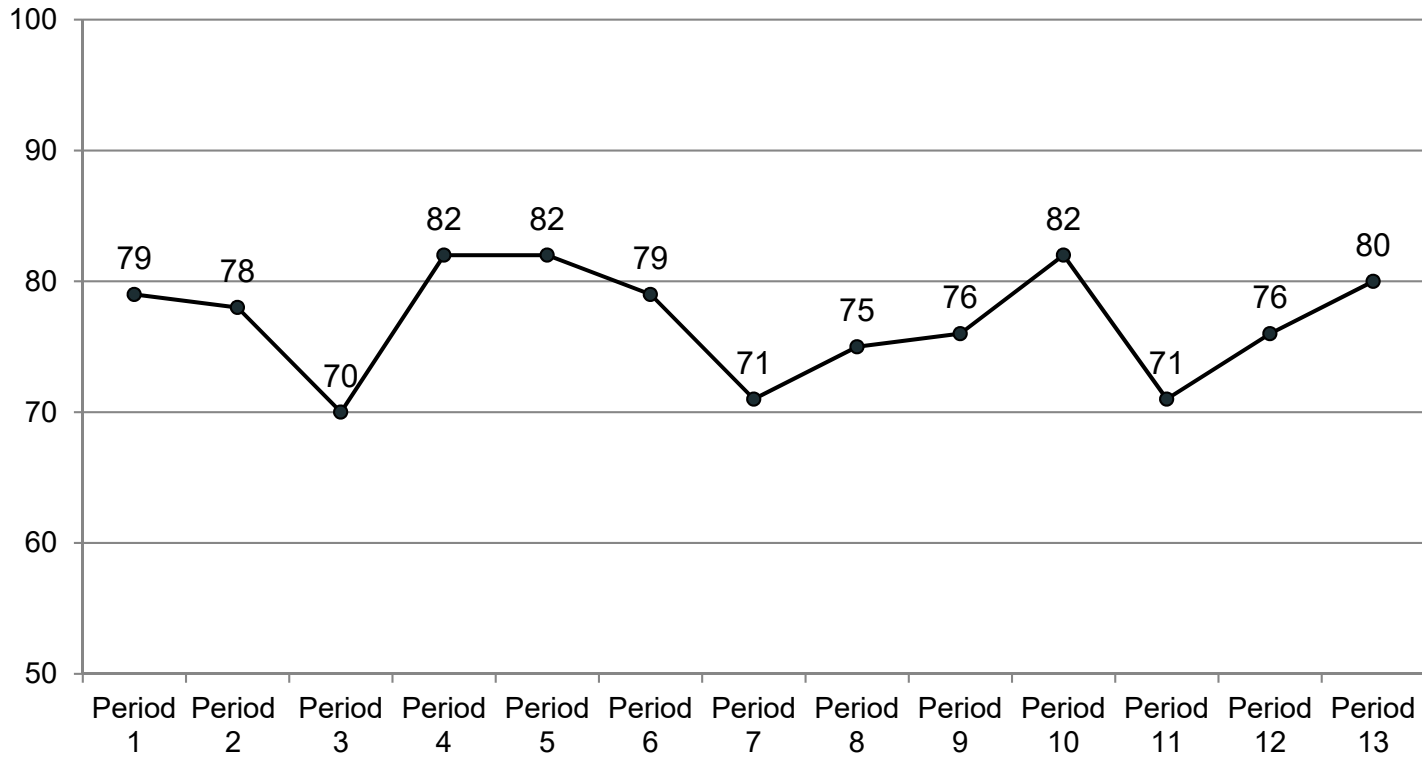
Q17a. How many stars do you give your room on the Caledonian Sleeper?  
Base: All guests staying in a room/suite (in brackets above)



# Overall rating of room - trend

Rating of room

Trend: % Three/Four/Five stars



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



# Overall rating of room – customer comments

*The rolling stock is getting a bit "tired" and I look forward to seeing and using the promised new carriages next year.*

*The bed is very narrow, the under sheets slip off the bed because of the plastic mattress cover, the rooms are not very clean although the bedlinen is always clean. Often the rooms are very hot and the climate control mechanism doesn't seem to work. The only real benefit to the sleeper is privacy, which I appreciate, and being able to lie flat.*

*The carriages are showing their age and in need of refurbishment. I would like to travel by sleeper to meetings in London but cannot consider it a viable option after this experience.*

*In my cabin, the lights malfunctioned, the heater/cooler didn't work and the blind was stuck. The creaking and groaning from the carriages was like having an MRI scan.*

*Bed linen clean but rest of room really grubby, the state of small fold down table was disgusting - I had to scrub it before using. No charging sockets. Too hot or too cold temperature.*

*The cleanliness, especially of the tray table at the bunk, was appalling. There were only USB sockets not proper UK ones for charging a laptop, and no locks meant I didn't feel secure leaving possessions in the cabin. The mattress isn't overly comfortable, could be improved with memory foam product or similar.*

*A bit more room - the new coaches should provide this.*

*Bed is really narrow. The bed linen could be nicer. The sink felt a little third world for 190. And there could be a washable soft mat on the floor. Perhaps the bed/berth light could be softer.*

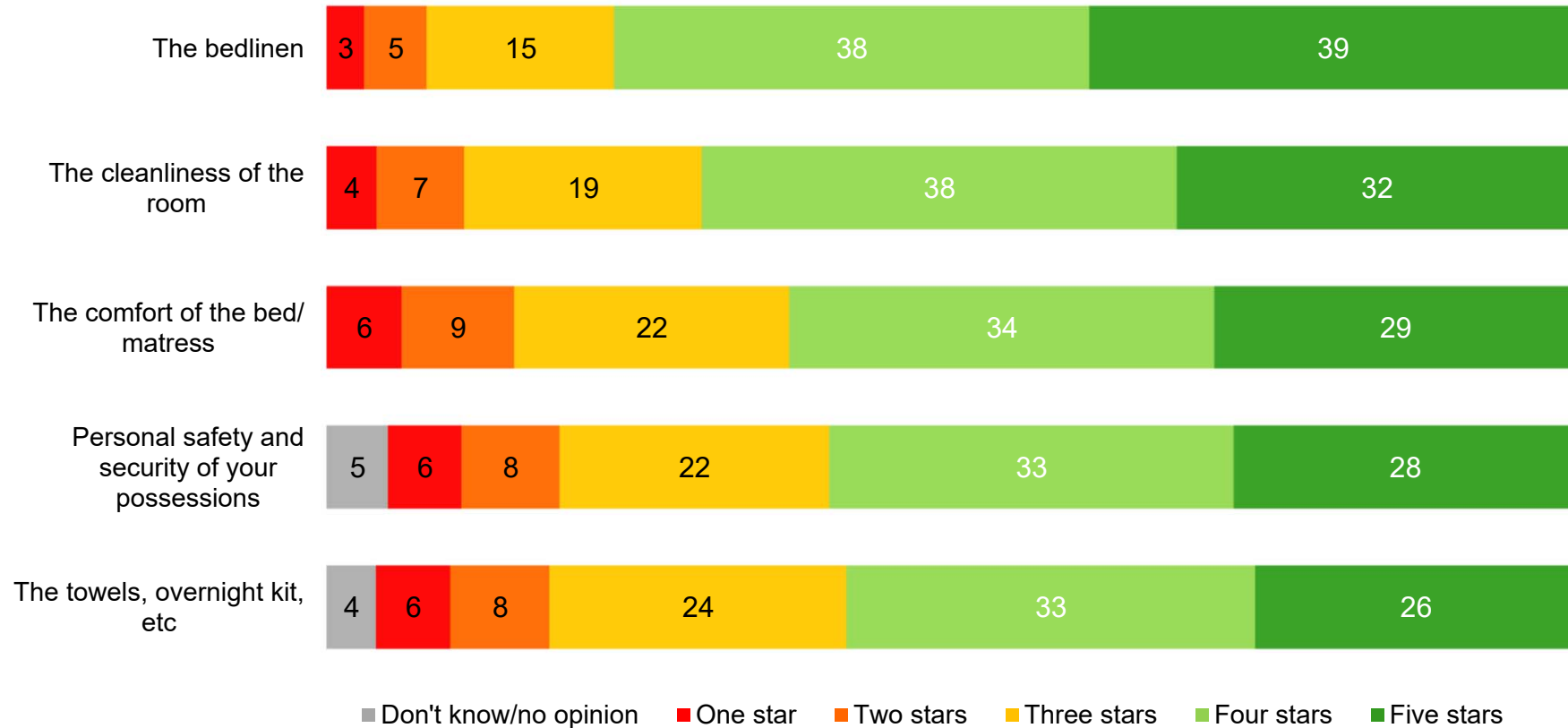
*The air conditioning did not work well.*

*Ensure that the water (both hot and cold) in the wash hand basin are available all of the time. My experience was that some of the time there was little water coming out of the taps.*

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?



