

Caledonian Sleeper

Quarterly Report

Quarter 4

Rail Period 12, 13 and 14



CALEDONIAN
SLEEPER

Contents

Page

Summary: Caledonian Sleeper results, Quarter 4	3
Overall opinions of the Caledonian Sleeper	4
Customer experience of stations	11
Customer experience on board	21
Experience of delays	38
Ticketing & accessing information	45
Customer feedback and suggested improvements	52
Caledonian Sleeper customer priorities	58
Appendix: Methodology, sample profile and quality	61



Summary: Caledonian Sleeper quarter 4

	Caledonian Sleeper	Lowlander	Highlander
Overall journey satisfaction	79	82	77
Satisfaction with...			
Getting a good nights sleep	59	64	57
Punctuality/reliability	88	90	87
Sufficient room in your bed/compartment	64	67	62
The ease of being able to get on and off the train	83	85	81
Cleanliness of the sleeping accommodation	88	92	86
The provision of information during the journey	63	68	60
Frequency of the trains on the route	78	81	76
Net Promoter Score	13	16	11



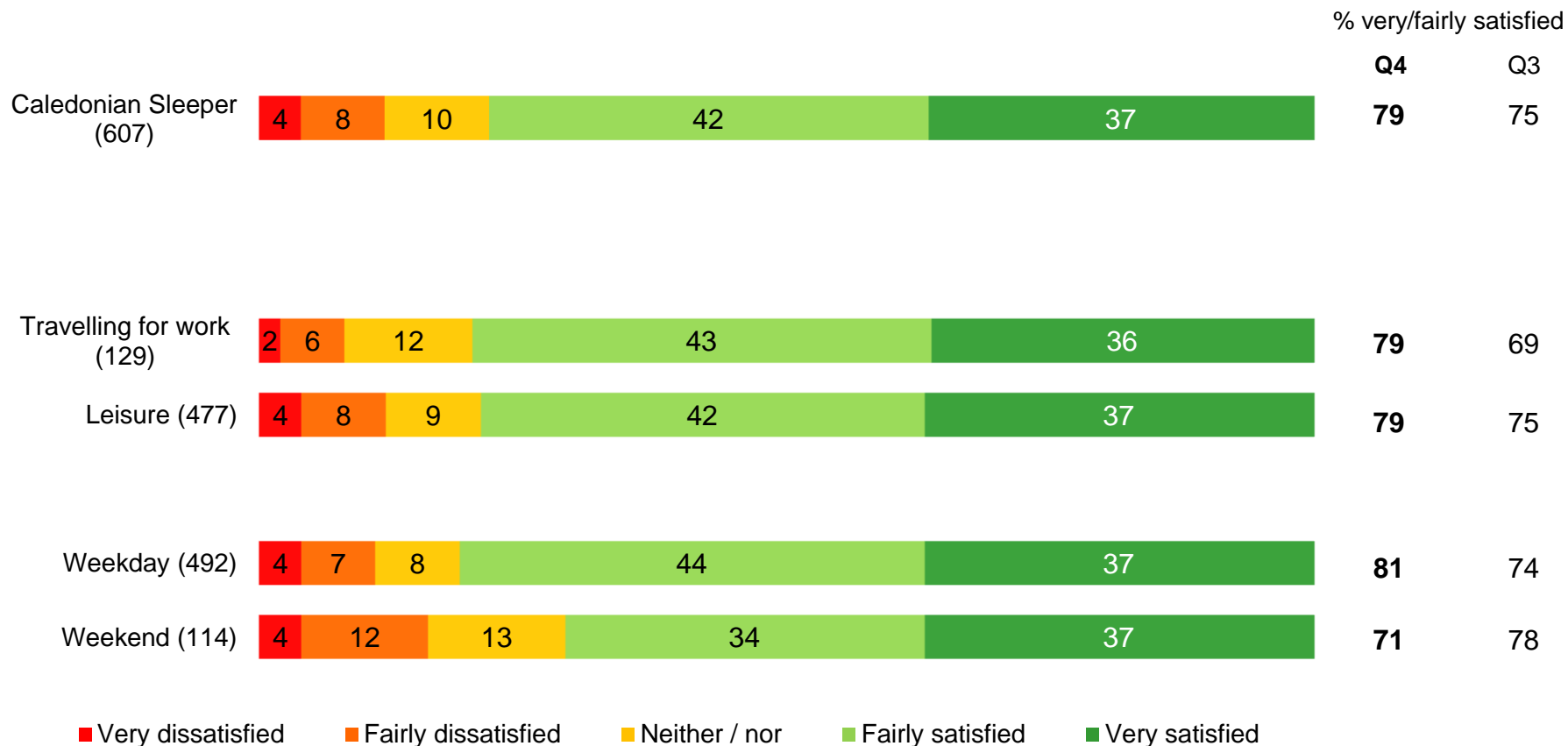
Caledonian Sleeper

Overall opinion of the Caledonian Sleeper



**CALEDONIAN
SLEEPER**

Overall journey satisfaction by passenger group

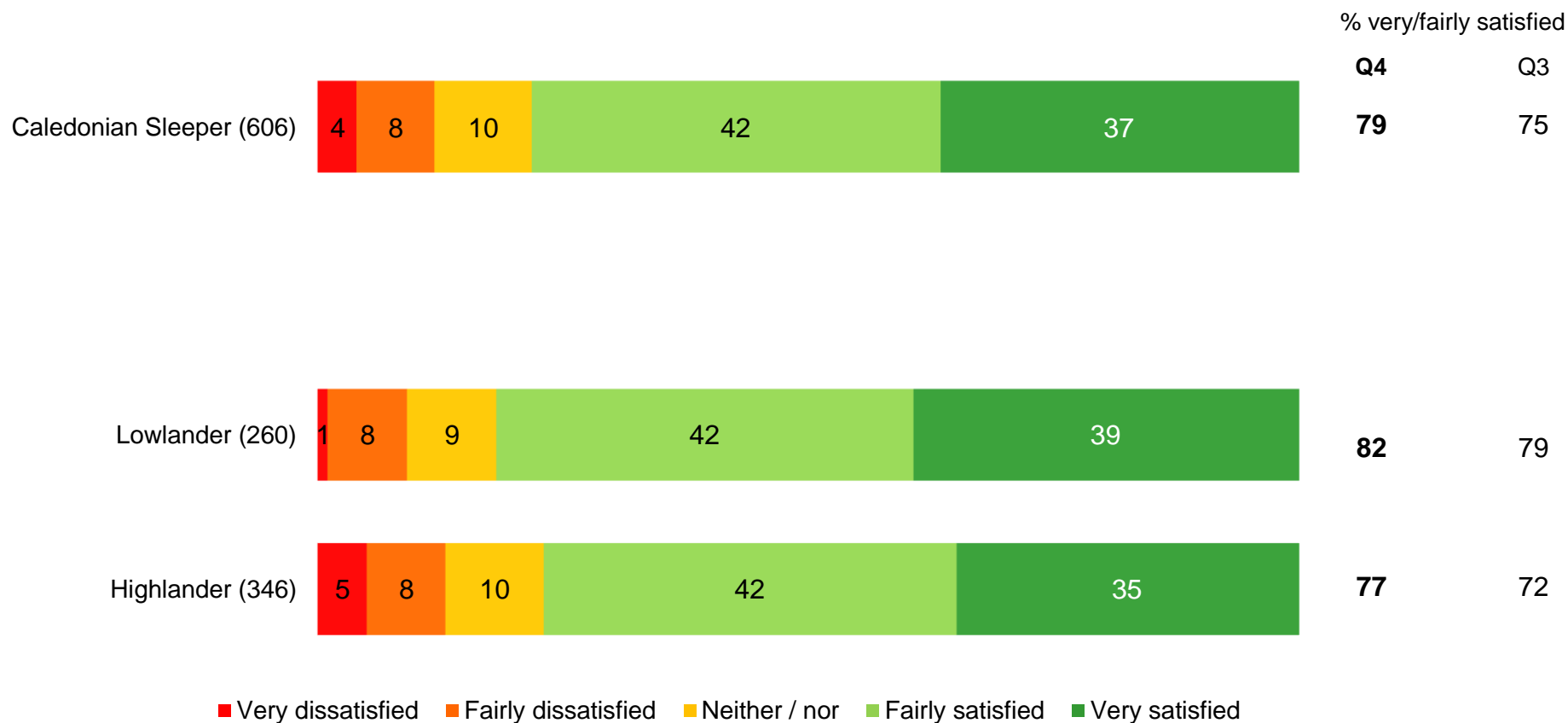


Q28a. Overall, how satisfied have you been with your journey today?

Base: in brackets above



Overall journey satisfaction by route



Q28a. Overall, how satisfied have you been with your journey today?

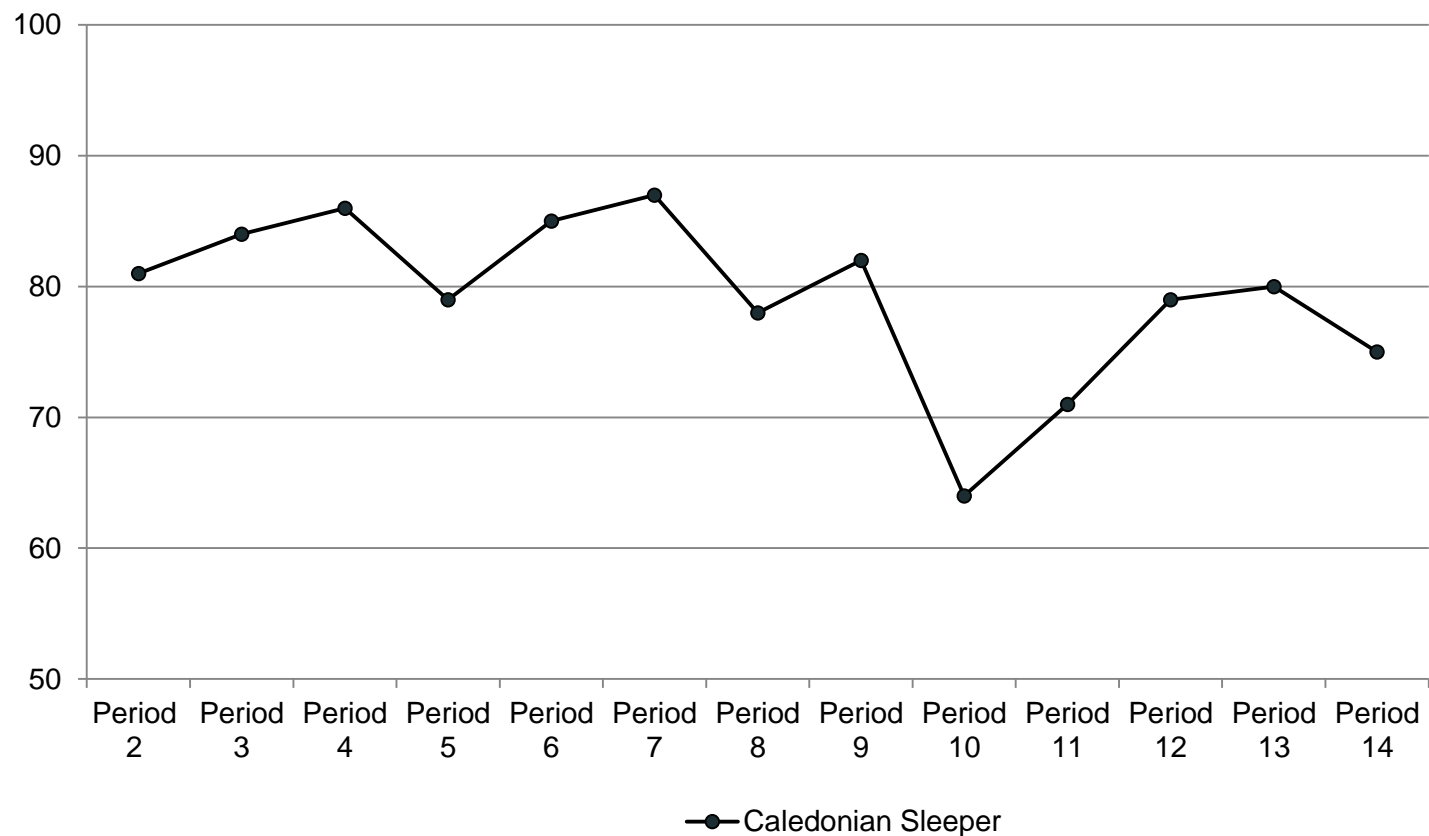
Base: in brackets above



Overall journey satisfaction - trend

Overall journey satisfaction

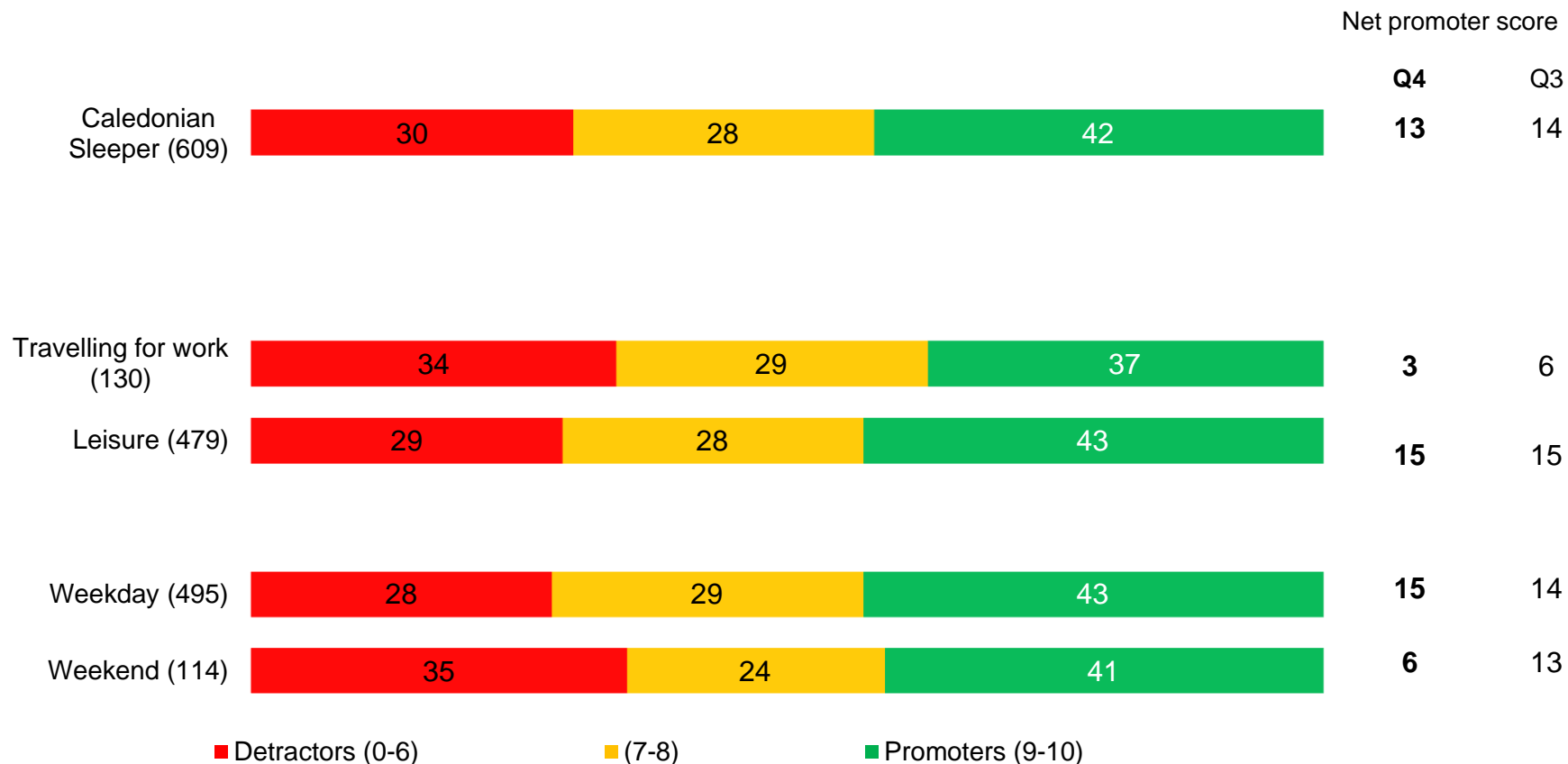
Trend: % very/fairly satisfied



Q28a. Overall, how satisfied have you been with your journey today?



