

Caledonian Sleeper

Quarterly Report

Quarter 3, 2018/19

Rail Periods 07, 08, and 09



CALEDONIAN
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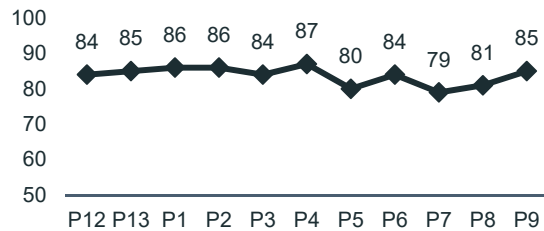
Caledonian Sleeper Passenger Satisfaction

Quarter 3: 16th September – 8th December 2018

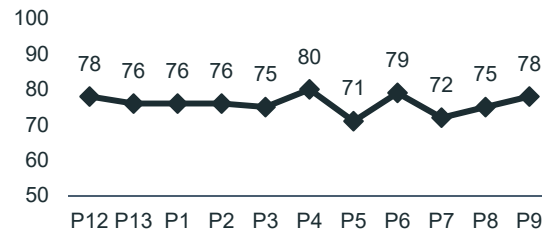
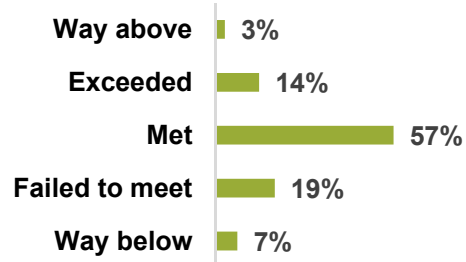
Overall journey experience



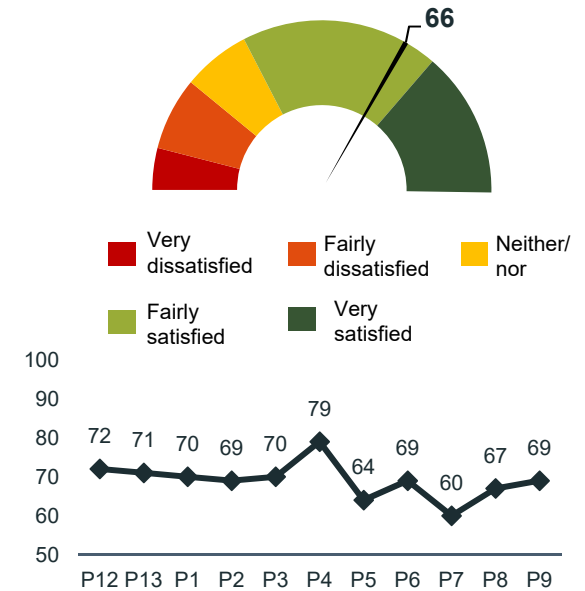
Ave – 3.34



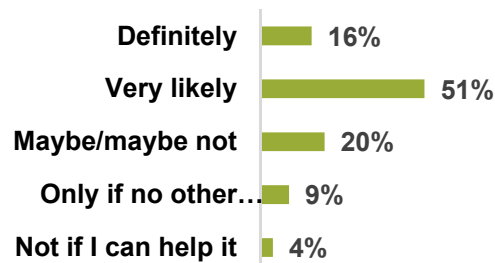
Expectation



Overall satisfaction



Likelihood of future use



Net Promoter Score



	Lowlander	Highlander
Journey experience	82%	81%
Met / Above expectation	75%	74%
Overall satisfaction	66%	66%
Net Promoter Score	6	7
Future Use	68%	65%

Sample size: 632 (Lowlander 280, Highlander 352)



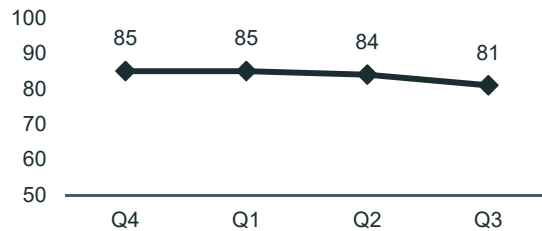
Caledonian Sleeper Passenger Satisfaction

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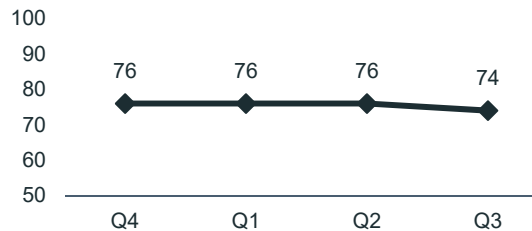
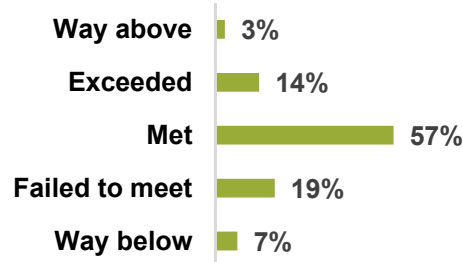
Overall journey experience



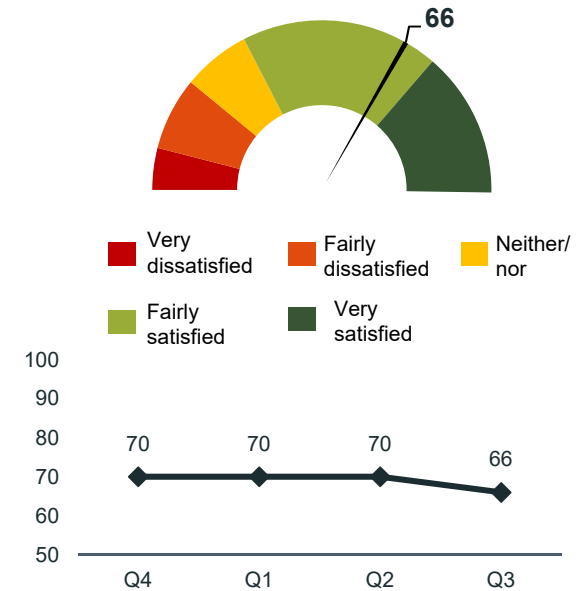
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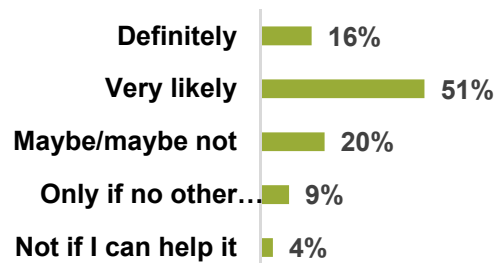
Expectation



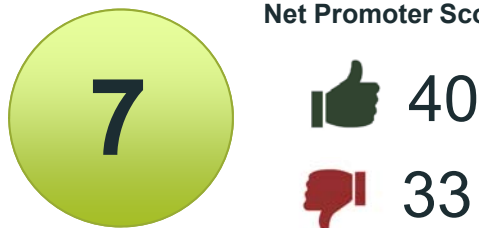
Overall satisfaction



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Caledonian Sleeper Passenger Satisfaction

Quarter 3: 16th September – 8th December 2018

Expectations of the journey

Top five:

- 44% Looking forward to the experience
- 36% Relaxed
- 33% Sufficiently well informed about the journey ahead
- 33% Looking forward to bed
- 31% A routine night on the Sleeper

Bottom five:

- 7% Worried we might be late
- 6% Concerned I might have someone sharing my room/in the next seat
- 6% Concerned about other passengers' possible bad behaviour
- 4% Anticipating a sociable evening
- 3% Anxious or nervous

Journey Experience

(% 3 - 5 star rating)

81% **Experience overall**

Making me feel...

- 88% welcomed
- 79% looked after
- 81% relaxed
- 79% comfortable
- 69% I had a good night's sleep
- 79% Lounge car rating
- 75% Room rating

Summing up the experience

Top five:

- 48% Functional
- 47% Practical
- 39% Efficient
- 29% Relaxing
- 21% Disappointing

Bottom five:

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

Sample size: 632



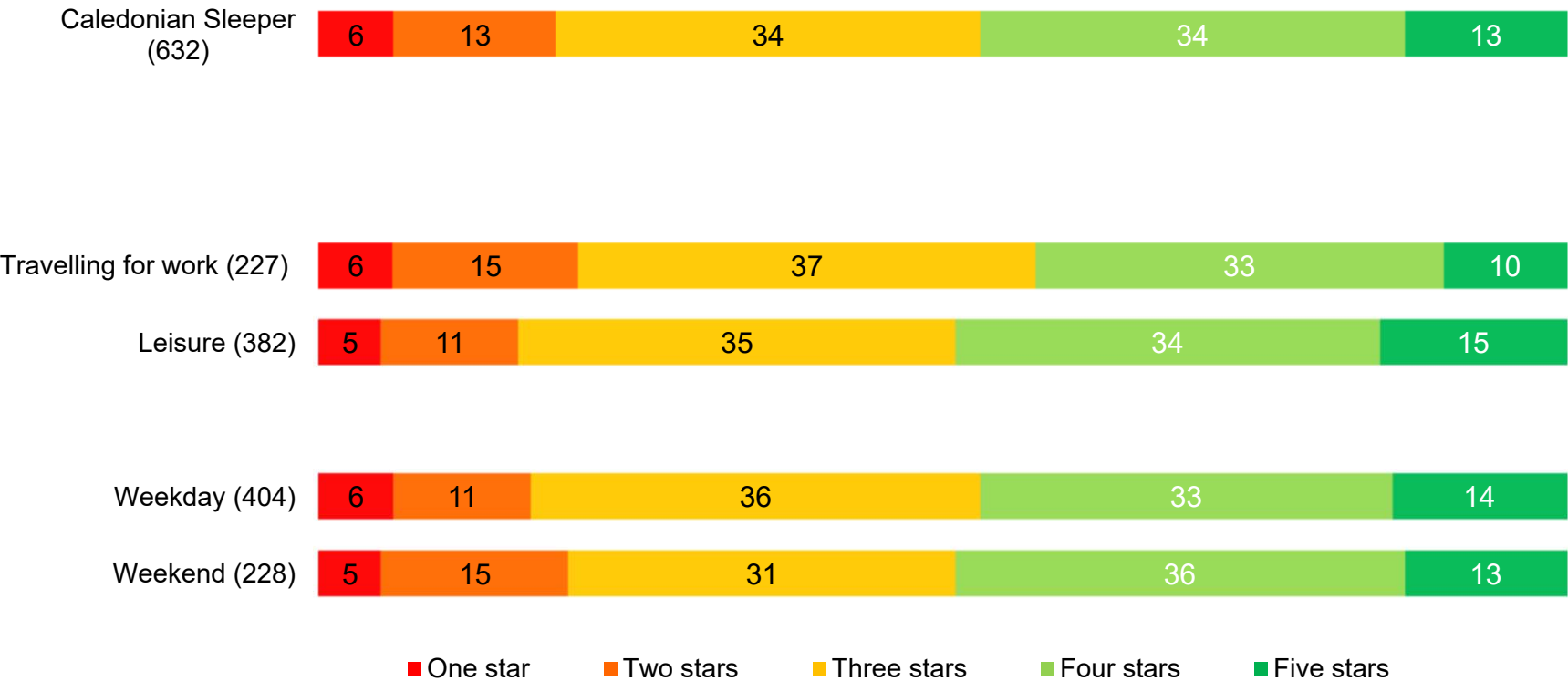
Caledonian Sleeper

On-board experience



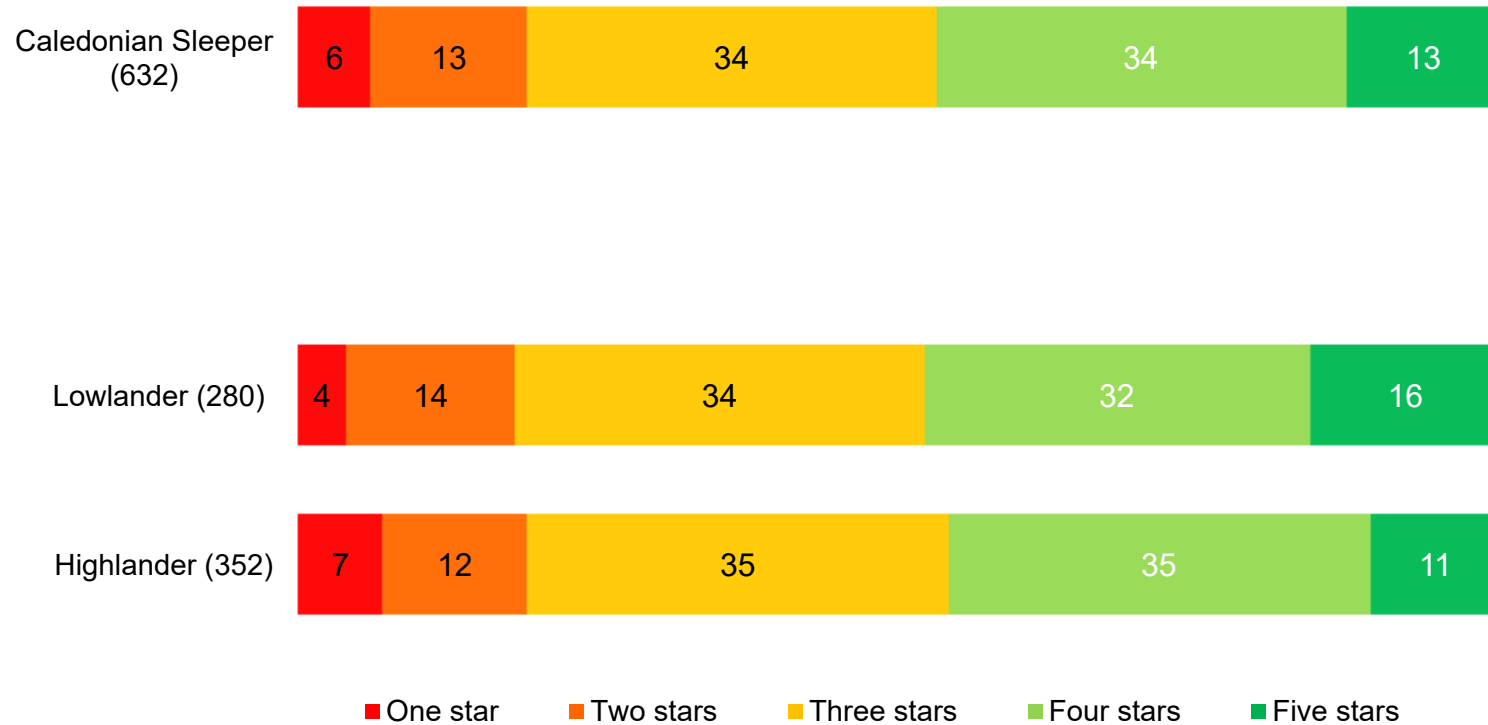
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Overall rating of experience by passenger group



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

Overall rating of experience by route



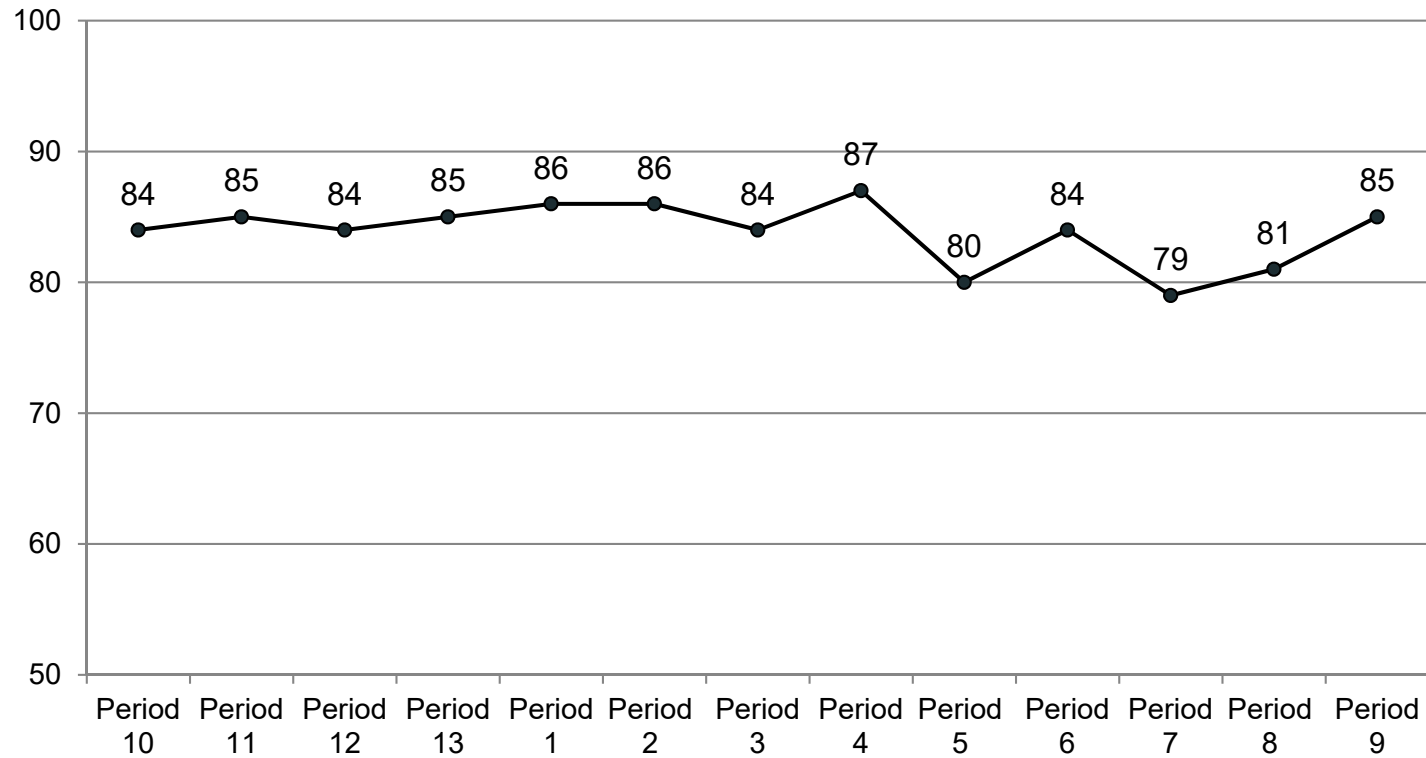
Q11a. How many stars do you give the Caledonian Sleeper for the experience overall?
Base: in brackets above



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

The train journey was the worst I have ever had. The seats did not recline. The seats were narrow. There was no leg room. There was no individual reading light. The toilets were dirty. The advertisement for the Caledonian Sleeper promised that seats would recline and that we would have individual reading lamps. We did not have what was promised. The company could improve this rating by at least offering what its advertising promises. People in the seated compartment are treated as if they do not matter.

Most of the toilets were out of order on this journey. Our nearest toilets were very dirty and not stocked and wouldn't flush. This was when we got on the train and we were the first people on our carriage which means they hadn't been cleaned before travelers were getting on the train. Considering the price of tickets have gone up to reflect the new rolling stock which we won't get rolled out onto the highland service for a while yet it does not reflect the service we are receiving.

The noise and movement kept me up all night. The breakfast was nasty, rubber tasting scrambled eggs and salmon. I expect better for a first class ticket, I returned on Virgin first class and their dinner was exceptional. I asked for 7am breakfast and it was bought to me at 6:15am so ruined my lack of sleep even further.

Ensure the toilets are kept clean.

On my outward journey the sleeper was cancelled due to a track problem and we went by bus to Edinburgh, had a long wait at Waverley and then onto the train in the middle of the night. Info was very few and far between, and once on the train, in the seated section, there was no information whatsoever. After such a long delay and upheaval, there was no info on whether we could buy a coffee or something to eat, it was as though that section didn't exist and it was a very disappointing experience.

I found really annoying that the lights were on for the whole night. If you could decrease the intensity it would be very appreciated.

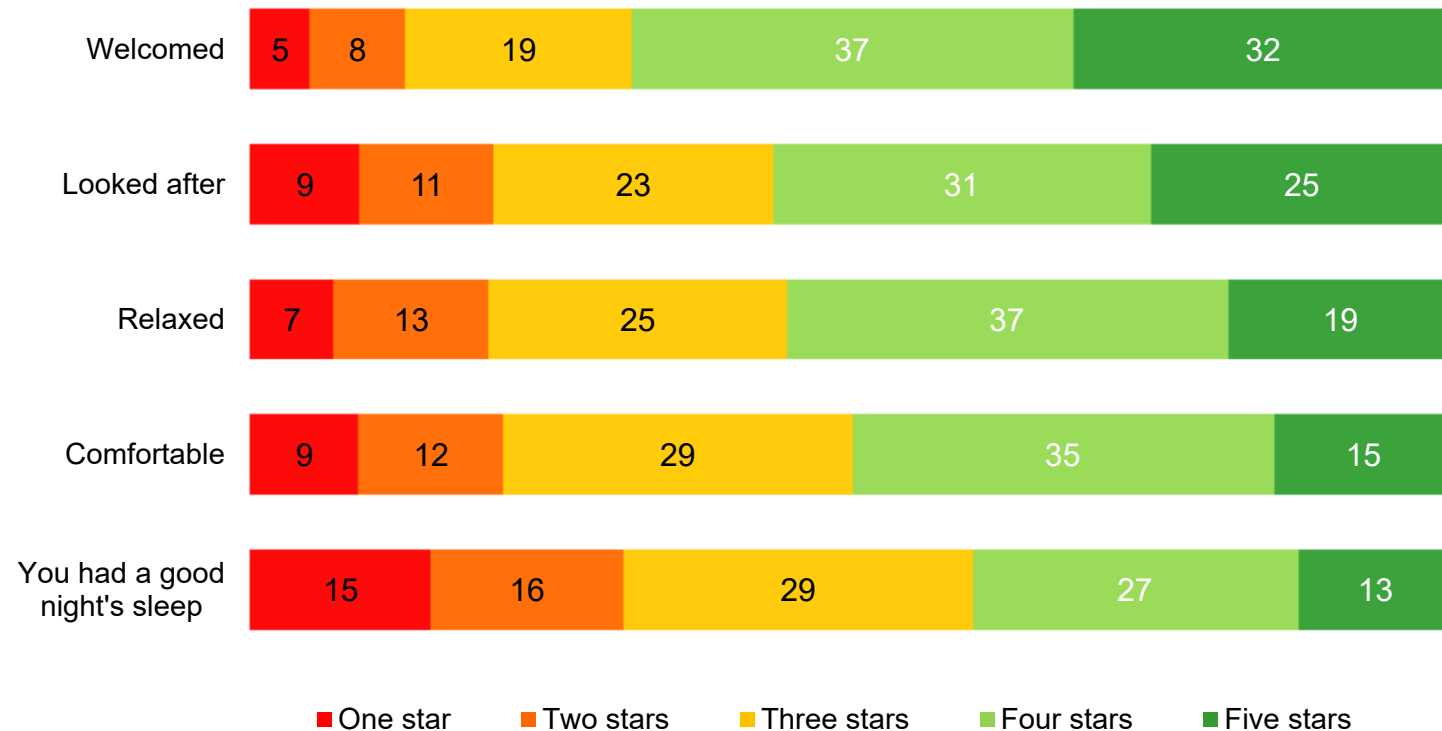
Modernise its rather outdated rolling stock, which is happening but it is a pity that the launch date has been delayed.

The train was very noisy and there was lots of movement resulting in us having very little sleep.

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 (632)



Rating of features of the journey – customer comments

The only time you see staff is to tick your name off on the platform. Someone walking through the train to welcome guests would nice, just to say hello and (for once) tell you which way the Lounge car is. An announcement from the driver when you set off wouldn't go amiss to say hello and remind guests of arrival time.

Only interacted with two members of staff. One was officious when we were leaving London and the other was quite stilted the following morning. Disappointed with breakfast service as it was provided thirty minutes earlier than requested and literally shoved in my face through the door. Not the best customer experience.

You should return to the previous routine of meeting the 'host' in your carriage on boarding rather than 'checking in' at the end of the platform. This generates a much more personal introduction and is one of the aspects that makes the sleeper special in comparison to any other form of public transport between Scotland and England.

Berth was too small; nowhere for luggage. Need a refurb! Eagerly waiting the new trains!!

