

Caledonian Sleeper

Quarterly Report

Quarter 1, 2019/20

Rail Periods 01, 02, and 03



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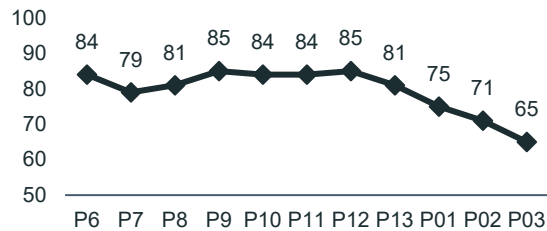
Caledonian Sleeper Passenger Satisfaction

Quarter 1: 1st April 2019 – 22nd June 2019

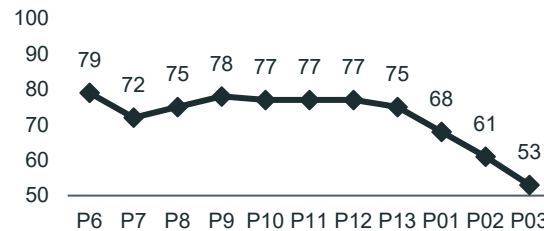
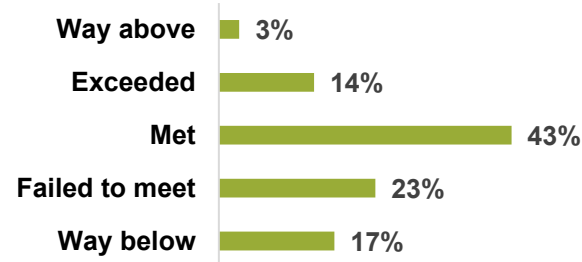
Overall journey experience



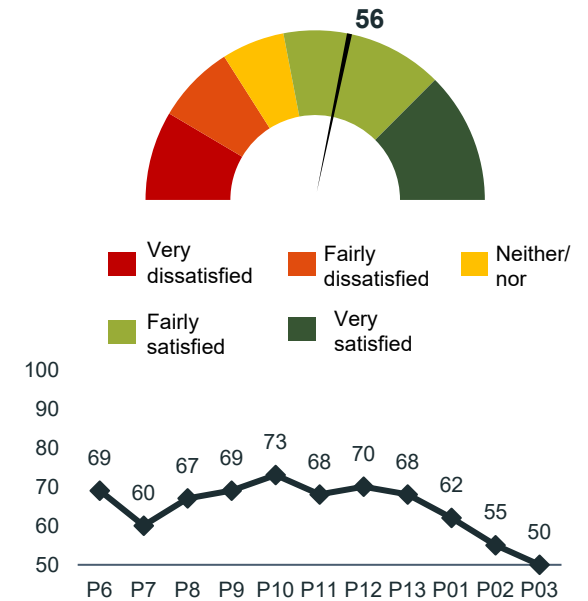
Ave – 3.14



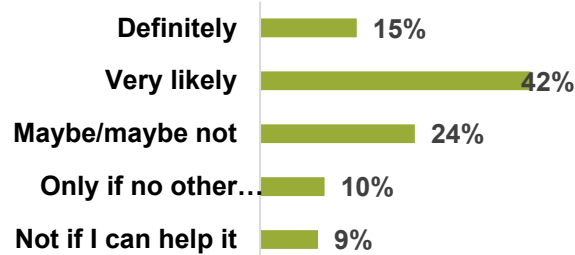
Expectation



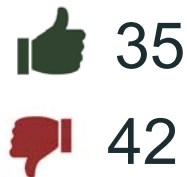
Overall satisfaction



Likelihood of future use



Net Promoter Score



	Lowlander	Highlander
Journey experience	72%	70%
Met / Above expectation	60%	60%
Overall satisfaction	55%	56%
Net Promoter Score	-4	-9
Future Use	57%	58%

Sample size: 684 (Lowlander 302, Highlander 382)



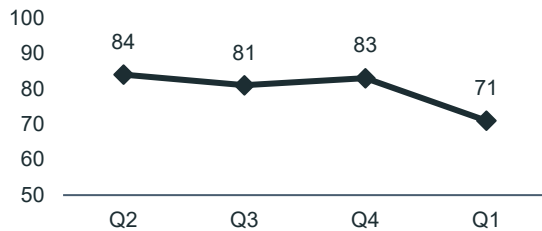
Caledonian Sleeper Passenger Satisfaction

Quarter 1: 1st April 2019 – 22nd June 2019

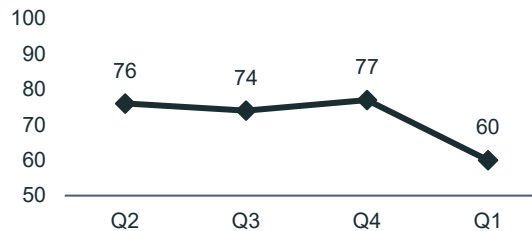
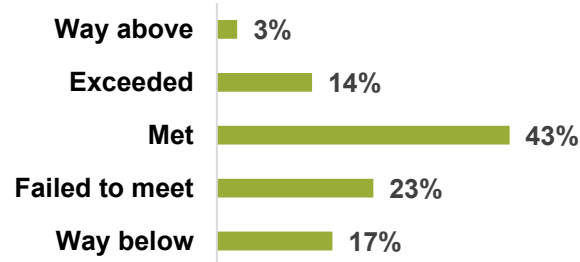
Overall journey experience



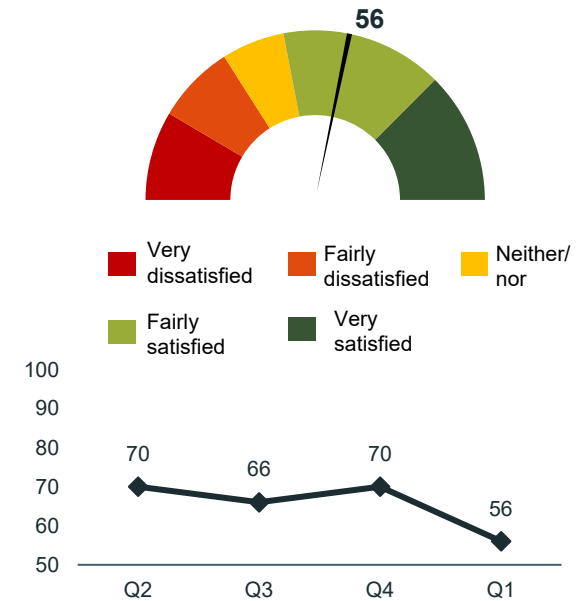
Ave – 3.14



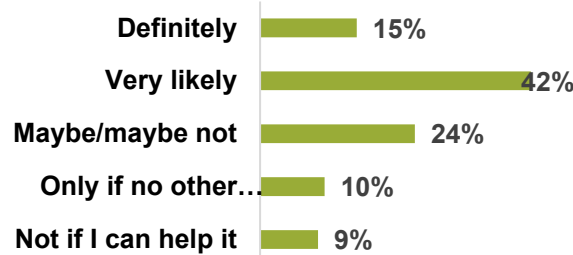
Expectation



Overall satisfaction



Likelihood of future use



Net Promoter Score

-7

👍 35
👎 42

	Lowlander	Highlander
Journey experience	72%	70%
Met / Above expectation	60%	60%
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Sample size: 684 (Lowlander 302, Highlander 382)



Caledonian Sleeper Passenger Satisfaction

Quarter 1: 1st April 2019 – 22nd June 2019

Expectations of the journey

Top five:

- 54% Looking forward to the experience
- 31% Sufficiently well informed about the journey ahead
- 30% Relaxed
- 30% Looking forward to bed
- 29% Not expecting a good night's sleep

Bottom five:

- 9% Carefree
- 6% Anticipating a sociable evening
- 6% Concerned I might have someone sharing my room/in the next seat
- 6% Concerned about other passengers' possible bad behaviour
- 5% Anxious or nervous

Journey Experience

(% 3 - 5 star rating)

71% Experience overall

Making me feel...

- 77% welcomed
- 70% looked after
- 69% relaxed
- 67% comfortable
- 57% I had a good night's sleep
- 84% Lounge car rating
- 71% Room rating

Summing up the experience

Top five:

- 36% Functional
- 35% Practical
- 34% Disappointing
- 28% Efficient
- 25% Memorable

Bottom five:

- 7% Caring
- 4% Classy
- 3% Boring
- 1% World Class
- 1% Reviving

Sample size: 684



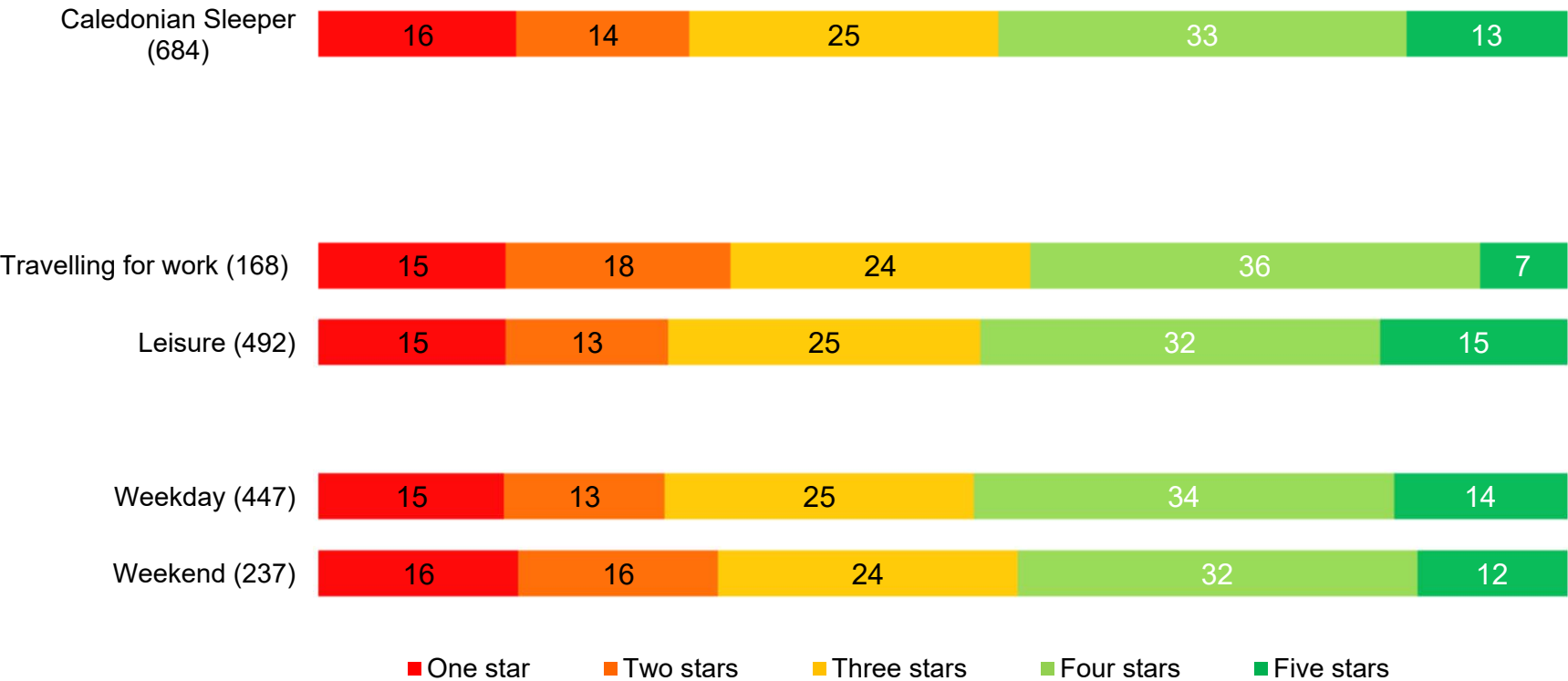
Caledonian Sleeper

On-board experience



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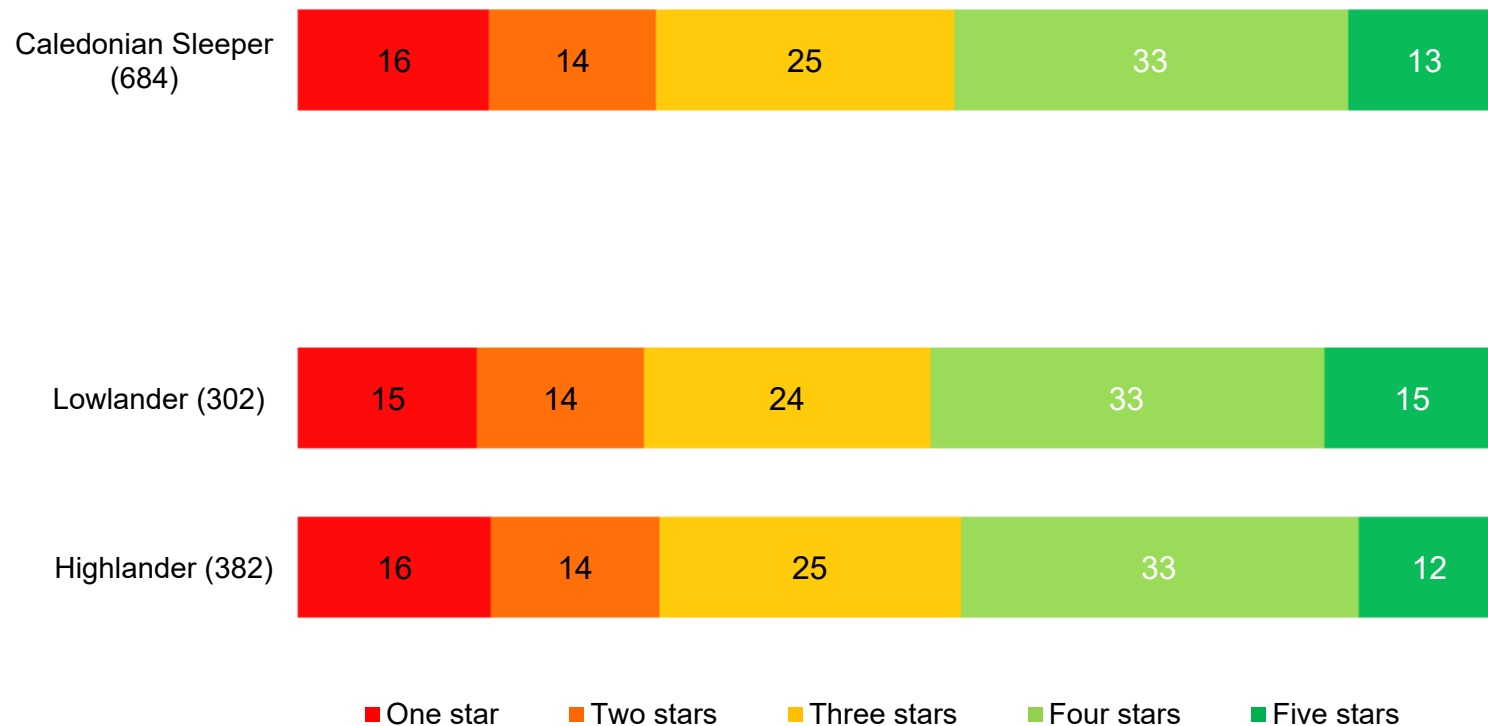
Overall rating of experience by passenger group



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



Overall rating of experience by route



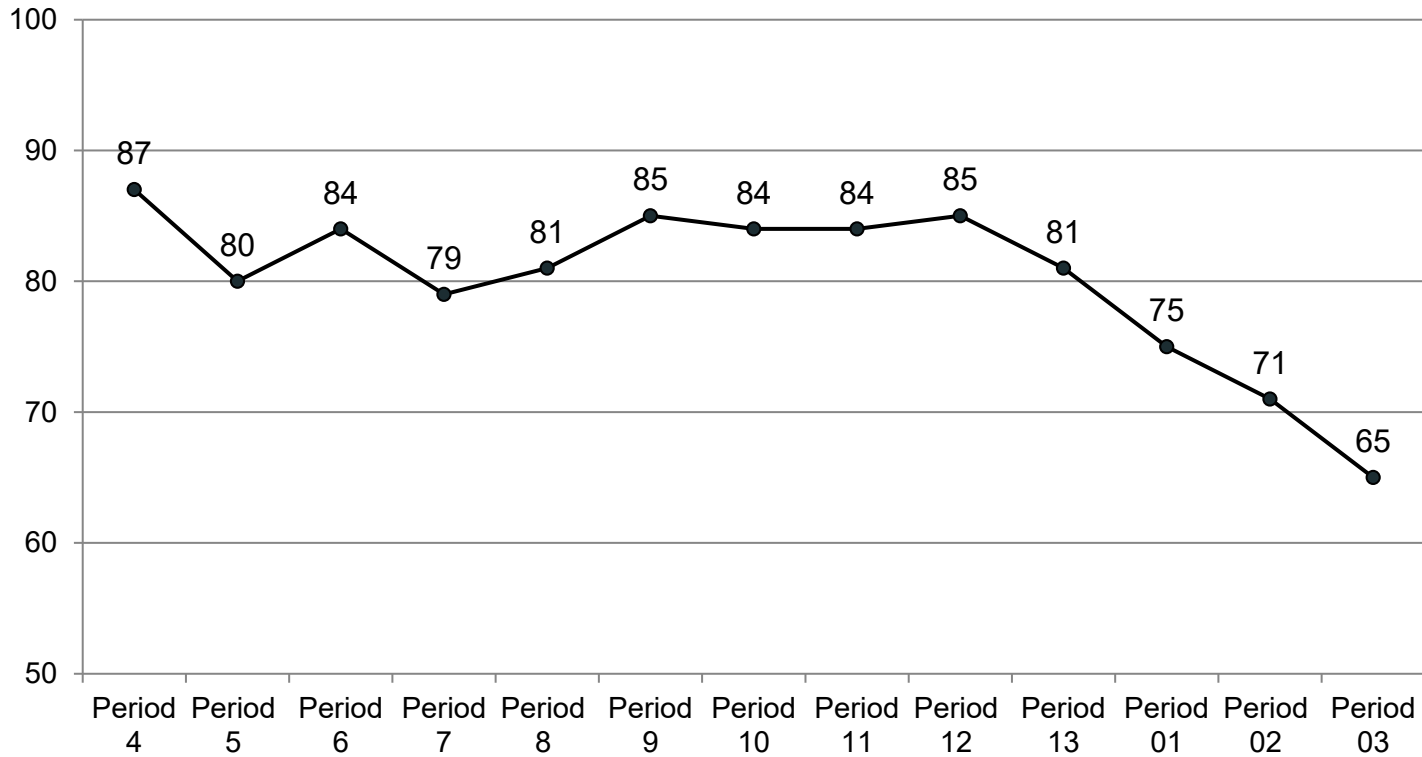
Q11a. How many stars do you give the Caledonian Sleeper for the experience overall?
Base: in brackets above



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

1. Get the train into Euston in time so we don't have to queue until after midnight to get on. 2. Provide drinking water bottle in the room (always was done on the previous sleeper trains) 3. Provide clean towels (the ones in my room were from the previous occupant). 4. Provide breakfast (no form in my room so I didn't know I had to fill it out the night before).

It was a bit nerve racking waiting at Crewe and not sure if the train was coming. Is there a way you could notify waiting passengers that the train has left Euston? Bear in mind that with such a late train people often arrive at Crewe a while before. I arrived at 10pm. Also it would be great if you could manage milk in jugs instead of the small plastic containers.

Dim lights in seated car. Be on time!!
Turn off air conditioning/adjust temperature in seated car so it's not so cold! Seats could recline more.

Sort the loo which was dirty and needs checking regularly - dirt from people shaving and general mess. I am assuming the new coaches will seriously improve the quality as otherwise I would not travel again. The staff were good and tried very hard but waiting for a loo is unacceptable in first class travel.

Keep the prices reasonable, otherwise, great.

Communicate with passengers, not hide, when things start to go wrong Keep the toilets working for the entire journey not just the start Clean the compartments thoroughly - they were filthy Be polite and welcoming to customers not make them feel like a nuisance Run the service on time When a train is late, don't let staff on the platform ignore the problem - an apology, offer of how to obtain a refund, extra assistance to deal with problems Caledonian Sleeper has caused would have been welcome. Not 'Good Morning' at five minutes before midday when the train was nearly three hours late.

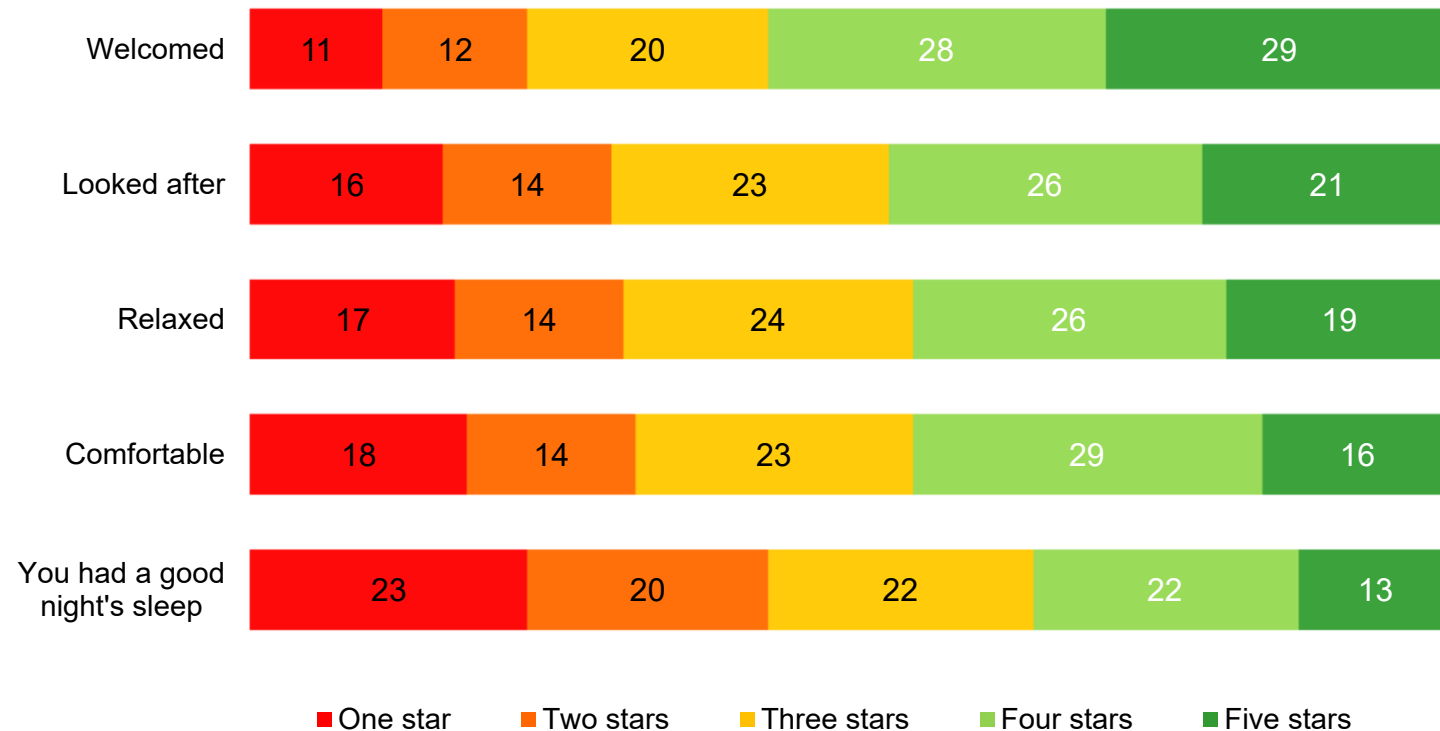
Make sure there are pencils in room to complete the breakfast etc questionnaire. Twice I have had to use my eyebrow pencil to complete questionnaire.