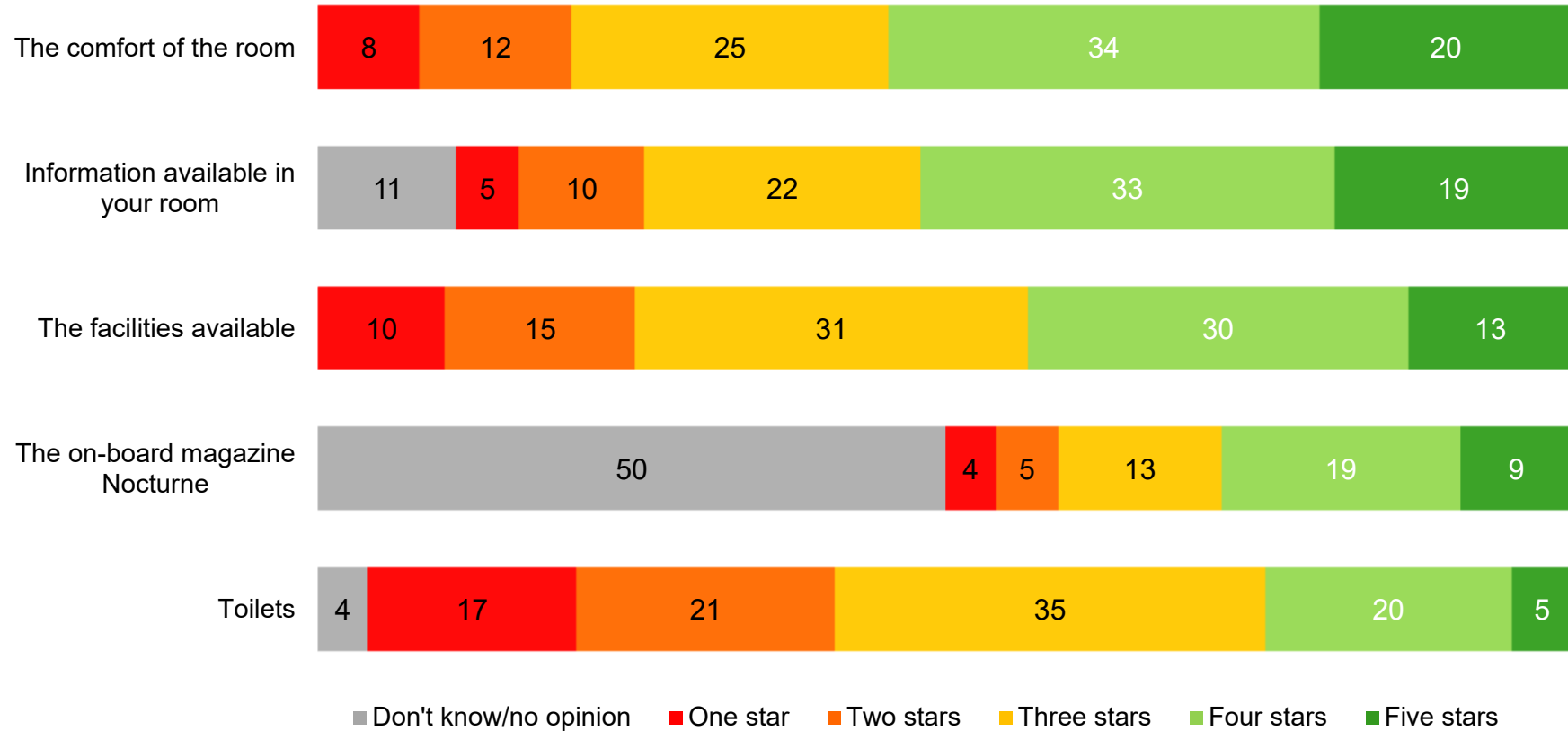
# Rating of the features of the room – top 5



Q17b. And how many stars do you give the room for..?  
 Base: All guests staying in a room/suite (640)



# 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 (640)



# Rating of features of the room – customer comments

*You can't lock the door when you leave the room. This is slightly concerning when going to the bar carriage.*

*Get the new rolling stock in. At the moment the toilets really are like the old British Rail trains and one of them was in fact blocked. I really am looking forward to having an ensuite toilet.*

*I find the detergent makes my legs itch for the next day. I just sleep in my clothes now.*

*Toilets on trains aren't great generally so I expected it but not having a reliable running water tap overnight was a downside.*

*Some information about where to find the lounges at either end of the journey. Menu for dinner in the sleeper berth so you could decide if you wanted to eat on the train.*

*The carriages are now "tired". Whilst on this occasion there was water in the tap, not infrequently there is not. Sometimes the plug sticks. The cabins are adequate, but the upgrade is eagerly awaited (as long as there is not a massive price hike) Lack of Wi-Fi, and power sockets is a bit of a let down.*

*More chargers. Perhaps have onboard showers. Rooms felt very stripped down and bare.*

*Power sockets / outlets in the room. Only available charging station in my room is a USB charger. If power sockets were available they should be better marked out.*

*The old kit, with soap and a toothbrush was more useful than the current Arran Aromatics shower gel and shampoo as there is no shower on board.*

*I had a quick read [of 'Nocturne'] but did not find anything useful or interesting.*

*More attention to detail - fold down shelves hadn't been cleaned.*

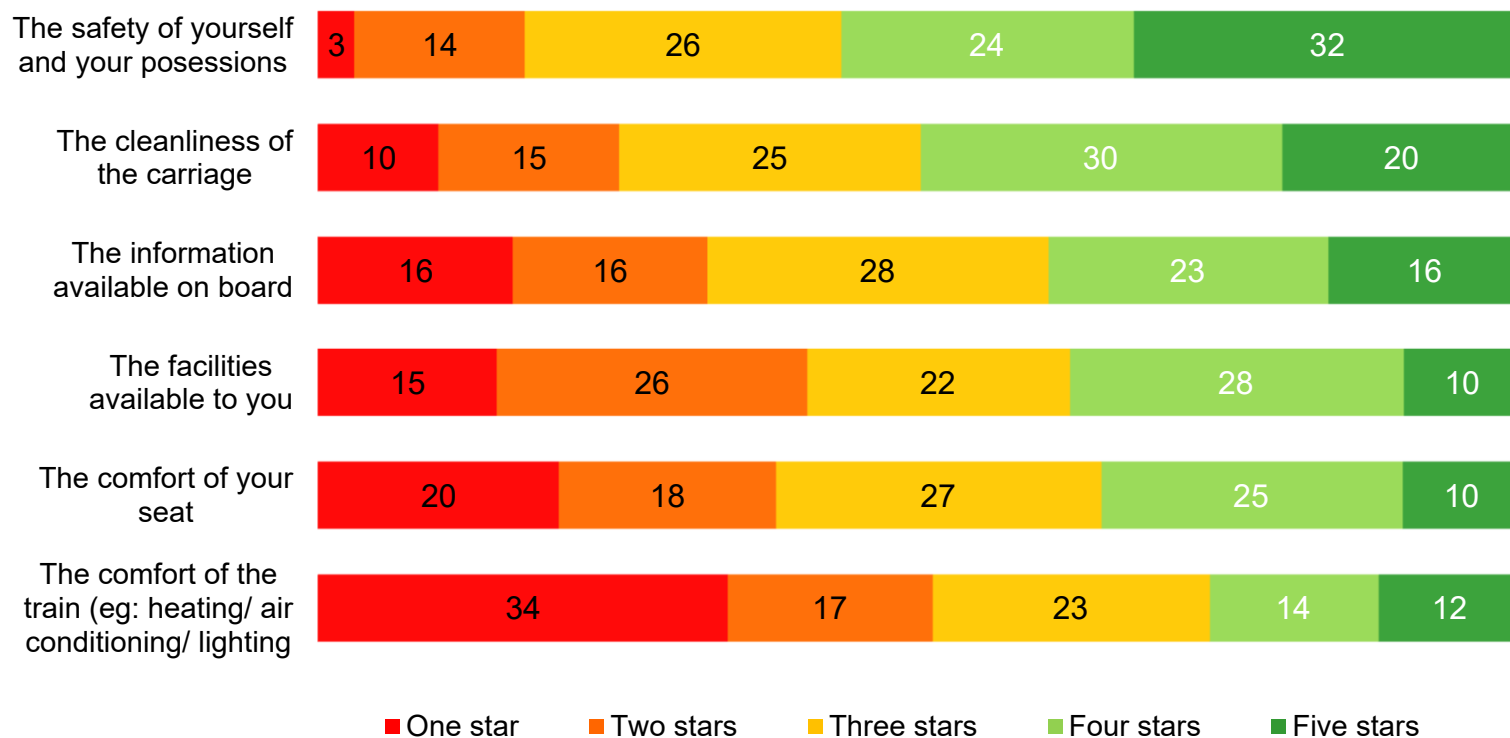
*This week my neck aches; the last trip my shoulder was in pain for a few days. So wider, deeper, pocket sprung, say with foam layer on top. I hope this has been considered with the new trains, although I would have hoped the new contract would have provided more improvement earlier.*

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?





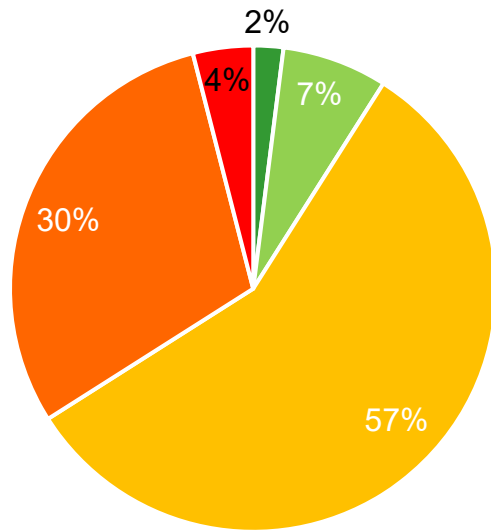
# Rating of on-board features among seated guests



Q19. How many stars do you give the Caledonian Sleeper for..?  
 Base: All seated guests (172)

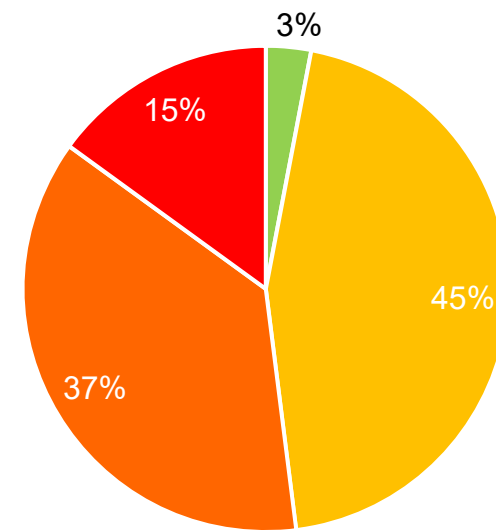


# Quality of sleep



*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 (640), seated guests (172)