There are less staff than previously on the service. The breakfast offering is less and the cabins are getting quite tatty now.

The carriage was freezing, and I was woken frequently by the cold, as well as by all the banging and clattering at every stop during the night.

Breakfast seems to be served/collected at the hosts convenience rather than the passengers.

More comfortable seating and better temperature regulation in seated area.

More leg room. I was in a seat facing another passenger with very little space to stretch out.

New trains urgently required. Air conditioning didnt work and the compartment was far too hot. Window doesn't open for ventilation so we had to prop the door open, which wasn't ideal. We were at the end of the carriage above the wheels, which were extremely noisy. The door lock and a wall panel were loose and rattled and squeaked loudly.

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?



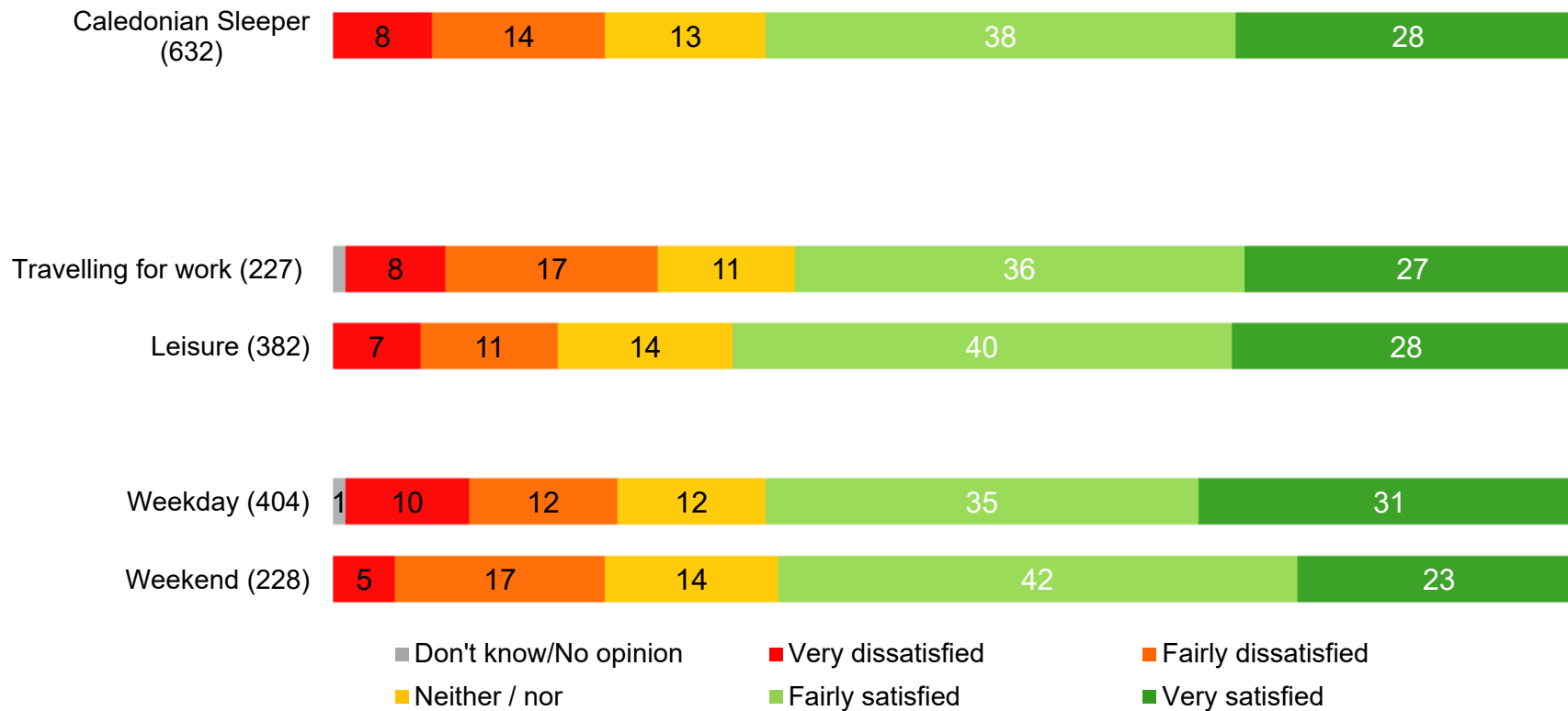
Caledonian Sleeper

Overall opinion of the Caledonian Sleeper



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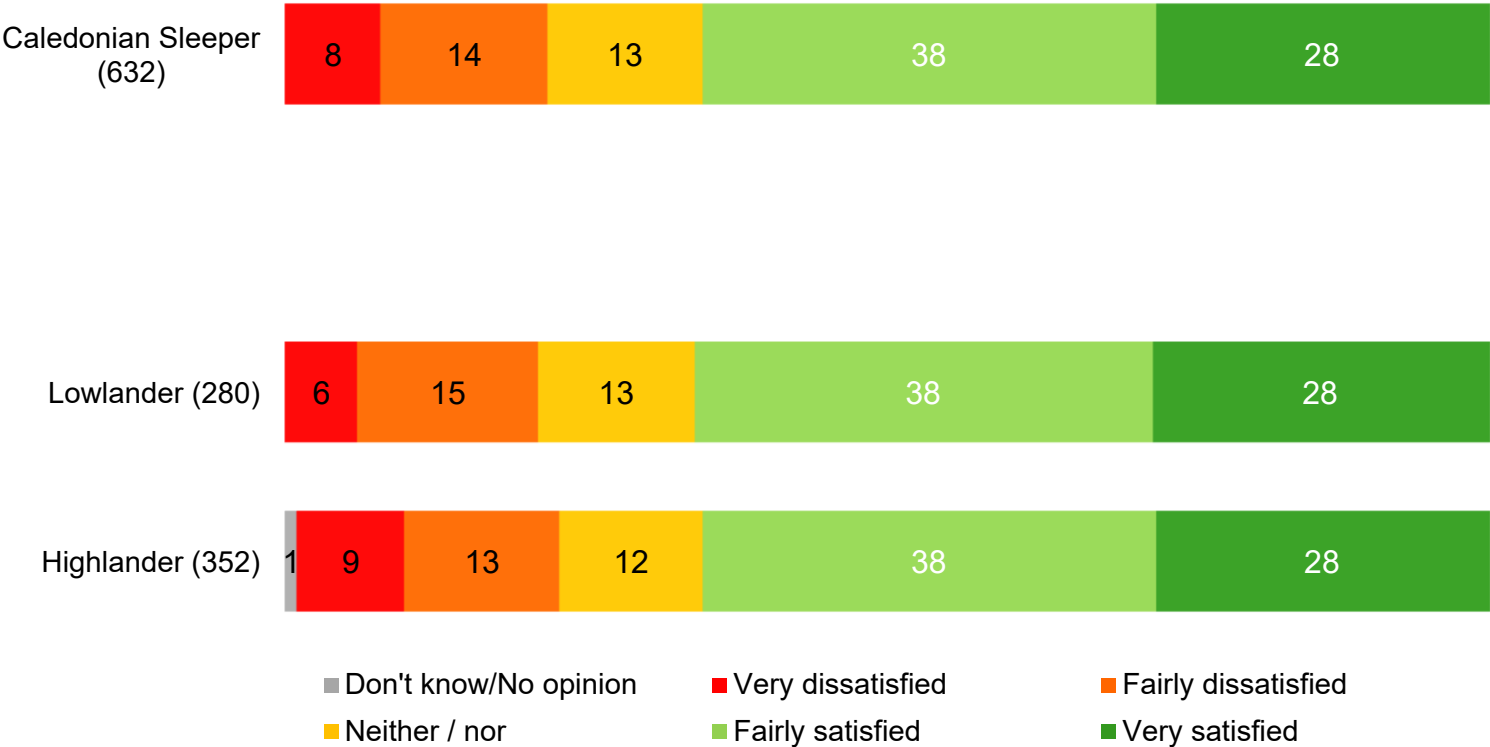
Overall journey satisfaction by passenger group



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

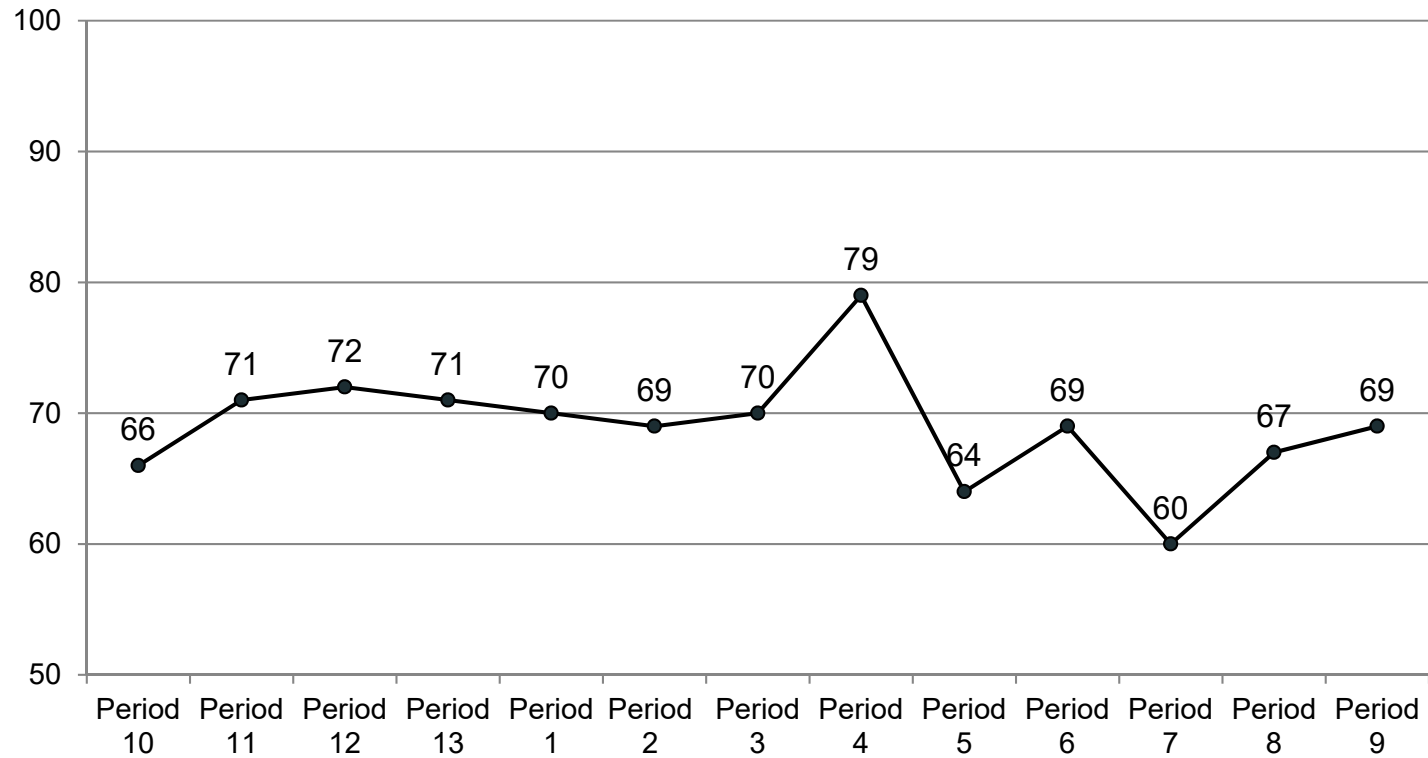


Q30. Taking everything into account about your journey from x to y, how satisfied were you with your journey?
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Overall journey satisfaction - trend

Overall journey satisfaction

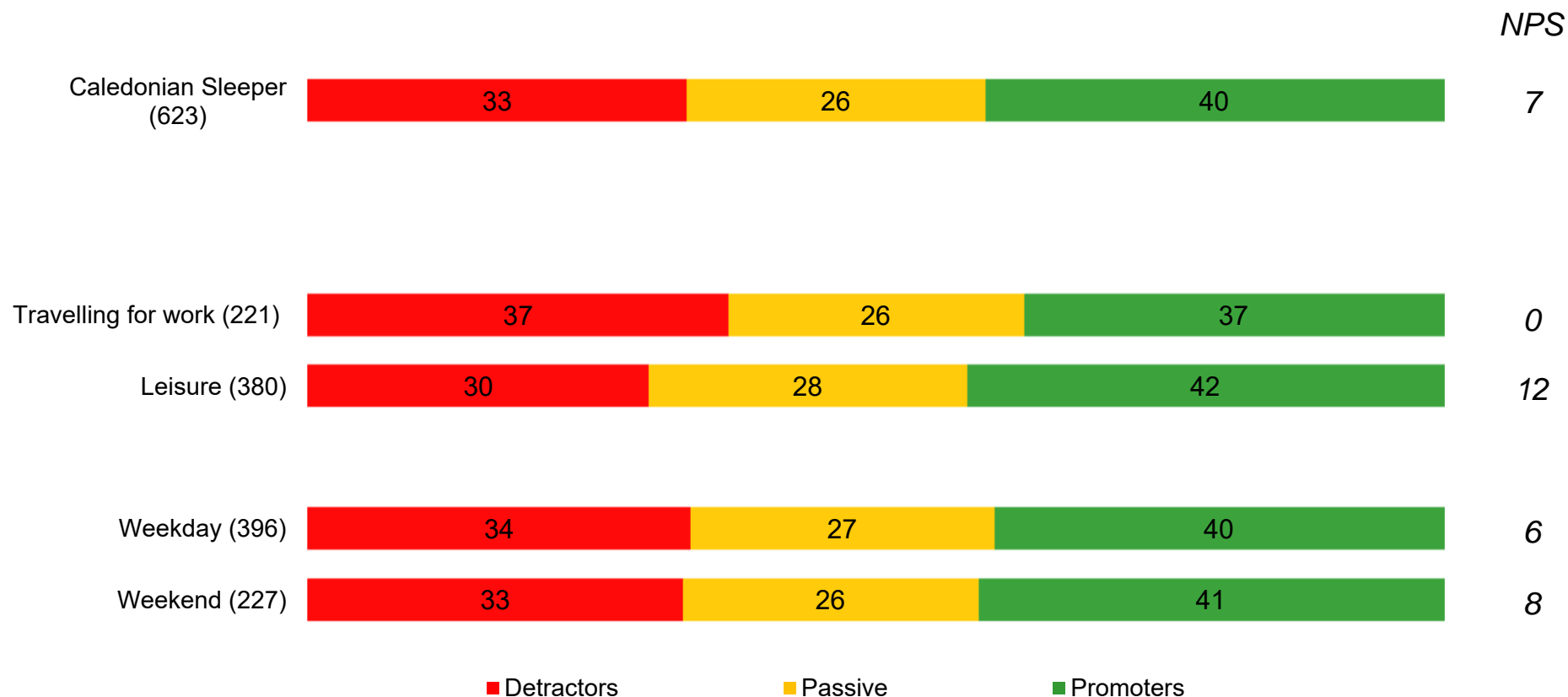
Trend: % very/fairly satisfied



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?

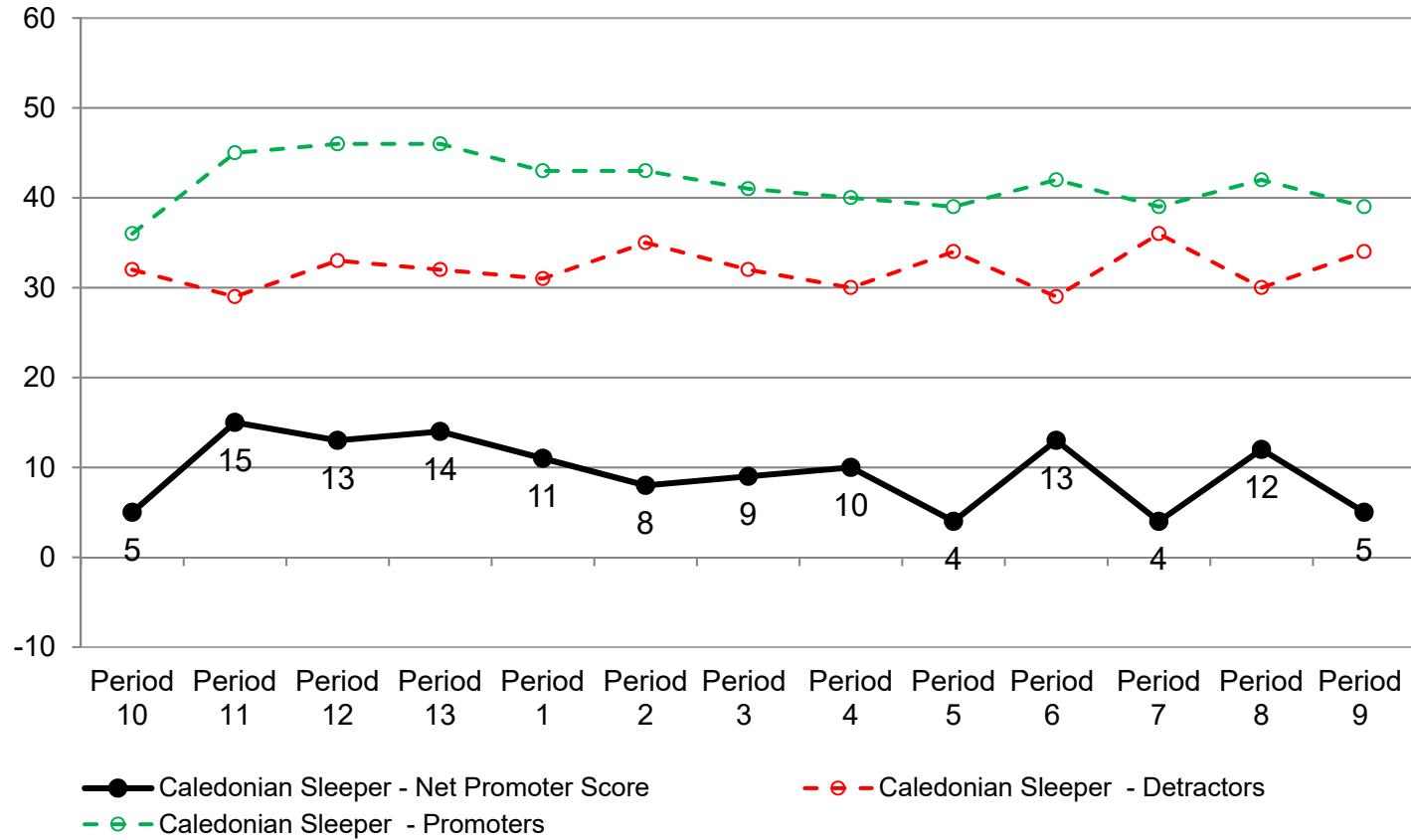
Base: in brackets above – those with an opinion



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)

Because it gets you to Central London at the time you need to be and uses the night time in an efficient way. Also by boarding at around midnight the timing maximises my daytime hours prior to travel. In my view this trumps the idea of flying from Scotland to London.

It is an enjoyable, comfortable, efficient way to travel between London and Edinburgh.

Useful way of avoiding air travel.

Because I love being able to go to bed at one end of the country and wake at the other. Arriving at a decent time leaves you the whole day to do things.

Passive (7-8)

It was good to travel at night, but was a disturbed sleep.

It is efficient and well run but understandably space is at a premium which limits the amount of luggage for a walking holiday. The cabin could have been cleaner but overall adequate value for money and a realistic alternative to driving. We would use it again but would like to see improved cleanliness, lack of lavatory paper inexcusable, but very helpful staff--a curate's egg.

Its a great way to get to Scotland but you don't sleep that well and there is not much room to meet and have a few drinks before sleeping.

It was a great experience sharing the compartment with someone I knew. If that wasn't the case, I would not recommend the sleeper other than in a single occupancy room.

Detractors (0-6)

Very old trains, broken seats & seat trays, old broken toilets with doors so heavy my 12 year old couldn't open it on her own. Lights left on overnight are far too bright.

A good transport company is best judged as to how they treat people when things go wrong. In this case there was a derailment which blocked the line south of Aberdeen. This happened at 1.00am on Wednesday morning yet no contingency plans/arrangements were prepared to assist the passengers to get to their sleeper train. Basically this company failed in their duty of care to their passengers.

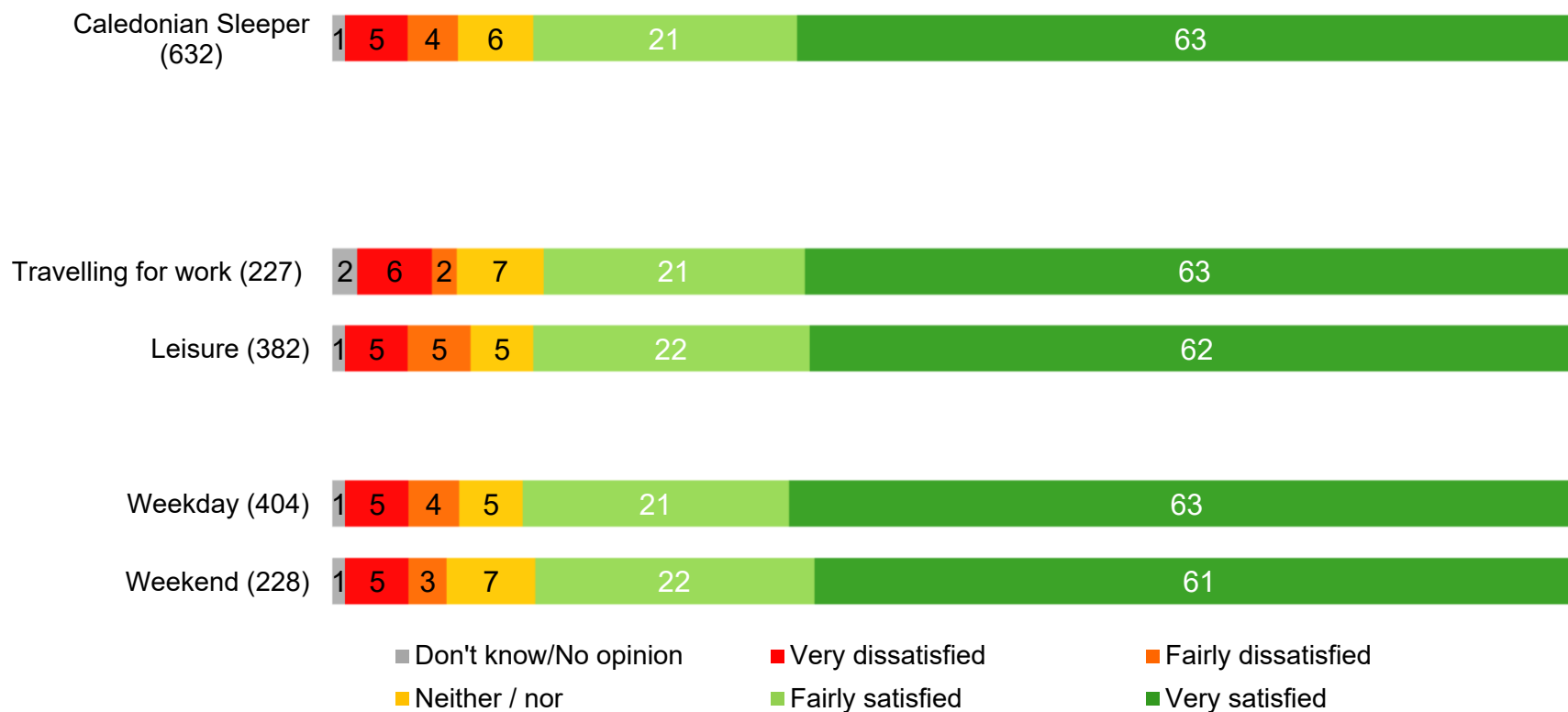
I slept really badly due to the back of leg room and brightness of the lights even though i had an eye mask.

The usefulness of the service is unfortunately nullified by the lack of quality sleep possible due to discomfort.

