

Caledonian Sleeper

Quarterly Report

Quarter 2, 2018/19

Rail Periods 04, 05, and 06



CALEDONIAN
SLEEPER

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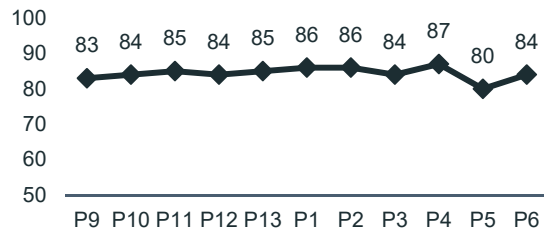
Caledonian Sleeper Passenger Satisfaction

Quarter 2: 24th June – 15th September 2018

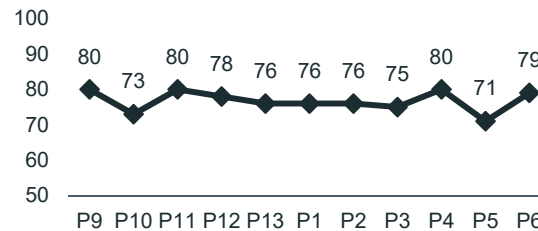
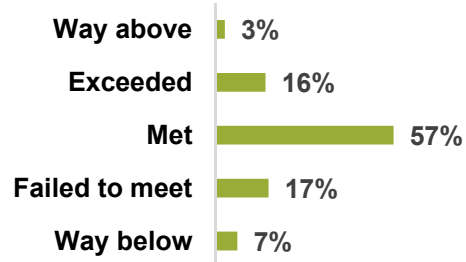
Overall journey experience



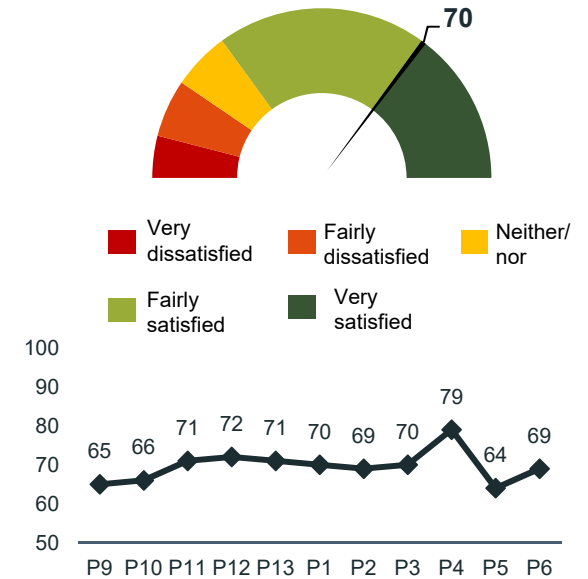
Ave – 3.47



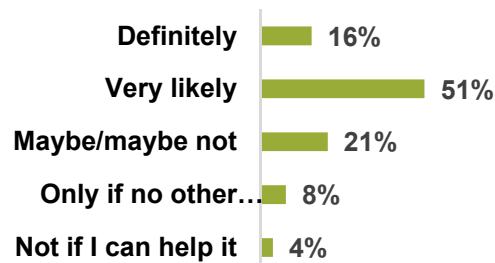
Expectation



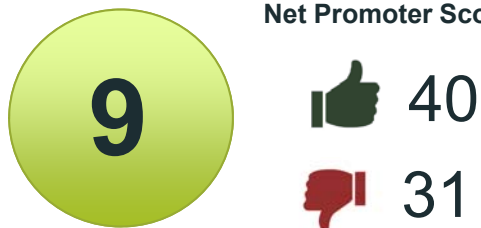
Overall satisfaction



Likelihood of future use



Net Promoter Score



	Lowlander	Highlander
Journey experience	85%	83%
Met / Above expectation	78%	74%
Overall satisfaction	71%	69%
Net Promoter Score	5	13
Future Use	64%	70%

Sample size: 593 (Lowlander 281, Highlander 312)



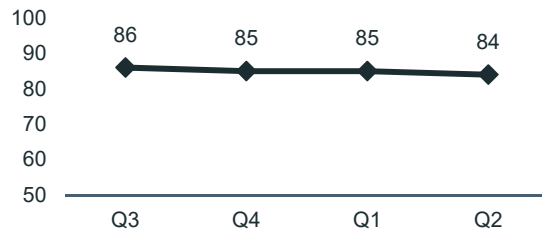
Caledonian Sleeper Passenger Satisfaction

Quarter 2: 24th June – 15th September 2018

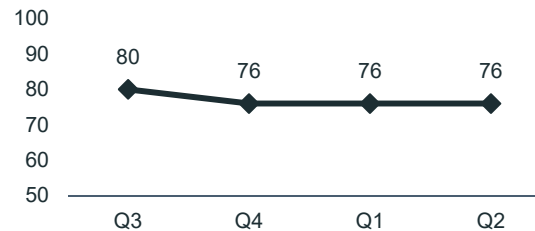
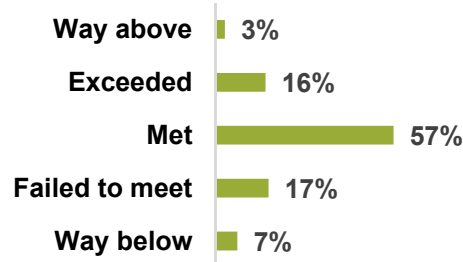
Overall journey experience



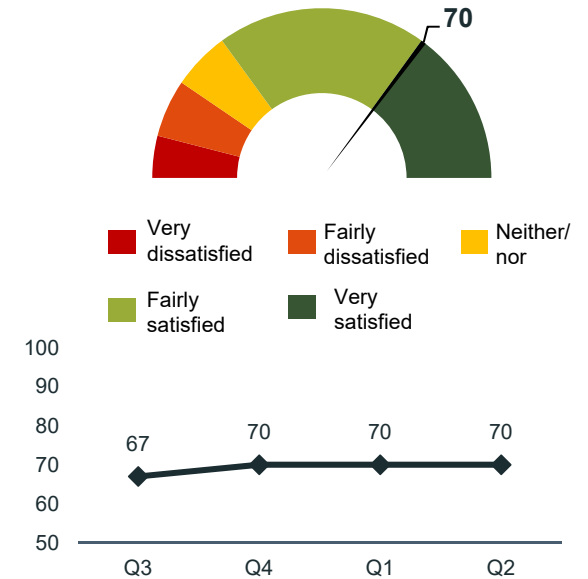
Ave – 3.47



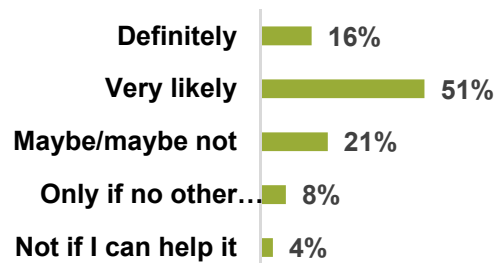
Expectation



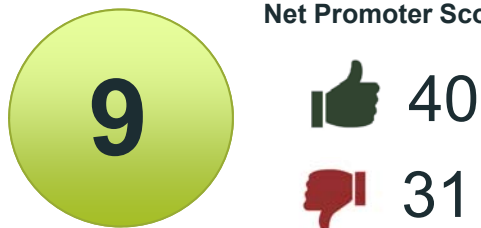
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Caledonian Sleeper Passenger Satisfaction

Quarter 2: 24th June – 15th September 2018

Expectations of the journey

Top five:

- 55% Looking forward to the experience
- 35% Relaxed
- 33% Sufficiently well informed about the journey ahead
- 33% Looking forward to bed
- 28% Not expecting a good night sleep

Bottom five:

- 7% Anticipating a sociable evening
- 7% Concerned I might have someone sharing my room/in the next seat
- 7% Concerned about other passengers' possible bad behaviour
- 6% Worried we might be late
- 3% Anxious or nervous

Journey Experience

(% 3 - 5 star rating)

84% Experience overall

Making me feel...

- 87% welcomed
- 81% looked after
- 81% relaxed
- 81% comfortable
- 69% I had a good night's sleep
- 86% Lounge car rating
- 80% Room rating

Summing up the experience

Top five:

- 47% Practical
- 45% Functional
- 40% Efficient
- 28% Relaxing
- 26% Memorable

Bottom five:

- 5% Chaotic
- 4% Classy
- 3% Boring
- 1% World class
- 0% Reviving

Sample size: 593



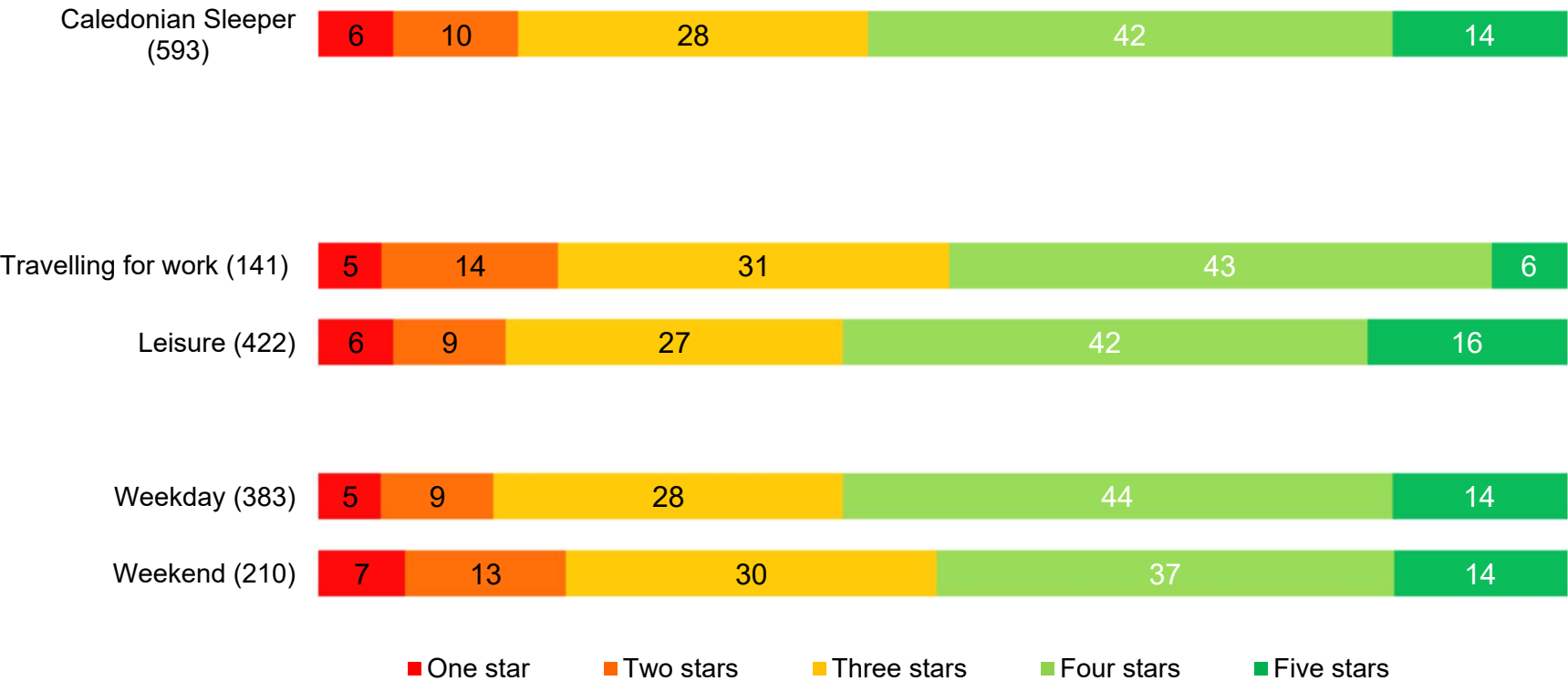
Caledonian Sleeper

On-board experience



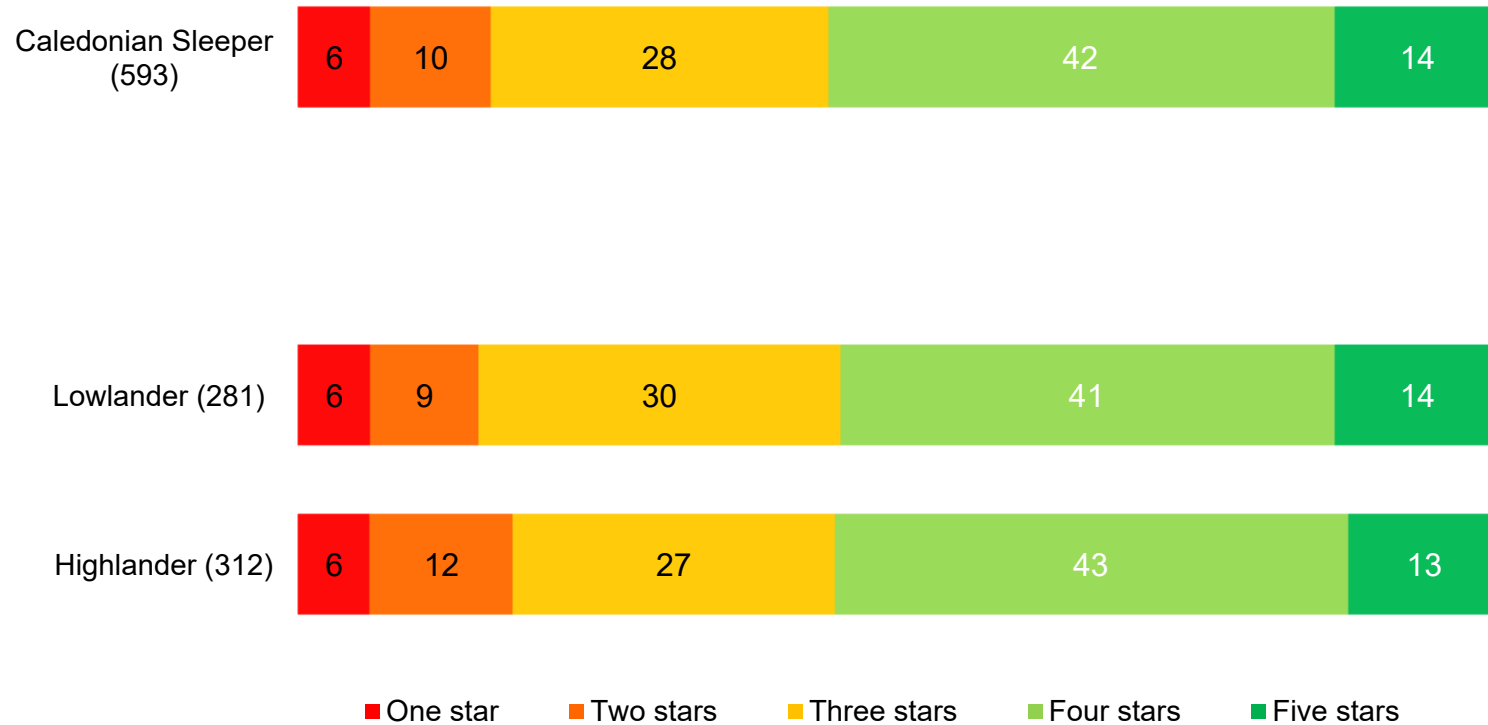
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Overall rating of experience by passenger group



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

Overall rating of experience by route



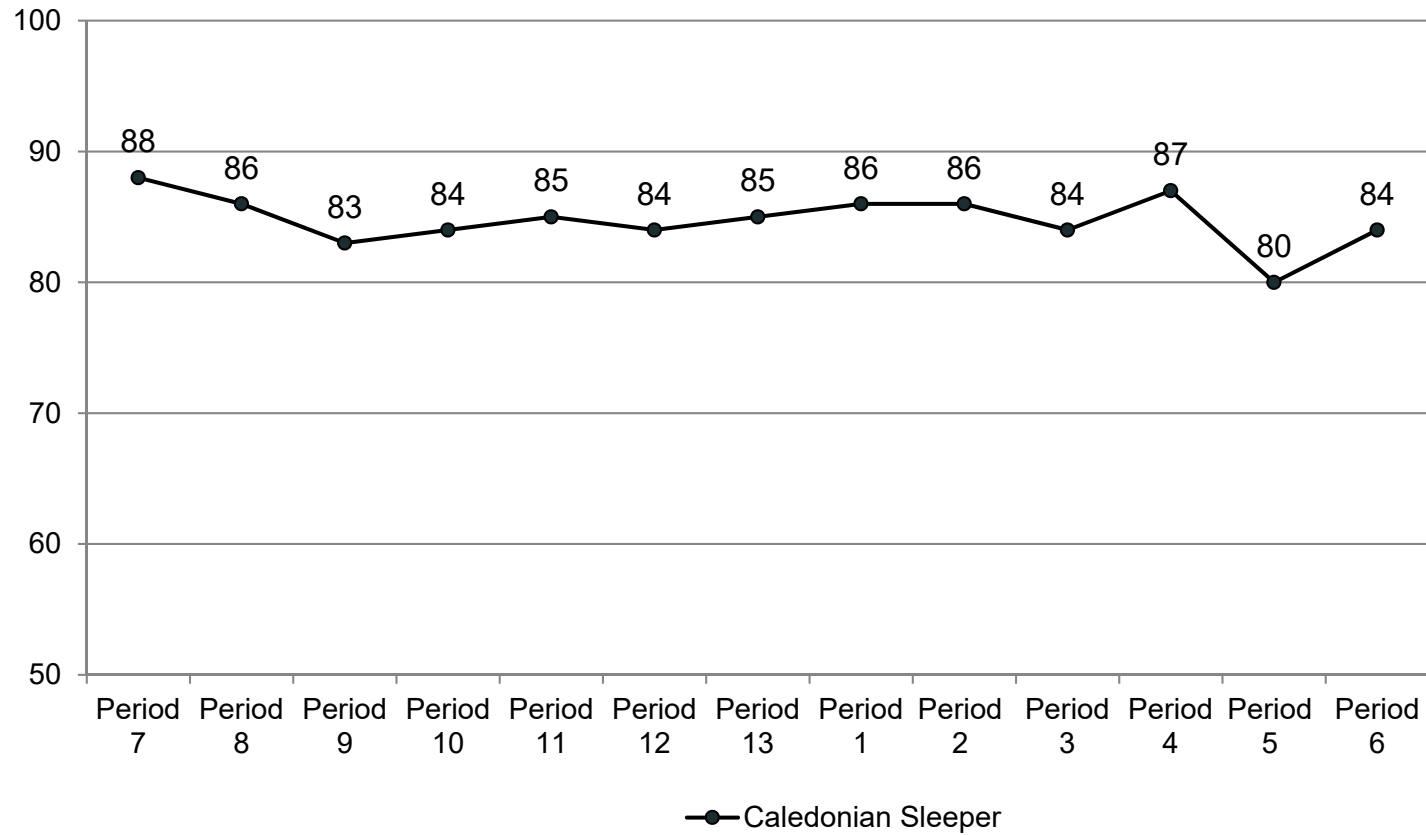
Q11a. How many stars do you give the Caledonian Sleeper for the experience overall?
Base: in brackets above



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

Apart from the late arrival, the only issue was no ventilation in the cabin. Easily solved by fitting opening Windows or an air vent in the wall. When the steward arrived with breakfast, I apologised for wearing nothing but boxers but it was really hot in there. He said he'd tweak the aircon. Seconds later some nice cool air started flowing in. I later found out that the ventilation only works if the aircon is on, obviously it isn't on during the cool night air. Apart from not sleeping that well because of the stuffy heat, I can only say many thanks to all staff for their excellent service. Its a great way to travel.

The new coaches are now long overdue, and will transform the experience. Staff are usually great but are not always consistent in the way they greet you, offer breakfast options or the morning routine in terms of wake up calls etc. Breakfast needs a refresh - instant coffee and microwave hot food not in keeping with current expectations of a premium product, so much so that I now do not take breakfast on the Sleeper even though it is included in my ticket.

Introduce the new trains soon. The carriages are showing very obvious signs of wear. Carriages shut off, toilets not working, grubby toilets, etc. Trains could do with a thorough overhaul but with the new trains due soon I fully understand why no money is being spent in this area.

Replace the whole Sleeper train/compartments which have become old, worn out, dysfunctional, uncomfortable, and stale.

The rolling stock is getting a bit worn as we all know. But the cabins still fundamentally work well and I usually get a good night's sleep. The new check-in system at Euston lacks the humanity of the old system where you checked in with the attendant at the carriage door. Someone should tell the people who make the beds that it is no good if (as they frequently do) they mainly tuck the duvet in at the front side of the blanket - this just means that the duvet falls off the bed in the middle of the night. I always have to re-make the bed so that the duvet is well tucked in at the back and is therefore secure when I turn over. It is annoyingly difficult these days to get a seat in the lounge car unless you have booked a meal, which I never do.

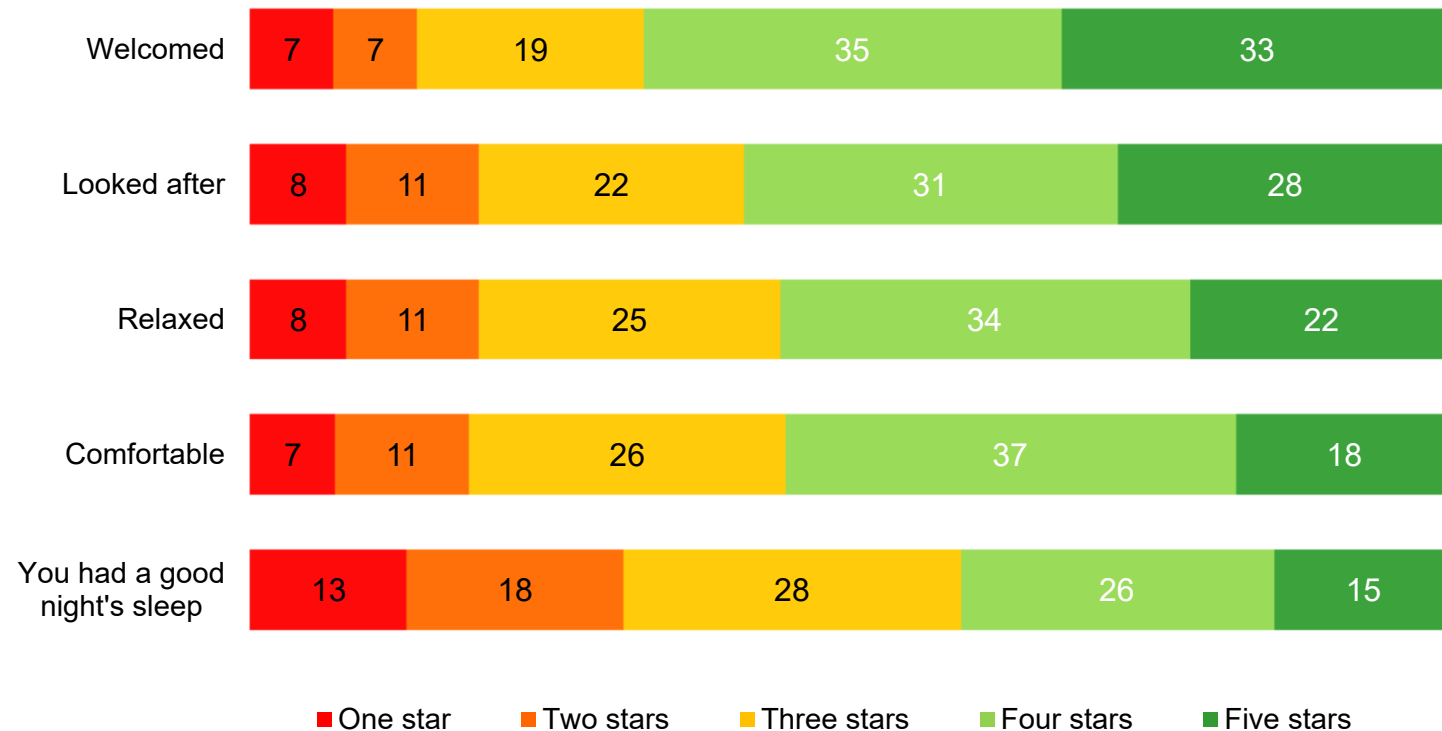
I understand that new rolling stock is about to arrive - this will be welcome, particularly if there are showers!

The rolling stock is simply too old, the suspension is shot, yes it's an advantage to be lying down instead of in a seat, but there's little chance of sleeping properly or for any length of time. As a customer I was prepared to pay more for going by train than flying but found the experience disappointing, in future with the right new rolling stock I would consider taking the Sleeper again, but not until then.

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 (593)



Rating of features of the journey – customer comments

Noisy rolling stock, rattling fittings, narrow bed, no fine tuning on the air-con, train staff having conversations up & down the corridor, tatty decor, having to leave the cabin to access toilets at the end of the carriage (as I have to several times a night)... all contribute to affecting sleep. On the other hand, starched white sheets, light duvet, clean towel & friendly staff all buoy up the experience.