# Improving quality of sleep – customer comments

*Certain parts of the journey were very bumpy, especially when the train picked up extra carriages at about 2 in the morning. I understand you can't do much about the smoothness of the track. Maybe the new carriages will make for a smoother ride.*

*The trains are knackered so they move violently due to suspension that's had its day the beds are dilapidated The engines are too modern for these dilapidated MK3 coaches causing violent shunting when the engines apply modern breaking.*

*Better heating or a blanket during winter months in seated. Plug on every seat so I can sit at a seat with leg room for tall folk.*

*The shunting at Waverley woke me. Although not much can be done about that, the facility to switch off the air 'conditioning' rather than just adjust the air flow temperature, would have been useful. The mattress could also be of better quality.*

*Lower lighting, more comfortable seats (reclining?) working blinds, blanket? Eye mask?*

*Slightly bigger beds and we got very hot throughout the night.*

*As already mentioned a cooler cabin and staff not talking late into the night and early in the morning would help to improve the quality of sleep*

*Sort heating controls. Request passengers respectful of neighbours wanting to sleep.*

*Lurching journey, no leg room for seat, uncomfortably hot or freezing when heating was turned off to try and acclimatize the heat.*

*The carriage heating system was malfunctioning, this must have been noted before passengers boarded however there was nothing done about it. it became a miserable night for all, so much so that some passengers disembarked part way into their journey. If i could have I would too.*

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



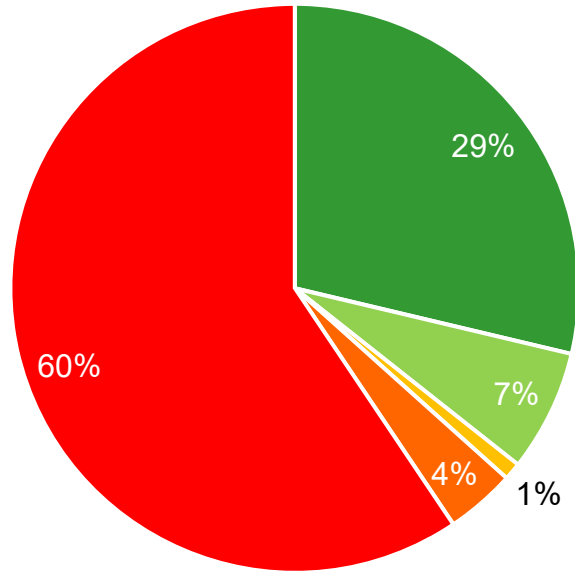
# Caledonian Sleeper

## Lounge car and catering



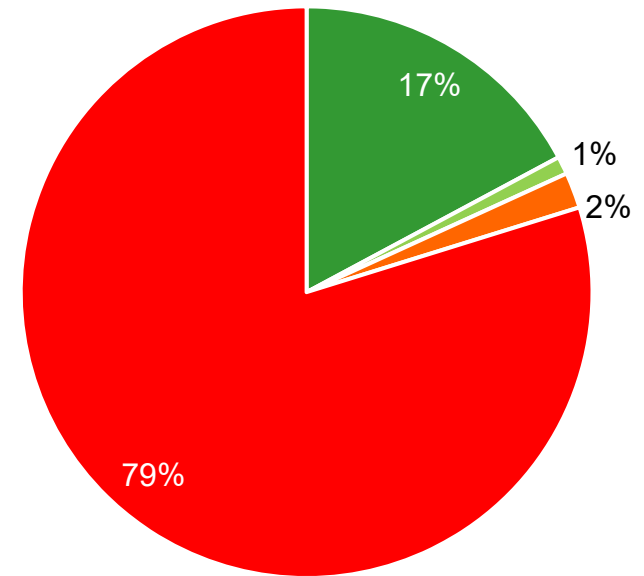
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SLEEPER

# 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

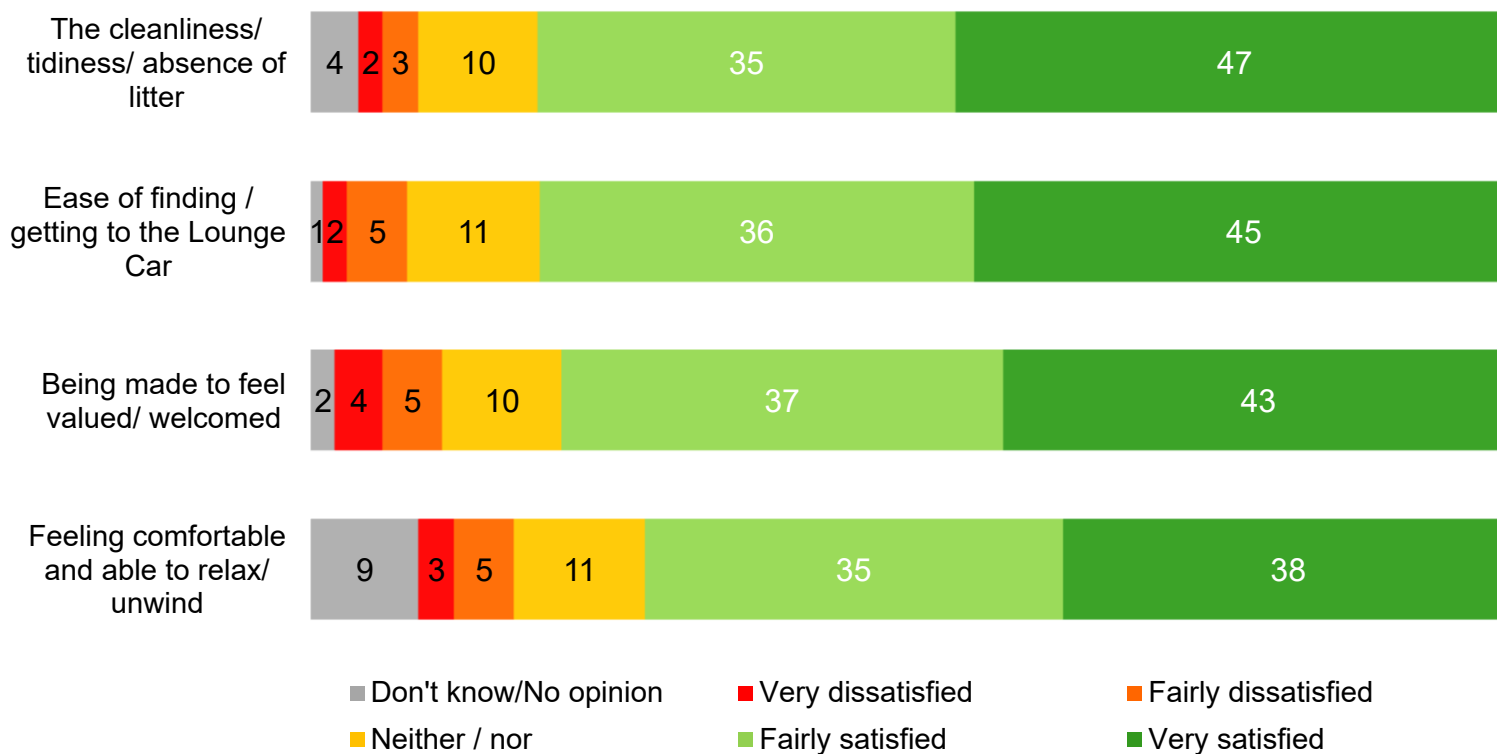


*Morning Use*

Q22a/b. Thinking about the evening/morning of your trip on the Caledonian Sleeper, did you visit the lounge car?  
Base: All (812)