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



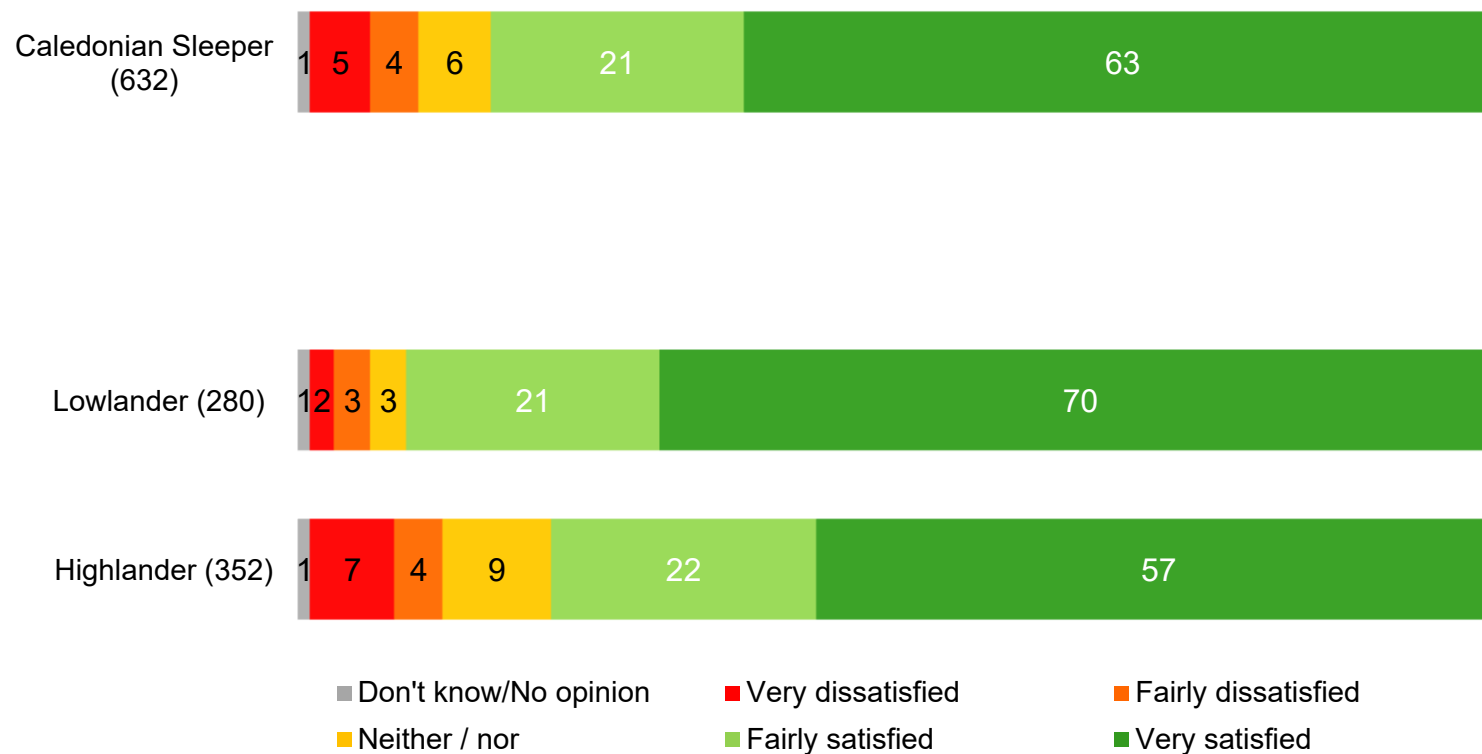
Punctuality and reliability by passenger group



Q33a. Based on your recent journey on the Caledonian Sleeper how satisfied were you with the punctuality/reliability (i.e. the service departing/arriving on time)?
 Base: in brackets above



Punctuality and reliability by route



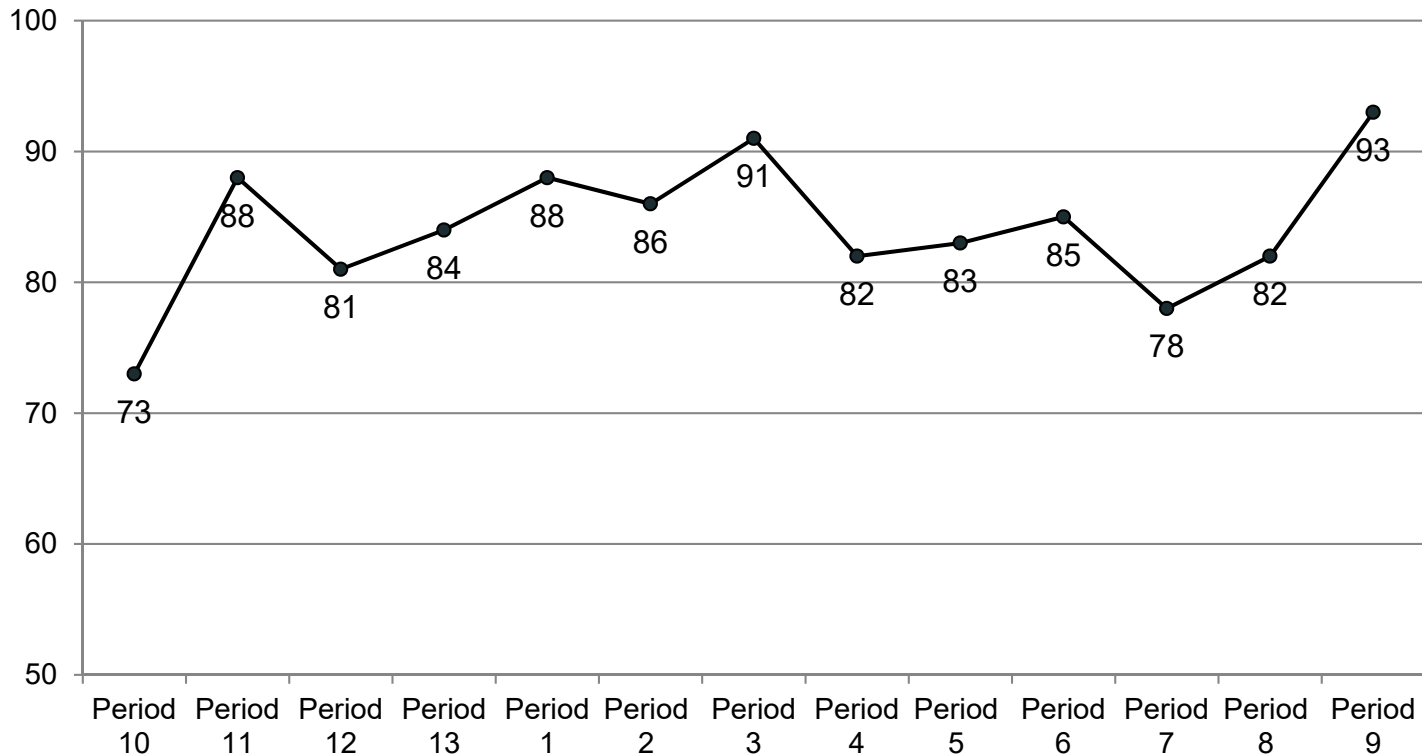
Q33a. Based on your recent journey on the Caledonian Sleeper how satisfied were you with the punctuality/reliability (i.e. the service departing/arriving on time)?
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Punctuality and reliability - trend

Punctuality and reliability

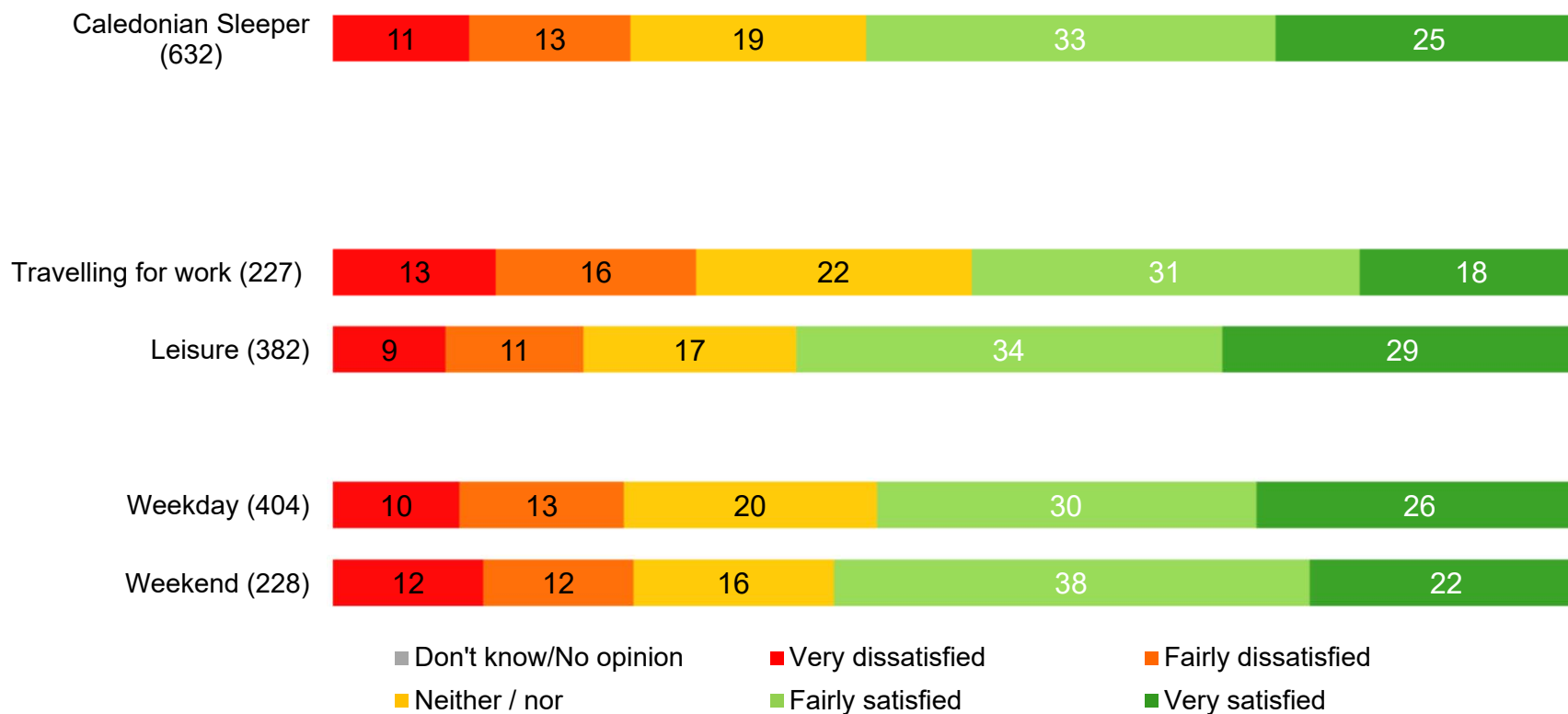
Trend: % very/fairly satisfied



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



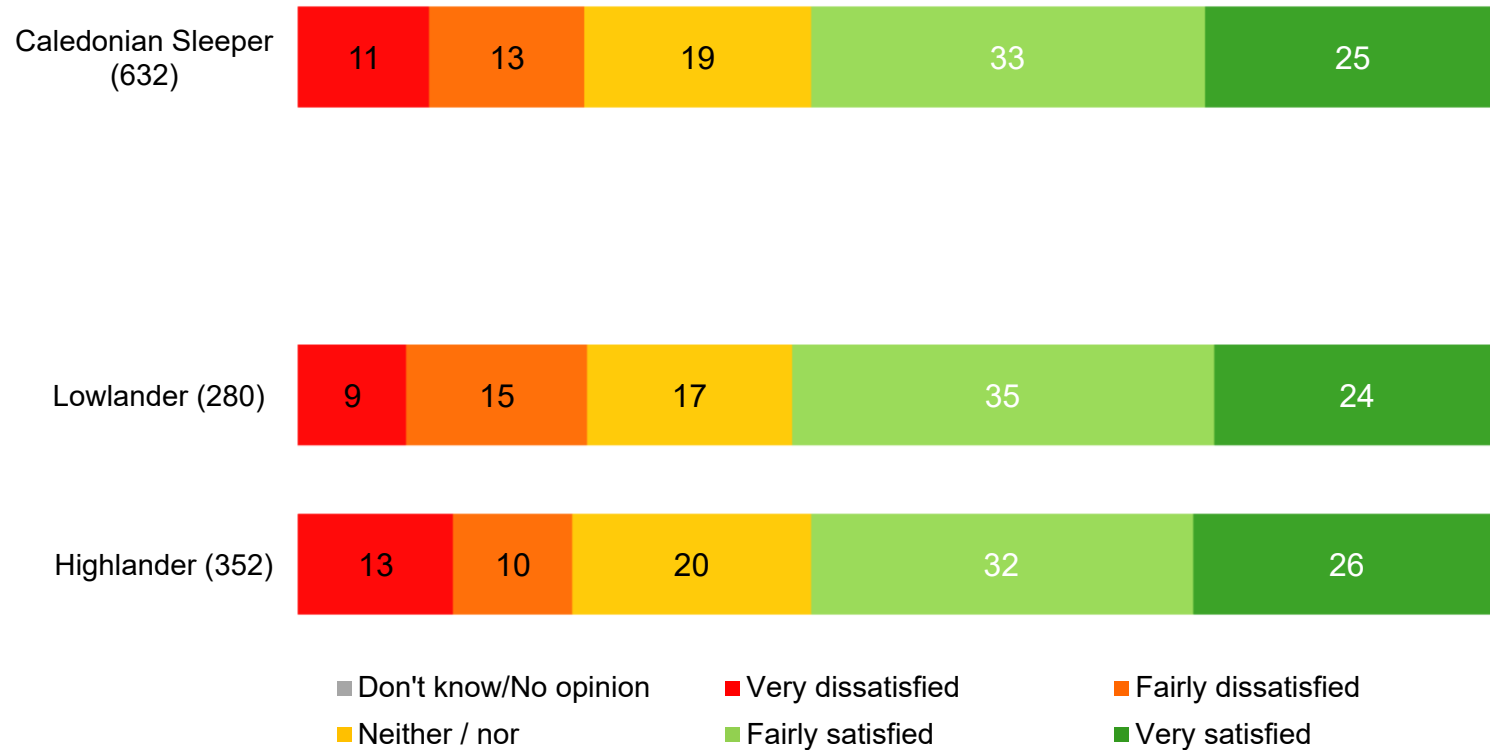
Value for money by passenger group



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



Value for money by route



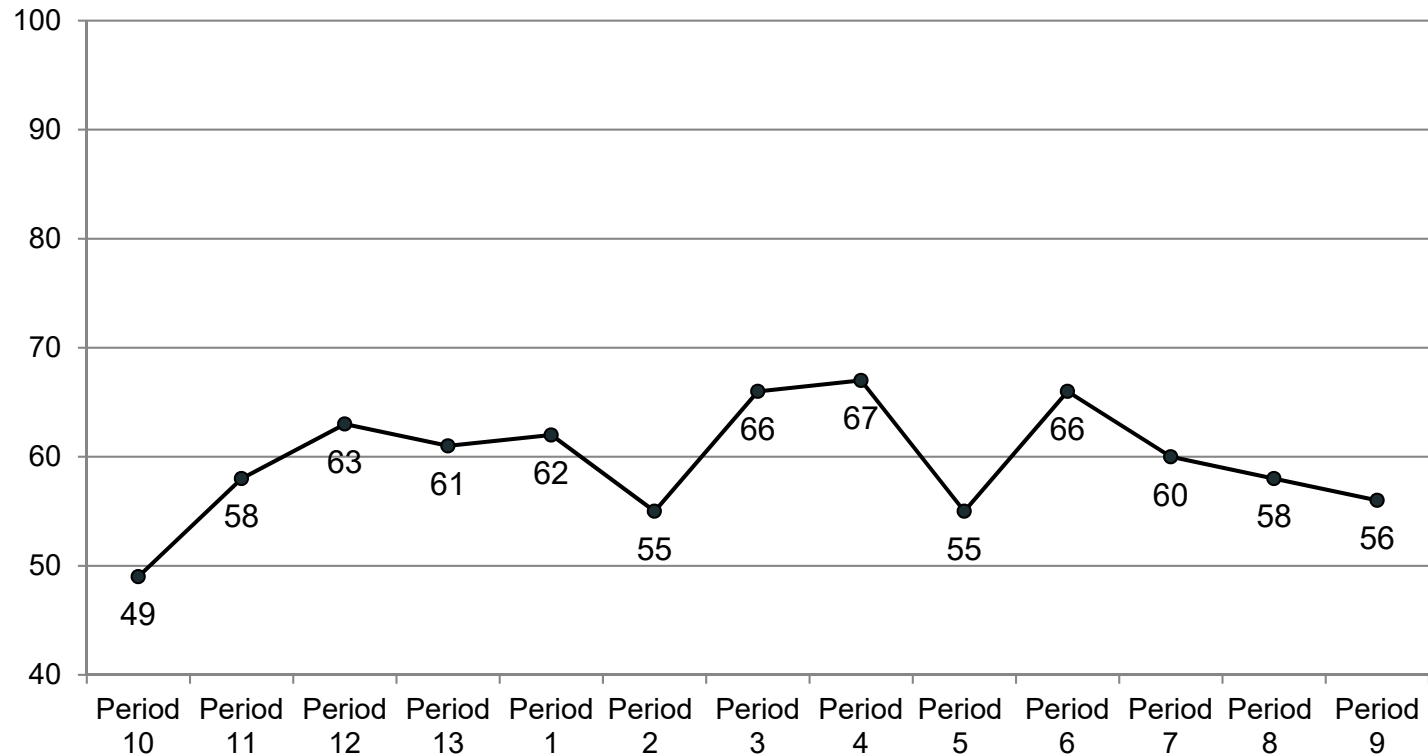
Q33a. Based on your recent journey on the Caledonian Sleeper how satisfied were you with the value for money of the price you paid?
Base: in brackets above



Value for money - trend

Value for money

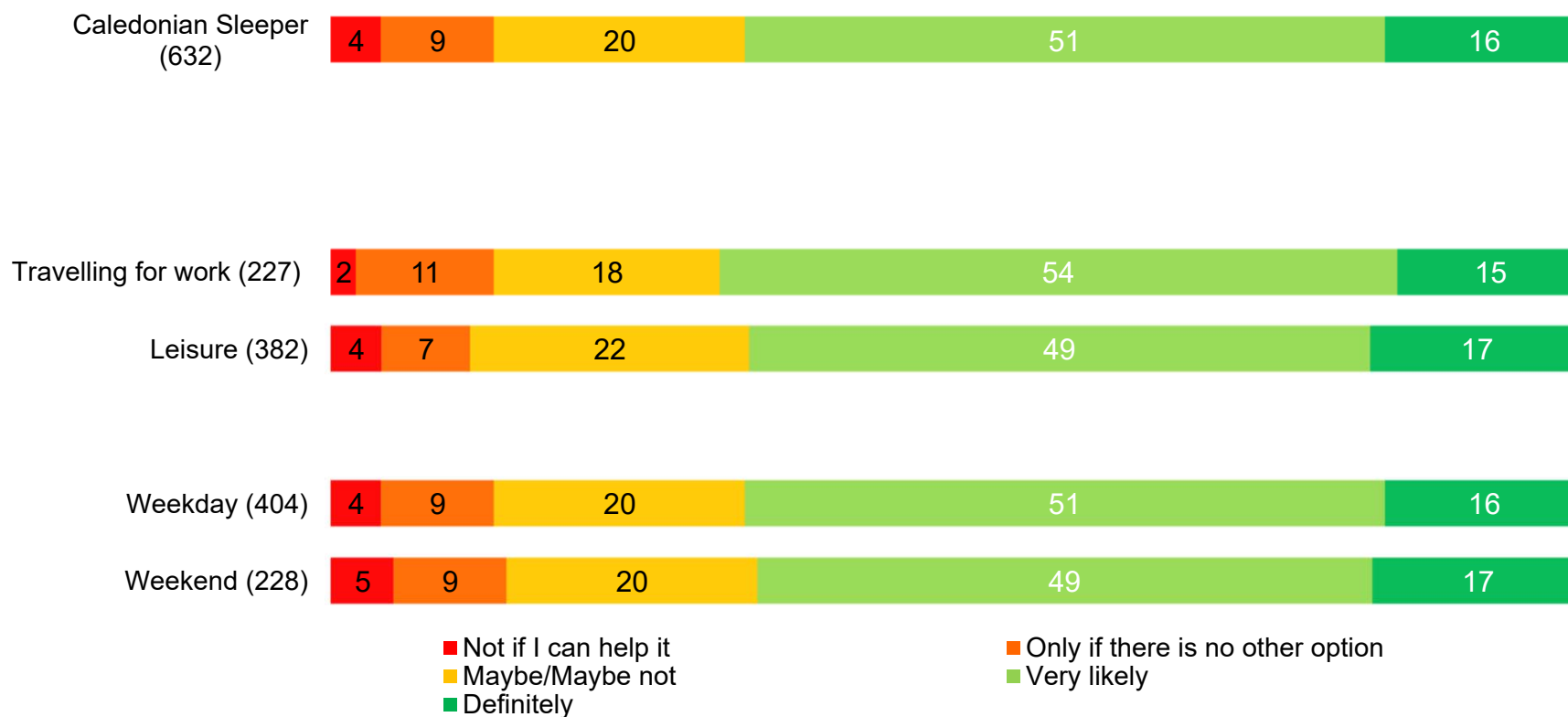
Trend: % very/fairly satisfied



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



Likelihood to use in the future by passenger group

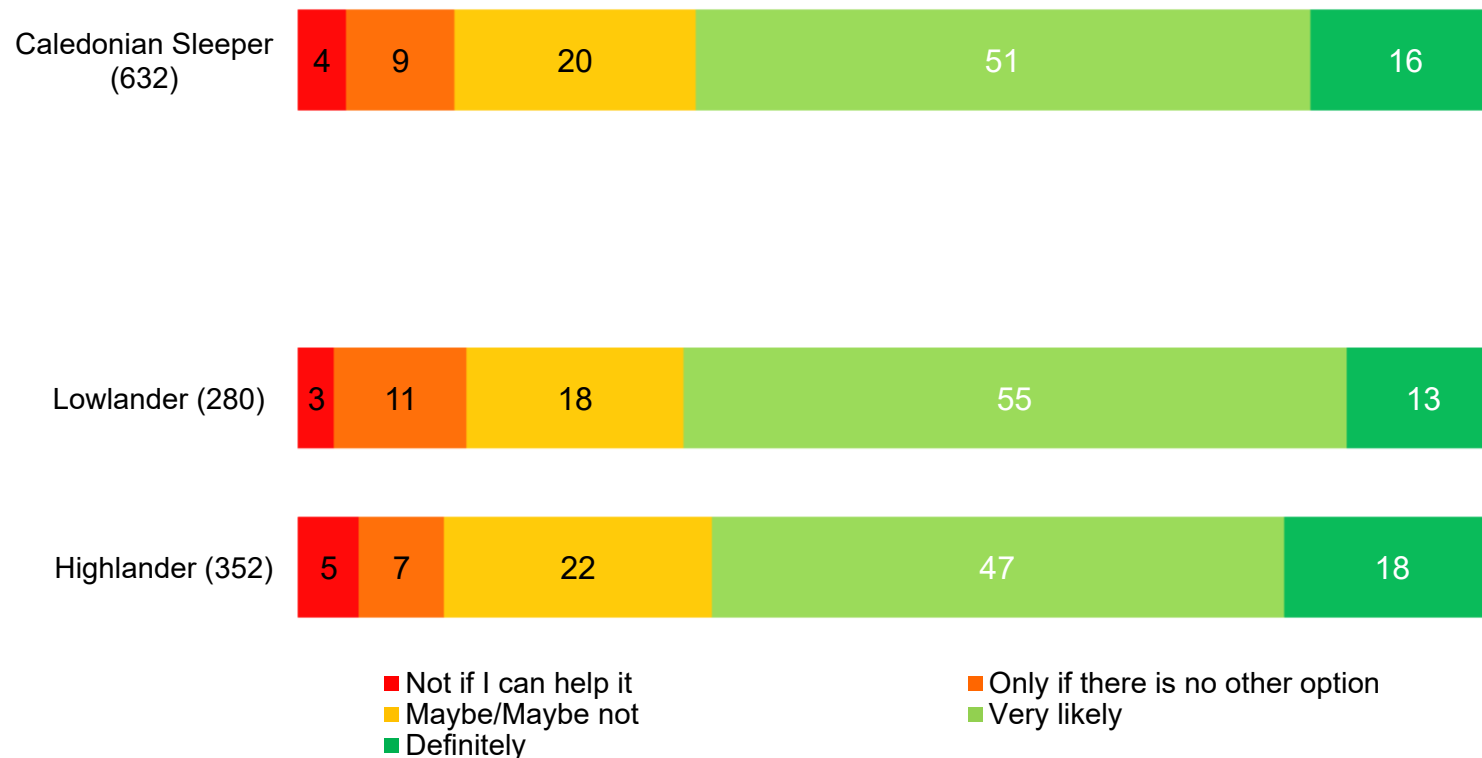


Q32a. How likely are you personally to choose the Caledonian Sleeper when travelling between Scotland and the London area (or vice versa) in the future?