More ventilation in the room. the cold setting didn't chill the room.

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 (684)



Rating of features of the journey – customer comments

This is the first time I've had to queue to check in. I much prefer to go to my coach and be welcomed by the steward of the coach. Although the check in person was very pleasant, I then had a long walk to my coach and had to find my room. Felt a bit abandoned to get on with it, not welcomed.

The lady at the check in on the platform was fine but guard didn't seem particularly friendly when checking tickets (especially compared to my return journey) and I didn't see anyone else the rest of the journey.

The dining car was very policy heavy. Despite no clear signage concerning the consumption of self procured food or drink, the train hostess took an aggressive approach in informing our party and other travellers that we were not welcome to consume these in this area.

Better facilities for late boarding on train due to technical issues I arrived at the station with my 83 year old mother expecting to board at 2200 hrs but due to technical issues we were unable to board until 2340 or thereabouts. We were using the Virgin lounge at Euston until it closed at 2300 hrs and were then kicked out to the main station area. My mother has difficulty sitting for too long a period of time, it was late and we were tired.

Once aboard and traveling I did not see any staff until we were nearing Edinburgh, having to stop there due to the heating in our carriage breaking down. We weren't really looked after there whilst we waited for the Inverness sleeper, left in the cold carriage & wasn't allowed access to first class carriage to keep warm

Better information in room to allow a better understanding of the events of the journey and how to seek assistance if required.

The sleeper carriage was even smaller than we had been expecting and it quite difficult to fit two adults into the space, particularly with luggage. The bathroom amenities including the toilets and the sink inside the sleeper carriage were very old and not particularly user friendly.

Have padded seats which recline. Have two independent armrests each. Have someone present to attend to travellers' needs and offer vacant seats where possible.

Service in the club car was very slow - it took over an hour to get a drink and we returned to our room after waiting for a long time to settle our bill. I misunderstood the wait staff and thought we could pay in the morning. Instead we were awakened by the waiter opening our room and walking in at around 1:30 am or 2:00 am while we were sleeping, requiring that we pay then. We would have paid earlier if we had been given the bill at any time during our time in the club car.

Train kept restarting and lights on/off whilst air con in another carriage was being fixed.

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?



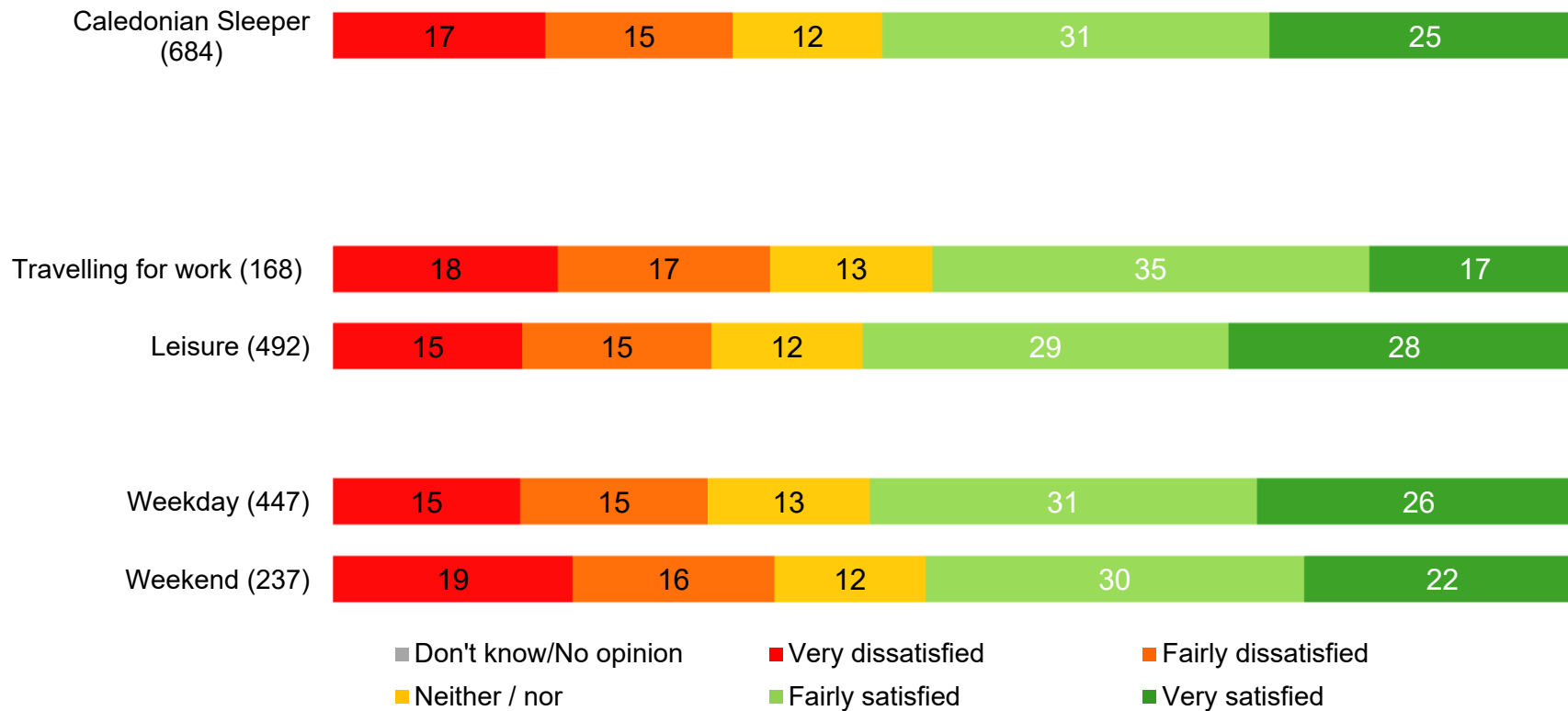
Caledonian Sleeper

Overall opinion of the Caledonian Sleeper



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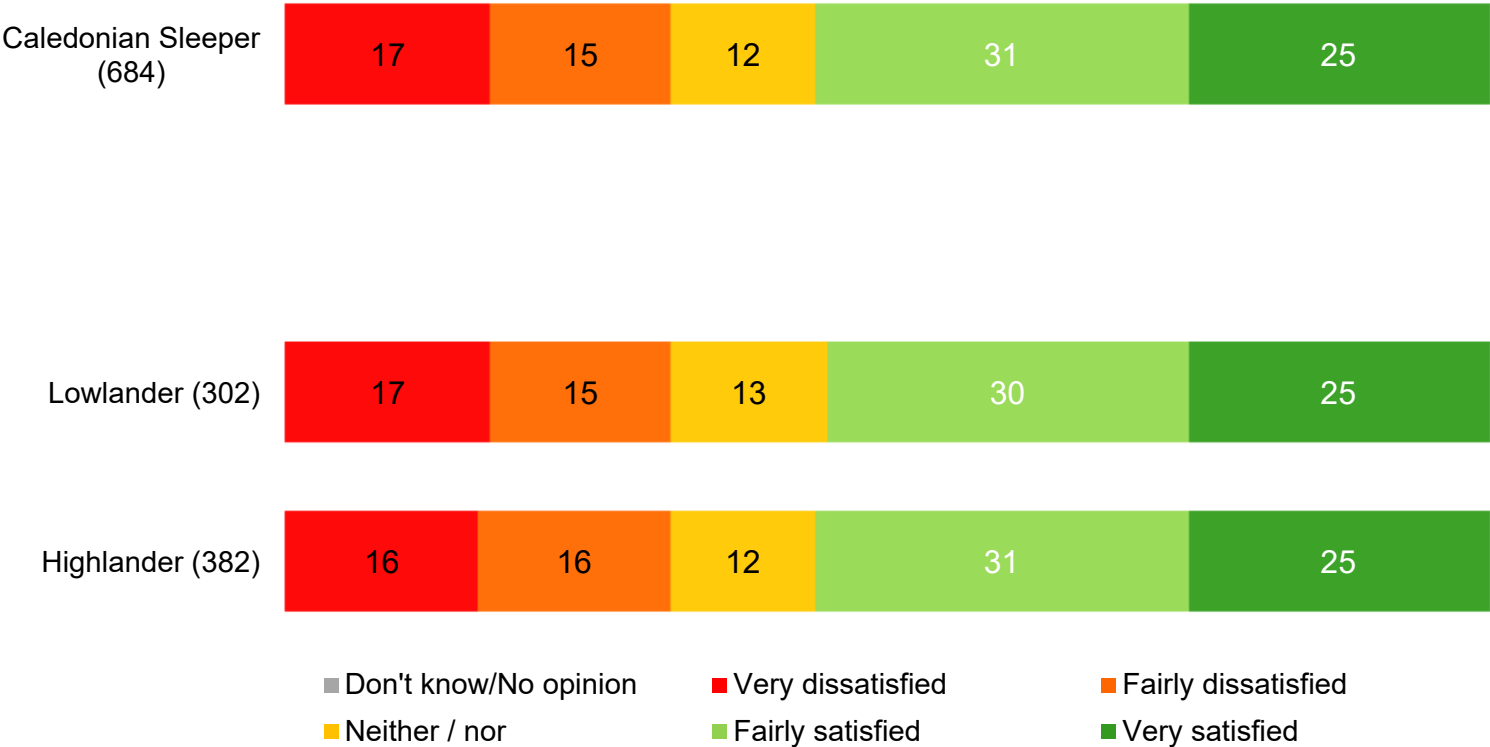
Overall journey satisfaction by passenger group



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

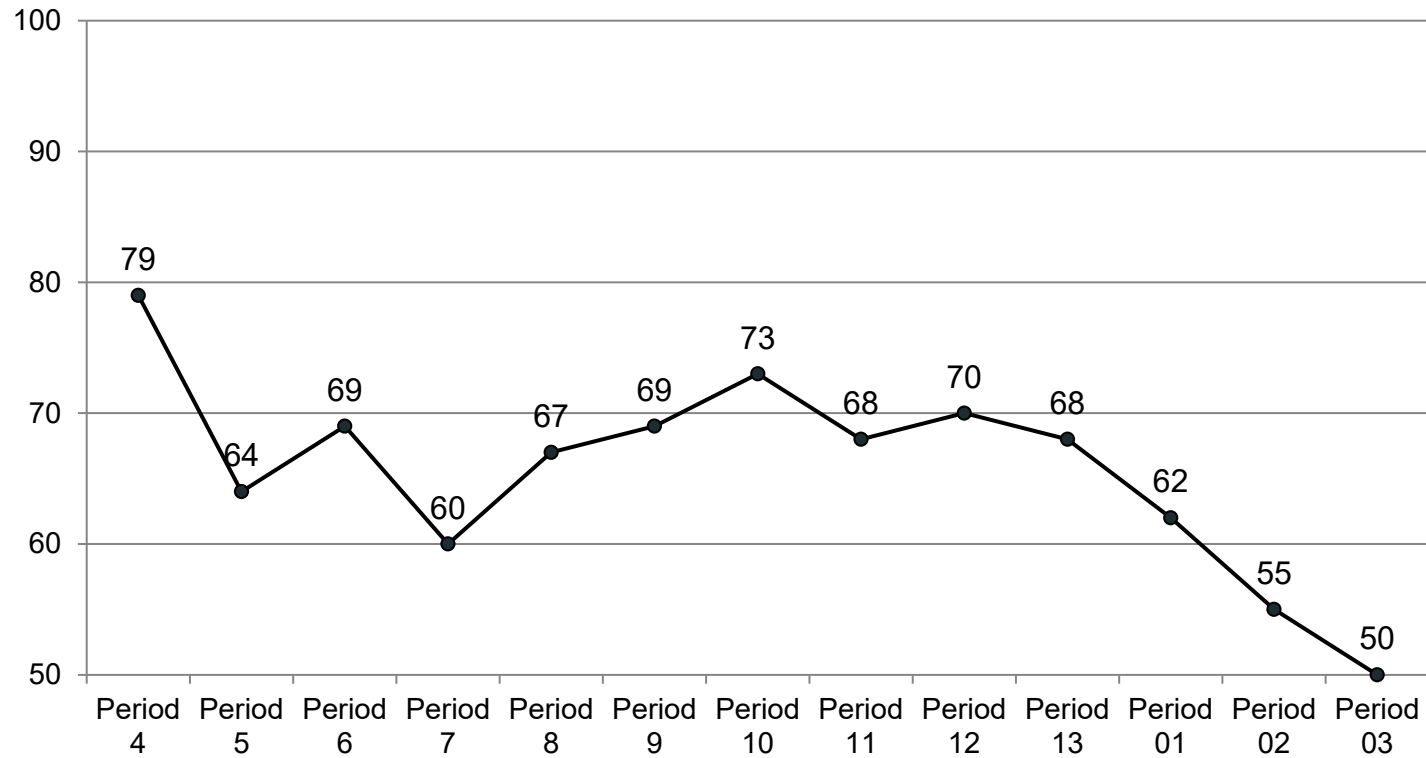


Q30. Taking everything into account about your journey from x to y, how satisfied were you with your journey?
 Base: in brackets above

Overall journey satisfaction - trend

Overall journey satisfaction

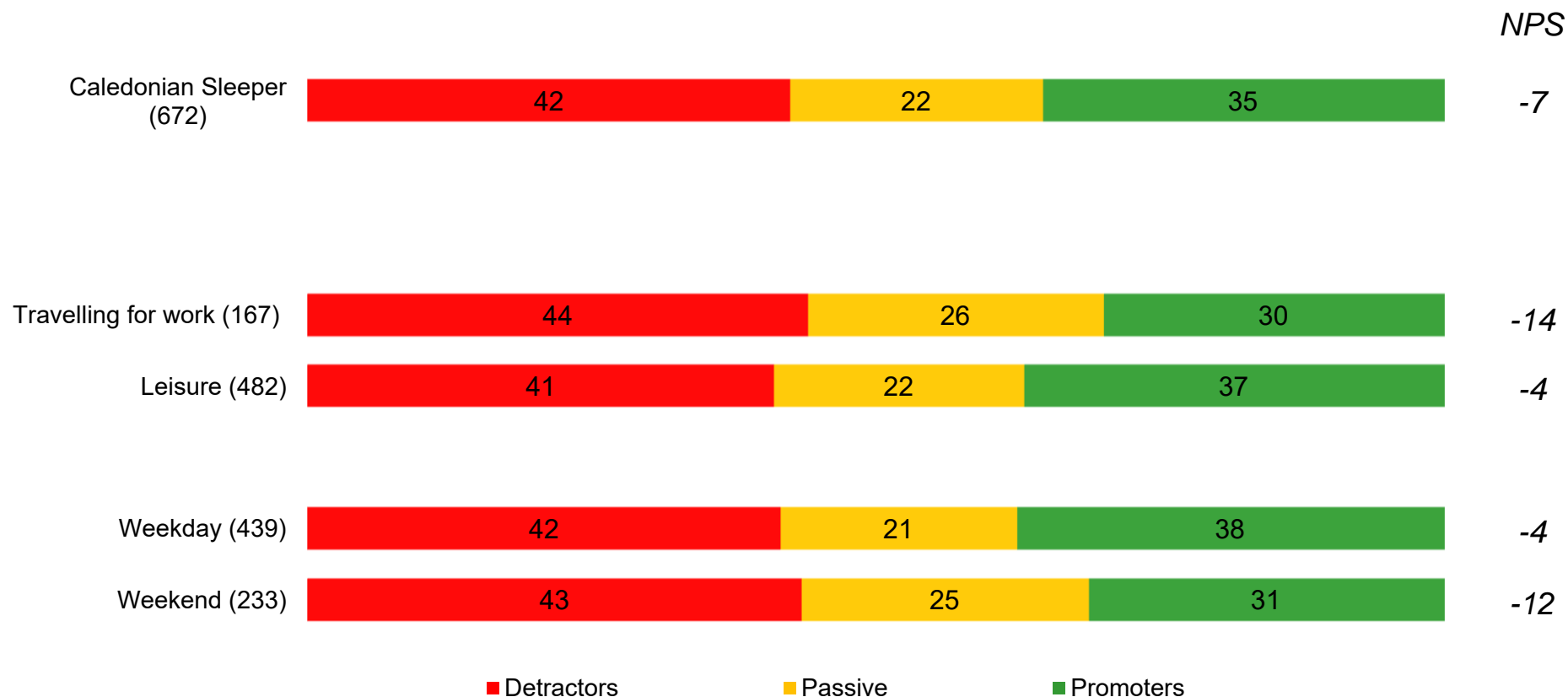
Trend: % very/fairly satisfied



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

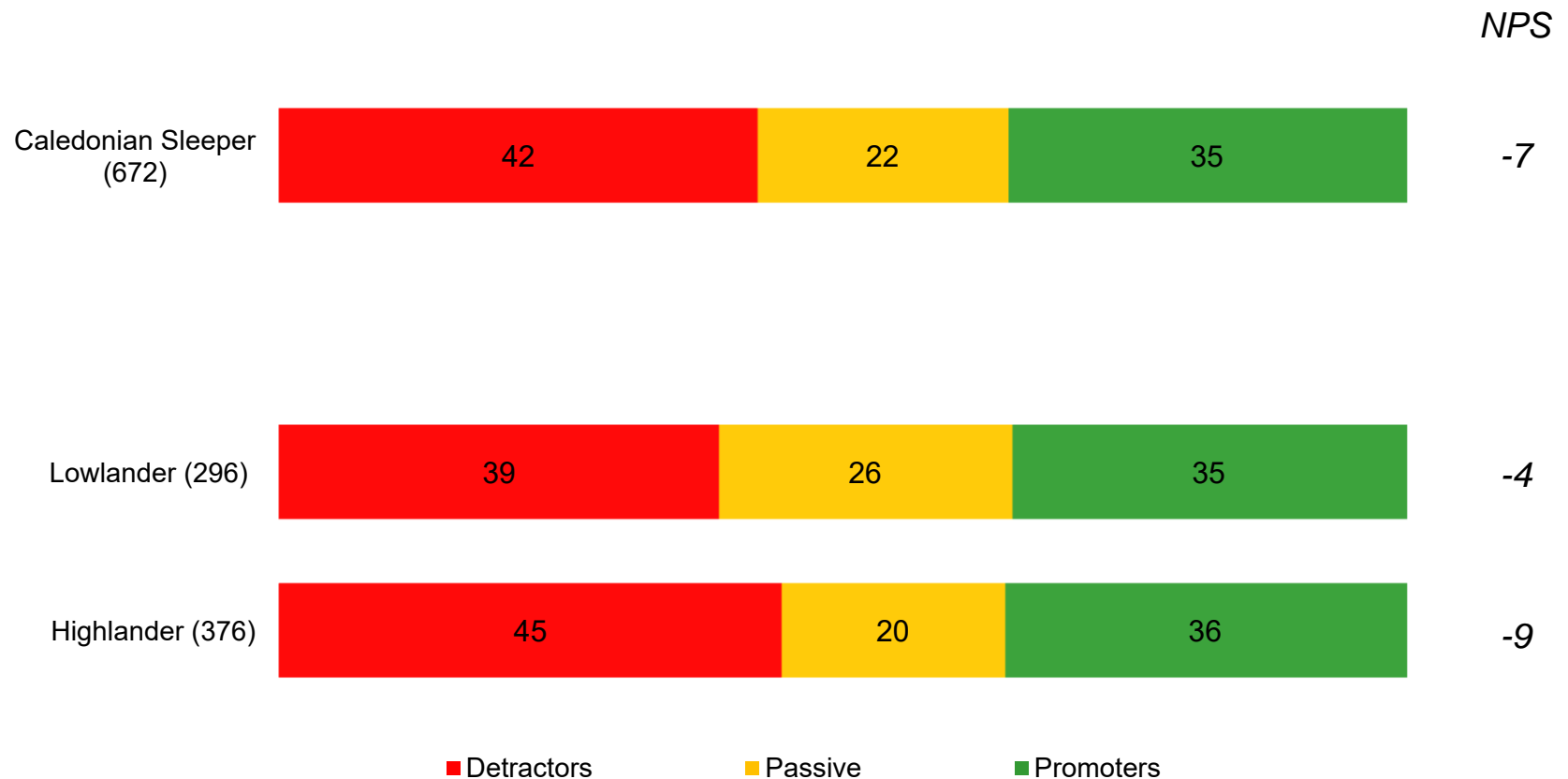


Q31a. On a scale of 0-10 where 0 means 'not at all likely' and 10 means 'extremely likely' how likely are you to recommend the Caledonian Sleeper to a friend or colleague?

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?