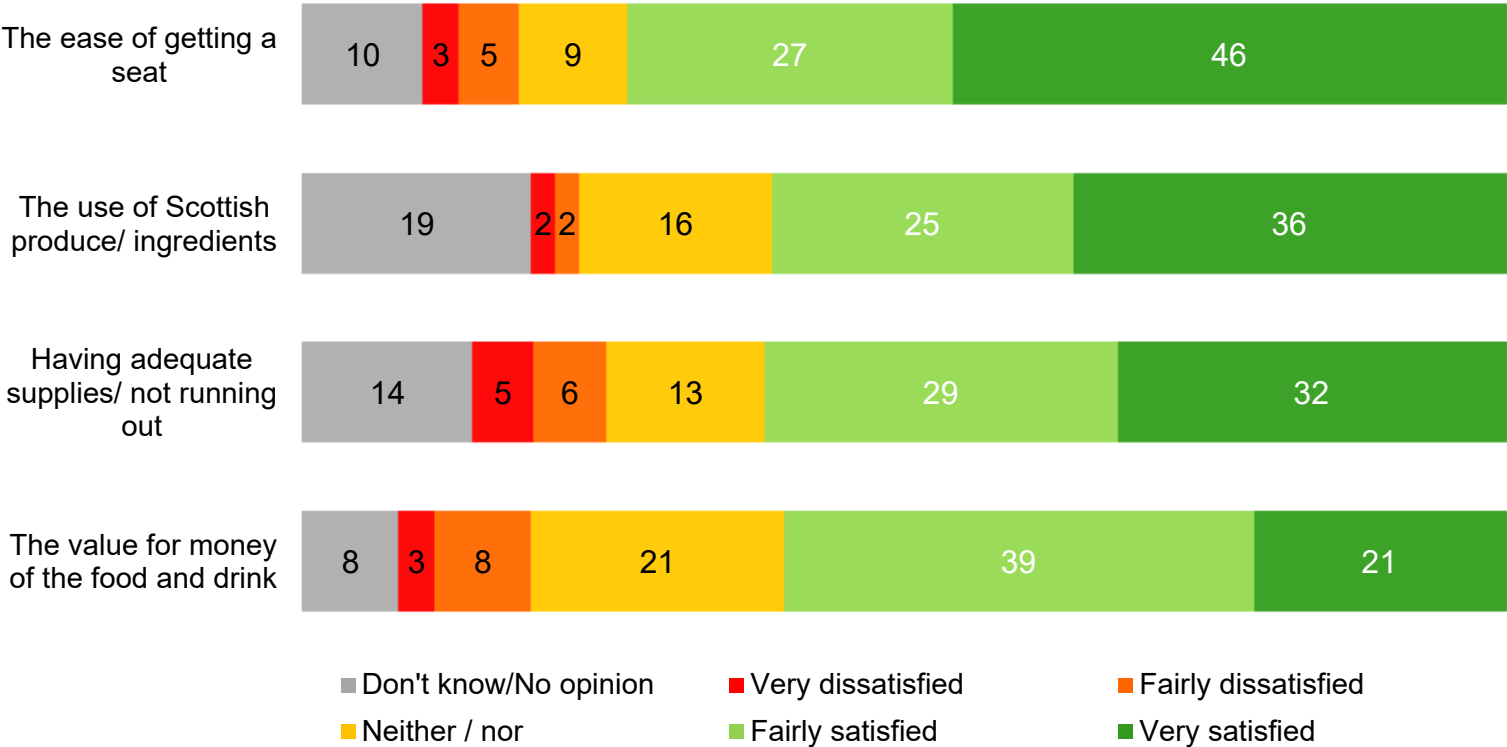


# Satisfaction with features of the Lounge Car – top 4



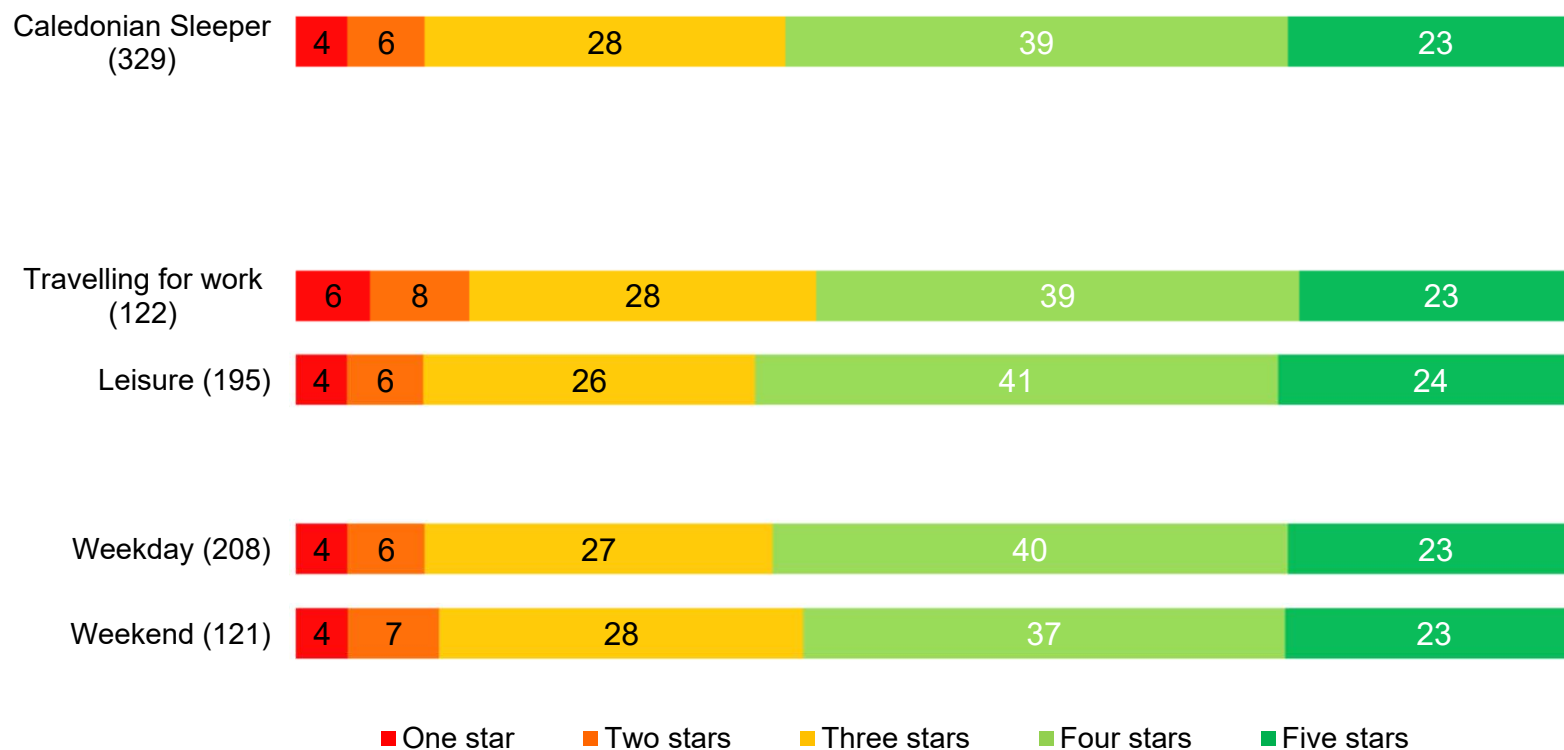
Q23. Thinking about your experience of the Lounge Car on the Caledonian Sleeper, how satisfied were you with..?  
 Base: All those using the lounge car (329)

# 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 (329)

# Overall rating of Lounge Car by passenger group

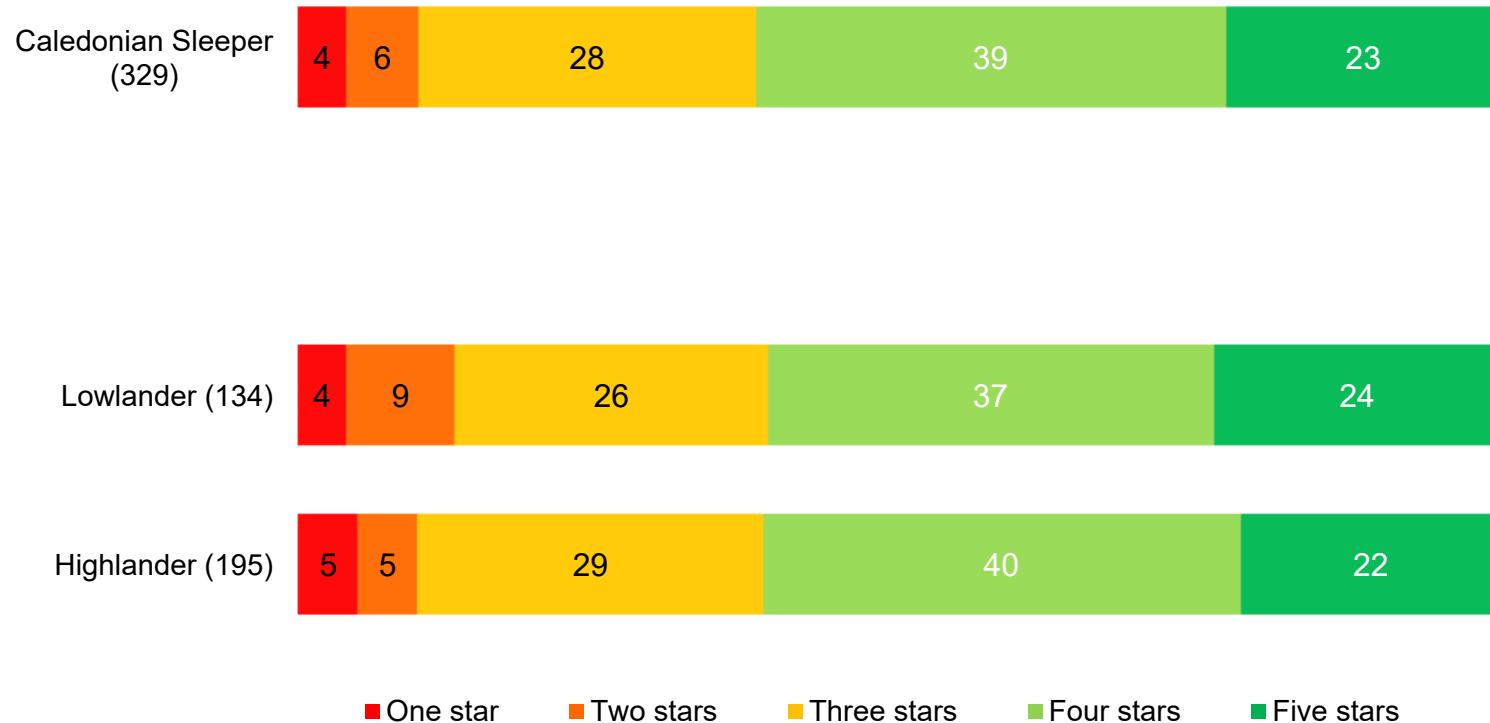


Q24a. How many stars overall do you give the Lounge Car on the Caledonian Sleeper?  
 Base: All users of the Lounge Car (in brackets above)





