Caledonian Sleeper Passenger satisfaction report

Quarter 4 2016-17

Rail Period 12, 13 and 14



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Summary: Caledonian Sleeper Quarter 4 2016/17

	Caledonian Sleeper	Lowlander	Highlander
Overall journey satisfaction	83	81	85
Satisfaction with			
Standard of service provided by staff on the platform and/or on-board	91	91	91
Quality of the journey experience	80	79	82
Getting a good nights sleep	60	55	63
Punctuality/reliability	92	91	92
Sufficient room in your bed/compartment	67	63	69
The ease of being able to get on and off the train	90	90	90
Cleanliness of the sleeping accommodation	88	87	90
The provision of information during the journey if requested	84	79	86
Net Promoter Score	29	18	36

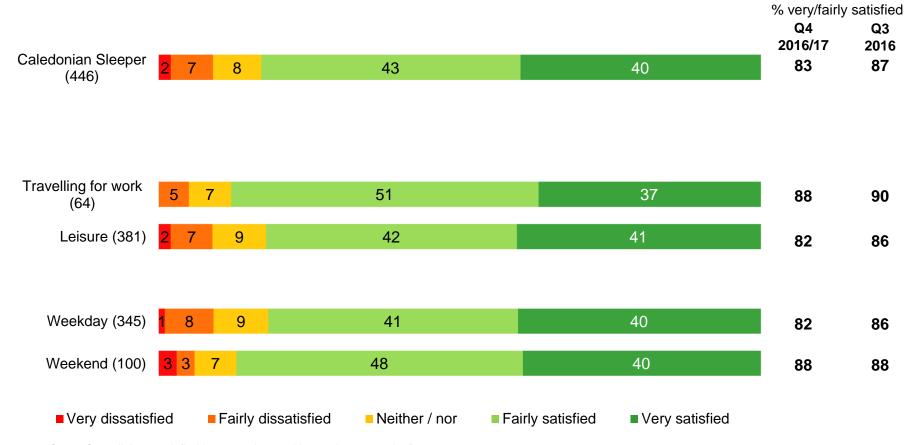


Caledonian Sleeper

Overall opinion of the Caledonian Sleeper



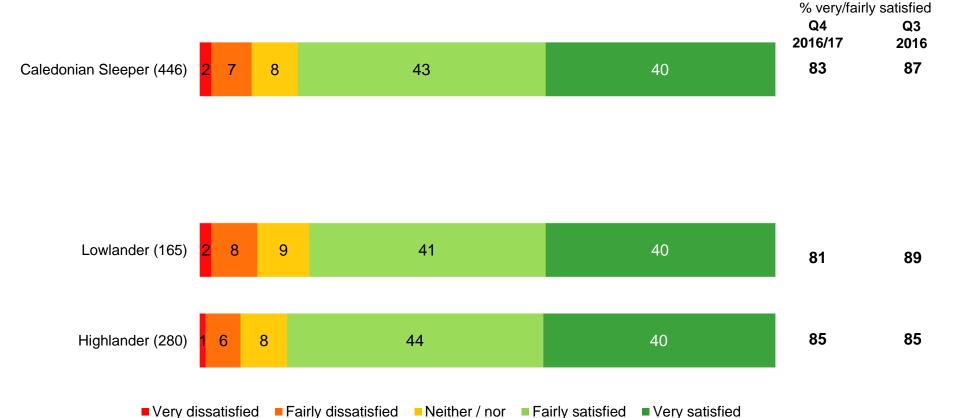
Overall journey satisfaction by passenger group



Q28a. Overall, how satisfied have you been with your journey today? Base: in brackets above



Overall journey satisfaction by route



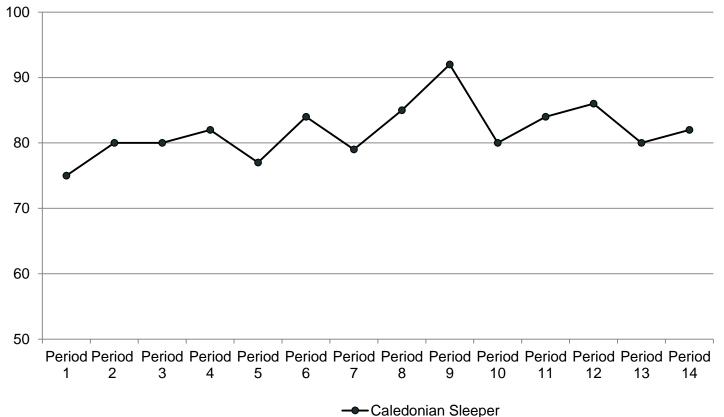
Q28a. Overall, how satisfied have you been with your journey today? Base: in brackets above



Overall journey satisfaction - trend

Overall journey satisfaction

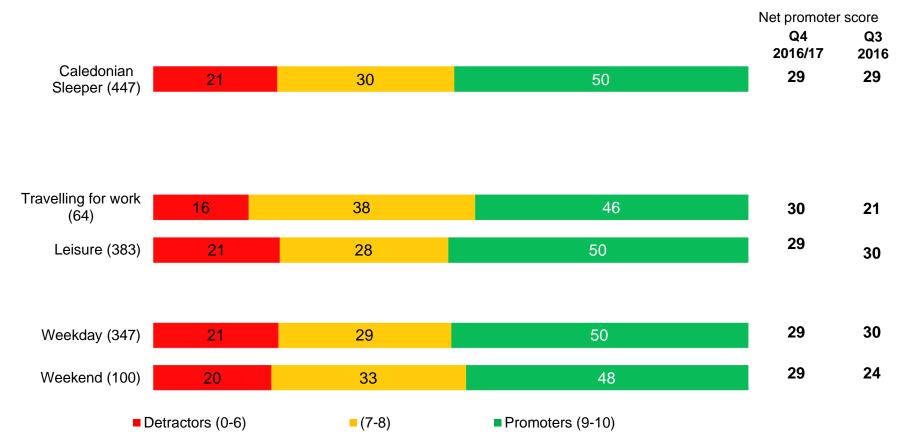
Trend: % very/fairly satisfied



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



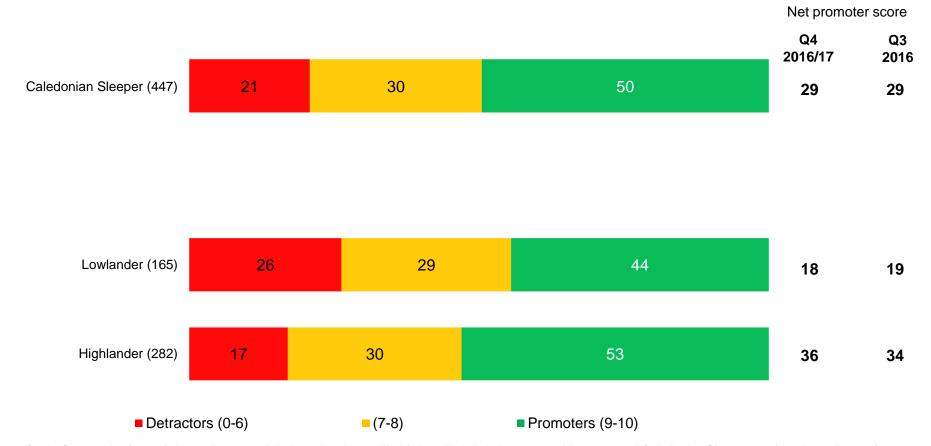
Net Promoter Score by passenger group



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



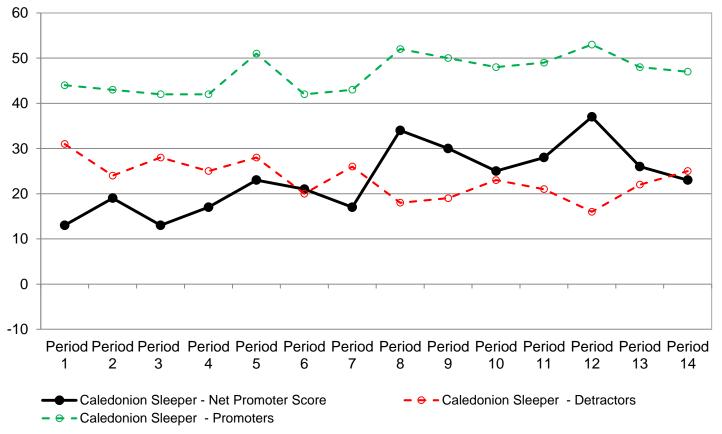
Q28b. On a scale of 0-10 (where 0 is not at all likely and 10 is very likely), how likely is it that you would recommend Caledonian Sleeper to a friend or colleague? Base: in brackets above