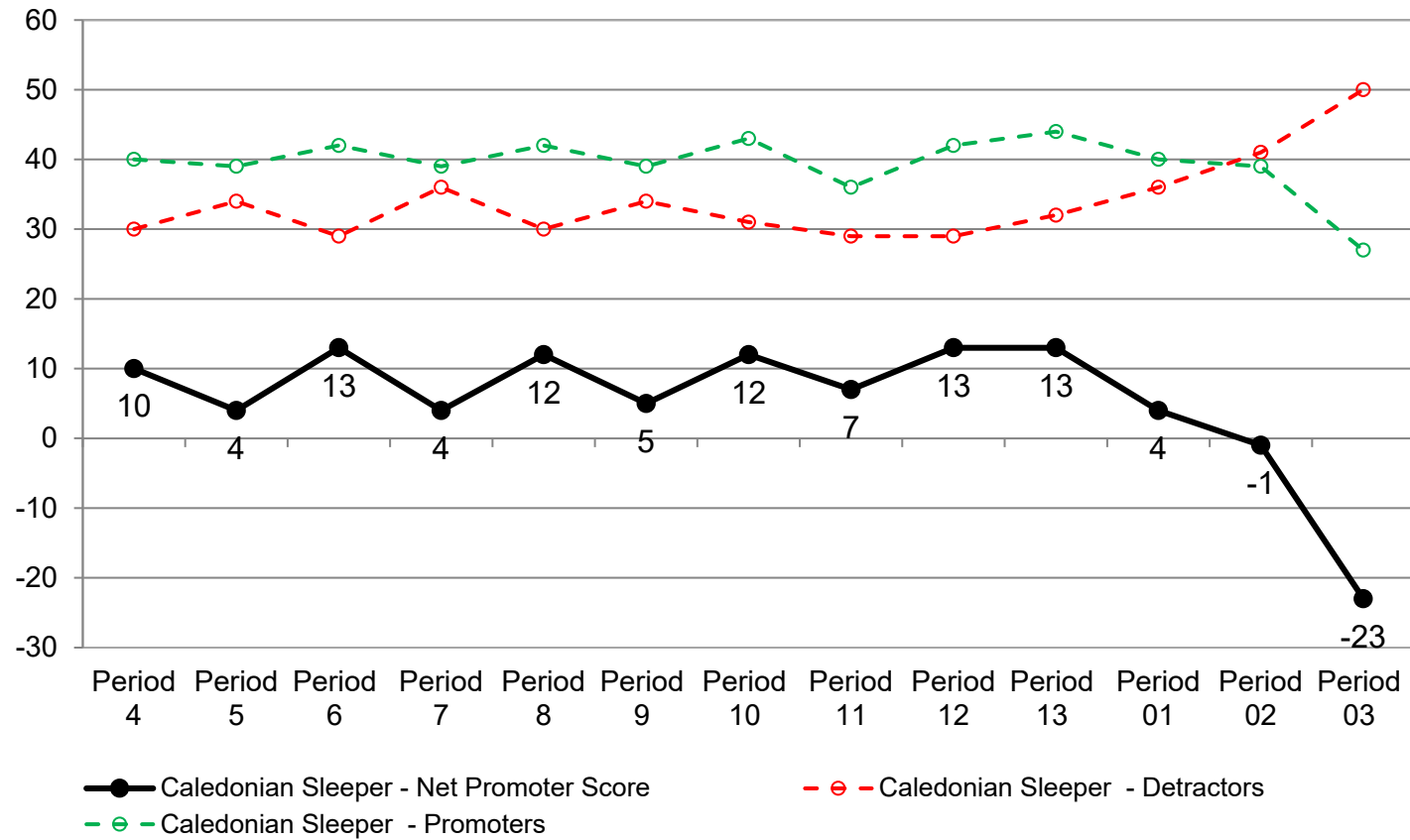
Base: in brackets above – those with an opinion



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 such a unique experience, especially for an American. It was also a really efficient way to make the most of our time and money: we didn't have to waste daytime on travel, and we saved on having to pay for a hotel for the night.

Best way to get to London. No airport hassle, arrive early in central London, ready to start business.

Great way to travel the long distance with kids.

It's a different way of getting up to Scotland and back. A bit exciting and without the faff of going through an airport. Good value and time efficient as you don't waste daytime hours. You get a full day when you arrive/go back.

Passive (7-8)

Unique experience but expensive. Also not ideal if you are claustrophobic.

If you had sent this questionnaire to me about our journey from London to Scotland it would have been all 5 stars as we had a great nights sleep and all was good. we were looking forward to the return trip but this time we had no sleep and arrived in London feeling terrible. So I would recommend after journey up, but not after journey back.

Although in this occasion the journey was cold - it was on time and actually reached the destination. On many occasions we get an alternative transport from Edinburgh due to faults. However the seating sleeper is still a good value means of making the journey.

Experience is lovely, my only reservation in recommending now is there are much cheaper ways go travel to Glasgow, and for the most I'd recommend waiting until you can guarantee a new train

Detractors (0-6)

Had cleanliness been better, the staff been more focused on making everyone feel welcome and well looked after and better assistance and guidance provided for new customers that may have overcome the fact that the new cars had not arrived and what we rode in was very different from what we expected based on the web site.

I was expecting an ensuite club room on a luxury sleeper train. A Hotel Experience. I got an old, tiny bunk bed room with an uncomfortable mattress. The train was old and creaky, it was virtually impossible to sleep. If I had know you were not providing the service as advertised I would have flown.

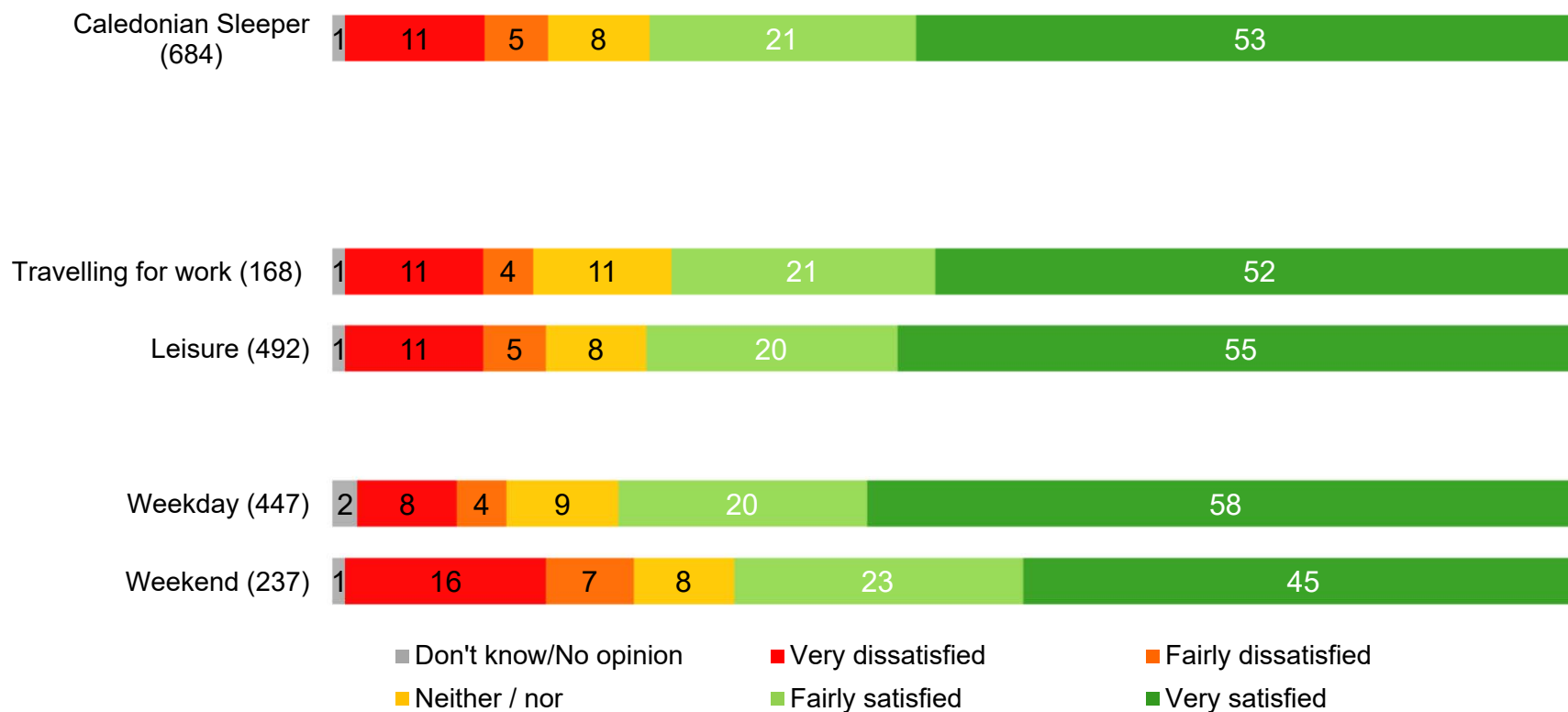
Because what you offer is not what you provide!!!!

The journey did not live up to our expectations. Despite having used sleeper trains before, on this occasion both the state of the train and the poor services meant a really disappointing journey.

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?



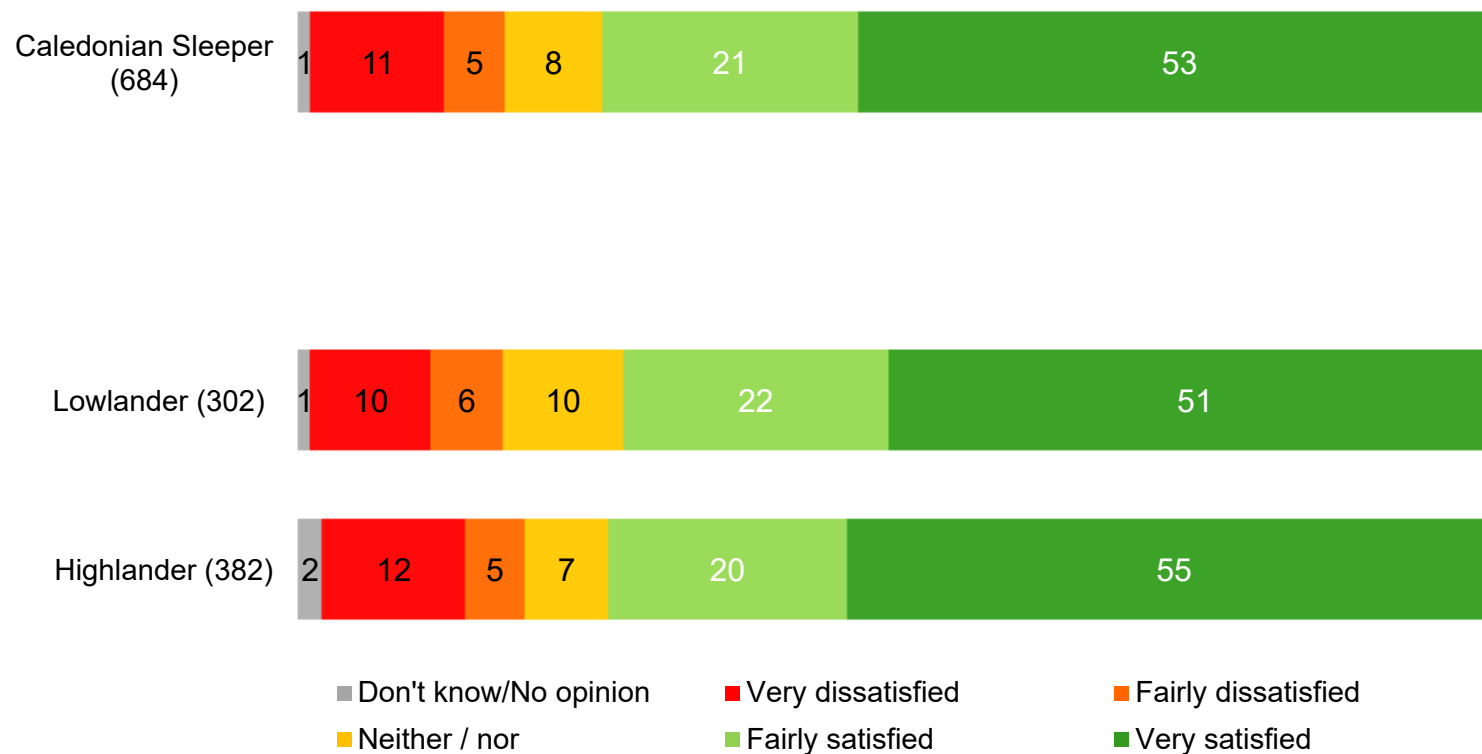
Punctuality and reliability by passenger group



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



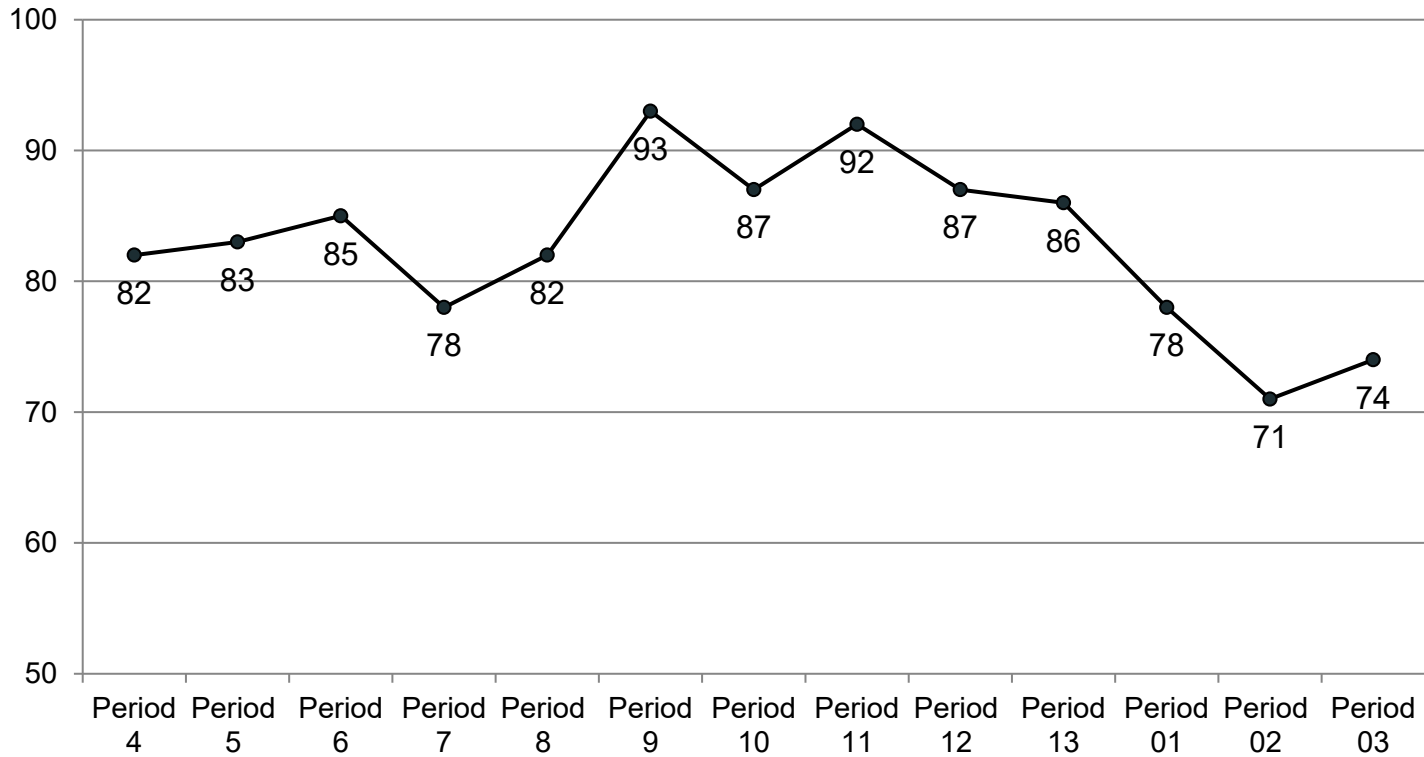
Q33a. Based on your recent journey on the Caledonian Sleeper how satisfied were you with the punctuality/reliability (i.e. the service departing/arriving on time)?
 Base: in brackets above



Punctuality and reliability - trend

Punctuality and reliability

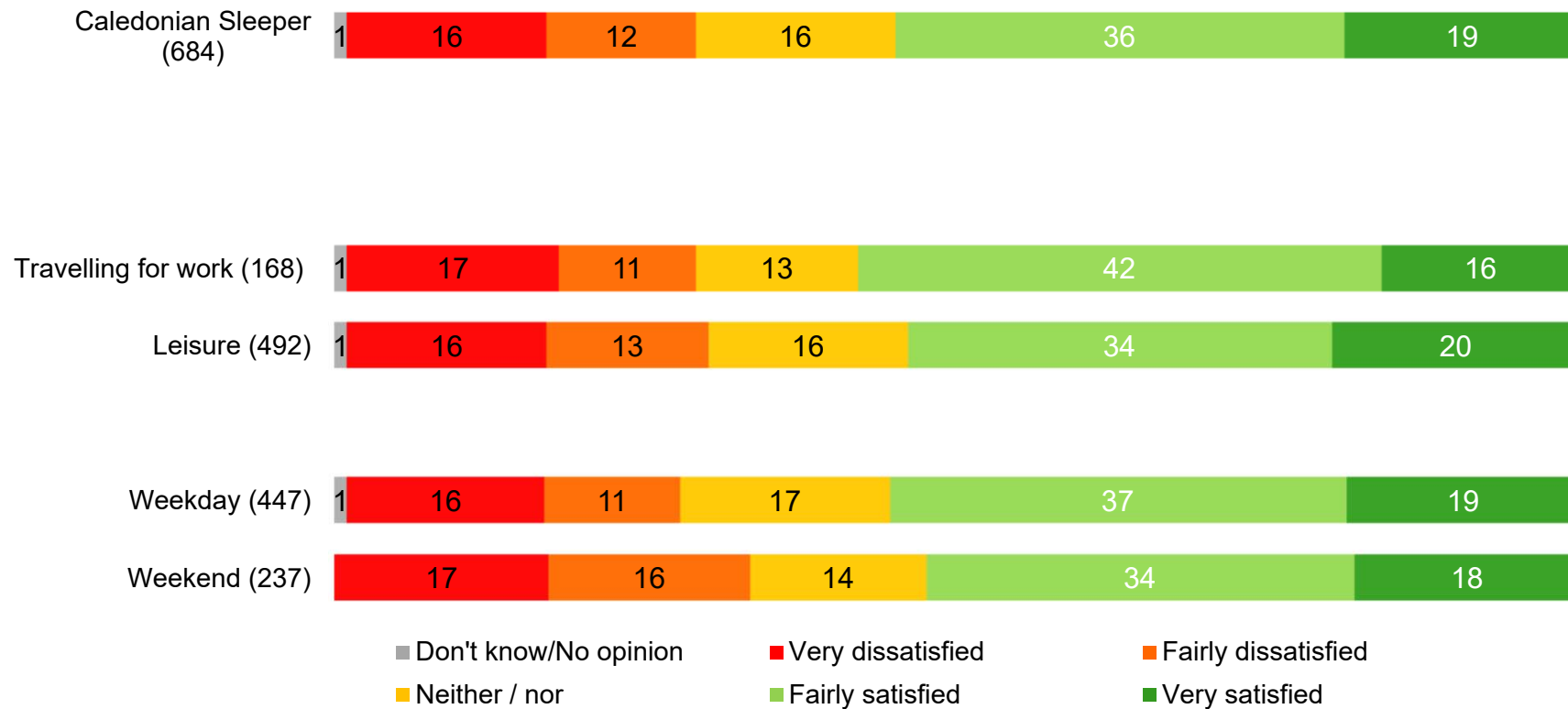
Trend: % very/fairly satisfied



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)?



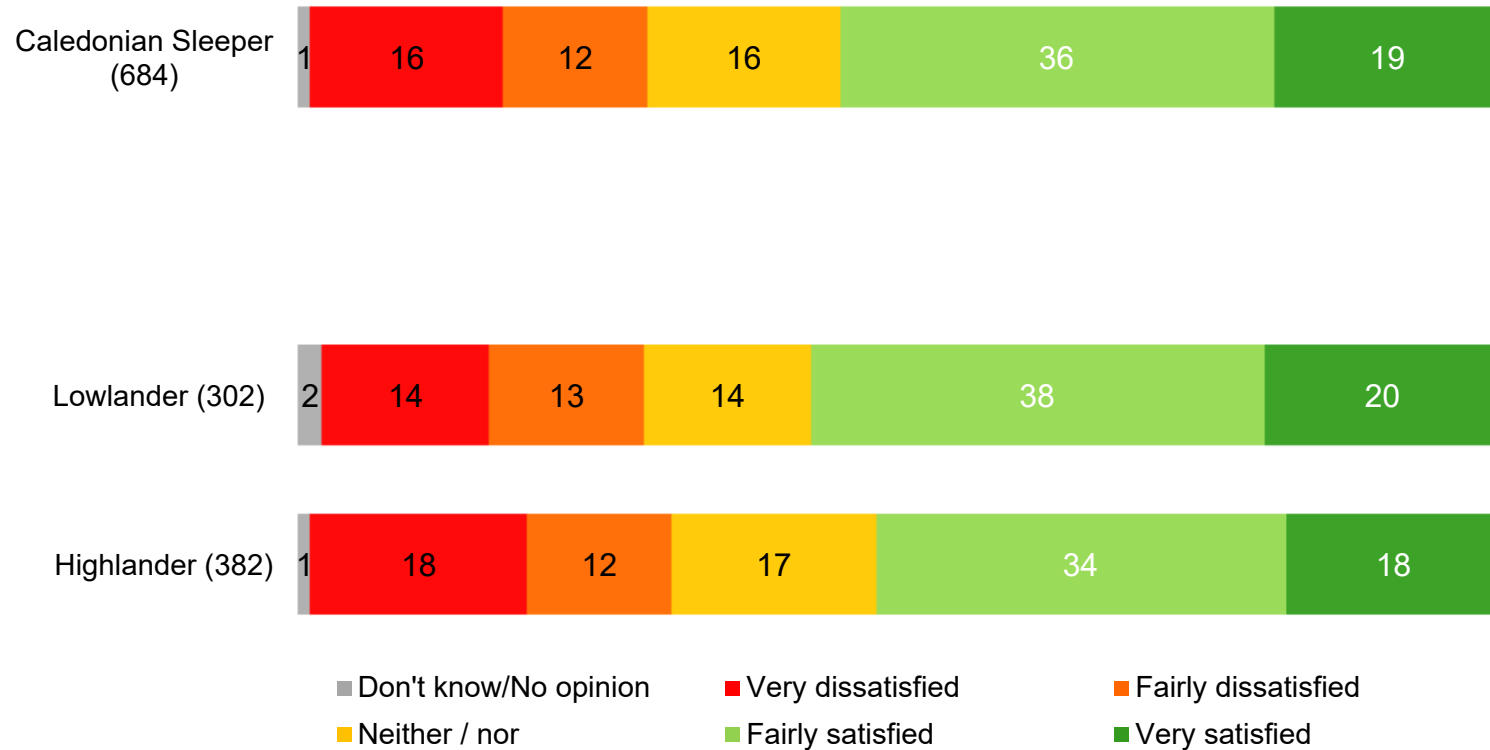
Value for money by passenger group



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

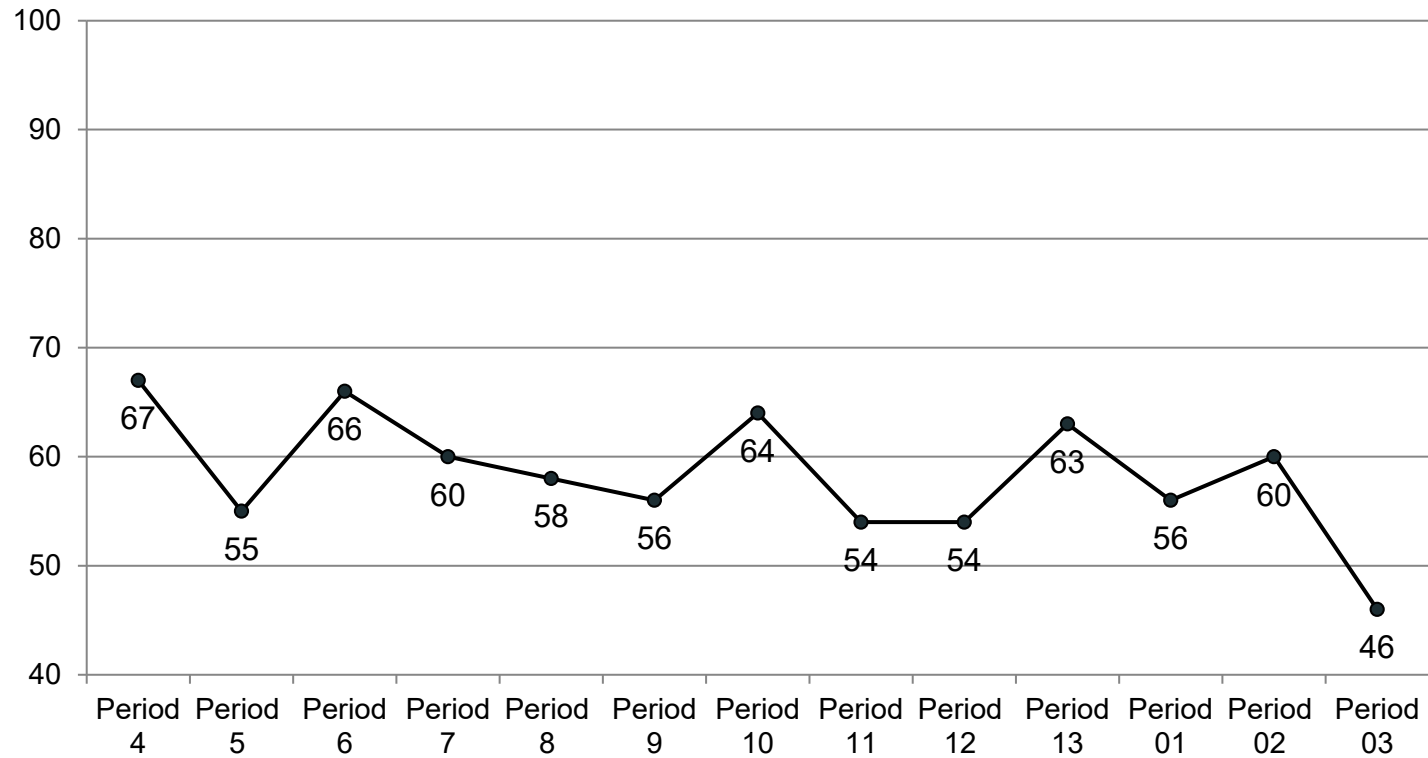


Q33a. Based on your recent journey on the Caledonian Sleeper how satisfied were you with the value for money of the price you paid?
 Base: in brackets above