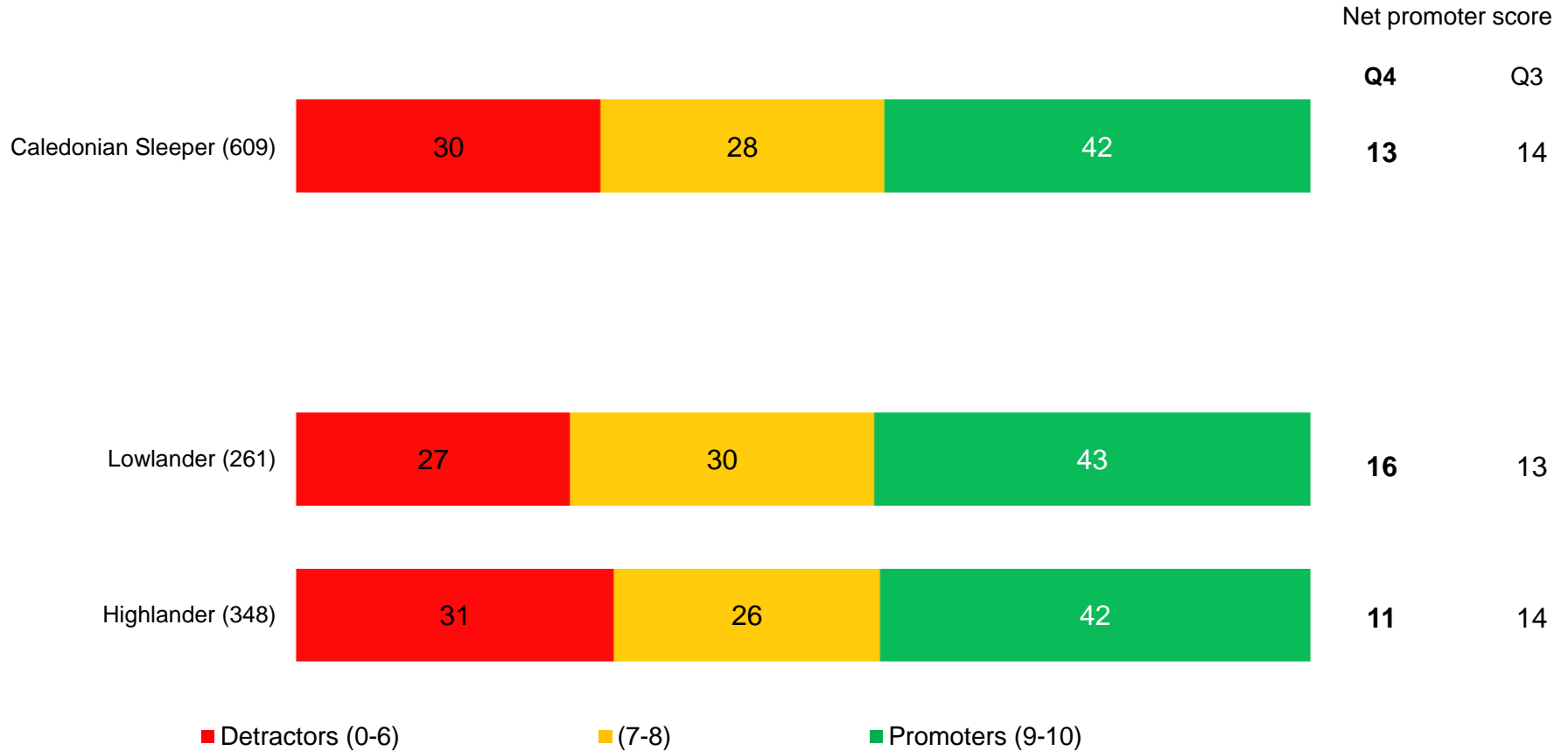
Net Promoter Score by passenger group



Q28b. On a scale of 0-10 (where 0 is not at all likely and 10 is very likely), how likely is it that you would recommend Caledonian Sleeper to a friend or colleague?
 Base: in brackets above



Net Promoter Score by route



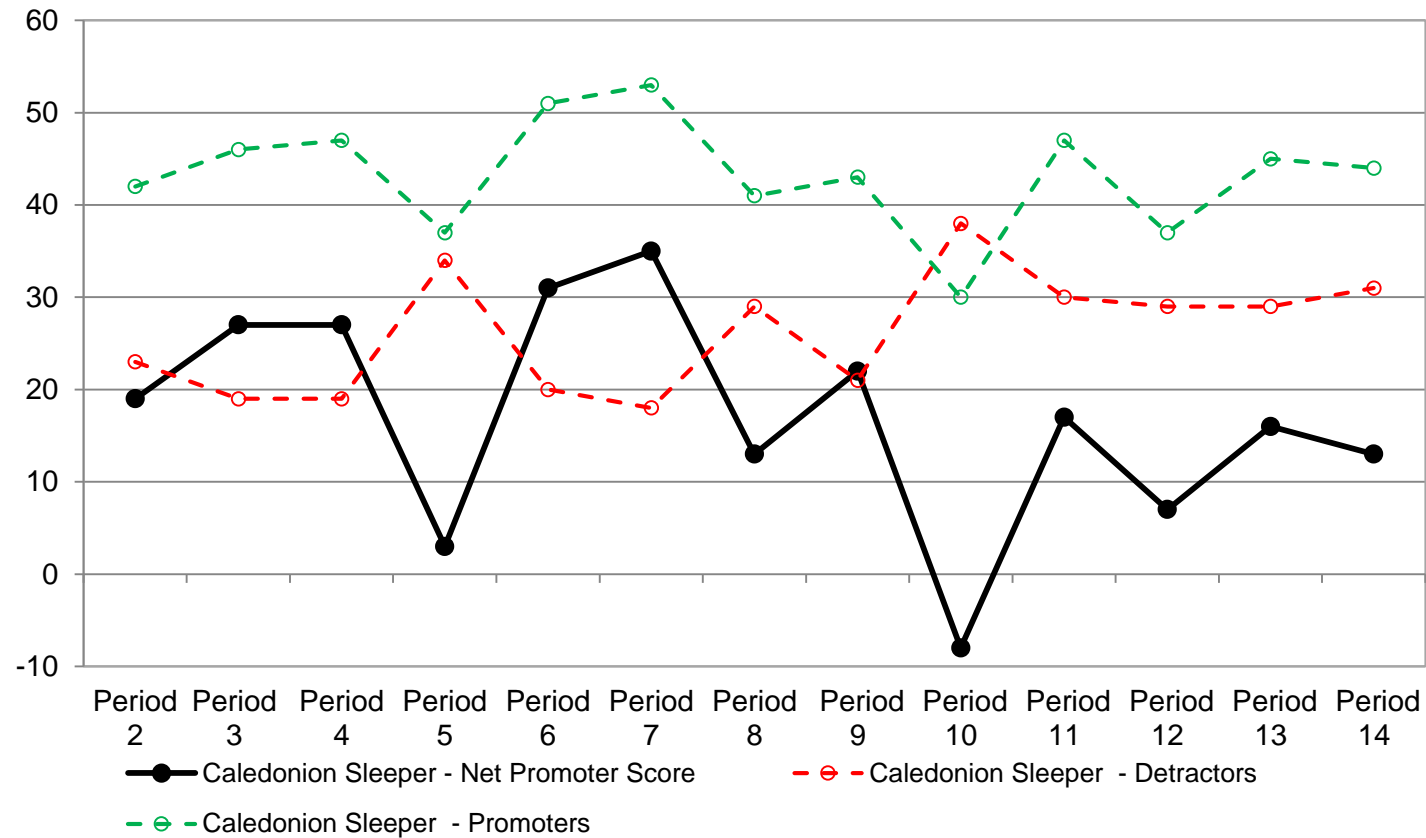
Q28b. On a scale of 0-10 (where 0 is not at all likely and 10 is very likely), how likely is it that you would recommend Caledonian Sleeper to a friend or colleague?
Base: in brackets above



Net Promoter Score trend

Net promoter score

Trend: % promoters, detractors & Net Promoter Score



Q28b. On a scale of 0-10 (where 0 is not at all likely and 10 is very likely), how likely is it that you would recommend Caledonian Sleeper to a friend or colleague?
Promoters(9-10) Detractors (0-6)



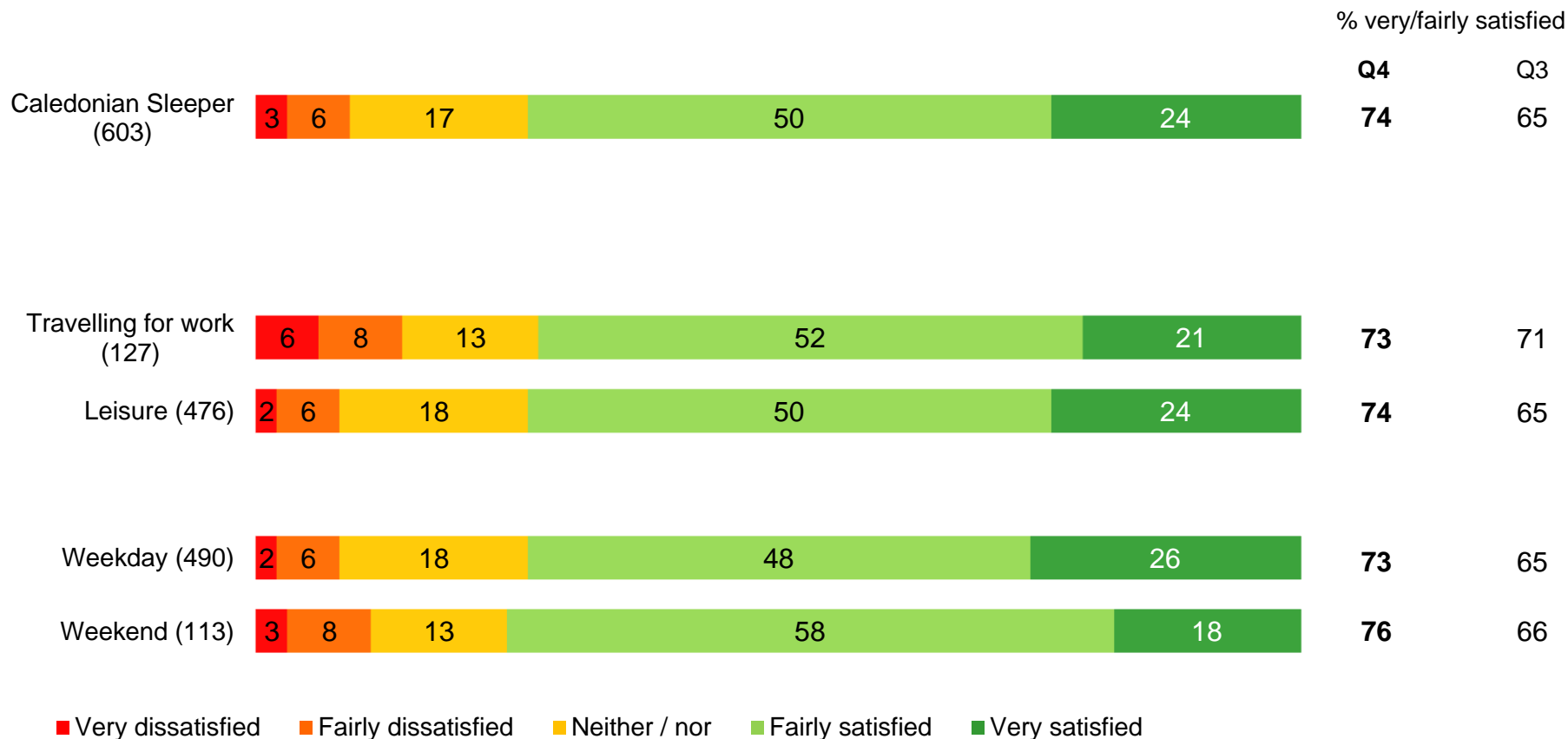
Caledonian Sleeper

Customer experience at stations



CALEDONIAN
SLEEPER

Overall station satisfaction by passenger group



Q19. Overall, how satisfied are you with the station?

Base: in brackets above



Overall station satisfaction by route



Q19. Overall, how satisfied are you with the station?

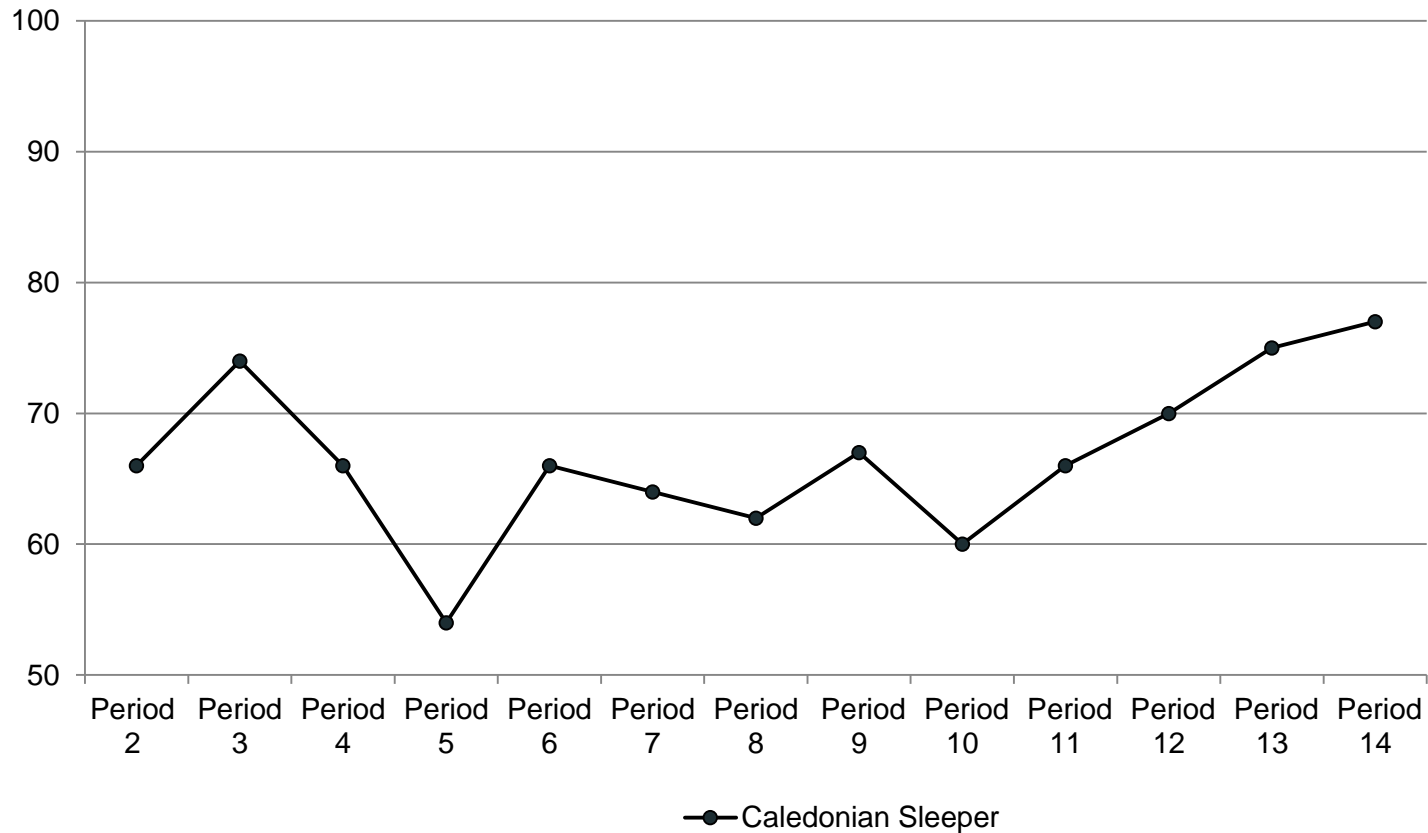
Base: in brackets above



Overall station satisfaction - trend

Overall station satisfaction

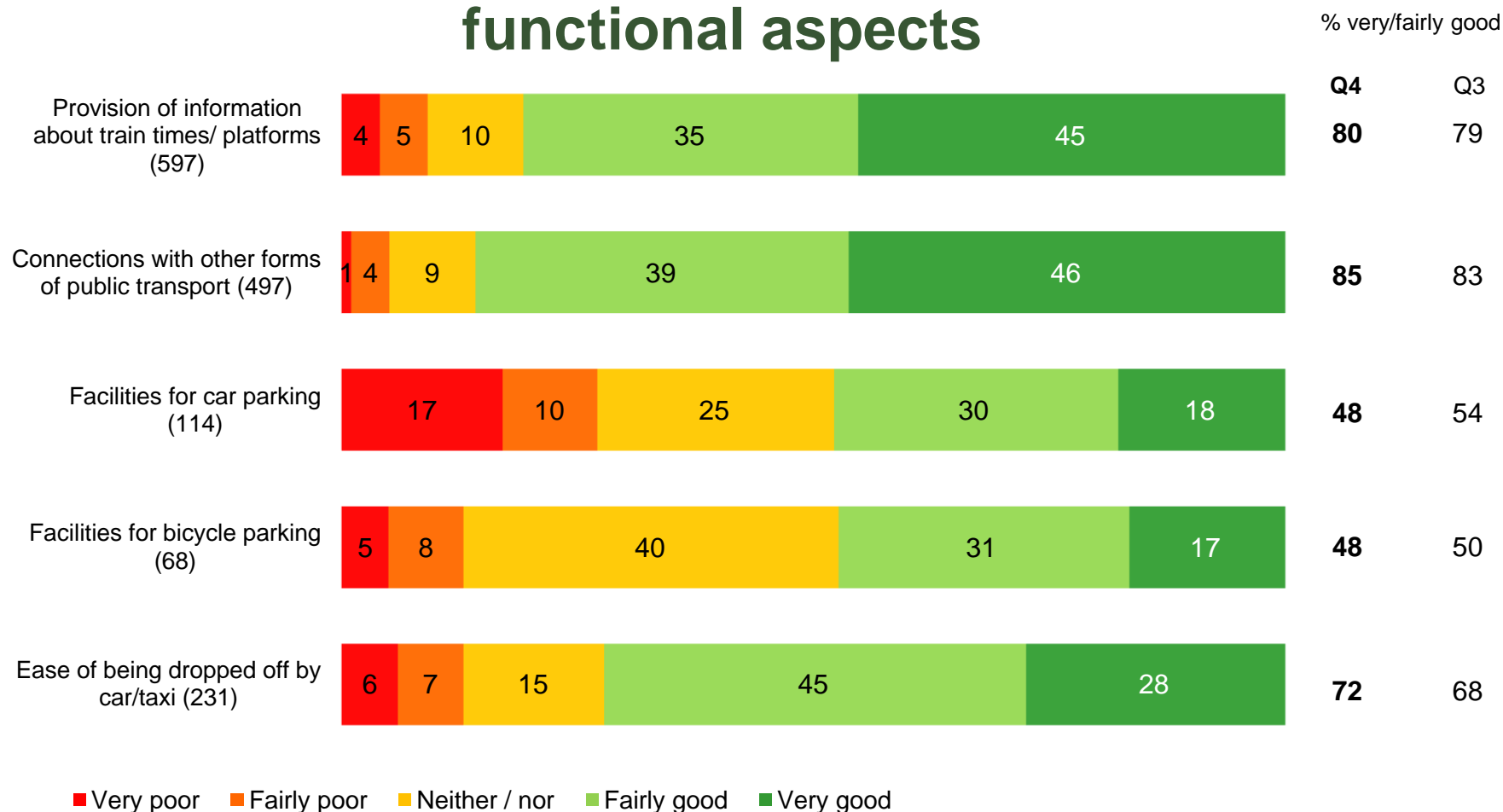
Trend: % very/fairly satisfied



Q19. Overall, how satisfied are you with the station?



Customer experience at stations: functional aspects



Q15. How would you rate the station where you boarded this train for...?