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)**

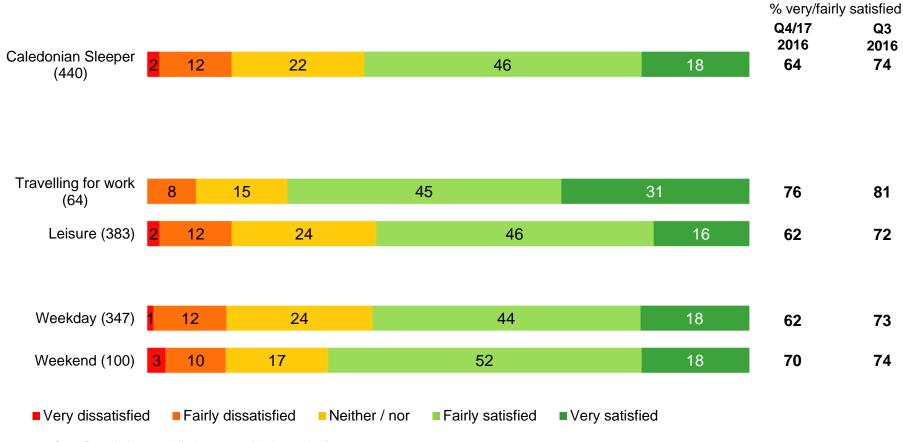


Caledonian Sleeper

Customer experience at stations



Overall station satisfaction by passenger group

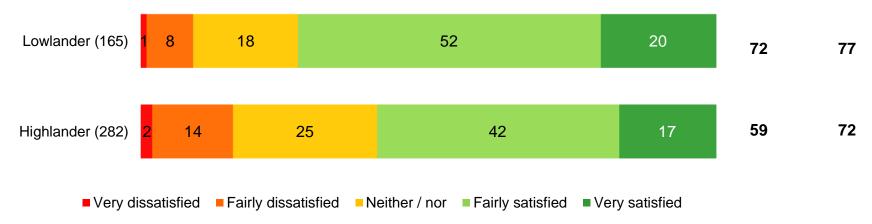


Q19. Overall, how satisfied are you with the station? Base: in brackets above



Overall station satisfaction by route

Caledonian Sleeper (440) 2 12 22 46 18 % very/fairly satisfied Q4 Q3 2016/17 2016 64 74



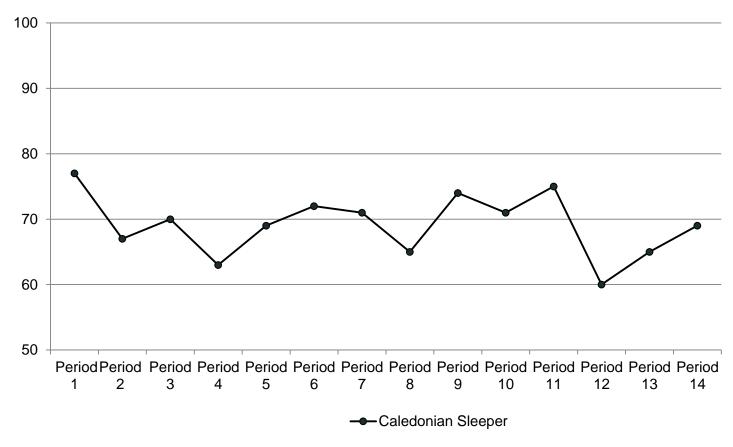
Q19. Overall, how satisfied are you with the station? Base: in brackets above



Overall station satisfaction - trend

Overall station satisfaction

Trend: % very/fairly satisfied

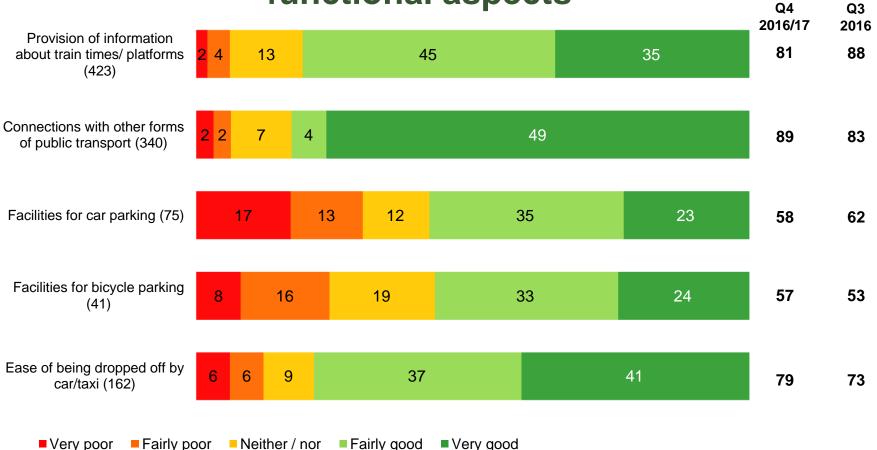


Q19. Overall, how satisfied are you with the station?



Customer experience at stations: functional aspects

% very/fairly good



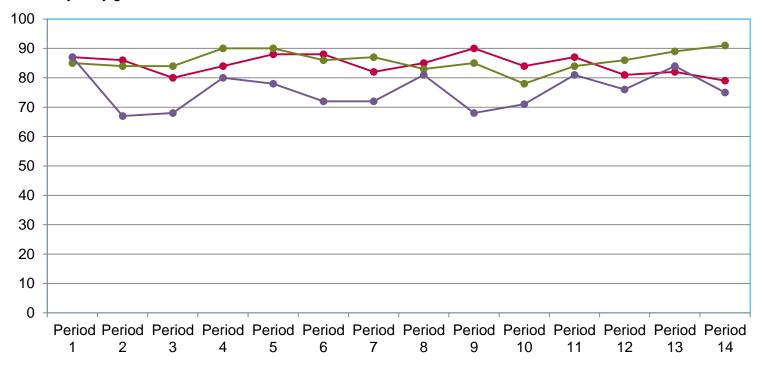
Q15. How would you rate the station where you boarded this train for...? Base: in brackets above



Customer experience at stations: functional aspects

Customer experience at stations:

Trend: % very/fairly good



- Provision of information about train times/ platforms
- Connections with other forms of public transport
- --- Ease of being dropped off by car/taxi

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

Facilities for car parking not shown: sample sizes too low for analysis

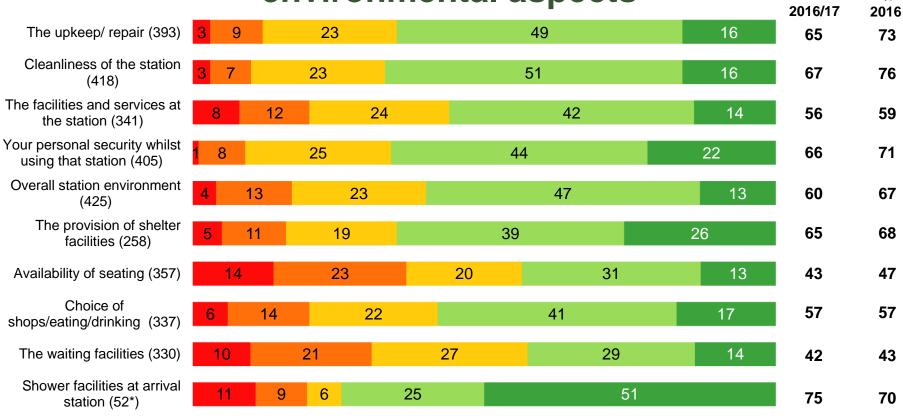


Customer experience at stations: environmental aspects

% very/fairly good

Q3

Q4



■ Very poor ■ Fairly poor ■ Neither / nor ■ Fairly good ■ Very good Q15. How would you rate the station where you boarded this train for...?