Seats are old & worn. More than anything it is difficult to position one's head comfortably enough to afford sleep. I hope the designers of the seats on the new coaches have considered this.

Having paid for a first class ticket it is onerous to have to queue up with everyone else to board the train. This is no way to make customers feel welcome and looked after. I had to have breakfast in the cabin as the lounge car was not working AGAIN. This is not looking after your customers.

Reinstate the welcome at the coach on which passengers are travelling. The queues on the platform are distinctly unwelcoming. I didn't see my 'host' until breakfast was brought in the morning.

The service is still very basic, travelling first class without personal bathroom is unacceptable in any other railway experience in the world.

The welcoming staff at the Edinburgh end always appear stressed, and it's never a smooth process. Much better at the Euston end.

No contact with staff. No information about the journey i.e. when we arrived no one realised we had arrived in Kings Cross. No one saying goodbye/thank you etc as we left the train.

More information would have been good, just makes you feel less anxious when you're going to sleep on a service.

I was upgraded to a berth as the seating carriage was unavailable. The bed, though very welcome, was rather uncomfortable - not helped when travelling at slow speed. Looking forward to the new rolling stock.

It would have helped if an announcement via a PA system on the train, was made to explain why it was running so late. The staff cannot possibly be expected to provide absolutely everything to all passengers. The staff attendant of our carriage was most obliging and helpful in providing some food at lunchtime when we were already two hours late and two hours away from Fort William. I would have thought a PA system was a mandatory safety requirement.

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?



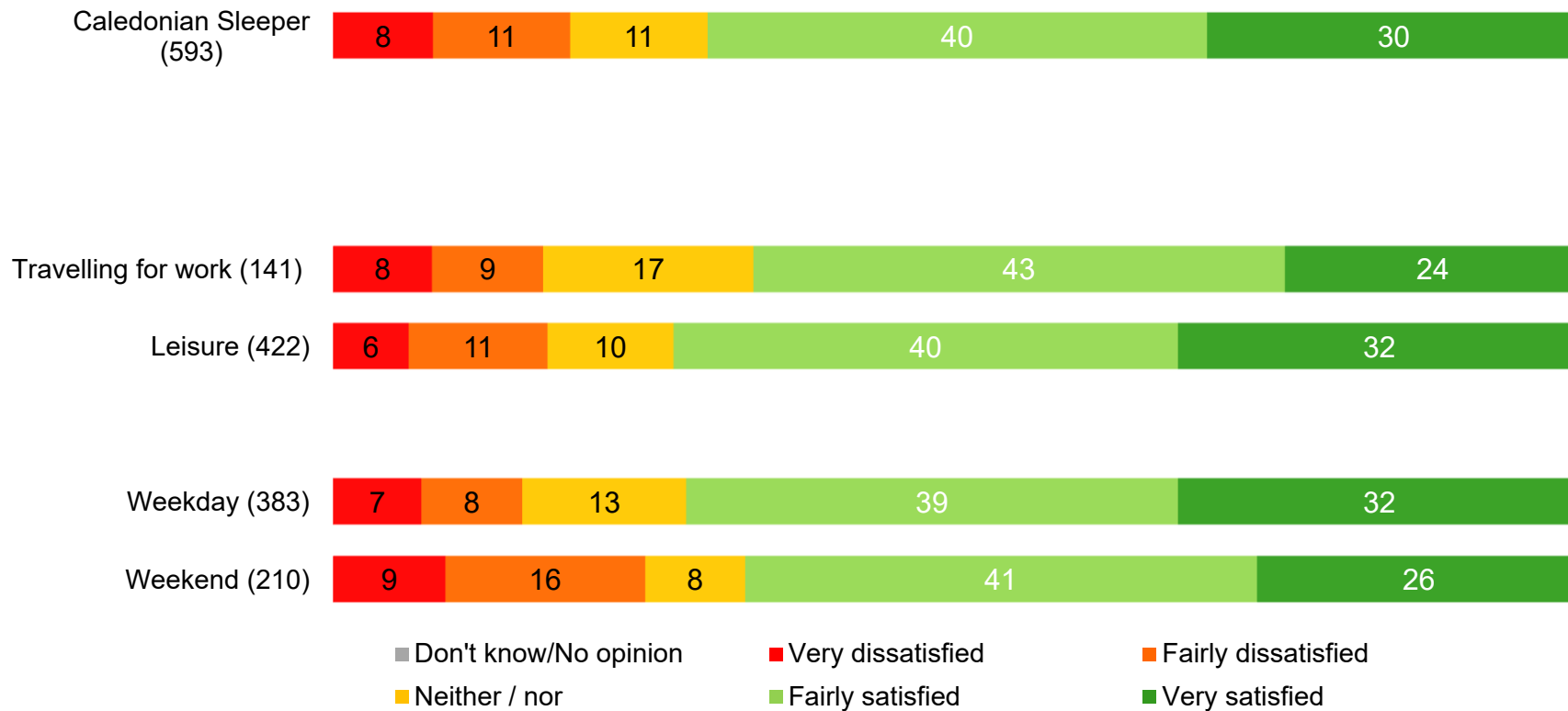
Caledonian Sleeper

Overall opinion of the Caledonian Sleeper



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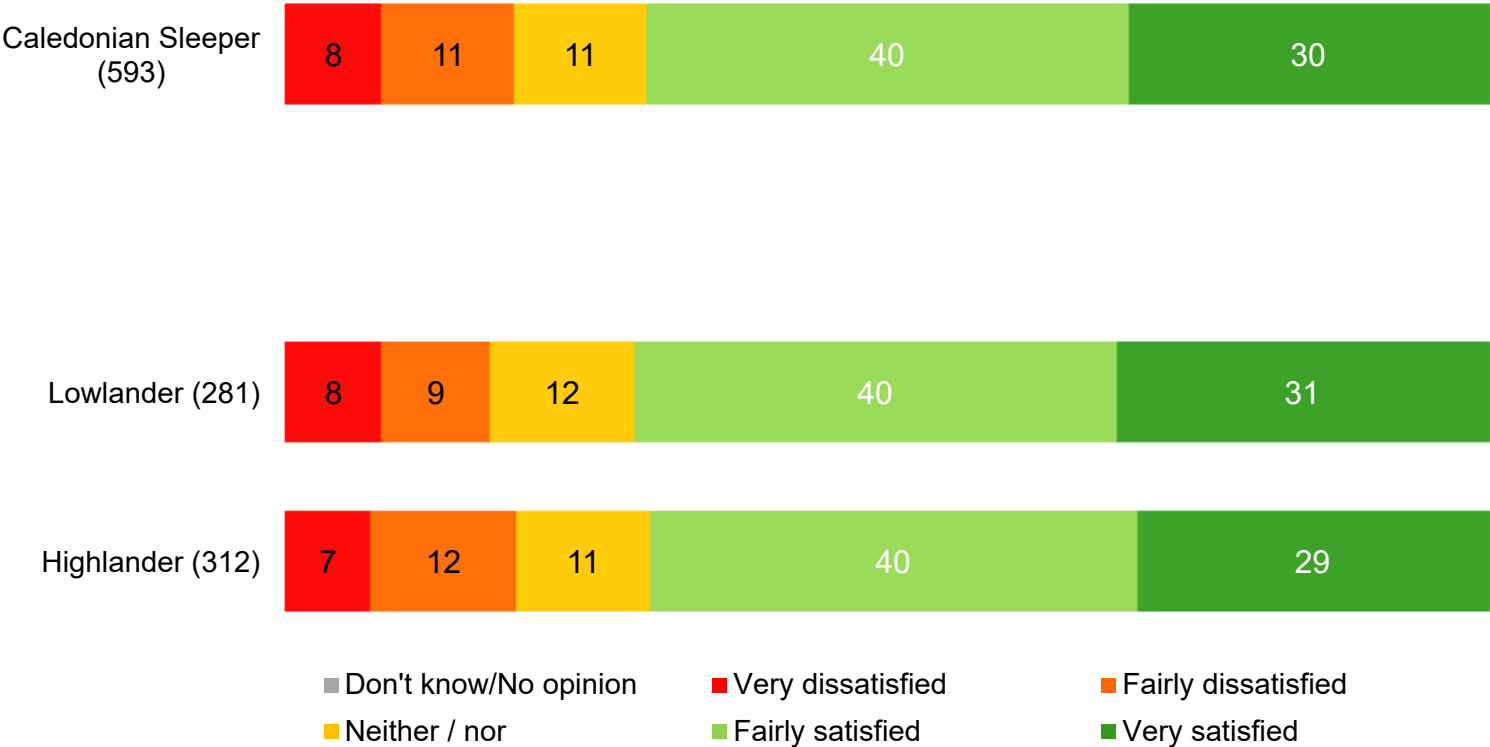
Overall journey satisfaction by passenger group



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

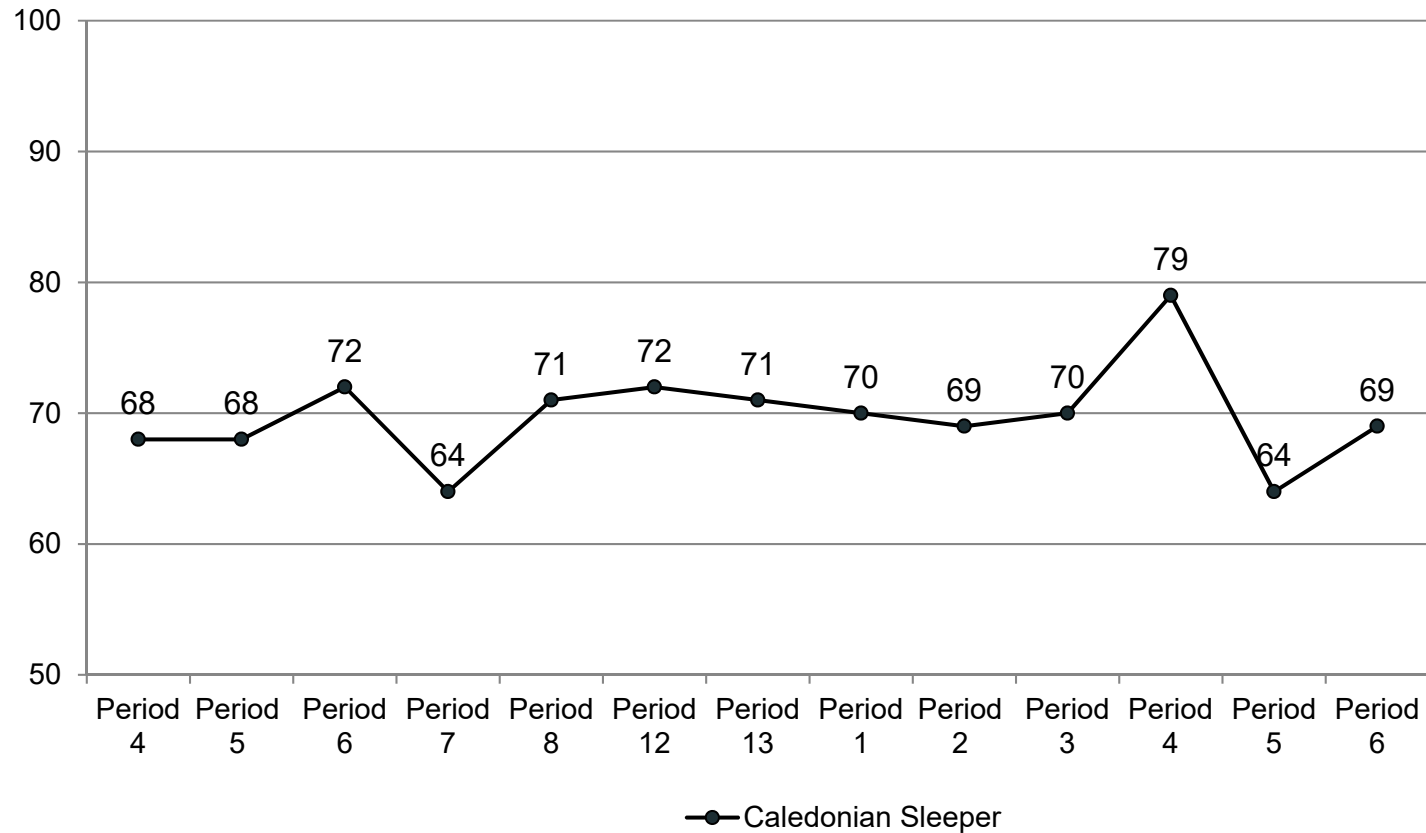


Q30. Taking everything into account about your journey from x to y, how satisfied were you with your journey?
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Overall journey satisfaction - trend

Overall journey satisfaction

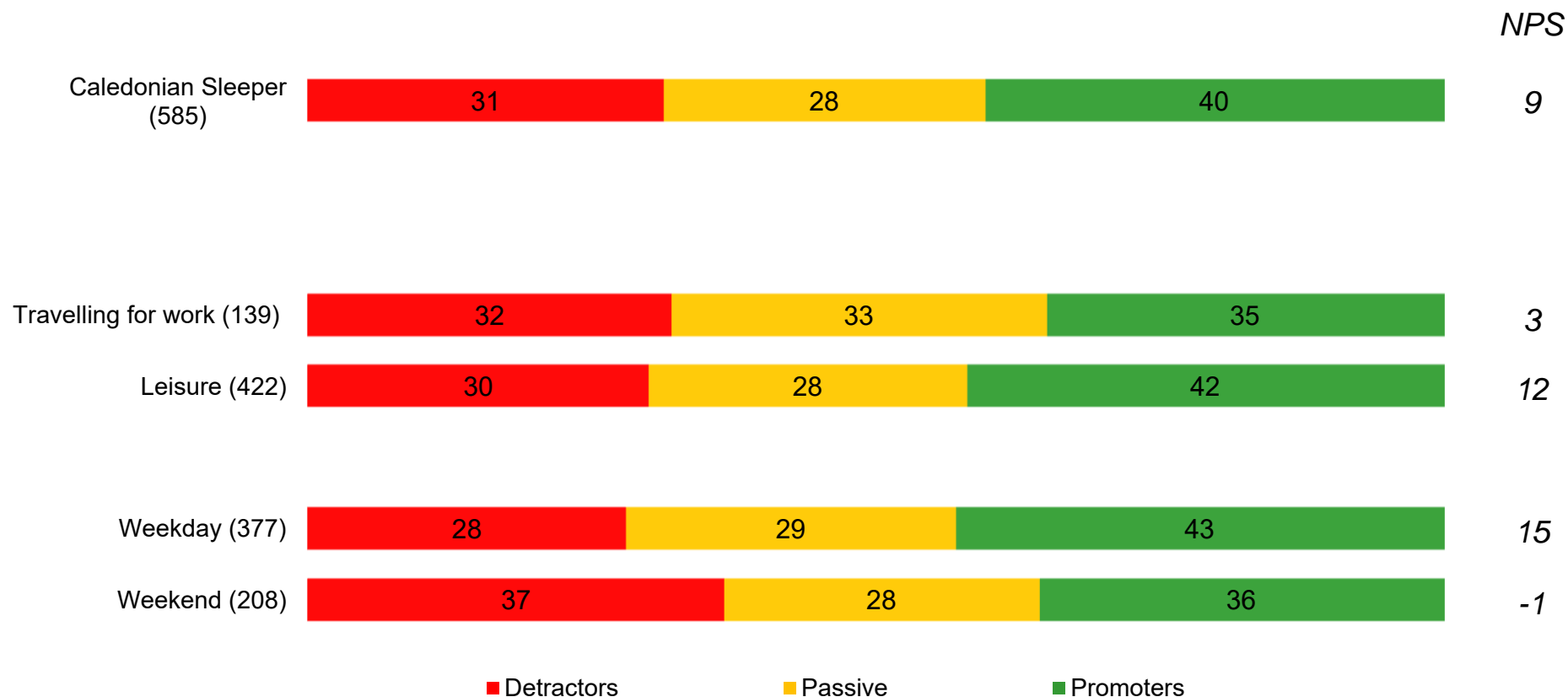
Trend: % very/fairly satisfied



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

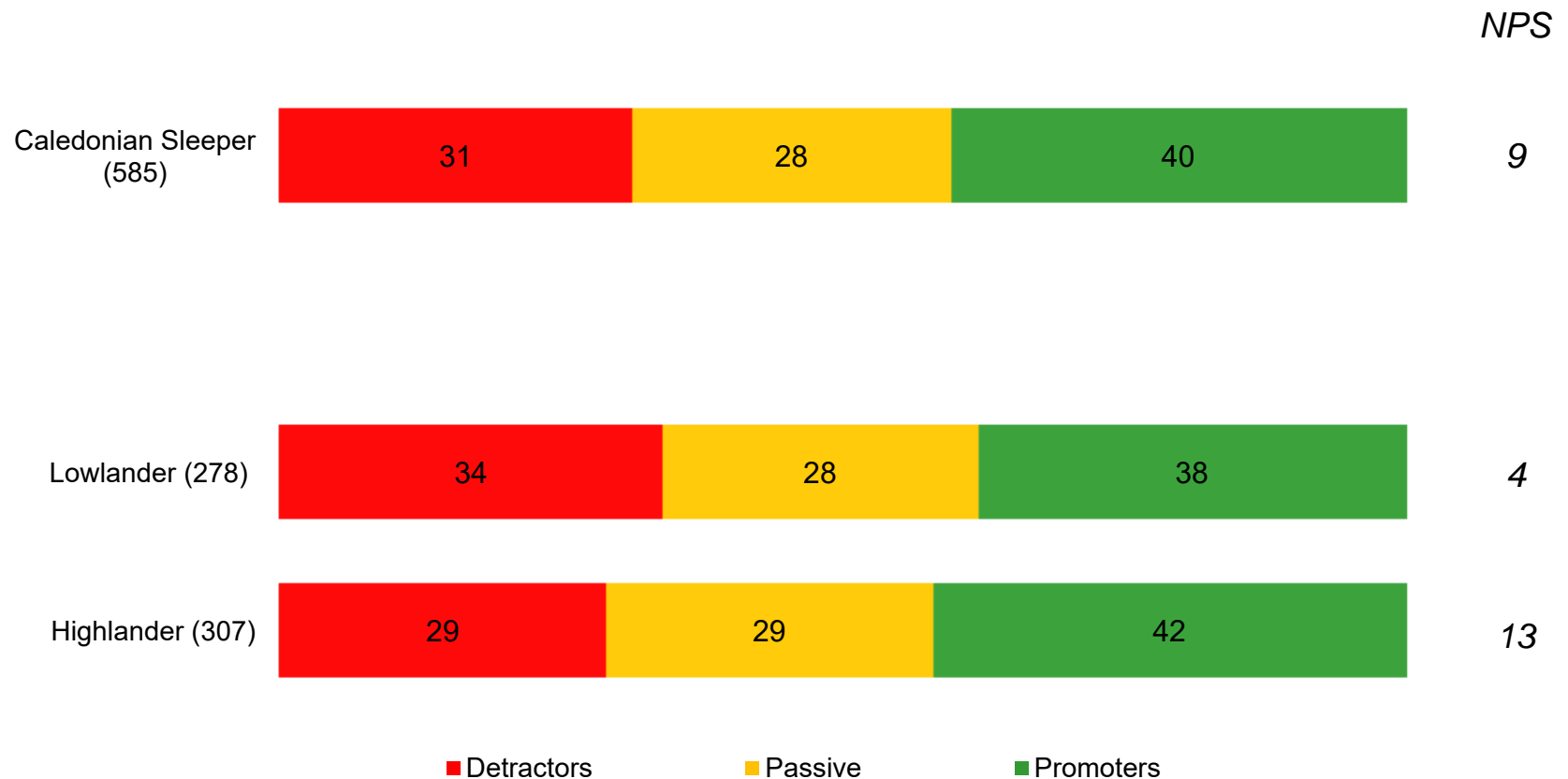


Q31a. On a scale of 0-10 where 0 means 'not at all likely' and 10 means 'extremely likely' how likely are you to recommend the Caledonian Sleeper to a friend or colleague?

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?

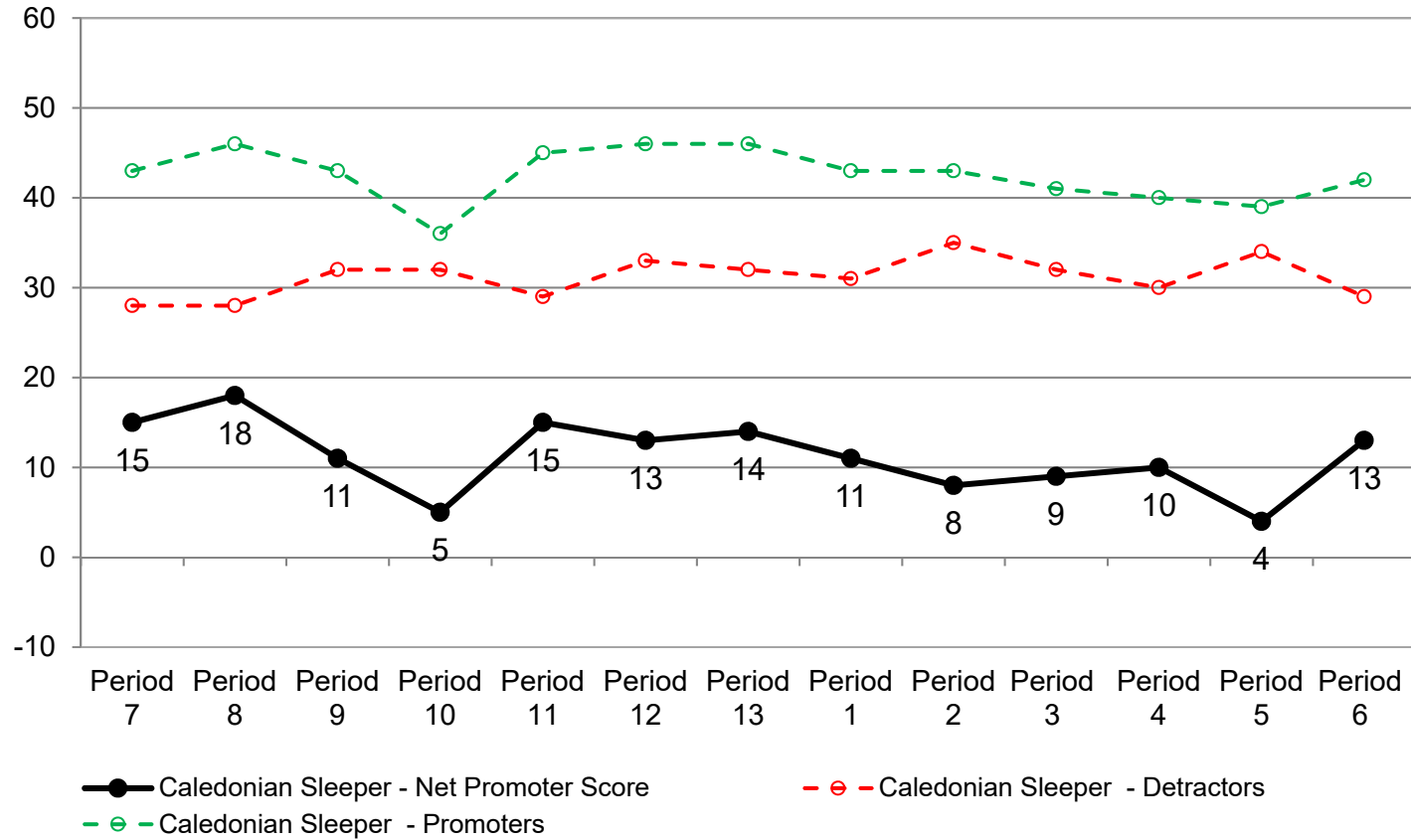
Base: in brackets above – those with an opinion



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)

It was a great experience, and made a nice change from either regular daytime trains or flying. The experience felt very personal and considered. It also made a lot more sense than getting up really early to be at my meeting on time.

We loved our journey, what a great way to visit Scotland. Also, excellent staff on board.

Loved it, fabulous way to travel, makes the first day of your holiday begin immediately with the journey.

It's a unique experience. Especially due to the lounge car facilities.. That staff are brilliant, special to this service, enhancing the experience. It makes train journeys romantic and relaxing. I recommend this to everyone.

Passive (7-8)

It was very cheap and enabled me to get where I needed to be. As stated earlier I had very little actual sleep and arrived exhausted. I would use it again though.

Not everyone would appreciate the shortage of space and old fashioned facilities. People want more privacy these days. We are used to the Sleeper, having been users since the 80s, and we see it as the best way to travel to the Highlands.

Whole experience is a bit tired and needs modernising. It's a practical option for late departure London to Edinburgh travel.