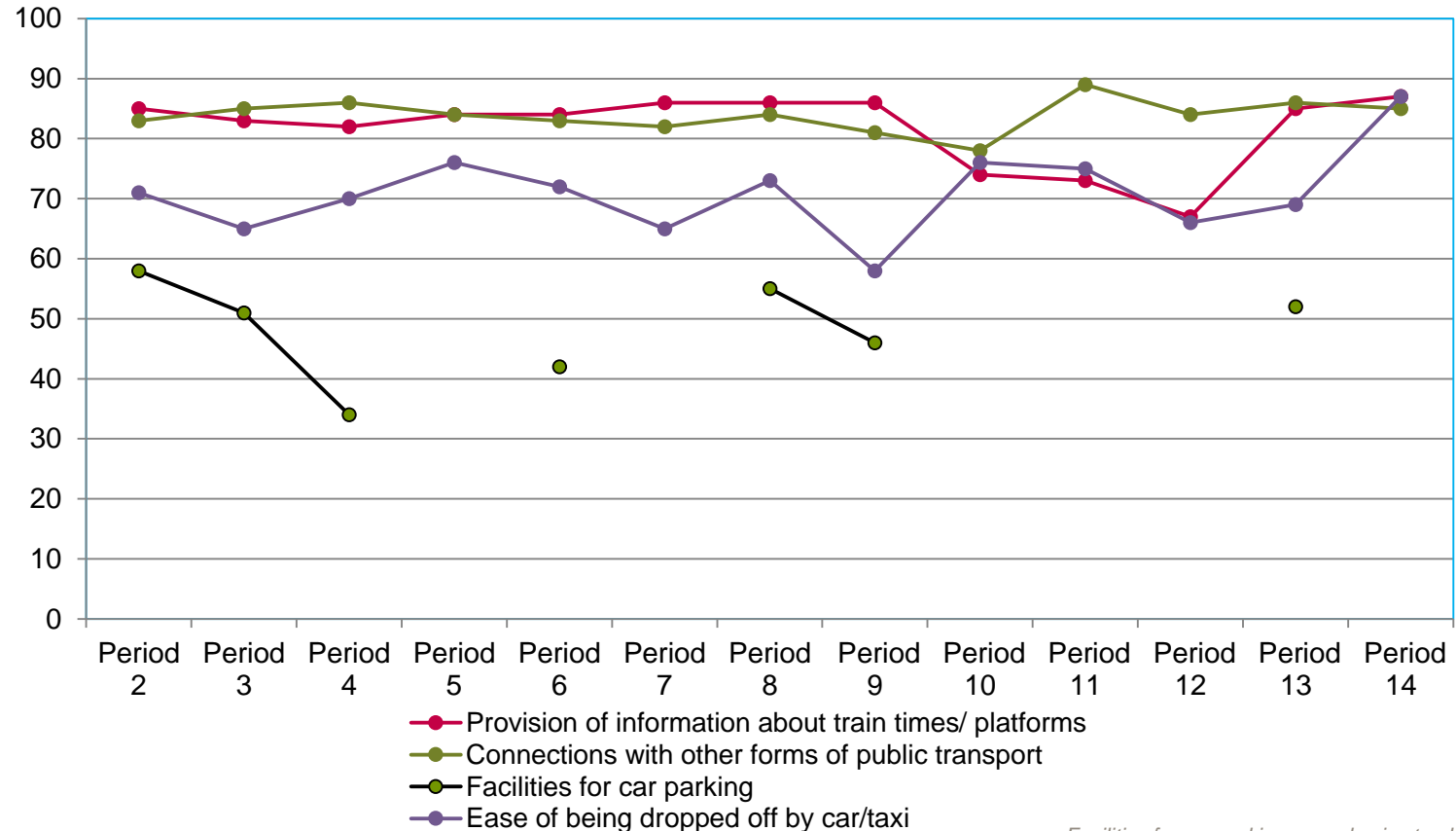
Base: in brackets above



Customer experience at stations: functional aspects

Customer experience at stations:

Trend: % very/fairly good

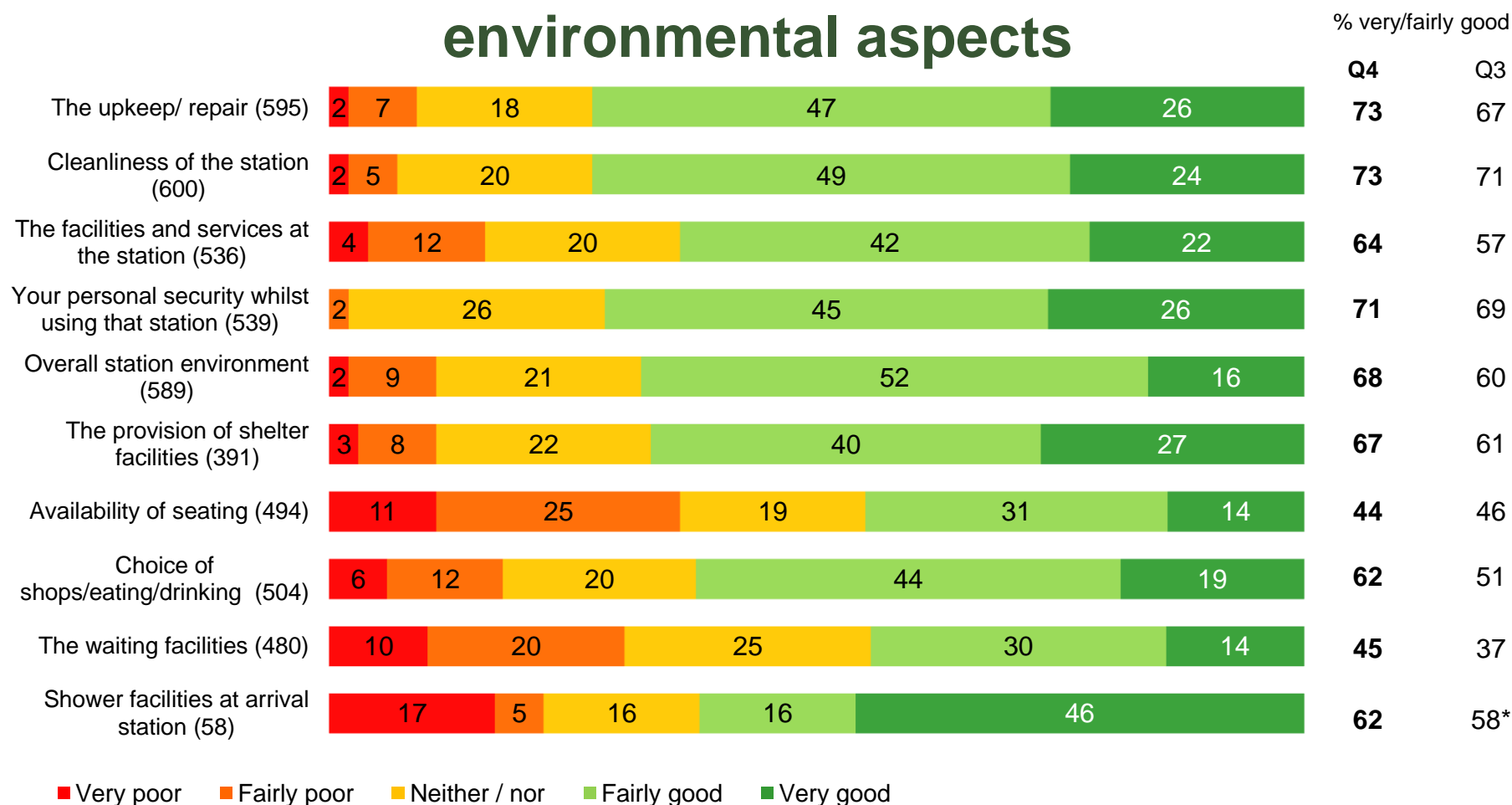


Q15. How would you rate the station where you boarded this train for...?

Facilities for car parking: sample size too low for analysis for P5, P7, P10, P11, P12 and P14



Customer experience at stations: environmental aspects



Q15. How would you rate the station where you boarded this train for...?

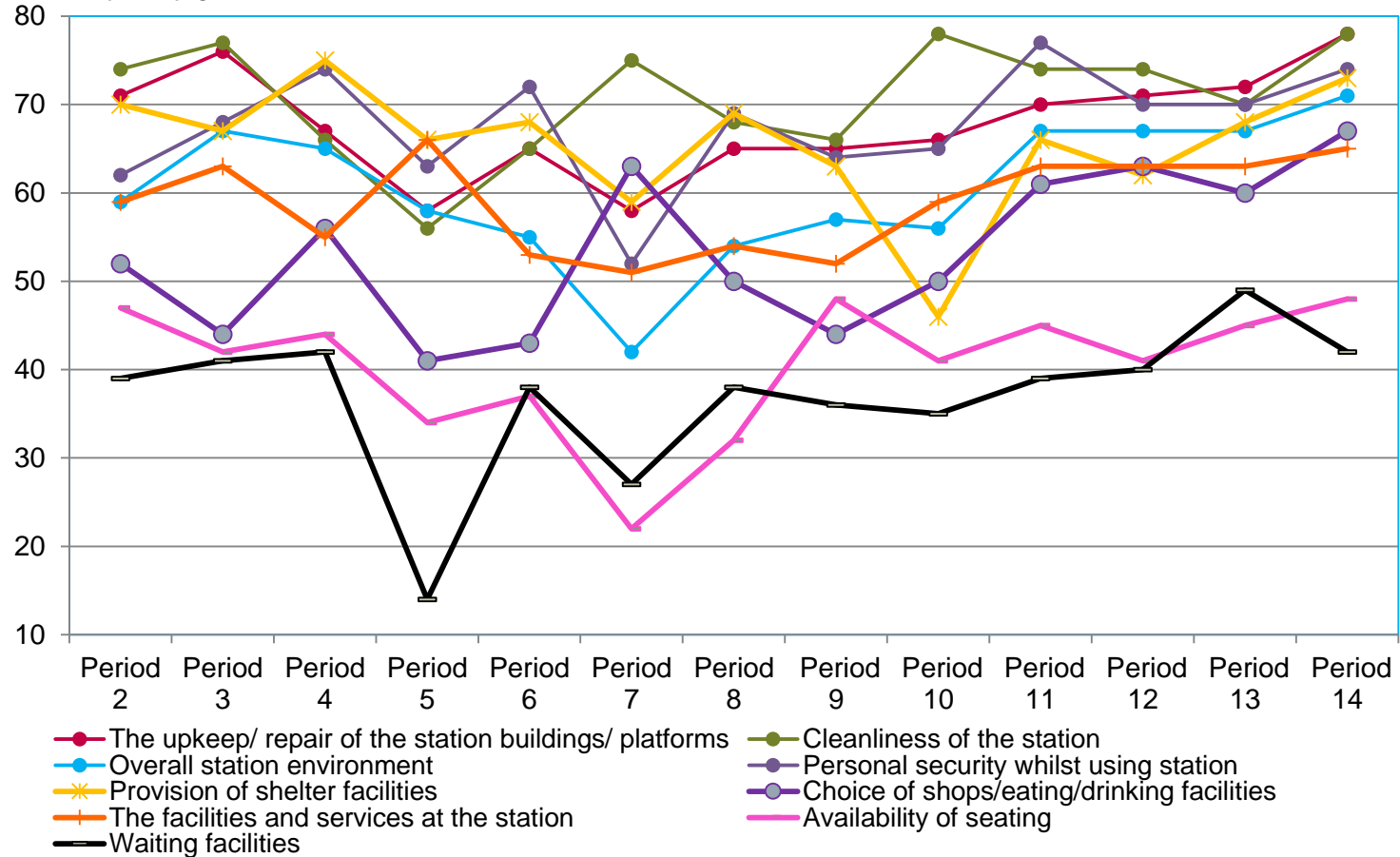
Base: in brackets above ***CAUTION LOW BASE**



Customer experience at stations

Customer experience at stations:

Trend: % very/fairly good



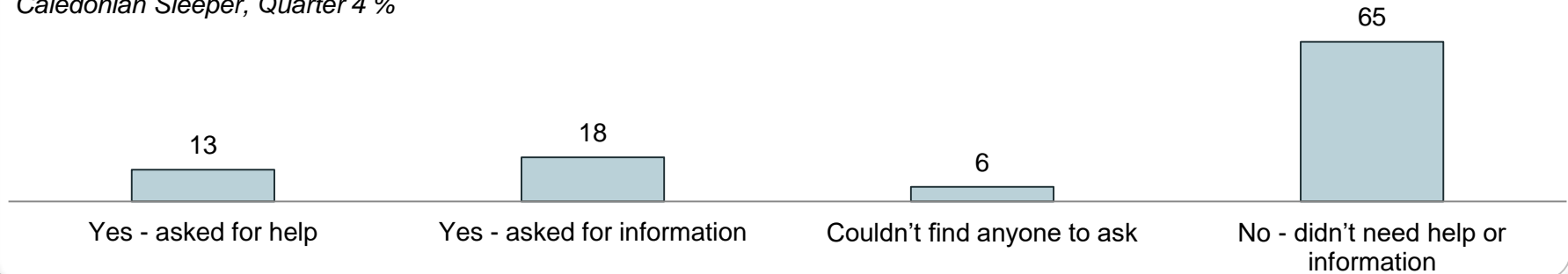
Q15. How would you rate the station where you boarded this train for...?



Staff interactions at stations

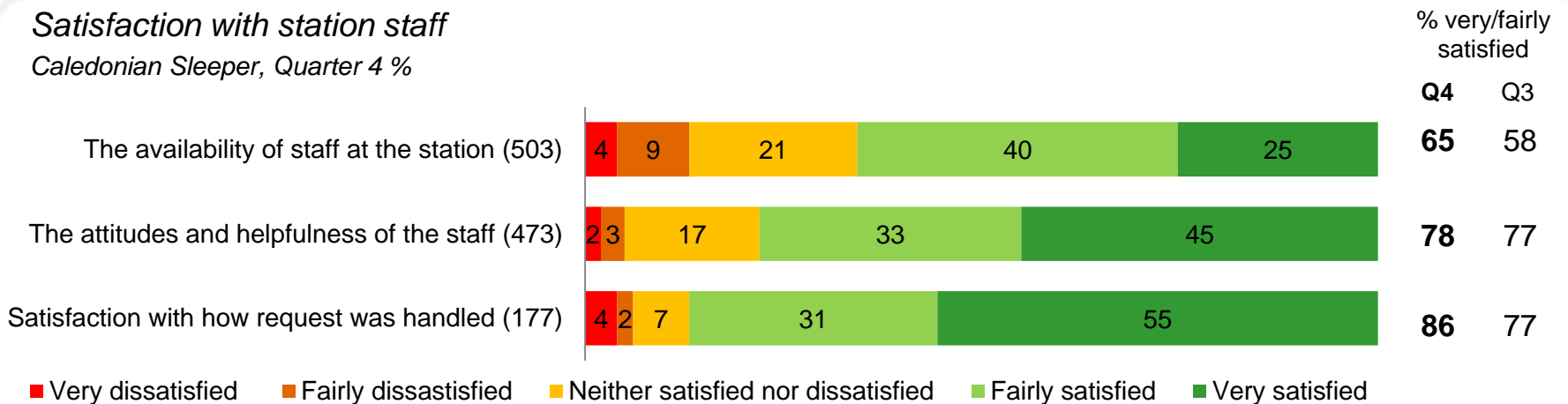
Asked for help/information

Caledonian Sleeper, Quarter 4 %



Satisfaction with station staff

Caledonian Sleeper, Quarter 4 %



Q17. did you ask staff for help or information? (Base: 609)

Q15. How satisfied were you with the availability of staff, the attitudes and helpfulness of the staff? Base in brackets above

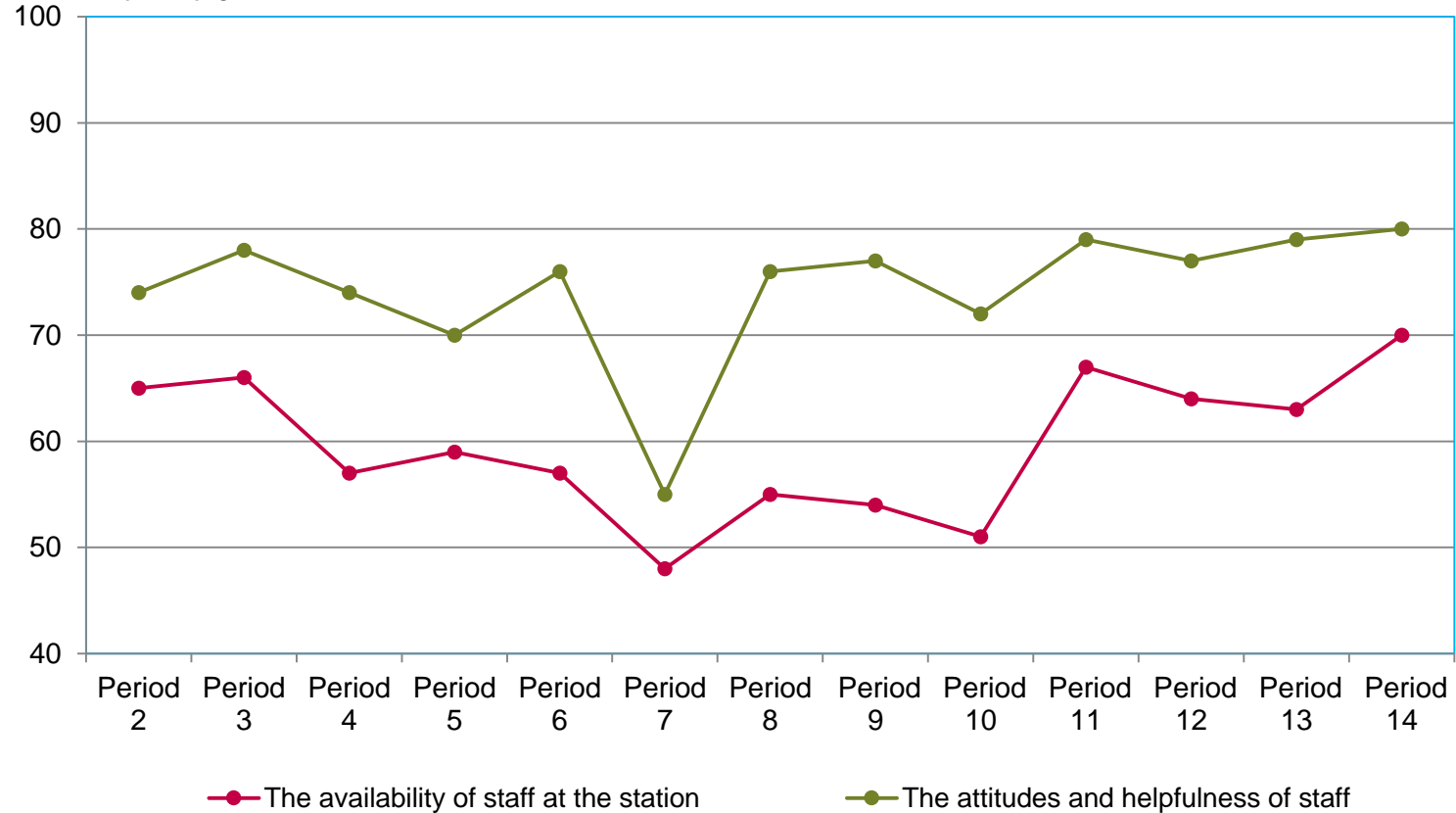
Q18. How satisfied were you with the way your request was handled? Base in brackets above



Staff interactions at stations

Staff interactions at stations:

Trend: % very/fairly good



Q15. How would you rate the station where you boarded this train for...?