Q23b. How would you rate the shower facilities at your arrival station? Base: in brackets above *CAUTION LOW BASE



Customer experience at stations

Customer experience at stations:

Trend: % very/fairly good 80 70 60 50 40 30 20 Period Pe 3 5 10 11 12 13 4 14 Personal security whilst using station
Choice of shops/eating/drinking facilities --- Overall station environment Provision of shelter facilities

Availability of seating

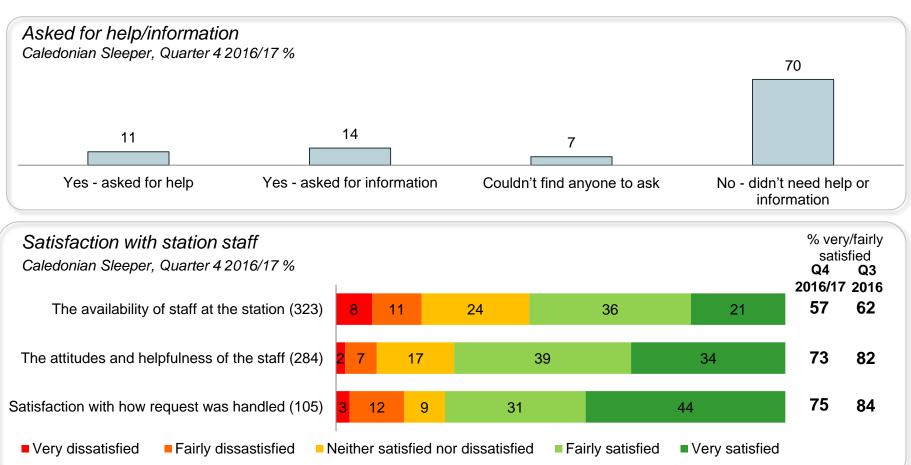


Waiting facilities

The facilities and services at the station



Staff interactions at stations



Q17. Did you ask staff for help or information? (Base: 447)

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

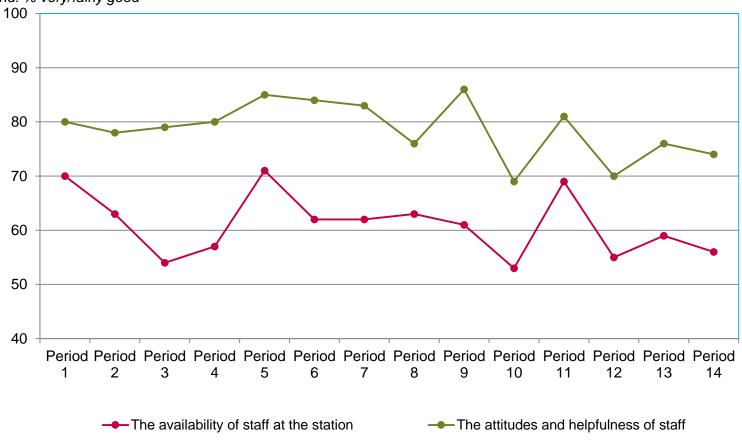


Q15. How satisfied were you with the availability of staff, the attitudes and helpfulness of the staff? Base in brackets above

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...?

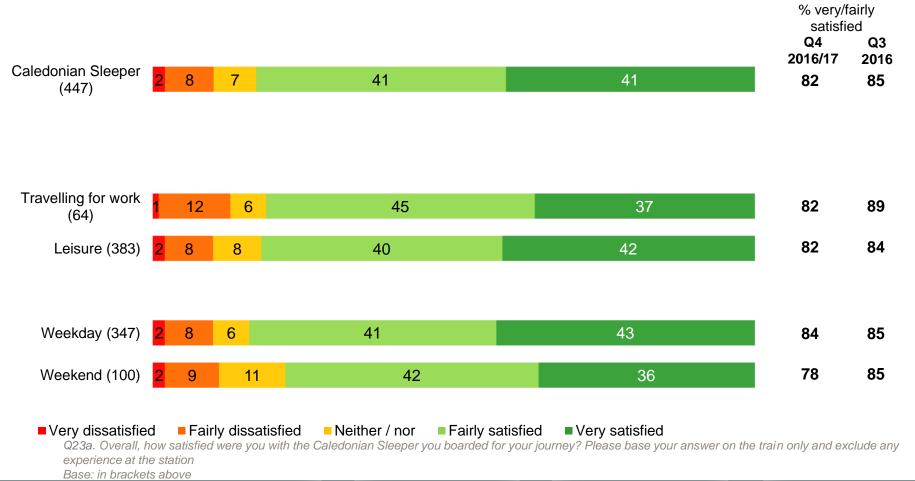


Caledonian Sleeper

Customer experience on board



Overall train satisfaction by passenger group





Overall train satisfaction by route



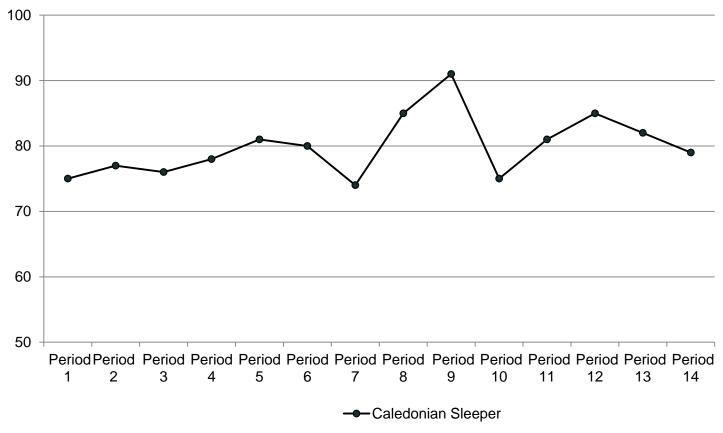
Q23a. Overall, how satisfied were you with the Caledonian Sleeper you boarded for your journey? Base: in brackets above