Very practical for those who are budget conscious or simply do not to waste a day on travel during a short vacation. If amenities had been better, I would give higher rating.

Detractors (0-6)

This is really not value for money. We are very experienced train travelers and have been on night trains all over the world. We don't ask for much, but simple convenience, good information and not irrelevant over-selling of the service.

Poor value for money. substandard train & accommodation for price paid. Poor for tourism generally. It should be a pleasant comfortable enjoyable experience in smart surroundings. Staff were friendly & they feel the same way!

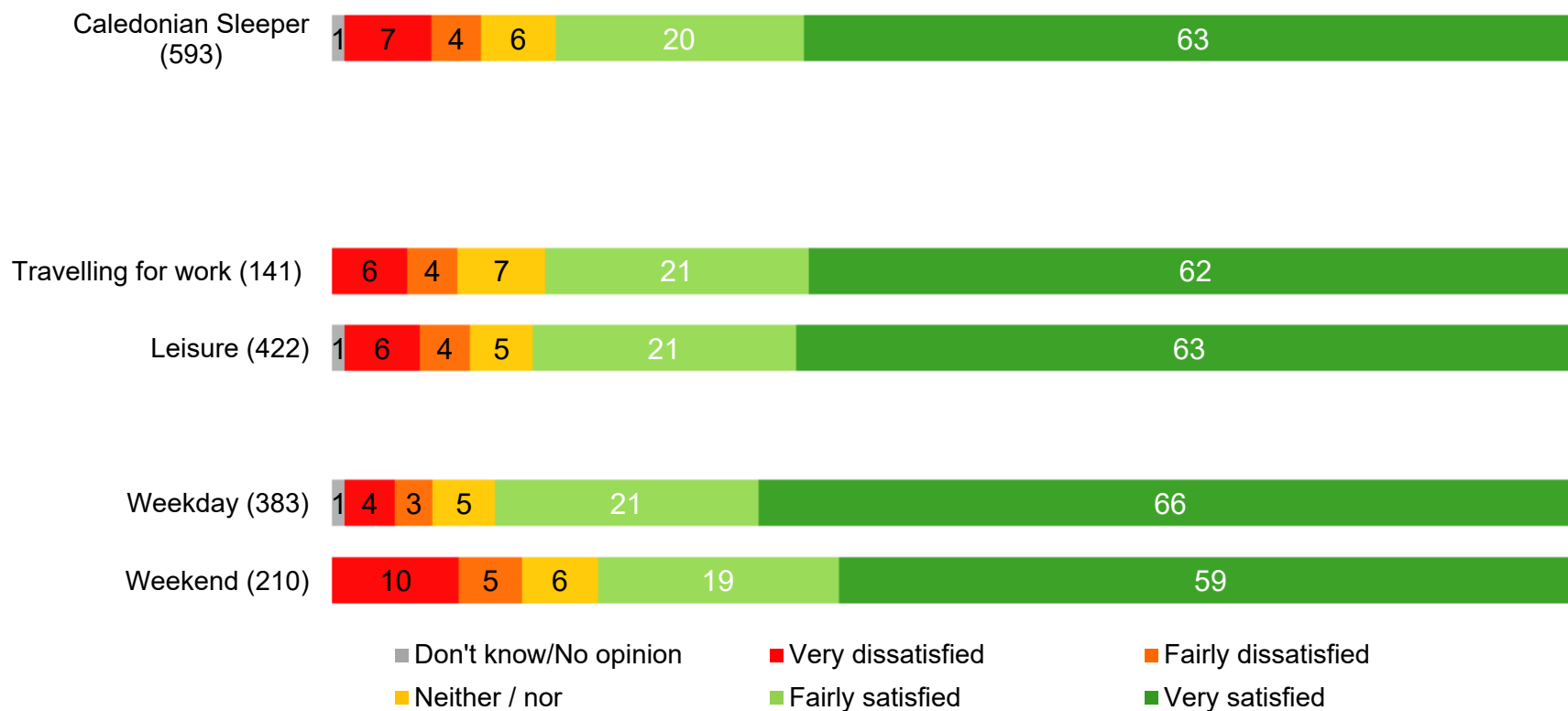
The tired and uncomfortable journey for the cost is not worth it. I could have felt the same discomfort using a mega bus in pretty much the same time frame but fraction of the price.

Very tiring, poor sleep, poor food. Slow and noisy. Jerky movements of train destroyed what I had been looking forward to for many months. A real shame.

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?



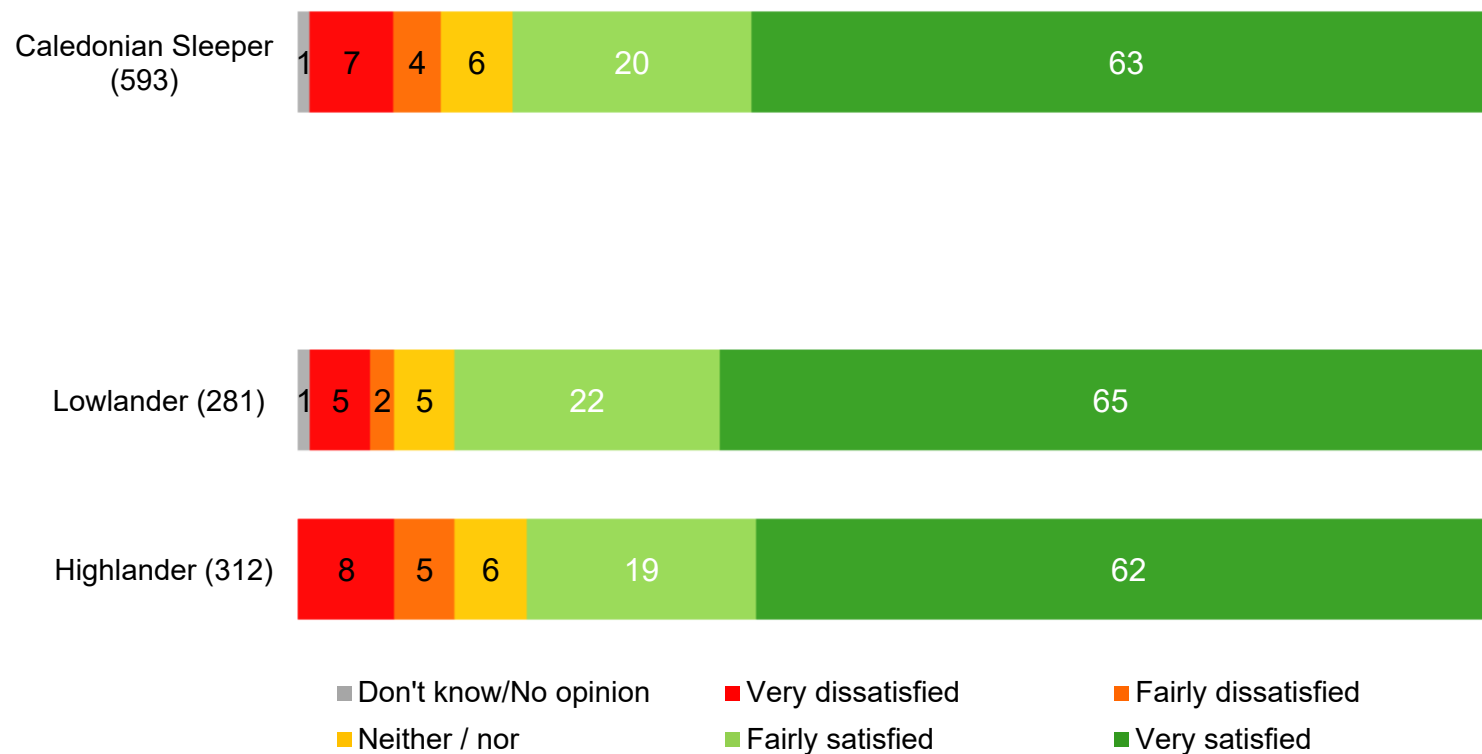
Punctuality and reliability by passenger group



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



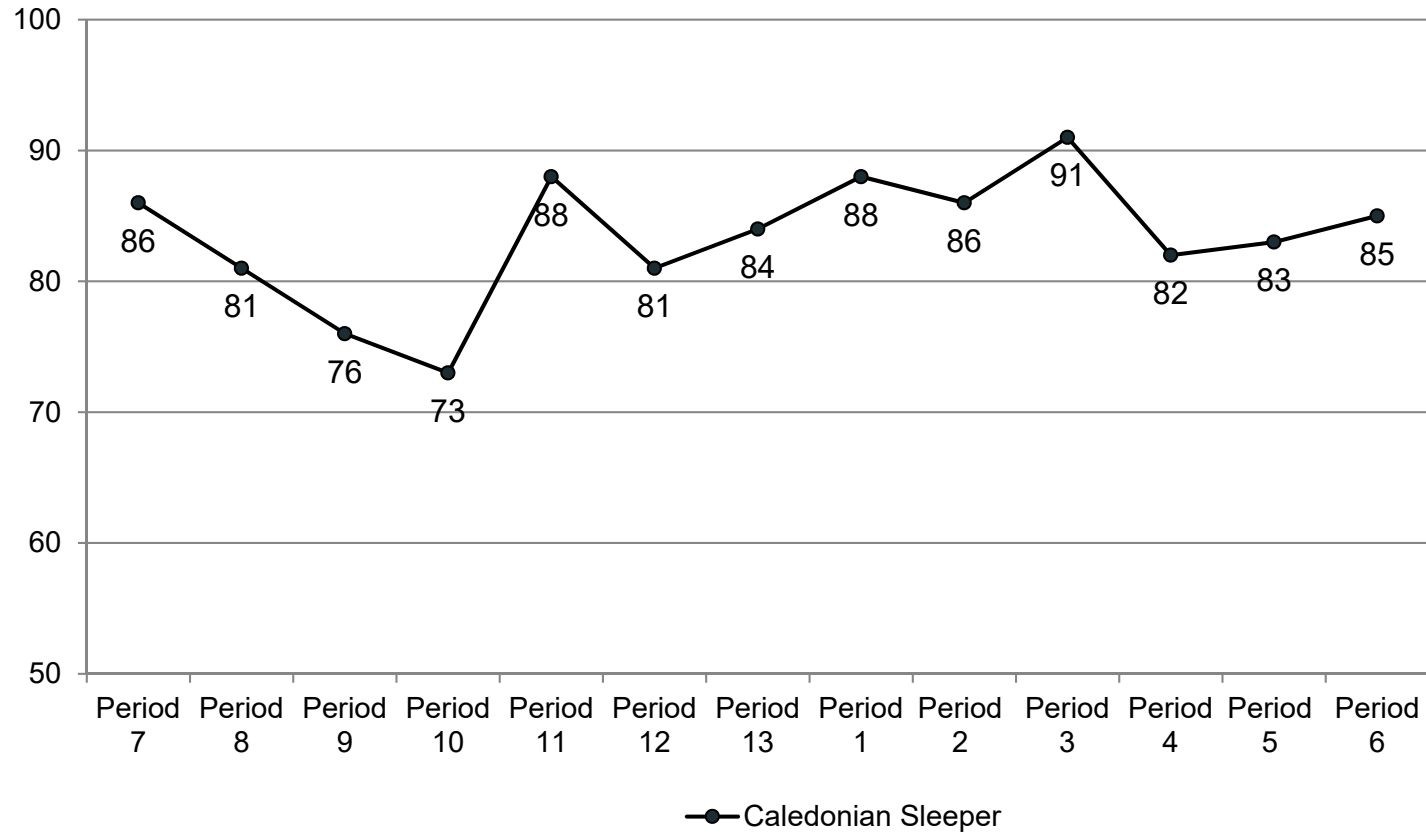
Q33a. Based on your recent journey on the Caledonian Sleeper how satisfied were you with the punctuality/reliability (i.e. the service departing/arriving on time)?
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Punctuality and reliability - trend

Punctuality and reliability

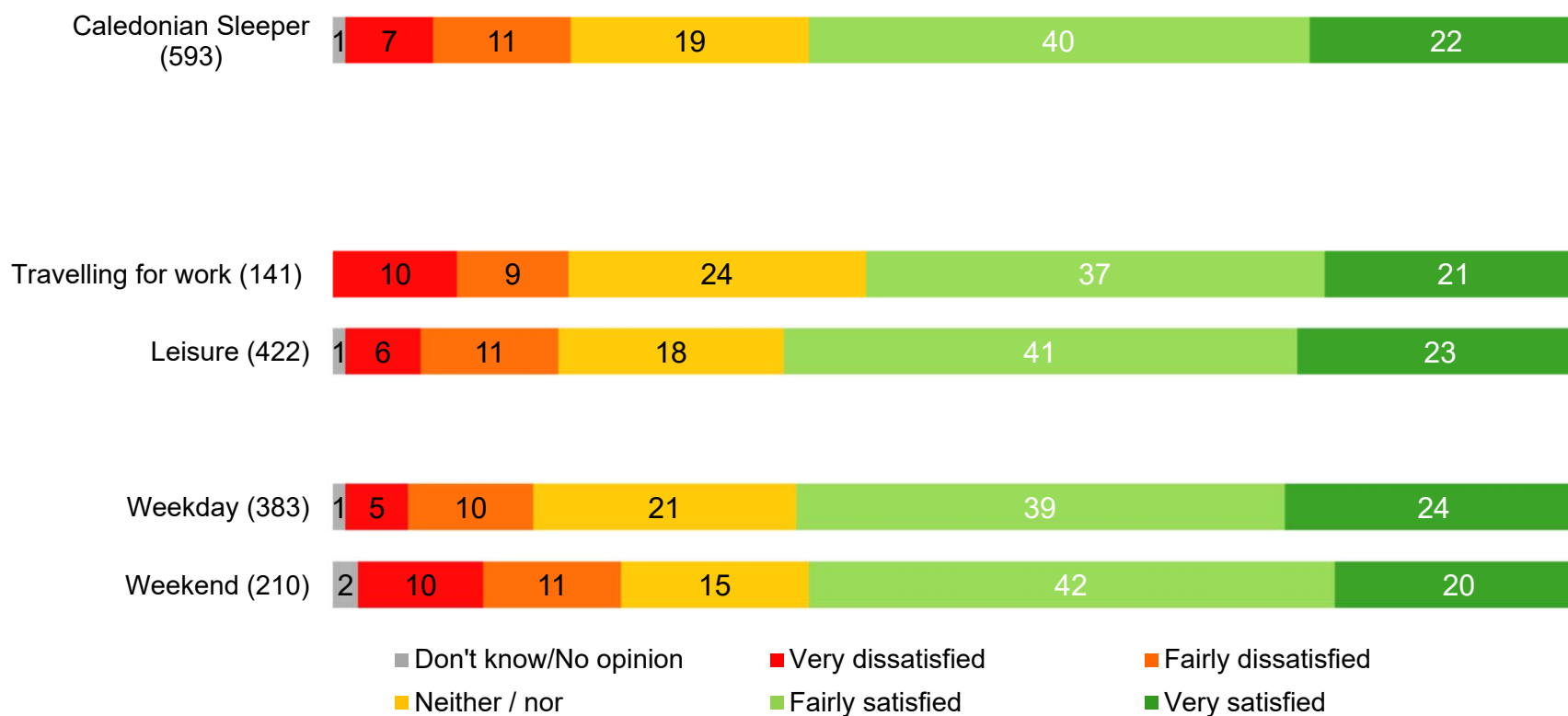
Trend: % very/fairly satisfied



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)?



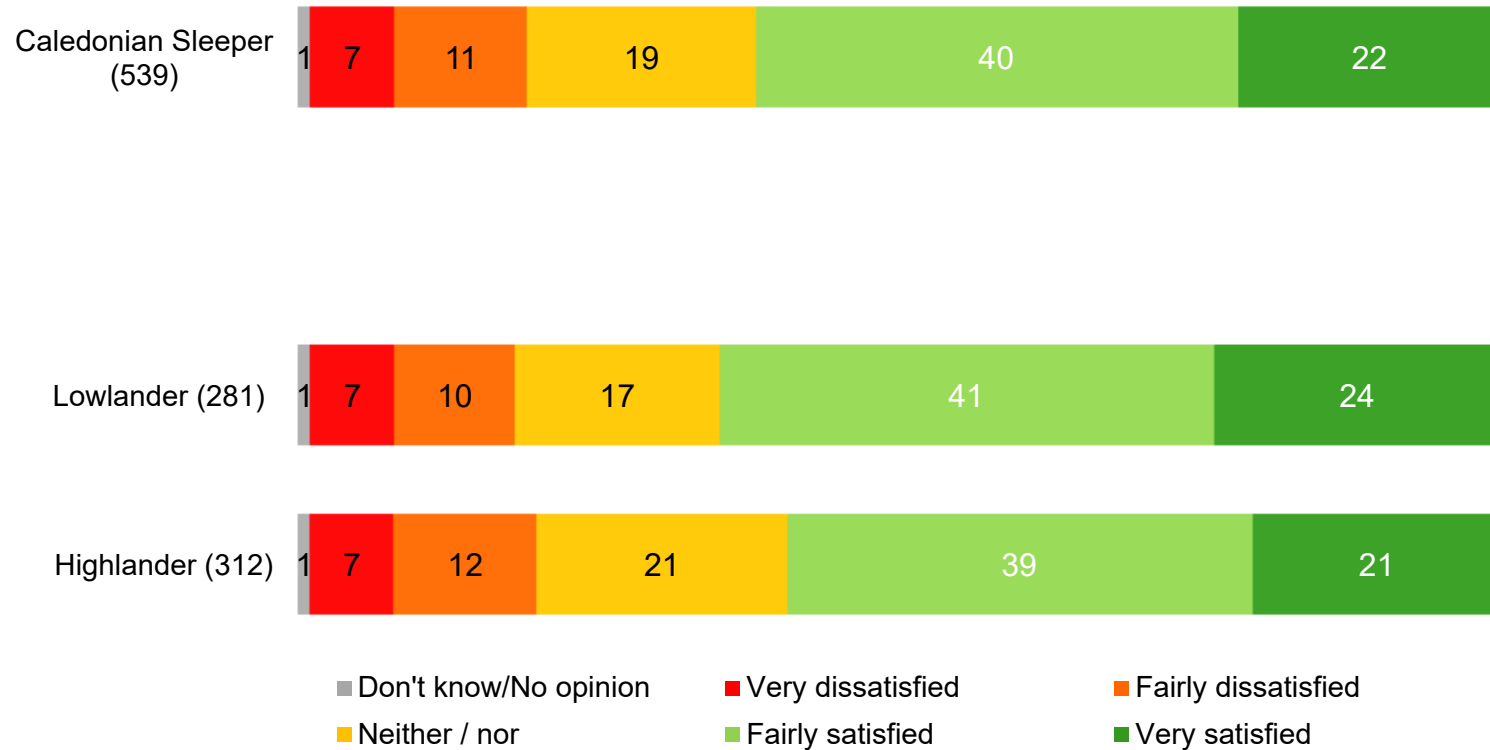
Value for money by passenger group



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

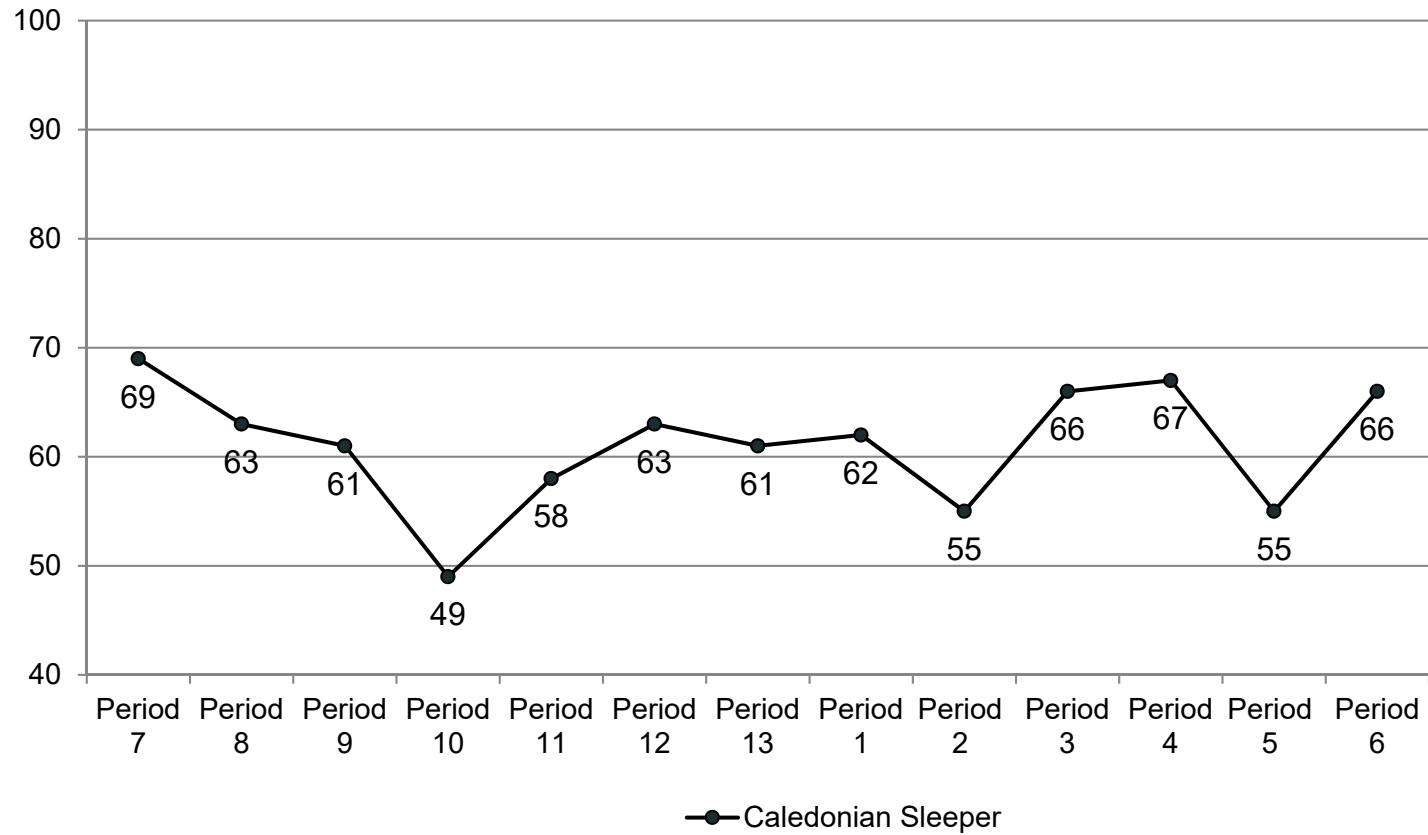


Q33a. Based on your recent journey on the Caledonian Sleeper how satisfied were you with the value for money of the price you paid?
 Base: in brackets above