Value for money - trend

Value for money

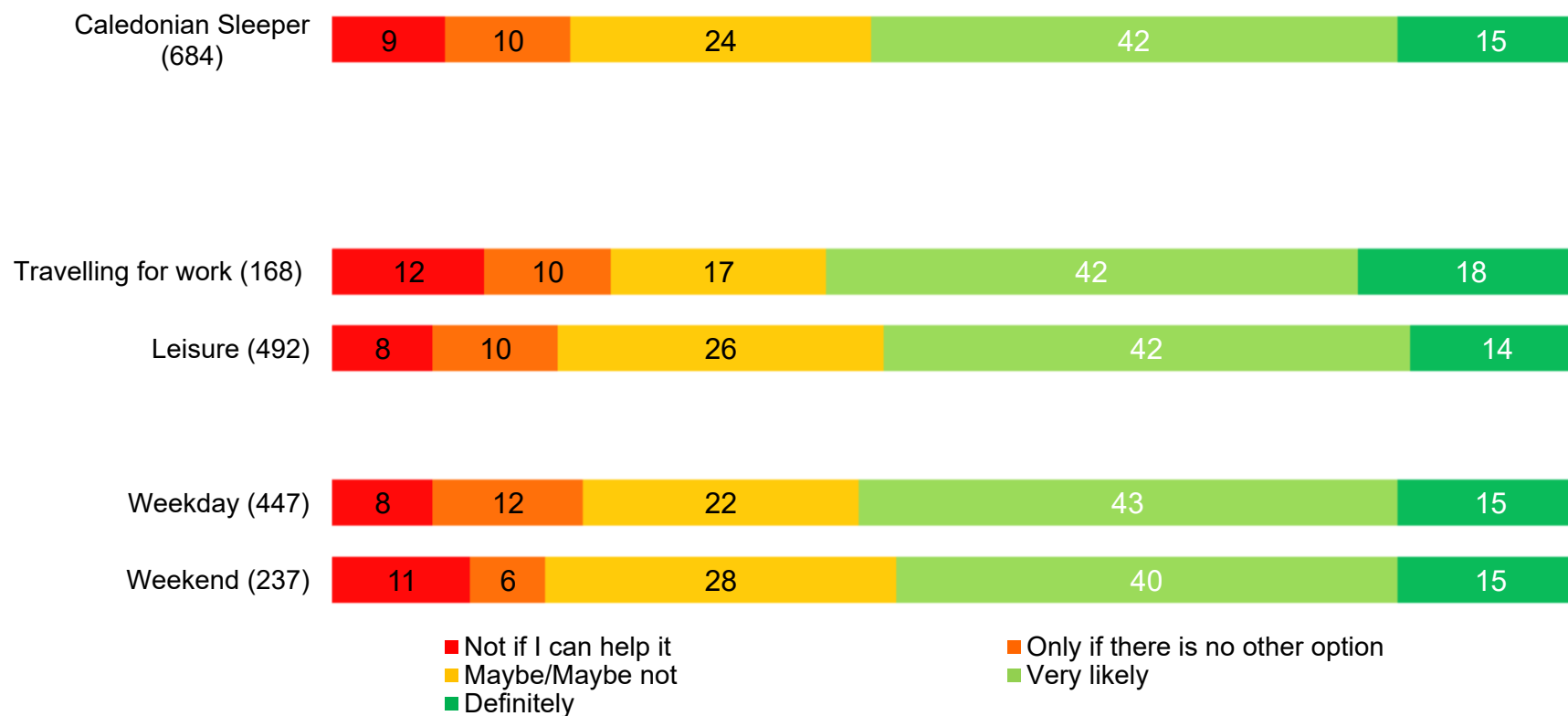
Trend: % very/fairly satisfied



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

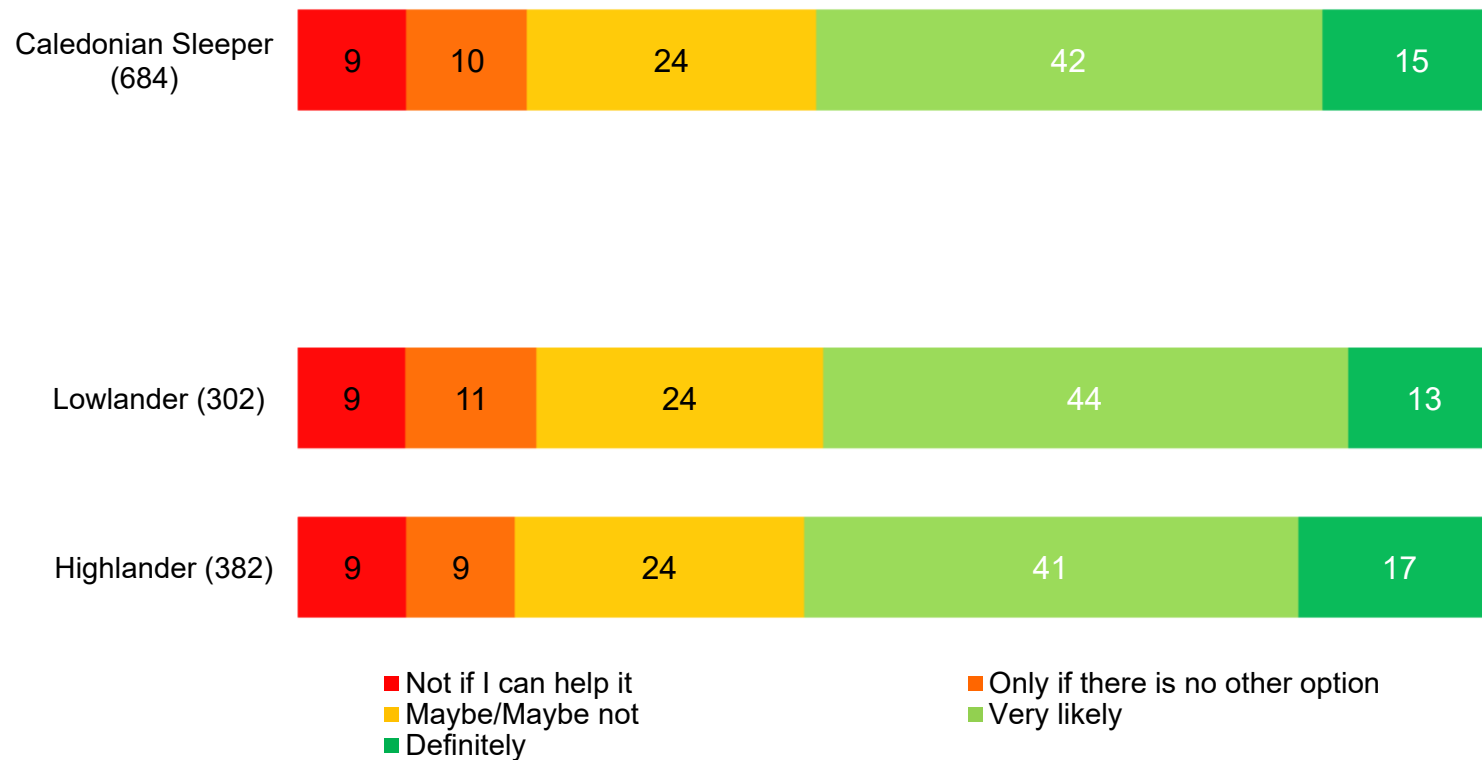


Q32a. How likely are you personally to choose the Caledonian Sleeper when travelling between Scotland and the London area (or vice versa) in the future?

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

Avoiding within-country flights is important for me, and if I have a morning meeting or course to attend in London I would consider the sleeper, but the service is very expensive, compared to a usual train service. The benefit of the sleeper is that you can avoid a night in a London hotel, but factoring in those things, it works out at around the same as a normal train service or still more expensive to use the sleeper. I'm definitely uncertain if the new carriages are more expensive still than the old style ones, and I'm not sure the bugs have been worked out yet from what I've read in the news. So I'd consider very carefully whether it would be cheaper and easier to use the Caledonian Sleeper if I had to make this journey again in future.

What a terrible shame the Caledonian Sleeper is so shambolic. We embarked on our journey with such high hopes but even with a sense of humour and adventure it was completely awful. I do hope the compensation promised will be more efficient than the rest of the service.

Not comfortable in seated car. Cabins too expensive

Even though I slept very badly, the overall experience was quite unique and I'm not totally put off (unless I was definitely having to head straight into a day's worth of work).

I used to really like the Sleeper, but it has become very expensive and, since Serco took over, the quality of the service has deteriorated, and the staff can be rude and unhelpful. It is marketed as a premium service, but customer service and the quality of the information are poor. My train was cancelled and I arrived in Fort William 6.5 hours after I should have done, and missed the meeting for which I was travelling up. The staff didn't really care.

It was expensive, I paid for the single occupancy cabin in order to be allowed to use the lounge car and found it difficult to take advantage of that. Perhaps allowing passengers to book tables for a meal in advance of their journey may help.

I rather take the train than the plane for the planet. But train system in UK is out of date.

Unable to sleep in the room. Too crowded to enjoy the dining area. There are other faster and more comfortable ways of travelling.

It is very expensive if you don't manage to get a deal by booking a long time in advance. If it were cheaper I would use it every time.

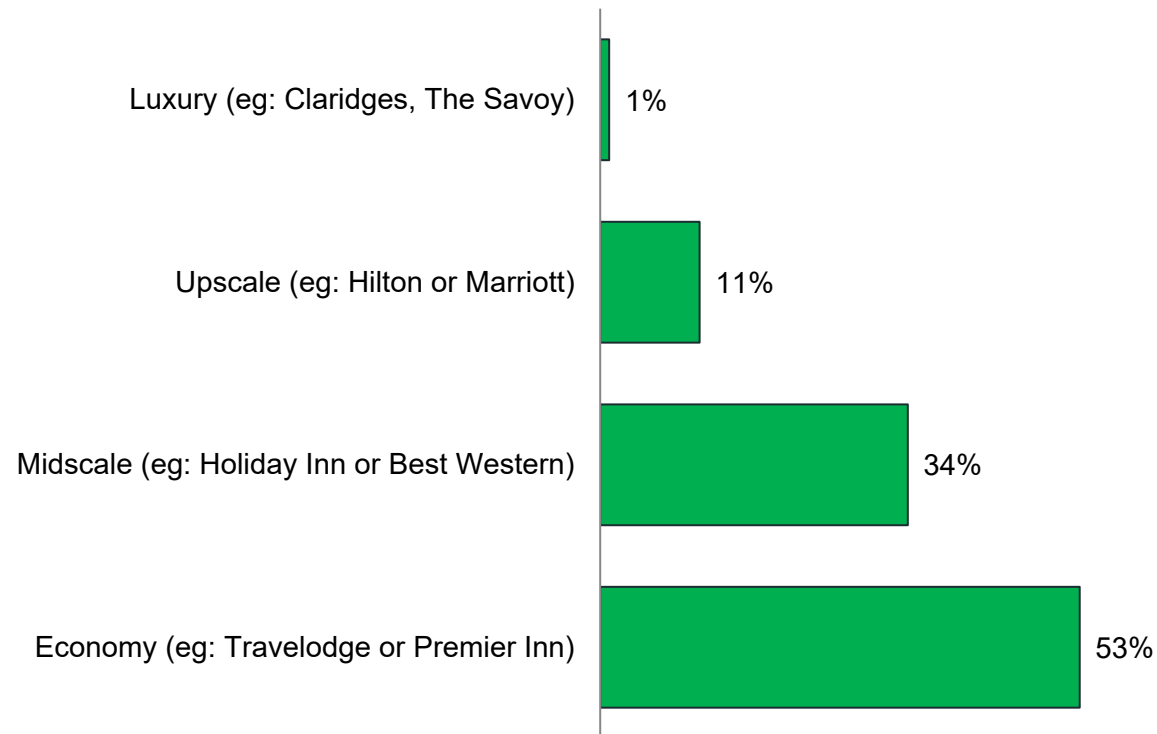
Serious improvement is needed but I wouldn't rule it out for the experience.

Q32b. Why do you say that?



If Caledonian Sleeper were hotel chain

Quarter 1 2019/20 %



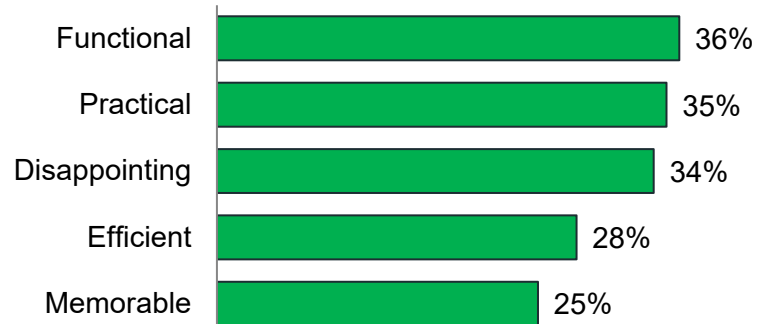
Q34. And just for fun, if Caledonian Sleeper were a hotel chain, what category would you put it into?
Base: All with an opinion (618)



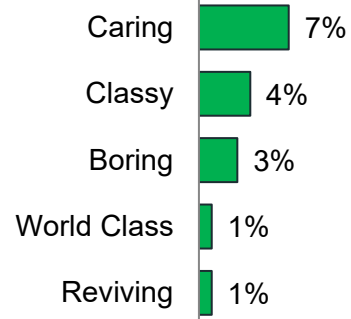
Overall description of journey

Quarter 1 2019/20 %

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 (684)



Caledonian Sleeper

Journey expectations

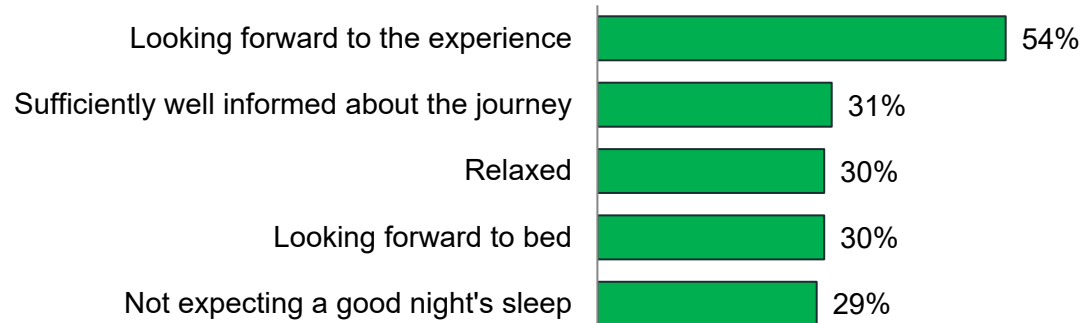


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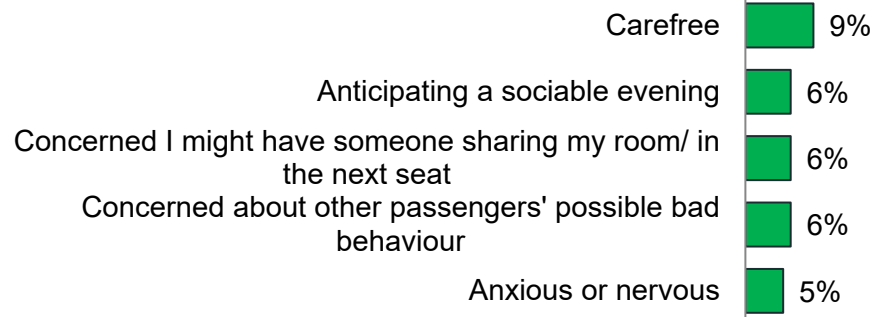
Thoughts and feelings pre-journey

Quarter 1 2019/20 %

Top five



Bottom five

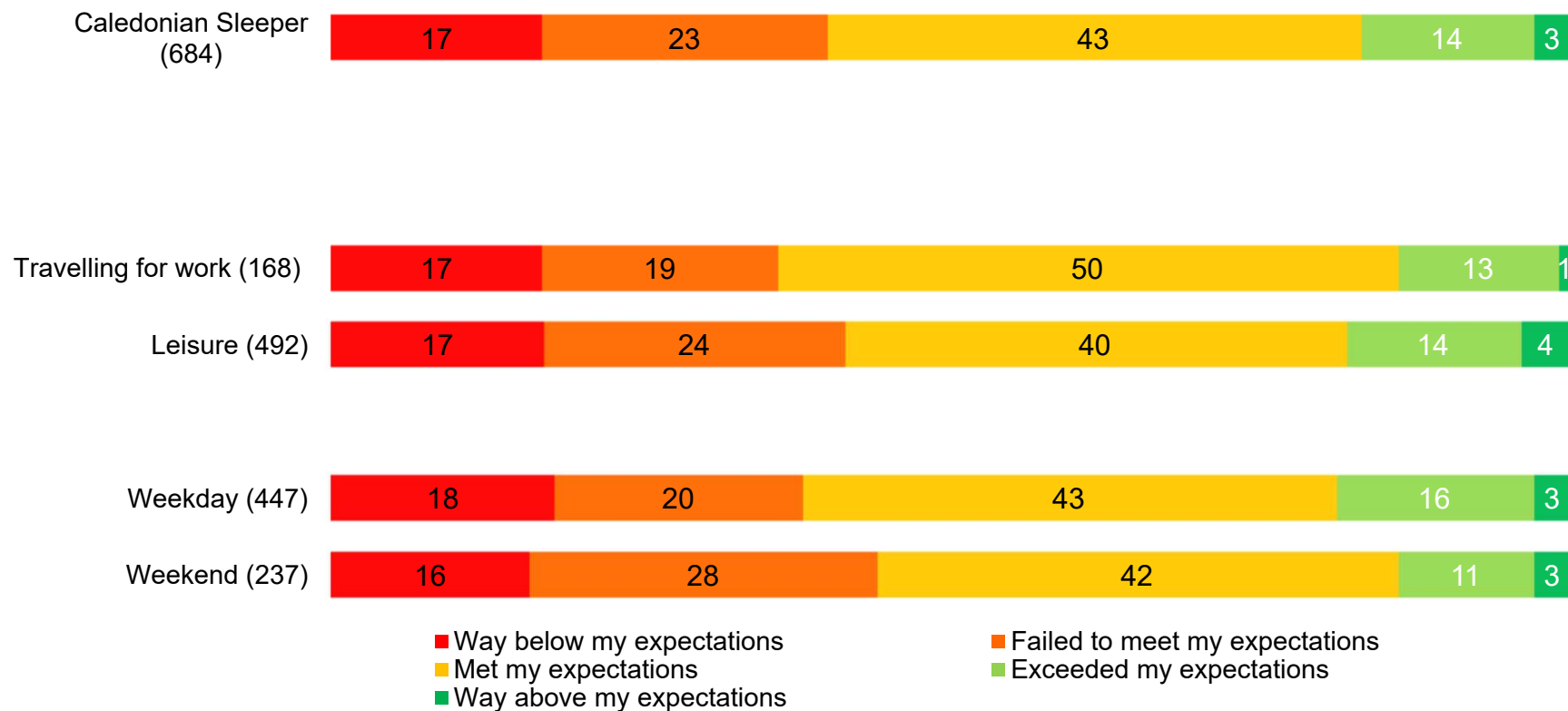


Q4. Thinking about the day you travelled, what were your feelings or thoughts before your journey on the Caledonian Sleeper?