Overall train satisfaction - trend

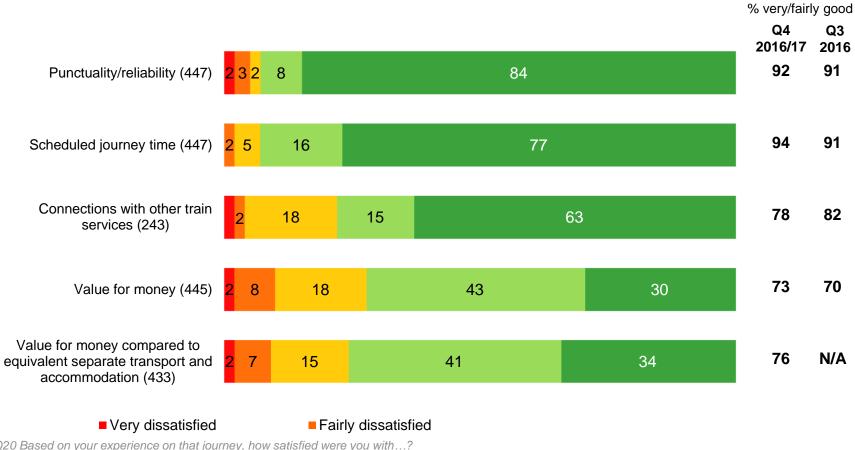
Overall train satisfaction

Trend: % very/fairly satisfied



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



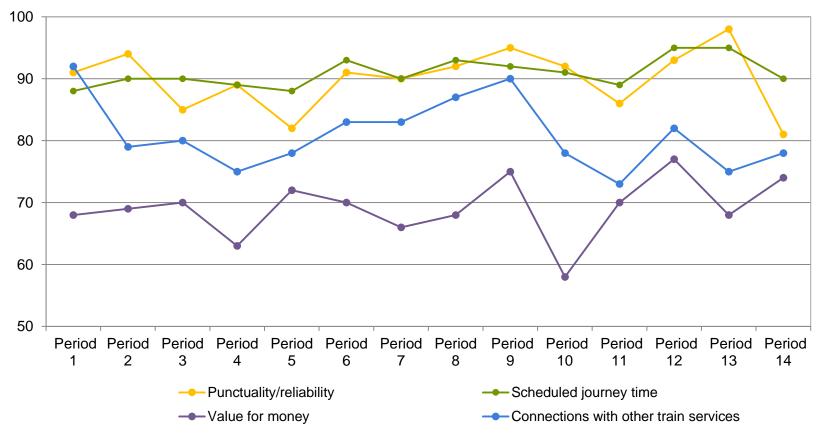






Customer experience on board

Trend: % very/fairly good



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

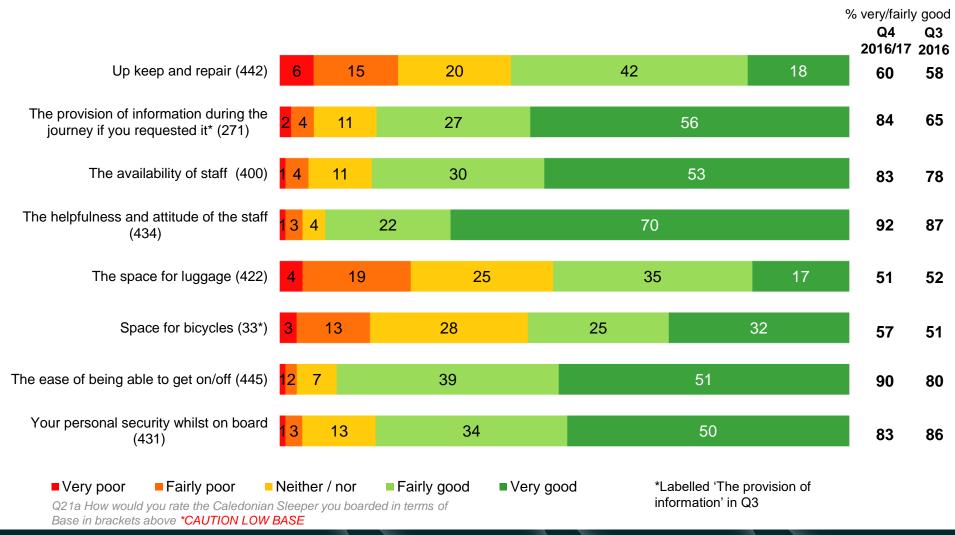


Customer experience on board: Quarter 4 2016/17: % very/fairly satisfied

	Caledonian Sleeper	Lowlander	Highlander
Punctuality/reliability	92	91	92
Scheduled journey time	94	92	95
Connections with other train services	78	79	78
Value for money	73	70	75

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

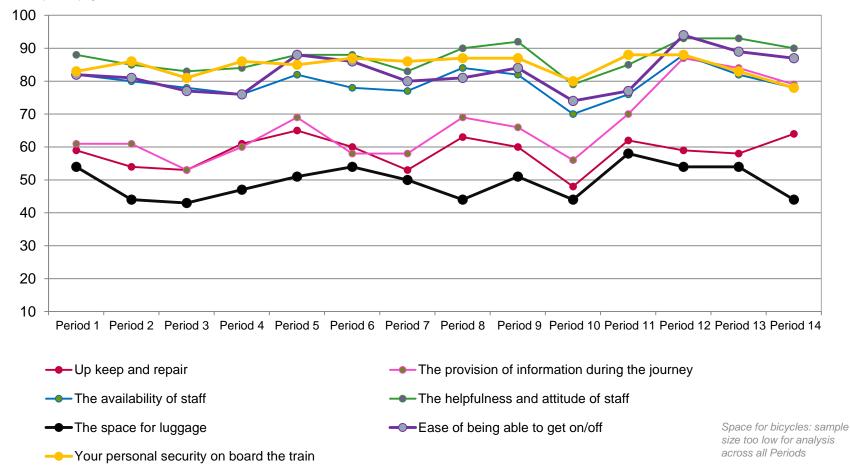






Customer experience on board

Trend: % very/fairly good



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



Customer experience on board:

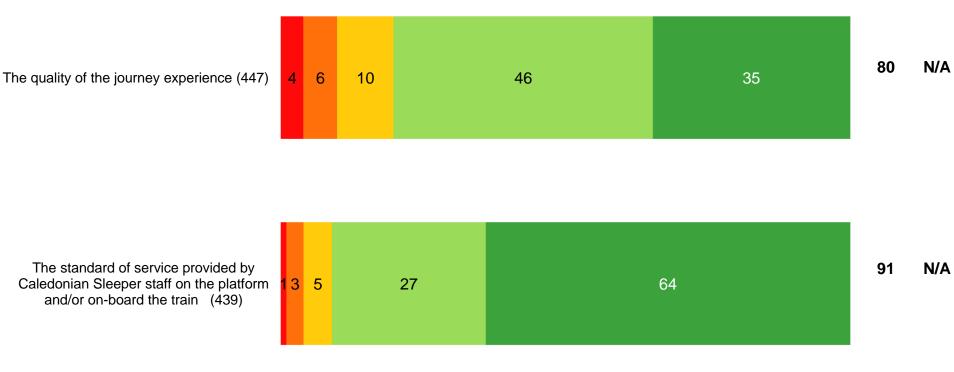
Quarter 4 2016/17: % very/fairly good	Caledonian Sleeper	Lowlander	Highlander
Upkeep and repair	60	60	60
The provision of information during the journey	84	79	86
The availability of staff	83	85	82
The helpfulness and attitude of the staff	92	92	92
The space for luggage	51	51	52
Space for bicycles	57*	N/A**	N/A**
The ease of being able to get on and off	90	90	90
Your personal security whilst on board	83	86	82

*CAUTION LOW BASE

** sample size too low for analysis



% very/fairly good Q4 Q3 2016/17 2016 80 N/A



Fairly good

■ Very good

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

Fairly poor

■ Neither / nor

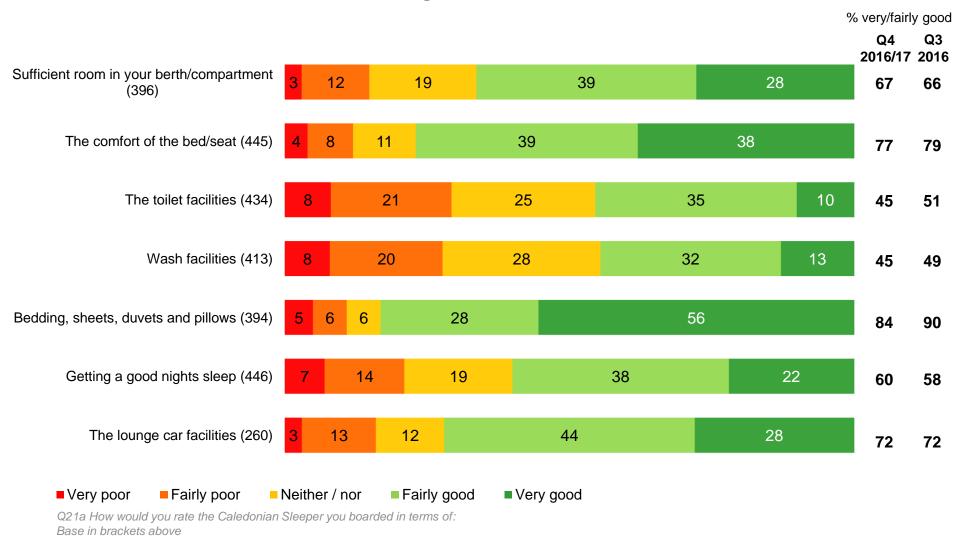


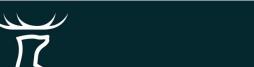
■ Very poor

Customer experience on board:

Quarter 4 201	6/17: % very/fairly good	Caledonian Sleeper	Lowlander	Highlander
	The quality of the journey experience	80	78	82
-	The provision of information during the journey if you requested it	91	91	91

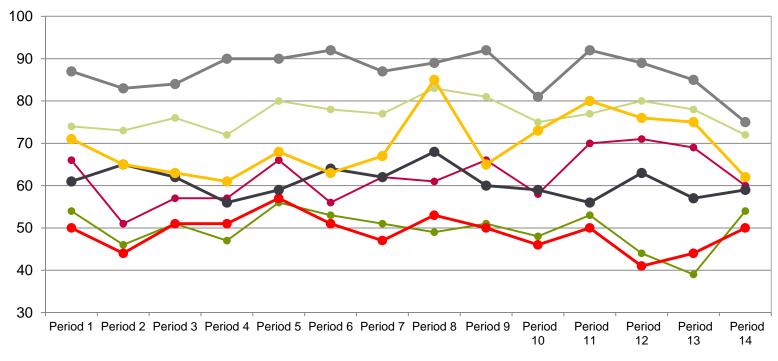






Customer experience on board

Trend: % very/fairly good



- Sufficient room in your berth/compartment
- ── The toilet facilities
- Bedding, sheets, duvet and pillows
- The lounge car facilities