Base: in brackets above



Likelihood to use in the future by route



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

Base: in brackets above



Reason for doubt – customer comments

I have been travelling on the sleeper to and from Aberdeen since the nineteen fifties. The service is not what it used to be. I have been forced to go first class now and it is far too expensive £122 one way is robbery. I will only pay it once more when the new sleepers arrive to see what they are like.

New trains urgently required. Air conditioning didn't work and the compartment was far too hot. Window doesn't open for ventilation so we had to prop the door open, which wasn't ideal. We were at the end of the carriage above the wheels, which were extremely noisy. The door lock and a wall panel were loose and rattled and squeaked loudly.

We would love to travel that way again if it were assisted in being a pleasant experience where we could feel welcomed, informed, given information to where to find our cabin, offered assistance for a mobility impaired child, assured we could get something to feed hungry children, preferably be able to sit in a dining car and eat - then we could handle the disturbed sleep and cramped low grade accommodation if we were welcomed and made to feel cared for at a basic level. We didn't do it to have a 'Ryanair experience'.

Q32b. Why do you say that?

I know you're upgrading your trains, but unless you can personally guarantee me the next trains and staff will solve these issues and offer a refund if I'm not 100% satisfied, I'll never consider your company again.

If I could afford the cabins and needed an overnight trip i would use it. But the seated coach was not worth the expense. Only difference between it and the 10 pound Megabus was that it was slightly more comfortable.

It was smelly, cramped, no one to welcome me on board. I had to find my own cabin. Did not sleep at all. Diesel fumes in cabin and corridor. Toilets old and grubby.

My thoughts about the actual journey is please could the seats be more reclining, the lighting is dimmed in the carriage as everyone wants to sleep and turn up the temperature in the carriage or provide a blanket as on an airline.

I'd love to say it would be my first choice. But it's quite costly. Which is a shame. Sometimes Caledonian sleeper could up to three times more expensive than booking a flight. The carriage I was in certainly wasn't very busy, so I'd welcome if the prices were more accessible to everyone at least last minute discount would be nice.

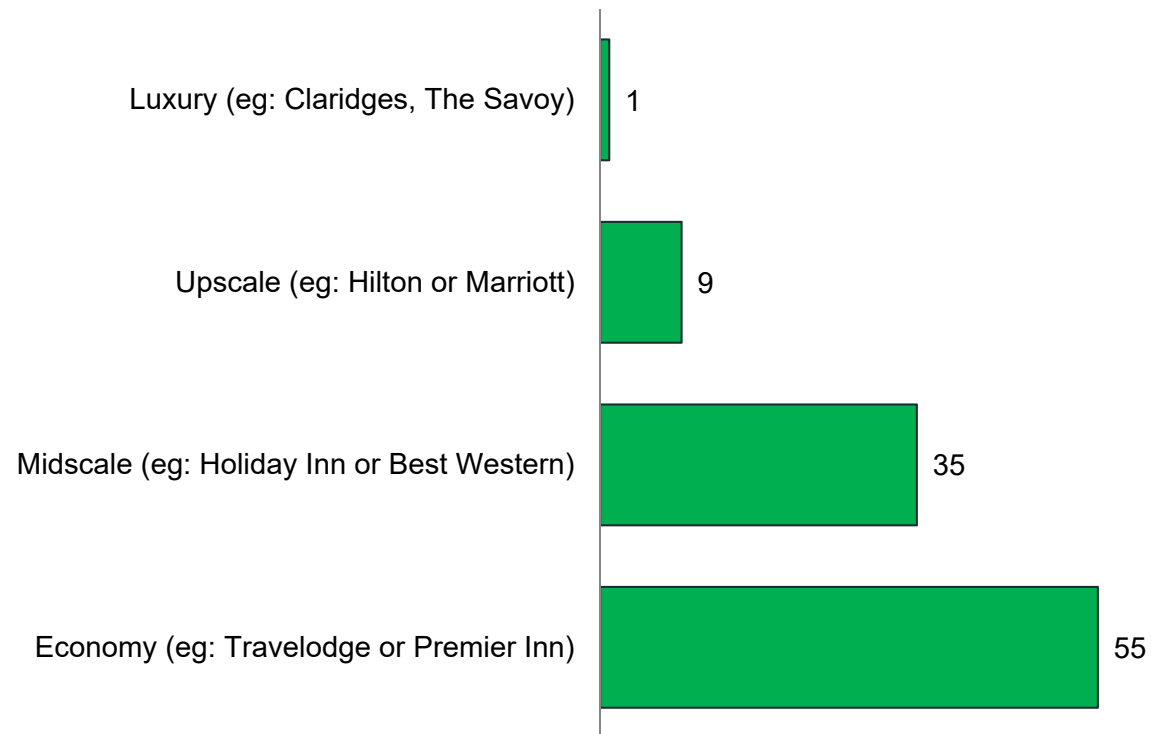
I got very little sleep and as I've said before didn't feel very safe waiting for the train when there was a 2.5 hour delay.

the inability to sleep fitfully was the biggest issue.



If Caledonian Sleeper were hotel chain

Quarter 3 2018/19 %



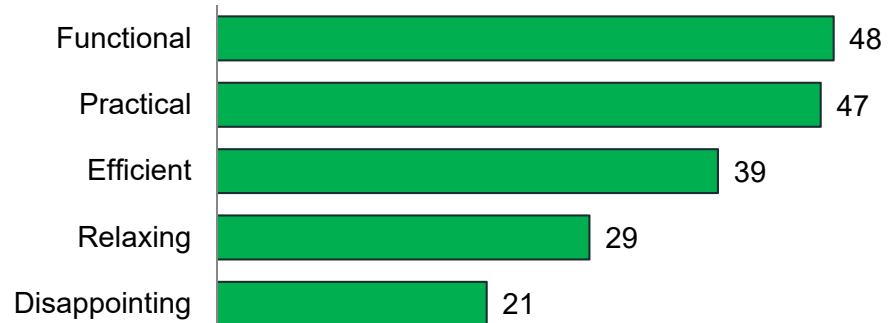
Q34. And just for fun, if Caledonian Sleeper were a hotel chain, what category would you put it into?
Base: All with an opinion (632)



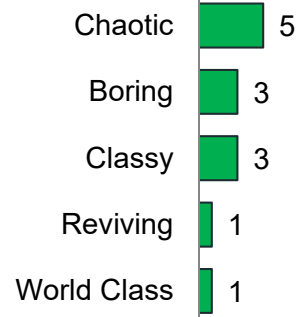
Overall description of journey

Quarter 3 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 (632)



Caledonian Sleeper

Journey expectations

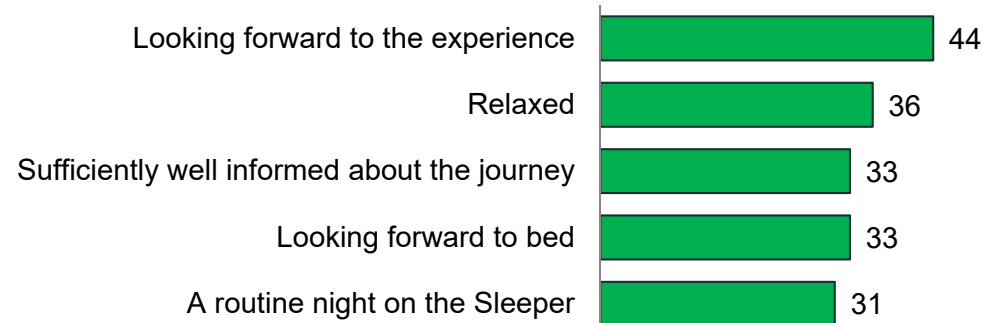


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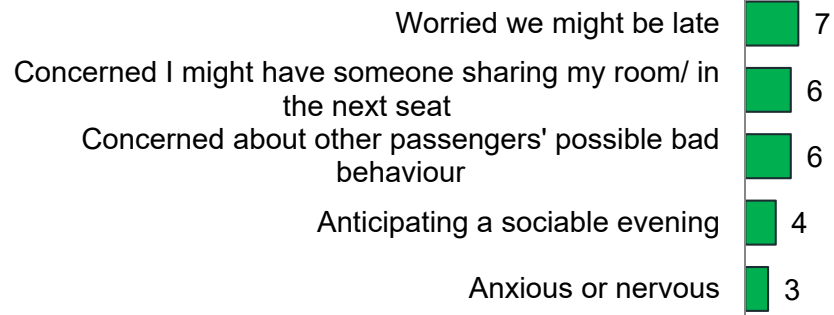
Thoughts and feelings pre-journey

Quarter 3 2018/19 %

Top five



Bottom five

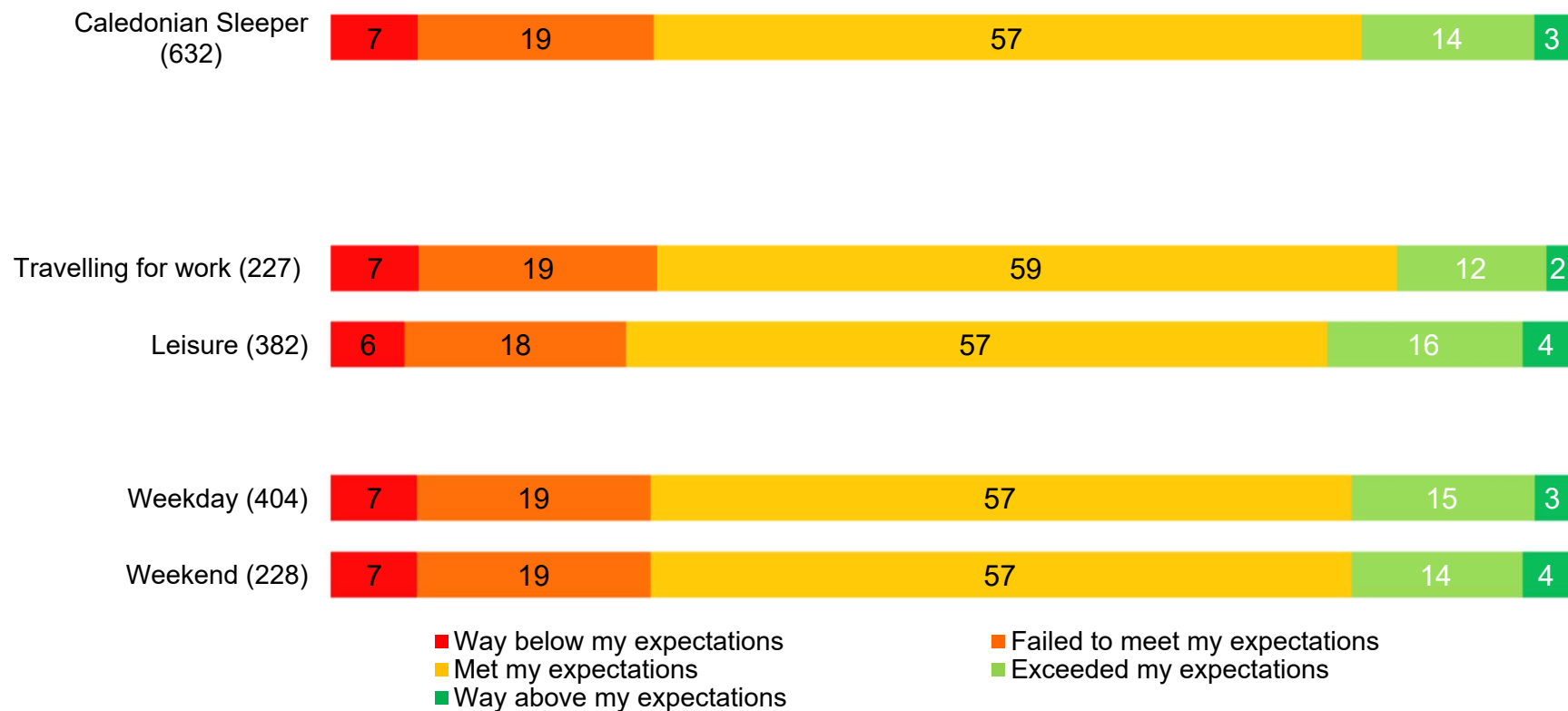


Q4. Thinking about the day you travelled, what were your feelings or thoughts before your journey on the Caledonian Sleeper?

Base: All (632)

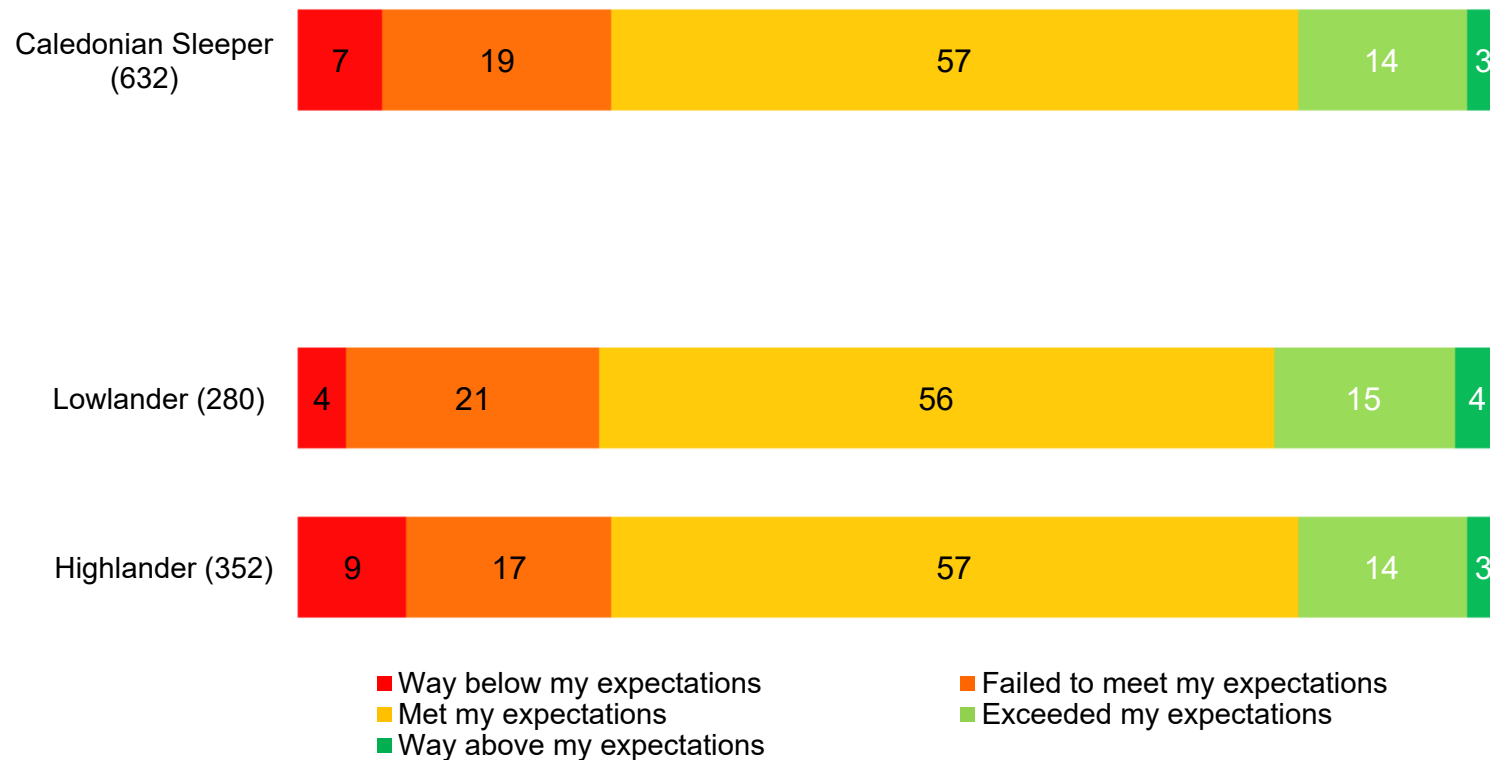


Met expectations by passenger group



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



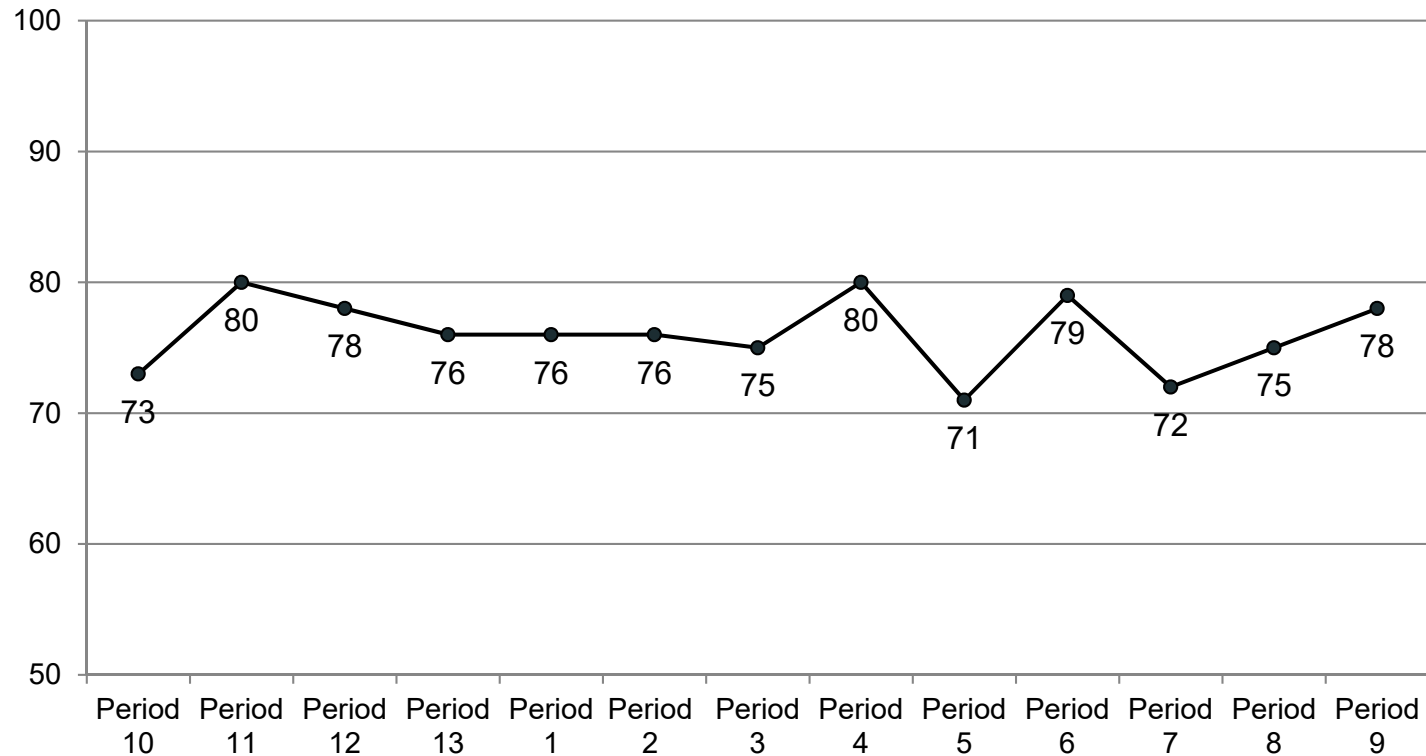
Q5. Overall, taking everything into account, how well did your journey on the Caledonian Sleeper live up to your expectations?
Base: in brackets above



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

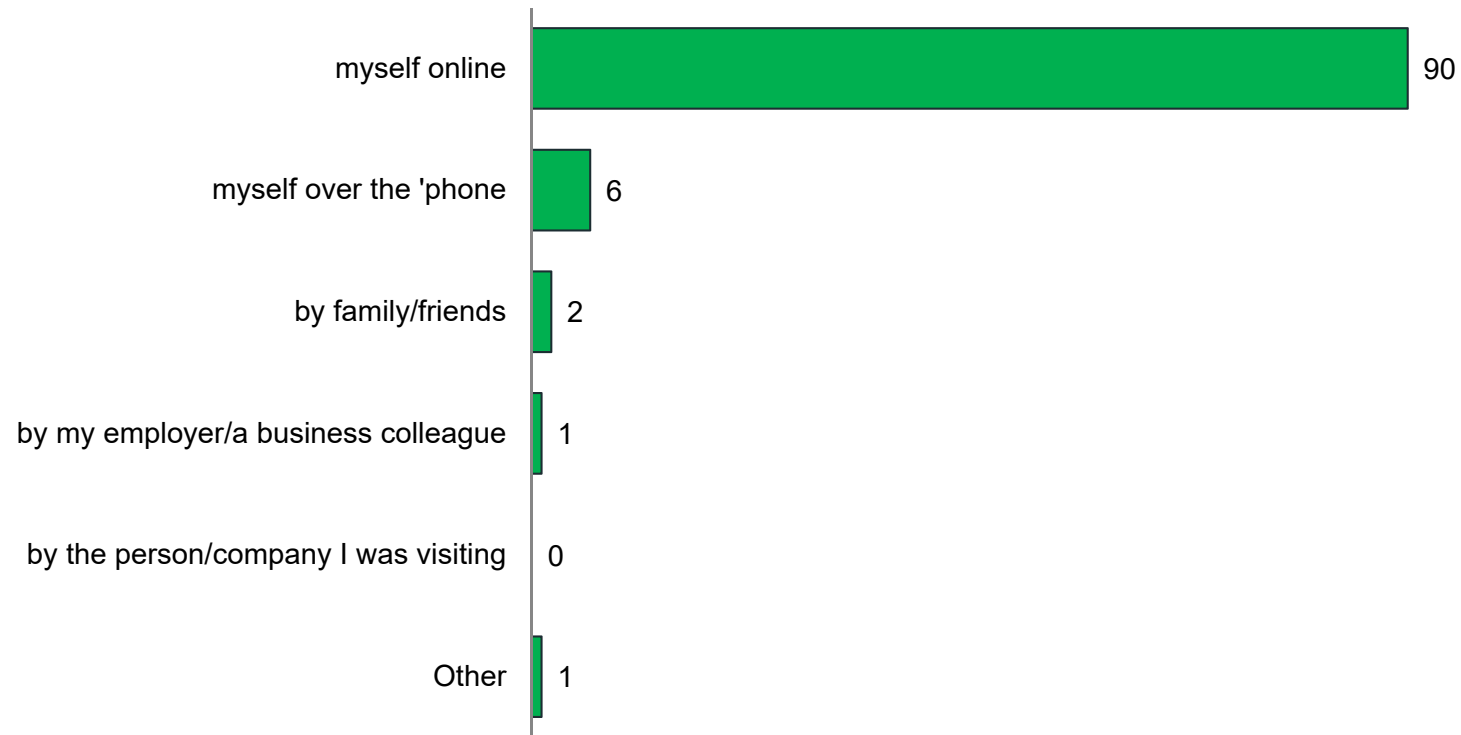


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How booking was made

Quarter 3 2018/19 %

It was booked/I booked it...