Base: All (684)



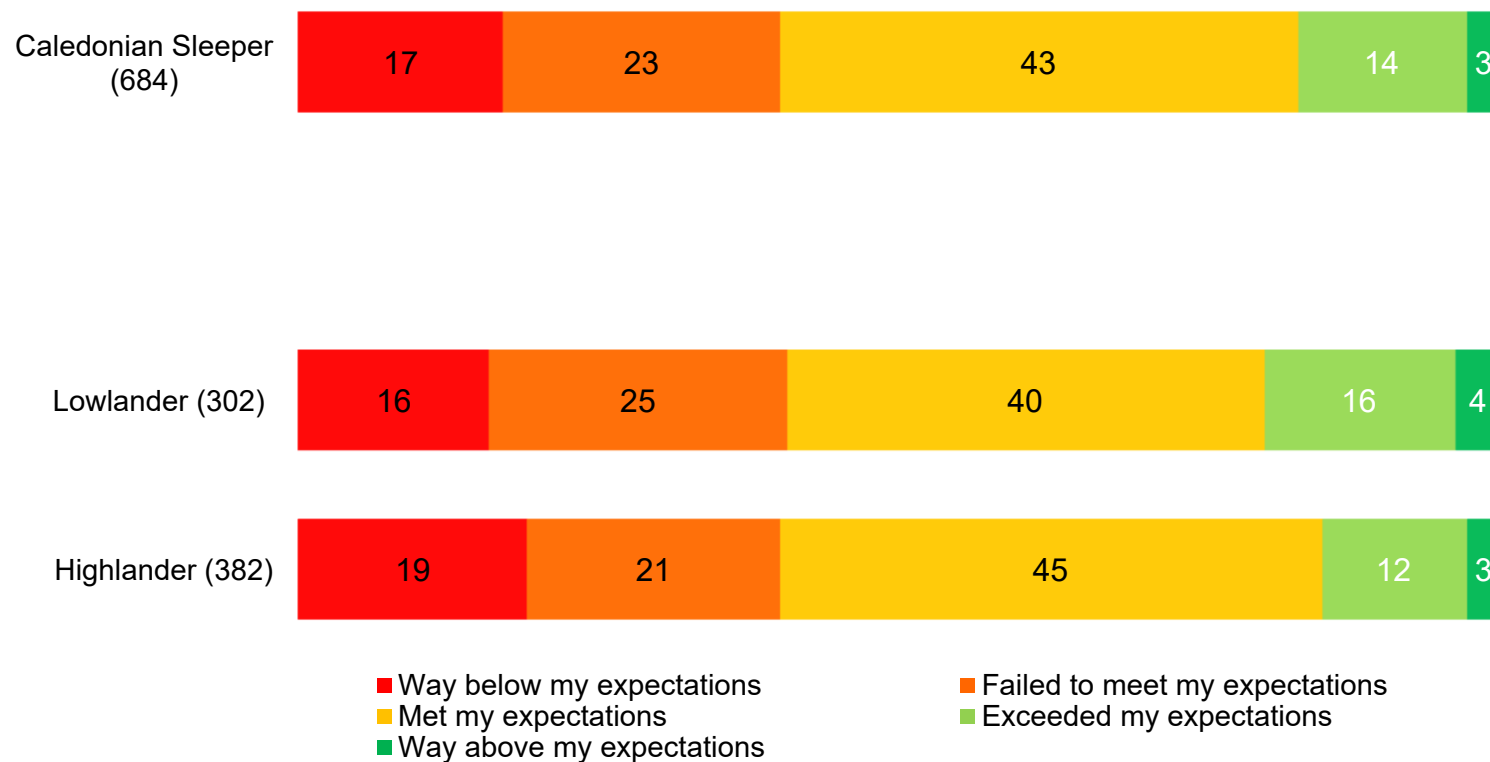
Met expectations by passenger group



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



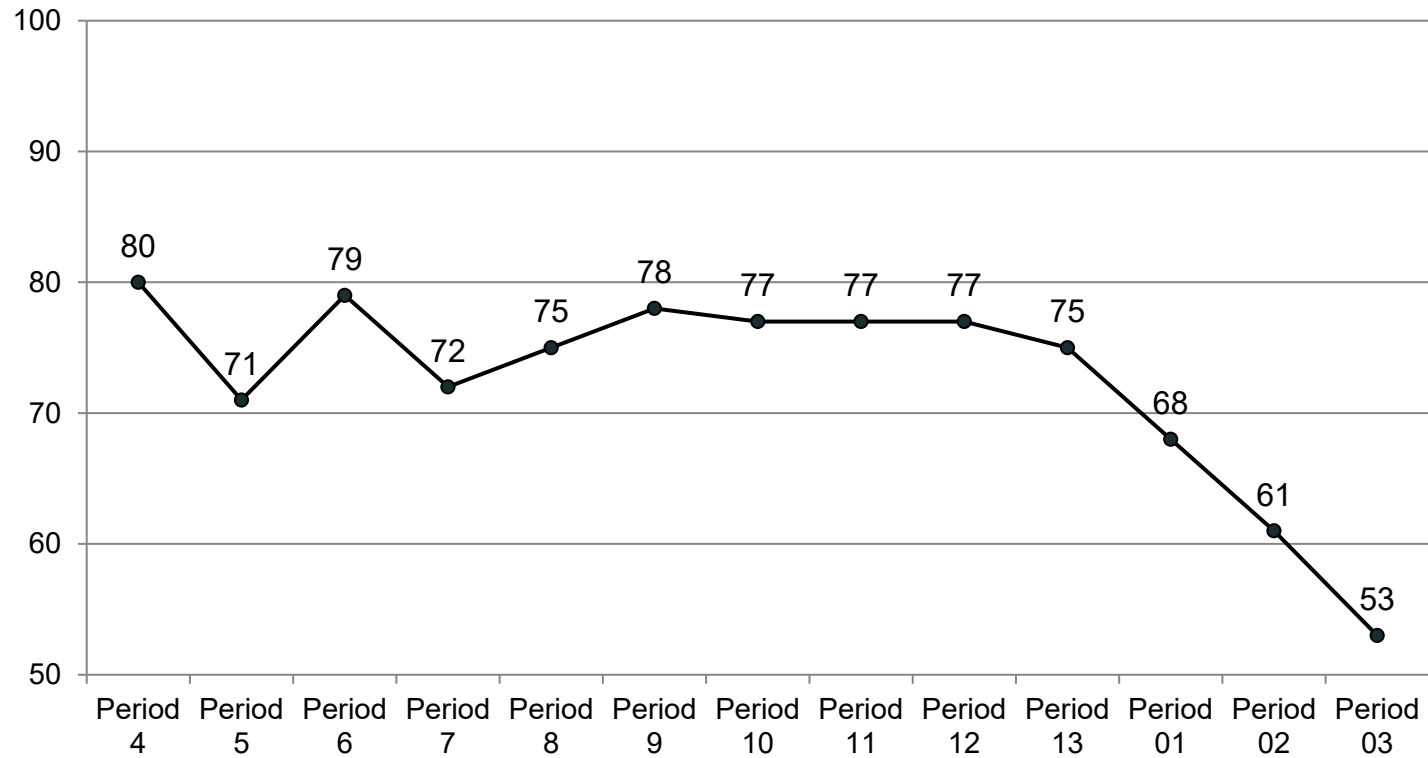
Q5. Overall, taking everything into account, how well did your journey on the Caledonian Sleeper live up to your expectations?
Base: in brackets above



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

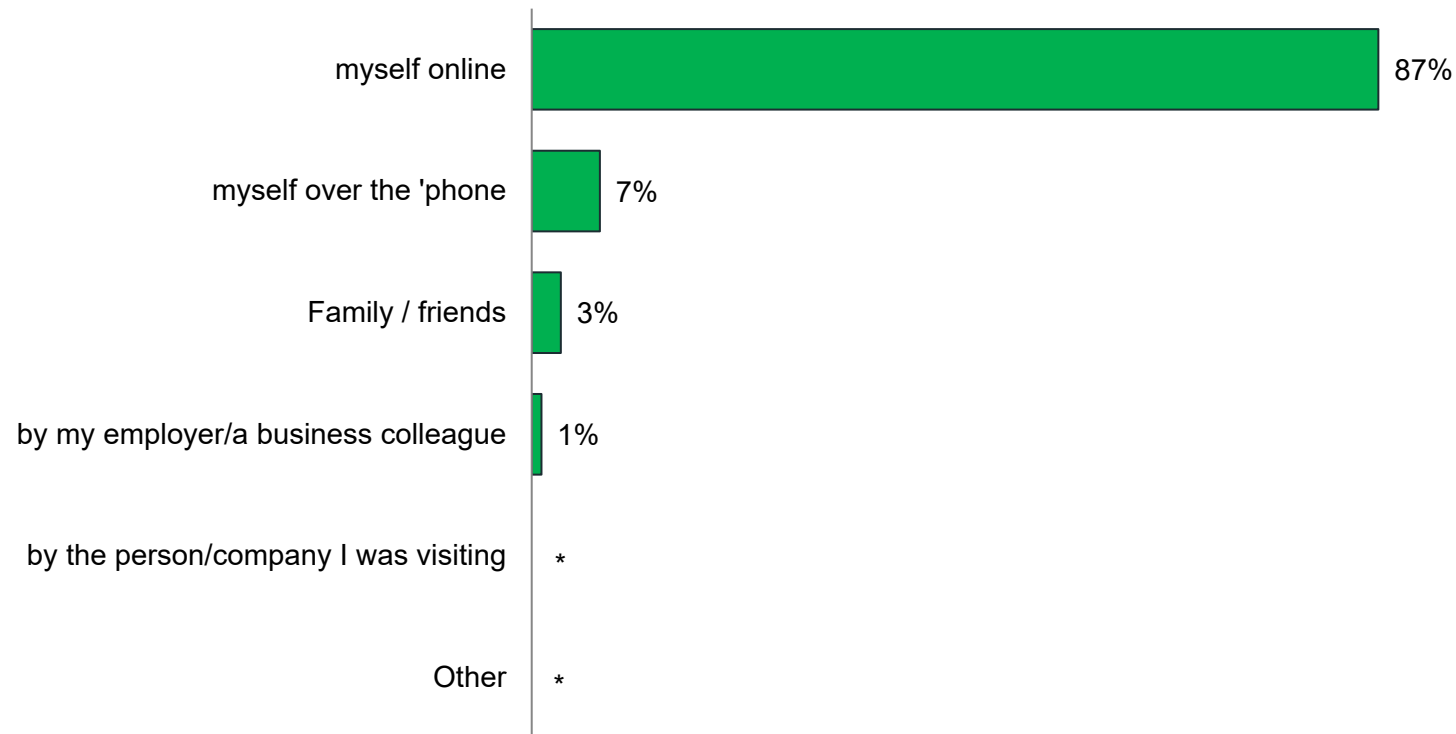


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How booking was made

Quarter 1 2019/20 %

It was booked/I booked it...

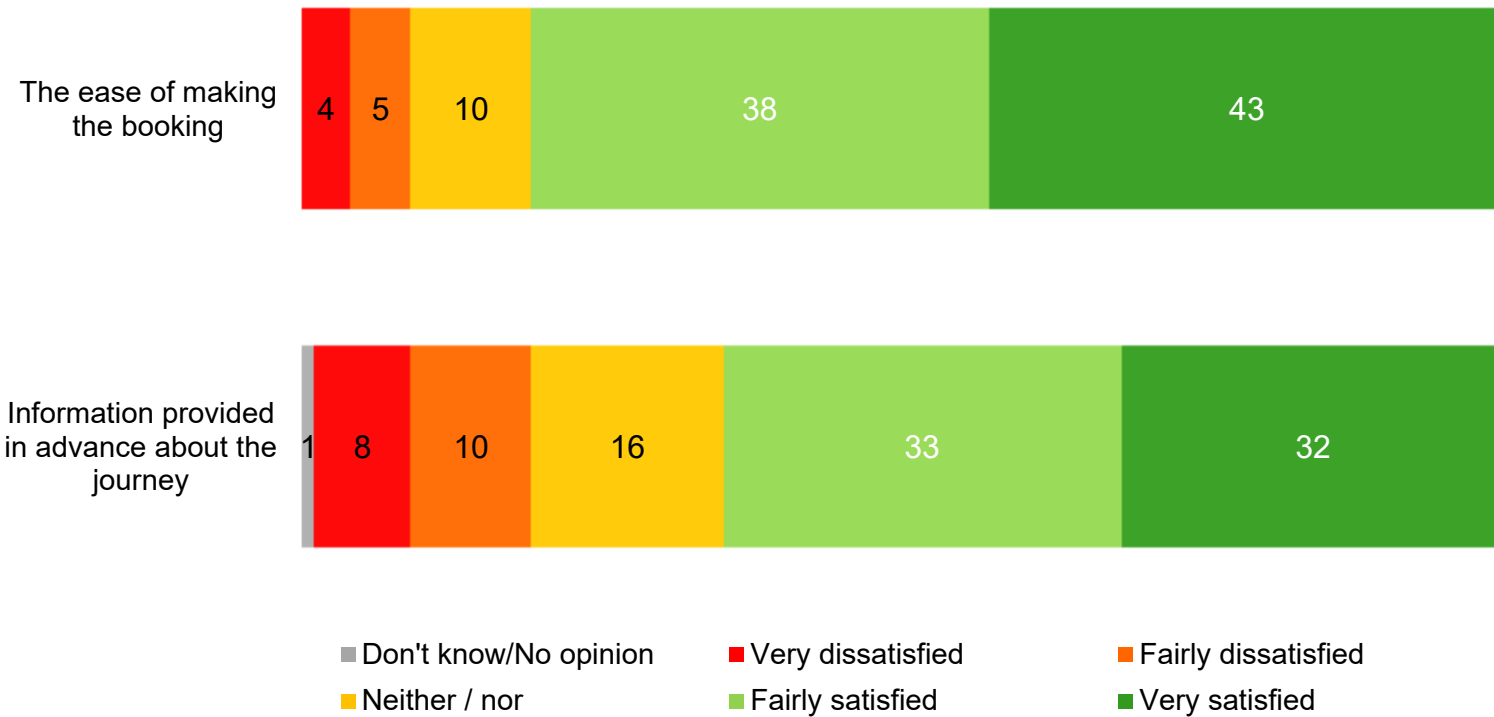


Q12 Thinking about the process for booking this journey on the Caledonian Sleeper, who made this booking?

Base: All (684) * Less than 1%



Satisfaction with booking process



Q13a. How satisfied were you with...?
Base: All who booked themselves (648)



Improvements to information provided about the journey – customer comments

Explaining the check in procedure would be useful. What time to be at the station, which queue to stand in etc.

Despite the delay in the new coaches I received no email or response to social media. They could also have emailed to let us know no food so I could have had supper at home.

It was not made clear I could access the virgin lounge at Euston in any of the e-ticket information. It was frustrating waiting for platform information - most people went to platform 1 but it wasn't up on the screen until 10 mins before

We were offered new style sleeper berths, which were not available at the time of our journey and had not been informed that our accommodation was the old style neither were we informed that we would receive a refund, although I see one has been made to my credit card.

Make the website look like the trains. the website looks lovely. the trains are absolutely awful.

I was told that an email had been sent that the old rolling stock had replaced the new. Like many other on the train no such email had been sent. Yet one had been sent that the buffet car was not working. Get your communications up and running perfectly.

Provide information in a timely manner. We were only given three weeks notice that we would not be travelling on the new rolling stock. We were only given two hours notice that there would be on lounge car and therefore no refreshments on our journey. This latter was only communicated by text message and some passengers did not receive the text. This was a prime example of how not to do things.

Advise re the change of pricing- no information had been available re the fact that Senior Railcards could not be used, as previously (with another senior sharing) and allowing both to be eligible for discount of 33 per cent. Also inflated and increased price of classic room was not advised for this return journey.

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



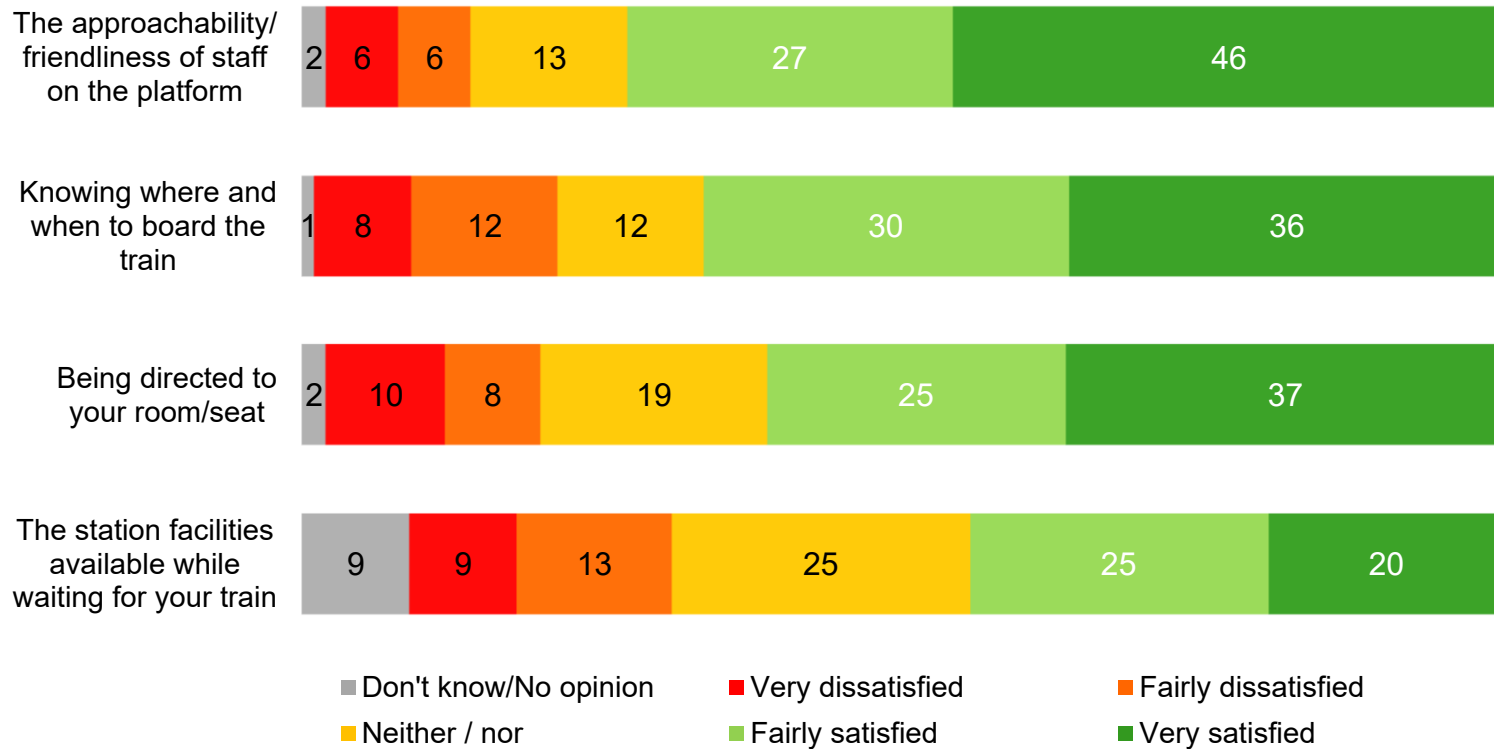
Caledonian Sleeper

Boarding and station facilities



CALEDONIAN
SLEEPER

Satisfaction with boarding process



Q14a. How satisfied were you with...?
 Base: All (684)



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

I arrived and boarded the train at the carriage with my cabin number. Fairly quickly I was told to leave and that I shouldn't have been able to get on. I was told to wait "by the podium." Sitting on the cold platform, passengers could see staff sitting, laughing and relaxing in the lounge car. Eventually a man came out to check tickets. He was pleasant and friendly and told me my cabin had been changed (no explanation.) I went to the new cabin and found it was not en-suite. I asked a staff member and she told me that it was not a new train and I should have known this. She was rude and dismissive. There should have been more information on the platform about where to go/what to do, and better/pleasanter customer service when boarding the train.

I was travelling with multiple bags and a 15 month old child. The marketing on the website suggested that travelling by the sleeper means you aren't restricted by airline baggage allowances. What it didn't say was that you would have limited space to store said luggage. When we eventually found out our train was cancelled at 2 am we then had just 2.5 hours sleep before we had to get the 5.31 day train to Glasgow. There was no one on the platform to direct or help us get on that train and we nearly missed it.

Been present and communicative about the delays and what was happening to resolve them! Helped with refreshments and providing access to somewhere to rest for the hour we were delayed.

I did not see any staff on the platform and was left to find my own room on the train

There were not any platform staff.

Proactively communicating with passengers that there is a service disruption and not waiting to be asked about status by passengers after the train's arrival is deleted from the information board.

Check in process too long. I've got kids with me, I don't want to queue. Tell me exactly where my carriage is - I do not expect coaches A-E to come after coach L. Unlock my interconnecting door before I get there.

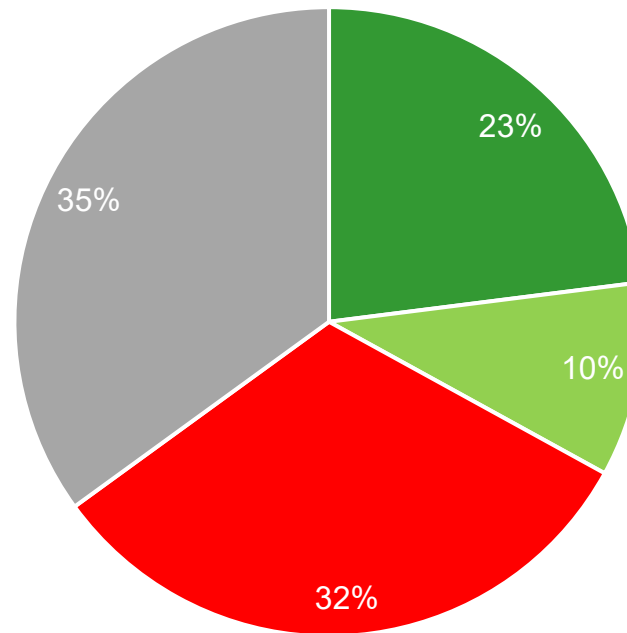
I just don't get why at Euston you can board the train at 10 but at Edinburgh we had to wait. You could see the on board staff sat in the train so surely they could let you on?