——The comfort of the bed/seat

Wash facilities

Getting a good night's sleep

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



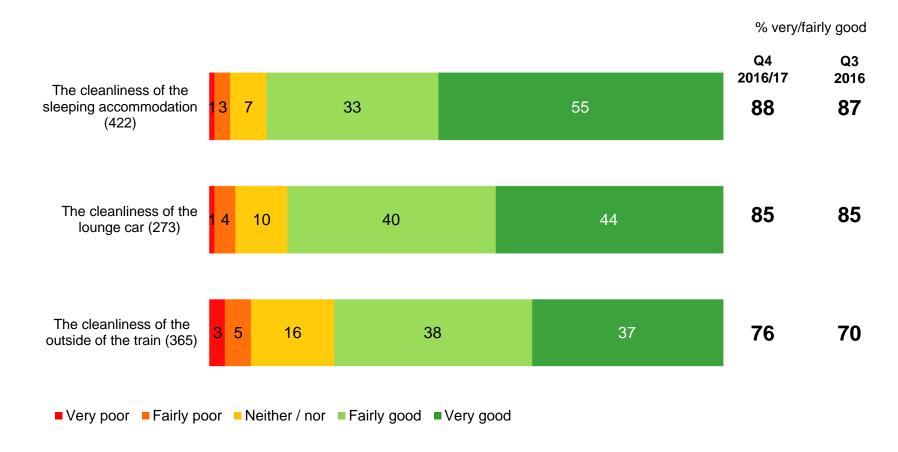
Customer experience on board: Quarter 4 2016/17: % very/fairly good

16/17: % very/fairly good	Caledonian Sleeper	Lowlander	Highlander
Sufficient room in your bed/compartment	67	63	69
The comfort of the bed/seat	77	80	75
The toilet facilities	45	42	47
Wash facilities	45	45	45
Bedding, sheets, duvets and pillows	84	83	85
Getting a good nights sleep *	60	55	63
The lounge car facilities	72	82	68

*Getting a good night's sleep code 'fairly/very poor' n = 18. Insufficient base size to show Q21b '..can you tell us the reasons for this?'

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





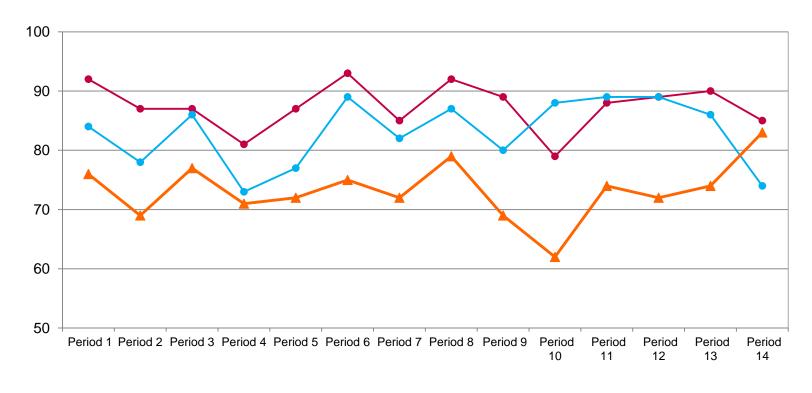
Q22 Specifically thinking about the cleanliness of the train you boarded for that journey, how would rate it for... Base in brackets above



Customer experience on board

Customer experience on board

Trend: % very/fairly good



- The cleanliness of the sleeping accommodation
- The cleanliness of the lounge car
- The cleanliness of the outside of the train

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



Customer experience on board

Customer experience on board: Quarter 4 2016/17: % very/fairly good

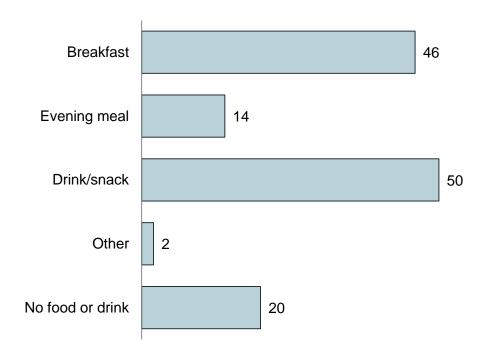
16/17: % very/fairly good	Caledonian Sleeper	Lowlander	Highlander
The cleanliness of the sleeping accommodation	88	87	90
The cleanliness of the lounge car	85	89	83
The cleanliness of the outside of the train	76	80	73

Q22 Thinking specifically about the cleanliness of the train you boarded for that journey, how would you rate it for...?



Customer experience on board - catering

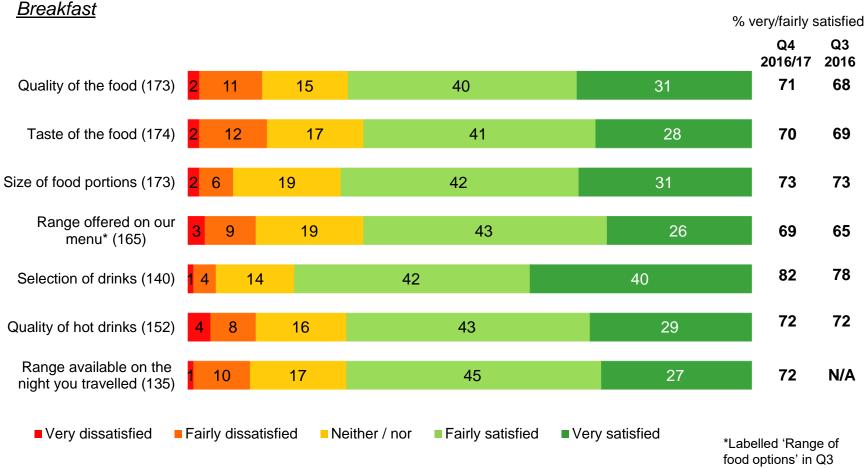
Use of on-board catering
Quarter 4 2016/17 %



Q21c Whilst on board, did you have...? Base: All (447).



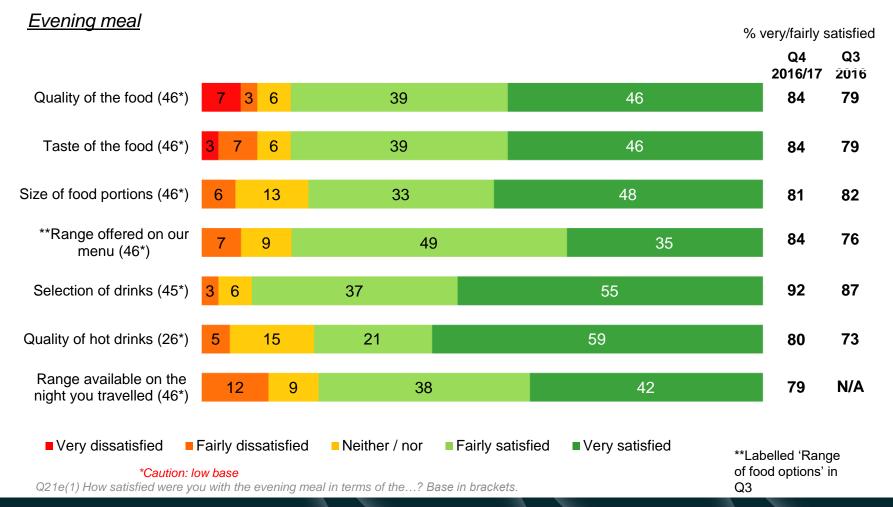
Customer experience on board - catering







Customer experience on board - catering





Catering experience – customer comments

Having been very satisfied with the evening meal, we were very dissatisfied with breakfast. It was microwaved by the attendant and carried in a bag to the lounge car in a polystyrene box. By being tipped up in the box, the food was mixed together in one corner so it looked very unattractive. The taste was poor. Only flimsy plastic cutlery was provided and the single knife had to be used for the pre-packed roll and jam. We had to ask for butter and napkins. This experience was such a contrast to the previous evening when good quality cutlery, crockery and glasses were used. Why, then, was breakfast so disappointing?

I loved the fact that the food was served on proper plates. I think that the lounge car could do with a refurb though as it looked very much eighties style. It was a pleasure though to have dinner there. We really enjoyed it. The service was very slow but the stewardess was very kind and caring.

I wasn't sure how the lounge car worked. There were very nice menus in the seating car, but nobody came to take an order and there weren't clear instructions about how to obtain the food. I felt like I was encroaching on a first class dining carriage when I went to buy a drink, but the staff were very friendly anyway.

Space in the lounge car for second class passengers is limited, but once in, the quality and atmosphere were excellent.

