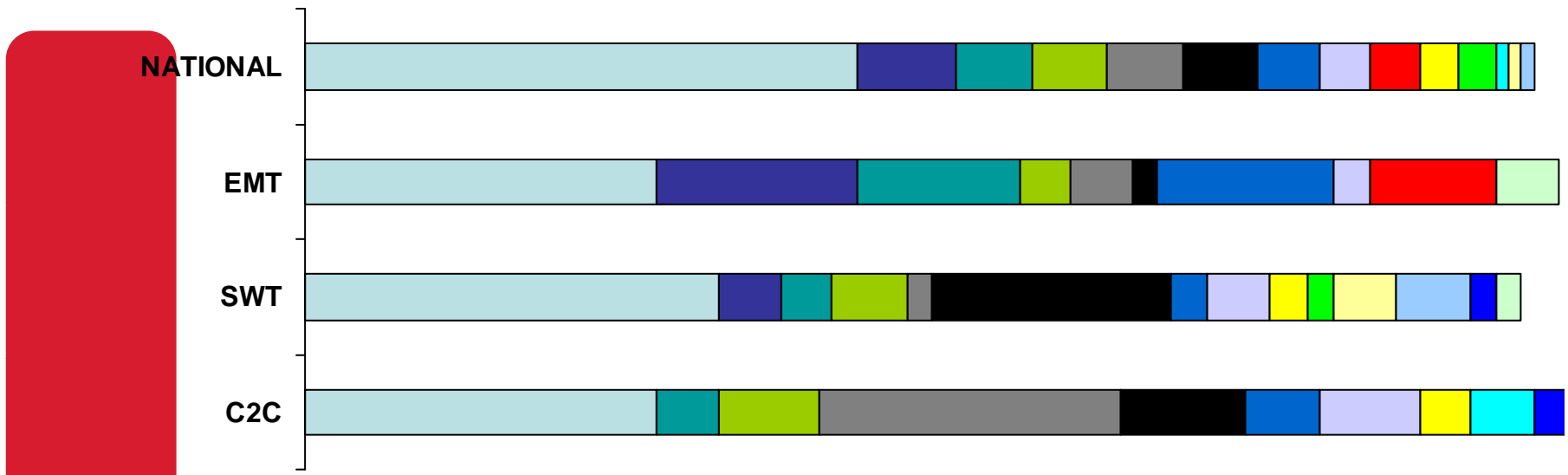


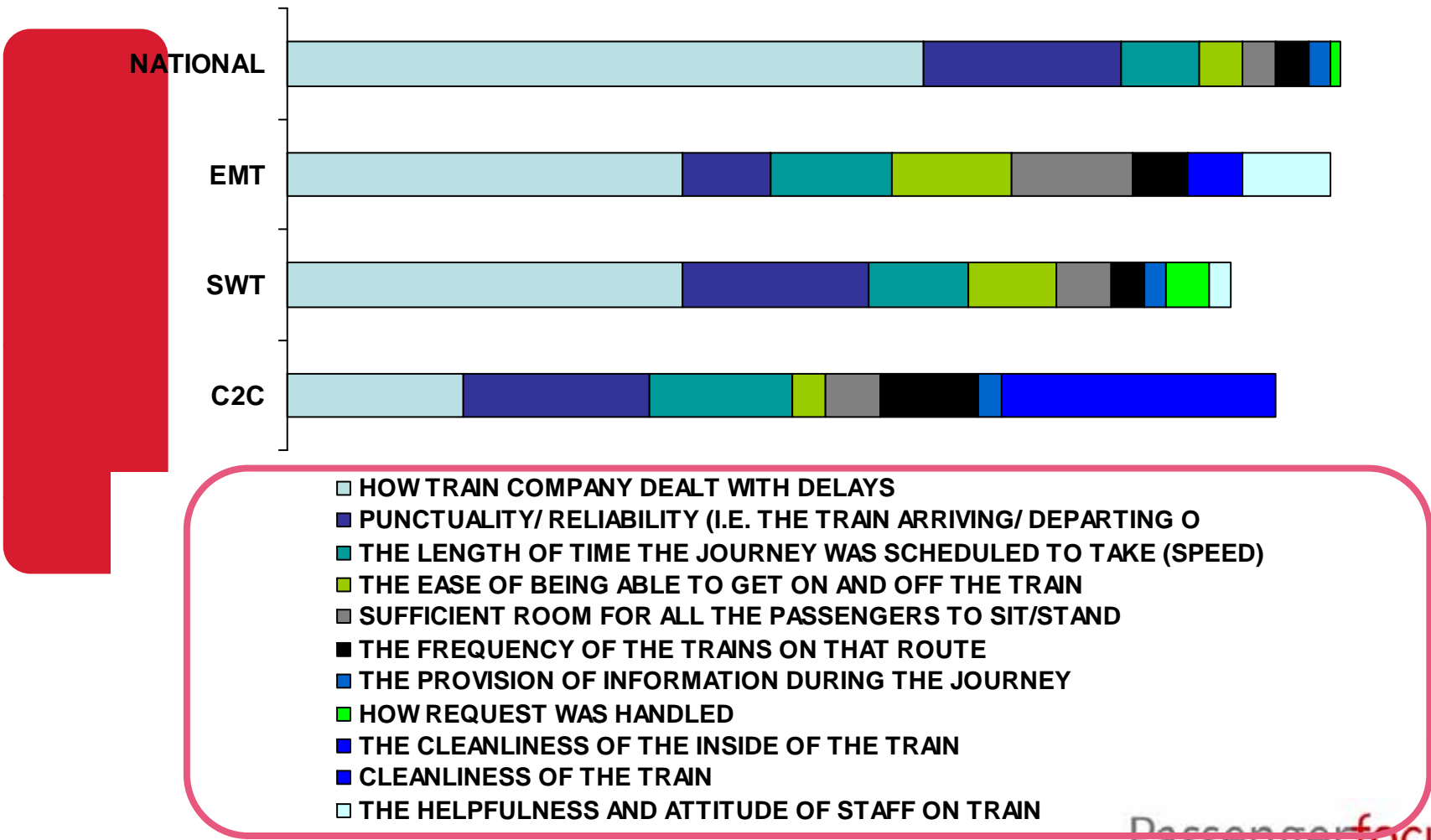
Drivers of customer satisfaction – Spring/Autumn 2009

(bar size shows relative importance due to factor)



- PUNCTUALITY/ RELIABILITY (I.E. THE TRAIN ARRIVING/ DEPARTING ON TIME)
- THE EASE OF BEING ABLE TO GET ON AND OFF THE TRAIN
- SUFFICIENT ROOM FOR ALL THE PASSENGERS TO SIT/STAND
- THE FREQUENCY OF THE TRAINS ON THAT ROUTE
- THE CLEANLINESS OF THE INSIDE OF THE TRAIN
- THE COMFORT OF THE SEATING AREA
- THE LENGTH OF TIME THE JOURNEY WAS SCHEDULED TO TAKE (SPEED)
- CLEANLINESS OF THE TRAIN
- YOUR PERSONAL SECURITY WHILST USING THAT STATION
- THE PROVISION OF INFORMATION DURING THE JOURNEY
- THE VALUE FOR MONEY FOR THE PRICE OF YOUR TICKET
- THE OVERALL STATION ENVIRONMENT
- YOUR PERSONAL SECURITY WHILST ON BOARD THE TRAIN
- PROVISION OF INFORMATION ABOUT TRAIN TIMES/ PLATFORMS
- HOW REQUEST WAS HANDLED
- THE AVAILABILITY OF THE STAFF ON THE TRAIN

Drivers of customer dissatisfaction – Spring/Autumn 2009 (bar size shows relative importance due to factor)



- HOW TRAIN COMPANY DEALT WITH DELAYS
- PUNCTUALITY/ RELIABILITY (I.E. THE TRAIN ARRIVING/ DEPARTING O
- THE LENGTH OF TIME THE JOURNEY WAS SCHEDULED TO TAKE (SPEED)
- THE EASE OF BEING ABLE TO GET ON AND OFF THE TRAIN
- SUFFICIENT ROOM FOR ALL THE PASSENGERS TO SIT/STAND
- THE FREQUENCY OF THE TRAINS ON THAT ROUTE
- THE PROVISION OF INFORMATION DURING THE JOURNEY
- HOW REQUEST WAS HANDLED
- THE CLEANLINESS OF THE INSIDE OF THE TRAIN
- CLEANLINESS OF THE TRAIN
- THE HELPFULNESS AND ATTITUDE OF STAFF ON TRAIN