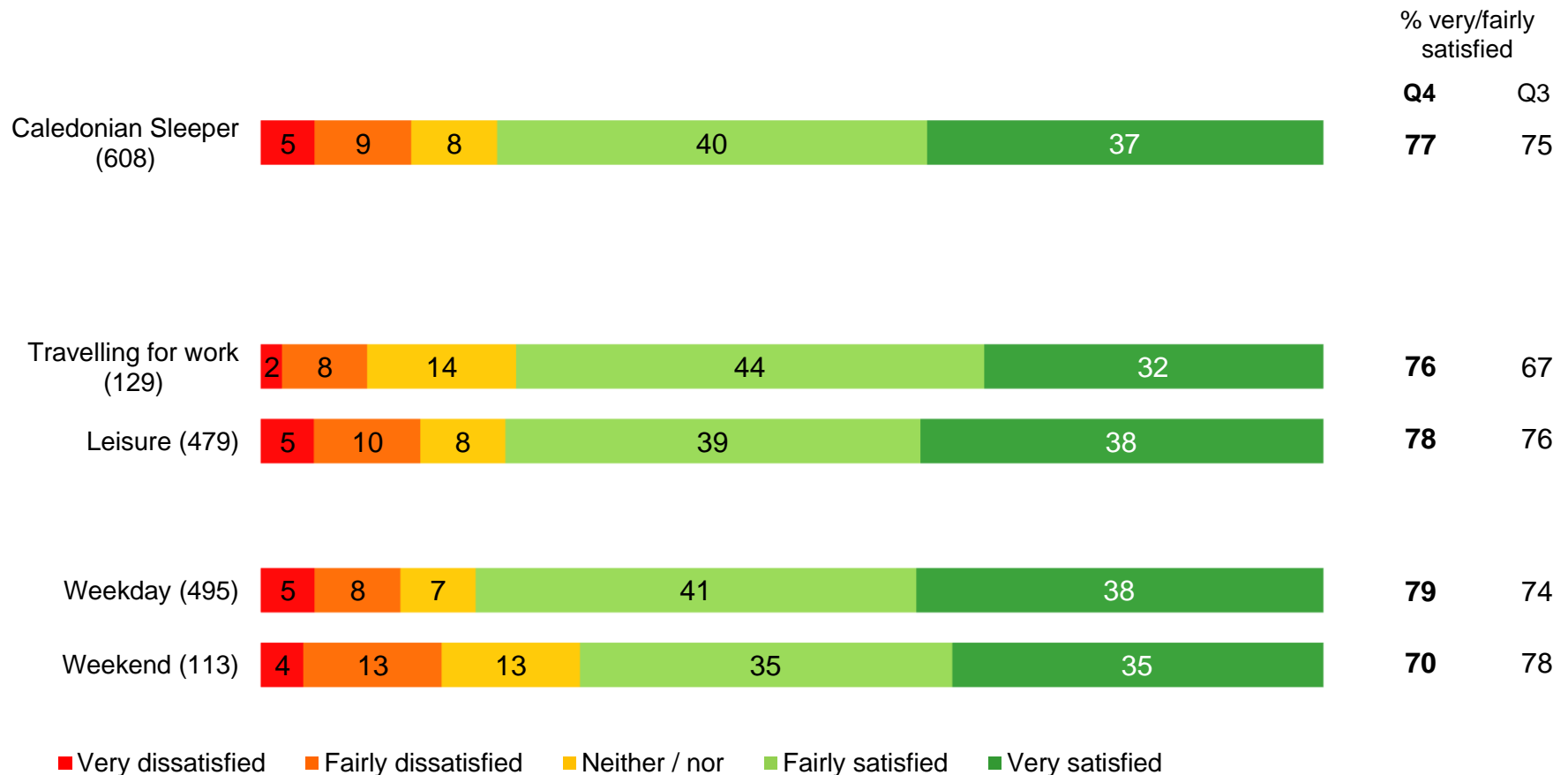
Caledonian Sleeper

Customer experience on board



CALEDONIAN
SLEEPER

Overall train satisfaction by passenger group

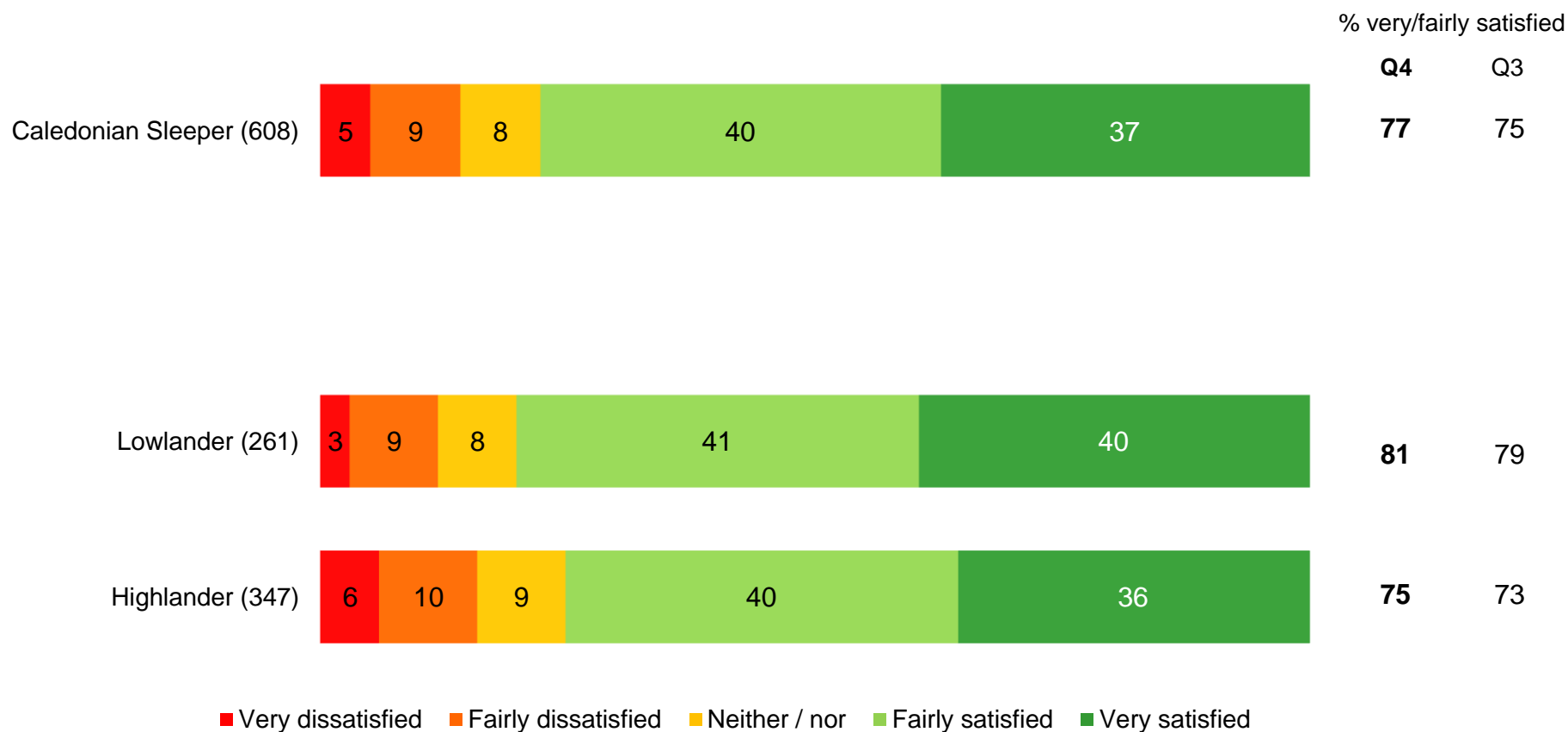


Q23a. Overall, how satisfied were you with the Caledonian Sleeper you boarded for your journey?

Base: in brackets above



Overall train satisfaction by route



Q23a. Overall, how satisfied were you with the Caledonian Sleeper you boarded for your journey?

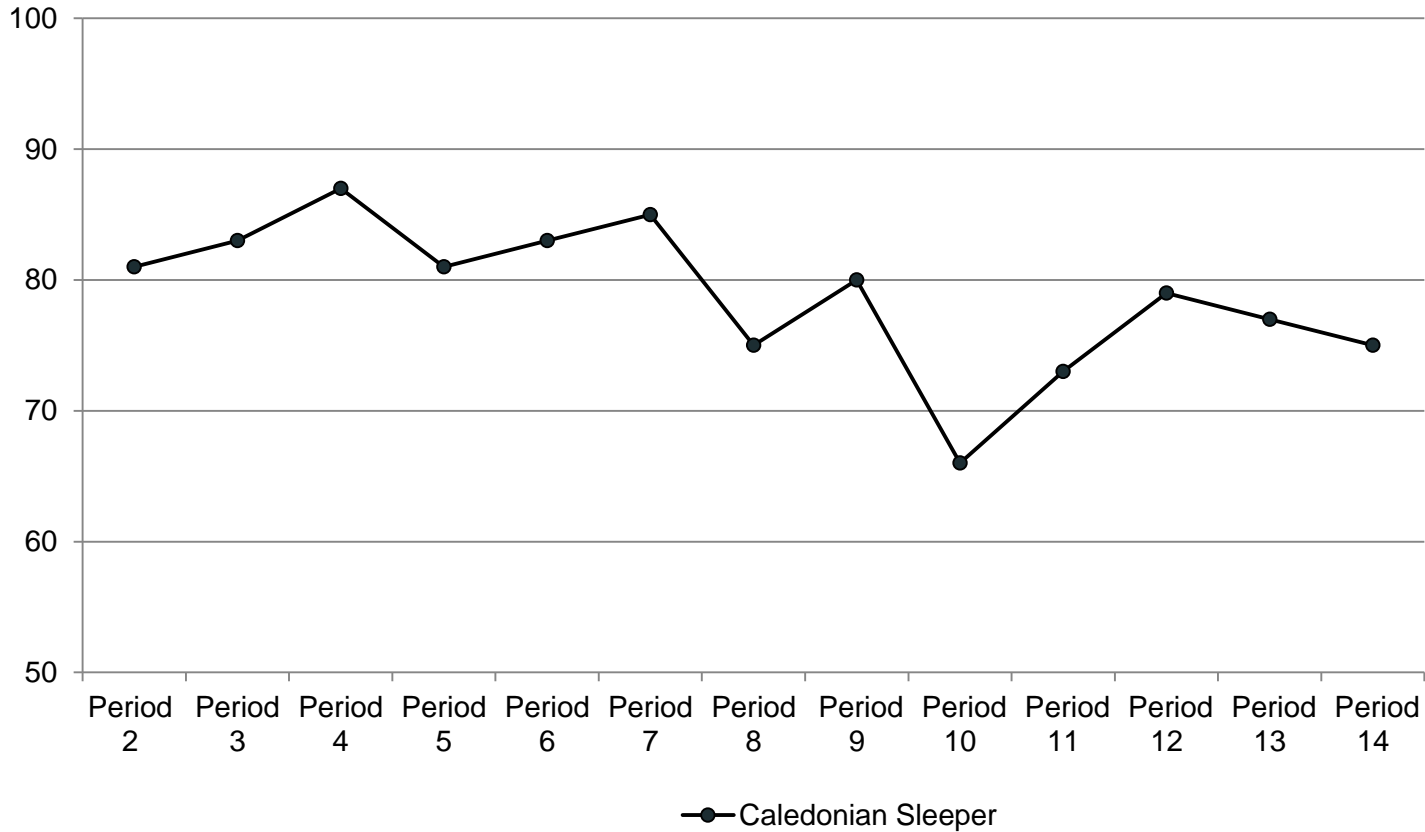
Base: in brackets above



Overall train satisfaction - trend

Overall train satisfaction

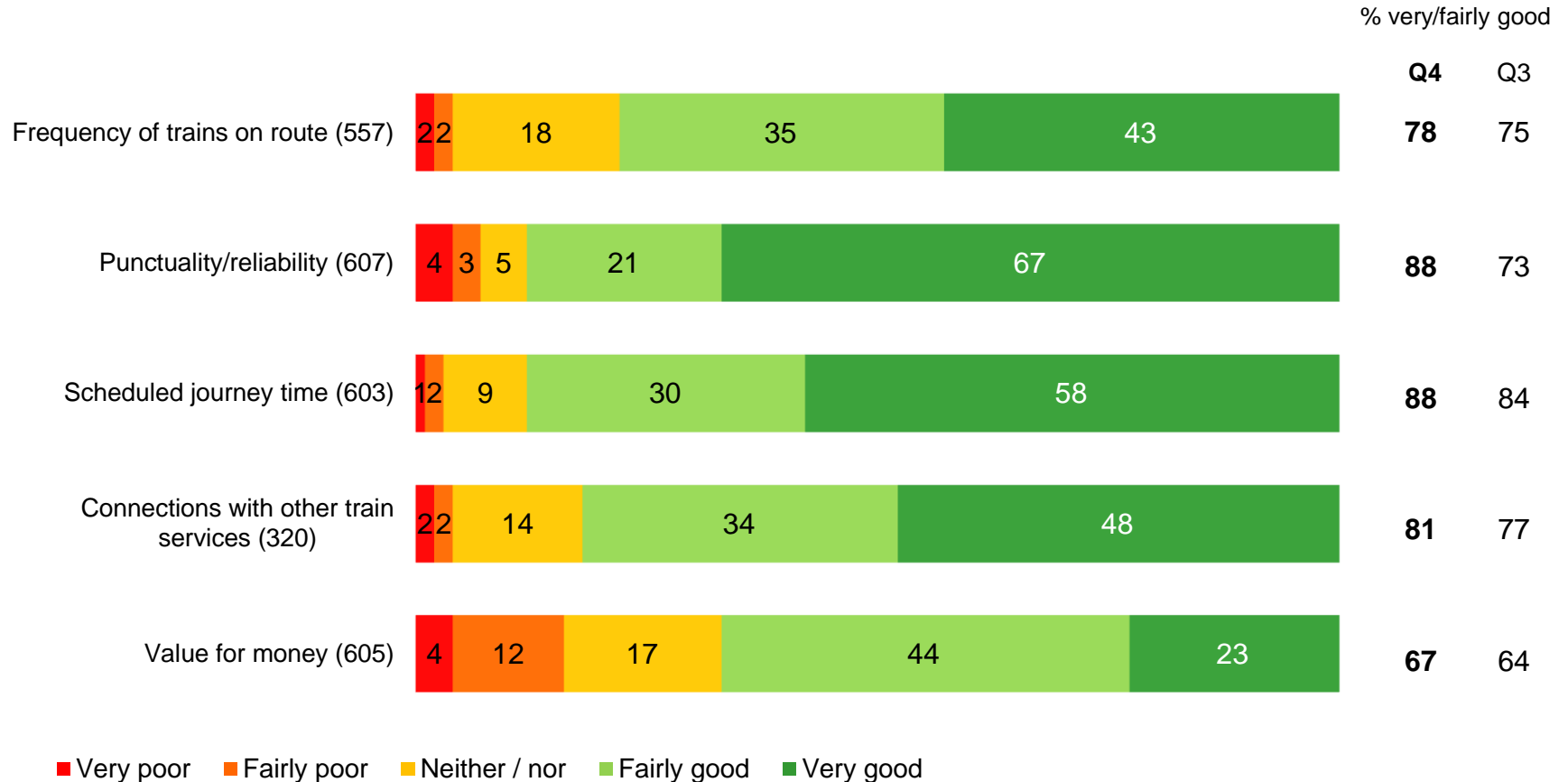
Trend: % very/fairly satisfied



Q23a. Overall, how satisfied were you with the Caledonian Sleeper you boarded for your journey?



Customer experience on board



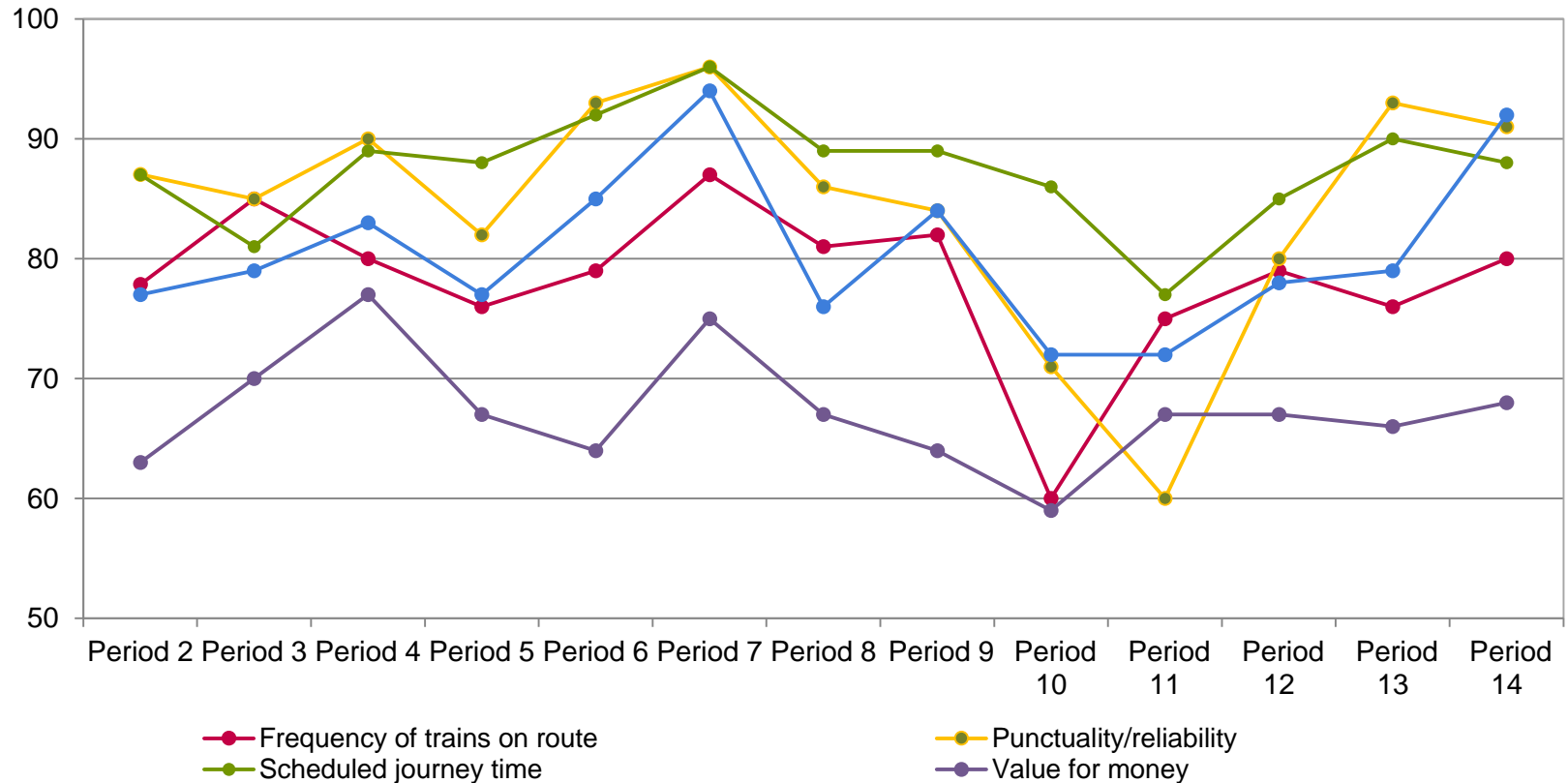
Q20 Based on your experience on that journey, how satisfied were you with
Base in brackets above