The breakfast I pre-booked was not available which was disappointing.

However I was offered a range of alternatives.

I did not expect the coffee to be instant coffee.
The porridge tasted well and the portion size was satisfying, but it could have been served in a more appetizing way (instead of a plastic packet). But I really appreciate the big range of food and drinks as well as the closeness to Scotland!

The cup of tea / juice brought to us in the morning was very much appreciated

Perhaps rotate menus according to time of year?

Veggie cooked breakfast other than porridge is needed

Q21f Please use the space below for any comments you would like to make about the on-board catering

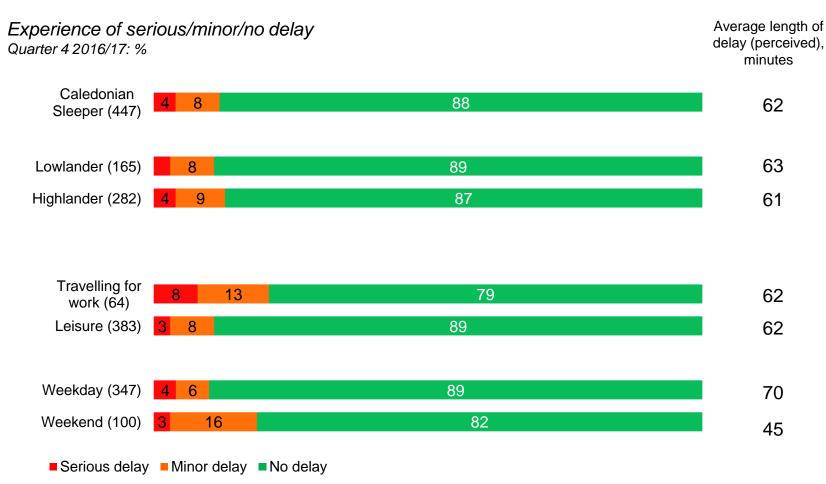


Caledonian Sleeper

Customer experience of delays



Experience of delays



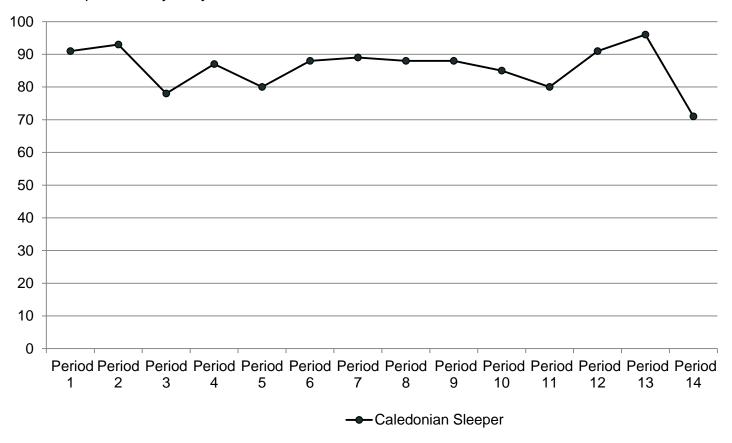
Q24 Did you experience any delay either on this train or because the train you had planned to catch there was cancelled? Q25 How long was the delay? Base: all experiencing delay Base in brackets above



Experience of trains arriving on time

Experience of trains arriving on time

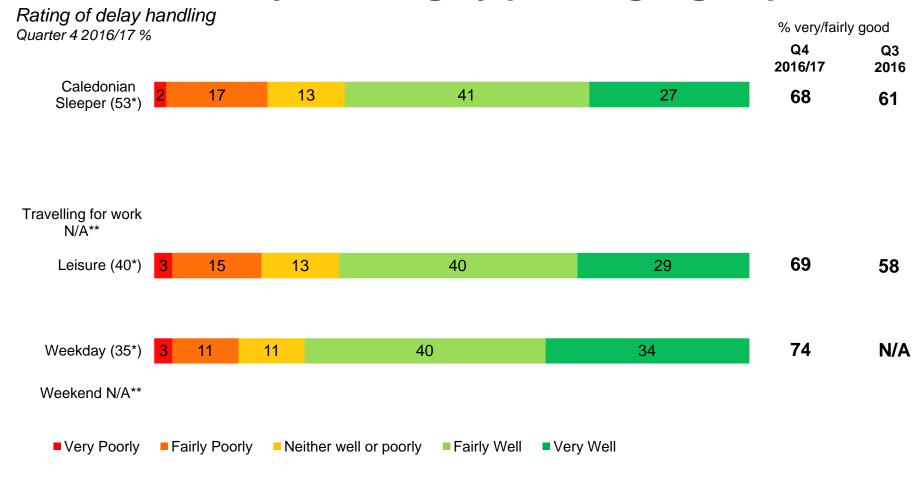
Trend: % did not experience any delay



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



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

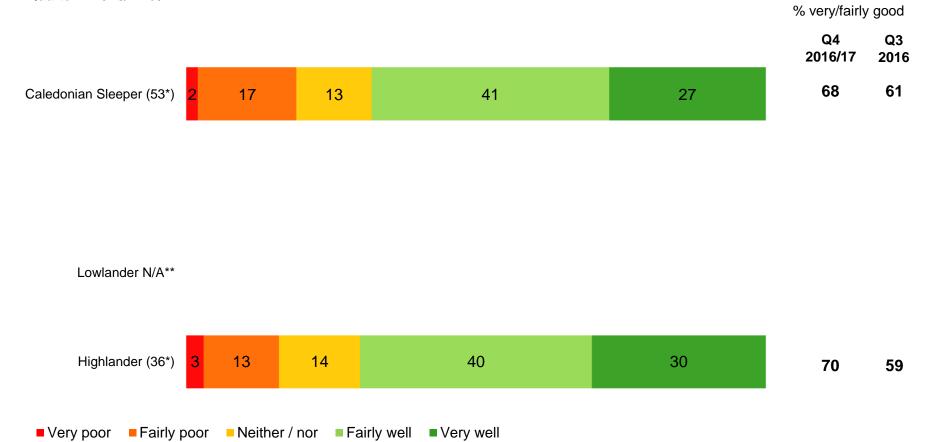
Base in brackets above, **sample size too low for analysis *CAUTION LOW BASE



Rate of delay handling by route

Rating of delay handling

Quarter 4 2016/17 %



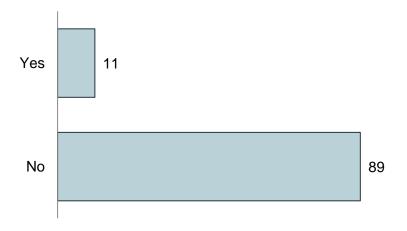
Q26. How well do you think the train company dealt with this train delay?

Base in brackets above **sample size too low for analysis *CAUTION LOW BASE



Request for delay information

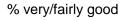
Quarter 4 2016/17 %

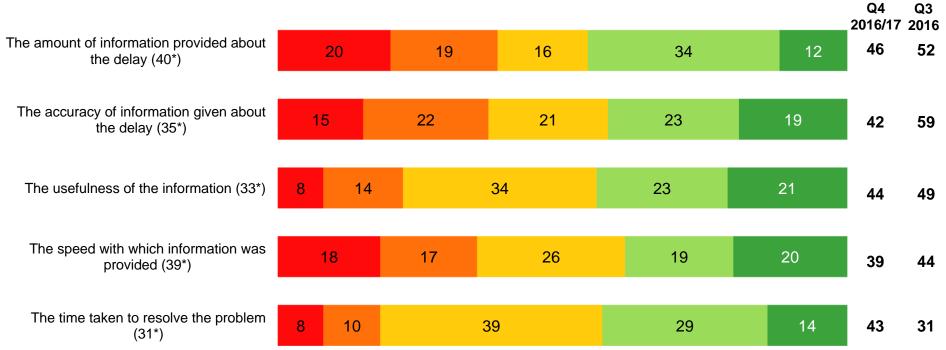


Q23c Did you request for the Caledonian Sleeper staff to keep you informed about any delays during your journey? Base: All (n=477)



Experience with aspects of delay handling





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

■ 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 2016/17: % very/fairly good	Caledonian Sleeper	Lowlander	Highlander*
The amount of information provided	46	N/A**	45
The accuracy of the information	42	N/A**	38
The usefulness of the information	44	N/A**	41
The speed with which information was provided	39	N/A**	39
The time taken to resolve the problem	43	N/A**	N/A**
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