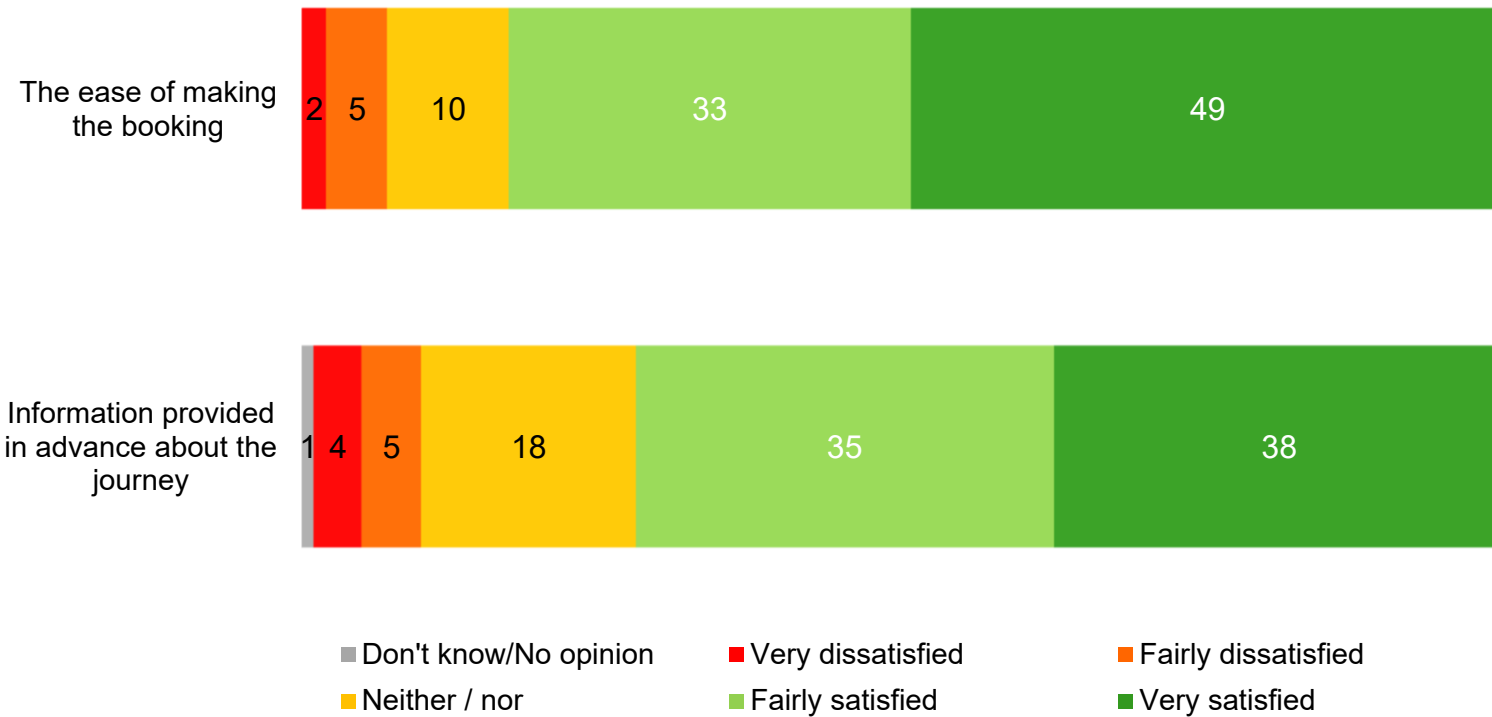


Q12 Thinking about the process for booking this journey on the Caledonian Sleeper, who made this booking?

Base: All (632)



Satisfaction with booking process



Q13a. How satisfied were you with...?
Base: All who booked themselves (606)



Improvements to information provided about the journey – customer comments

Make clearer information about early boarding on the train and shower and toilet services, plus the location of the lounge carriage.

Inform those travelling if there is a delay and keep us in the picture. I had to tweet to be informed what was happening.

Time of check in was only available by looking up the timetable and could have been provided with the booking confirmation.

Send an email/text/notification about the train being on-time (or not), the pickup stations with their respective times, advice on any changes e.g. loss of lounge car, coffee machine failure/catering failure etc. Train formation would be a great help e.g. coach letters so it is easier to know where to stand on a station.

If we can use the catering car, actually tell us this. Wanted to order food and couldn't do this.

It should advise people that food and snacks are limited and that people are advised to eat before boarding or bring their own food.

Please put more information about travel disruption and station facilities on your website, including where passengers are expected to go during changes and how long delays to change are expected to be. Please also email in case of expected disruption. I am unable to take calls while working and calling the number back was useless. Written information that can be checked is most helpful.

To show your deluxe seated sleeper carriage online, then not tell passengers they'll in fact be in a normal train carriage is just unbelievable. Information such as when you can board would be great, particularly from the Scottish stations where connecting trains are sporadic. Send people a little map of the train in their booking so they can see where toilets are and where they can get a drink.

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



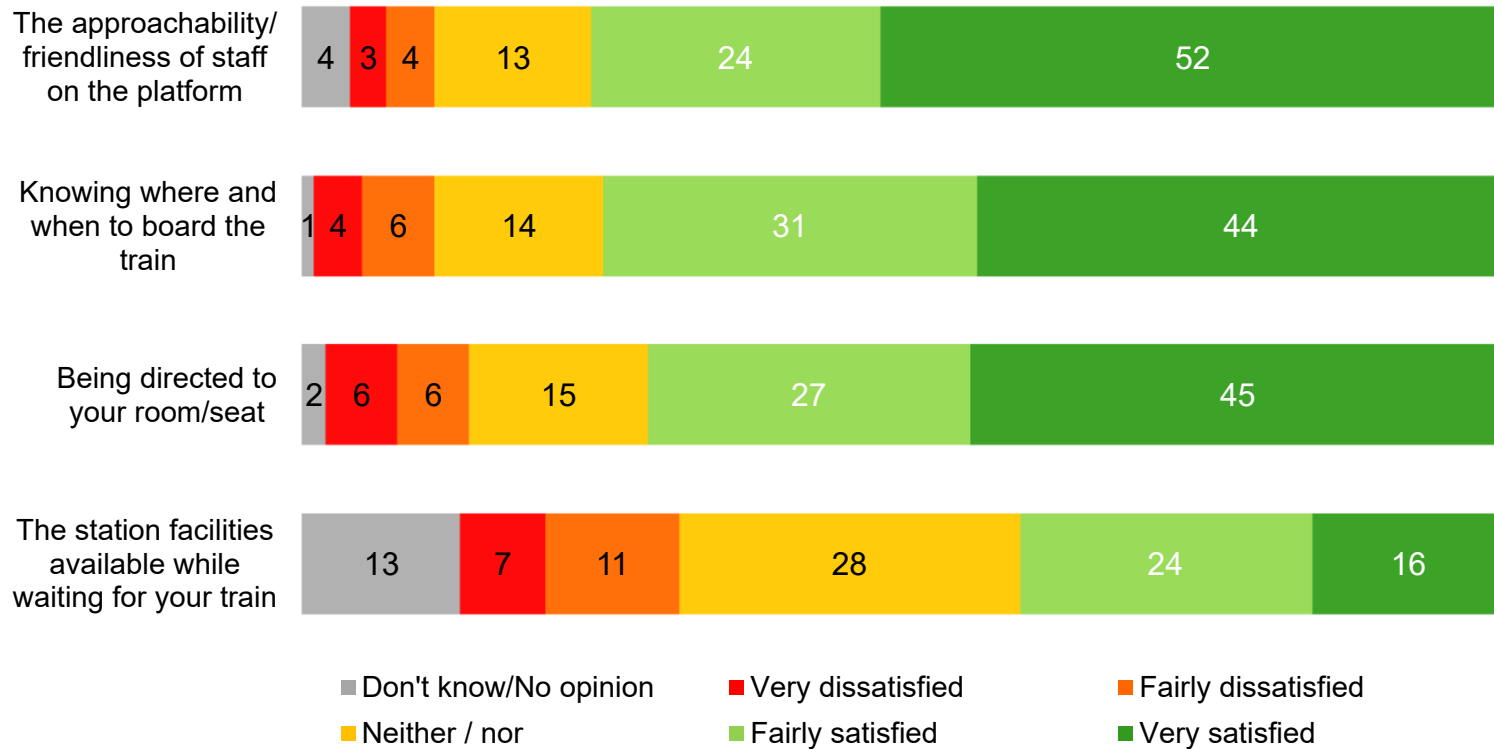
Caledonian Sleeper

Boarding and station facilities



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Satisfaction with boarding process



Q14a. How satisfied were you with...?
 Base: All (632)

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

There were no staff present on the platform when we boarded the train.

There were no staff and no waiting room and no communication.

No one at the station provided info or direction of the replacement buses going as far to say "who are you? A customer? We don't know anything about that". Then when the buses arrived we received no assistance with our luggage and we were required to take it all the way around the train station with less than 5 minutes notice. Disaster!

Nobody had the correct information. There were no Caledonian Sleeper staff around when we arrived at about 4.30 pm. Only Scotrail who knew very little. They need to pay for more staff!

More staff when you board the carriage - we don't know who looks after the carriages now.

No one pre-warned us about the wrong carriages being attached until we enquired. They then merely said we should make a formal complaint and request a refund.

I needed to use the toilet on the platform but it was closed. After an unfriendly discussion with platform staff I was informed that there was a toilet in the Californian sleeper office but that, and I quote, 'it's not my responsibility or my job to tell you where toilets are.

More staff needed. Only 1 trying to check everyone in.

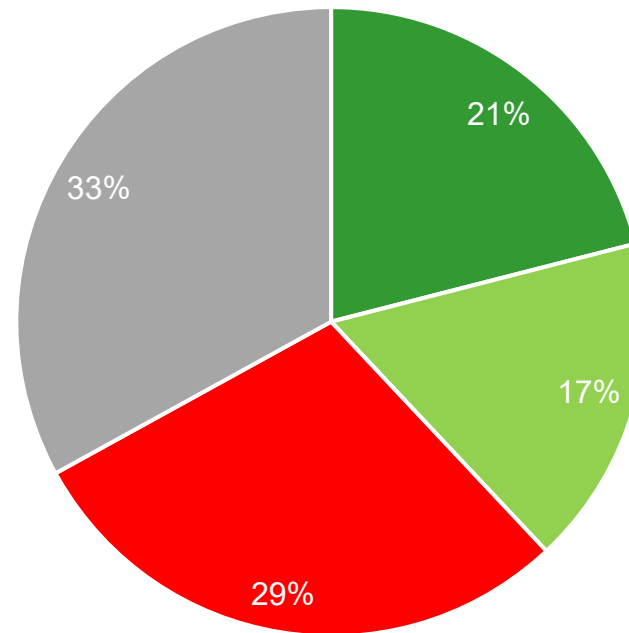
There were no available staff on the platform!!!! There was none there to ask!

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



Use of customer lounge

Quarter 3 2018/19 %



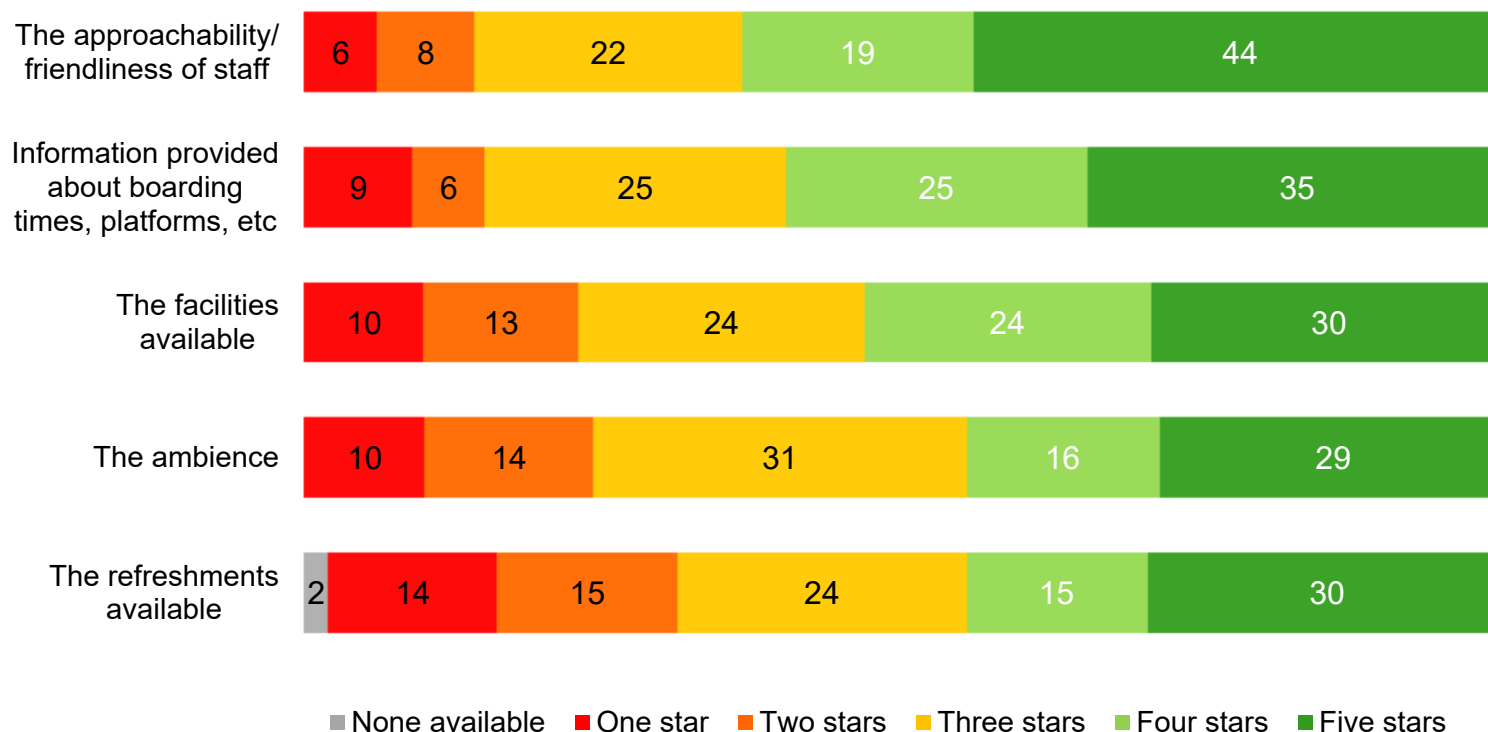
■ Yes - and I did ■ Yes - but I did not ■ No ■ Don't know

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 (564)



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 (118)



Additional information required in the Customer Lounge – customer comments

Not enough screens noting departures. Few announcements. Only Virgin trains announced.

Just some information about issue at Perth as it was already a known event and I could have made alternative arrangements at that point.

A more clear indication of train movements as you would expect in an airport lounge.

As my first time on the train I would have liked more info about access to the lounge/ where to get the train etc.

I would like to have known that the lounge exists for a start. I have used Caledonian sleepers for over 5 years and just found out about the lounges existence on this trip.

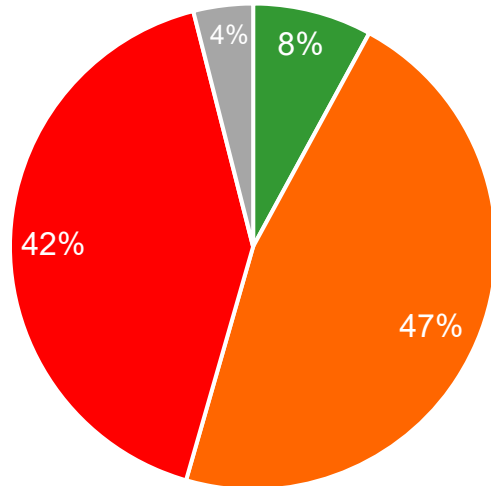
Q16b. What additional/better information would you like to have received?



Use of and satisfaction with shower facilities on arrival

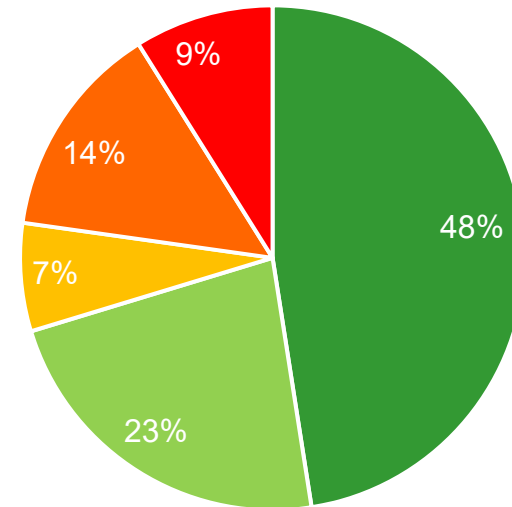
Quarter 3 2018/19 %

- 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 (583)

- 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 (44)

Improving shower facilities – customer comments

Ensure all 4 showers are available (2 were out of order on the date of travel). Provide at least one cold tap to allow brushing of teeth. Redesign ladies facilities so that there is more space in the shower/hair drying area. Make sure there is even water pressure (was stop start on day of travel).

Structurally, the weakest link of the whole sleeper offer. The regular queuing in the Virgin toilet waiting for one of 2 or 3 working showers is a dreadful start to a working day in London. When one does get in the shower is often dirty & never cleaned between customers. It's a grim experience. The offer needs complete redesign. Look at BA offer in T5, LHR, or KLM in Amsterdam for best practice high volume shower offerings at morning peaks. A mini version of these would be the way to go.

There was a large queue that I was not expecting. I waited about 15/20mins for a shower. Advise passengers that there will likely be such a long wait, and/or have more showers. I was late for planned appointment.

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



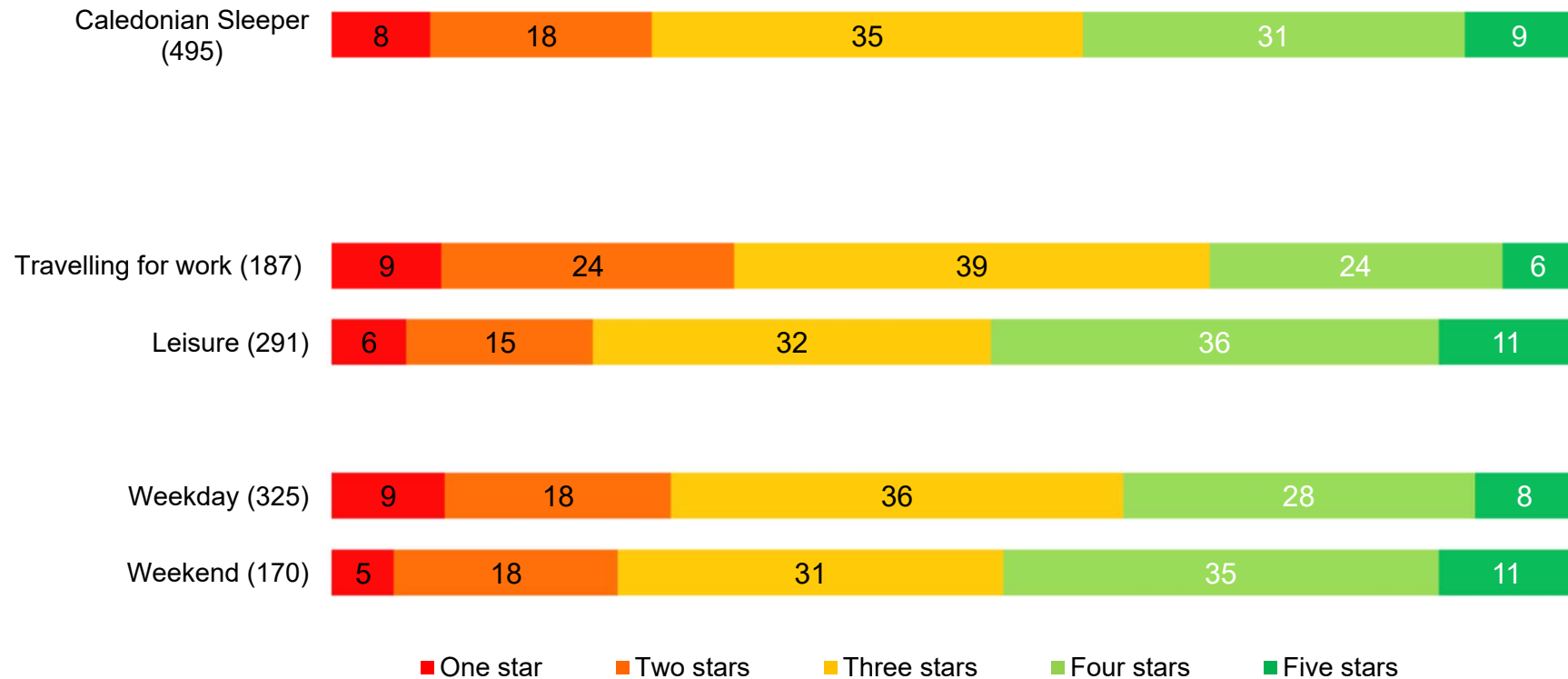
Caledonian Sleeper

Accommodation and train facilities



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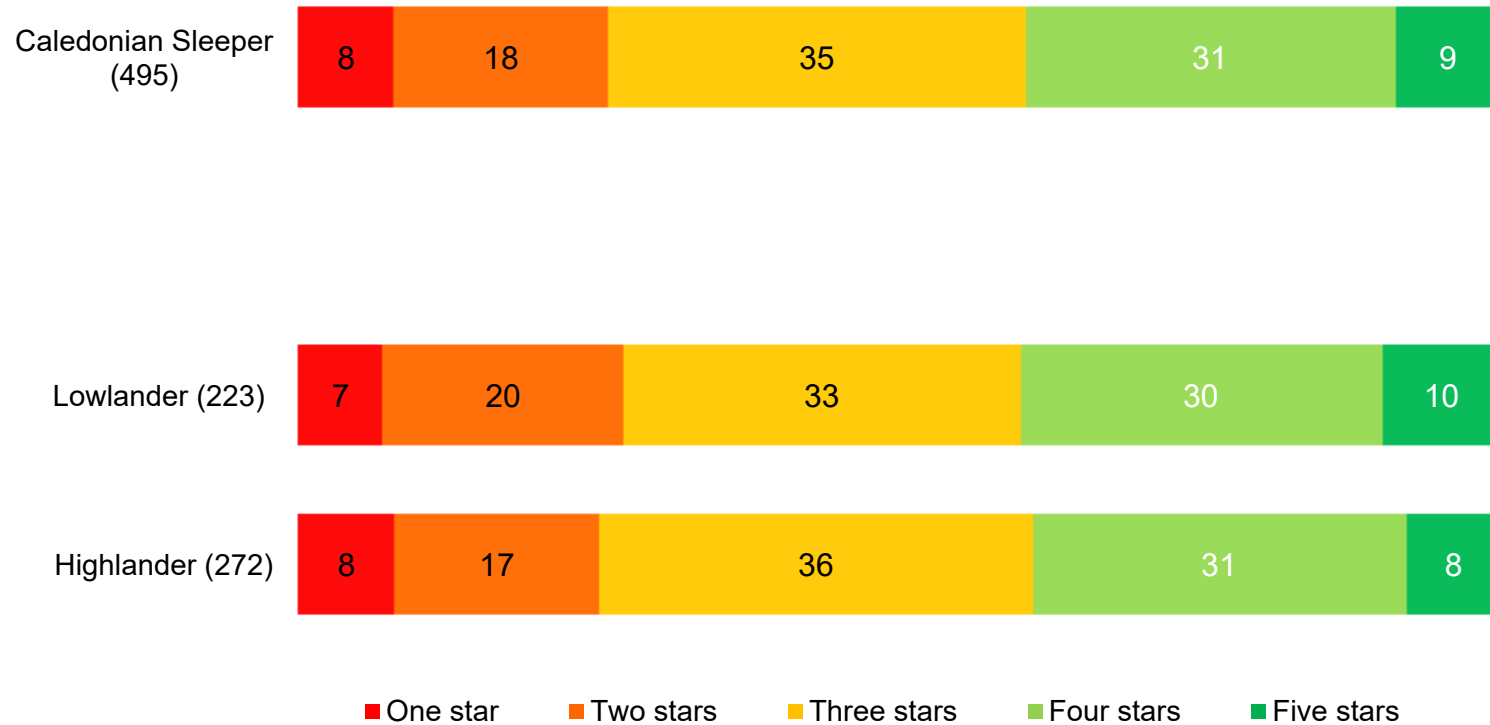
Overall rating of room by passenger group



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



Overall rating of room by route



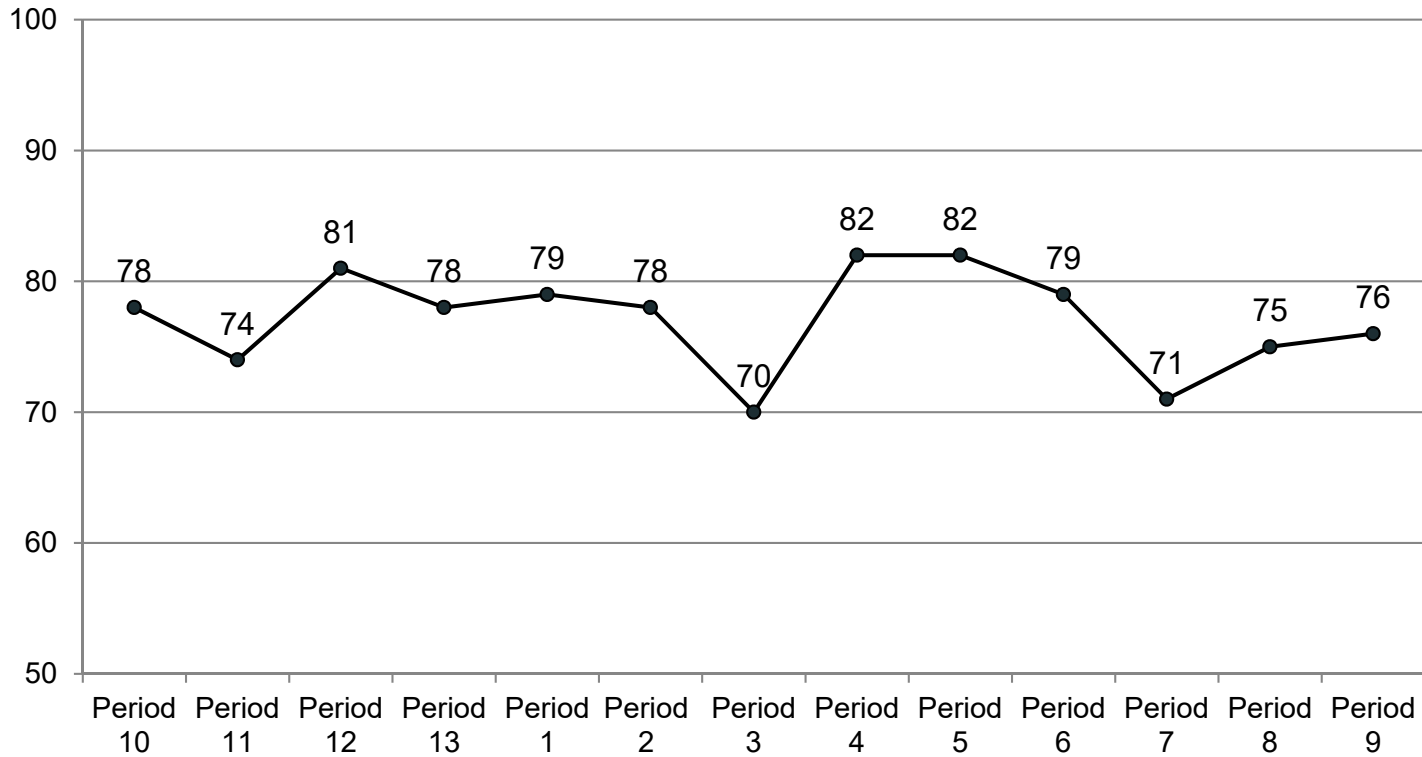
Q17a. How many stars do you give your room on the Caledonian Sleeper?
Base: All guests staying in a room/suite (in brackets above)



Overall rating of room - trend

Rating of room

Trend: % Three/Four/Five stars



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



Overall rating of room – customer comments

Bring back the flannel in the washing kit.