Customer experience on board

Customer experience on board

Trend: % very/fairly good



Q20 Based on your experience on that journey, how satisfied were you with:



Customer experience on board

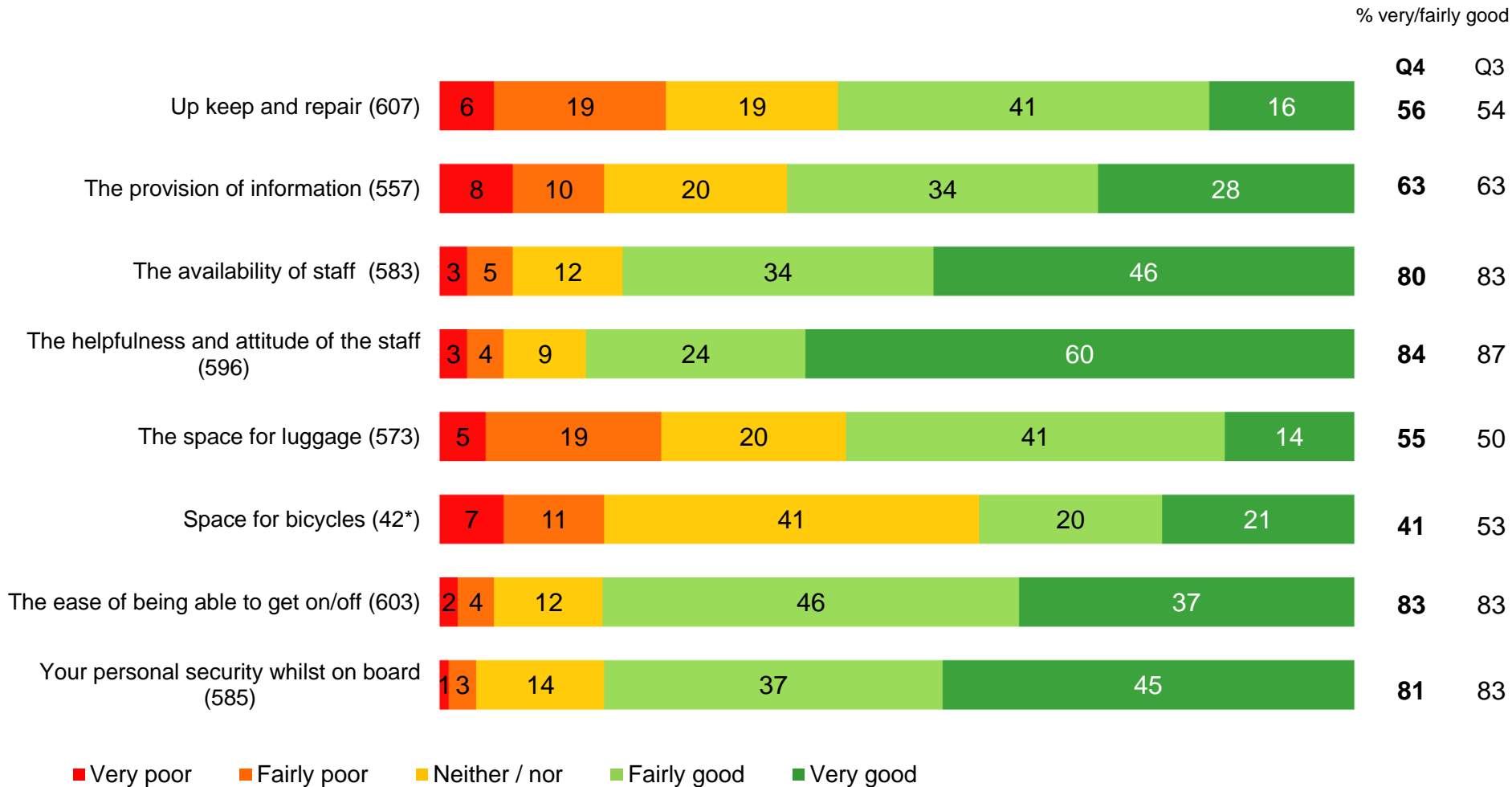
Customer experience on board:

Quarter 4: % very/fairly satisfied

	Caledonian Sleeper	Lowlander	Highlander
Frequency of trains on route	78	81	76
Punctuality/reliability	88	90	87
Scheduled journey time	88	88	87
Connections with other train services	81	87	78
Value for money	67	70	64



Customer experience on board



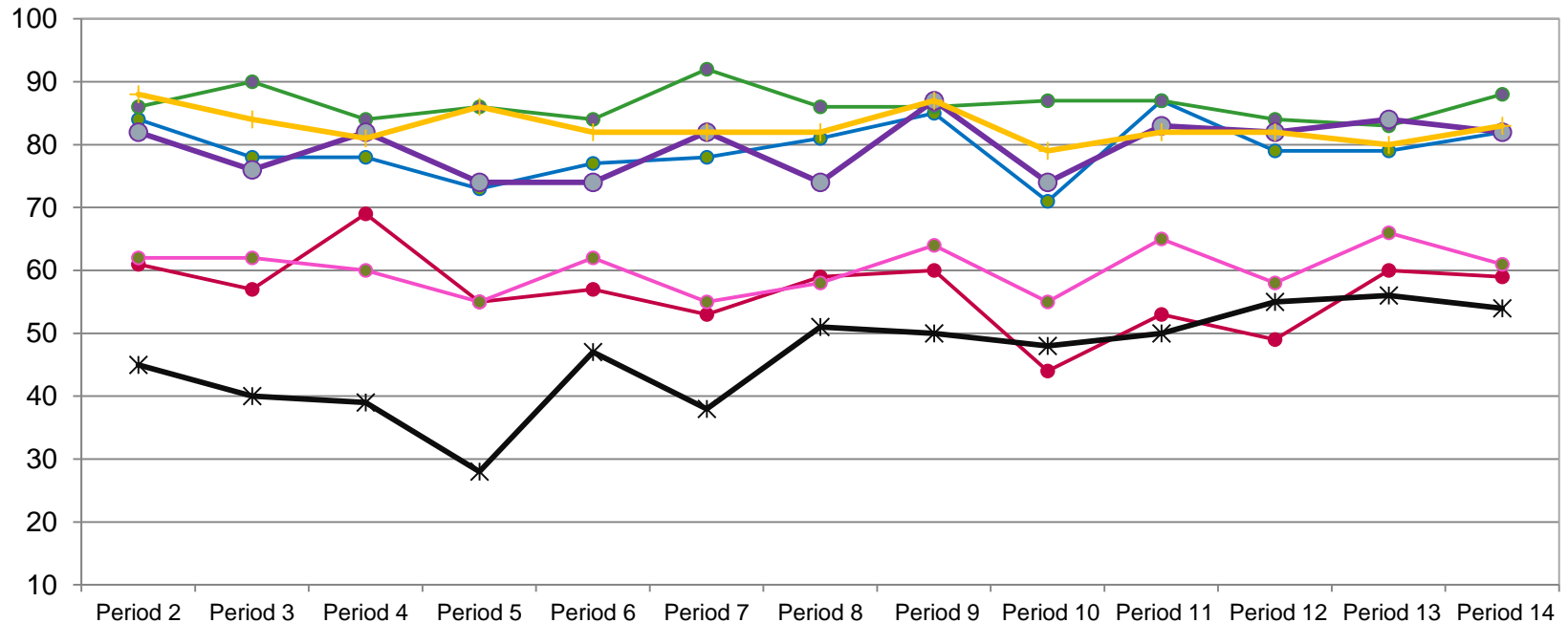
Q21a How would you rate the Caledonian Sleeper you boarded in terms of
 Base in brackets above ***CAUTION LOW BASE**



Customer experience on board

Customer experience on board

Trend: % very/fairly good



● Up keep and repair

● The provision of information during the journey

● The availability of staff

● The helpfulness and attitude of staff

✱ The space for luggage

● Ease of being able to get on/off

✱ Your personal security on board the train

Space for bicycles: sample size too low for analysis across all Periods

Q21a How would you rate the Caledonian Sleeper you boarded in terms of:



Customer experience on board

Customer experience on board:

Quarter 4: % very/fairly good

	Caledonian Sleeper	Lowlander	Highlander
Upkeep and repair	56	61	53
The provision of information during the journey	63	68	60
The availability of staff	80	82	78
The helpfulness and attitude of the staff	84	87	82
The space for luggage	55	54	56
Space for bicycles	41*	N/A**	N/A**
The ease of being able to get on and off	83	85	81
Your personal security whilst on board	81	83	80

***CAUTION LOW BASE**

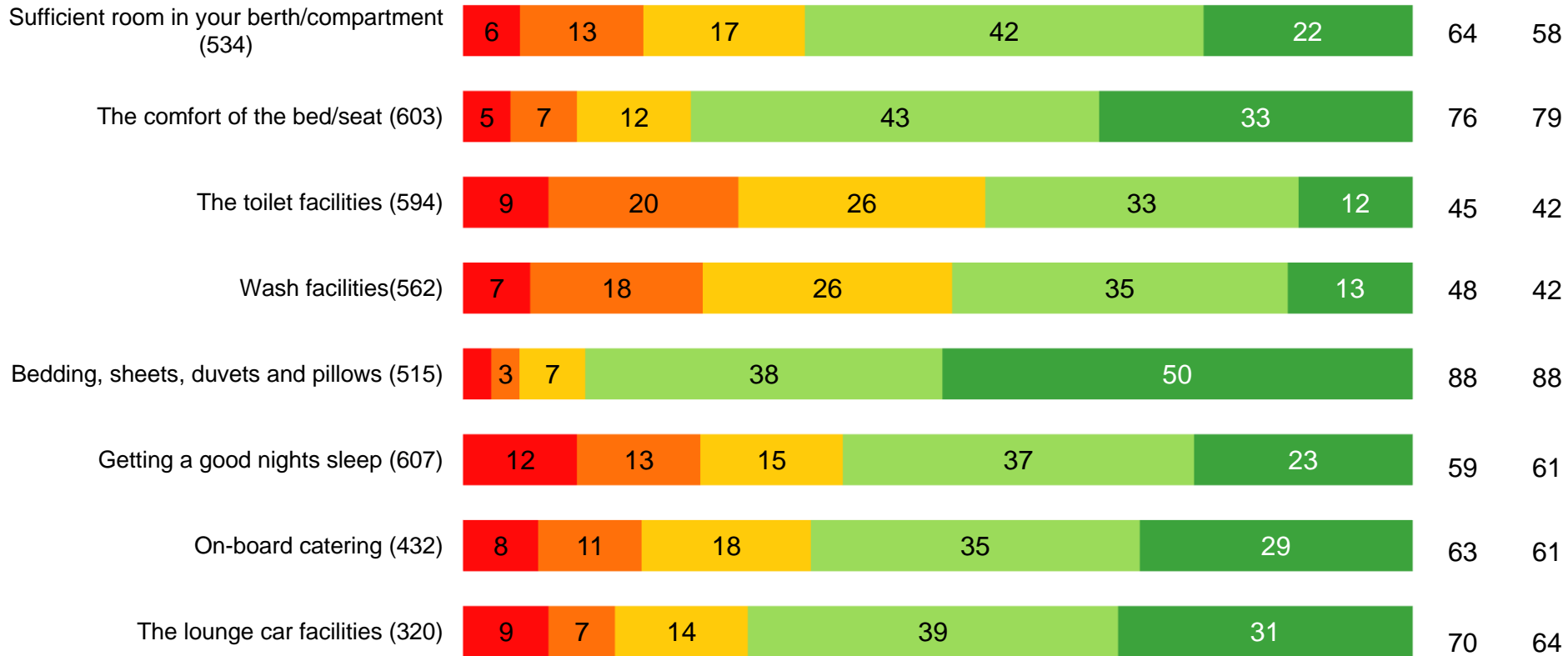
** sample size too low for analysis



Customer experience on board

% very/fairly good

Q4 **Q3**



■ Very poor
 ■ Fairly poor
 ■ Neither / nor
 ■ Fairly good
 ■ Very good

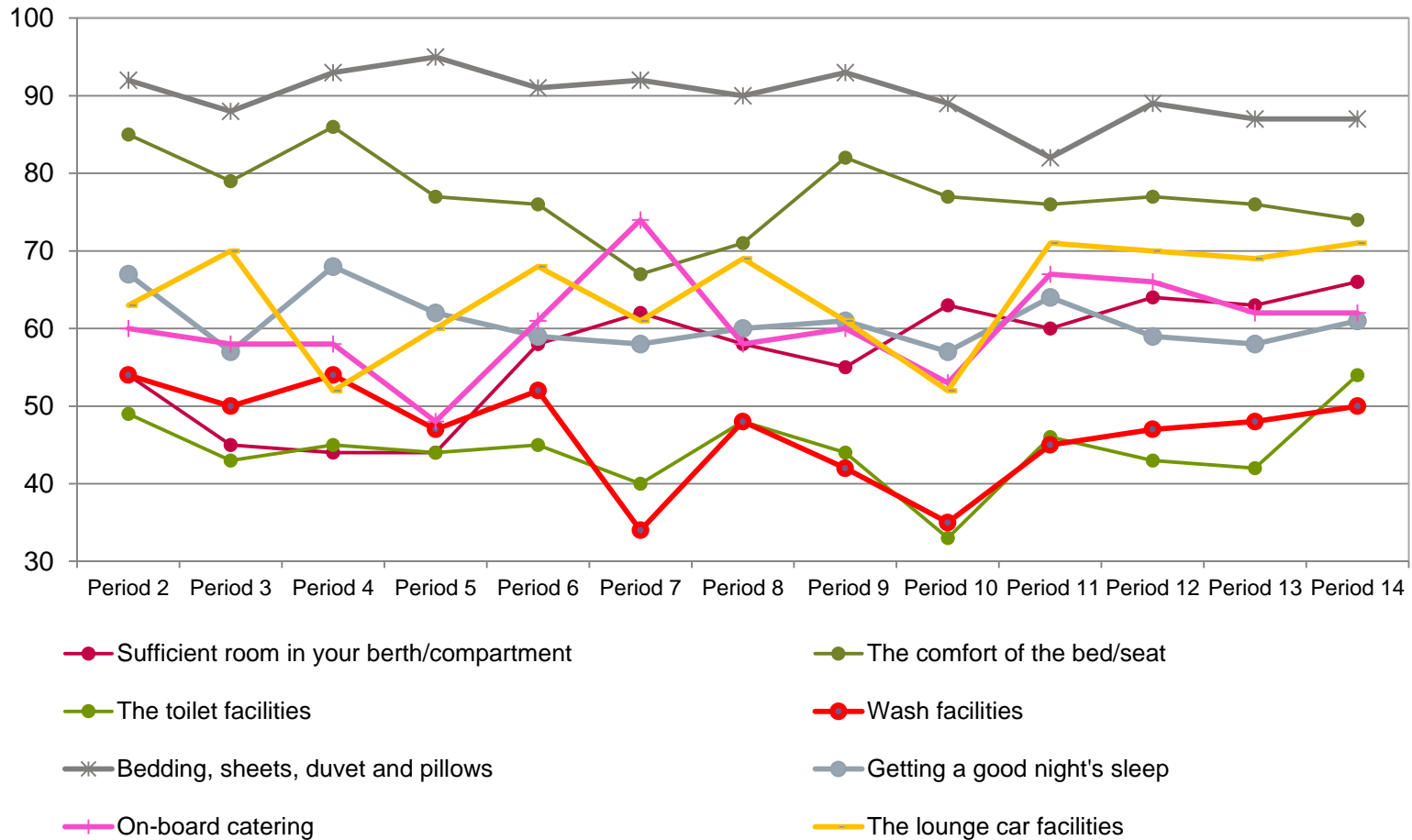
Q21a How would you rate the Caledonian Sleeper you boarded in terms of:
 Base in brackets above



Customer experience on board

Customer experience on board

Trend: % very/fairly good



Q21a How would you rate the Caledonian Sleeper you boarded in terms of:



Customer experience on board

Customer experience on board:

Quarter 4: % very/fairly good

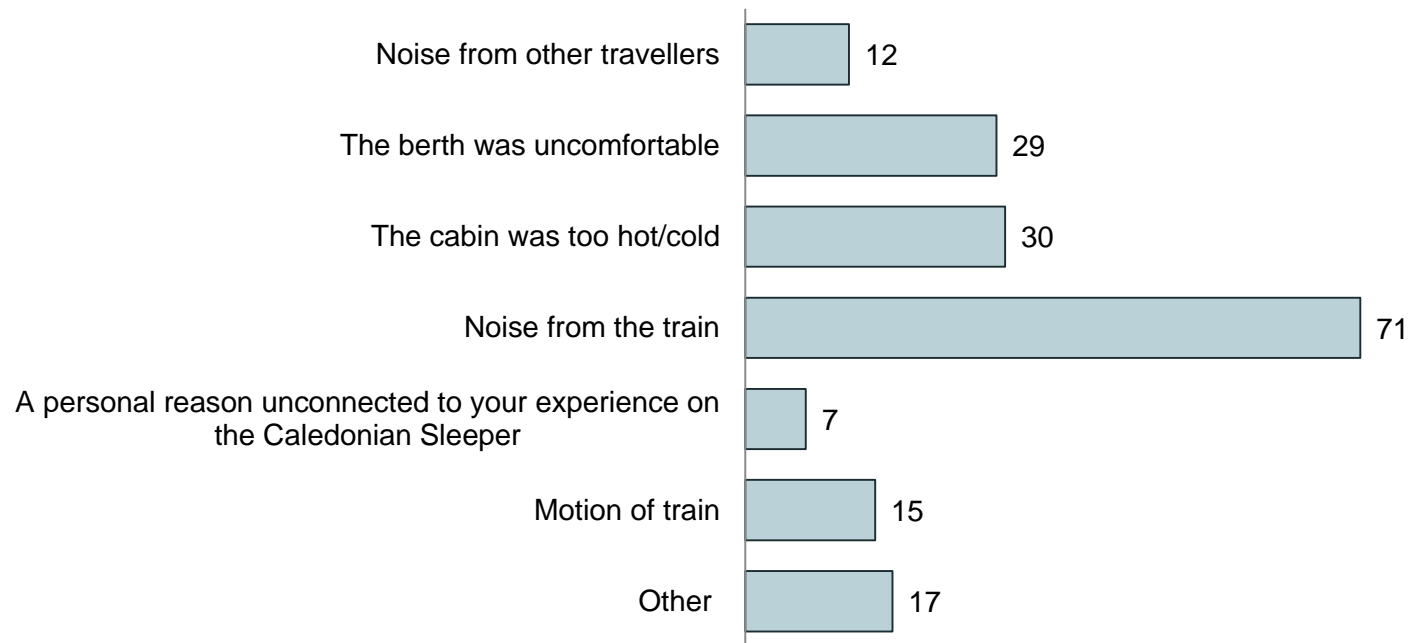
	Caledonian Sleeper	Lowlander	Highlander
Sufficient room in your bed/compartment	64	67	62
The comfort of the bed/seat	76	78	75
The toilet facilities	45	48	44
Wash facilities	48	52	46
Bedding, sheets, duvets and pillows	88	84	87
Getting a good nights sleep	59	64	57
On-board catering	63	61	65
The lounge car facilities	70	79	65