# Overall rating of Lounge Car by route



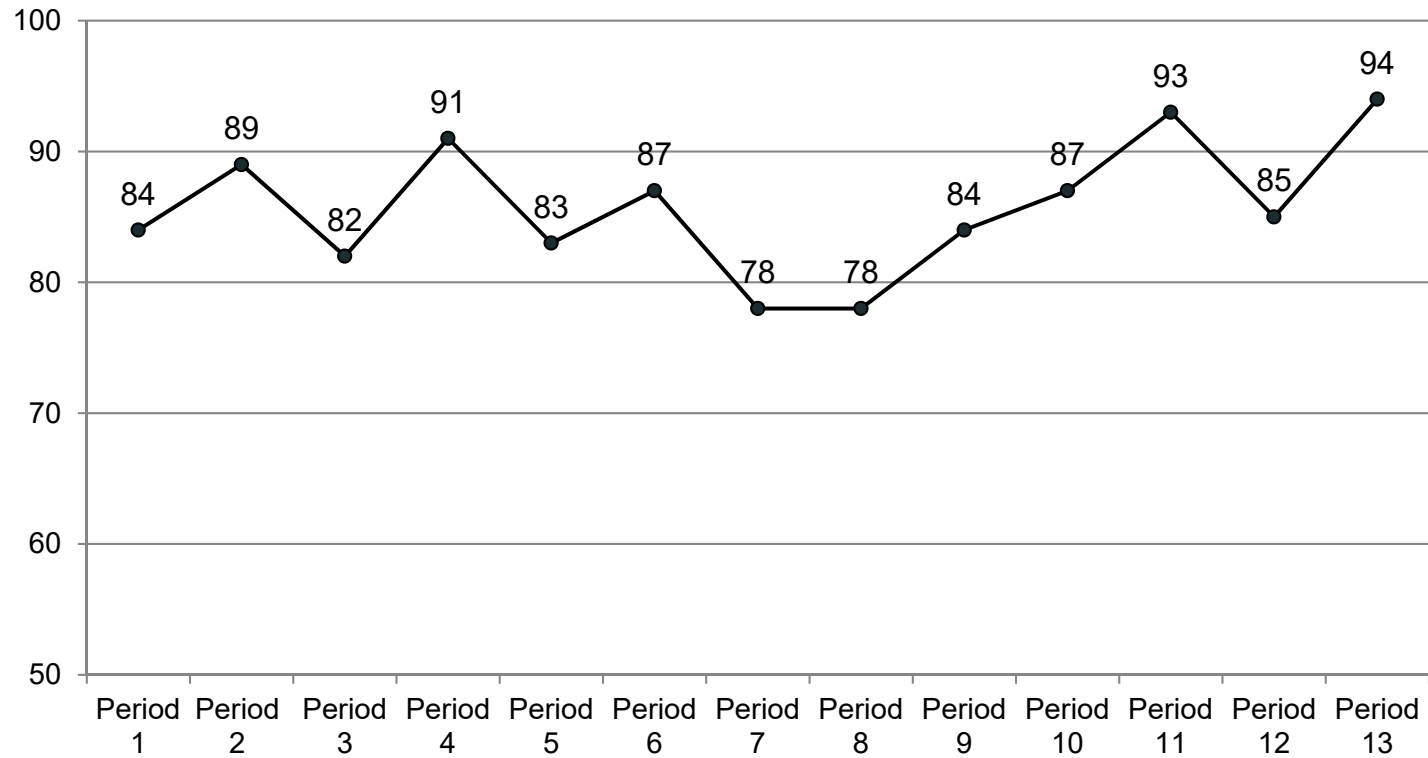
Q24a. How many stars overall do you give the Lounge Car on the Caledonian Sleeper?  
Base: All users of the Lounge Car (in brackets above)



# Overall rating of Lounge Car - trend

Rating of lounge car

Trend: % Three/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

Food delivery - as a couple, we ordered a starter and a snack as another starter, then two main courses. The starter, snack and one main course arrived together, and then the other starter. Plates were cold but the food was good and overall a positive experience, but hot plates would really help. Menus were A4 colour laser printed and stapled at top right but A4 folded to A5 and if multisheet stapled at centrefold would be far more professional especially with food on a small table. Various passengers were cooperating and being pragmatic about seating, which was good.

More seats facing out the windows to take in the beautiful scenery. The long sofas meant guests had to stare at each other!

The marketing gives an impression of the orient express. It's not. The "lounge car" is a small room looking like someone selling spirits from a car boot as all miniatures in cardboard boxes!

This is the second time i had availability issues with the menu. My first choice of meal wasn't available as there was no chutney for the chacauterie board. These supply issues need to be fixed.

The lounge car was very full, though I had a seat because I know to get in early, but some later people could not get a seat. Listening in on conversations (eg about having to purchase breakfast) it was apparent that not all those occupying seats were First Class passengers; I believe even that some were from the seated carriage. Also, as it was so busy some people, like the girl who sat next to me, had to wait a very long time for the steward to come and take her order - you felt that they were fully occupied at the kitchen end with the queue of people and did not venture enough up to the sofa end of the lounge to check whether there was anyone waiting to order.

We first of all as a seat passenger I was not allowed in so the ambiance was lost on me, then I had to hunt for staff who were busy doing some accounting or similar in the lounge seats, then I asked for beer but they did not really know what they had rummaging through a fridge and showing me cans then they charged me £9 for 2 330ml cans ! £9 a pint is a bit excessive so given all that I think 2 stars is generous.

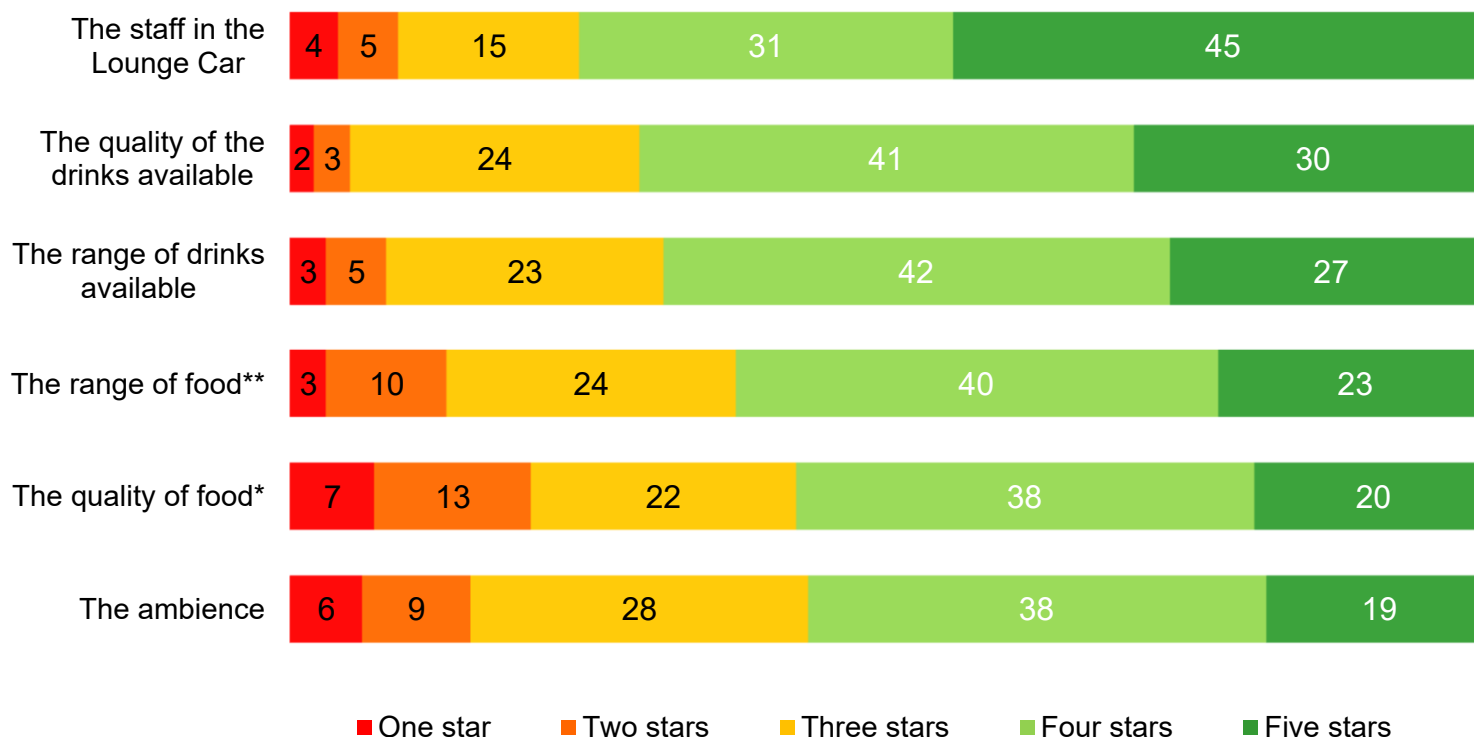
Being a seated passenger when I went to purchase a hot drink I felt that I was being a nuisance and a inconvenience to the staff on duty during my trip.

The pies were unavailable on both journeys, the breakfast was soggy on return. The menu options were already very limited so 100% availability's a must. Sockets at tables and not just sofas would be ideal for laptop users.