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



Use of customer lounge

Quarter 1 2019/20 %



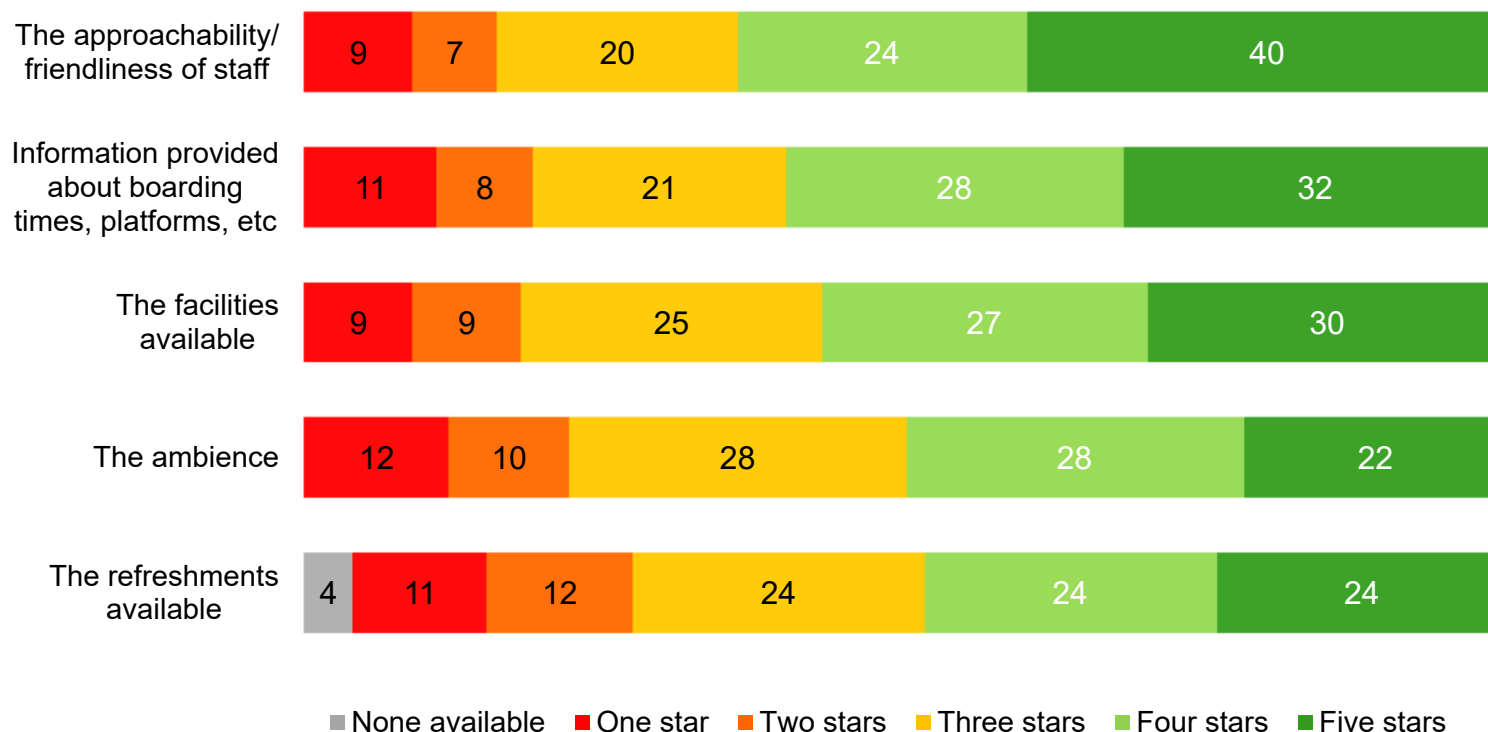
■ Yes - and I did ■ Yes - but I did not ■ No ■ Don't know

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 (639)



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 (148)



Additional information required in the Customer Lounge – customer comments

It would have been better to have been informed right from the start that this was not just a normal delay and was due to a mechanical failure that would necessitate a bus/coach replacement for part of the journey. This message got out eventually, but by this time we had already encountered a significant delay and almost an hour had passed.

We did not board the Sleeper at Dundee because it was cancelled. The young lady in the Lounge was as helpful as she could be and she said our tickets would be accepted on the local train but when we boarded the guard/ticket collector was very off hand and said it was up to him if he chose to accept us or not. The journey to Edinburgh took 1hour and 20 minutes because it stopped at umpteen stops we were very tired by that time and should have been in our Sleeper carriage instead of waiting at Edinburgh in the early hours of the morning.

Information that there was no Lounge car that night.

Just a bit more reception and reassurance for a single woman traveller. The waiting room [at Glasgow] attracts drug addicts drunks and strange couples hoping to sit down and get warm and chat. But they are swearing and the worse for wear.

Quicker information regarding the delay to boarding the train. It was late, we just wanted to get on the train and go to bed.

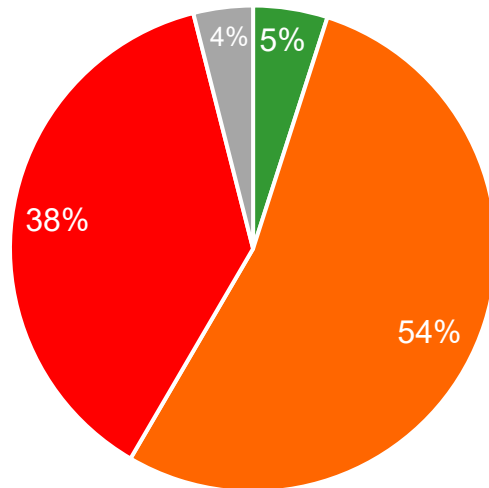
Q16b. What additional/better information would you like to have received?



Use of and satisfaction with shower facilities on arrival

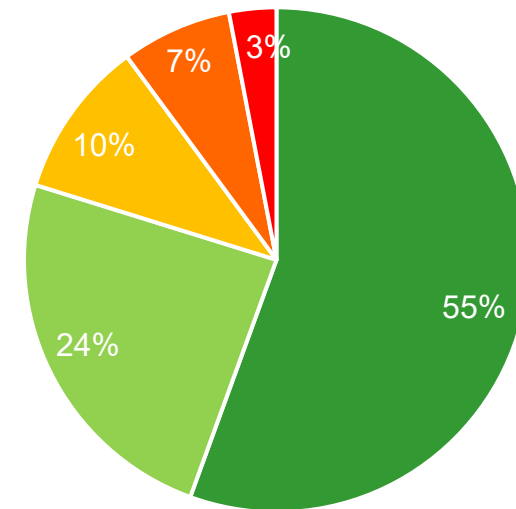
Quarter 1 2019/20 %

- 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 (640)

- 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 (29)

Improving shower facilities – customer comments

I was told the shower facilities in the First Class lounge were not working and I would have to go to the general showers. There was a queue and after waiting for sometime, I felt rushed and cramped in the cubicle. The staff, however, were very pleasant.

Already said above. Poor shower pressure, shower at bad angle and it goes off too quickly.

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



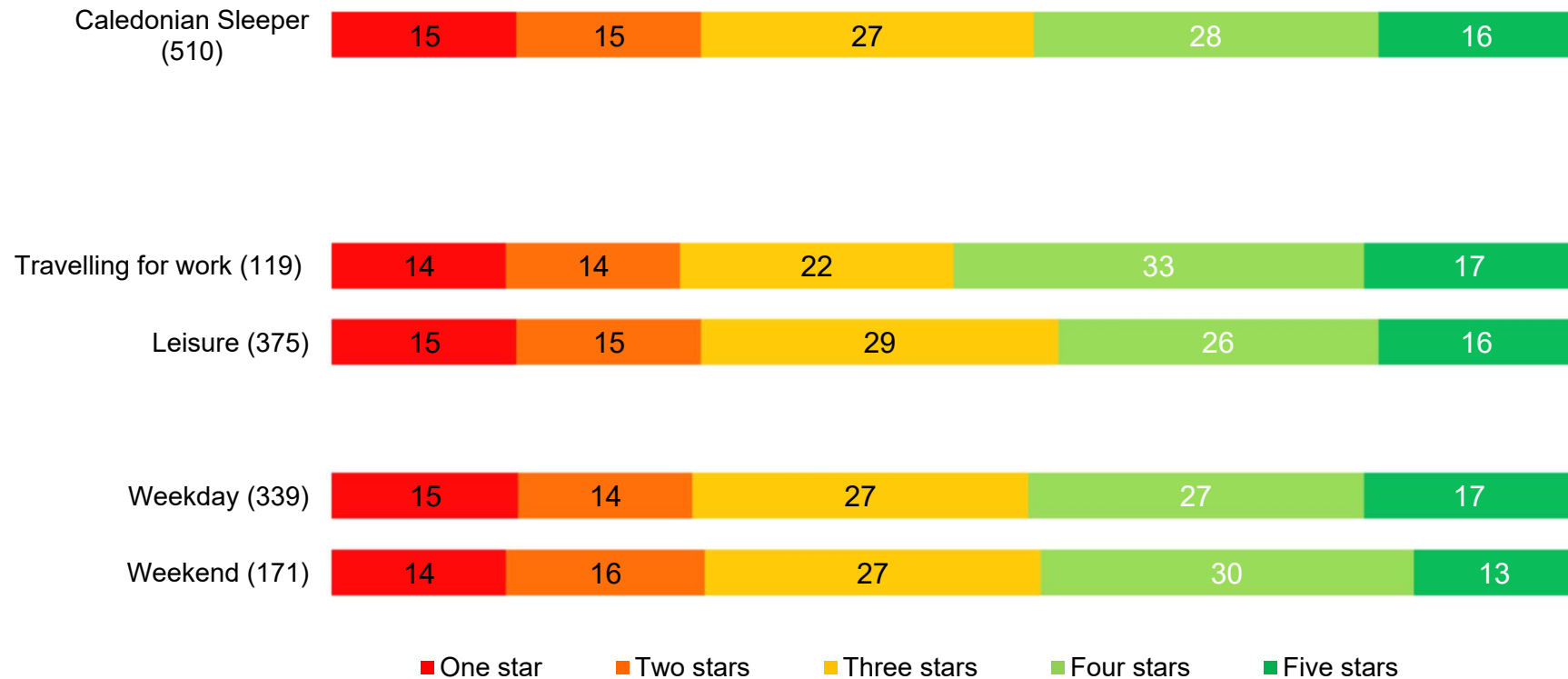
Caledonian Sleeper

Accommodation and train facilities



CALEDONIAN
SLEEPER

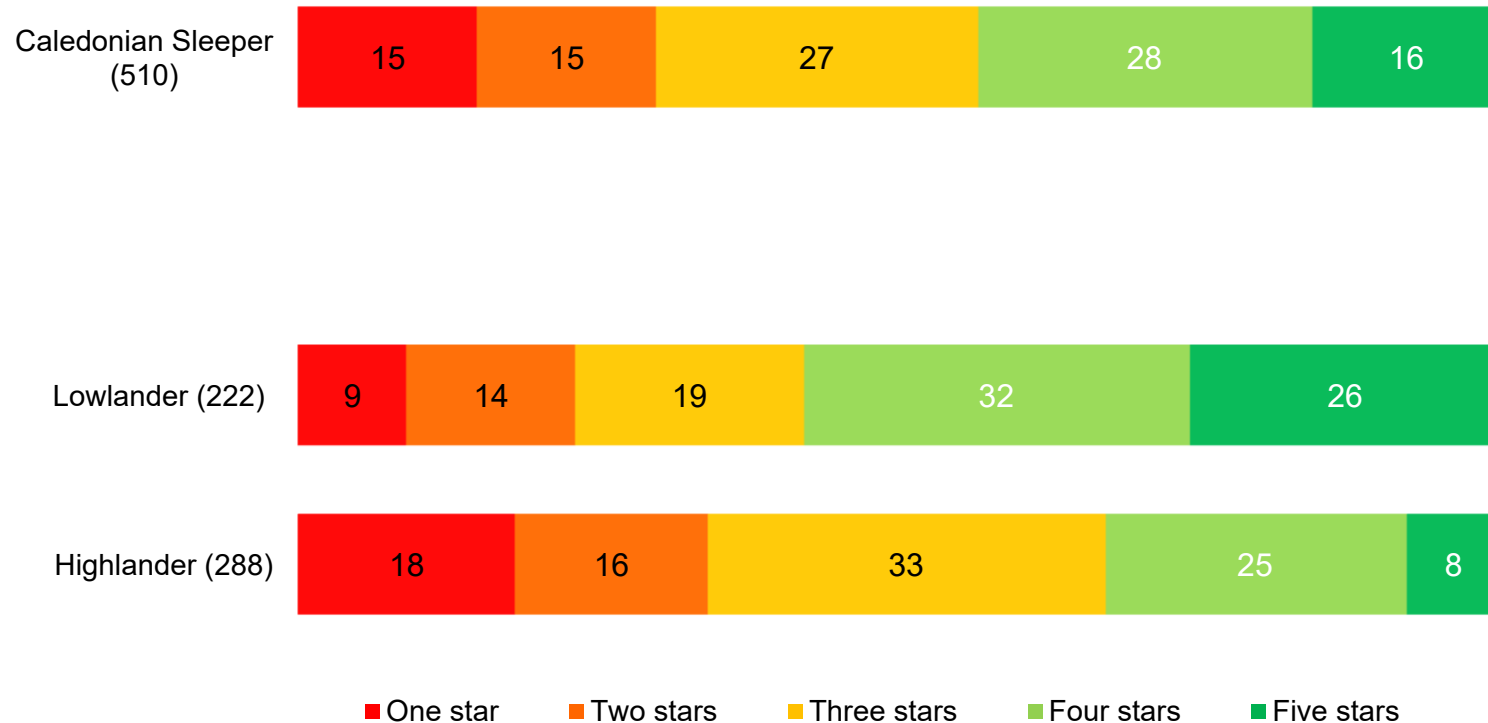
Overall rating of room by passenger group



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



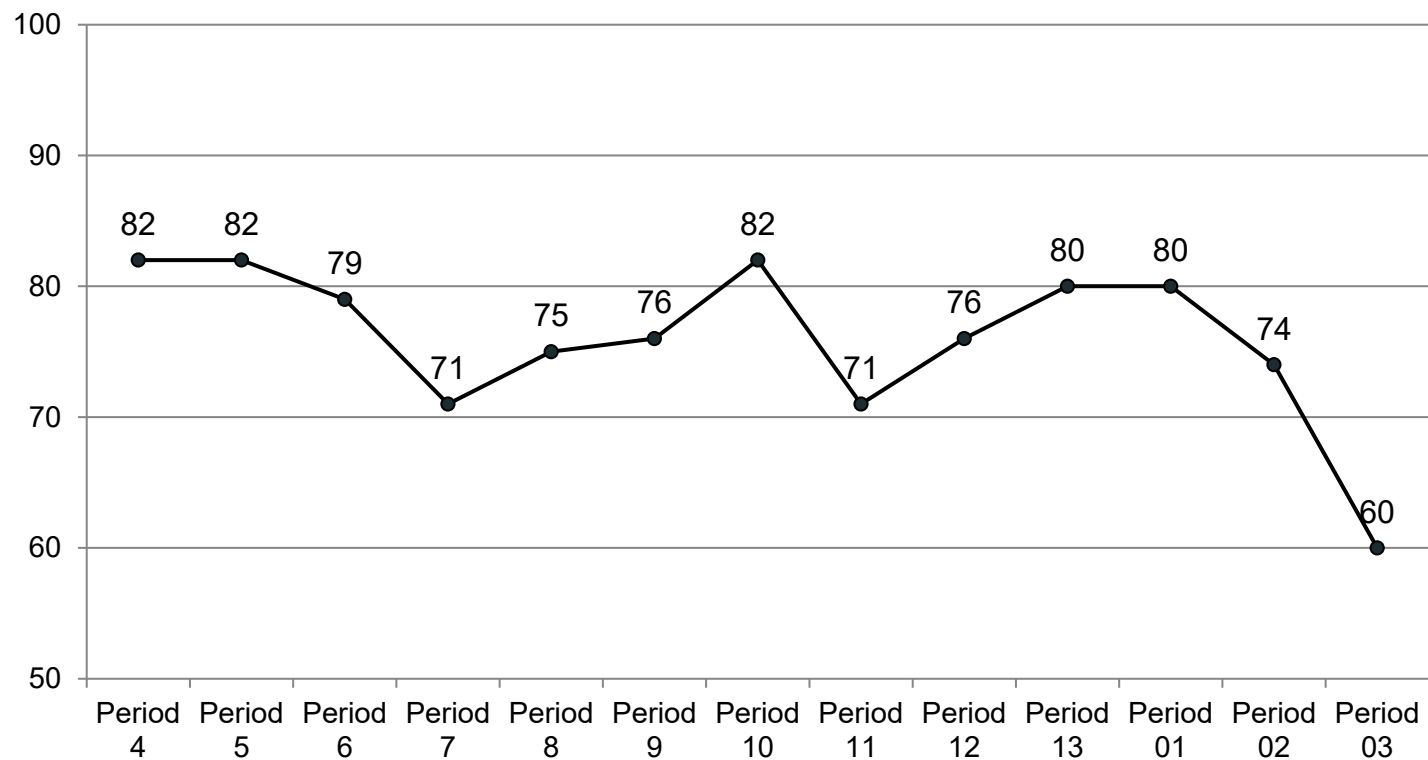
Q17a. How many stars do you give your room on the Caledonian Sleeper?
Base: All guests staying in a room/suite (in brackets above)



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

The room was freezing with frigid air blowing out all night. This is unacceptable for the price paid.

The heating was broken, part of the casing holding the lightning and heating wires was unsecured and hanging off. The door cost hooks squeaked when the train moved, keeping us awake so we had to use a piece of folded card to stop it. The blind didn't work properly.

It was very good as it was, would have been nice to have been able to open the door to the room next to mine, as my daughter was sleeping there.

The toilet was unavailable every time I went to use it. One toilet is not enough for the lounge and a carriage of sleeper cabins. The cabin was scruffy and the ventilation very noisy. The only time I managed to drop off was when the train was decoupled from the engine and the ventilation was not working. As soon as it came on again the noise started again. My overnight toiletries pack box was crushed. I realise it is only the packaging but it shows how little pride the cabin prep staff have in the product. First impressions go a long way and although the towels etc were laid out nicely a crushed box on top made it look poor.

Make all facilities work. No water in my taps.

In bunk bed rooms make make it possible to move the ladder laterally, rather than have it in a fixed position. This would make it possible to place larger bags under the lower bunk.

Make it more sound proof so that the next door room (alarm and sliding door) can't be heard.

Clean the room thoroughly - it was pretty grim. You should be able to lock your door when you leave your compartment and possessions to go to the toilet

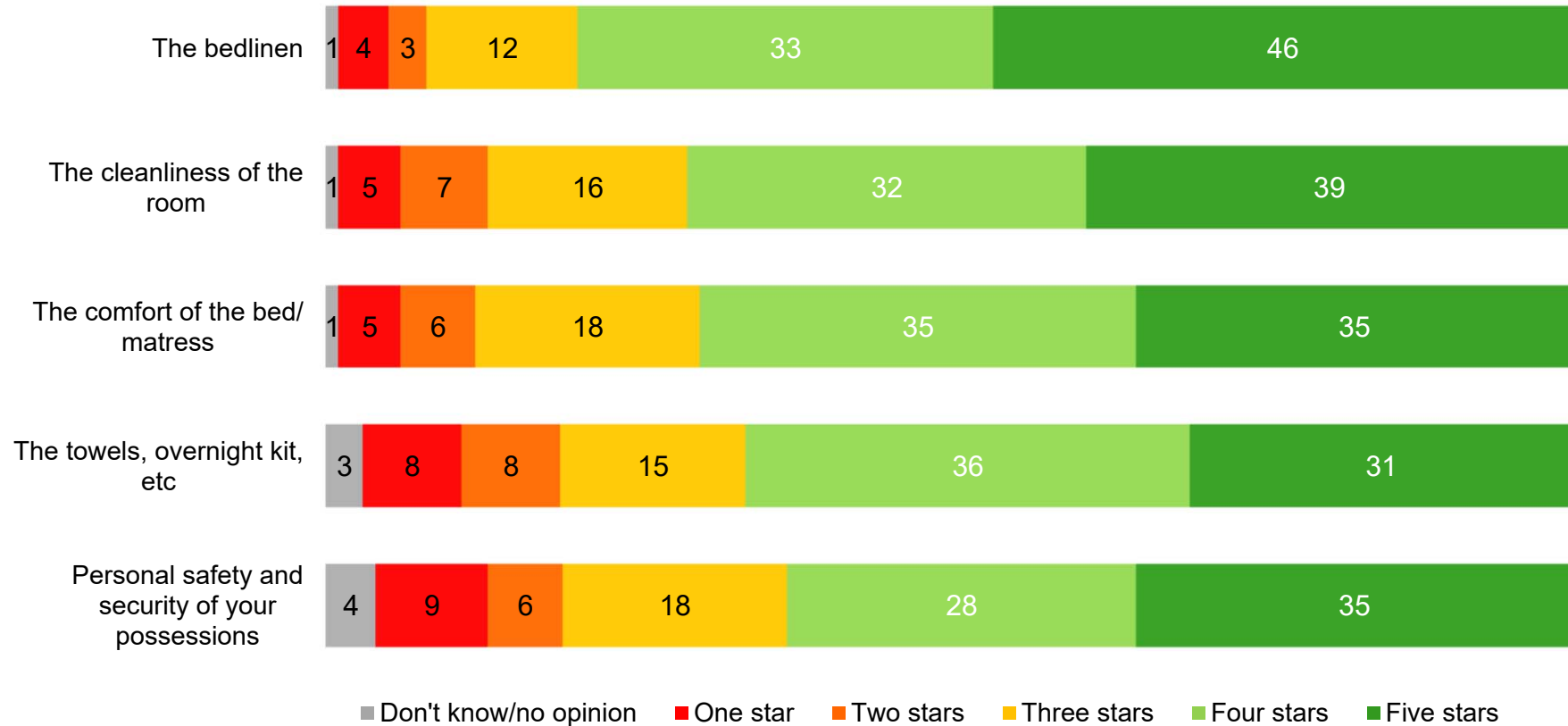
Room too cramped & too hot - unable to control air conditioning; night lights too bright; ladder in way; difficult to get into/out of upper bunk.

There was a water fault in my cabin so I was immediately upgraded, which I appreciated. However, it should be noted that the door vibrates quite loudly once the train is in motion. there should also be some instructions on how the shower works as it wasn't clear.

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?