Customer experience on board

Reason for not getting a good nights sleep

Quarter 4 %

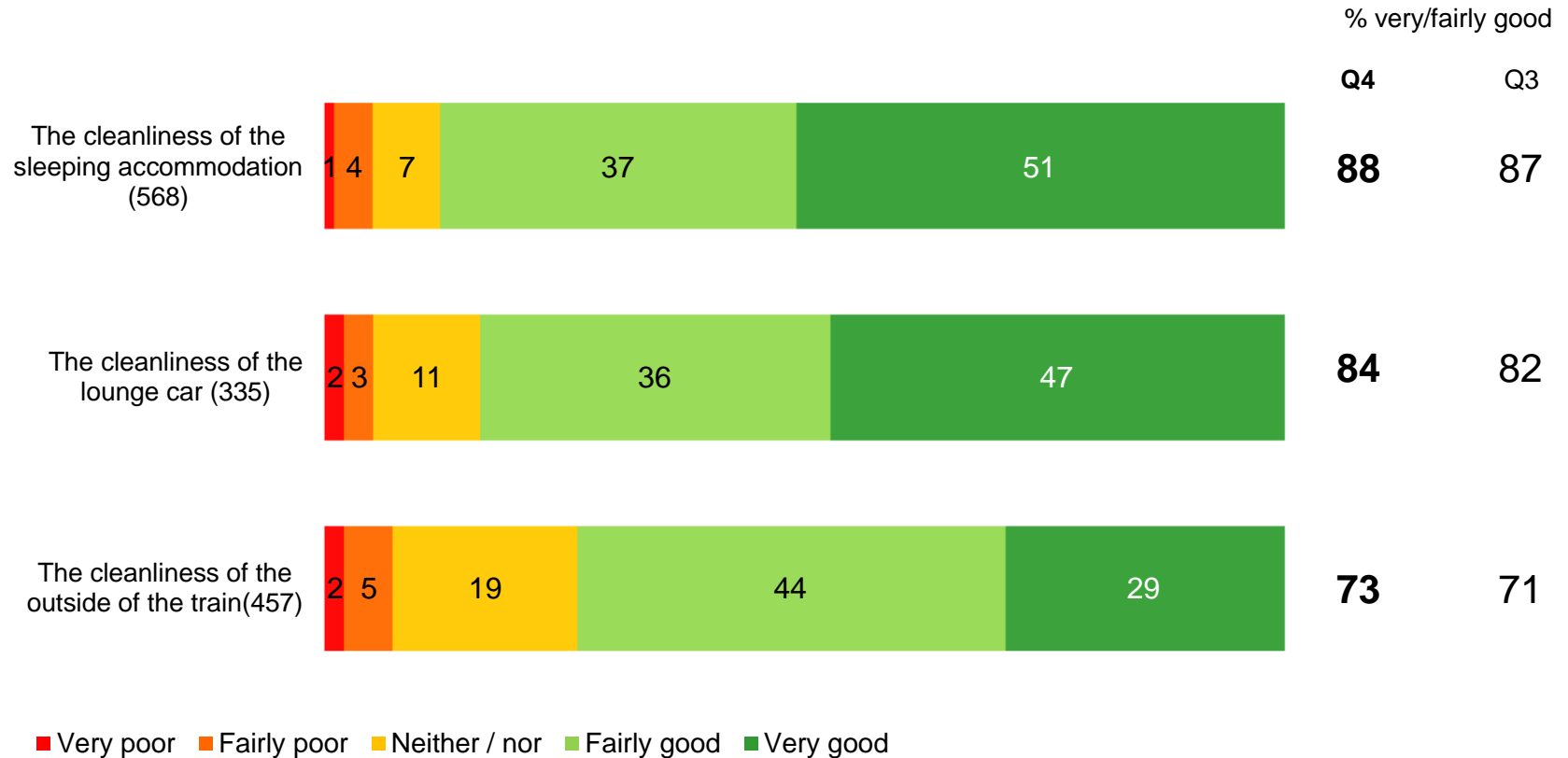


Q21b You mentioned that you did not get a good nights sleep on the Caledonian Sleeper; could you please tell us the reason for this?

Base (86)



Customer experience on board



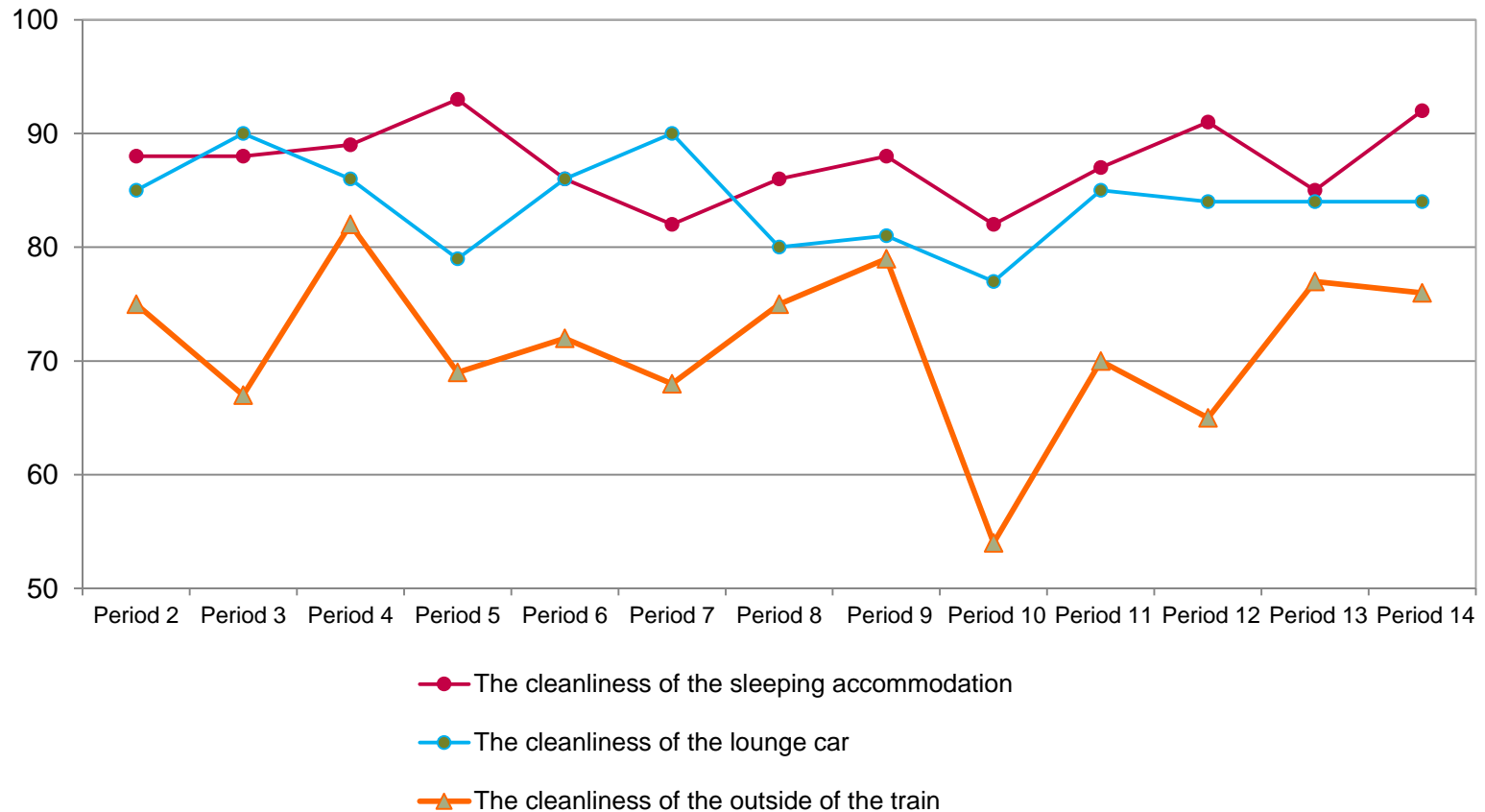
Q22 Specifically thinking about the cleanliness of the train you boarded for that journey, how would rate it for...
Base in brackets above



Customer experience on board

Customer experience on board

Trend: % very/fairly good



Q21a How would you rate the Caledonian Sleeper you boarded in terms of:



Customer experience on board

Customer experience on board:
Quarter 4: % very/fairly good

	Caledonian Sleeper	Lowlander	Highlander
The cleanliness of the sleeping accommodation	88	92	86
The cleanliness of the lounge car	84	87	82
The cleanliness of the outside of the train	73	76	71



Caledonian Sleeper

Customer experience of delays

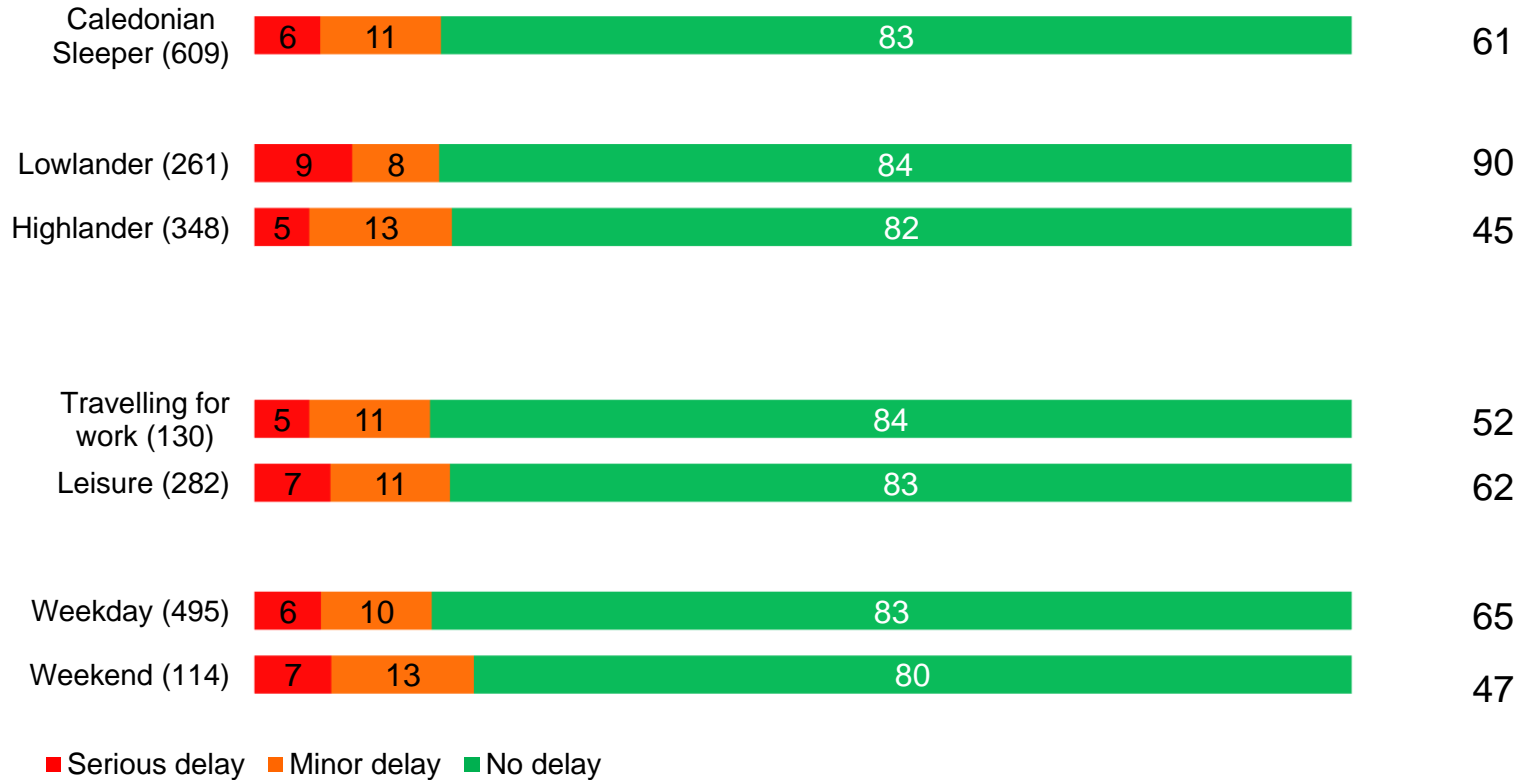


CALEDONIAN
SLEEPER

Experience of delays

Experience of serious/minor/no delay
Quarter 4: %

Average length of
 delay (perceived),
 minutes



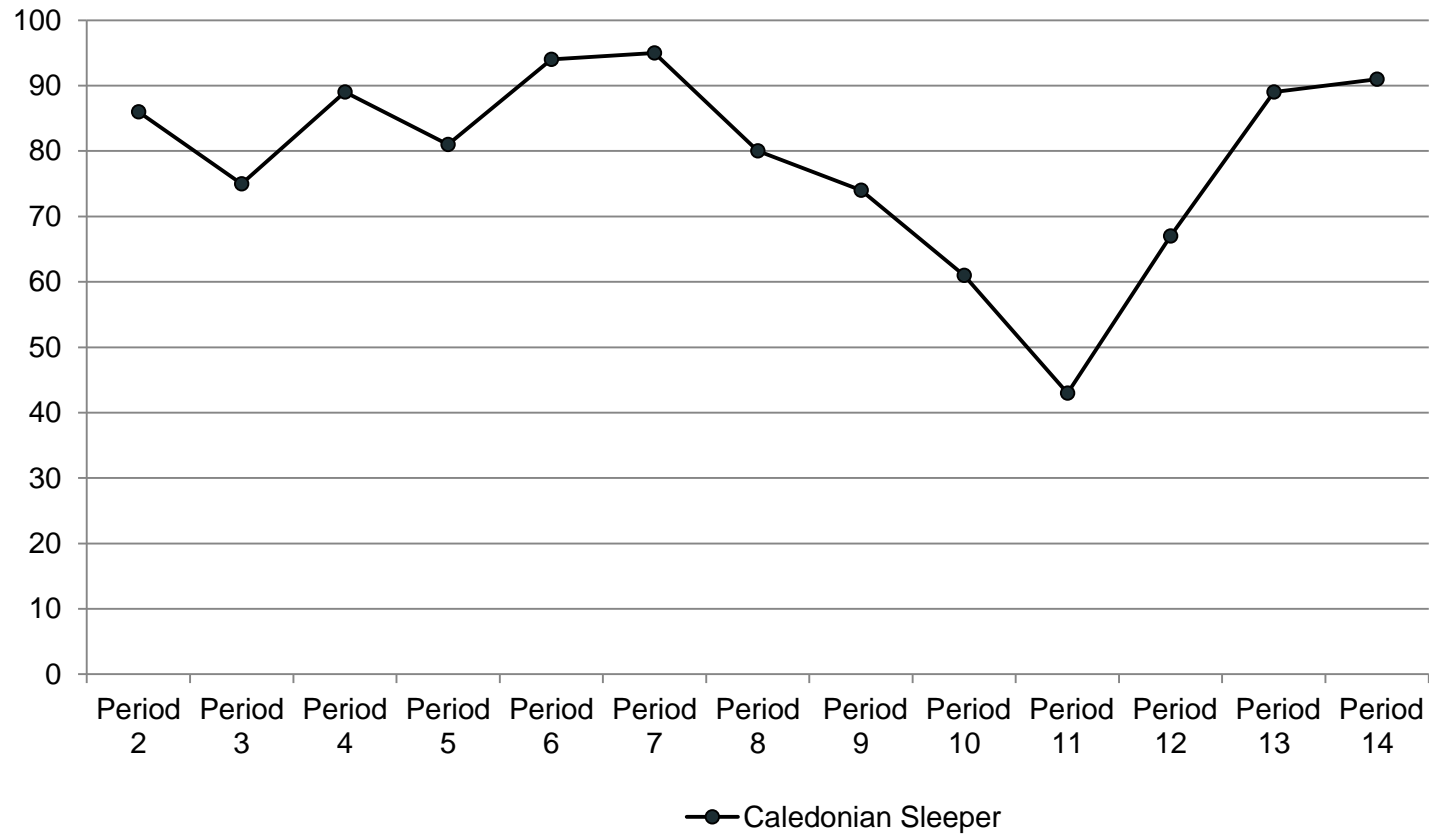
Q24 Did you experience any delay either on this train or because the train you had planned to catch there was cancelled?
Base in brackets above



Experience of trains arriving on time

Experience of trains arriving on time

Trend: % did not experience any delay



Q24 Did you experience any delay either on this train or because the train you had planned to catch there was cancelled?



Rate of delay handling by passenger group

Rating of delay handling

Quarter 4 %

% very/fairly good

Q4

Q3

Caledonian
Sleepers (97)



54

50

Travelling for work
N/A**

47

Leisure (75)



53

51

Weekday (73)



53

49

Weekend N/A**

■ Very Poorly
 ■ Fairly Poorly
 ■ Neither well or poorly
 ■ Fairly Well
 ■ Very Well

Q26. How well do you think the train company dealt with this train delay?

Base in brackets above, **sample size too low for analysis



Rate of delay handling by route

Rating of delay handling

Quarter 4 %

% very/fairly good

Q4

Q3

Caledonian Sleeper (97)



54

50

Lowlander N/A**

47

Highlander (63)



49

51

■ Very poor ■ Fairly poor ■ Neither / nor ■ Fairly well ■ Very well

Q26. How well do you think the train company dealt with this train delay?

Base in brackets above **sample size too low for analysis



Experience with aspects of delay handling

% very/fairly good

Q4 Q3

43 51

The amount of information provided about the delay (100)



The accuracy of information given about the delay (96)



The usefulness of the information(92)



The speed with which information was provided (93)



The time taken to resolve the problem (72)



The availability of alternative transport if the train service could not continue N/A**

40

■ Very poor ■ Fairly poor ■ Neither / nor ■ Fairly good ■ Very good

Q27 How well do you rate the train company for each of the following, in relation to the delay that occurred?