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 (329), \*those who looked at the menu (182), \*\*those who ate a meal (103)



# Rating of features of the Lounge Car – customer comments

*Pre-booking food would be good. The Mac and cheese was overpoweringly strong with a mustard taste. Was edible but not enjoyable.*

*The decoration of the Lounge Car looks dated and a little tired. I am hoping that when the new Mark 5 carriages arrive this will be much improved.*

*The previous offering of Scottish drinks was much more varied and featured smaller independent producers. The range has changed for the worse and now just has drinks you could buy at any branch of a major supermarket (including in England). Bring back Fyne Ales and Eden Mills! These were the highlight of a fairly aging service on increasingly shabby trains.*

*The staff feel as if they are there as much for each other as for the customer. Some are nice, many just feel caught up on their own world and distant. Given the limitations of the existing rollingstock and the investment in food and overnight kit, this cultural challenge is the obvious place to start.*

*Every night on the sleeper is different. Sometimes the lounge is buzzing sometimes it isn't. The earlier departure times mean that more people haven't eaten, so more opt for dinner, but there isn't the space. The ambience can therefore be awkward.*

*The coffee is basically complementary sachets of instant coffee and you charge like its from Starbucks or Costa ... I know because you give me the sachet to make the coffee.*

*First order was given at the table, every subsequent order I gave I had to get up and disturb the staff, sometimes on their phones*

*The rolling stock is ancient and the ambience is not conducive to feeling like a £185 experience! The seating is uncomfortable for eating at. the only thing that saves the whole experience from being terrible is the staff.*

*A good pie eg game pie in season, or beef (Scottish cattle breed). An imaginative vegetarian/vegan option. Tradition puddings eg Cranachan or something baked with custard.*

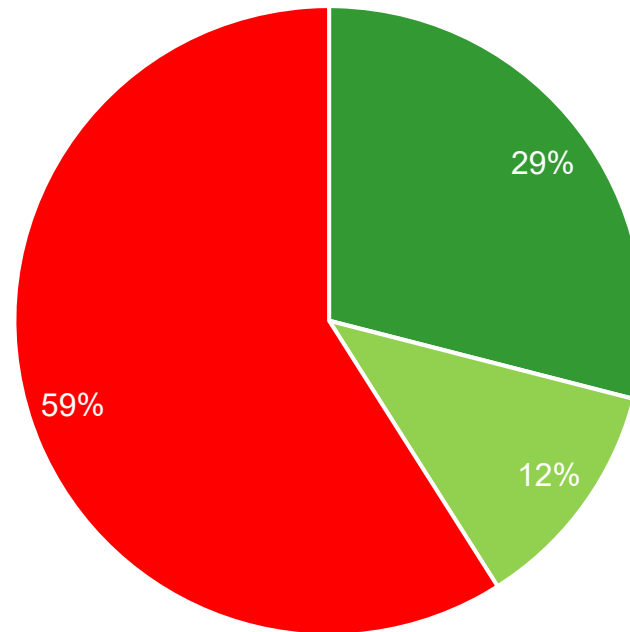
*More options for vegetarians and vegans.*

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 4 2018/19 %

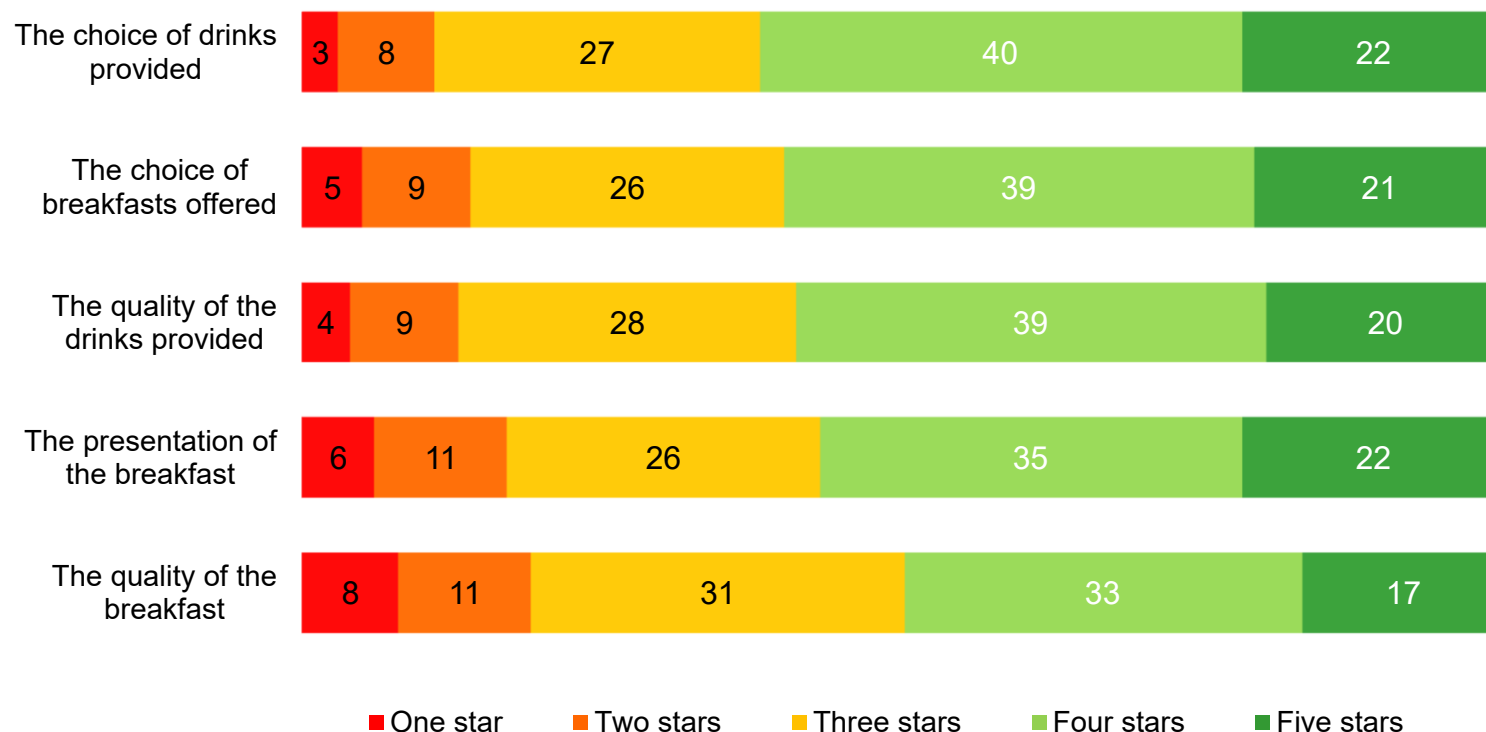


■ Yes - in my room ■ Yes - in the Lounge Car ■ No

Q25a. Did you eat a Caledonian Sleeper Breakfast on the train?  
Base: All (812)



# Rating of features of breakfast



Q25b. How many stars would you give for..?  
Base: All eating a Caledonian Sleeper breakfast on the train (333)



# Rating of features of the breakfast – customer comments

*The tea is served as a pot of "hot" water and a tea bag to add to it. The "hot" water is lukewarm and cannot infuse the tea properly by the time it is served. Tea making / coffee making in room would deal with this. The orange juice chosen is very acidic.*

*Make it look better, rather than just cram it all into one small dish. For many travellers, this will be their first meal in Scotland, and you want to give them a proper highland welcome! Dress it up a bit, but most of all, improve the flavour and quality of ingredients.*

*It was like airplane meal but worse*

*Two stars is generous- none of the advertised breakfasts were available*

*There was only one vegan option- a blueberry smoothie. It was less than half a glass and was not worth the money.*

*Maybe I am way off base, but paying nearly £200.00 for a ticket, the breakfast was disappointing. Served in a small dish, it was lukewarm, a bit stodgy and flavourless. I was really looking forward to a plate that would set me up for the day, however this meal meant I was still hungry, and had a second breakfast when I got of the train. Ditch the dry muffin and put that towards some good toast instead too. Not everyone wants a sweet muffin at breakfast. Keep it on the menu, but with the full Scottish breakfast, toast would have been better. Coffee was a sachet I made myself and orange juice could have been larger (to wash down the slightly dry muffin).*

*The porridge was uncooked. The oats were at the bottom of the dish and milk floating on top. Consequently the milk slopped over the side of the dish. How many people eat the muffin? I suggest replace the muffin with a nice bread roll, butter and marmalade.*

*Coffee needs to be good and freshly brewed. No one serves Nescafe anymore. Those days are over.*

*The vegan option is not good. Don't know who was consulted about it but a chia smoothie that isn't freshly prepared is silly. There are so many easy vegan breakfasts they could do instead that would work better on a train.*

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?