Usage of ticket types

Quarter 4 2016/2017 %

Tickets types	%
Singles / Returns	
Caledonian Sleeper Fixed	86
Caledonian Sleeper Flexible	9
Anytime	1
Anytime Day	1
Off-Peak / Super Off-Peak	3
Off-Peak Day / Super Off-Peak Day	1

Class	%
First Class	28
Standard Class	57
Seat	16

Railcards	%
None	49
16-25	6
Senior	19
Family & Friends	7
Disabled Persons	2
HM Forces Railcard	1
Two together	10
Other	6

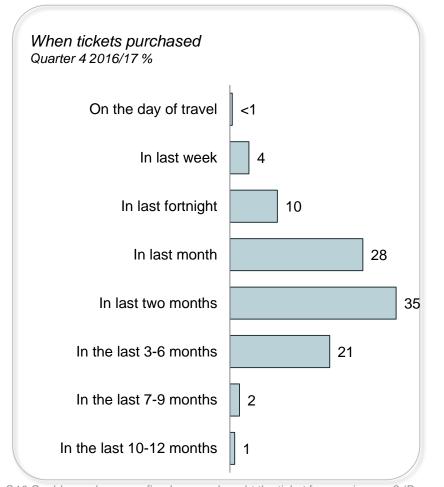
Q14a What type of ticket did you use for your journey? (Base: 447)

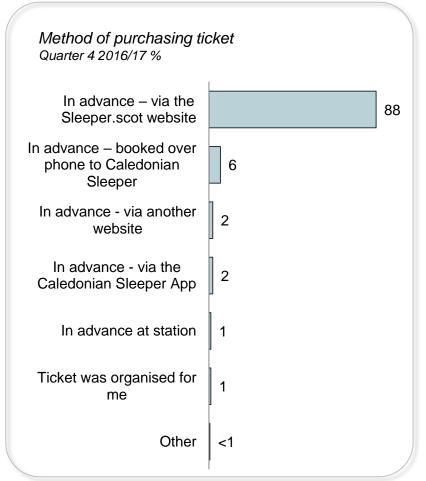
Q14b Was your ticket for your journey... (Base: 447)

Q14d Was your fare reduced because you have any of the following Railcards? (Base: 447)



Purchasing tickets

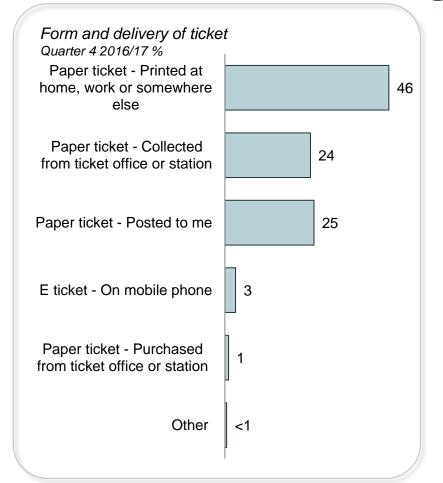


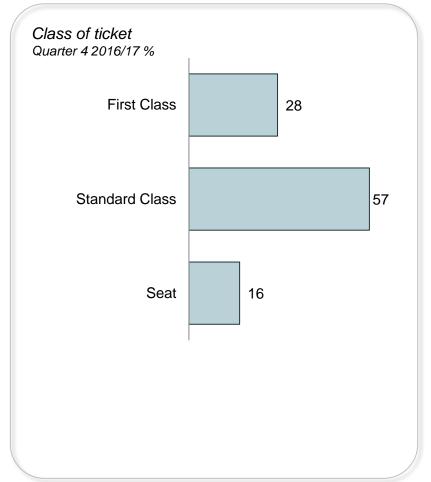


Q10 Could you please confirm how you bought the ticket for your journey? (Base: 447) Q11 When did you buy your ticket for your journey? (Base: 447)



Purchasing tickets

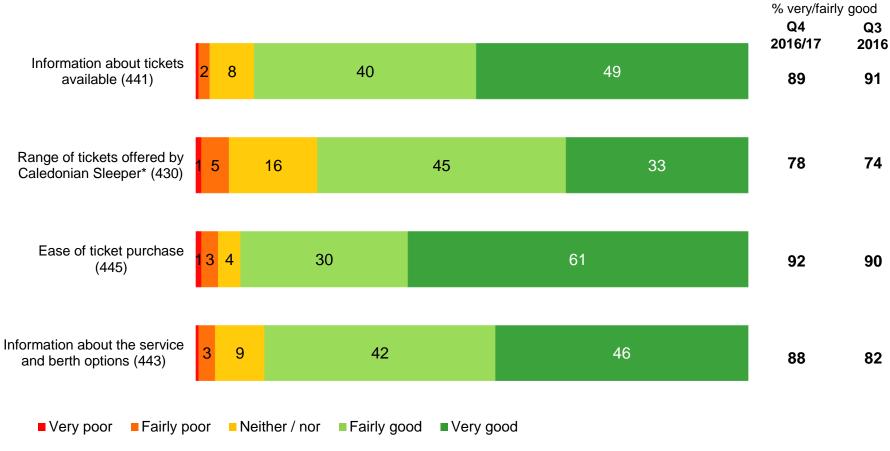




Q12 Was the ticket for your journey... Base (447) Q14b Was your ticket for your journey Base (447)



Experience of ticket purchasing



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

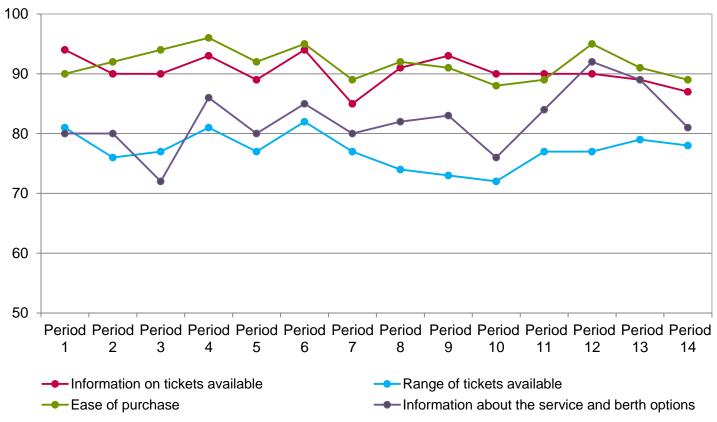
*Termed 'Range of tickets available' in Q3



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 2016/17: % very/fairly good

	Caledonian Sleeper	Lowlander	Highlander
The information provided about tickets available	89	89	89
The range of tickets available	78	77	79
Ease of ticket purchase	92	93	91
Information about the service and berth options	88	88	88

Q13 How would you rate the following...

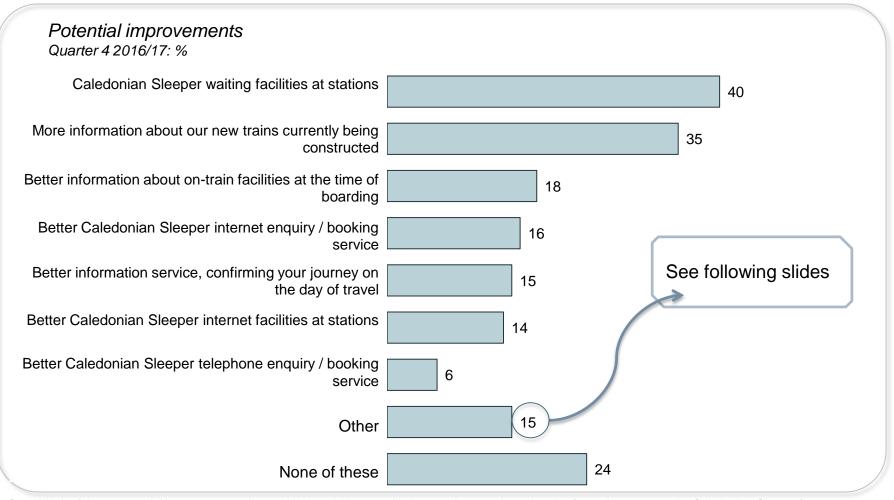


Caledonian Sleeper

Customer feedback and suggested improvements



Suggestions for improvements



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 (447)



Other suggested improvements for journey planning

Having a Caledonian Sleeper Representative prominently at key stations - particularly when there are issues with the service. At the moment, you can be left rather in limbo

Better plan to choose seats (show which way faces front, and once seat is booked, respect it - do not place people in front of others when the opposite was booked)

Times when dinner served in lounge car. Had to ask and advised on platform, the earlier the better as gets very busy before departing.