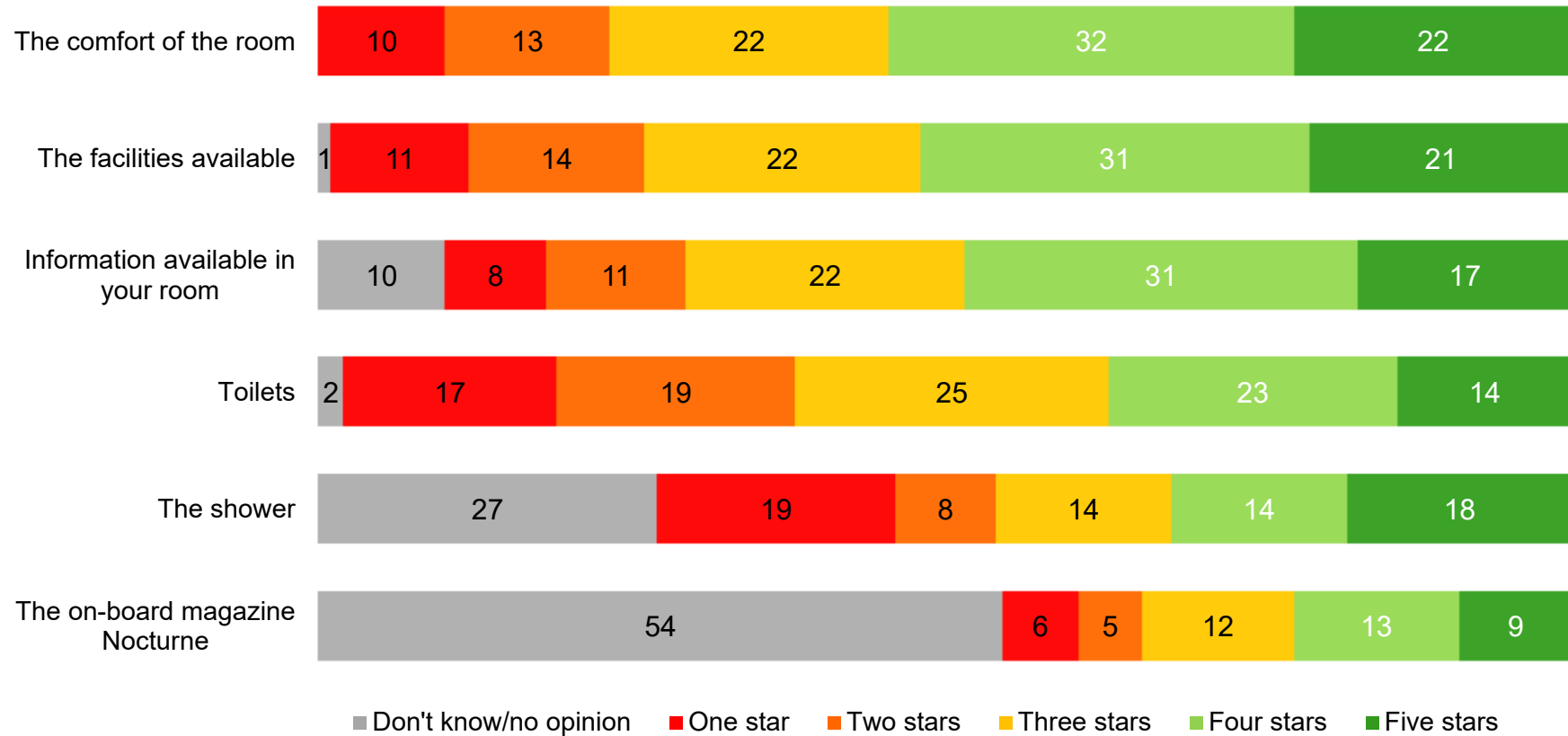
Rating of the features of the room – top 5



Q17b. And how many stars do you give the room for..?
 Base: All guests staying in a room/suite (510)



Rating of the features of the room – bottom 6



Q17b. And how many stars do you give the room for..?
 Base: All guests staying in a room/suite (510), room with en-suite shower (91)

Rating of features of the room – customer comments

When I woke up in the morning there was no running water in the room hence I was unable to wash. Also the toilets left a bit to be desired.

A welcome card similar to that used in Hotel rooms would be useful in explaining train layout, lounge services, breakfast options, etc.

The ventilation didn't seem to be working properly. If it was functioning, I didn't see instructions about how to use it.

Check all area of the room. There were items on the floor and under the bed belonging to a previous occupant and the fold down table was very dirty with leftover crumbs and food.

Put a lock on the room door as we had our full backpacks with 28 days worth of walking and although we took our valuables with us to the bar we felt a bit anxious about our stuff.

Mattress felt quite thin when sitting on the bed. Was ok once lying down. Was expecting more given the promotion of the "Glencraft" mattresses in the publicity material. Either get thicker mattresses or don't make such a fuss about them!

The bedlinen felt rather scratchy. It used to be pure cotton and I would be glad to see this maintained.

They're just standard nasty train toilets. I couldn't figure out how to make the tap work - I thought maybe it was broken so I tried the gents while no one was looking but I couldn't get that one to work either.

Shower had very little water pressure. Temperature was very variable. Water kept cutting out even though button was still "pressed".

Consider environmental sustainability - are these kits necessary, reusable, the toiletries sustainably sourced? Towels were very nice.

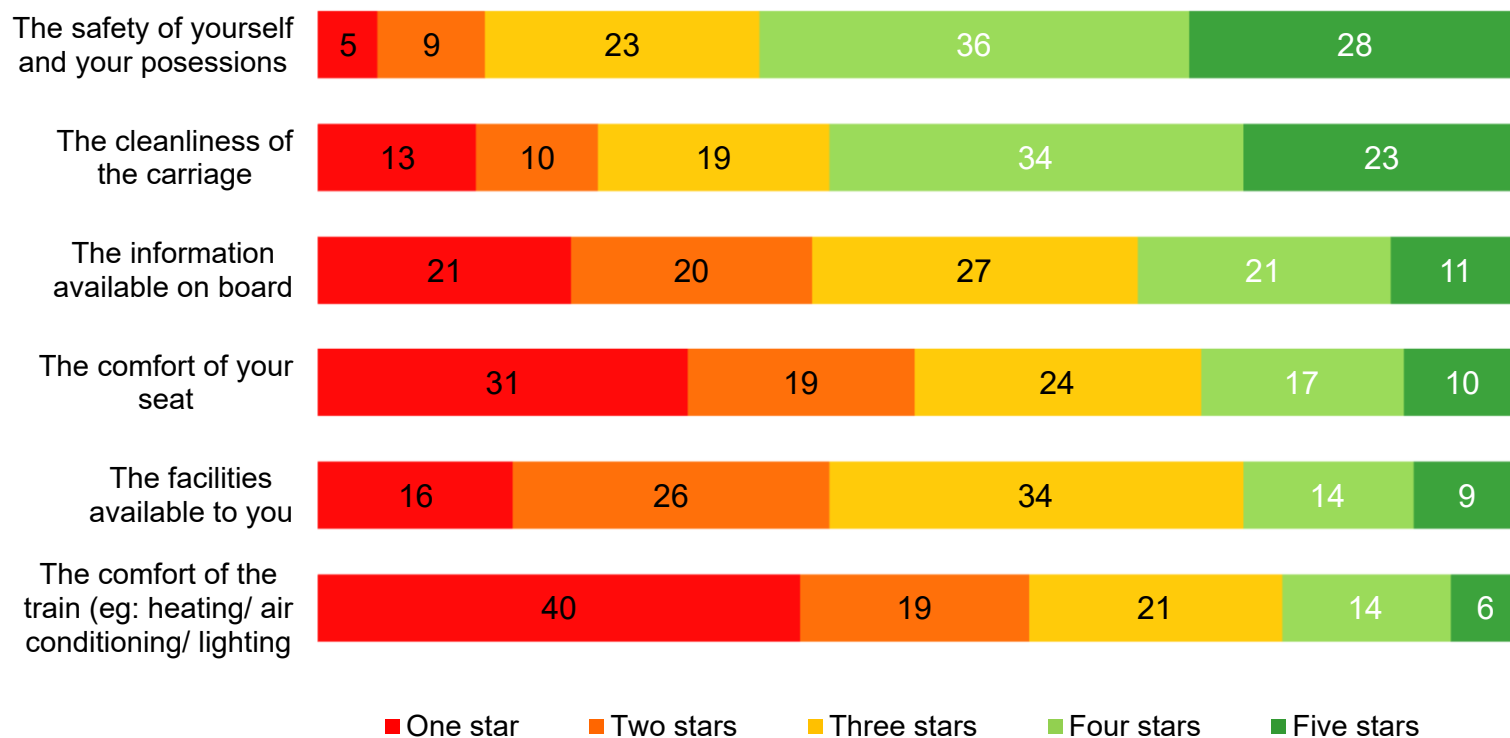
Replace copies which have had some colourful language and illustrations added by previous occupants.

Hot water would have been nice. Also, the placement of the shower head above the toilet felt unnatural and the pipe taking the water to the shower head was secured in such a way that you couldn't move the shower head around much. Finally, you had to hold the shower head yourself the whole time as there was no fitting to just hang up the shower head and stand under it.

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 / shower, what should Caledonian Sleeper do to improve this rating?



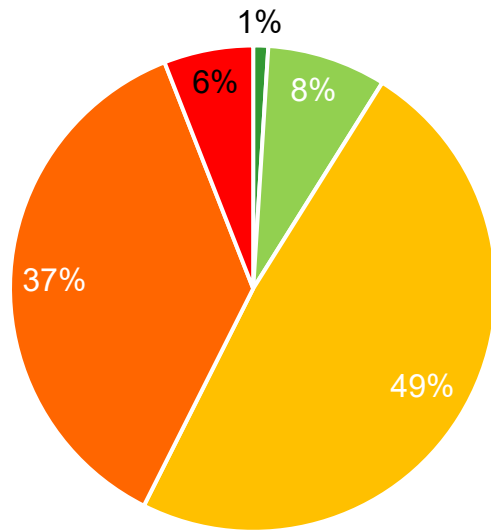
Rating of on-board features among seated guests



Q19. How many stars do you give the Caledonian Sleeper for..?
 Base: All seated guests (174)

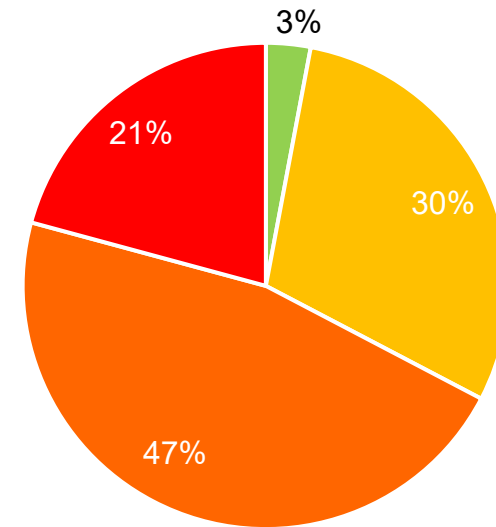


Quality of sleep



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 (510), seated guests (174)



Improving quality of sleep – customer comments

Service the fans in the ventilation system to reduce the noise. The train noises were acceptable. The continuous drone from the ventilation was not. The bed was okay although being able to lock down the table top where your feet go under maybe a good idea as I kicked the table top a couple of times as I rolled over resulting in the items on it ending up at my feet.

This is old rolling stock which I hope will be replaced with more comfortable chairs. I trust that the new reading lamps will mean that the overhead lights can be dimmed to allow for sleep. I hope that the heating will be controlled successfully.

Possibly a slower overall journey (there was a point where it stopped for a while) so that the jerking or the train on the tracks wasn't so physical.

It's never going to be as good as in my house with a £2000 bed or a hotel with a comfortable bed, it is more comfortable than staying at the airport and getting up at 4am to get the first flight up to Scotland.

Wider beds (I appreciate this is not going to happen). Better suspension for the carriages.

A small screen showing where we are at any given time, like you get on planes these days. Perhaps it could also explain that we are stopping for some time for whatever reason.

Dimmed the lights and had better regulated temperature in carriage.

Put the lights out. Turn the cold air off? Maybe a light blanket or pillow provided. Chairs that recline better.

Nothing really, the variable motion of the train meant I kept waking up and always stayed in a very light sleep. Oddly my Fitbit didn't register me as getting any sleep at all, although I think I did, however I do recall waking up multiple times.

Not much. The new rolling stock is billed as being much smoother. The shunting that takes place when the trains join always is an issue. And there are some sections of track that are simply bumpy and noisy, but that's Network Rail to fix.

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



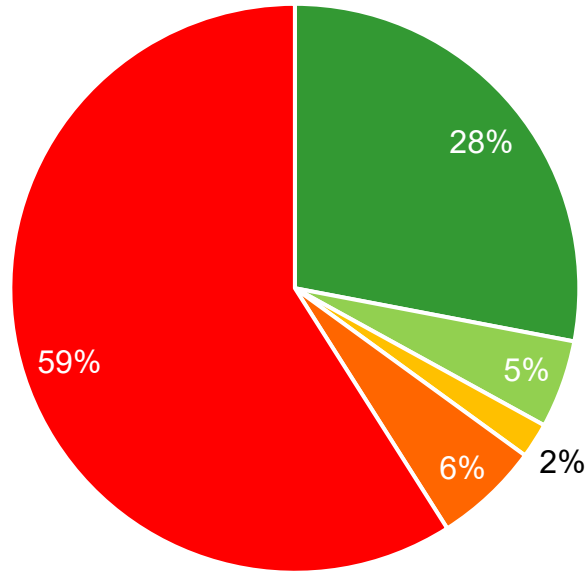
Caledonian Sleeper

Lounge car and catering



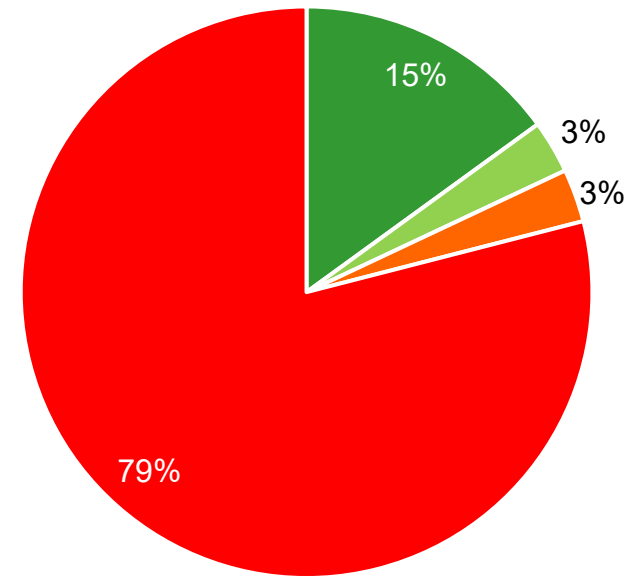
CALEDONIAN
SLEEPER

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

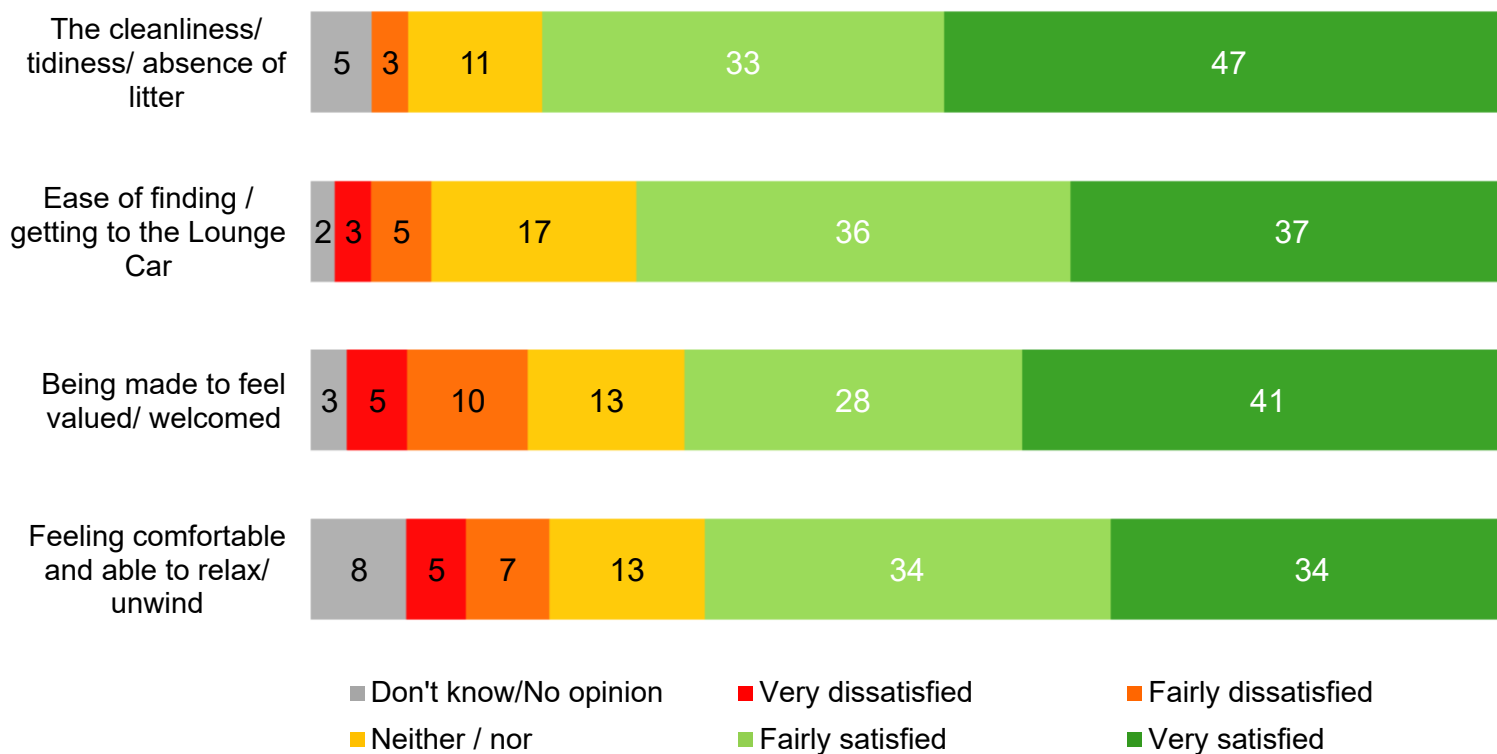


Morning Use

Q22a/b. Thinking about the evening/morning of your trip on the Caledonian Sleeper, did you visit the lounge car?
Base: All (684)

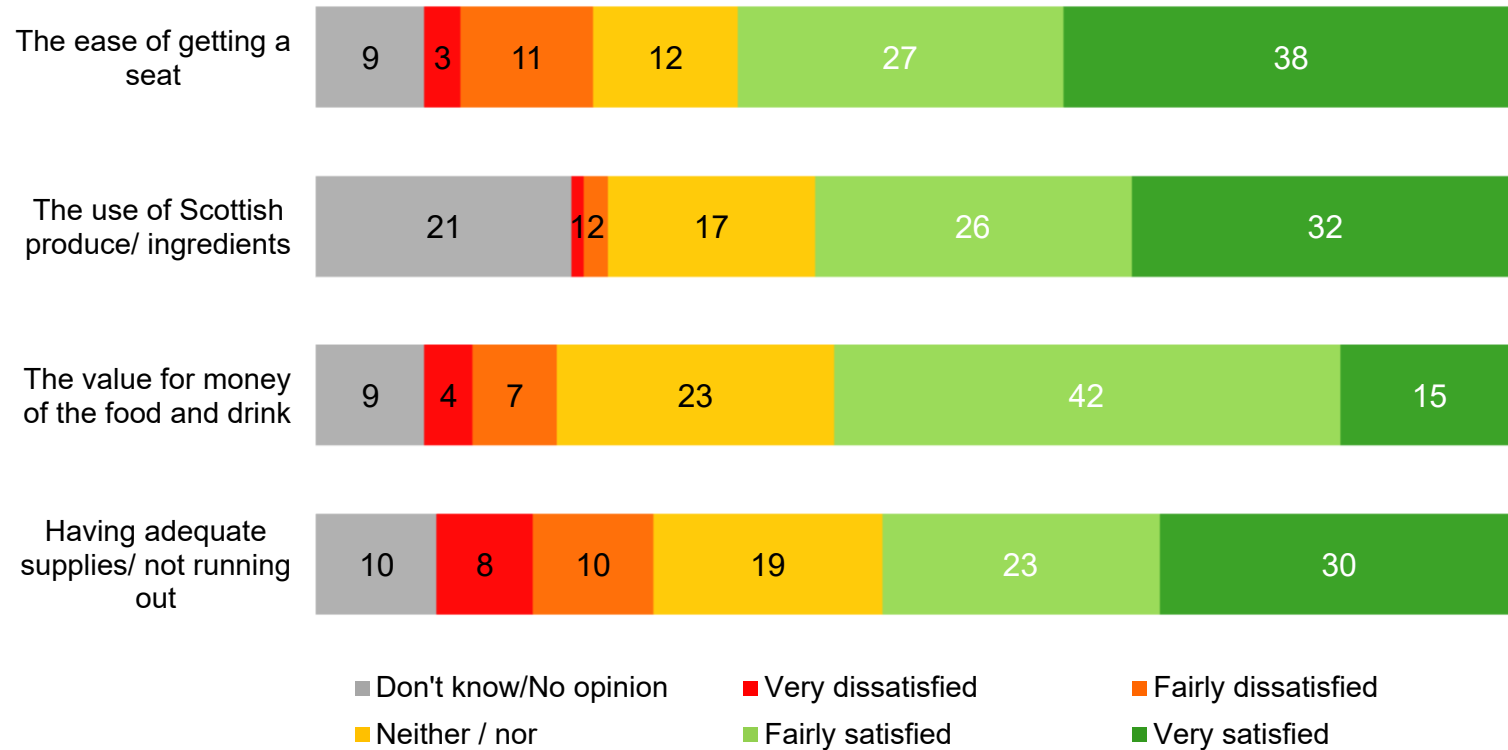


Satisfaction with features of the Lounge Car – top 4



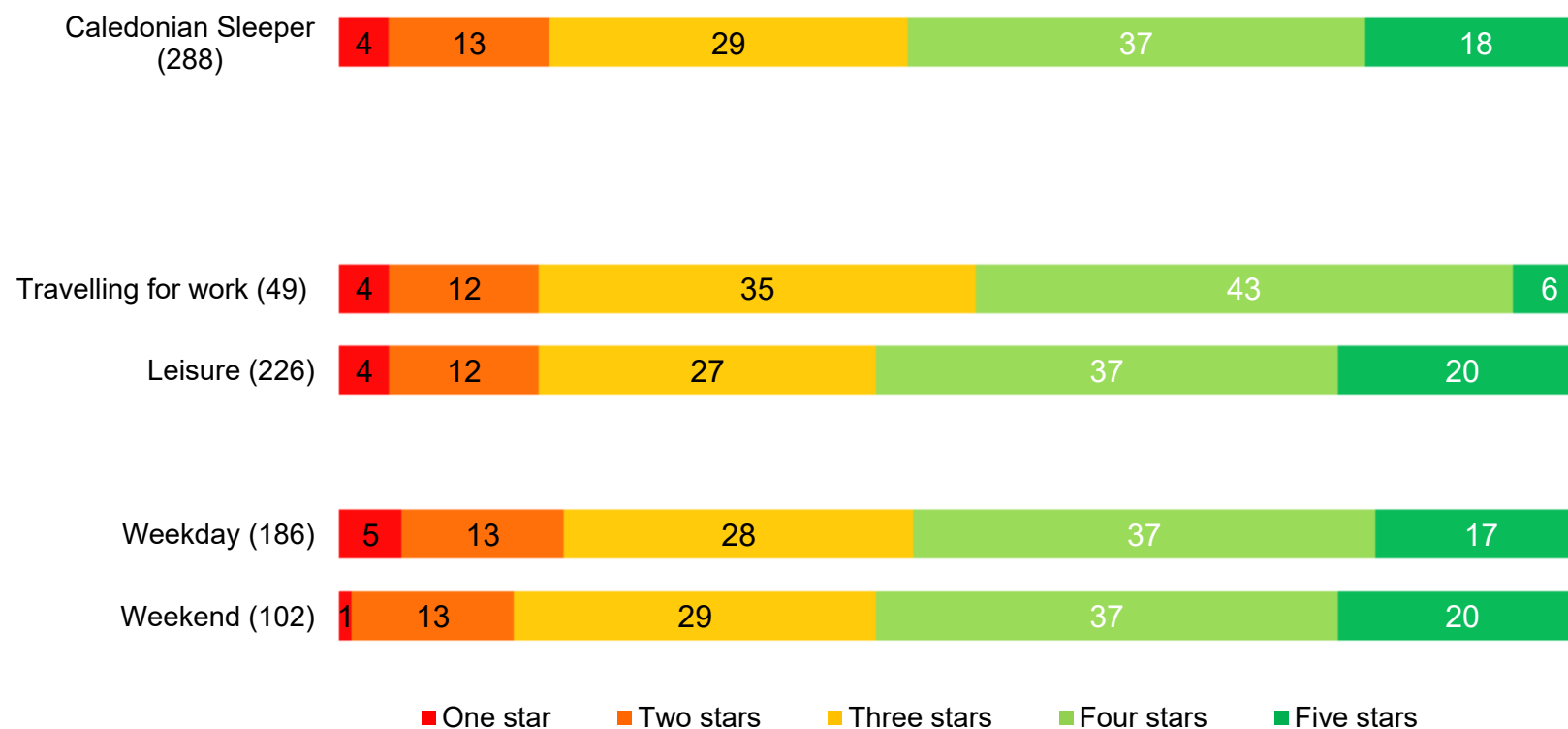
Q23. Thinking about your experience of the Lounge Car on the Caledonian Sleeper, how satisfied were you with..?
 Base: All those using the lounge car (288)