Value for money - trend

Value for money

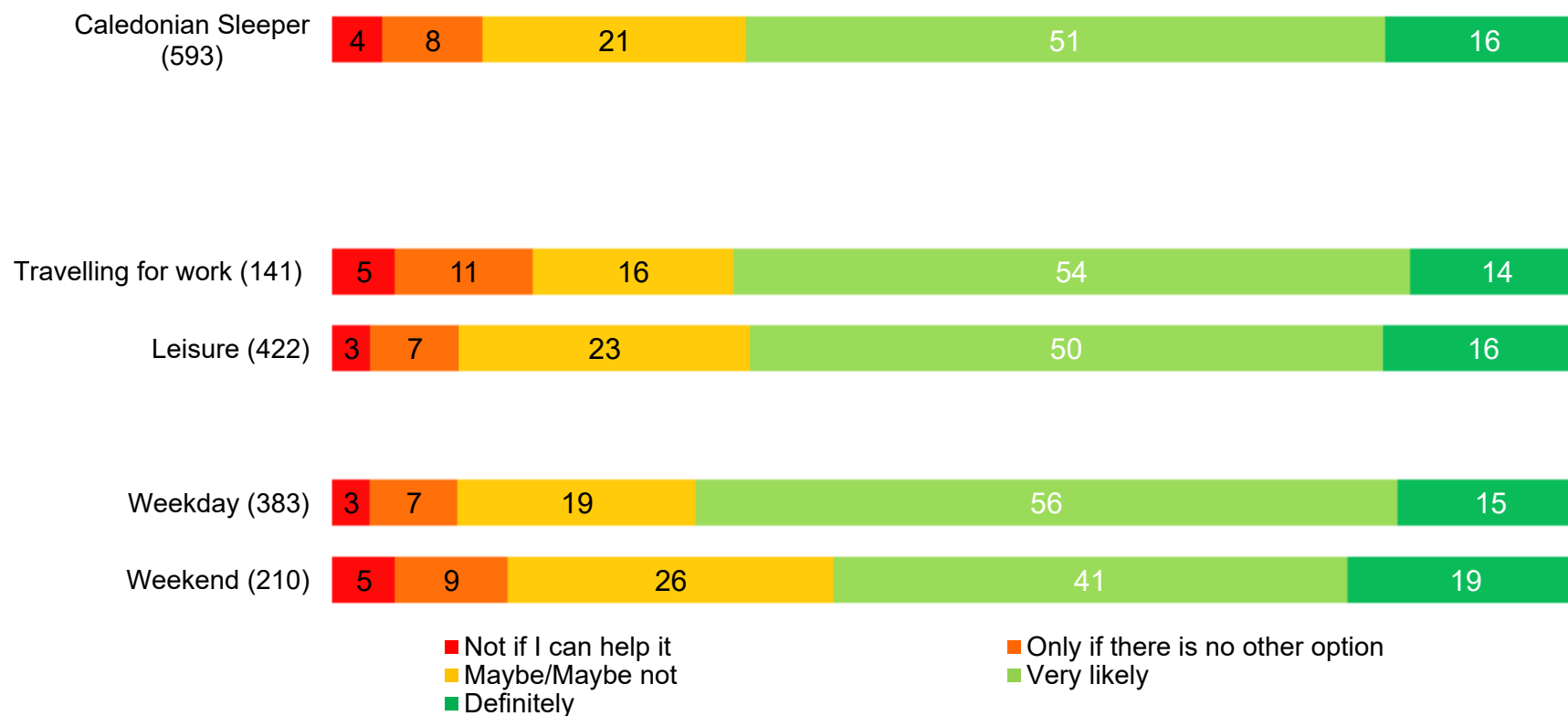
Trend: % very/fairly satisfied



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

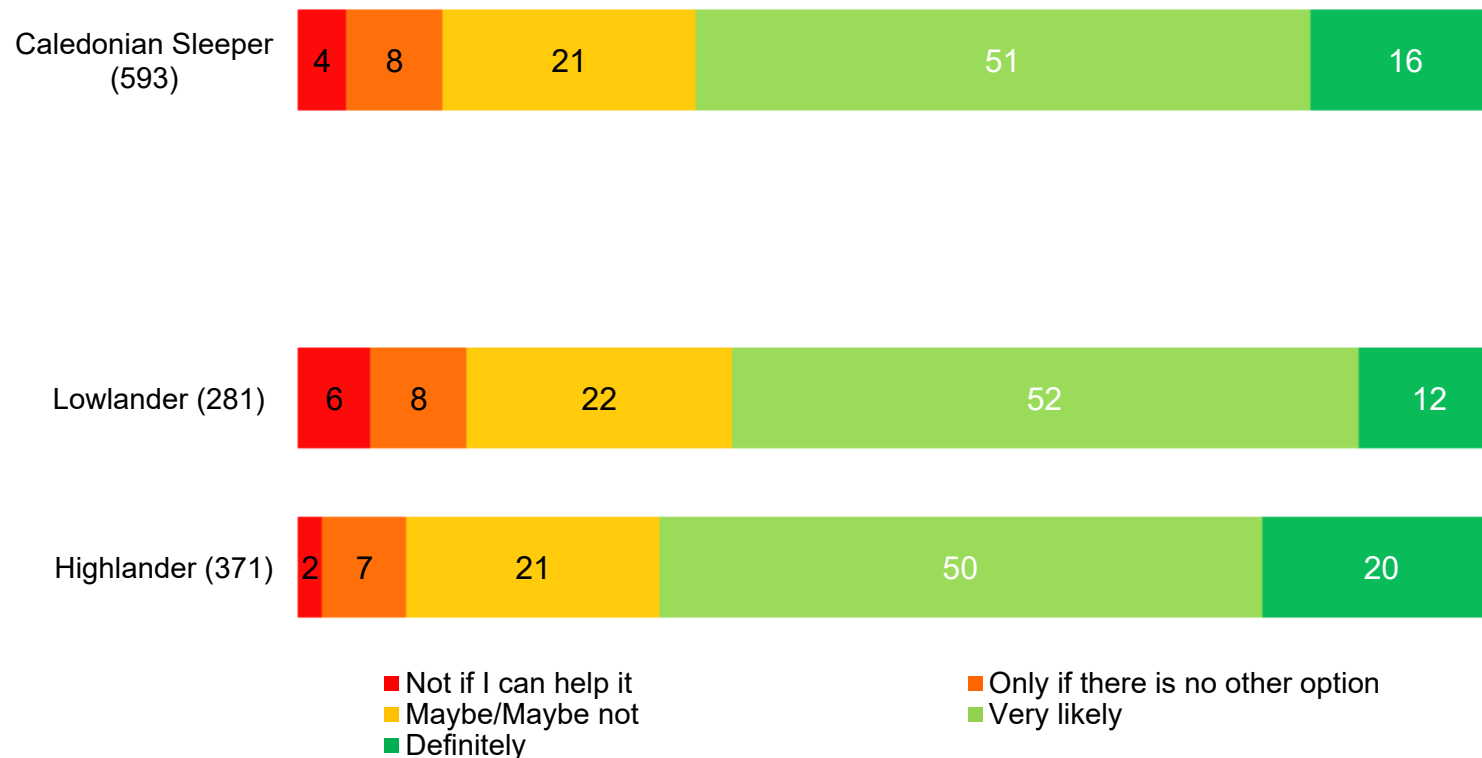


Q32a. How likely are you personally to choose the Caledonian Sleeper when travelling between Scotland and the London area (or vice versa) in the future?

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

If the standard of the carriages was better, if staff made sure that in both standard and first class passengers were aware of where things were and the seating areas were quiet after a certain time so that people could sleep. As I have commented I like others were looking for an experience but it was spoilt. Coach Trips through the night are not very nice especially as information was scarce.

I will use the Sleeper if it is the only way I can make my diary work for that day in London, but my confidence in the service offered has been really rocked. The staff were very unfriendly and the condition of the carriage was truly shocking.

I got very little sleep due to the behaviour of others and the coldness of the Air conditioning. I felt vulnerable due to the unpredictable behaviour of the drunk who seemed to allowed to buy copious fans of beer despite his condition and the lack of any real input from staff.

I'd rather get a good nights sleep at home and then a faster daytime train. At least there would be food available and more space.

I am a big fan of the Sleeper and have used this train many times over the years. I'm really sad to see the fares being hiked up, the staff being demoralised and overworked. and the service go downhill. This shows and reflects very poorly on the owners of this service. I could have flown for perhaps 10% of the cost. Its very sad.

The sleep you get is constantly interrupted with violent jolts. It's not a pleasant way to travel compared to a flight with nice airport lounge. The only advantage of the Caledonian Sleeper for me is that I can get to remoter parts of Scotland in one go without changing. I usually have to end up napping for another 4 hours when I arrive due to not sleeping though.

It's quite cramped and not a long enough journey to sleep properly, so I'd probably only do it when I want to really maximise the amount of time I had in Edinburgh.

It was a generally disheartening way to travel. Sorry, I was hoping otherwise and maybe I'm just the sort of person who can't sleep on a train but usually I can sleep fairly well.

The service from staff needs to improve. I was very disappointed on this occasion and can't believe two journeys on the same service can be so different.

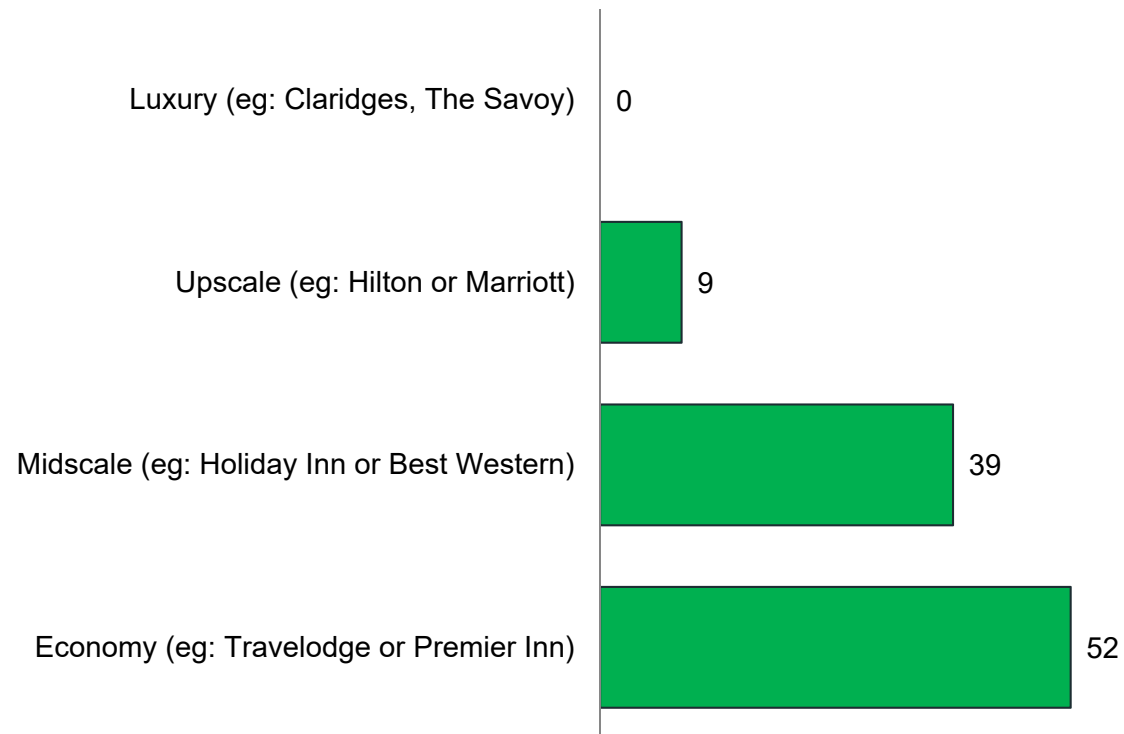
It's a tired product, that feels a little grubby.

Q32b. Why do you say that?



If Caledonian Sleeper were hotel chain

Quarter 2 2018/19 %



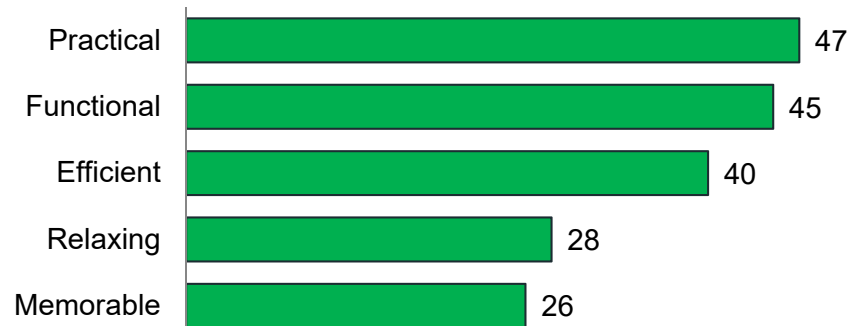
Q34. And just for fun, if Caledonian Sleeper were a hotel chain, what category would you put it into?
Base: All with an opinion (553)



Overall description of journey

Quarter 2 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 (593)



Caledonian Sleeper

Journey expectations

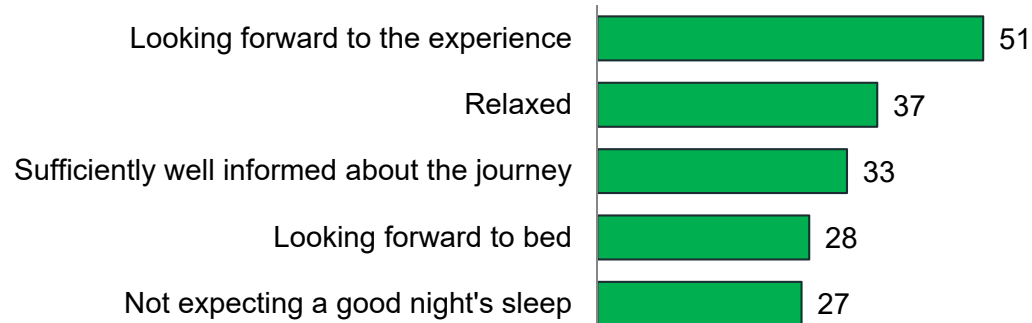


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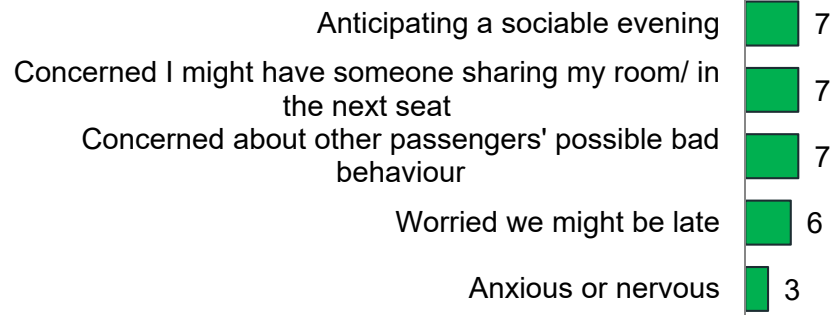
Thoughts and feelings pre-journey

Quarter 2 2018/19 %

Top five



Bottom five

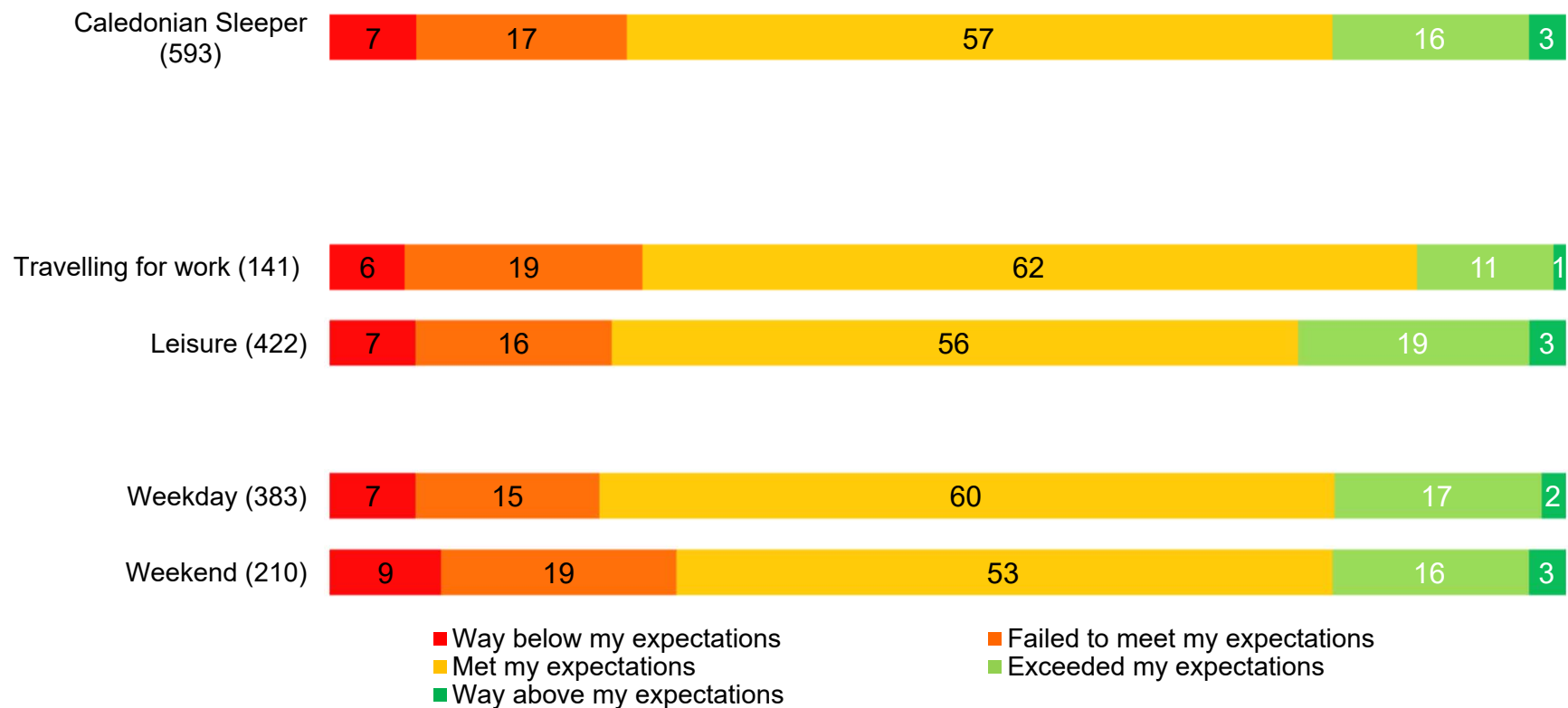


Q4. Thinking about the day you travelled, what were your feelings or thoughts before your journey on the Caledonian Sleeper?

Base: All (593)

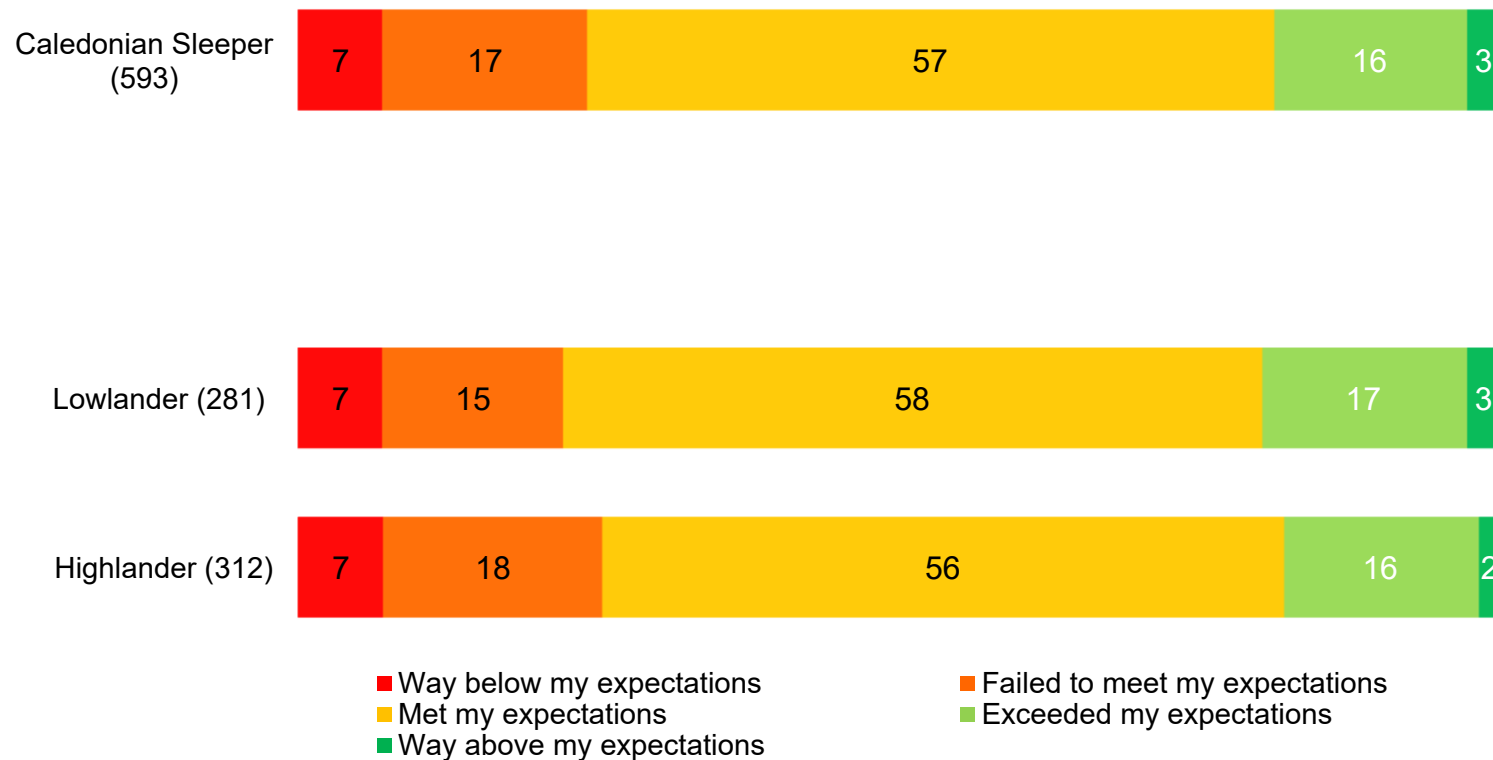


Met expectations by passenger group



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



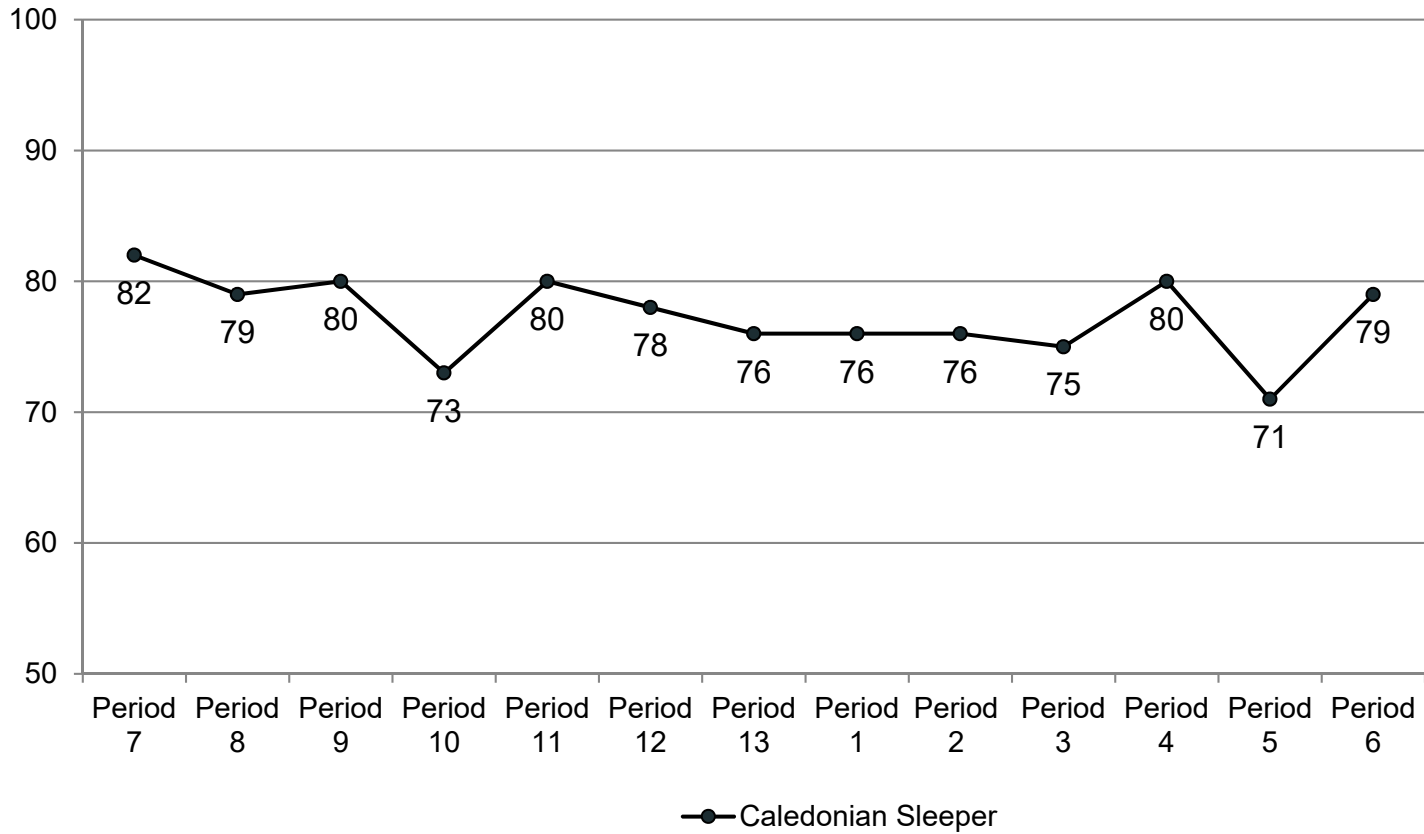
Q5. Overall, taking everything into account, how well did your journey on the Caledonian Sleeper live up to your expectations?
Base: in brackets above