Base in brackets above *caution: low base **Sample size too low for analysis



Experience of delays and information provision

Customer satisfaction with...

Quarter 4: % very/fairly good

	Caledonian Sleeper	Lowlander	Highlander
The amount of information provided	43	N/A**	43
The accuracy of the information	50	N/A**	47
The usefulness of the information	49	N/A**	46
The speed with which information was provided	40	N/A**	42
The time taken to resolve the problem	41	N/A**	42*
The availability of alternative transport if the train service could not continue	N/A**	N/A**	N/A**

**CAUTION: LOW BASE **sample size too low for analysis*



Caledonian Sleeper

Ticketing and accessing information



CALEDONIAN
SLEEPER

Usage of ticket types

Quarter 4 %

Tickets types	%
Singles / Returns	
Anytime	4
Anytime Day	1
Off-Peak / Super Off-Peak	4
Off-Peak Day / Super Off-Peak Day	1
Caledonian Sleeper Advance	90

Class	%
First Class	33
Standard Berth (twin)	44
Standard Berth (solo)	3
Standard seat	20

Railcards	%
None	52
16-25	8
Senior	13
Family & Friends	11
Disabled Persons	1
HM Forces Railcard	1
Two together	13
Other	1

Q14a What type of ticket did you use for your journey?(Base: 609)

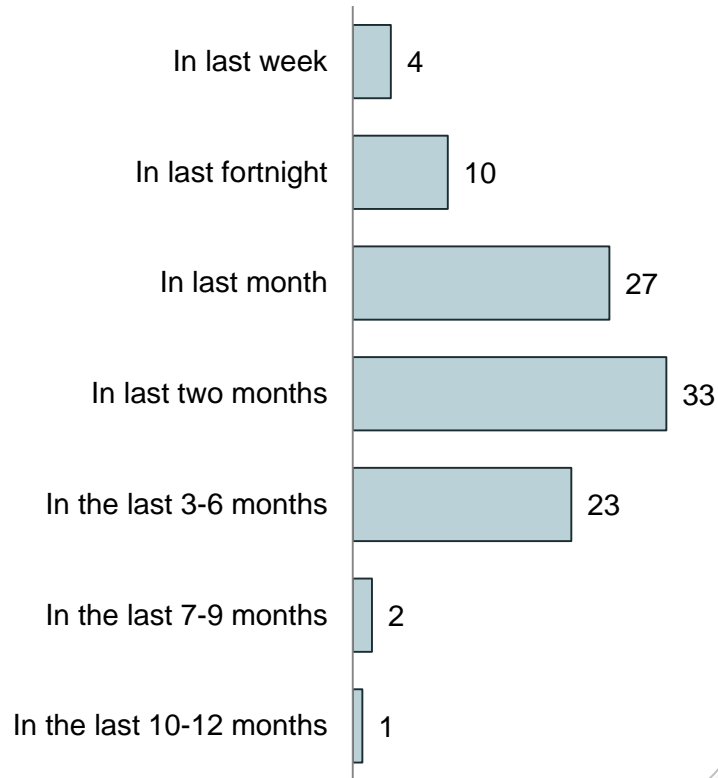
Q14b Was your ticket for your journey... (Base: 609)

Q14d Was your fare reduced because you have any of the following Railcards? (Base: 609)

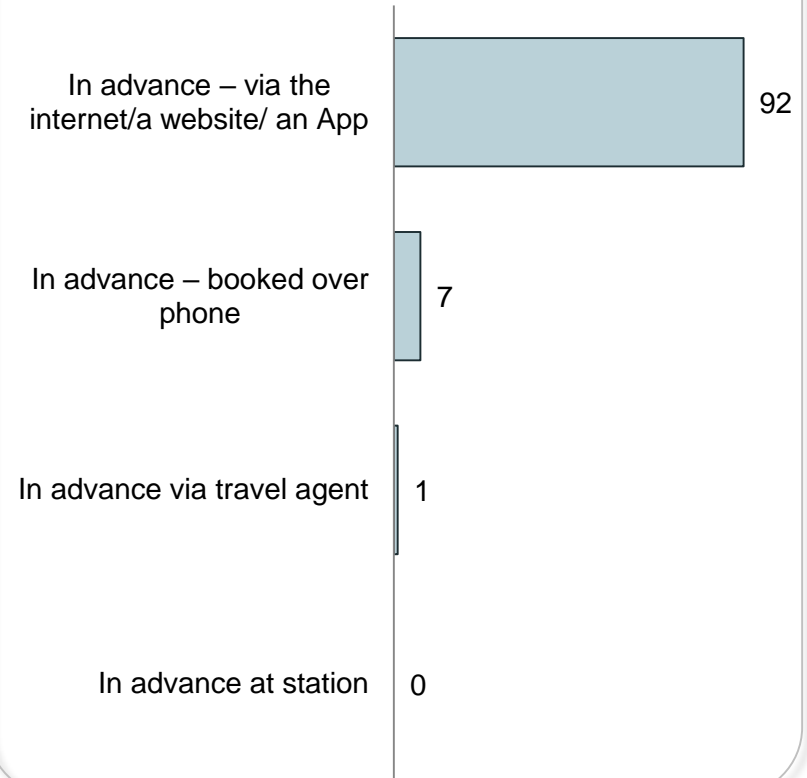


Purchasing tickets

When tickets purchased
Quarter 4 %



Method of purchasing ticket
Quarter 4 %



Q10 Could you please confirm how you bought the ticket for your journey? (Base: 609)

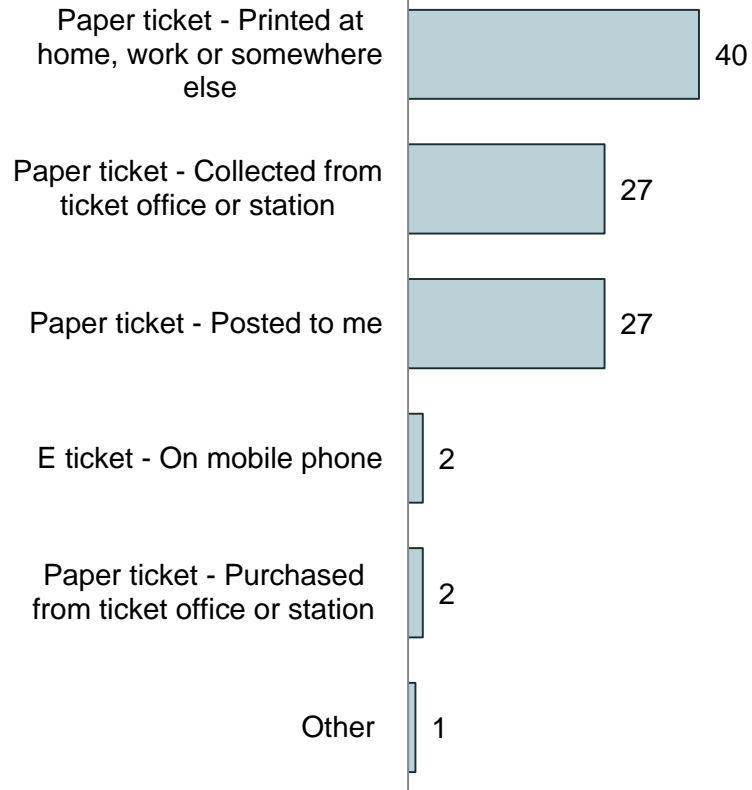
Q11 When did you buy your ticket for your journey? (Base: 609)



Purchasing tickets

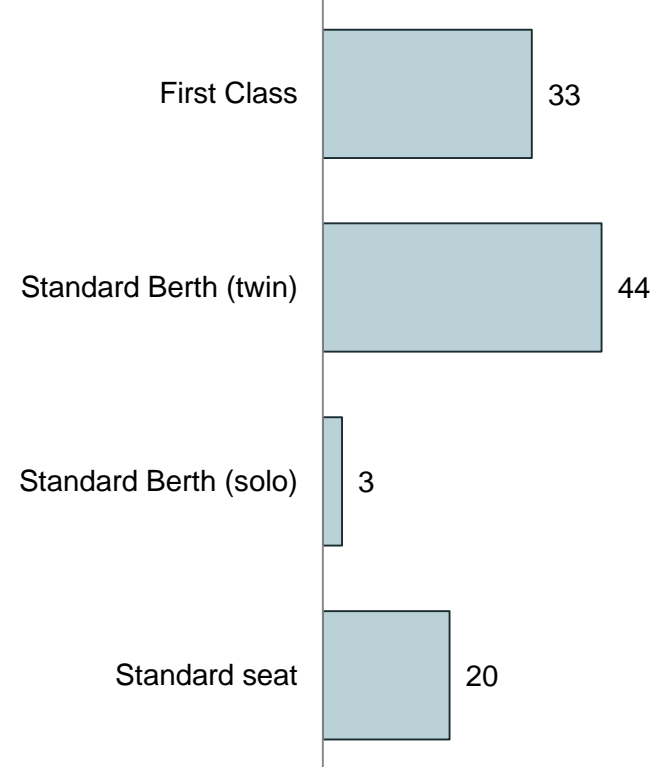
Form and delivery of ticket

Quarter 4 %



Class of ticket

Quarter 4 %

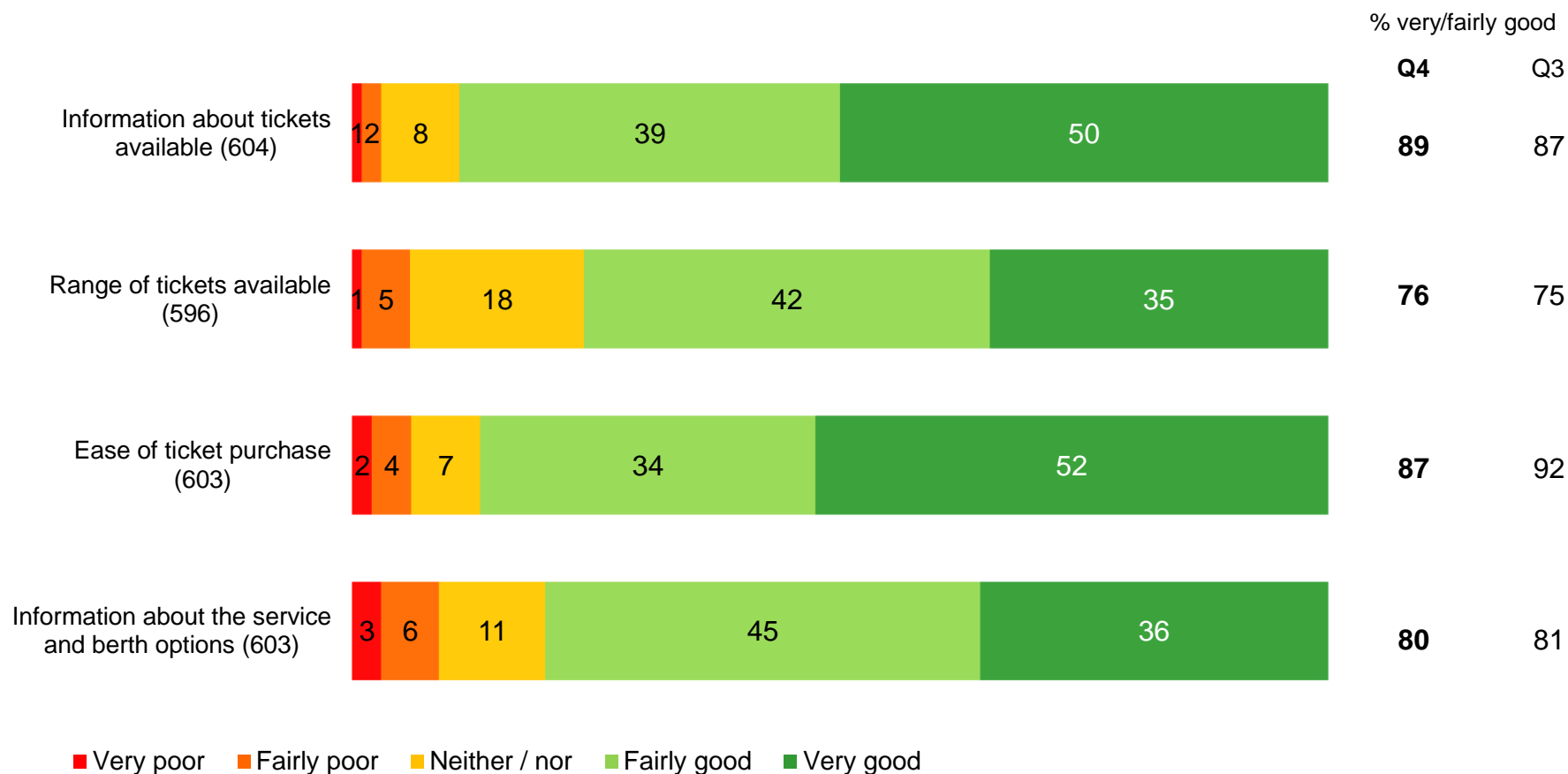


Q12 Was the ticket for your journey... Base (609)

Q14b Was your ticket for your journey Base (609)



Experience of ticket purchasing



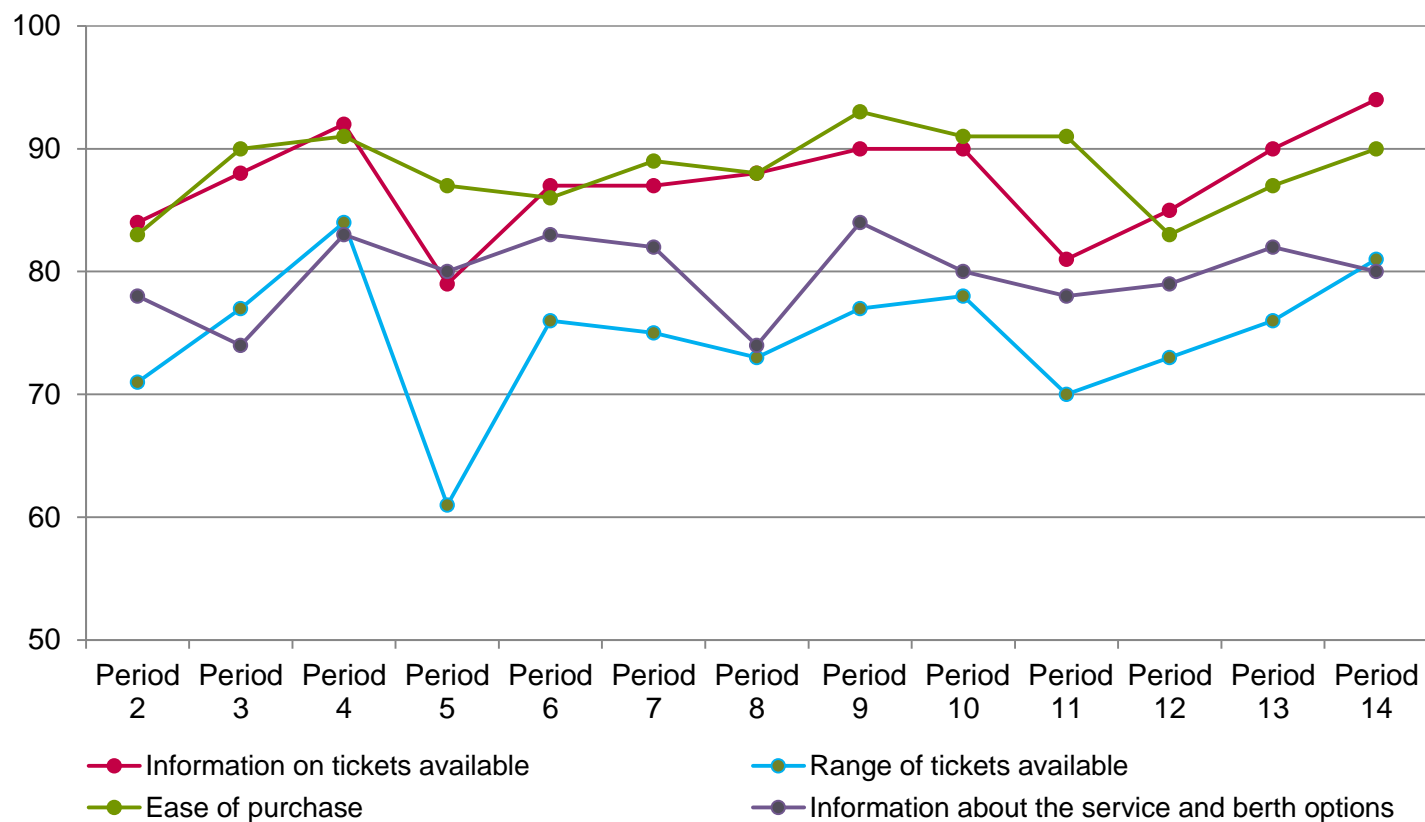
Q13 How would you rate the following:
Base in brackets above



Experience of ticket purchasing

Experience of ticket purchasing

Trend: % very/fairly good



Q13 How would you rate the following...