Better information on the reclining and comfort of the seats as well as the light in the car and amount of stops

Information on availability of berths on the same day.

Better information about sleeping options on the train (e.g. small group bookings).

Better pricing options for frequent travellers, purchasing in advance (non 1st class)

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 (78) those who stated other



General comments

The service is great because it takes me from my door to the heart of London which is perfect for when I have meetings to go to in Central London. To fly down means either a 4am start to drive to Inverness or a train to Glasgow or Edinburgh and then an overnight stay before a morning flight to London. All these options then require additional travel and cost to get from the airport to London whilst the Sleeper doesn't. The Sleeper generally costs slightly more than the alternatives, however it can't be beaten for convenience. Glad to see that you have added mobile charging facilities in the cabins but the real change will come when the new trains arrive. Hopefully these will be fit for the 21st century!

Overall, the sleeper train is a fantastic experience. The lack of money to maintain the train in good order seemed evident to me. The staff were very helpful and could not do more, but this can't remove the fact that the trains seem very old and in need of some refitting. Much of the plastic fittings were very battered, and although the bedding was nice and clean, the actual berth was not very clean. There was even mould on the upper pull out tray which had been there some time.

Overall we loved our journey. If it wasn't for the wait at London Euston it would have been perfect. The Caledonian sleeper is a great experience, the lounge car and toilets could be refurbished, but the rooms are good, the duvet and pillow very nice and the staff really amiable and helpful.

Always enjoy travelling by the sleeper service. The staff are always very friendly and helpful. Not so happy when the service is diverted via the East Coast Main Line which results in a late arrival time into London Euston.

The helper on our carriage was very helpful, easy to contact and kind.

This made the trip much easier. The cabins were very small with a couple of suitcases, but it was bearable.

Enjoyed my journey but viewed it very much as a 'one-off luxury' - if I had to make the same journey I would consider booking overnight accommodation in Glasgow and taking a cheaper daytime train

Great as a one-off experience but won't use again (will fly). Felt the train was very tired and in need of a major overhaul/refit.

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



General comments

There are 3 areas that I think need to be improved: The quality of the rolling stock - will hopefully improve comfort and noise levels. The cost - I would use the sleeper more if it was competitive with air travel. The arrival facilities - the shower facilities at Euston are inadequate and there is often a considerable wait which is very frustrating.

The temperature control in the seated carriage was extremely poor. It started out very over-heated, went to very cold during the journey then returned to over-heated. The harshness of the overhead lights made it difficult to sleep even with the eye masks. It was very uncomfortable and very expensive because of the flaws

It would be useful to put on the ticket what time you can board the train. We could have boarded about an hour before we did. The sleeping berth could have been cleaner on top of the upper shelves - I know it is hard to reach but there was toothpaste and other marks up there. Otherwise I thought the design of the berth was excellent, the bed comfortable and the bedding lovely. The sleep experience was not good due to the movement of the train - not sure what you can do about that!

It would be very desirable to have free wifi. Also the main annoyance during my journey was that the lights were kept on all the time, the seat did not recline and the carriage cycled between being extremely warm (too warm for comfort) and freezing cold (far too cold for comfort).

The concept of the Caledonian Sleeper is excellent and in the past I have used the service x 2 or x3 per year. The service itself needs seriously updating: new rolling stock, new engines, improved sleeping accommodation both first and standard class and a more competitive pricing structure especially for single accommodation, currently only first class. There is no quality breakfast provided on board or even a good snack service for standard class passengers. The staff, some of whom are welcoming and really helpful, while others are distant to the point of boredom, need to undertake a period of training and refreshment in that it is the passengers who provide the revenue for their salaries.

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 (73) those who stated other



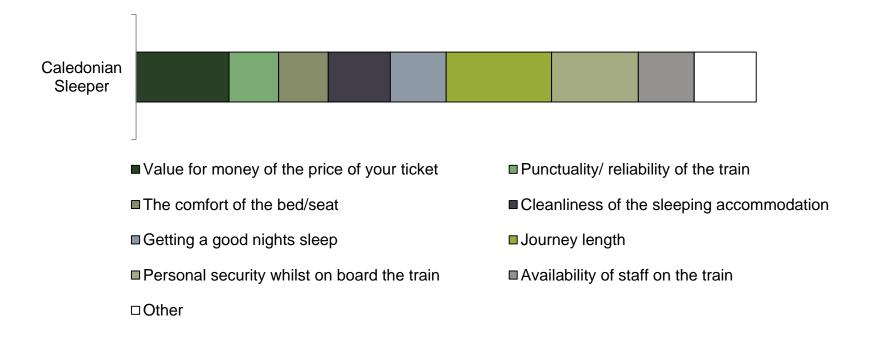
Caledonian Sleeper

Customer priorities



Customer priorities within current service provision

Key drivers of overall journey <u>satisfaction</u> Combined periods 2 – 14 2016/17

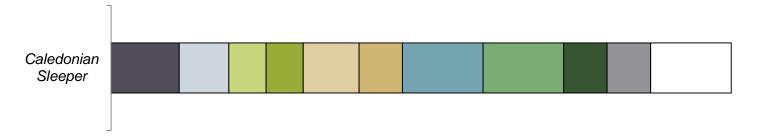




Customer priorities within current service provision

Key drivers of customer dissatisfaction

Combined periods 2 – 14 2016/17



- How train company dealt with delay
- ☐ The availability of staff on the train
- Upkeep and repair of station/platform
- Comfort of the bed/seat
- □ Getting a good nights sleep
 □ Connections with other train services
- □ Cleanliness of the sleeping accommodation
- The value for money of the price of your ticket
- Cleanliness of the lounge car
- Journey length



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Appendix



Sample profile – journey details

Sample size	447 %	Sample size	447 %	Sample size	447 %
<u>Age</u>		Journey Purpose		Health Conditions	
16-34	18	Travelling for work	14	None	90
35-54	47	Personal Business	7	Vision	1
55+	35	Visiting friends/family	20	Hearing	1
<u>Gender</u>		Shopping	<1	Mobility	3
Male	55	Holiday travels	38	Dexterity	-
Female	45	A day out	3	Learning/concentrating	<1
Working status		Sport	2	Memory	-
Full time	58	Other leisure	16	Mental health	1
Part time	19	Leisure	86	Stamina/ breathing	1
Not working	2			Socially	1
Retired	16			Other	1
Student	4			Ethnicity	
Residence		l		White British/ Any other white background	93
UK Non-UK	89 11			Other ethnic background	4
				Prefer not to say	3



Sample profile – journey details

Sample size	447 %
Travelling party	
Alone	47
With children 0-4	3
With children 5-10	9
With children 11-15	7
With other adults 16+	43
Friends	77
Family	23
Colleagues	2
Luggage etc.	
Heavy/bulky luggage	36
Pushchair/pram	1
Bicycle	2
Dog	2
Wheelchair/frame	<1
Helper	<1
Mobility scooter	-
	61

Sample size	447 %
Accommodation	
Sleeper berth	84
Seat in seated car	16
Journey direction	
Outward	56
Return	20
One way	23
Specific journey frequency	
Once a week or more	1
1-2 times a month	6
Once every 2-3 months	14
Once every 6 months	19
Less often	50
Never/first time	10

Sample size	15 %	
Duration of using the Caledonian Sleeper**		
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 ana.	lysis	
Sample size	447	
Sample size Caledonian Sleeper travel frequency	447 %	
<u>Caledonian Sleeper</u>		
Caledonian Sleeper travel frequency	%	
Caledonian Sleeper travel frequency First time	52	
Caledonian Sleeper travel frequency First time Once or twice a year	52 33	



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 final quarter of fieldwork for the year, combining Period 12, 13 and 14 2016/17. Fieldwork for quarter 4 2016/17 took place between 5th February – 30th April 2017.

447 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 <u>95%</u> certain that the <u>actual</u> 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.

	Survey finding of		
Base	5 / 95%	20 / 80%	50 / 50%
Total Sample (447)	+/- 2.0%	+/- 3.7%	+/- 4.6%



Caledonian Sleeper Passenger satisfaction report

Quarter 4 2016-17

Rail Period 12, 13 and 14