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

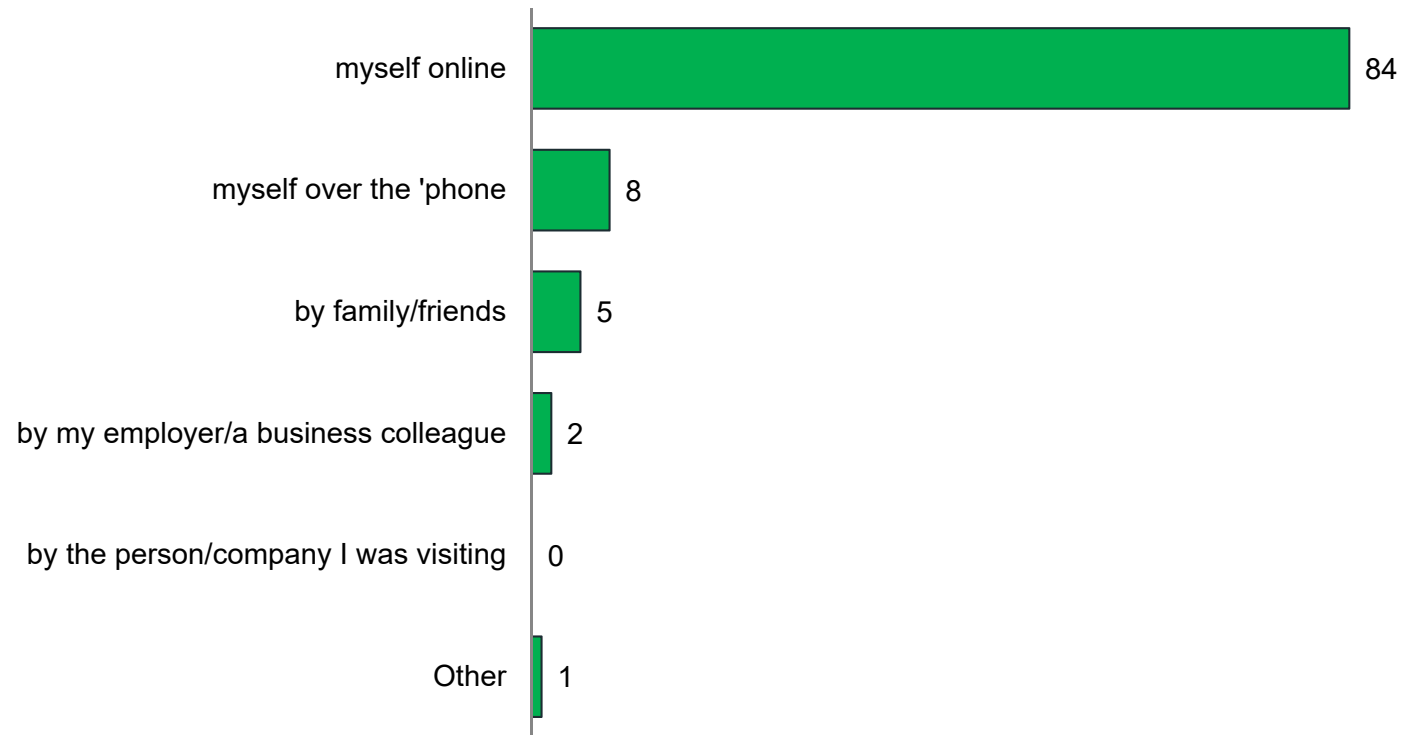


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How booking was made

Quarter 2 2018/19 %

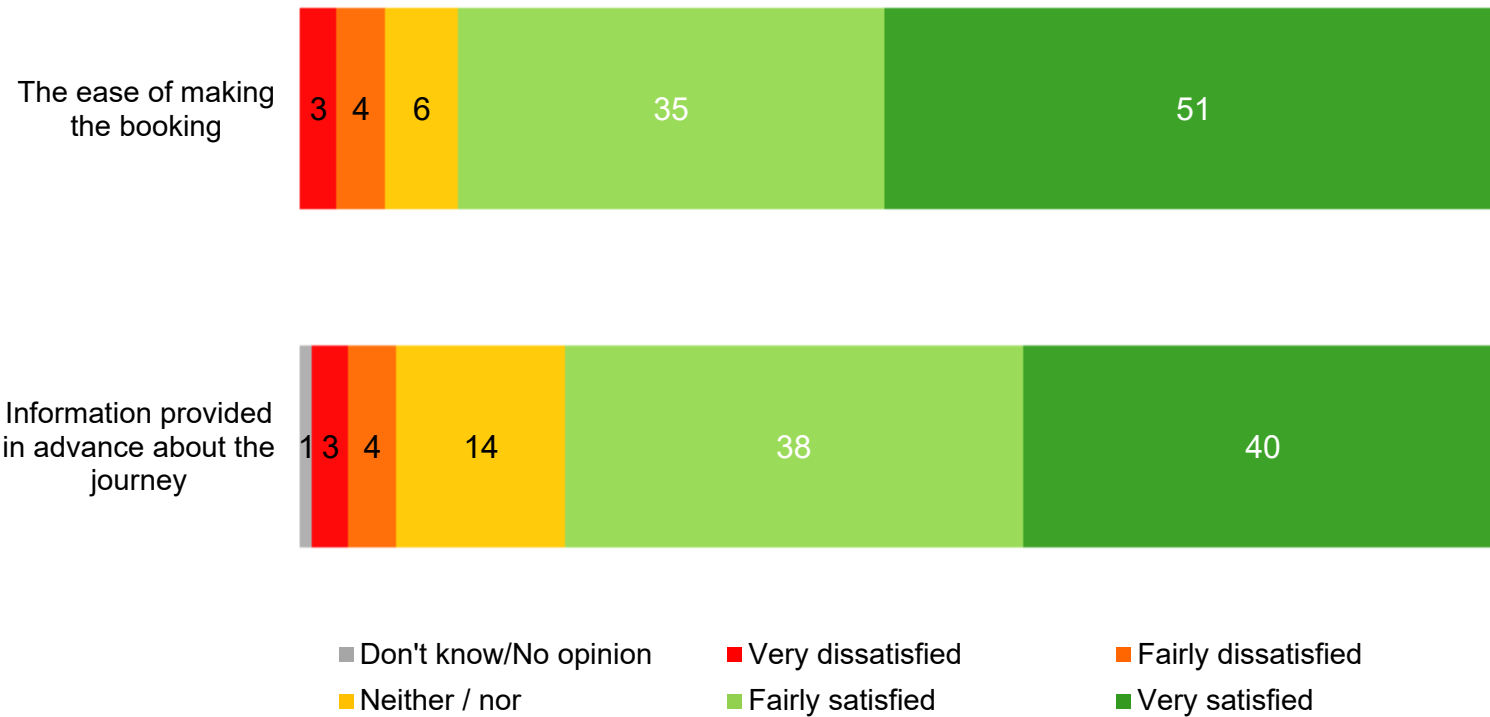
It was booked/I booked it...



Q12 Thinking about the process for booking this journey on the Caledonian Sleeper, who made this booking?
Base: All (593)



Satisfaction with booking process



Q13a. How satisfied were you with...?
Base: All who booked themselves (545)



Improvements to information provided about the journey – customer comments

There is no information when you book a meal that you have to go straight to restaurant or all the meals sell out. Plus they give your reservation away if you don't turn up.

The issue was that the train was two hours late, so that was always going to overshadow the experience. There was no information available about the likely timescale of the delay and they said as much at the station. I certainly didn't receive any texts or information updates from Serco / Caledonian Sleeper, though later on I did notice that they had put a delay notice on twitter. Presumably the delay was due to a third party over which Serco had no control and therefore information was not available. Better up-to-date communications by text would be appropriate.

Be honest about the experience your customers will have on your current trains. The pictures online do not come close to representing the experience we had. Based on the surroundings on the train on our trip; I suspect we were not alone in feeling shocked and dismayed about the state of the train cars.

Email passengers to let them know they can board around 10:15 pm. We didn't know and were sitting in Euston station until around 11pm.

Follow up emails as journey time approaches with details of platform and when you can board etc.

We were upgraded to a cabin with an allowance to use the dining car. Until we arrived at Euston we were not aware of this and so purchased food and drinks outside of the station. It would have been nice to have known in advance of the changes so that we could have purchased food on board.

Your website is so confusing when booking, we had to ring your customer services department for clarification. Even the man we spoke to was confused and said that the website was not good. We had no idea what we had booked as it wasn't clear and didn't confirm. As the time for our journey came there was no reminder or courtesy call. I had to go back through months of emails to find the original booking.

Give maps of the layout of the carriages, where the loos and restaurant/bar are located. Give proper images of the berths showing how much storage space there is for luggage. Give each door a key code so that one does not have to search for an attendant to open the door when necessary.

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



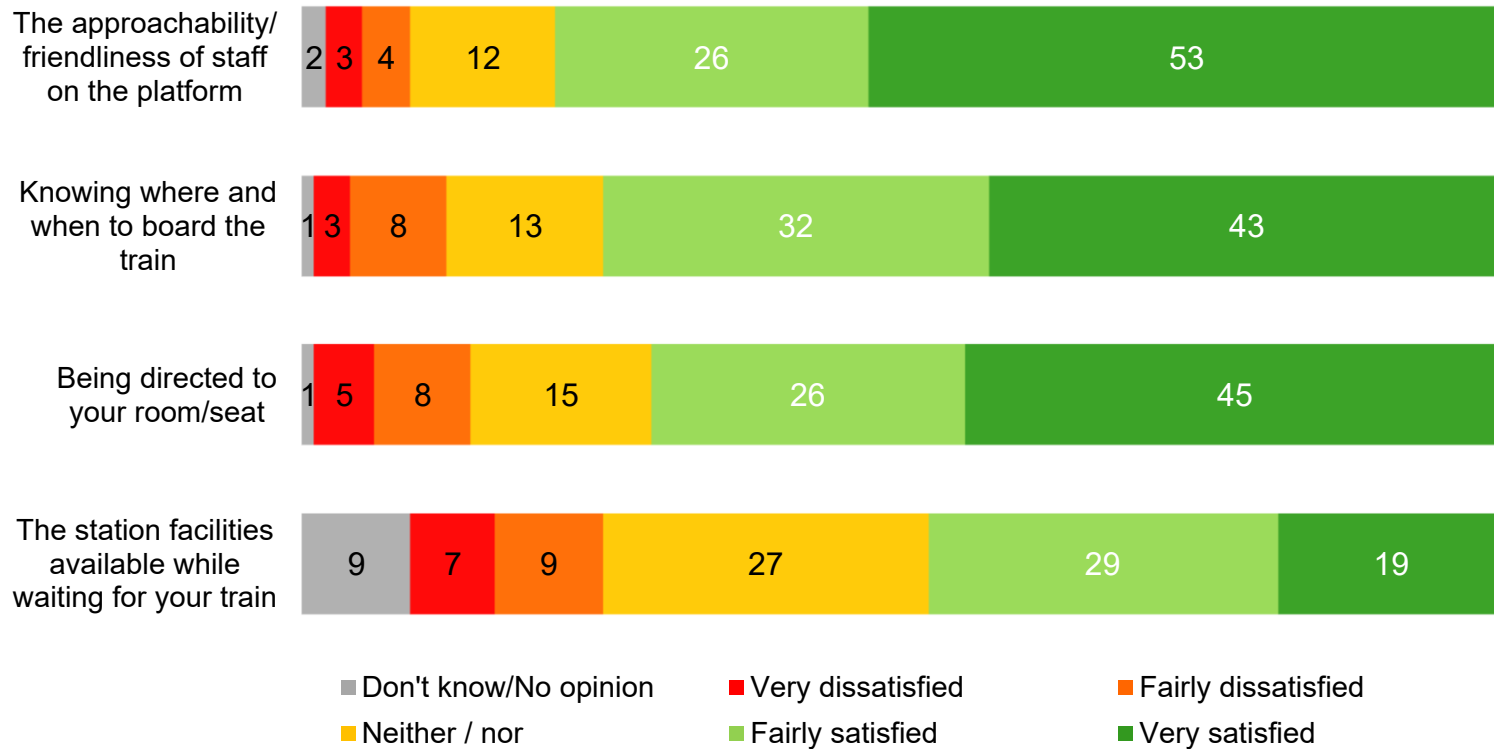
Caledonian Sleeper

Boarding and station facilities



CALEDONIAN
SLEEPER

Satisfaction with boarding process



Q14a. How satisfied were you with...?
 Base: All (593)



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

If I was paying £200 for a hotel room, I would expect a much more focused service and friendlier welcome and introduced to my accommodation, rather than a grunt "you're in L1".

The woman at the podium was not very welcoming, she barely looked at us. She was not very helpful to the family in front, who were foreign, and had (mistakenly, they thought) been separated into 2 different carriages - she just gave them the like it or lump it option.

Could have been warmer / friendlier. There were two queues but it was not clear that one was for Edinburgh and one for Glasgow (the only signs were tiny and obscured by those queuing ahead of us). When we got to the front the 'ambassador' seemed bored and faintly irritated that we were in the wrong queue.

By saying hello, asking if I needed help finding my room or carriage. Smiling. Overall looking like I was a welcome guest rather than a burden.

There were at least six members of staff standing around on the platform whilst a queue of passengers lined up to wait for the delayed train. It would have taken little effort for the crew to talk to the passengers about the reasons for the delay, but none of them seemed to care.

By being there in the first place to greet you!

Actually be there, nobody was on the platform when I arrived 10 minutes before departure, had to board by myself.

An individual welcome by the steward of each coach was a much more friendly system and I miss it very much. That way you make contact with the person looking after your part of the train. You know who to ask if there is a problem. The impersonal greeting at the end of the platform is cold and unfriendly.

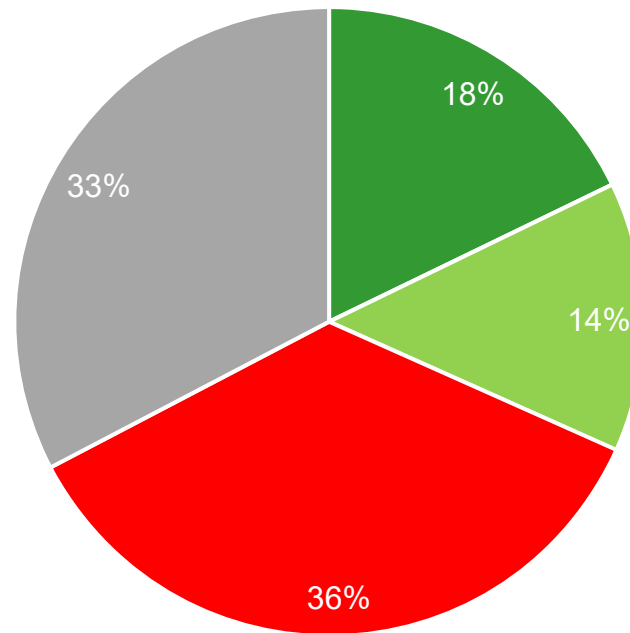
On previous occasions when departing from Inverness staff have been extremely helpful taking luggage and storing it away safely and showing me to my designated seat. London staff did none of this and to be honest they made no attempt at any eye contact even though I was standing on platform until the train was ready to leave.

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



Use of customer lounge

Quarter 2 2018/19 %



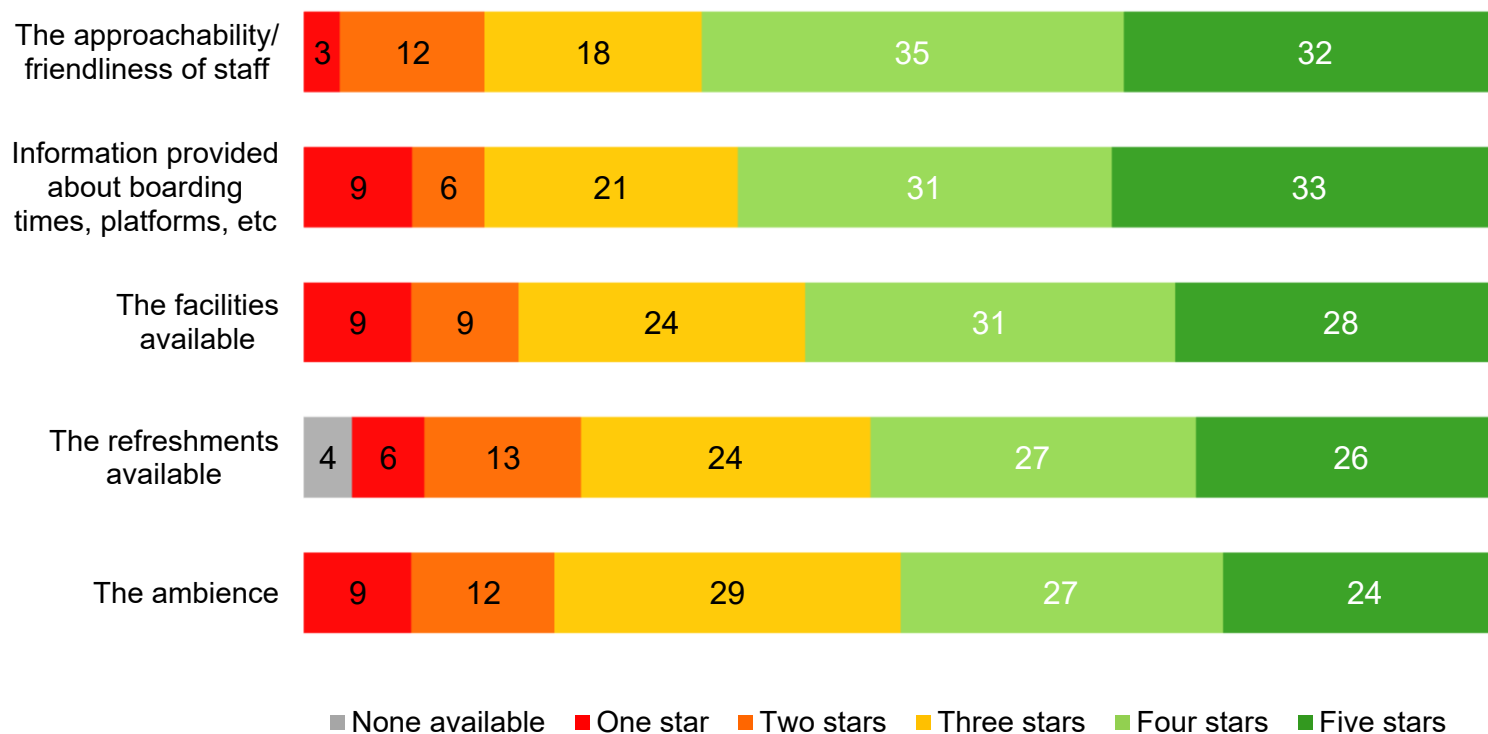
■ Yes - and I did ■ Yes - but I did not ■ No ■ Don't know

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 (531)



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 (94)



Additional information required in the Customer Lounge – customer comments

The electronic boards didn't display the platform so we didn't know whether we could board or where to do so. We ended up checking every platform individually till we found the train.

We could have been told when the train was boarding, as this was later than the advertised time, so we ended up hanging around at the ticket barrier.

Departures information in the lounge is very poor, had to check the platform on my 'phone.

Better signage or advance notice that the lounge is still open to Sleeper customers, although closed to others.

Information about what time the train platform would be announced, and where I could find the announcement.

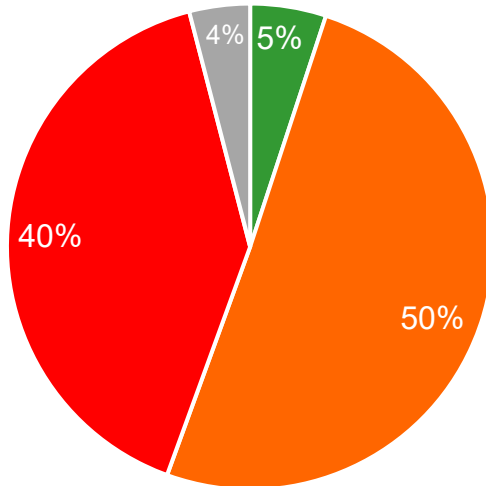
Q16b. What additional/better information would you like to have received?



Use of and satisfaction with shower facilities on arrival

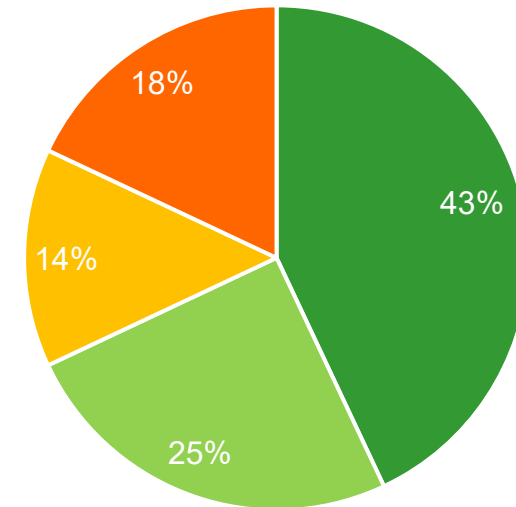
Quarter 2 2018/19 %

- 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 (542)

- 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 (28)

Improving shower facilities – customer comments

I didn't like having to use shower facilities in the toilets. The facilities and staff themselves were fine but I had to wait 25 minutes to be able to use one. Fortunately I had time in my schedule to wait for this. There were no shower facilities in the lounge as it was out of order. Only one shower is not enough.

There was a long wait for the shower. There appeared to be only two showers. The staff said they had run out of towels, hence the queue for a shower. Once in there, it was ok. It was nice to freshen up after the sleeper, but my partner got really grumpy with the wait and it soured the day for me somewhat. Females seemed to go in more quickly than males. I am female, so I didn't mind, but my partner did.