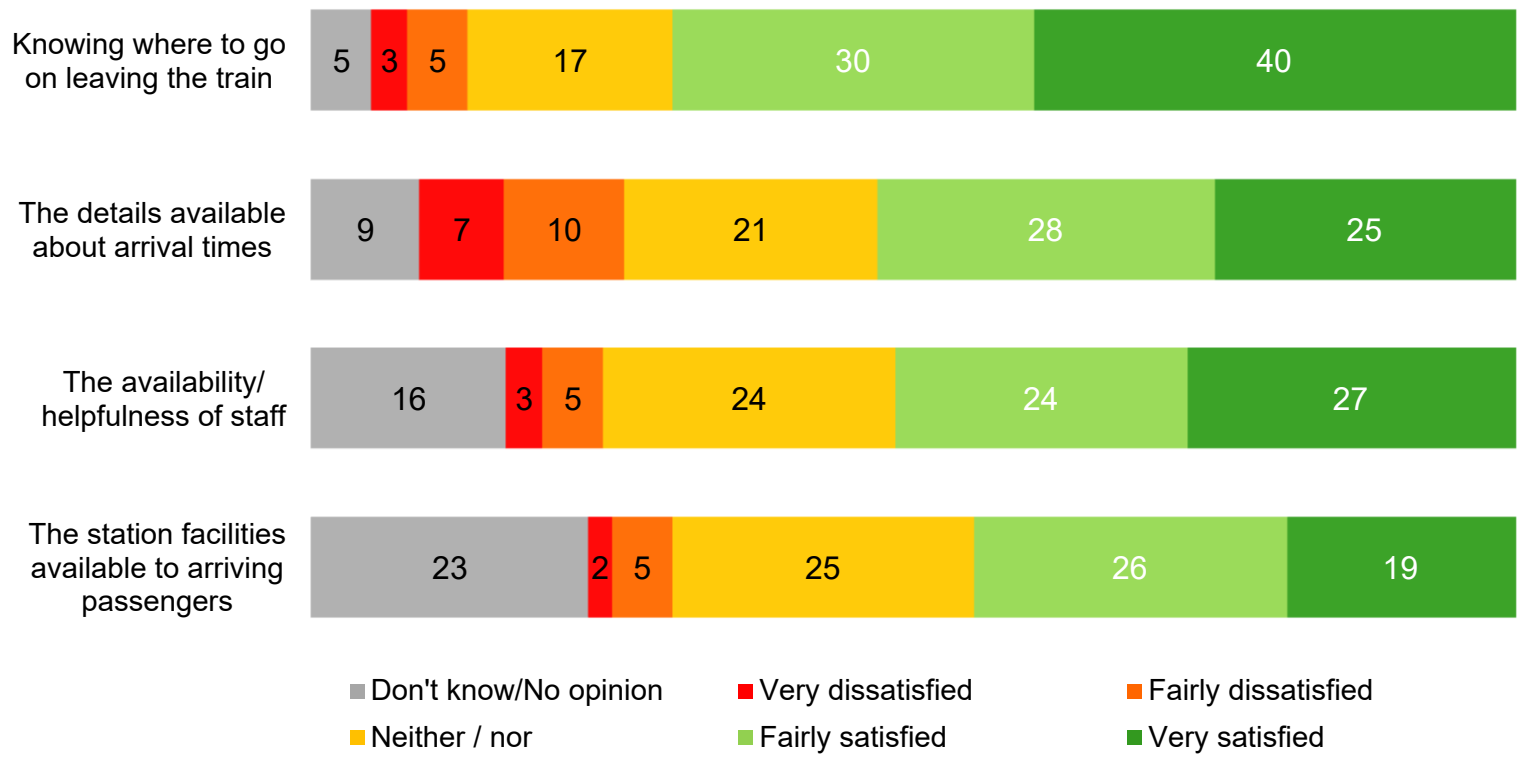
# Caledonian Sleeper

## 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 (812)

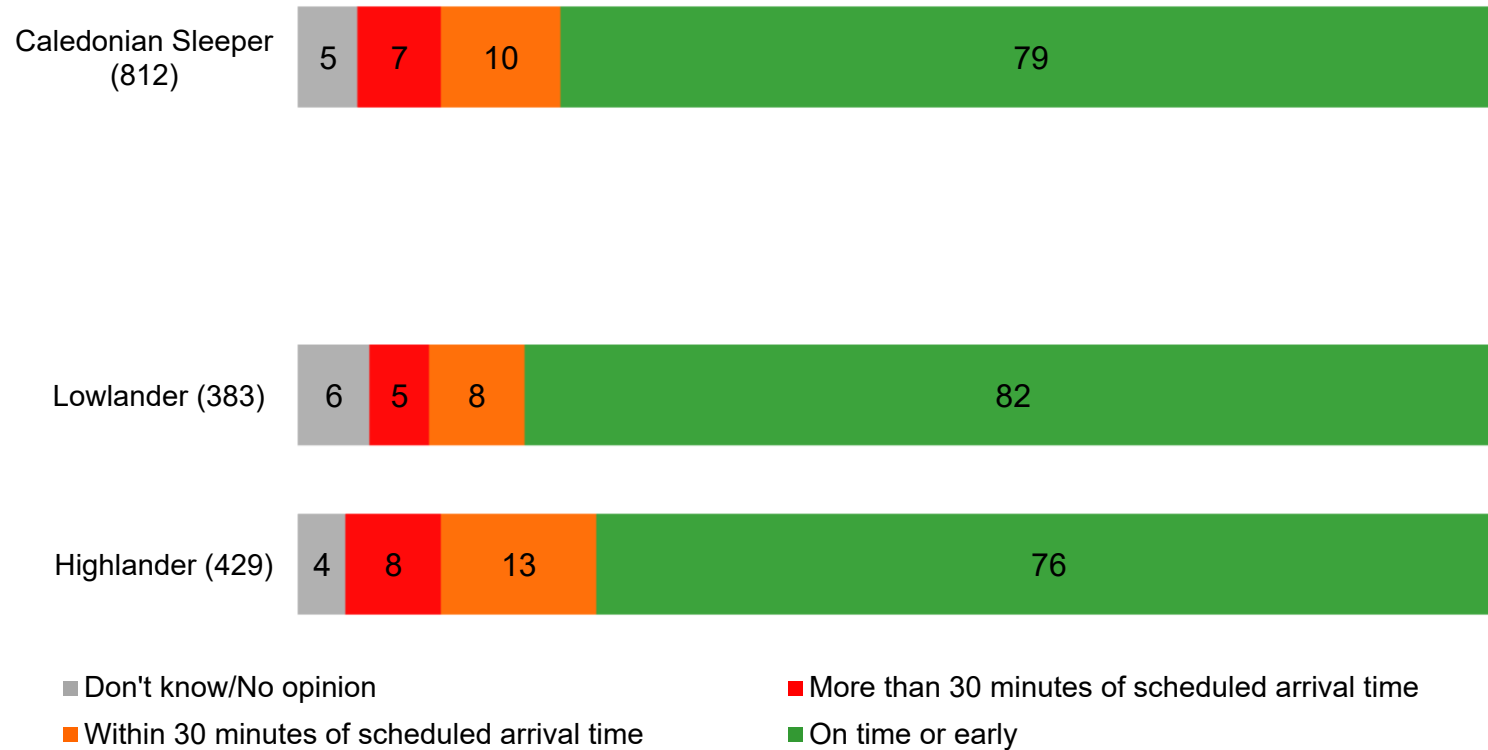
# Caledonian Sleeper

## Delay



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# Punctuality of service by route



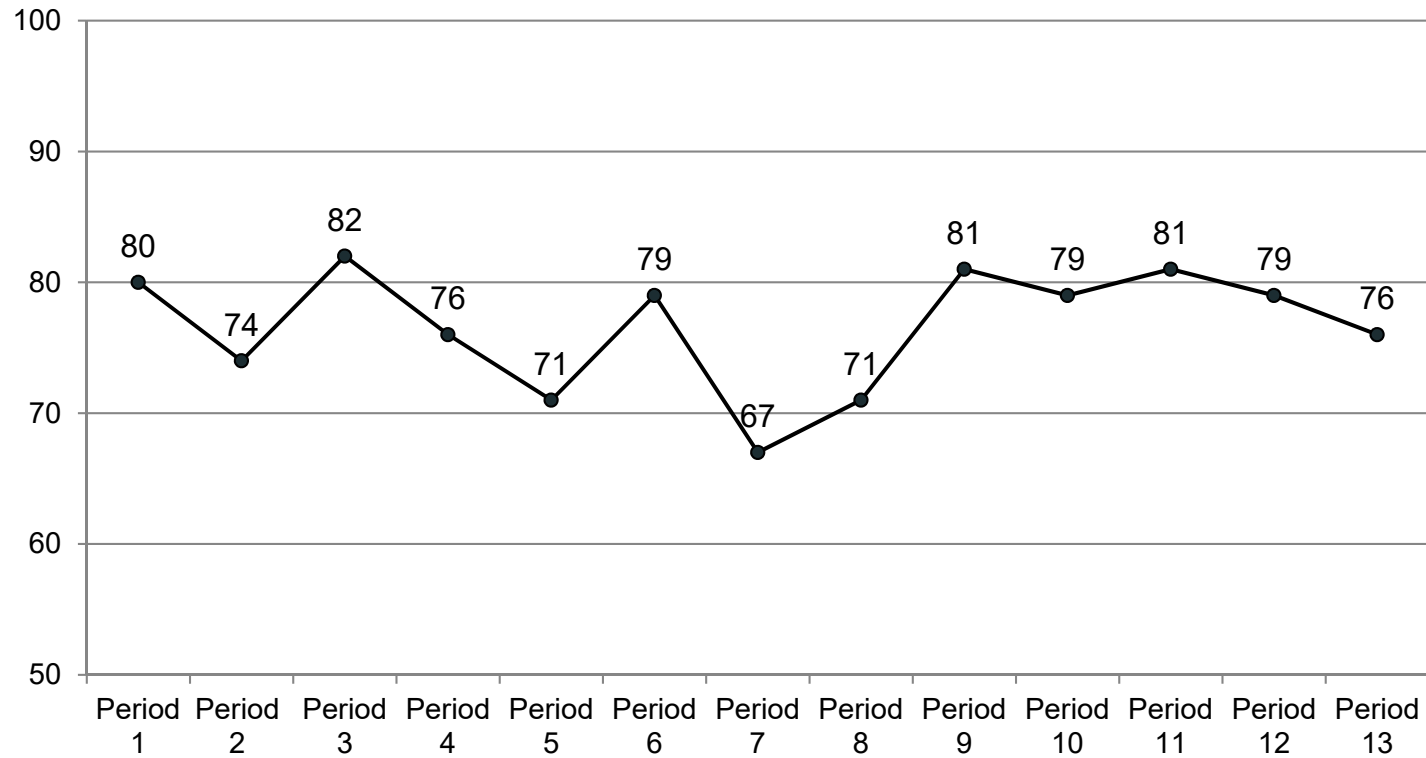
Q27a. Did your train arrive on time?  
Base: in brackets above



# Punctuality of service - trend

Rating of experience

Trend: On time or early



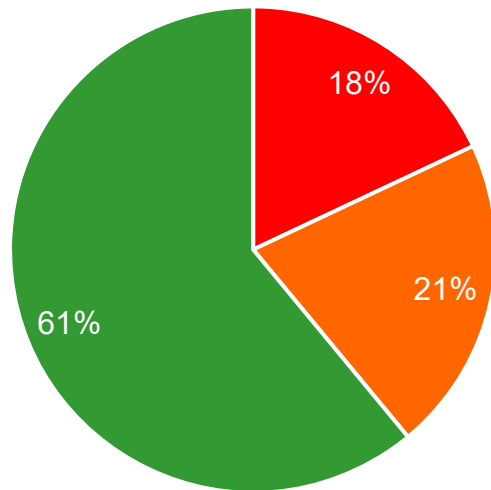
Q27a Did your train arrive on time?