You cannot lock your possessions in the room otherwise you have to find a member of staff to 're open the door to let you in. You can never find staff so it's a pointless exercise. The bed on this journey was broken and the bed linen is so starched it makes you itch. The toilets are filthy.

The cleaning wasn't to a great standard. The shelf at the top bunk was dusty and dirty. There was also some crisps from a previous passenger in the grooves of the top bunk.

Enable me to lock my cabin when my valuables are inside. Revamp the decorations Provide more information as to processes onboard.

There was no information in the room at all about facilities in the train.

Bigger room, a plug socket not just a USB. No blue light all night.

Update and modernise.

The rooms are shabby and worn and our heating didn't function. The night lighting also didn't dim well so it was quite bright.

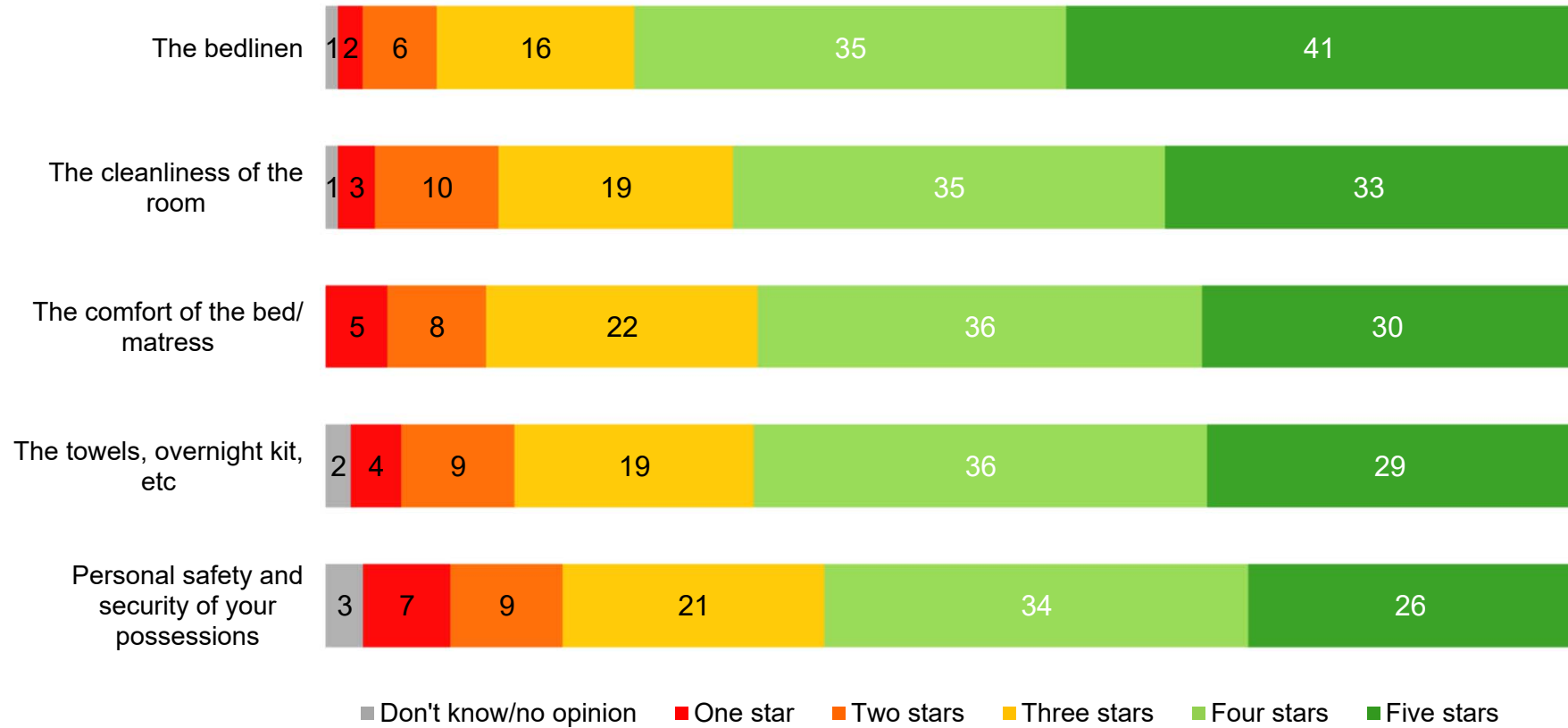
Cramped and not well cleaned. the interior was quite worn and outdated, could do with a refresh.

Introduce the new stock. My compartment was very cold despite heating control being at maximum.

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?

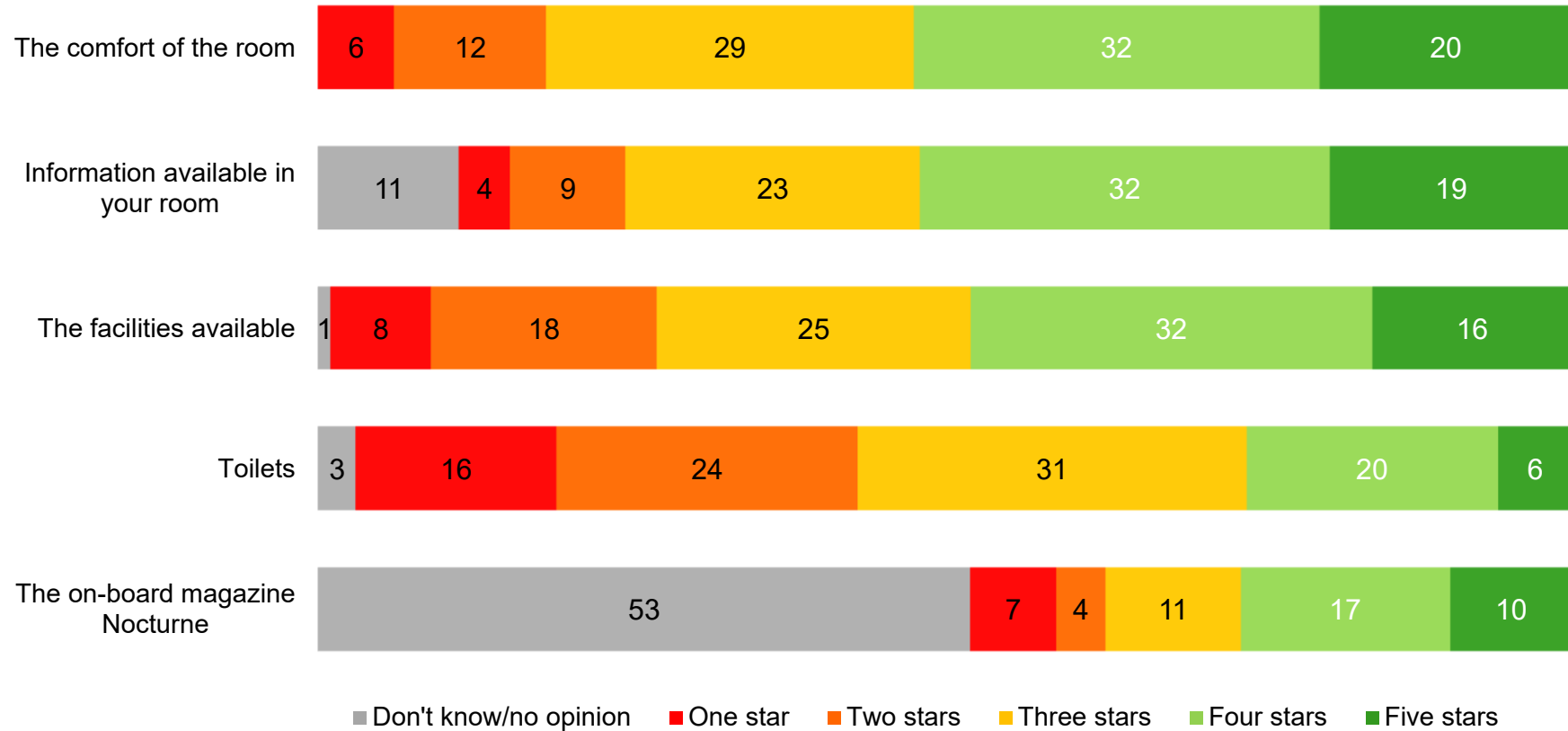


Rating of the features of the room – top 5



Q17b. And how many stars do you give the room for..?
 Base: All guests staying in a room/suite (495)

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 (495)



Rating of features of the room – customer comments

The new rolling stock will presumably allow power sockets for charging mobile phones and laptops, and also have en suite facilities.

Unlocking berth only possible through guard and therefore inconvenient. Therefore I didn't lock my berth and had to carry anything of value like camera etc with me everywhere including going to the toilet. Not that great but doable.

Actually have information. The only thing in the room was the sheet to order my breakfast.

The room was hot regardless of turning the heating down and we wedged our foot to hold the door open for cool air. The window blind released from the down position but would not roll up.

You cannot look the room if you go to the toilet without finding an attendant to let you back in. Would a key card be better?

The overnight kit in First Class (Arran Aromatics) is a complete waste of time. It does not contain anything that you practically use on the Sleeper. A more practical kit with toothbrush, toothpaste, razor, shaving cream, flannel etc. would be much better.

Find a better way to cool the room. Far too hot.

The bed linen maybe needed to be more fresher and the mattress wider, and softer.

I feel that, although it is interesting, it is an unnecessary 'luxury' and the money used to produce it could be better used.

Hoover the carpet more thoroughly and give the fold-down trays and sink a good scrub. There was a lot of grime in the corners of the fold-down trays.

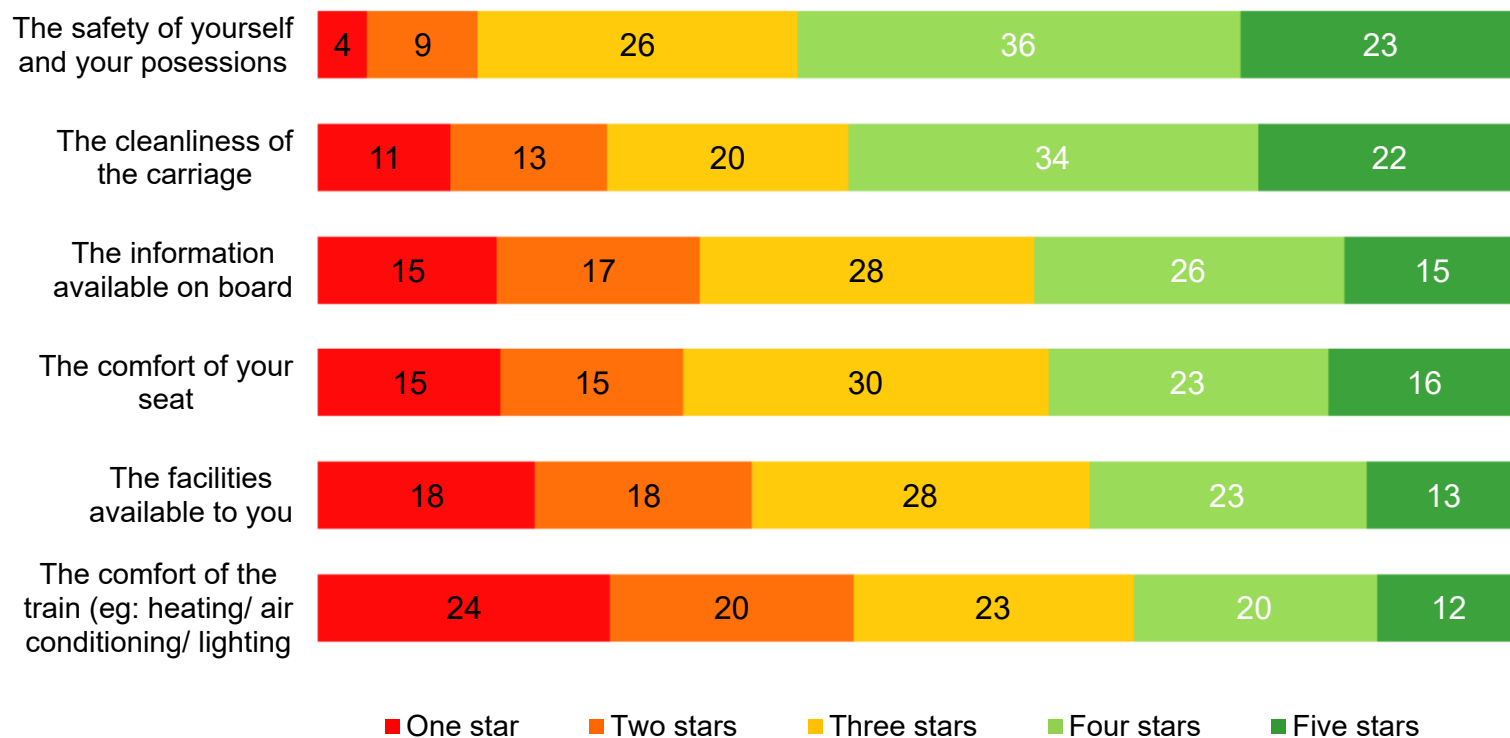
Mattress could be a little thicker.

The toilets just need to be completely refurbished and made cleaner and more comfortable to reach.

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?



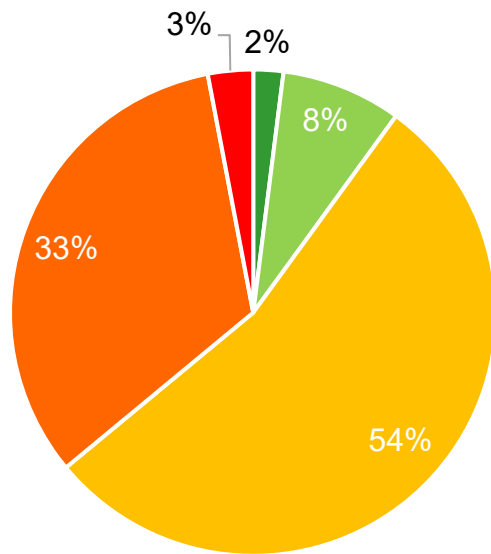
Rating of on-board features among seated guests



Q19. How many stars do you give the Caledonian Sleeper for..?
 Base: All seated guests (137)

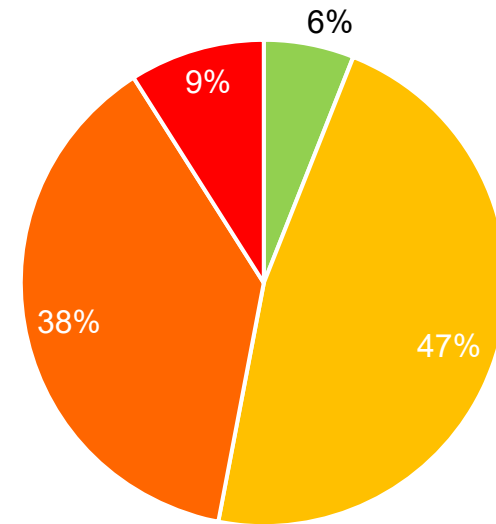


Quality of sleep



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 (495), seated guests (137)



Improving quality of sleep – customer comments

The heating could have worked and the lights could have been dimmer. The train is noisy and some tracks are bumpy so passengers get thrown around a bit.

The seated carriage has only two temperatures, extremely hot or cold, no happy medium. It would be nice if the lights were dimmed more and the eye masks given are far too tight for my head, other passengers I spoke to complained of this too perhaps an adjustable strap on the back instead, rather than one size fits all.

It is a noisy, moving train so I do not expect to sleep that well.

The staff could be quieter outside my room. The platform staff communicating could be quieter.

Better noise insulation in the cabins.

Turn the lights off!

Ask that the engineers brake sooner when entering stops overnight. My wife and I both were thrown from our beds multiple times throughout the night.

Need new rolling stock, old carriages are too jerky and rattle.

Give the option to dim the blue light. I know an eyepatch was provided, but it's uncomfortable to wear.

Provide chairs which recline better and make sure they are all serviceable. Provide a blanket and regulate the heating better, the train was freezing then boiling. Improve lighting as lights were left on throughout the journey.

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



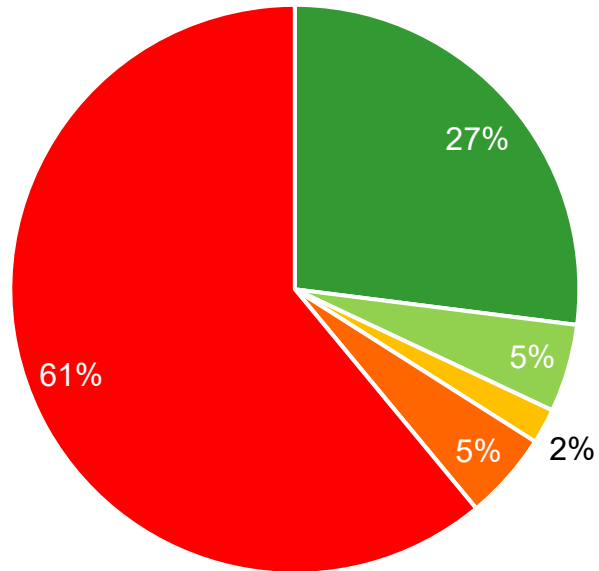
Caledonian Sleeper

Lounge car and catering



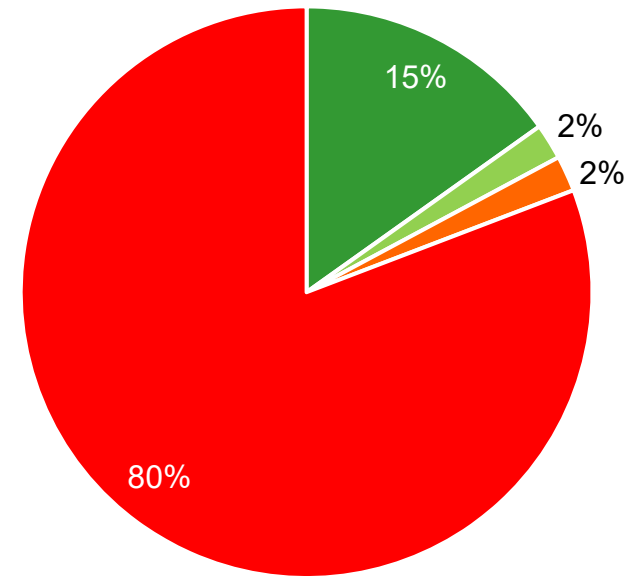
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Visiting the Lounge Car



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

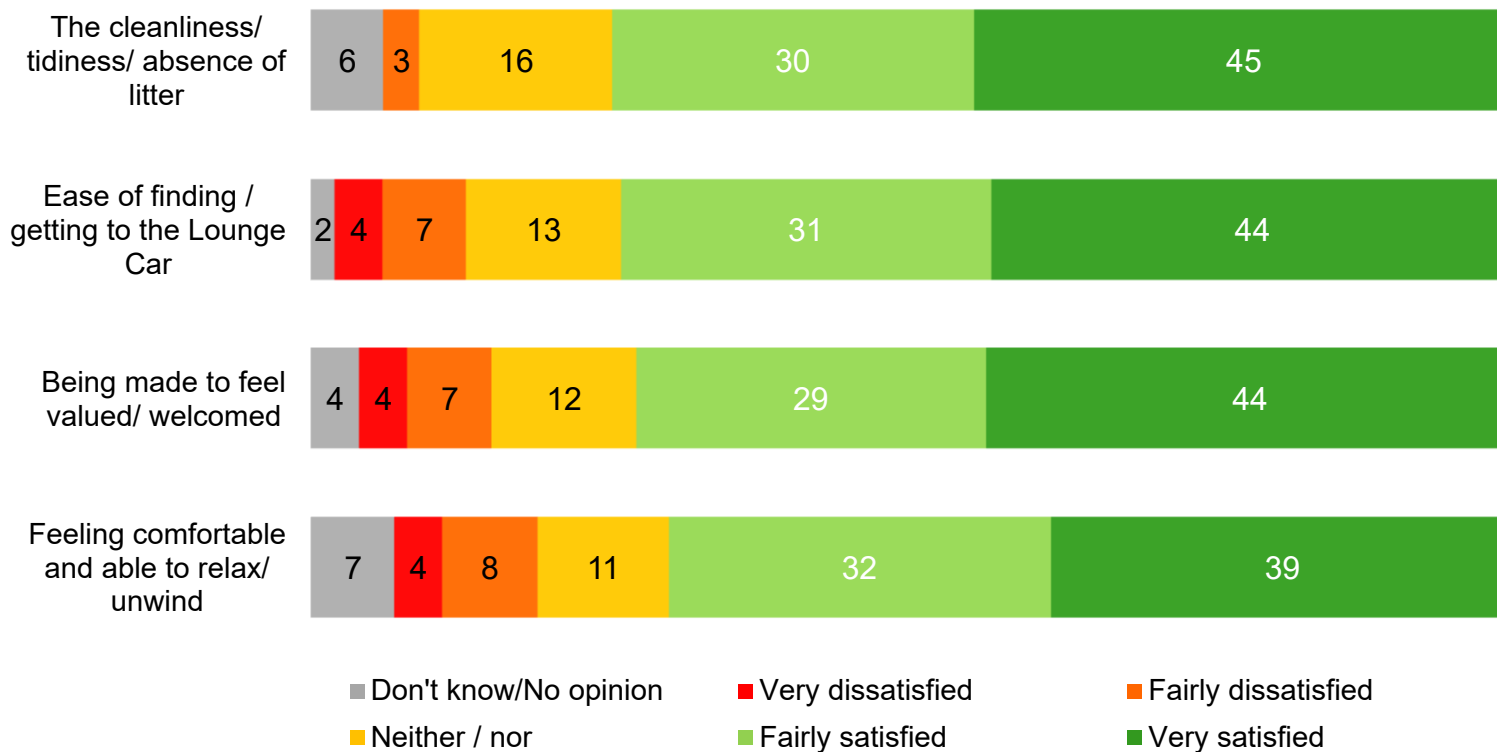


Morning Use

Q22a/b. Thinking about the evening/morning of your trip on the Caledonian Sleeper, did you visit the lounge car?
Base: All (632)