Only two showers was a bit poor. £5 is really expensive when paying a lot for the train. I think there should be showers on the train if possible, or better/more showers at Glasgow

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



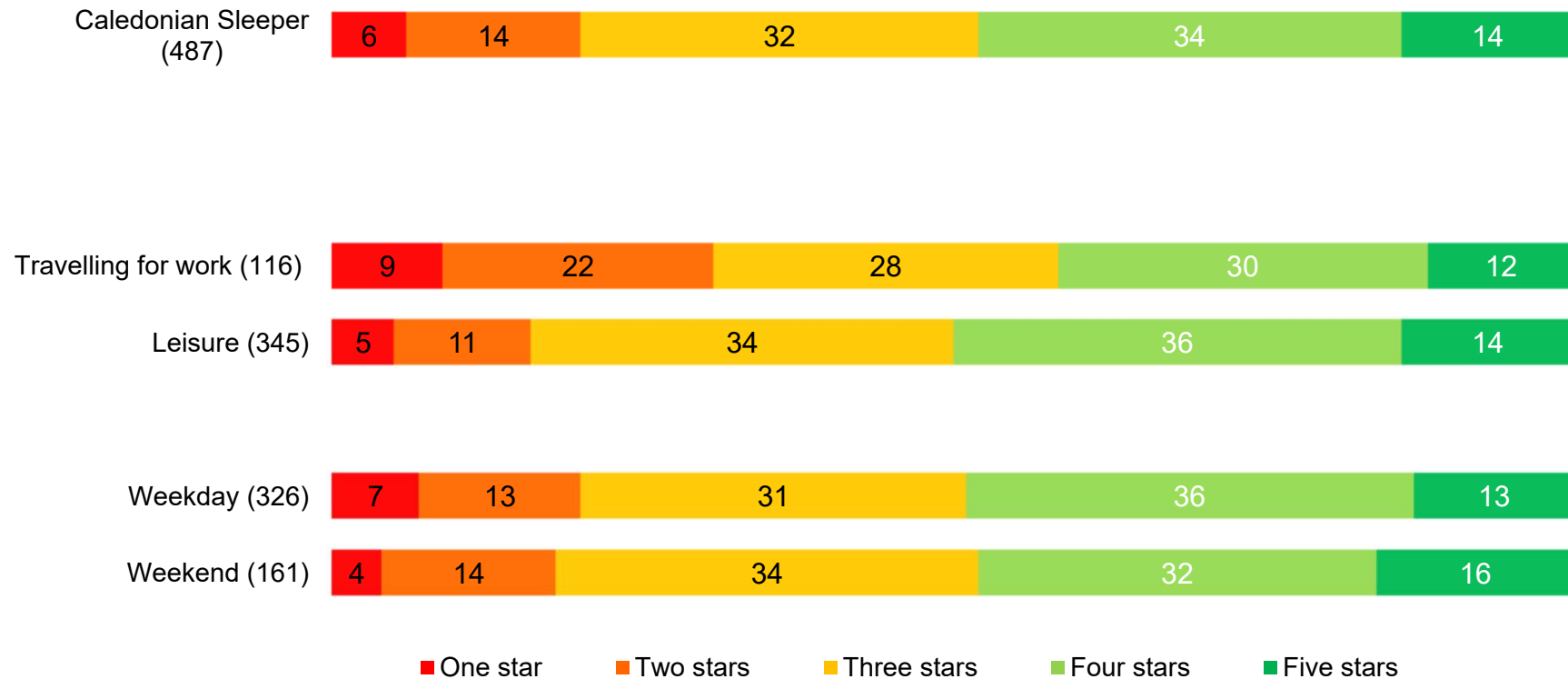
Caledonian Sleeper

Accommodation and train facilities



CALEDONIAN
SLEEPER

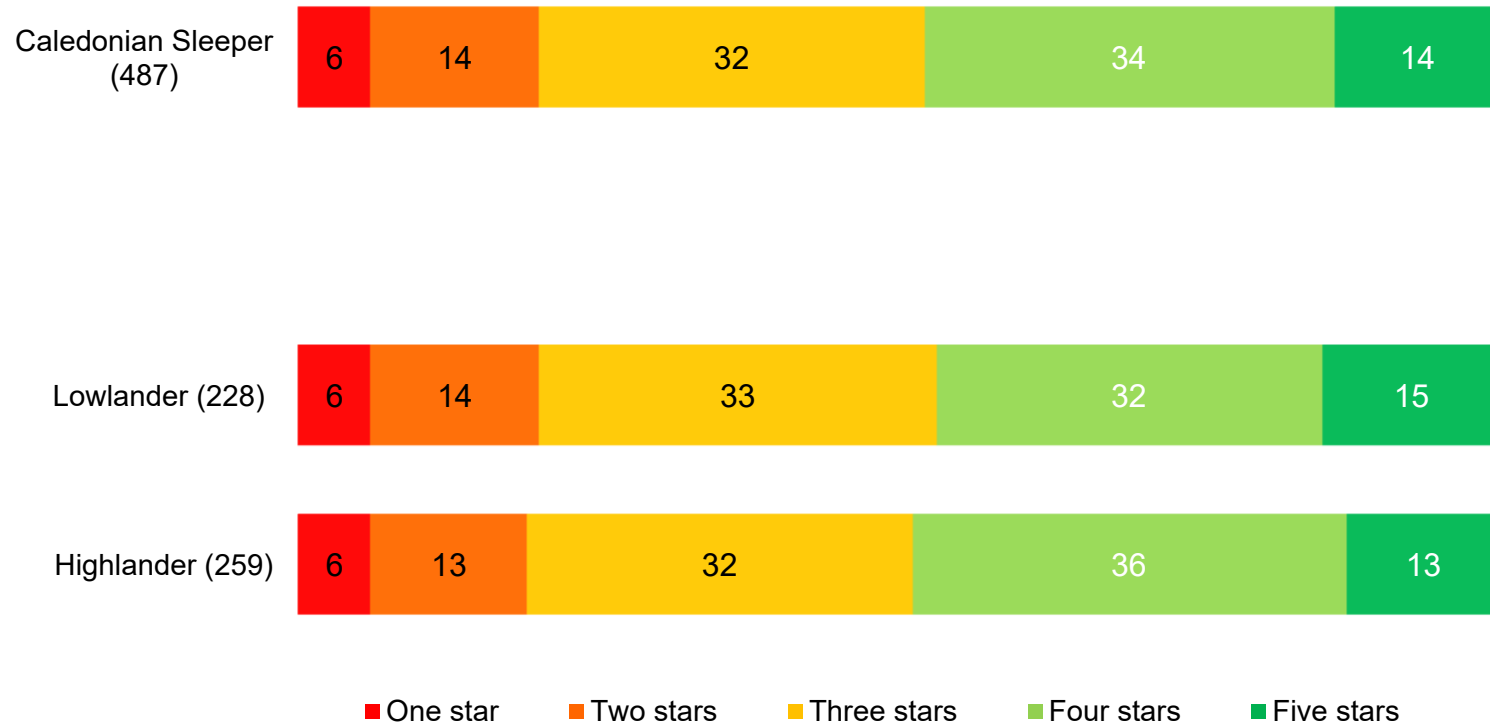
Overall rating of room by passenger group



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



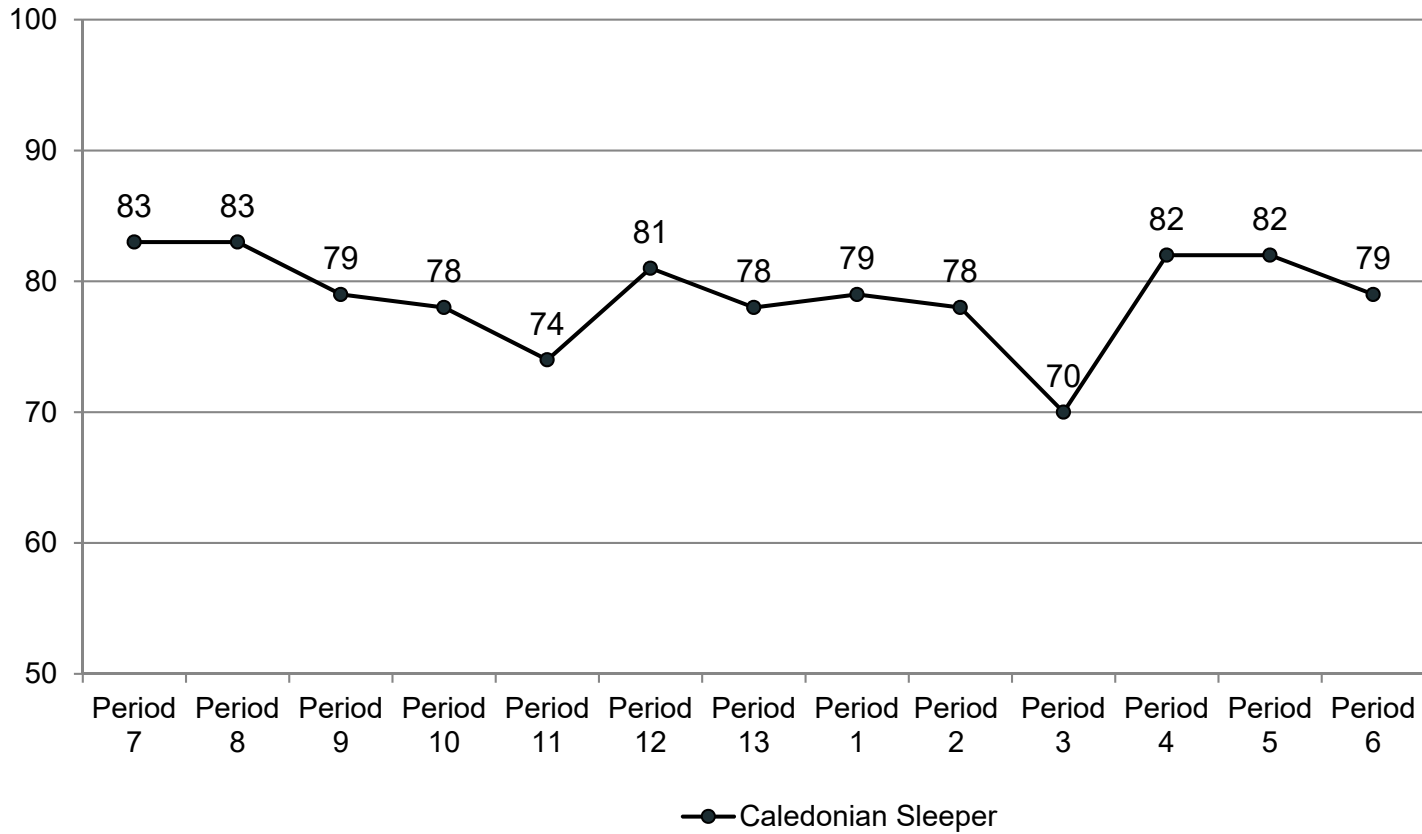
Q17a. How many stars do you give your room on the Caledonian Sleeper?
Base: All guests staying in a room/suite (in brackets above)



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

[Include] a full sized window that opened. The cabin was not in any way particularly uncomfortable, except the narrowness of the bunk, but the room as whole was a claustrophobic cell, which gave no sense of first class accommodation.

Easier to open window blinds - it would be nice to be able to see the Scottish countryside without having to call the steward to open the blind. Having a clear instruction on how to turn the air conditioning off.

Better temperature control & sink facilities Two bottles of water, instead of one, would be nice, it was very hot this week

Improve/replace the rolling stock! No en-suite facilities, tatty decor, narrow bed, lack of 240V power socket (for laptop), sometimes hot water sometimes not water, sometimes working air-con sometimes not. it all needs brought into the current century

I just wish it was bigger because it was hard to get organized and to get ready in the morning with 2 people in the room.

The rooms cannot be locked from outside. One person has to stay in the room the safeguard our belongings. No power socket. No WiFi. Cramped space. Couldn't even sit upright on the lower bed Tired room and facilities. No clear instruction on food order (both on board and on website). No choice of upgrade for standard class.

Have somewhere I can put large luggage. There isn't space in the rooms. We packed our overnight things in hand luggage so didn't need access to our suitcases, would have been ok with them being somewhere else in the train.

Not much - a lot the reason I didn't give 5 stars is just limited by the size of it and the need for two people to share.

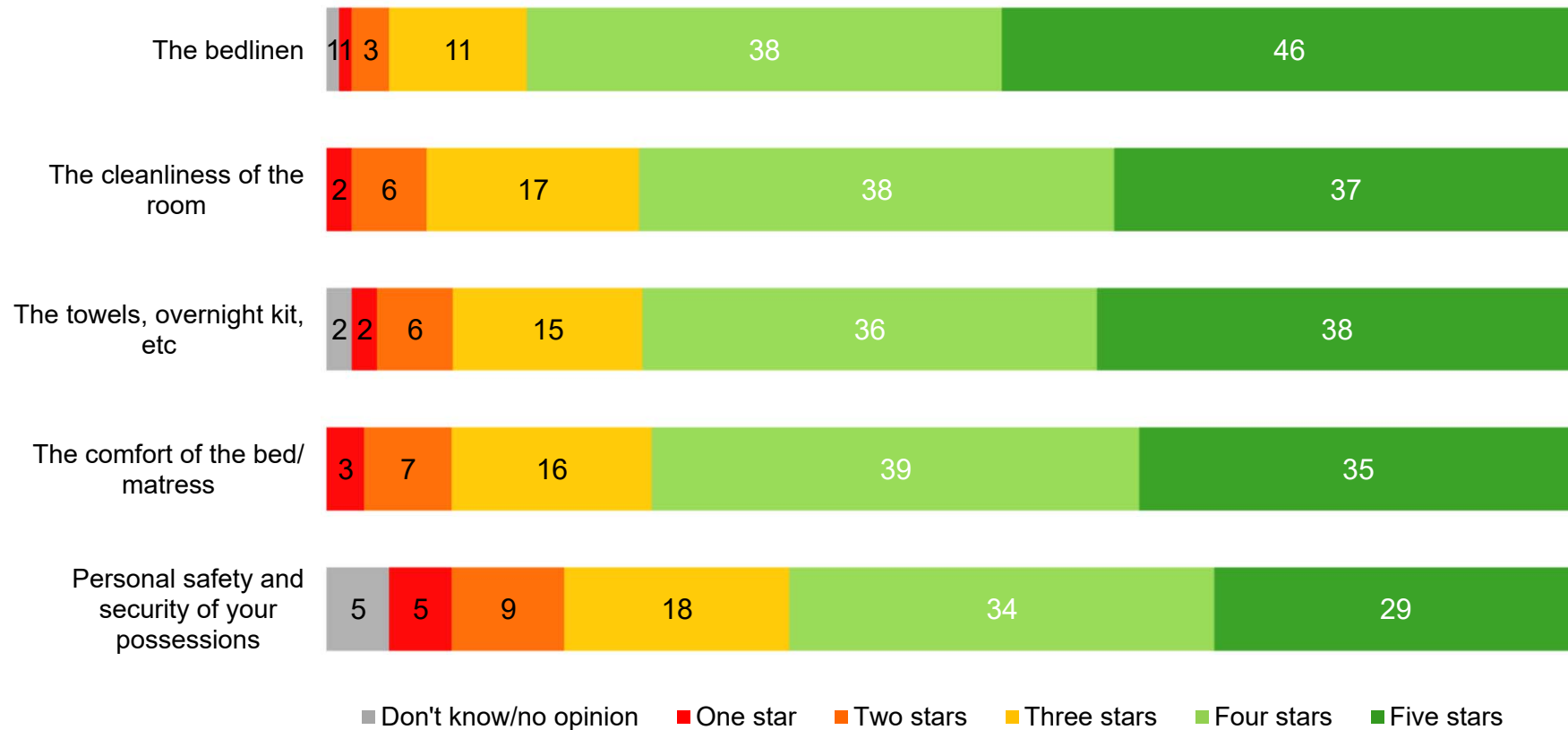
I wish the room lights could be dimmed by means of a dimmer switch. This would give me more precise control of how much light I want in the room at any given time.

The bed could have been wider. When I left my room or the loo etc, I had to leave my personal possessions in the room which was not really desirable from a security point of view. You have to trust that your fellow travellers are honest otherwise they could simply enter your room and take your stuff.

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?



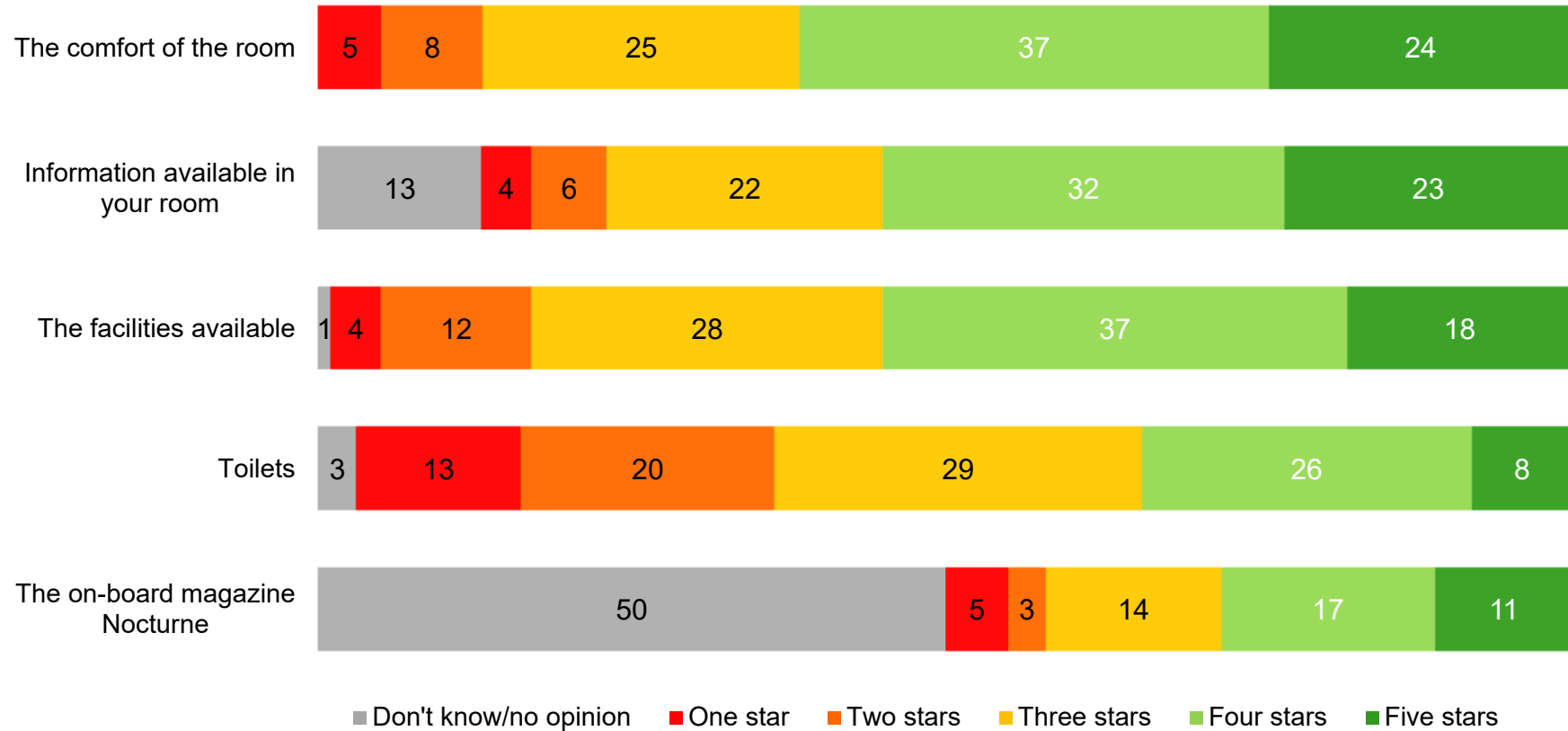
Rating of the features of the room – top 5



Q17b. And how many stars do you give the room for..?
 Base: All guests staying in a room/suite (487)



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 (487)



Rating of features of the room – customer comments

Power sockets rather than just USB would be useful for laptops and other items not charged by USB.

Newer carriages and ability to lock door from outside if leaving luggage while you go to bar area.

Room only seemed locked if I was in it so felt it unsafe to leave luggage unattended while I had a drink in the bar area. Same feeling of unease while going to the toilet.

Too much stuff in the overnight kit. I'm carrying my own toiletries, so don't need or want yours, so this feels like a waste of resources. Dispenser soap would be fine in this context.

No information on refreshments available on the sleeper lounge.

The Caledonian Sleeper is a functional tool for many and therefore the rooms reflect this. I was hoping that perhaps we would be able to travel on the upgraded trains but never mind. The interior is beginning to look quite worn and tired and despite not being much of a mover around at night, I had to re-make my bed twice as the mattress protector and fitted sheet kept coming off. Despite this, my travel was fine.

The air conditioning is pretty rubbish. The cabins were incredibly hot when we boarded - by the time we arrived 10 hours later they were quite a good temperature, but that is an unacceptably long wait. It is very difficult to get a good night's sleep when you are boiling (or freezing).

Mattress is too light and too thin: bed linens can't therefore stay normally and the bed is too quickly in a mess.

I did not read it. I assumed it was the equivalent of an in flight magazine on a plane which I also always ignore.

Room was as clean as it could be but again, this is a very old vehicle and some of the fittings are really showing their age, so no matter how clean the cabin still feels tired.

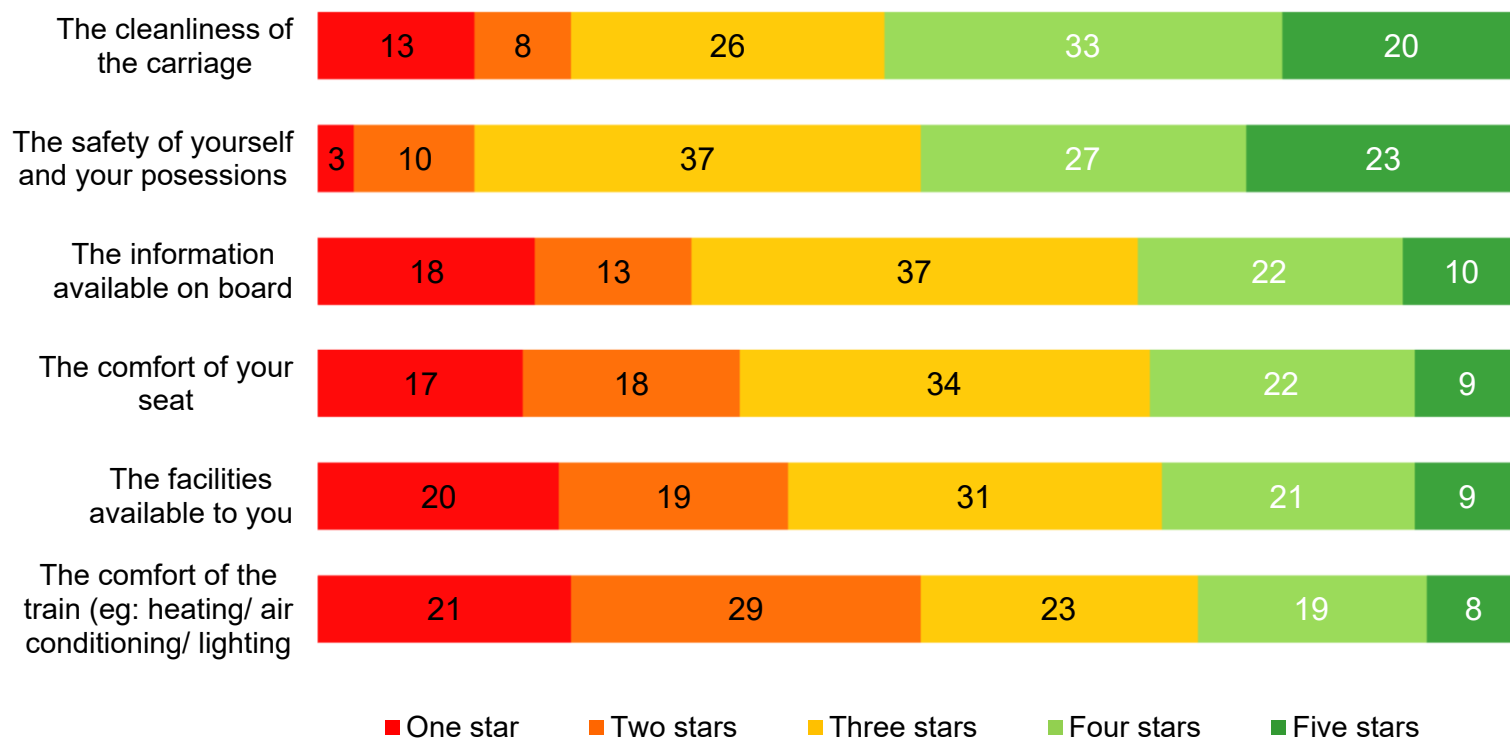
Just make them [the toilets] look & feel clean. On one journey there was no paper at the start of journey - I reported it but no action taken. In another the floor was wet all over - again at start of journey.

More printed information about facilities and what's available. Clearer information about ordering breakfast. It wasn't clear when of how to pay or whether breakfast would be delivered to room or available in lounge. Didn't know when the lounge was open. Went to look at it but there was no-one there.

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?



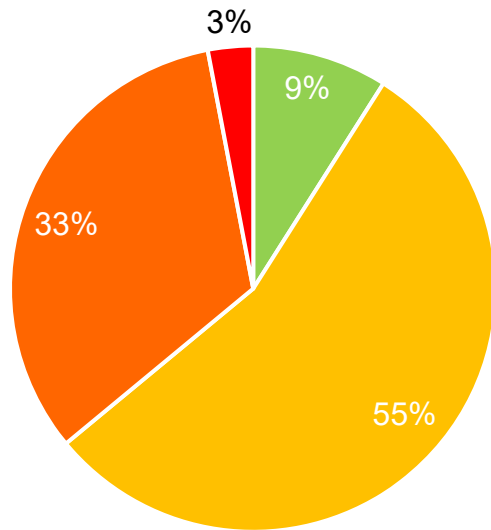
Rating of on-board features among seated guests



Q19. How many stars do you give the Caledonian Sleeper for..?
 Base: All seated guests (106)

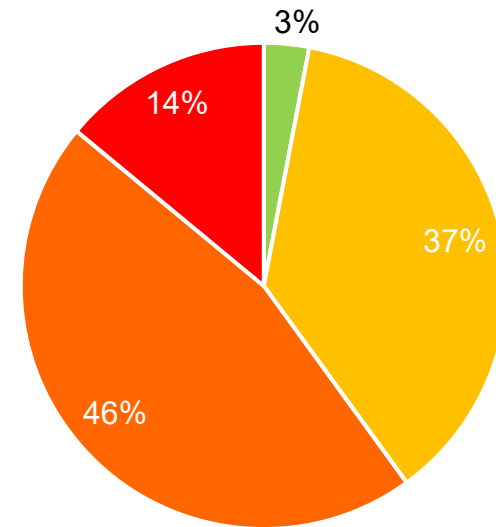


Quality of sleep



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 (487), seated guests (106)



Improving quality of sleep – customer comments

Providing information as to when the trading would actually arrive in Preston. As I was worried about missing my stop because the staff couldn't tell me what time it would arrive after being delayed, I stayed awake.

Lighting and heating regulated. Even with eye and ear defenders still heard snoring and lights were on full entire journey. Noisy and banging doors if we stopped. I love train travel and the night train but as the years have passed the trains are poor, the seating shabby and facilities no longer 'quirky' but really shabby.

Dimming the carriage lights would make sleeping a lot more comfortable/easier as eye masks can be uncomfortable.

More comfortable seats that actually recline a little bit more, more self-lighting controls (i.e. being able to adjust the lighting), fixing the curtains/blinds so they shut properly.

Lighting, temperature and noisy passengers need to be addressed.

More supportive mattress Sheets that didn't come loose Dustbin not rattling (I stuffed a bag behind it to fix this myself). Bed 1 to 2 inches wider. Storage for suitcase under bed/bench. Quieter (electric locos - they sounded diesel to me).

Stop jolting the train! I appreciate the train has to split but every time the carriages get moved violently, you wake up which is several times a night. This time I was wise enough to have noise cancelling headphones but I still woke up multiple times because of the thin bed making it difficult to turn over and the constant violent jolting of carriages. The soundproofing of the rooms is ok to the corridor, but between adjacent joiner rooms is not good, I could hear the next room sleeper snore and even breathe!