Purchasing tickets: Experience of ticket purchasing

Experience of ticket purchasing

Quarter 4: % very/fairly good

	Caledonian Sleeper	Lowlander	Highlander
The information provided about tickets available	89	91	88
The range of tickets available	76	78	76
Ease of ticket purchase	87	89	85
Information about the service and berth options	80	80	81



Caledonian Sleeper

Customer feedback and suggested improvements

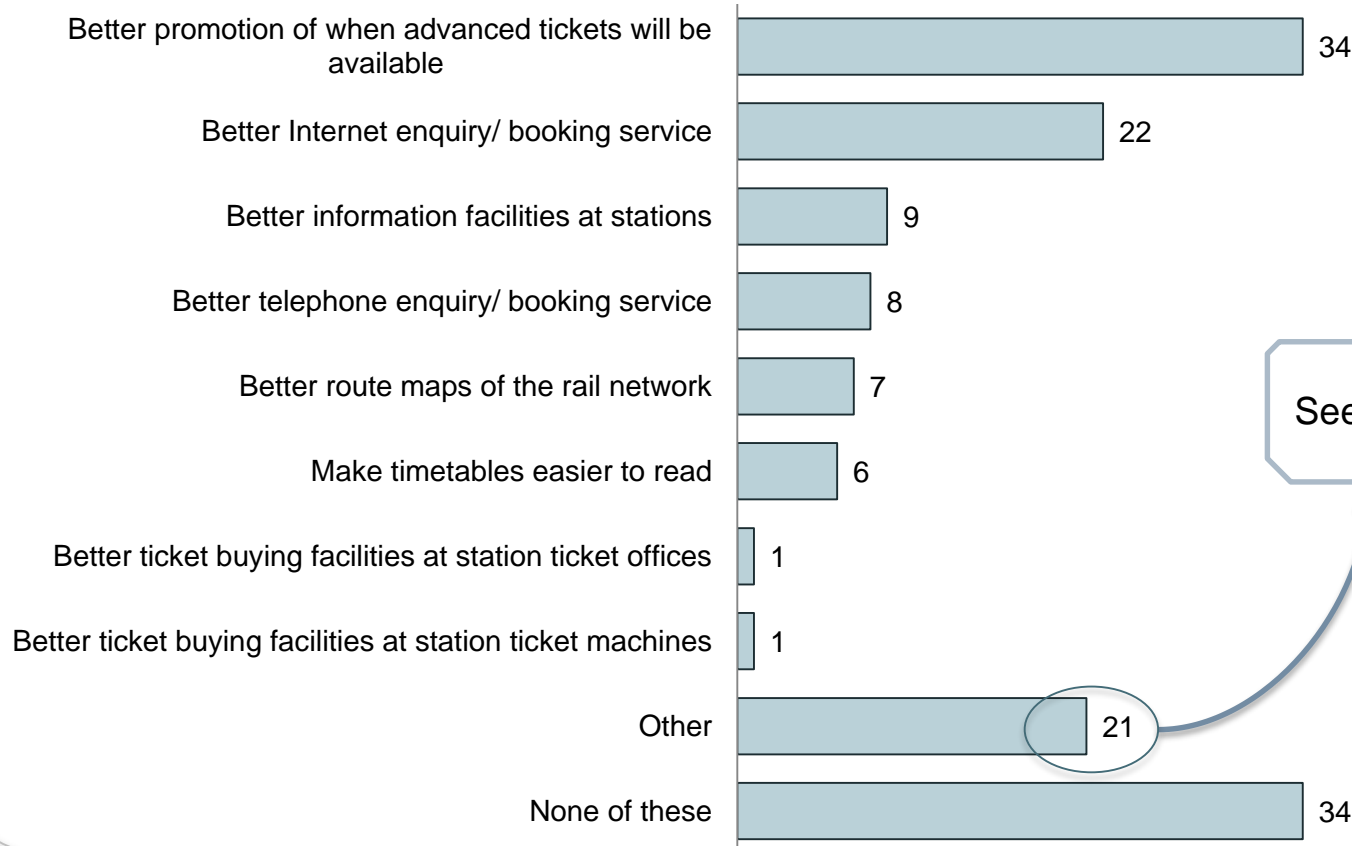


**CALEDONIAN
SLEEPER**

Suggestions for improvements

Potential improvements

Quarter 4: %



Q33 Which of these potential improvements do you think would be most likely to assist you when planning future journeys on the Caledonian Sleeper?
Base (609)



Other suggested improvements for journey planning

Lounge car reservations.

Being able to book add on fares to onward stations.

How to book 2 classes of travel on same booking.

If the train is cancelled, you should inform the passenger via email early in advance, not in the day when the passenger travels.

Easy to purchase berth supplements for day rail tickets.

Make it clear on the website what time you can board the train.

I need to be able to see across different days and train times to pick a cheaper train. I would like the chance of a ticket similar to a bargain berth. I like being able to book earlier than the 12 week limit that used to be in place.

Warnings in advance when departure station is changed.

Make twin berth guidelines clearer. Booking 16-25 was a bit complicated on site.

Better provision to change bookings made online.

More explanation of meal facilities on the sleeper.

Q33 Which of these potential improvements do you think would be most likely to assist you when planning future journeys on the Caledonian Sleeper?
Base (128) those who stated other



General Comments

Overall a great service from London to fort William and return, the staff were brilliant and very helpful. My wife and children's first trip to Scotland and it was made special by the great staff and great facilities...As I have used the Caledonian sleeper now a total of 6 times I regularly recommend to family and friends, who will be booking trips soon. I think the only downside for children are the lack of charging points for phones in the cabins, which would enable them to charge there phones for taking great pictures of the landscape on the way up and during that day. Great service.

Excellent kind staff at Inverness first class sleeper lounge - delightful. We had a little baby with us and the staff we so helpful.

Excellent sleeper car attendant and restaurant car staff. Cleanliness of berth impossible to achieve with such old stock. Please make the bed more comfortable, a plastic mattress may be necessary but then use sheets that fit and stay on it! Toilet out of order so a toilet 2 carriages away not ideal. Please continue this train service as we have little other option form inverness and the sleeper has improved immensely since 10 - 20 years ago - overall a good service.

Lovely experience although the train staff were unaware that we had pre-booked and paid for our meals. A phone call was required and our meal delayed although the staff were great and very apologetic!

Staff very smartly dressed (tweed? Liked uniform). And all very smiley and relaxed. Nothing was a problem.

Great journey. Staff at Central station and on board the train were very helpful - all of them were great, thank you to them.

Great service. The journey was part of the trip not just a means of getting from a to b.

We made this journey as part of a celebration. We were very impressed with being kept up to date with departing station changes and time changes via email and a personal telephone call. As the train time was changed to an earlier departure, we had to cancel a dinner reservation in London and rang the sleeper to book evening meal on the train. I'm glad we did as we had a table reserved. There were however extremely limited options as we had not had the opportunity to pre-book from the available choices. The staff however were amazing in keeping the hordes of people happy who wanted serving...Sleeping berths extremely comfortable and were impressed with the 'overnight bags'. Breakfast very good (we had pre-booked) served by the same staff, still smiling and happy.

Overall was a very comfortable seat, but was kept awake all night by very loud snoring! The sleeper pack (eye mask/earplugs) was useful but alas the snoring defeated them. The train was rerouted to Glasgow Central due to the viaduct problems at Lockerbie - I was already aware of this but received a courtesy call two days before the trip to ensure I was aware, which was great (and the lady making the calls was very pleasant). £50 was good value, much cheaper than spending the night in London. I wouldn't do the seater car on a work day as I don't think you could guarantee a good night's sleep, but I would do it again if I was off the next day.

Q39 Do you have any further comments you would like to make about your journey on the Caledonian Sleeper?



General comments

Corridors far too narrow for luggage and generally inconvenient. No information about where or what time breakfast would be or what facilities are available in the cabin. Confusing distinction between sole occupancy of two-berth and a first class cabin - is there any difference? No 3-pin sockets in cabins - could not believe this. Even in Macedonia there are sockets in the cabins... Website says passengers can stay in cabins until 0830, when actually train arrives early and they throw everyone off by the scheduled arrival time because 'we've a timetable to keep to'. Overall, I enjoyed the journey and the bed was comfortable, but there were some really simple disappointments which prevented it being good value.

The seating carriage could do with some maintenance. 1 of 2 toilets were out of order. Also, attendants need to not make seated passengers feel like they are not important compared to lounge car passengers.

The breakfast was disgusting. the mushrooms were as hard as rubbers one side of the dish was full of water with the mushrooms, tomatoes, and bacon. the meal was cold and unedible.

Time of departure from Euston was brought forward by almost 2 hours due to "planned engineering works". Was only given 4 days notice of this and had to make substantial changes to my plans at short notice. Then on the day of travel I received a confusing and presumably automated email from Caledonian Sleeper giving the original departure time - which was incorrect. If I had followed it, I would have missed my train. So please: Give people as much notice as possible of changes to departure times and; please don't send automated emails with the original departure time on it if the departure time has changed.

Catering facilities require improving - appeared fairly chaotic and room for improvement with the quality of the food. May be that some food hygiene preparation rules were not obeyed.

One of the heating controls (in cabin 5/6/7/8 on coach M) is broken so we had to sleep with the door to the corridor propped open to let enough cool air in!

Online booking process was cumbersome and took 3 attempts. Greater clarity / wording needed on berth availability.

In serious need of an upgrade to the berths. No electric power point which is essential for most travellers. No Wi-Fi, berth cold.

The staff were great but the accommodation was ridiculously cramped and uncomfortable. The washing facilities were similar to a poor campsite and the trains reminded me of the days of British rail - in fact they probably were purchased from the manufacturer by British Rail long before it ceased to exist. I won't use this mode of transport again which is a shame because I was looking forward to a pleasant and relaxing journey. I arrive exhausted from lack of sleep feeling like I had spent the night in the back of a car.

I love the sleeper, feel a bit hurried off at the other end at times, (this time the train was late so that was perfect) but most cafes in Edinburgh do not open until 8 am so it would be nice to feel you were not rushed off the train.

Q39 Do you have any further comments you would like to make about your journey on the Caledonian Sleeper?



Email feedback from customers

Feedback emailed to BDRC from customers unable to answer the survey or who wished to provide additional comments

As the train didn't stop at Crewe, I didn't take it so no need to do the Survey.

However some feedback, it would have been better not to have booked the ticket.. Why were you still allowing bookings when you were aware that the train was not stopping. Also there was no effort from Caledonia trains to contact me about this. I heard on the radio that the line was closed. You are keen to contact me for a post travel survey so it would have been possible to contact me to warn me of the problem.

Thank you for your email and survey. I did not get the sleeper from Edinburgh because I had to travel to Glasgow to then walk to central station to pick up the train. Hence why my response to your first question in the survey caused it to close.

You made no effort to contact me directly to inform me of the change in travel arrangements due to line problems.

The water supply on the train ran out and I was unable to wash/clean teeth in the morning.

The guard was very pleasant and the breakfast adequate. Fresh coffee would be appreciated.

Most dissatisfaction comes from poor communication and the Caledonian sleeper service failed to communicate.

All in all not a great experience.



Caledonian Sleeper

Customer priorities

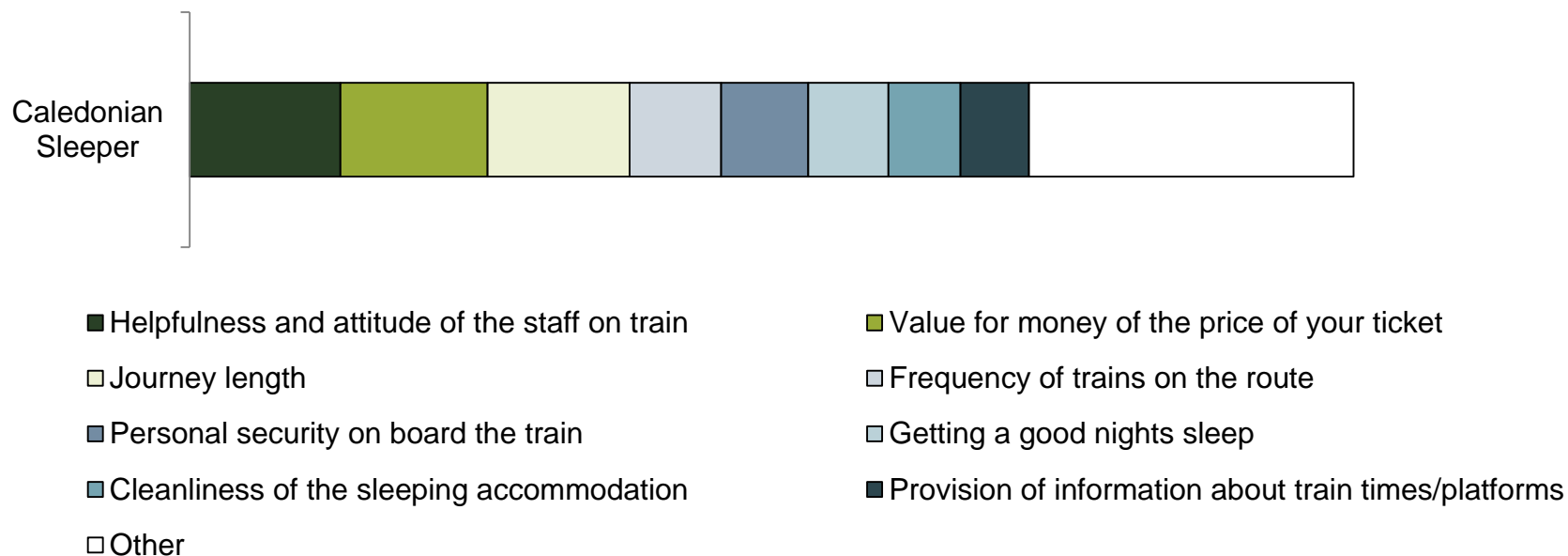


**CALEDONIAN
SLEEPER**

Customer priorities within current service provision

Key drivers of overall journey satisfaction

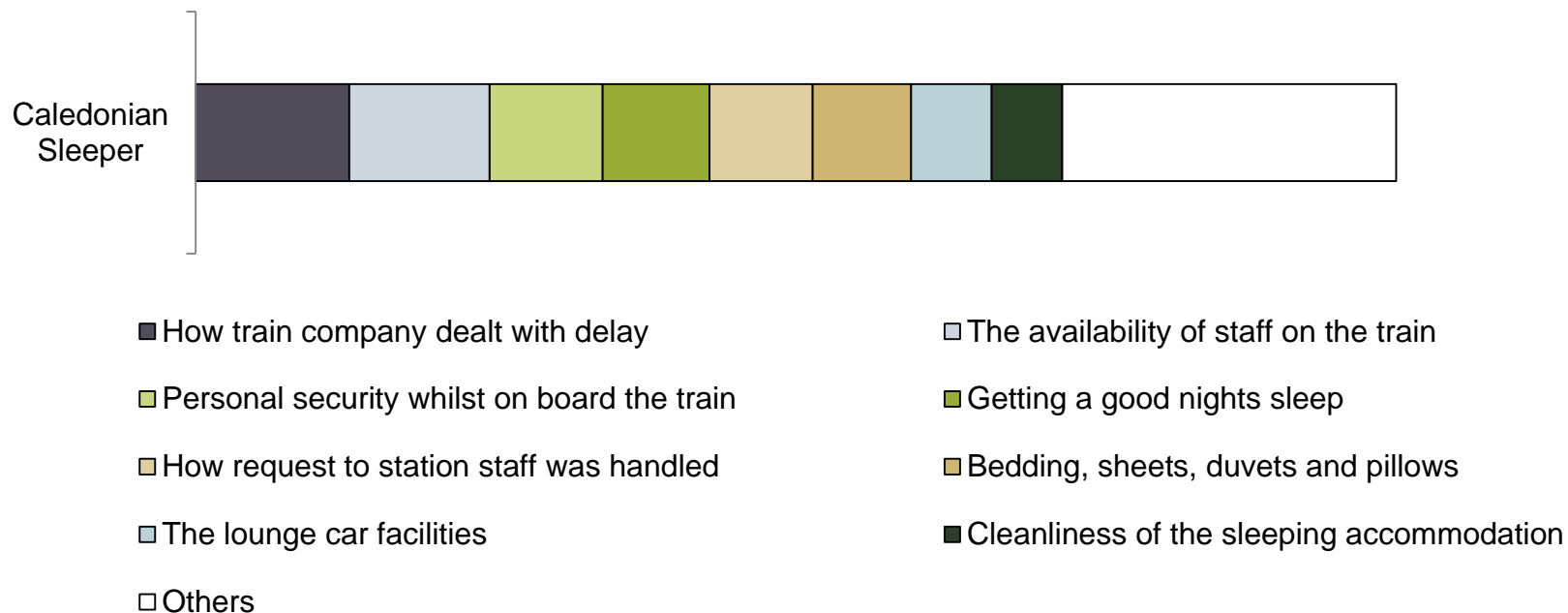
Combined period 2-14



Customer priorities within current service provision

Key drivers of customer dissatisfaction

Combined period 2-14



Caledonian Sleeper

Appendix



CALEDONIAN
SLEEPER

Sample profile – journey details

Sample size	609 %	Sample size	609 %	Sample size	609 %
<u>Age</u>		<u>Journey Purpose</u>		<u>Health Conditions</u>	
16-34	24	Travelling for work	14	None	92
35-54	49	Personal Business	4	Vision	1
55+	27	Visiting friends/family	26	Hearing	2
<u>Gender</u>		Shopping	1	Mobility	2
Male	53	Holiday travels	33	Dexterity	*
Female	47	A day out	3	Learning/concentrating	*
<u>Working status</u>		Sport	3	Memory	1
Full time	68	Other leisure	16	Mental health	1
Part time	12	Leisure	86	Stamina/ breathing	*
Not working	2			Socially	*
Retired	12			Other	1
Student	6				



Sample profile – journey details

<i>Sample size</i>	<i>609 %</i>
<u>Travelling party</u>	
Alone	48
With children 0-4	2
With children 5-10	7
With children 11-15	10
With other adults 16+	43
Friends	79
Family	22
Colleagues	2
<u>Luggage etc.</u>	
Heavy/bulky luggage	43
Pushchair/pram	1
Bicycle	2
Dog	*
Wheelchair/frame	*
Helper	1
Mobility scooter	-
None apply	55

<i>Sample size</i>	<i>609 %</i>
<u>Accommodation</u>	
Sleeper berth	80
Seat in seated car	20
<u>Journey direction</u>	
Outward	57
Return	21
One way	23
<u>Frequency</u>	
Once a week or more	1
1-2 times a month	1
Once every 2-3 months	7
Once every 6 months	12
Less often	28
Never/first time	51

<i>Sample size</i>	<i>609 %</i>
<u>Duration of using the Caledonian Sleeper**</u>	
Under a year	n/a
1-4 years	n/a
5-9 years	n/a
10 years or more	n/a

***base too low for analysis*



Methodology overview

The Caledonian Sleeper Customer Satisfaction Survey provides feedback about customer experience and opinions of the Caledonian Sleeper. The survey is designed to mirror the National Rail Passenger Survey, but it 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 3rd May 2015. 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, combining Period 12, 13 and 14.

Fieldwork for quarter 4 took place 7th February – 30th April 2016

609 surveys were completed in total.

The data is weighted at analysis stage on the same parameters as the National Rail Passenger Survey: time of day, day of week, station size band, and 'building block'



Quality details

BDRC Continental comply with ISO 20252, the recognised international quality standard for market research, thus the project has been carried out in accordance with this standard.

- Adherence to the standard is independently audited once a year
- Where subcontractors are used by BDRC Continental, they are briefed to ensure any outsourced parts of the research are conducted in adherence to ISO 20252

Full methodological details relevant to the project, are available upon request

This research was designed to ensure robust sample sizes for analysis.

As the survey is conducted with a sample of the target audience, we cannot be 100% certain that a census of the whole population would yield the same results.

We can be 95% certain that the actual figure (in the population as a whole) falls within a certain range of the survey figure.

The percentages within the table represent the error variance.

Base	Survey finding of...		
	5 / 95%	20 / 80%	50 / 50%
Total Sample (609)	+/- 1.7%	+/- 3.2%	+/- 4.0%



Caledonian Sleeper

Quarterly Report

Quarter 4

Rail Period 12, 13 and 14



CALEDONIAN
SLEEPER