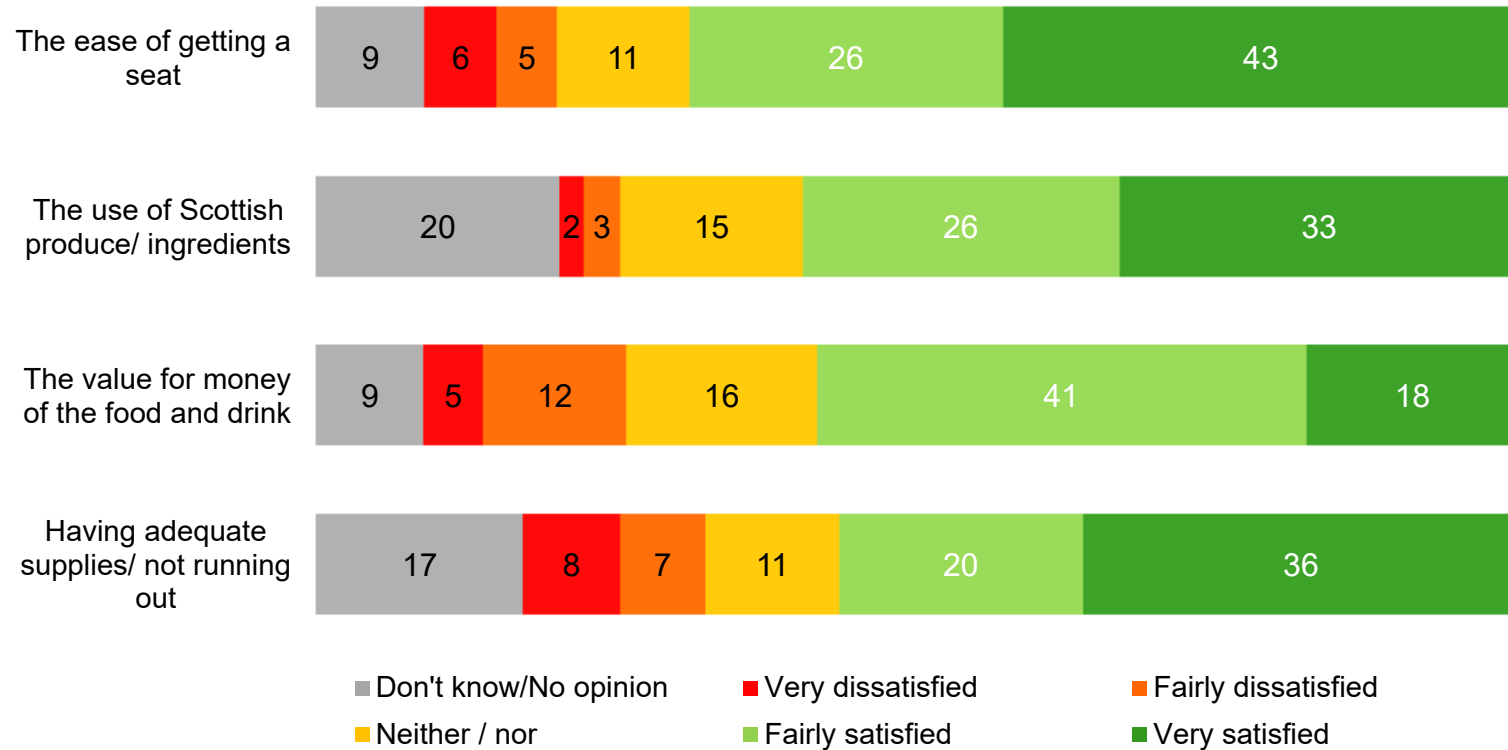


Satisfaction with features of the Lounge Car – top 4



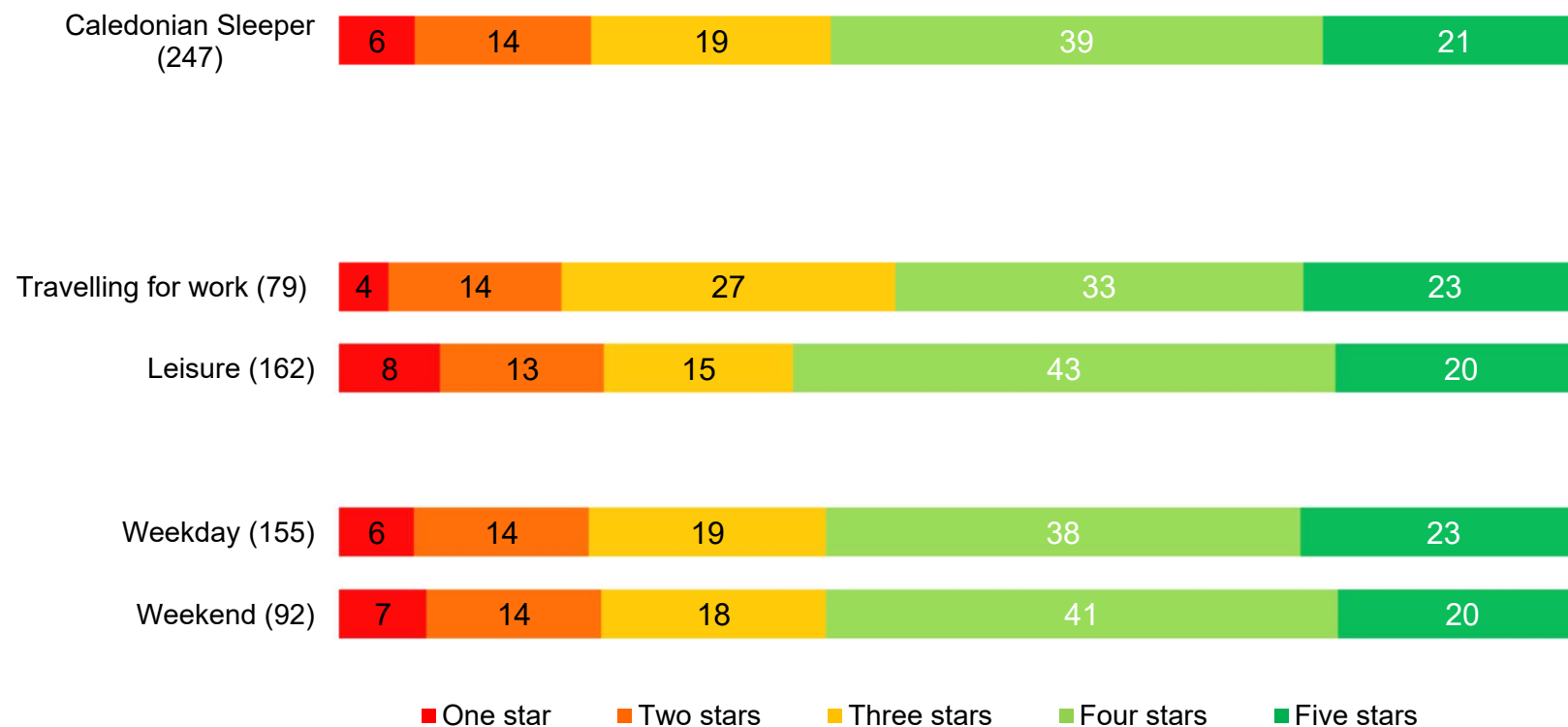
Q23. Thinking about your experience of the Lounge Car on the Caledonian Sleeper, how satisfied were you with..?
 Base: All those using the lounge car (247)

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 (247)

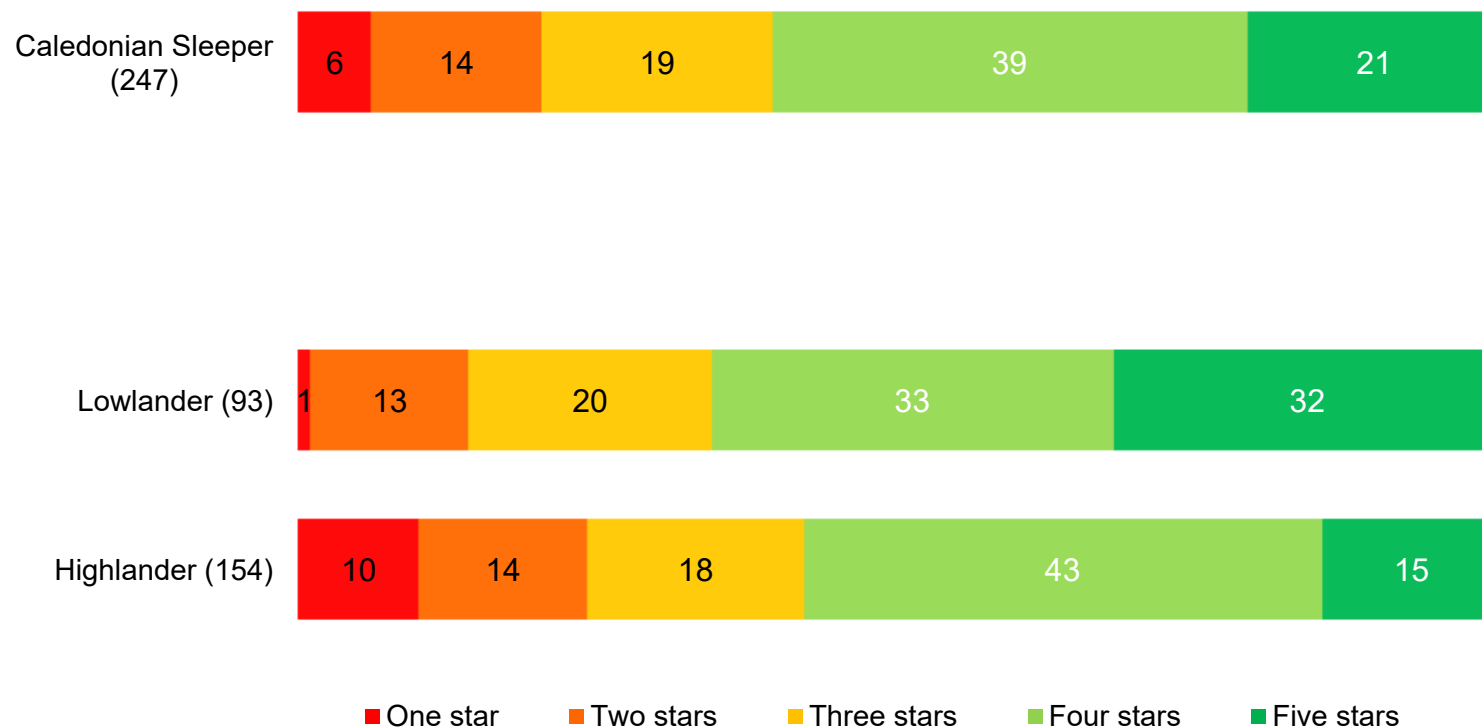
Overall rating of Lounge Car by passenger group



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



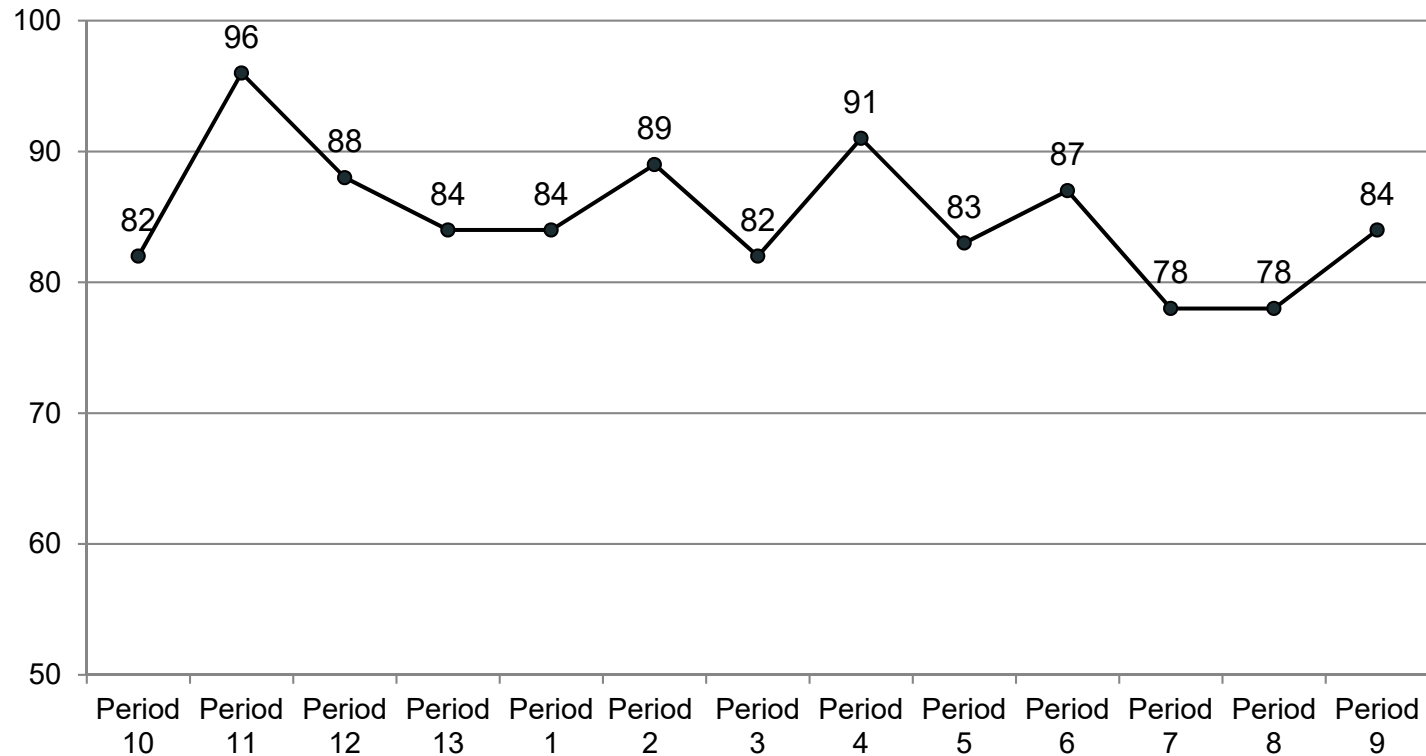
Q24a. How many stars overall do you give the Lounge Car on the Caledonian Sleeper?
Base: All users of the Lounge Car (in brackets above)



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

The staff. There were a lot of guests, I understand the waiter was busy but he literally just threw a menu from another table onto mine. Took my order while running past. And then just placed the food while still continuing to walk. As a solo traveller I realise bigger tables are more important, but I just really felt like I was looked over and a burden. I will be buying my food before getting on for the return leg so I don't have to deal with that again.

The lounge car is absolutely essential to the experience of taking the sleeper. The quality of service its great. It's the perfect way to wind down to a night's sleep after a bushy evening in London. Please don't take it away!

There is nothing exciting about microwaved food eaten in a buffet car, with jostling crowds waiting for a vacant seat, with staff failing to make eye contact and acknowledge your presence.

The lounge did not feel special in any way. I wasn't greeted in the car & it felt dated. I expected the food to be slightly higher quality. Preferred my meal from the station that I grabbed when I saw the cost for dinner.

It is pretty good, so please don't mess around with it too much. We regularly hear of moves to change the arrangements; we are very concerned. One major reason to choose the CS over flying is the certainty that we can pre-book a table for dinner in advance. If you plan to do away with this facility, and introduce up to three sittings, we may well choose alternative travel. Incidentally, with the train leaving Inverness at 20.45 from Inverness, and 21.15 from London, who will want to stay up an extra hour or two to take a seat for dinner? In my frequent experience, there is never a queue in the Lounge Car after about 90 minutes from leaving either station. Talk to the Scottish crew: they know what really goes on!

The breakfast- porridge & honey, was no longer Scottish Highland porridge and Struan honey. Instead porridge came from a mass produced carton, honey was likely a blend, with no mention of provenance. Why go from something unique to something of much lesser quality?

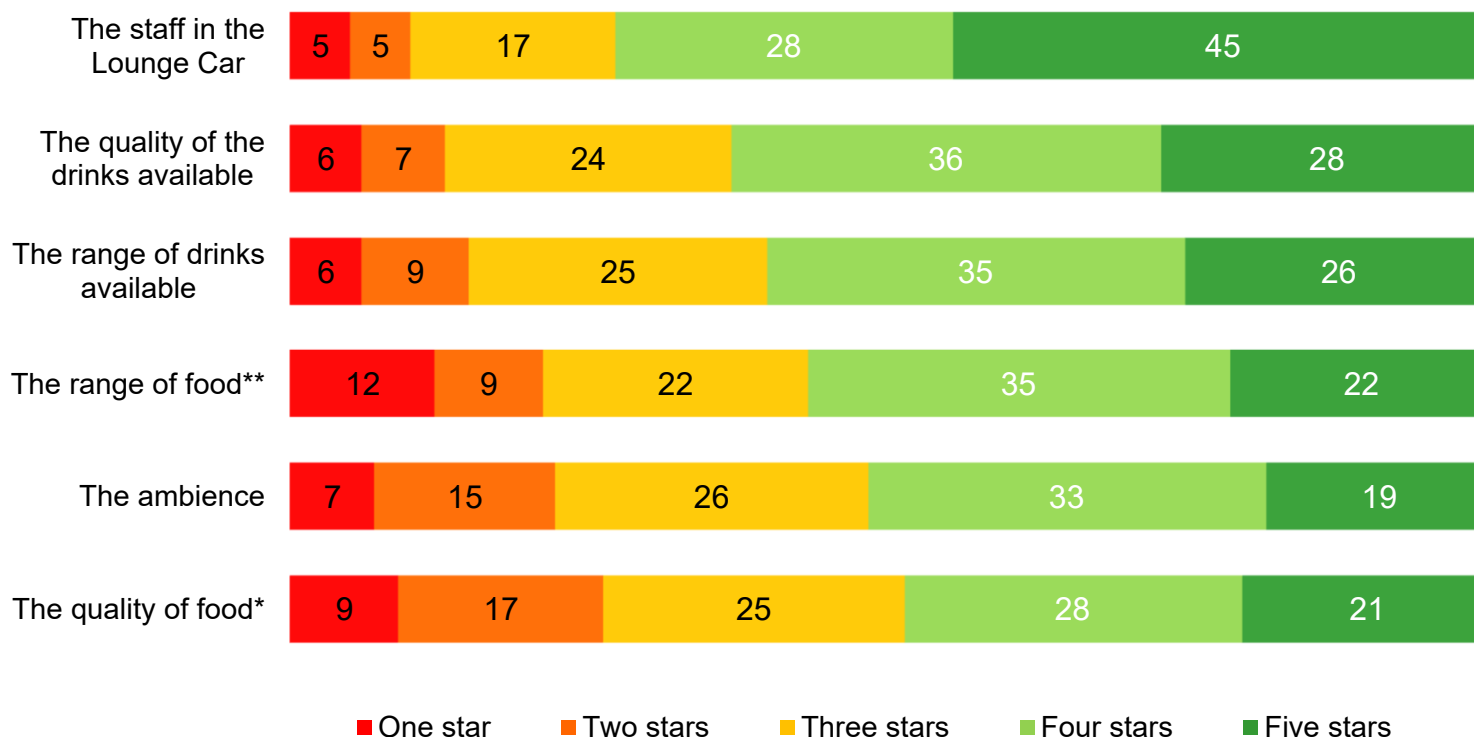
*More vegan options
lower prices.*

I had pre-booked a meal but there were a number of items unavailable due to very busy use of meal facilities by non-booked passengers. Maybe good if actual meal order could be pre-booked to avoid disappointment.

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 (247), *those who looked at the menu (139), **those who ate a meal (76)



Rating of features of the Lounge Car – customer comments

I don't think there is anything that can realistically be done, given the age of the rolling stock. A better layout would improve the ambience.

The food is microwaved and it is noticeable. The prices should perhaps reflect this better. I'm comfortable with this method of cooking but charging restaurant prices for it isn't really on. Also the actual availability was shocking. Some items ran out before we'd even departed fort William and most other things sold out during the few hours to Crianlarich.

The pile fabric of the lounge car walls was absolutely filthy. Even though these carriages are only expected to do another 6 months service they are in desperate need of a wet vacuum wash at the very least. Greasy fingers marks accumulated over what must have been years were visible on carriage end bulkhead. The crevice between table and wall contained weeks if not months of food debris. Totally unacceptable standard of cleanliness.

My first choice of drink (IPA beer) and food (cheese board) were unavailable. The lounge car was not busy and I boarded the train at only the 2nd station after Aberdeen so I don't understand how these items could have run out so quickly. Other travellers were also complaining about the food availability.

More staff than passengers which is common on the sleeper nowadays does give the impression passengers are keeping them up! However, as always I wasn't pestered to leave. I don't think all the staff should be allowed to congregate in the lounge when passengers are there.

The whisky selection is great - but other drink options could be upgraded slightly. No complaints though - but something to consider.

As a beer drinker I would have appreciated a wider range of beers.

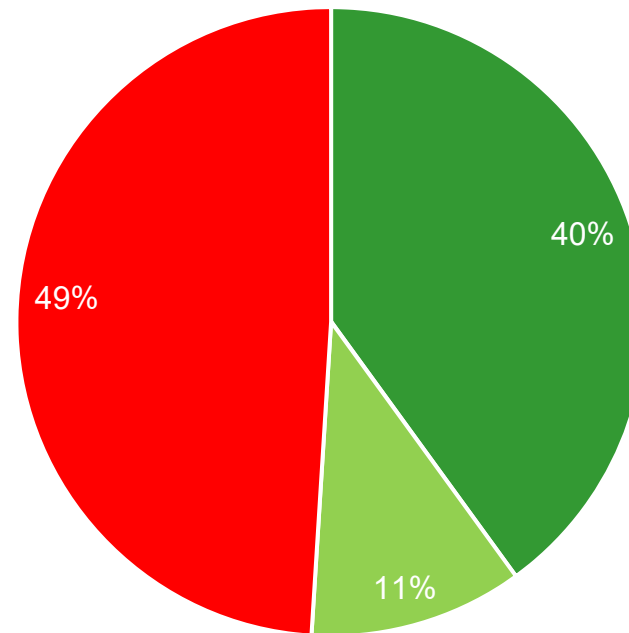
Better hot chocolate. it was watery and tasteless. Use warmed milk to make hot chocolate. It is the only way. Whipped cream would be nice, but not necessary if you manage to produce something that doesn't just taste like old dish water!