The noise and the motion were the main reasons for the poor quality of sleep. Beds were also too small.

Nothing probably, as it was the noise and movement of the train that kept me awake which you can't do anything about!

Temperature was hot - cooler or better ability to control would be good. The shunting and time it takes to decouple in Edinburgh is quite disruptive to a night's sleep but not sure what can be done about that!?

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



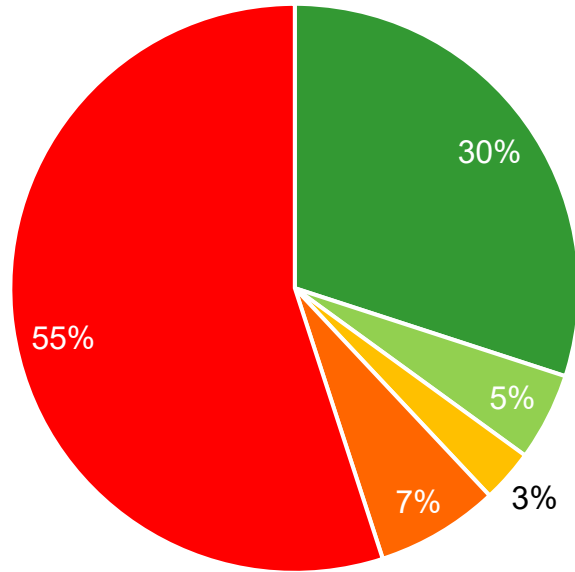
Caledonian Sleeper

Lounge car and catering



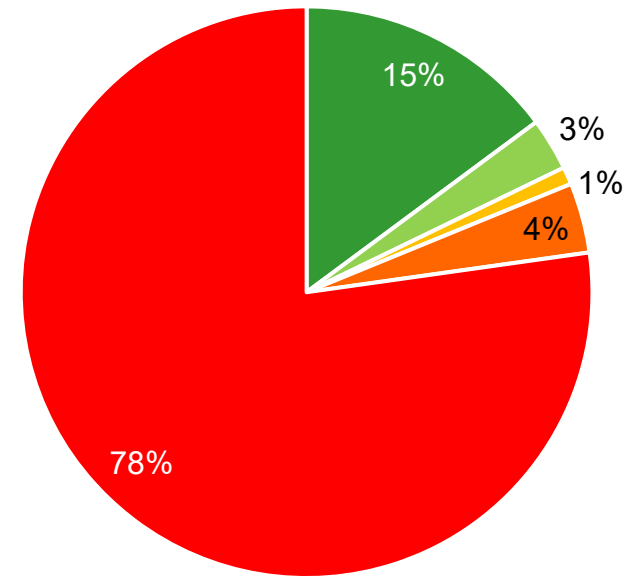
CALEDONIAN
SLEEPER

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

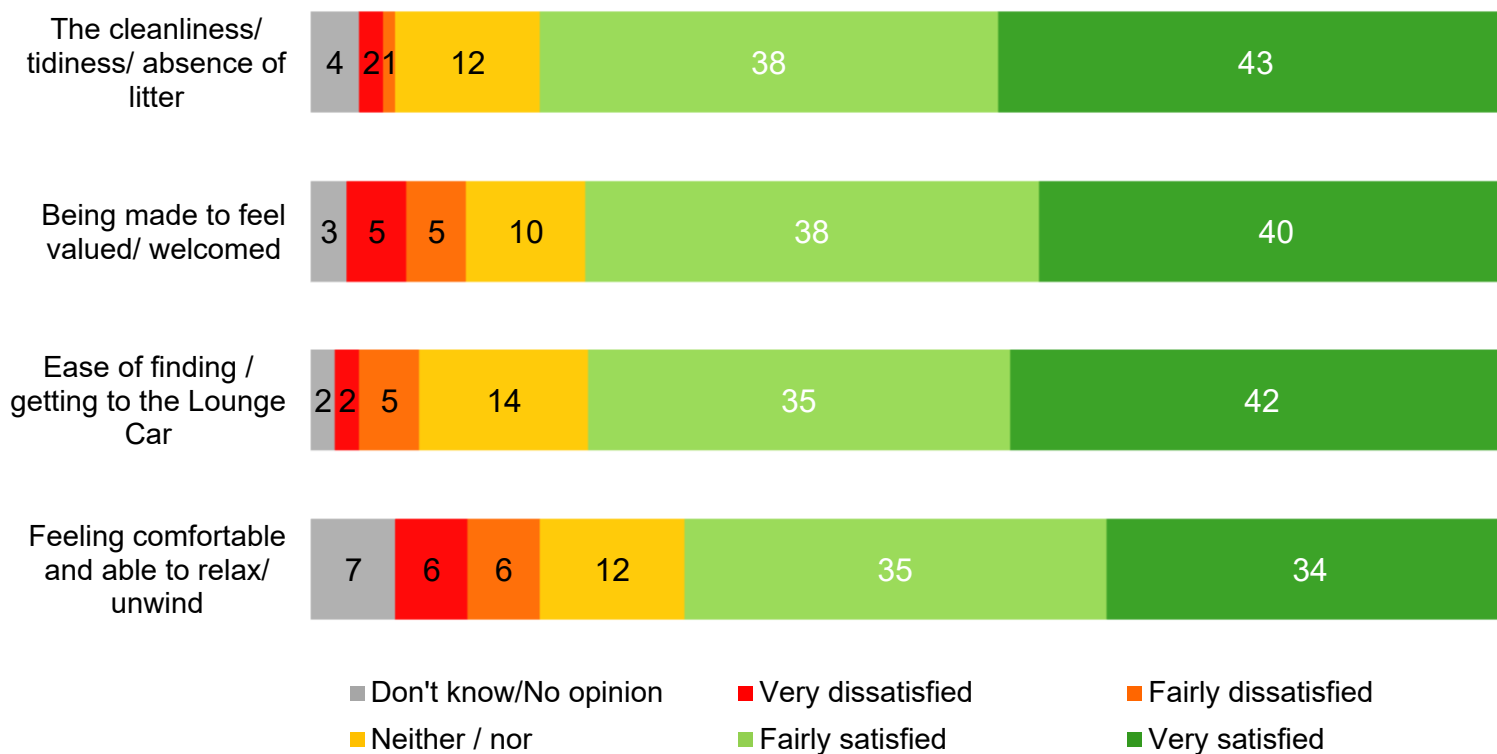


Morning Use

Q22a/b. Thinking about the evening/morning of your trip on the Caledonian Sleeper, did you visit the lounge car?
Base: All (593)

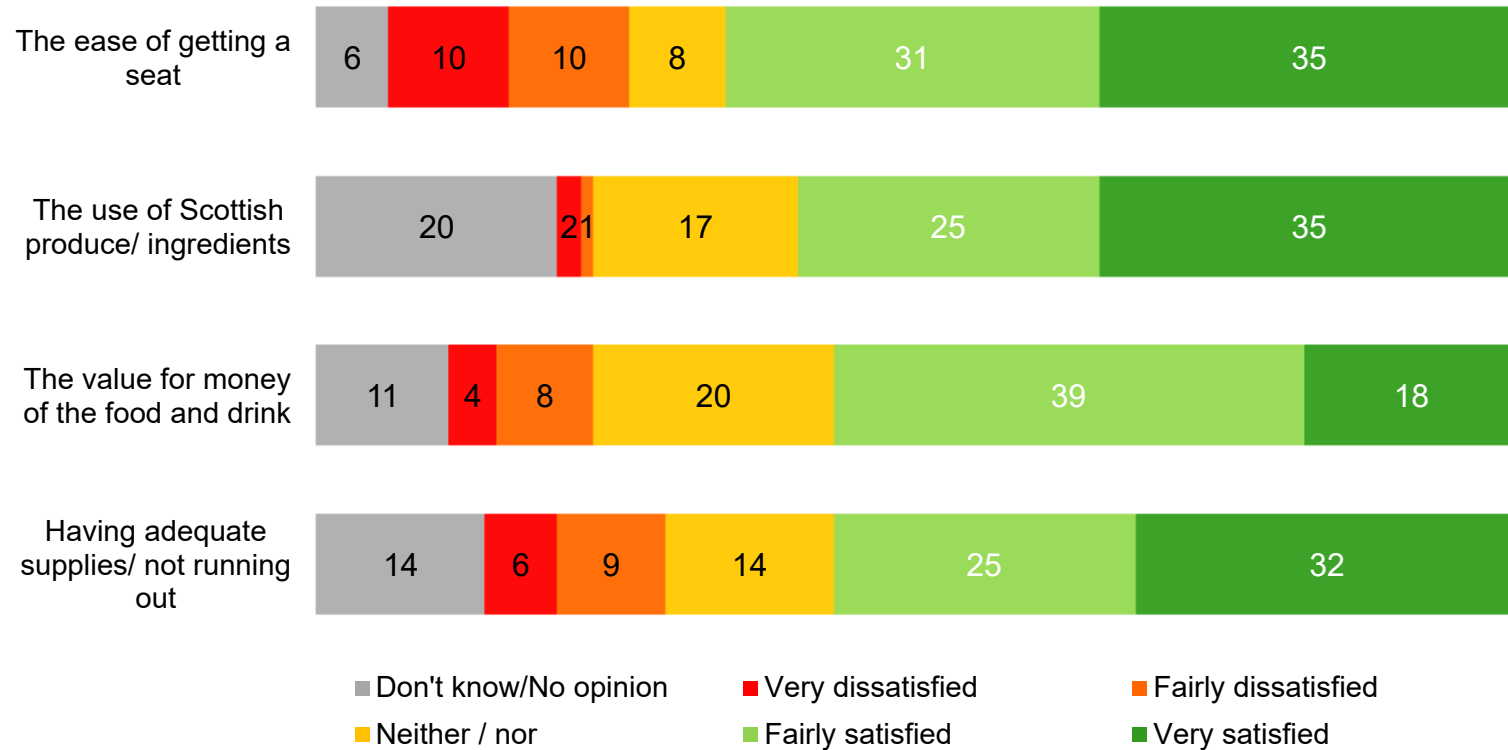


Satisfaction with features of the Lounge Car – top 4



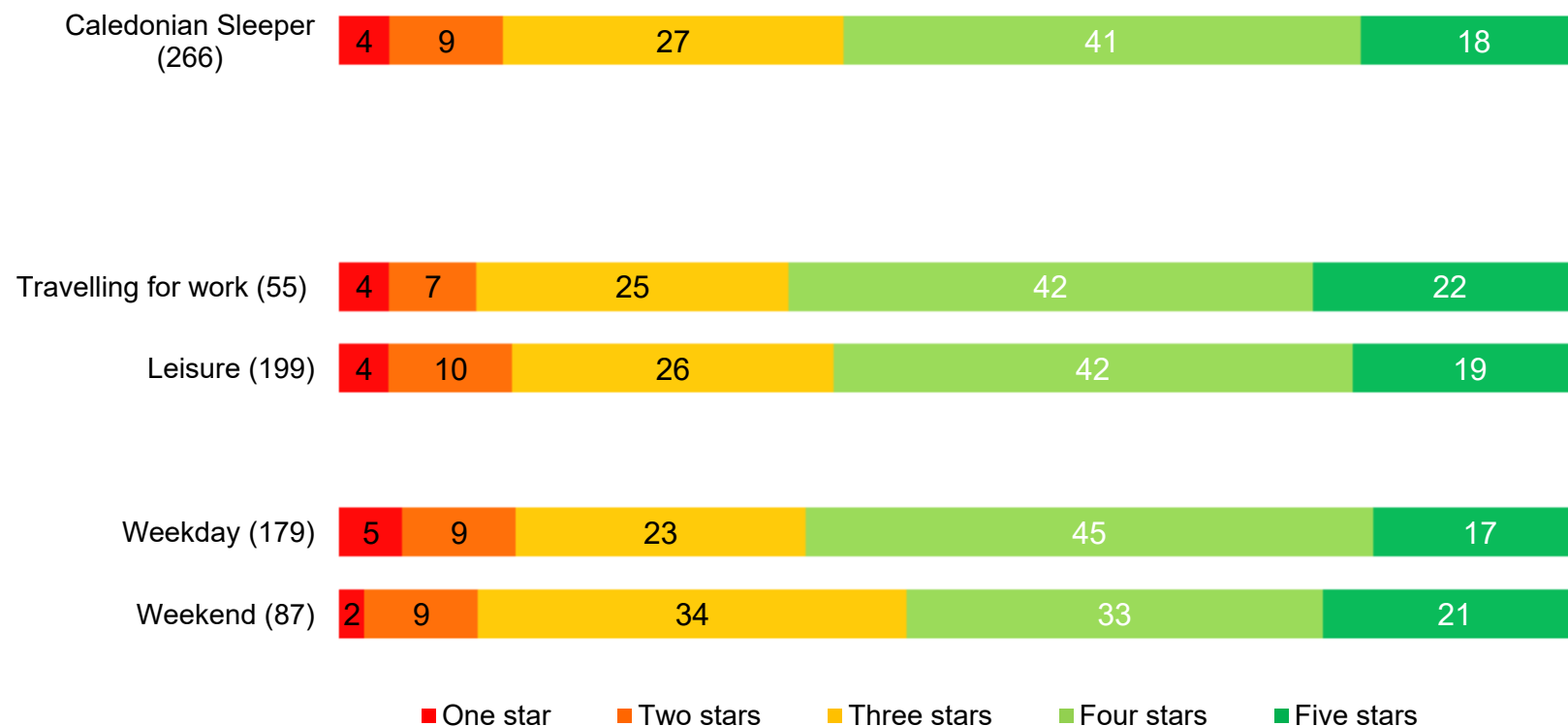
Q23. Thinking about your experience of the Lounge Car on the Caledonian Sleeper, how satisfied were you with..?
 Base: All those using the lounge car (266)

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 (266)

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



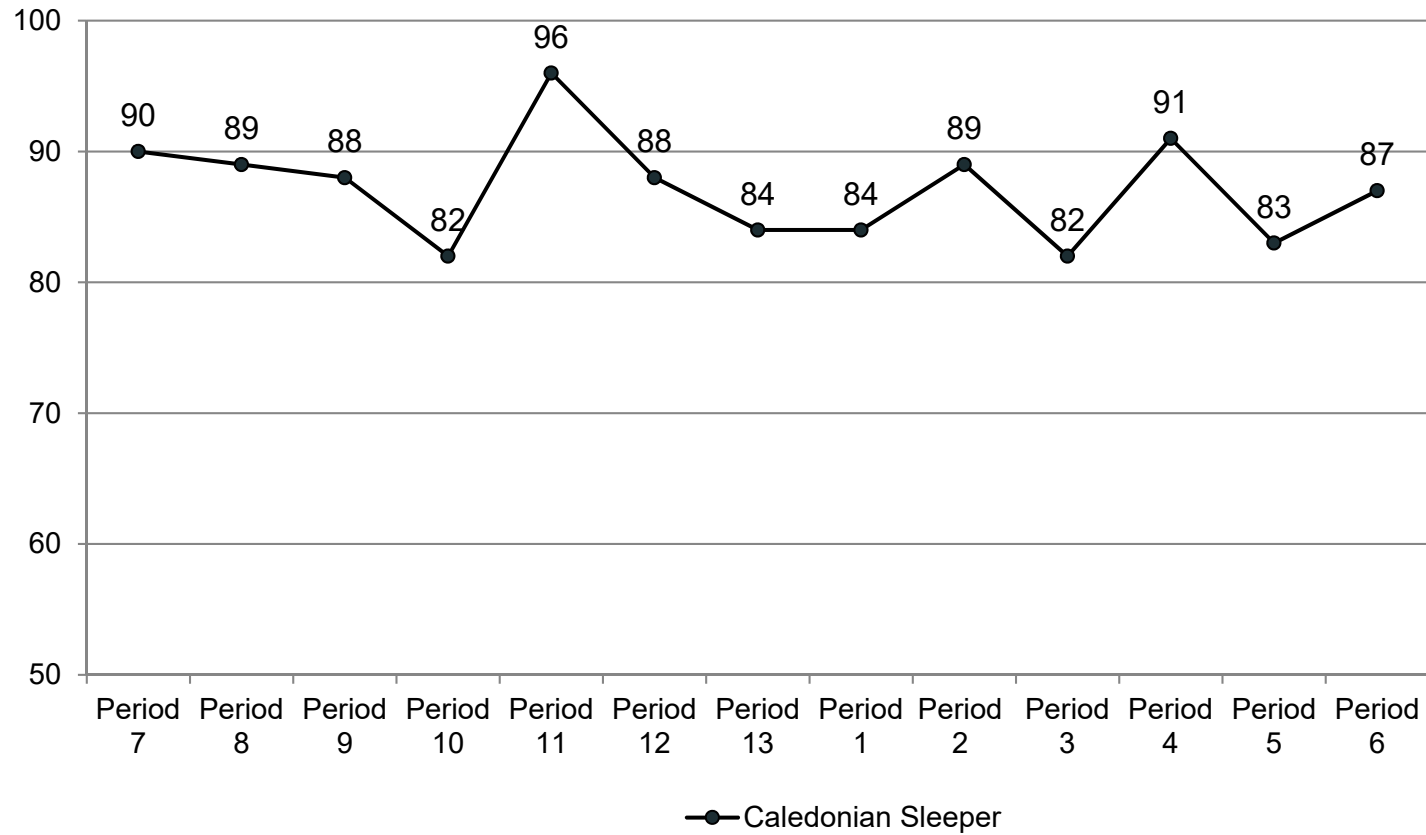
Q24a. How many stars overall do you give the Lounge Car on the Caledonian Sleeper?
Base: All users of the Lounge Car (in brackets above)



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

Provide a warm welcome to start with. One previous journey there was a whisky tasting, another time chocolate; made it an enjoyable and more sociable evening.

Vastly improve the range and quality of food available, even at a higher price point. In addition, we were lucky to get the last free table to eat at but many others didn't get tables.

It's difficult. Demand hugely exceeds supply of seats, so many people eating on their laps. I went to the lounge car immediately on boarding. Perhaps if service were to start immediately then more chance for others to have table later in the journey.

More food and drink supplies. They'd run out of most things by half midnight and had a limited choice!! Also temperature of the lounge before the train got underway was offensively hot.

The lounge car and breakfast are the main points that let the Caledonian Sleeper down. Poor quality of food, instant coffee (really? In this day & age?), insufficient stock and not enough availability of seats. If you don't want people to eat there, it would be better not to sell it as a special service. I would prefer to have an indication that it would be better to eat before I board.

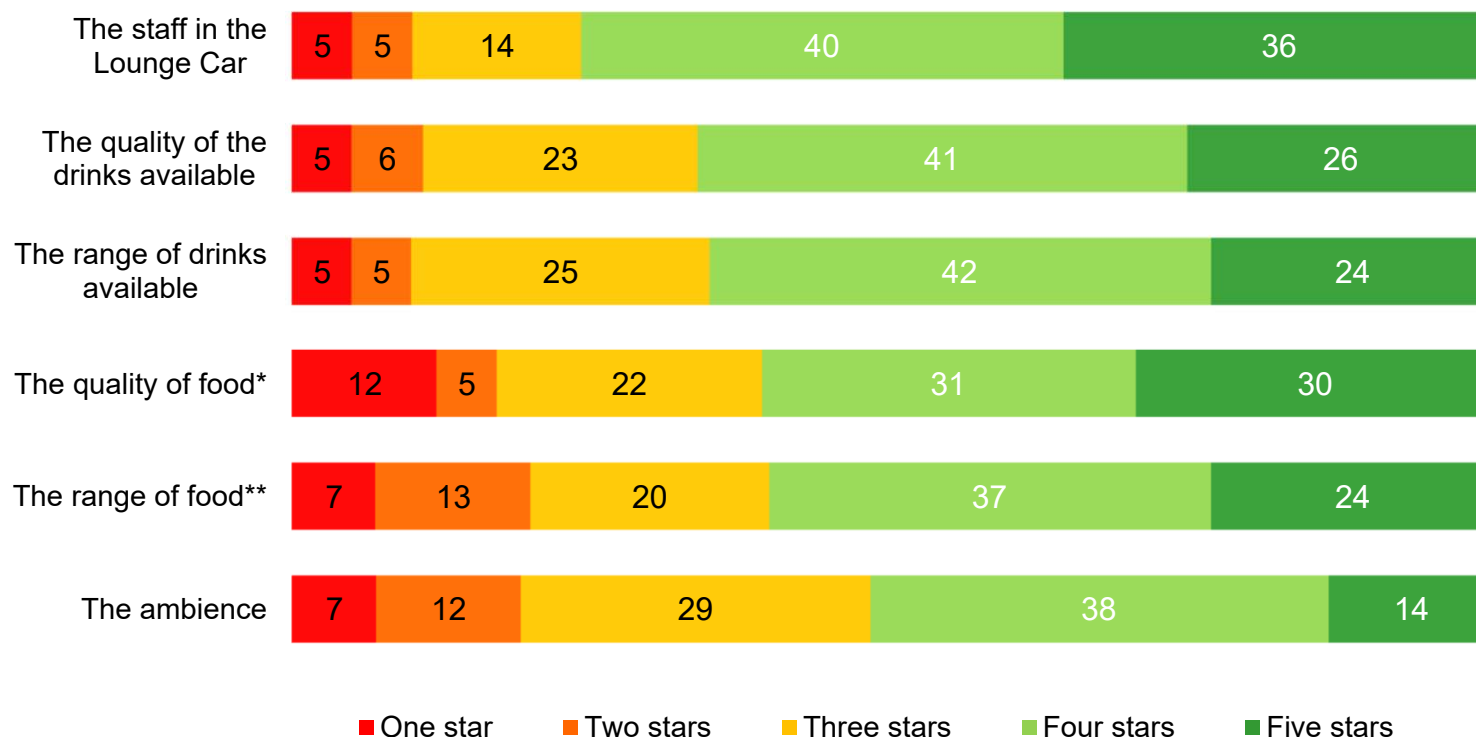
The range of food in evening was poor (and they had run out of most options), appeared to be unhygienic preparation, décor atrocious (mis-match of colour schemes - seemed the worst d sort of kitsch from 1970s), poor breakfast. I expect something better than powdered coffee in a sachet in this day and age, and had to walk through 6 carriages to get there!

Seating is fairly limited - the new trains look like they have a better layout so hopefully this will improve.

Have a proper kitchen, not just two microwaves. The menu is very good considering this, but given Serco's desire to push the product and prices upmarket, a proper kitchen is more appropriate than reheated convenience meals.

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 (266), *those who looked at the menu (151), **those who ate a meal (91)



Rating of features of the Lounge Car – customer comments

It was all very 'middle of the road' and done for the convenience of the offer and not in the interest of the customer.

Half the lounge car is tables, half the lounge car is very awkward sofas with everyone sitting in a line looking like they were waiting for tables, looking at all the diners longingly. Could have a more social setup with L shaped sofas or something rather than everyone sitting in a line. Could have a bar maybe to perch and order drinks from. The eurostar seems to do this approach on the ski train it makes it quite sociable.

I understand that this is a train and not a restaurant kitchen, but I think there could have been a bit more choice of basic dishes. I wasn't impressed by the macaroni cheese - the quality and quantity was lacking.

There was nowhere to put your drinks, there seemed too many people for the space - it didn't seem spacious enough for the number of people on the train, though we were lucky to find the last 2 available seats. And how would you eat a meal? There were hardly any tables. It is nice to sit on sofas, but not so easy to chat when sitting side by side. I was imagining a dining car, which this wasn't. You tried with the decor etc (the wall lamps might have added a nice touch, but were not on). I think this would be acceptable as an lounge area, but not as an eating area as well.

The lounge car seemed understaffed for the number of guests, which meant that service was a bit unpredictable.

There was not any Glenfiddich or Hendricks which are both great Scottish drinks

Perhaps stock soya or almond milk for dairy-free folk?

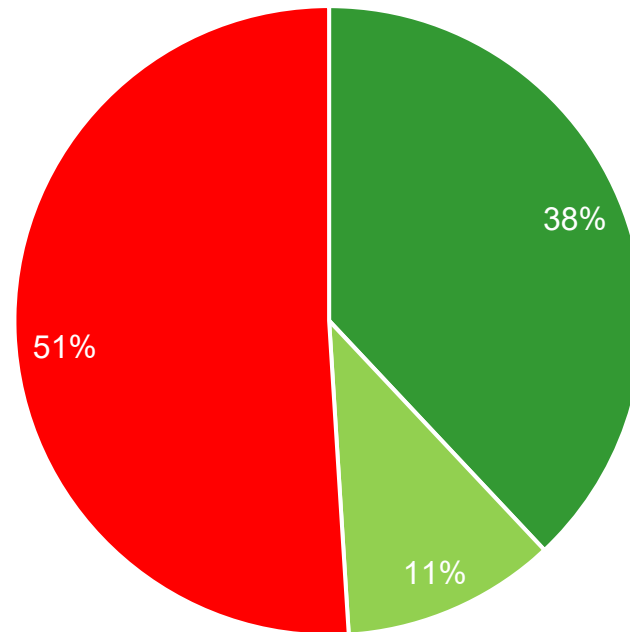
Better furniture and lighting and improved use of space for tables, chairs and arm chairs/ sofas. Would be great to have a bar / stool area too. Some background music as well maybe?