# Impact of delay

Quarter 4 2018/19 %

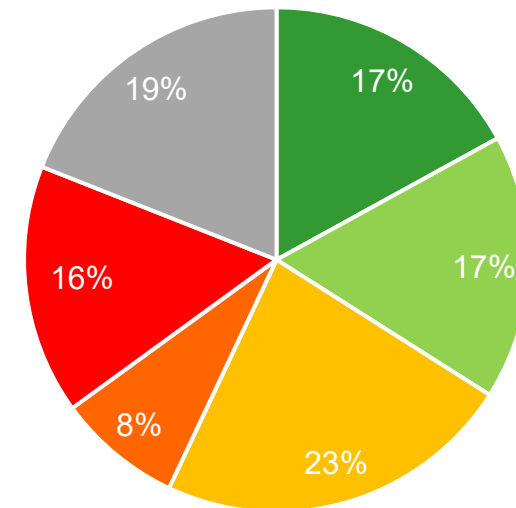
- Yes, it was a serious inconvenience
- Yes, it was a minor inconvenience
- No, it did not inconvenience me



*Impact of the delay*

Q27b. Did this affect your plans for the day?  
Base: All who experienced a delay (135)

- 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 (135)



# Caledonian Sleeper

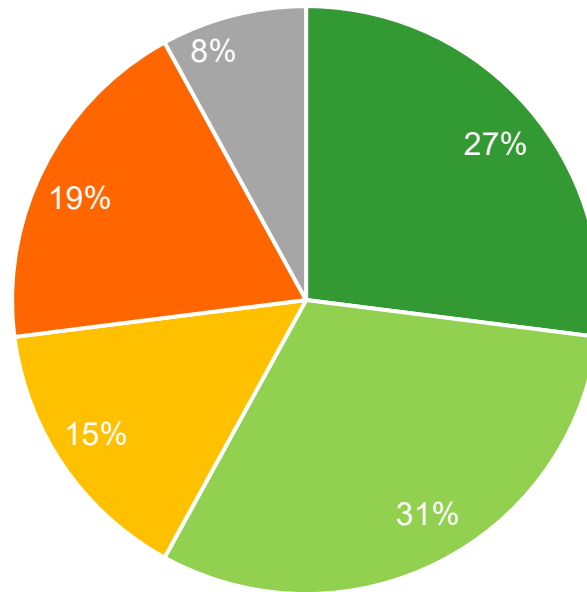
## Facilities for those with a disability or illness



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# Satisfaction that Caledonian Sleeper provides a service suitable to needs

Quarter 4 2018/19 %



- 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 (26\*) \*Caution – low base





# Providing a service suitable to needs – customer comments

*Help with my bags.  
Step free access  
would be good.*

*Try to seat disabled  
people close to the  
lounge.*

*I am very hard of hearing so would  
like there to be a staff member  
when I board the carriage to  
explain the need to rouse me  
personally in case of emergency,  
especially fire.*

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>812<br/>%</i> | <i>Sample size</i>                                       | <i>812<br/>%</i> | <i>Sample size</i>            | <i>812<br/>%</i> |
|-----------------------|------------------|--|------------------|-------------------------------|------------------|
| <b>Age</b>            |                  | <b>Journey Purpose</b>                                   |                  | <b>Disability or Illness</b>  |                  |
| 16-34                 | 18               | <b>Travelling for work</b>                               | <b>38</b>        | <b>None</b>                   | <b>97</b>        |
| 35-54                 | 40               | Company business   | 24               | Vision                        | >1               |
| 55+                   | 39               | Personal Business  | 9                | Hearing                       | >1               |
| Not stated            | 3                | Regular travel between home and workplace                | 5                | Mobility                      | 1                |
| <b>Gender</b>         |                  | Visiting friends/ relatives                              | 26               | Hidden disability             | 1                |
| Male                  | 60               | Holiday/ short break                                     | 29               | Speech or language impairment | 0                |
| Female                | 37               | Attending a sporting/ musical/ theatrical/ charity event | 4                | Mental health                 | >1               |
| Not stated            | 2                | Other  | 3                | Other                         | >1               |
| <b>Working status</b> |                  | <b>Leisure</b>   | <b>62</b>        |                               |                  |
| Full time             | 65               |  |                  |                               |                  |
| Part time             | 12               |  |                  |                               |                  |
| Not working           | 1                |  |                  |                               |                  |
| Retired               | 13               |  |                  |                               |                  |
| Student               | 3                |  |                  |                               |                  |
| <b>Residence</b>      |                  |  |                  |                               |                  |
| UK                    | 94               |  |                  |                               |                  |
| Non-UK                | 7                |  |                  |                               |                  |



# Sample profile – journey details

| <i>Sample size</i>                                     | <i>812 %</i> | <i>Sample size</i>  | <i>812 %</i> | <i>Sample size</i>                        | <i>812 %</i> |
|--|--------------|---|--------------|---|--------------|
| <b><u>Travelling party</u></b>                         |              | <b><u>Return journey mode</u></b><br>(those making outward journey) |              | <b><u>Travel to departure station</u></b> |              |
| Alone  | 63           | Caledonian Sleeper  | 46           | Train                                     | 27           |
| With a business colleagues(s)                          | 1            | Daytime train   | 34           | Underground/ Tram/ Subway                 | 26           |
| With family (adults only)                              | 21           | Plane   | 16           | Bus/ Coach                                | 9            |
| With family (adults/children)                          | 9            | Coach   | 1            | Taxi                                      | 16           |
| With friends   | 6            | Own Car   | 1            | Own car/ Dropped off                      | 18           |
| <b><u>Accommodation</u></b>                            |              | Hire car  | 0            | Hire car                                  | 2            |
| Seat only  | 21           | Other   | 1            | On foot                                   | 16           |
| Single room  | 47           | Don't know  | 1            | Bicycle                                   | 2            |
| Twin room  | 23           | <b><u>Outward journey mode</u></b><br>(those making return journey) |              | Other                                     | 1            |
| Interconnecting rooms                                  | 9            | Caledonian Sleeper  | 62           | <b><u>Travel from arrival station</u></b> |              |
| <b><u>Sharing</u></b><br>(twin room, travelling alone) |              | Daytime train   | 25           | Train                                     | 28           |
| Room to self   | 100          | Plane   | 11           | Underground/ Tram/ Subway                 | 23           |
| Shared   | 0            | Coach   | 1            | Bus/ Coach                                | 10           |
| <b><u>Journey direction</u></b>                        |              | Own Car   | 0            | Taxi                                      | 15           |
| Outward  | 46           | Hire car  | 0            | Own car/ Dropped off                      | 12           |
| Return   | 33           | Other   | 1            | Hire car                                  | 4            |
| One way  | 21           |   |              | On foot                                   | 21           |
|  |              |   |              | Bicycle                                   | 1            |
|  |              |   |              | Other                                     | 2            |



# Sample profile – journey details

| <i>Sample size</i>        | <i>812 %</i> | <i>Sample size</i>                       | <i>812 %</i> | <i>Sample size</i>              | <i>812 %</i> |
|---------------------------|--------------|--|--------------|---------------------------------|--------------|
| <b><u>Service Day</u></b> |              | <b><u>Accommodation type</u></b>         |              | <b><u>Transaction value</u></b> |              |
| Weekday                   | 61           | 1 <sup>st</sup> class                    | 37           | £0-£49.99                       | 10           |
| Weekend                   | 39           | Standard                                 | 42           | £50-£99.99                      | 19           |
| <b><u>Direction</u></b>   |              | Seated                                   | 22           | £100-£149.99                    | 21           |
| Northbound                | 51           | <b><u>Party size</u></b>                 |              | £150-£199.99                    | 32           |
| Southbound                | 49           | Single traveller                         | 65           | £200-£249.99                    | 11           |
| <b><u>Train Type</u></b>  |              | Two people                               | 28           | £250-£299.99                    | 2            |
| Highlander                | 53           | Three or more people                     | 7            | £300 or more                    | 5            |
| Lowlander                 | 47           | <b><u>Transaction value by guest</u></b> |              |                                 |              |
| <b><u>Crew</u></b>        |              | £0-£49.99                                |              |                                 |              |
| Aberdeen                  | 8            | £50-£99.99                               |              |                                 |              |
| Edinburgh                 | 12           | £100-£149.99                             |              |                                 |              |
| Fort William              | 4            | £150-£199.99                             |              |                                 |              |
| Glasgow                   | 11           | £200-£249.99                             |              |                                 |              |
| Inverness                 | 14           |  |              |                                 |              |
| London                    | 51           |  |              |                                 |              |



# Sample profile – journey details

| <i>Sample size</i>   | <i>812<br/>%</i> | <i>Sample size</i>   | <i>812<br/>%</i> | <i>Sample size</i>   | <i>812<br/>%</i> |
|--|------------------|--|------------------|--|------------------|
| <b><u>Return journeys between Scotland and London</u></b>      |                  | <b><u>Number of journeys using Caledonian Sleeper</u><br/>(making at least 2 journeys between Scotland and London)</b> |                  | <b><u>When first travelled on Caledonian Sleeper</u><br/>(previously travelling by Caledonian sleeper)</b> |                  |
| 12 or more   | 18               | 12 or more   | 6                | More than 20 years ago   | 35               |
| 4-11   | 33               | 4-11   | 23               | 15-19 years ago  | 7                |
| 2-3  | 24               | 2-3  | 34               | 10-14 years ago  | 8                |
| First journey in last 12 months                                | 17               | 1 Journey  | 27               | 5-9 years ago  | 10               |
| First ever journey   | 7                | None   | 10               | 3-4 years ago  | 9                |
| Have never made a journey between Scotland and the London area | 1                |  |                  | 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 fourth quarter of fieldwork for the year 2018/19, combining Rail Periods 10, 11, 12, and 13. **Fieldwork for quarter 4 2018/19 took place between 12 December and 9 April.** This covered journeys made between 9 December and 31 March.

**812 questionnaires were completed in total.**



# Caledonian Sleeper

## Quarterly Report

Quarter 4, 2018/19

Rail Periods 10, 11, 12, and 13



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