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 3 2018/19 %

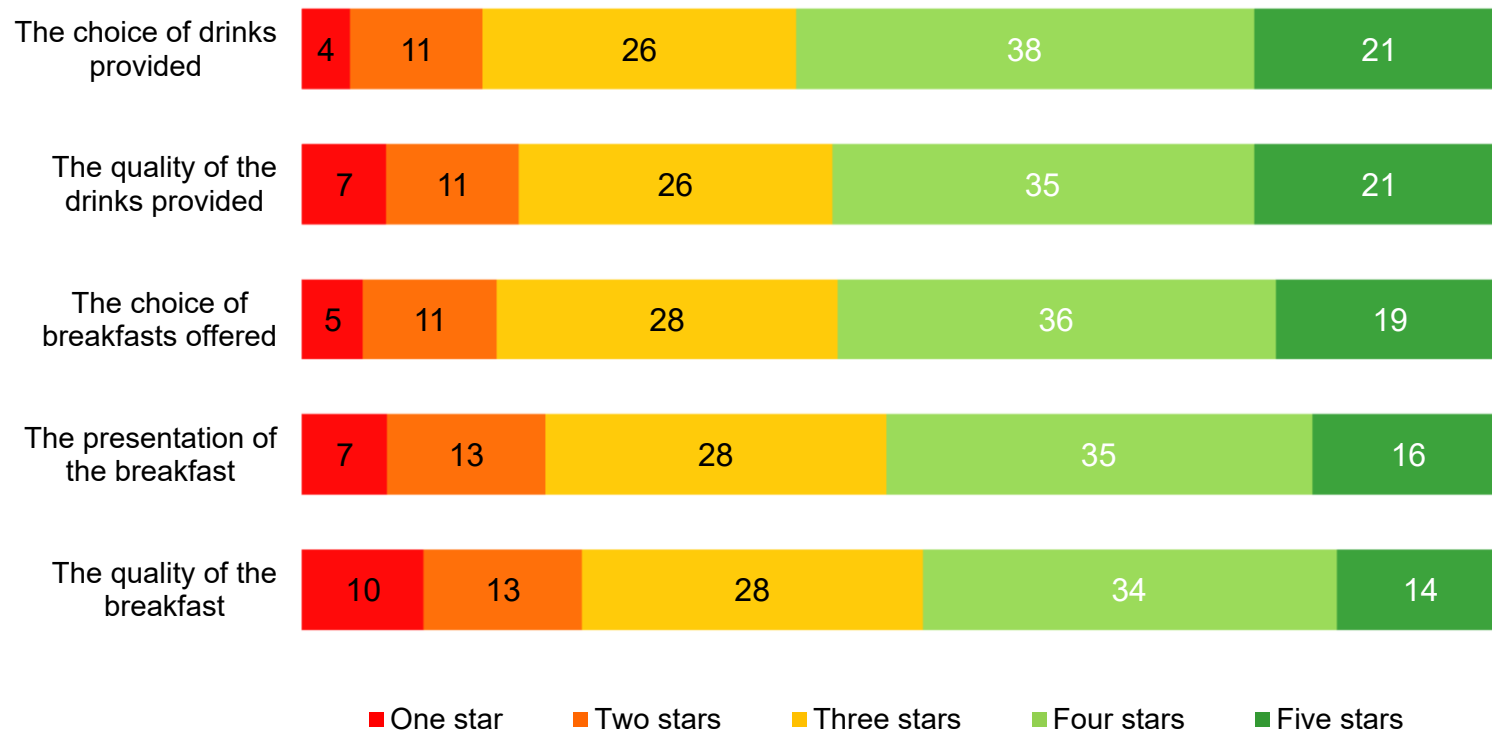


■ Yes - in my room ■ Yes - in the Lounge Car ■ No

Q25a. Did you eat a Caledonian Sleeper Breakfast on the train?
Base: All (632)



Rating of features of breakfast



Q25b. How many stars would you give for..?
Base: All eating a Caledonian Sleeper breakfast on the train (323)



Rating of features of the breakfast – customer comments

The breakfasts offered were very basic in comparison with the evening meals offered in the dining car. I would expect to see meals such as a full English, eggs benedict and scrambled egg on toast on the menu.

It was very basic and felt low quality. Mushrooms were rubbery which I'm guessing is from microwaving. I would put first class airline food well above this. Given I paid for a first class bed that is the level of service I'm expecting. Overall I would say this is on par with second class.

Better options for vegetarian/vegan.

There was a poor choice of drinks, tea or coffee but no water or orange juice.

It would be preferable if the teas and coffees were freshly made, and poured from pots.

Everything is very cramped on a small tray. Perhaps use a paper bag to hold milk, sugar, juice etc that could be brought with the tray rather than cramped on it?

Difficult to know how this could be improved unless to get the facilities needed to provide a better quality meal.

Fresh juices - not from concentrate. Alternatives to dairy - vegan and vegetarian options not just a banana and an apple.

The breakfast is OK, but there are elements of it that seem inappropriate. Just who wants to eat a sickly chocolate muffin at 06:30 in the morning! It doesn't matter that it might be 'Scottish Fare', it is inappropriate. Style over substance! Plus the breakfast, could be better, indeed used to be better before Serco won the franchise. A sensible breakfast would be: Fruit salad Hot roll or Panini - e.g. bacon, egg etc. Yogurt Fresh fruit juice Tea or coffee. - A bigger pot of tea than the thimble size teapot currently offered. Also, prior to Serco, First Class passengers were given a newspaper (the Scotsman) with their breakfast - that was a nice touch. (The papers were brought on at Preston).

Q25c. You gave just a single/two stars for the choice of the breakfast offered / quality of the breakfast / choice of drinks offered / quality of the drinks provided / presentation of the breakfast, what could Caledonian Sleeper do to improve this rating?



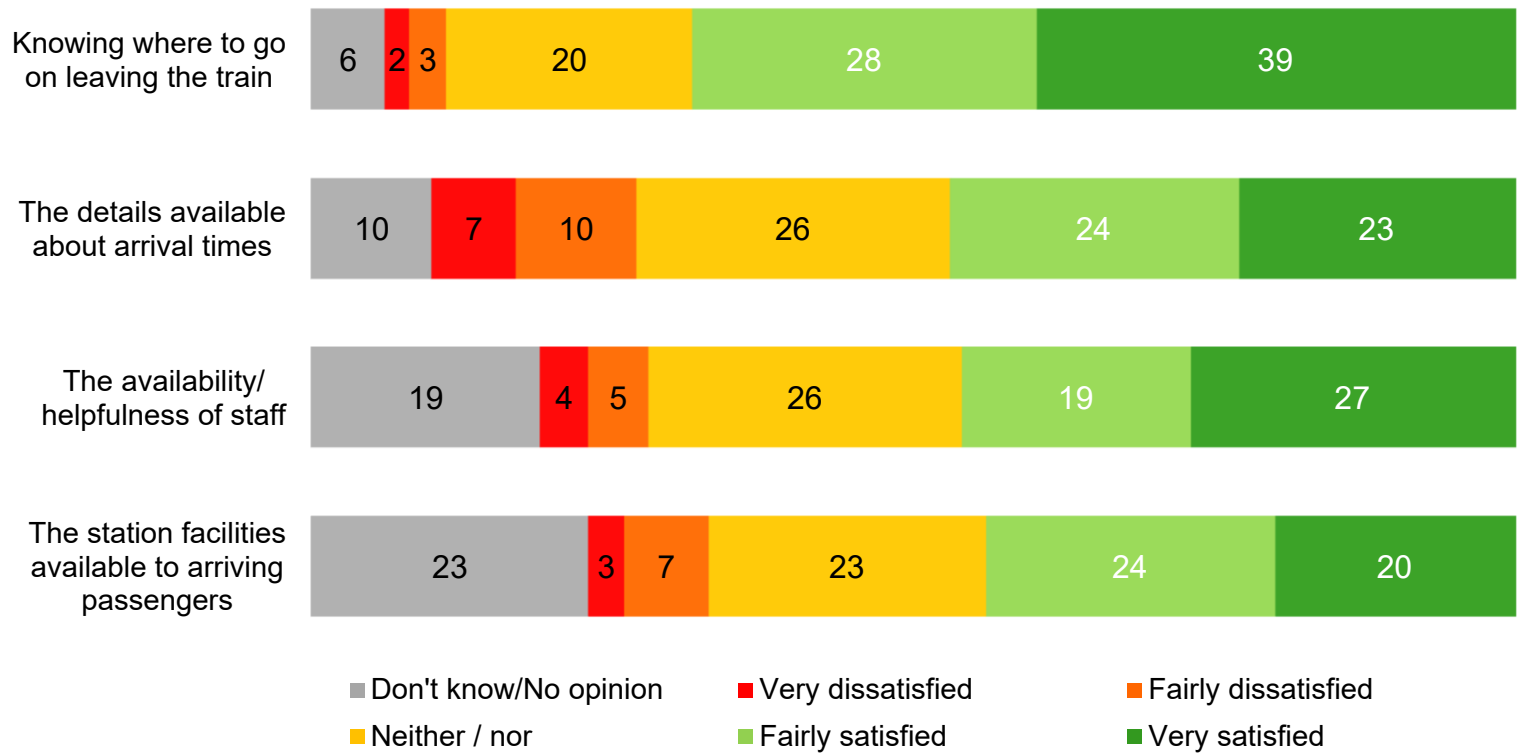
Caledonian Sleeper

Arrival



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Satisfaction with features of arrival at the destination



Q26. Thinking about arrival in x in the morning, how satisfied were you with..?
 Base: All (632)

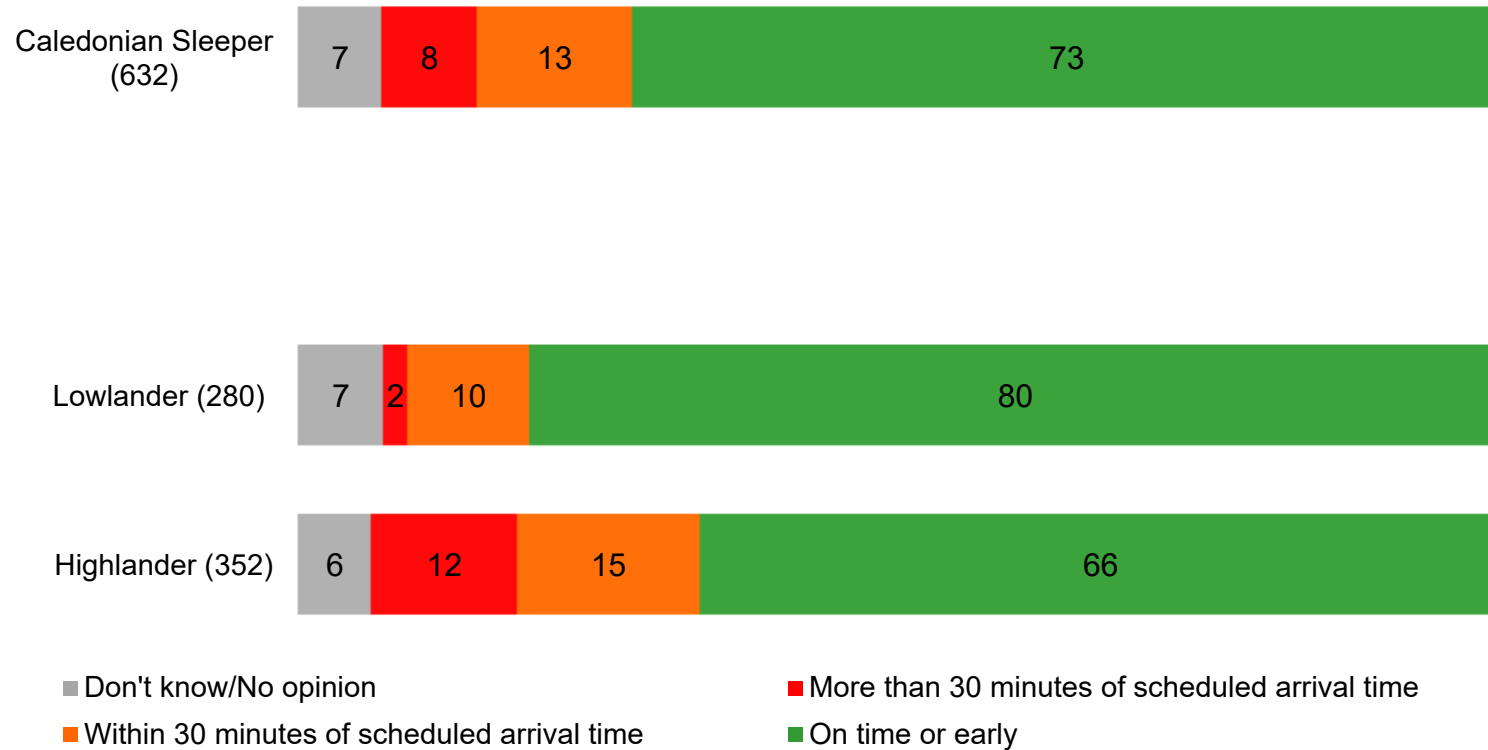
Caledonian Sleeper

Delay



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Punctuality of service by route



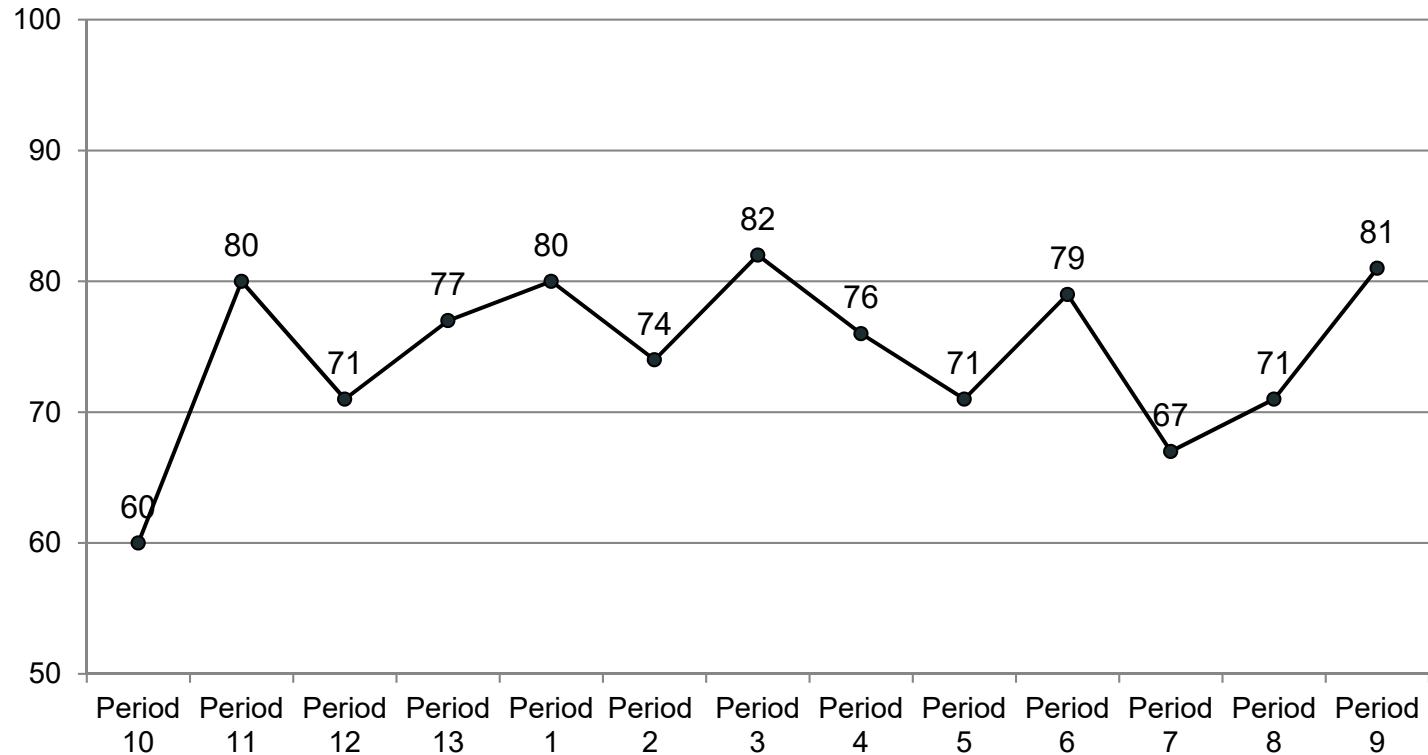
Q27a. Did your train arrive on time?
Base: in brackets above



Punctuality of service - trend

Rating of experience

Trend: On time or early



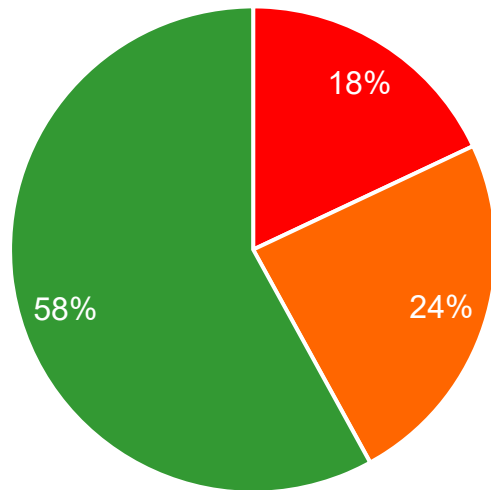
Q27a Did your train arrive on time?



Impact of delay

Quarter 3 2018/19 %

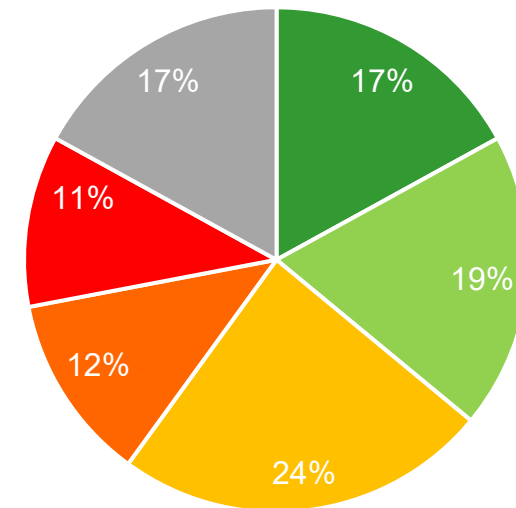
- Yes, it was a serious inconvenience
- Yes, it was a minor inconvenience
- No, it did not inconvenience me



Impact of the delay

Q27b. Did this affect your plans for the day?
Base: All who experienced a delay (131)

- 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 (131)



Caledonian Sleeper

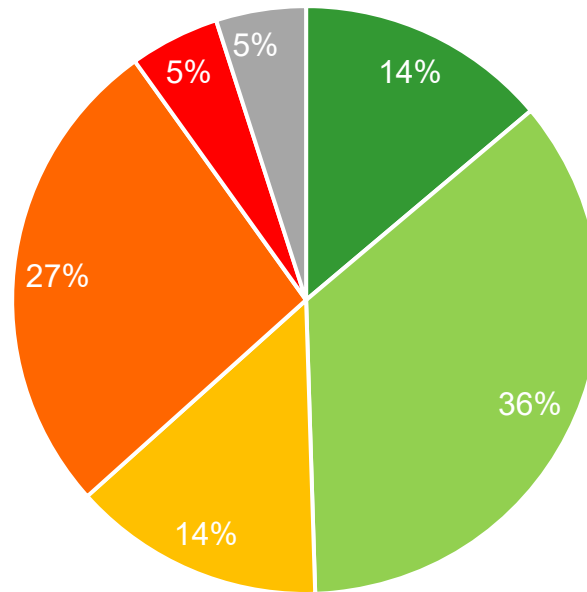
Facilities for those with a disability or illness



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Satisfaction that Caledonian Sleeper provides a service suitable to needs

Quarter 3 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 (22*) *Caution – low base



Providing a service suitable to needs – customer comments

Cleaner toilets. I have a stoma bag - which is relatively unusual but many people do have them. This means I may need space to change my bag in the toilets (being over night) and definitely empty a few times (more than the average person) - so having a cleaner toilet would be ideal.

The accessible room is only accessible once you are in it. It lacks the same facilities as other berths. People with reduced mobility, and others find it an unwelcome space due to the profusion of orange poles, even encroaching the sleeping area, it must be designed better. Also Caledonian Sleeper must stop treating users of the accessible room as burdens, second class citizens.

Make it easier to climb into upper bunk. Put rails/ grab handles in corridors for the use of passengers who have mobility problems.

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



Caledonian Sleeper

Appendix



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Sample profile – journey details

<i>Sample size</i>	<i>632 %</i>	<i>Sample size</i>	<i>632 %</i>	<i>Sample size</i>	<i>632 %</i>
Age		Journey Purpose		Disability or Illness	
16-34	19	Travelling for work	23	None	95
35-54	37	Company business	16	Vision	0
55+	40	Personal Business	5	Hearing	>1
Not stated	4	Regular travel between home and workplace	2	Mobility	1
Gender		Visiting friends/ relatives	19	Hidden disability	1
Male	57	Holiday/ short break	46	Speech or language impairment	0
Female	40	Attending a sporting/ musical/ theatrical/ charity event	6	Mental health	>1
Not stated	4	Other	5	Other	>1
Working status		Leisure	71		
Full time	63				
Part time	14				
Not working	1				
Retired	15				
Student	3				
Residence					
UK	92				
Non-UK	8				



Sample profile – journey details

<i>Sample size</i>	<i>632 %</i>	<i>Sample size</i>	<i>632 %</i>	<i>Sample size</i>	<i>632 %</i>
<u>Travelling party</u>		<u>Return journey mode</u> (those making outward journey)		<u>Travel to departure station</u>	
Alone	62	Caledonian Sleeper	48	Train	29
With a business colleagues(s)	1	Daytime train	32	Underground/ Tram/ Subway	26
With family (adults only)	21	Plane	15	Bus/ Coach	8
With family (adults/children)	8	Coach	1	Taxi	11
With friends	8	Own Car	0	Own car/ Dropped off	15
<u>Accommodation</u>		Hire car	1	Hire car	3
Seat only	22	Other	1	On foot	18
Single room	43	Don't know	2	Bicycle	2
Twin room	27	<u>Outward journey mode</u> (those making return journey)		Other	2
Interconnecting rooms	9	Caledonian Sleeper	74	<u>Travel from arrival station</u>	
<u>Sharing</u> (twin room, travelling alone)		Daytime train	17	Train	30
Room to self	69	Plane	7	Underground/ Tram/ Subway	23
Shared	31	Coach	0	Bus/ Coach	9
<u>Journey direction</u>		Own Car	0	Taxi	13
Outward	46	Hire car	0	Own car/ Dropped off	10
Return	29	Other	2	Hire car	3
One way	25			On foot	24
				Bicycle	3
				Other	3



Sample profile – journey details

<i>Sample size</i>	<i>632 %</i>	<i>Sample size</i>	<i>632 %</i>	<i>Sample size</i>	<i>632 %</i>	
<u>Service Day</u>		<u>Accommodation type</u>		<u>Transaction value</u>		
Weekday	64	1 st class	45	£0-£49.99	10	
Weekend	36	Standard	33	£50-£99.99	22	
<u>Direction</u>		Seated	22	£100-£149.99	22	
Northbound	52	<u>Party size</u>		£150-£199.99	28	
Southbound	48	Single traveller	65	£200-£249.99	10	
<u>Train Type</u>		Two people	28	£250-£299.99	3	
Highlander	56	Three or more people	6	£300 or more	4	
Lowlander	48	<u>Transaction value by guest</u>				
<u>Crew</u>		£0-£49.99				16
Aberdeen	6	£50-£99.99				35
Edinburgh	10	£100-£149.99				25
Fort William	7	£150-£199.99				19
Glasgow	11	£200-£249.99				5
Inverness	15					
London	51					



Sample profile – journey details

<i>Sample size</i>	<i>632 %</i>	<i>Sample size</i>	<i>632 %</i>	<i>Sample size</i>	<i>632 %</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	18	12 or more	7	More than 20 years ago	34
4-11	26	4-11	20	15-19 years ago	6
2-3	27	2-3	40	10-14 years ago	8
First journey in last 12 months	20	1 Journey	27	5-9 years ago	11
First ever journey	7	None		3-4 years ago	8
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 third quarter of fieldwork for the year 2018/19, combining Rail Periods 7, 8, and 9.

Fieldwork for quarter 3 2018/19 took place between 19 September and 25 December. This covered journeys made between 16 September and 8 December.

632 questionnaires were completed in total.



Caledonian Sleeper

Quarterly Report

Quarter 3, 2018/19

Rail Periods 07, 08, and 09



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