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 2 2018/19 %

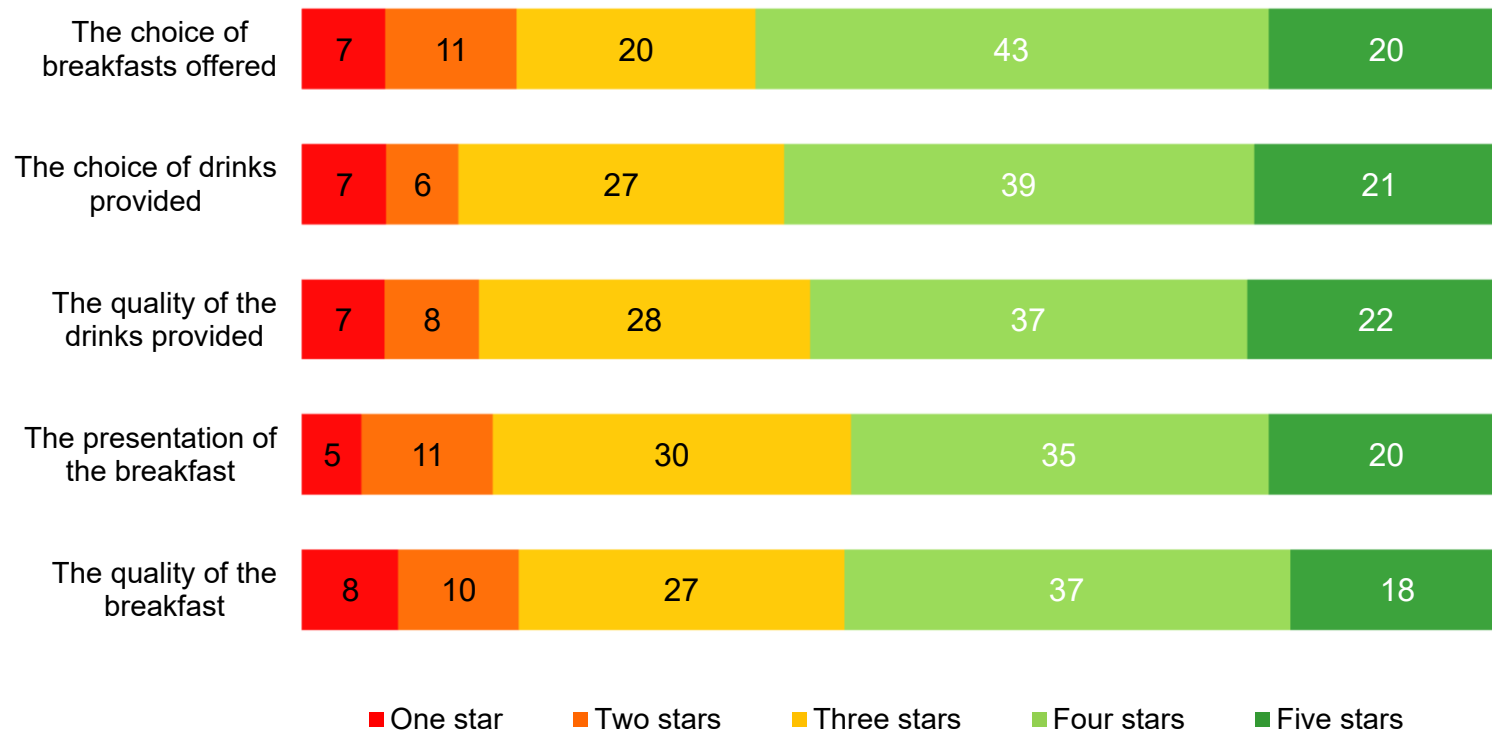


■ Yes - in my room ■ Yes - in the Lounge Car ■ No

Q25a. Did you eat a Caledonian Sleeper Breakfast on the train?
Base: All (593)



Rating of features of breakfast



Q25b. How many stars would you give for..?
Base: All eating a Caledonian Sleeper breakfast on the train (292)



Rating of features of the breakfast – customer comments

It's frankly a really rubbish version of a cooked breakfast: limp, bland, sweaty, shrivelled, microwaved. Really quite awful. Plus only lowest-quality instant coffee. I really hope the new trains have a larger, kitchen, higher quality dishes, and real coffee machine.

Should be able to get tea and coffee as part of the offer, rather than just one or the other. I also feel customer me should be offered yoghurt/granola and a hot dish too.

As a vegan, choice was extremely limited. Toast, muffin or bagel would be good. Something plain. My son had breakfast. I did not.

Instant coffee? It really is not difficult to have real coffee options. Possibly offering a French Press?

You should be able to have breakfast in the dining car and eat from proper plates with real cutlery. This was a big disappointment.

The orange juice was both too warm (room temperature) and of a low quality. It was high-temperature/shelf-stable pasteurized, which makes it darker and gives it a poor taste compared to refrigerated. Please use chilled orange juice or offer ice.

Brown sauce with bacon, a tray as before rather than cardboard container orange juice. Feels like a takeaway Mcdonald's breakfast. The breakfast is to suit the staff and make it easy for them, not good for the customer.

It [the breakfast] was mixed up and jumbled together sweating in a polystyrene box.

More choices and better quality of food. Need space in the room for eating breakfast since the lounge seats are limited.

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?



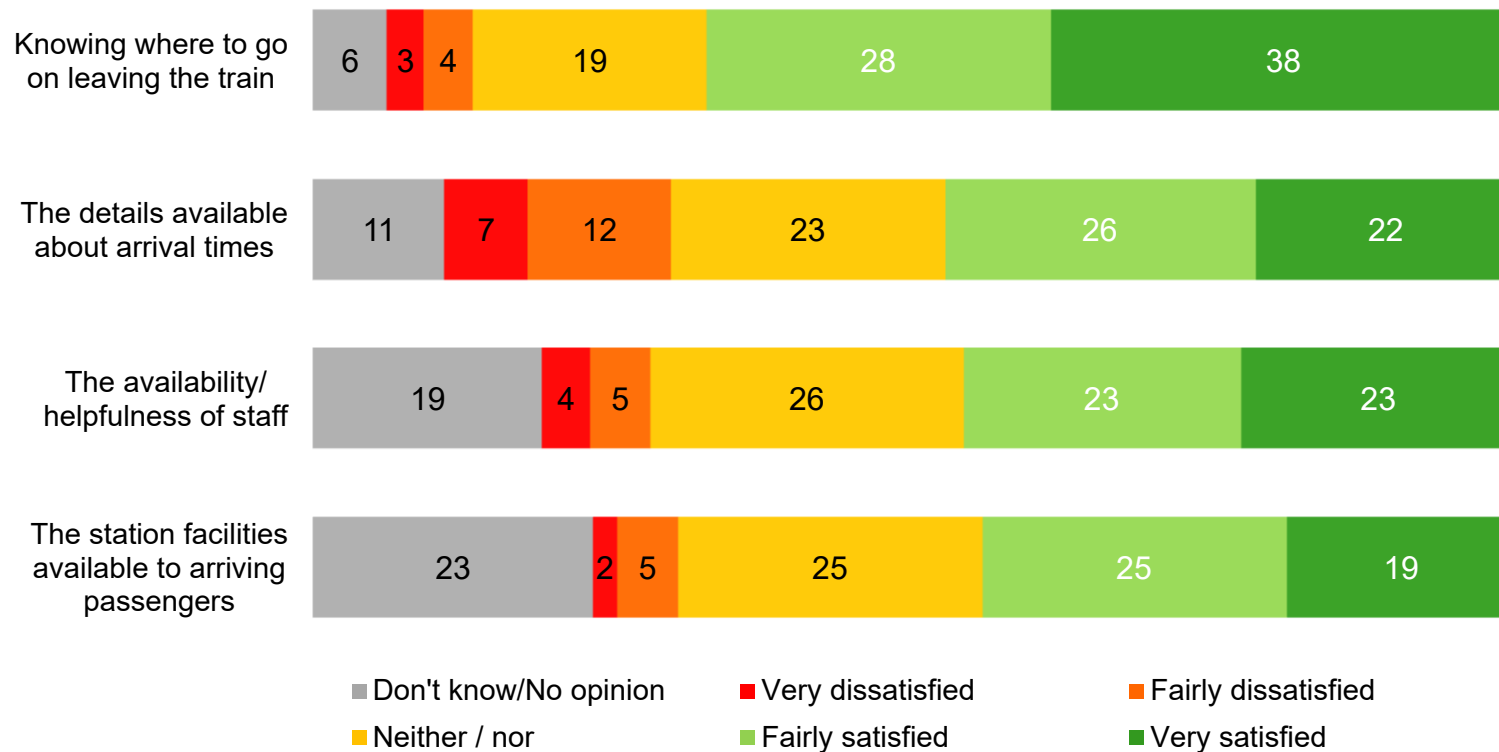
Caledonian Sleeper

Arrival



CALEDONIAN
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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 (593)

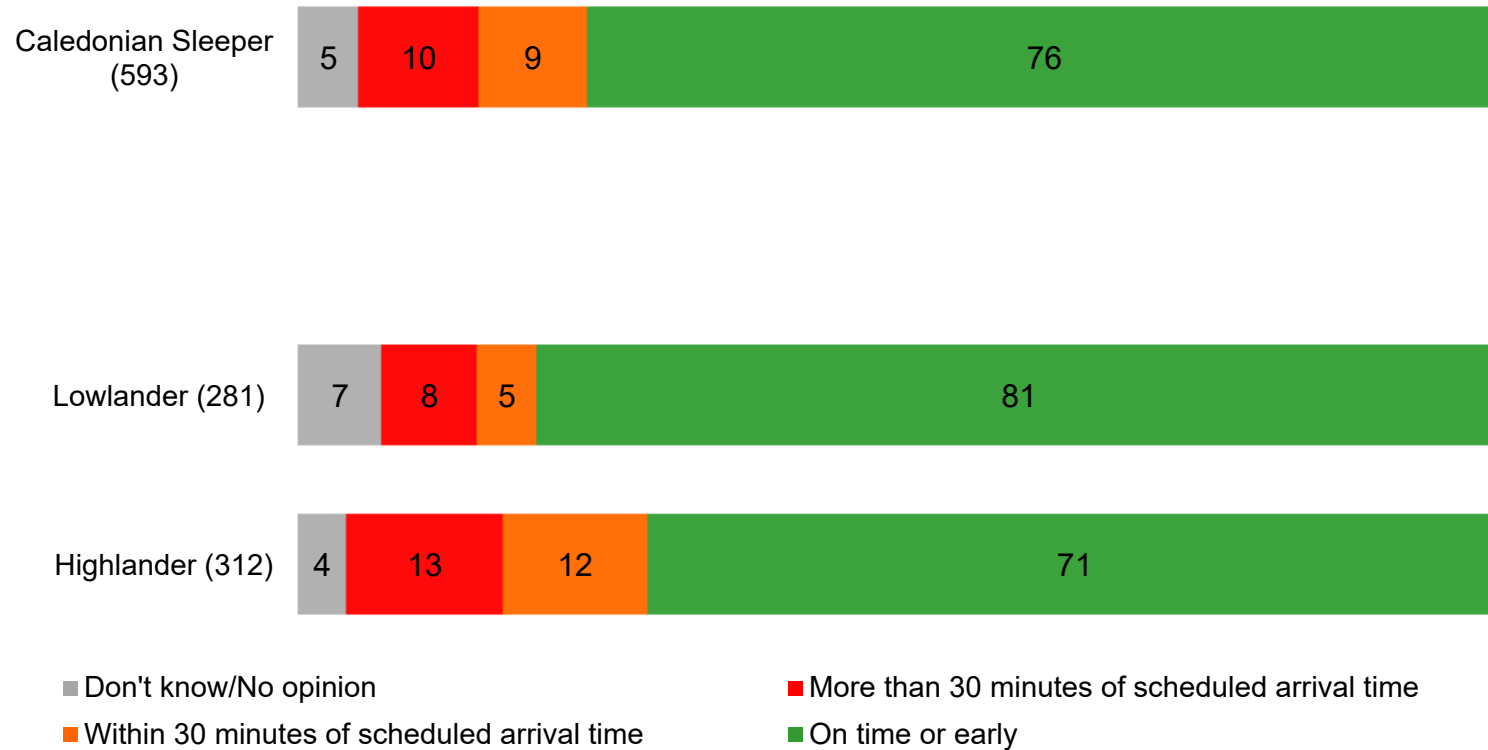
Caledonian Sleeper

Delay



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Punctuality of service by route



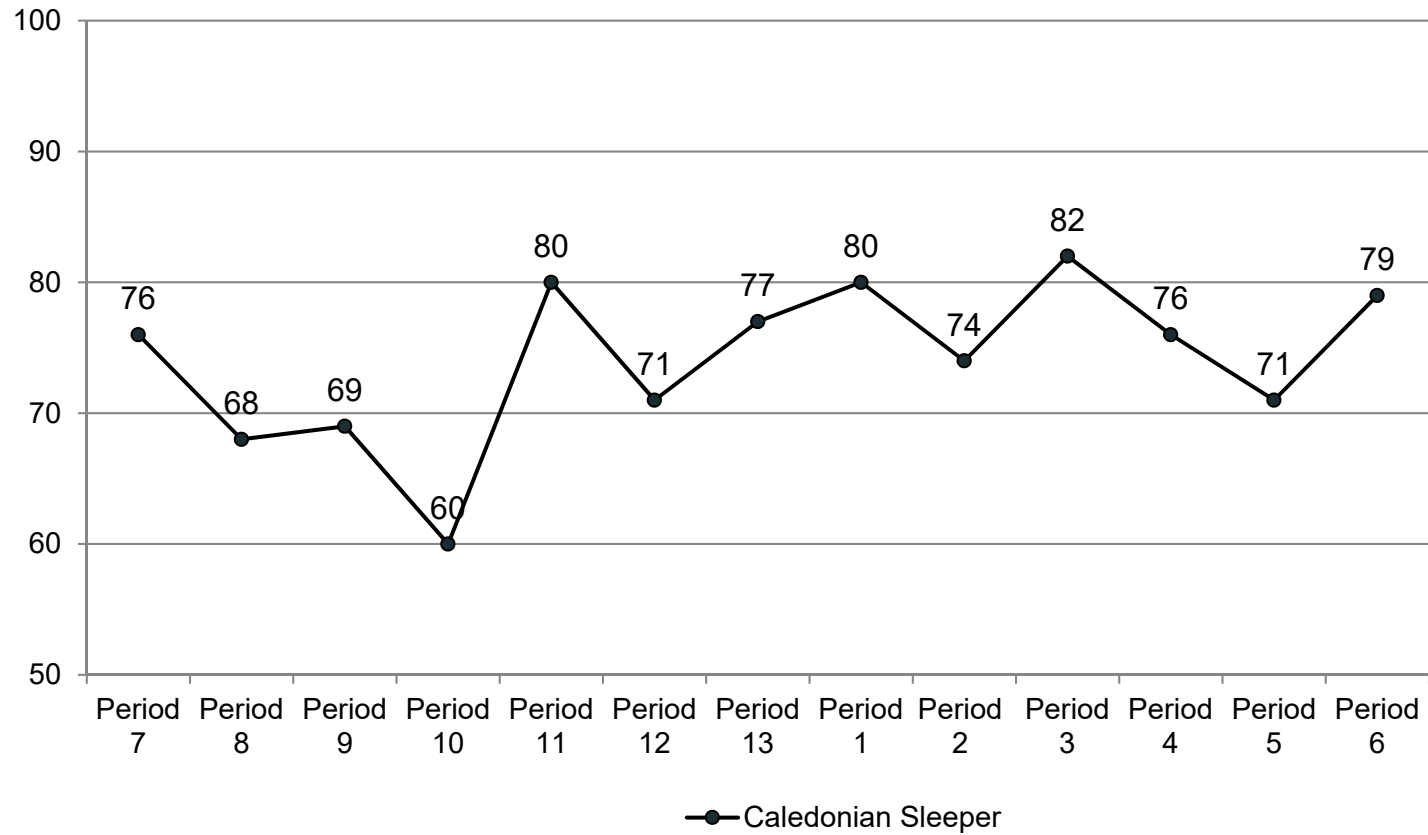
Q27a. Did your train arrive on time?
Base: in brackets above



Punctuality of service - trend

Rating of experience

Trend: On time or early



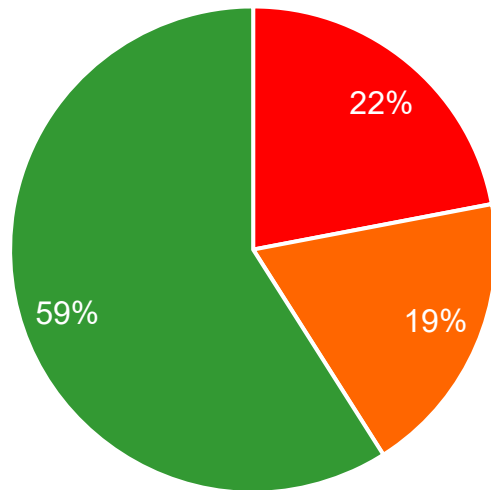
Q27a Did your train arrive on time?



Impact of delay

Quarter 2 2018/19 %

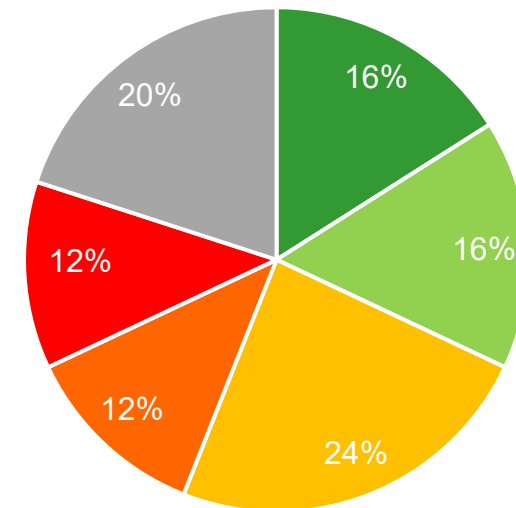
- Yes, it was a serious inconvenience
- Yes, it was a minor inconvenience
- No, it did not inconvenience me



Impact of the delay

Q27b. Did this affect your plans for the day?
Base: All who experienced a delay (13)

- 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 (113)



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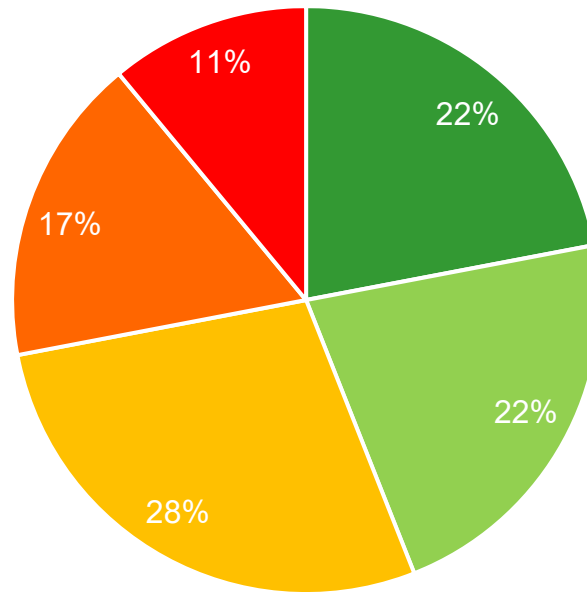
Facilities for those with a disability or illness



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Satisfaction that Caledonian Sleeper provides a service suitable to needs

Quarter 2 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 (18*) *Caution – low base



Providing a service suitable to needs – customer comments

Have disabled passengers design the access cabin, give staff awareness training, make the lounge more accessible.

Train staff. Make the journey more welcome for everyone.

Be aware of hidden disability.

Provide more room to manoeuvre, more toilets, wider bunks. Prevent people from having to stand for too long before getting on the train.

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



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Appendix



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Sample profile – journey details

<i>Sample size</i>	<i>593</i> <i>%</i>	<i>Sample size</i>	<i>593</i> <i>%</i>	<i>Sample size</i>	<i>593</i> <i>%</i>
Age		Journey Purpose		Disability or Illness	
16-34	18	Travelling for work	23	None	97
35-54	42	Company business	16	Vision	>1
55+	39	Personal Business	5	Hearing	>1
Not stated	3	Regular travel between home and workplace	2	Mobility	1
Gender		Visiting friends/ relatives	19	Hidden disability	1
Male	54	Holiday/ short break	46	Speech or language impairment	0
Female	42	Attending a sporting/ musical/ theatrical/ charity event	6	Mental health	>1
Not stated	4	Other	5	Other	1
Working status		Leisure	71		
Full time	62				
Part time	13				
Not working	2				
Retired	14				
Student	4				
Residence					
UK	87				
Non-UK	13				



Sample profile – journey details

<i>Sample size</i>	<i>593 %</i>	<i>Sample size</i>	<i>593 %</i>	<i>Sample size</i>	<i>593 %</i>
<u>Travelling party</u>		<u>Return journey mode</u> (those making outward journey)		<u>Travel to departure station</u>	
Alone	52	Caledonian Sleeper	58	Train	34
With a business colleagues(s)	1	Daytime train	28	Underground/ Tram/ Subway	26
With family (adults only)	27	Plane	11	Bus/ Coach	8
With family (adults/children)	13	Coach	1	Taxi	13
With friends	7	Own Car	1	Own car/ Dropped off	13
<u>Accommodation</u>		Hire car	0	Hire car	4
Seat only	18	Other	1	On foot	19
Single room	31	Don't know	1	Bicycle	2
Twin room	38	<u>Outward journey mode</u> (those making return journey)		Other	2
Interconnecting rooms	13	Caledonian Sleeper	70	<u>Travel from arrival station</u>	
<u>Sharing</u> (twin room, travelling alone)		Daytime train	24	Train	34
Room to self	57	Plane	4	Underground/ Tram/ Subway	20
Shared	43	Coach	0	Bus/ Coach	12
<u>Journey direction</u>		Own Car	0	Taxi	13
Outward	44	Hire car	0	Own car/ Dropped off	9
Return	31	Other	2	Hire car	5
One way	25			On foot	23
				Bicycle	2
				Other	4



Sample profile – journey details

<i>Sample size</i>	<i>593</i> <i>%</i>	<i>Sample size</i>	<i>593</i> <i>%</i>	<i>Sample size</i>	<i>593</i> <i>%</i>	
<u>Service Day</u>		<u>Accommodation type</u>		<u>Transaction value</u>		
Weekday	65	1 st class	36	£0-£49.99	9	
Weekend	35	Standard	45	£50-£99.99	21	
<u>Direction</u>		Seated	19	£100-£149.99	26	
Northbound	53	<u>Party size</u>		£150-£199.99	23	
Southbound	47	Single traveller	55	£200-£249.99	10	
<u>Train Type</u>		Two people	36	£250-£299.99	5	
Highlander	53	Three or more people	9	£300 or more	5	
Lowlander	47	<u>Transaction value by guest</u>				
<u>Crew</u>		£0-£49.99				17
Aberdeen	7	£50-£99.99				38
Edinburgh	12	£100-£149.99				28
Fort William	7	£150-£199.99				14
Glasgow	11	£200-£249.99				3
Inverness	13					
London	50					



Sample profile – journey details

<i>Sample size</i>	<i>593 %</i>	<i>Sample size</i>	<i>593 %</i>	<i>Sample size</i>	<i>608 %</i>
<u>Return journeys between Scotland and London</u>		<u>Number of journeys using Caledonian Sleeper</u> (making at least 2 journeys between Scotland and London)		<u>When first travelled on Caledonian Sleeper</u> (previously travelling by Caledonian sleeper)	
12 or more	13	12 or more	6	More than 20 years ago	31
4-11	22	4-11	18	15-19 years ago	8
2-3	24	2-3	32	10-14 years ago	6
First journey in last 12 months	28	1 Journey	30	5-9 years ago	13
First ever journey	12	None	13	3-4 years ago	7
Have never made a journey between Scotland and the London area	2			In the last 1-2 years	34



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 13th 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 second quarter of fieldwork for the year 2018/19, combining Rail Periods 4, 5, and 6. **Fieldwork for quarter 2 2018/19 took place between 24 June and 15 September.**

593 questionnaires were completed in total.



Caledonian Sleeper

Quarterly Report

Quarter 3

Rail Periods 4, 5, and 6, 2018/19



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