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 (288)

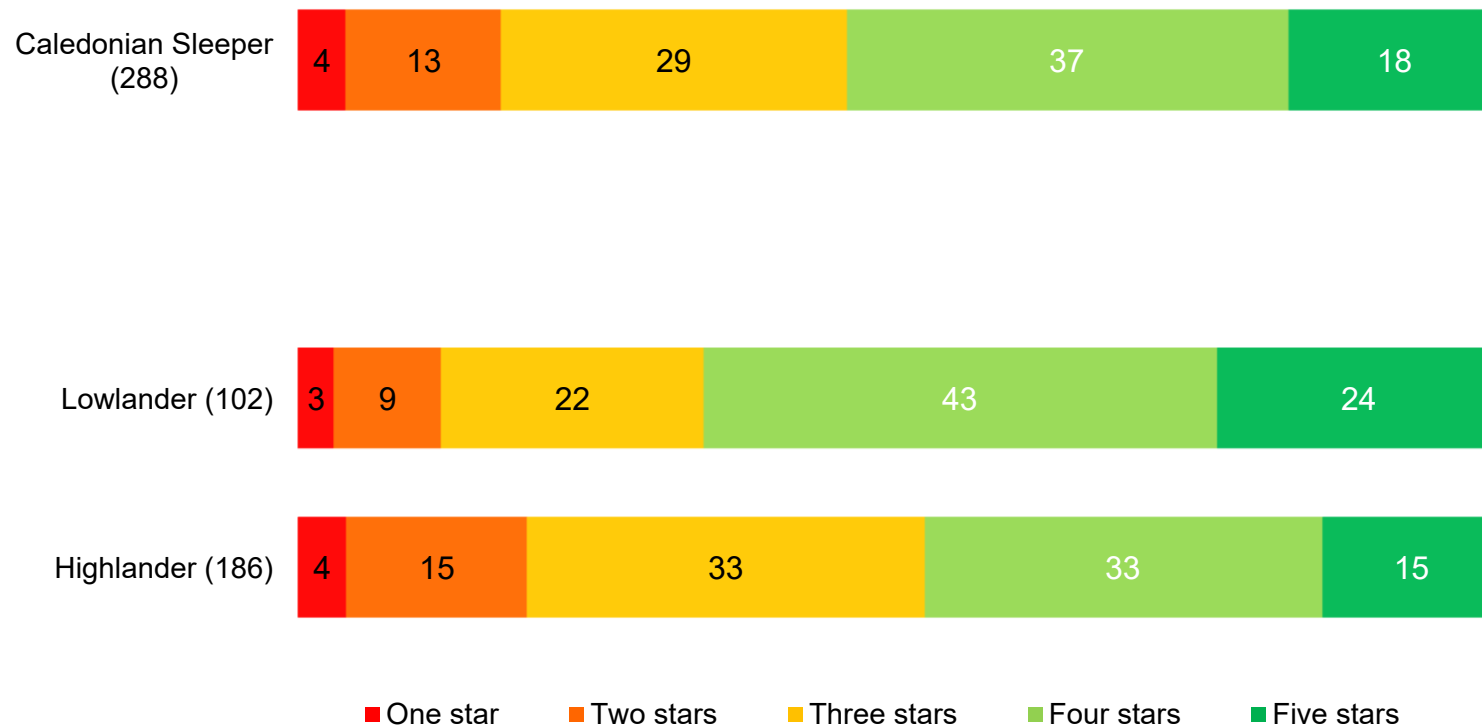
Overall rating of Lounge Car by passenger group



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



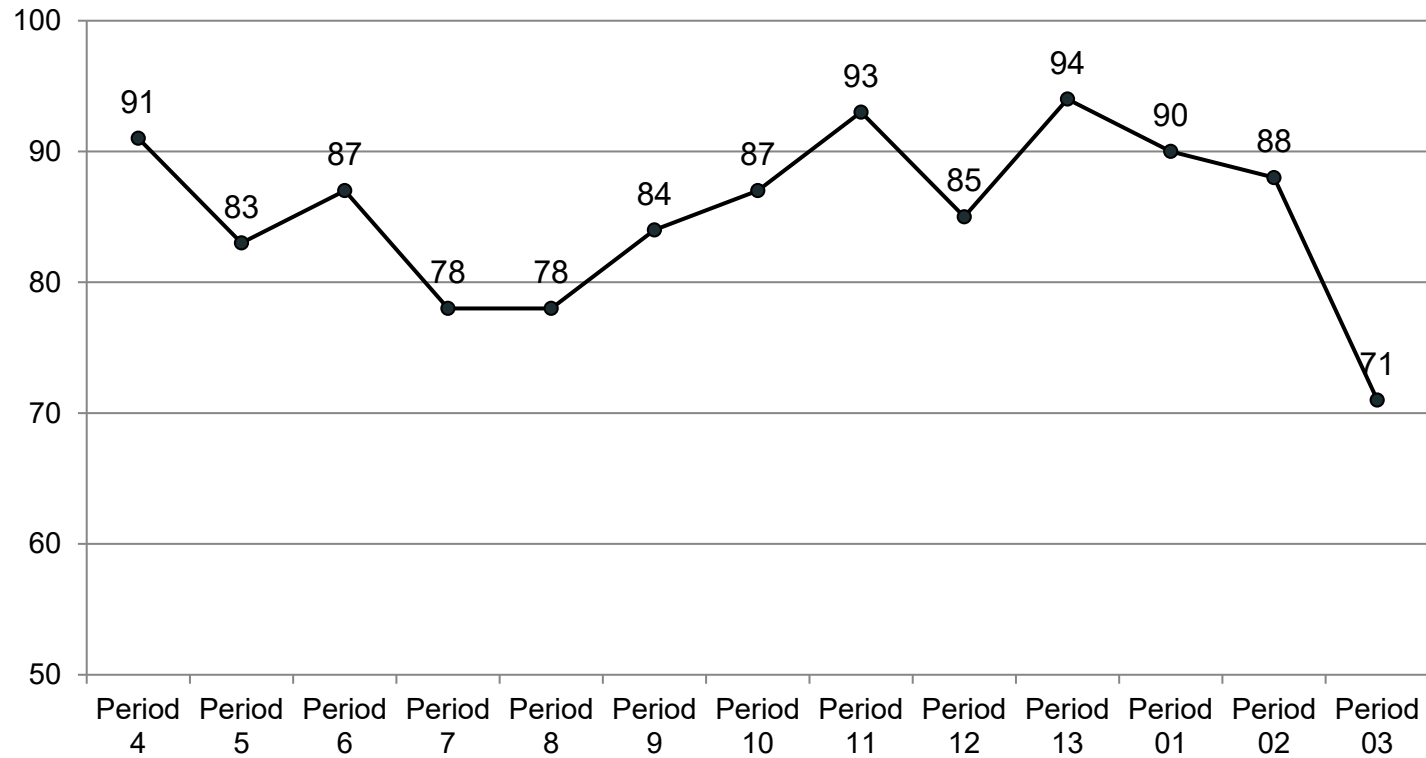
Q24a. How many stars overall do you give the Lounge Car on the Caledonian Sleeper?
Base: All users of the Lounge Car (in brackets above)



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 whole seating system doesn't work - there needs to be allocated slots for dining - like a restaurant - otherwise people eating will remain at the dining tables for the whole journey. This wasn't really policed by the staff there. The lounge itself was a pleasant environment in itself - though, as with the rest of the train, could use a lot of love. The aircon clearly had issues, as there were times when the temperature was uncomfortably hot. The food - whilst microwaved - was actually quite nice (haggis), and the wine we had was also good. As with the greeting at the station, the staff are clearly hating working on this train, and something needs to be done to raise morale.

The lounge Car should be available to seated customers as well, after all you are paying for meals and drinks it is not appropriate to turn seated customers away when seats would be available in the Lounge Car.

Takeaway snacks and drinks vastly overpriced. 'Apartheid' system does nothing to make customers from seated coach feel welcome 'you can buy snacks here to eat at your seat but we don't want you hanging around.'

I was not told I was unable to Sit in the lounge car, particularly when the train was broken down and the heating not working. Due to the heating issues, there was no hot water available for tea and this has to be sourced elsewhere.

To slightly increase number of each kind of food supplied can be a good idea as the haggis ran out during my journey; and maybe to slightly increase number of staff as there was a shortage both according the staffs themselves and the speed of service. (However, all staff that I've met was so kind and welcoming, they are brilliant)

The issue I had was the breakfast was late to be served due to power issues. The beverages however were served and I had drank both of these before the meal actually came out, resulting in a rush to eat in order to get back to my cabin and leave the sleeper. The staff member was really polite and handled the situation very well.

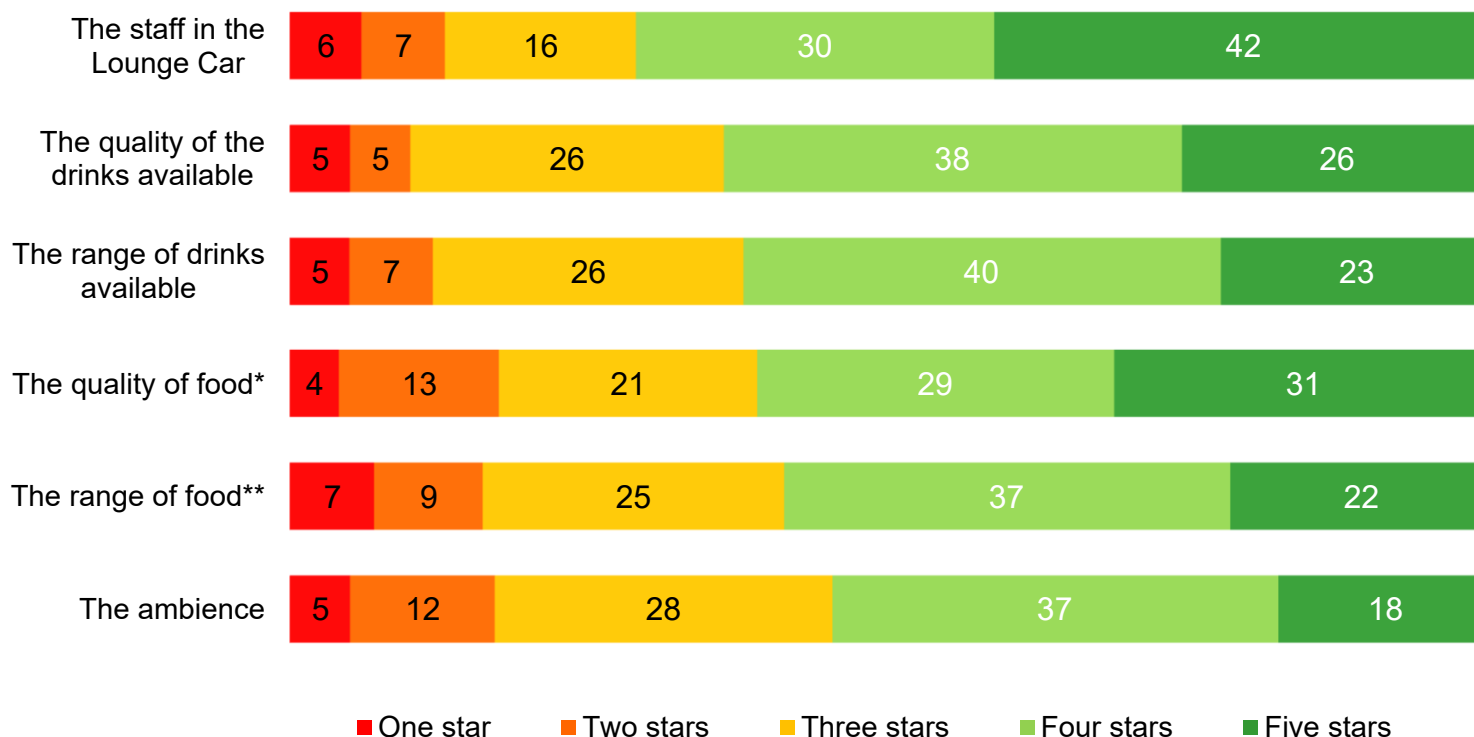
It seems like the price of drinks may have recently gone up. I tend to think that the price for a bottle of cider has gone from be reasonable value on a train to perhaps being a bit pricey, but may be that is recent inflation.

The lounge car was overcrowded and too hot. There were not enough staff and they were rushed and not very friendly. Our train was severely delayed and then cancelled, but lounge staff didn't give us any information about this.

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 (288), *those who looked at the menu (153), **those who ate a meal (89)



Rating of features of the Lounge Car – customer comments

Comfortable seating. Perching on bar stools is for socialising or if you are Dean Martin about to sing a song on black and white TV in the 60s, not quietly unwinding at the end of a long and stressful day.

It was old small and cramped. No ability to book a table. It was first come first served but no warning of this.

We were going to have dinner but there was only one server and he was very busy with the tables before us. We eventually ordered drinks, but did not receive a food menu. after about 15 minutes the server stopped by, surprised we didn't have our drinks yet. We decided to not ask for a menu because we assumed it would be another hour before we could eat.

The staff seemed quite disinterested in providing the service. The evening was satisfactory but we could have been asked if we would like another drink. We probably would have. The morning staff was not interested at all and didn't even offer anything. We had to find them and ask for a cup of tea.

Drinks are fine but the quality of the food has become erratic and poorer quality since change of supplier in October last year. Menus should be looked at afresh particularly breakfast. It would be particularly nice to have a choice of a roll and butter instead of only the tasteless muffin which does not go with any of the savoury breakfasts. And again some provision should be made if the train is delayed, which it not infrequently is.

It is in a takeaway cup which never gives the best flavour. I would have been happy to stay and drink from a proper cup but that was not offered to me.

A few more options on types of tea would be good. Also it seemed very wasteful to provide a plastic cup in addition to the drinks cup just to hold the sachets of milk & sugar.

I think the new seating arrangements makes it more formal so you don't have a chance to speak to or interact with fellow passengers. The old Lounge car lay out made it more relaxed.

Better cooking facilities - main course was terrible, chicken tough and overcooked. Disappointing meal.

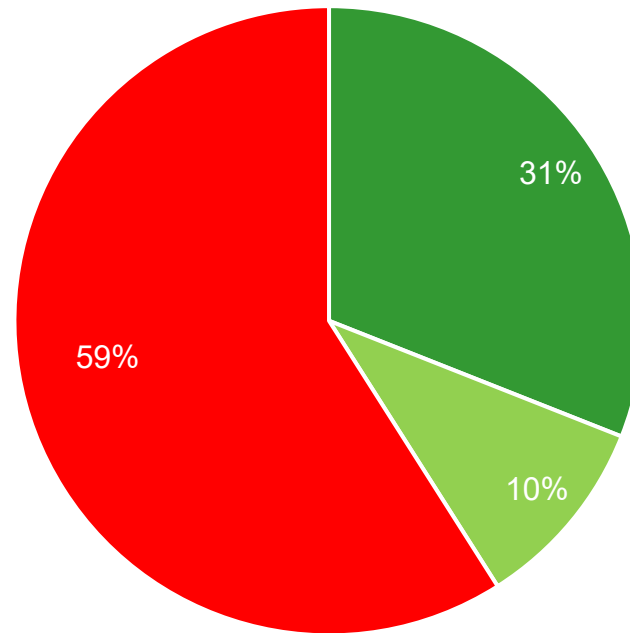
What are your vegan options?

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 1 2019/20 %

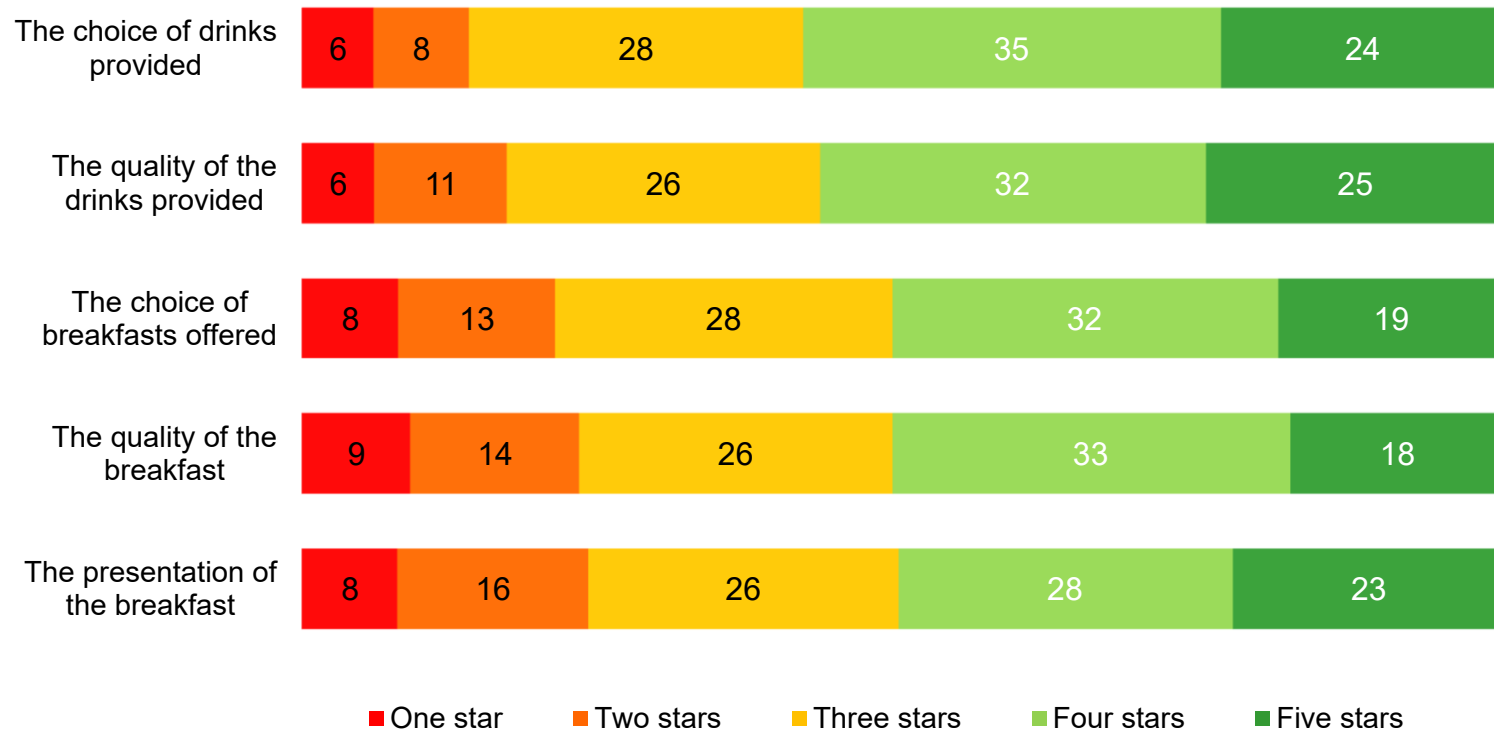


■ Yes - in my room ■ Yes - in the Lounge Car ■ No

Q25a. Did you eat a Caledonian Sleeper Breakfast on the train?
Base: All (684)



Rating of features of breakfast



Q25b. How many stars would you give for..?
Base: All eating a Caledonian Sleeper breakfast on the train (278)



Rating of features of the breakfast – customer comments

The smoothie was really bad and had coagulated into a sort of gloop. It didn't really seem fresh at all. The bacon sandwich was fine. There was nothing on the menu that desperately appealed. Perhaps some nice sachets of granola or fresh fruit salad? Or warm croissant?

Dreadful breakfast. Cheap processed orange juice, sweet muffin (at 7am) and unappetising egg in cold hollandaise in a chewy lukewarm bun. You should use high-quality produce that doesn't need cooking (eg proper juices, fresh croissants, local cheeses). Honestly, the worst breakfast I can remember for a long time. Great staff though.

Better choice for non meat/vegan.

The breakfast was like mediocre airline food. It should be much better. (I had the Scottish breakfast). Also, there should be haggis.

As mentioned, ground coffee needs to be an option - ditch the instant stuff. And the juices could be so much nicer.

Get more staff. Be enthusiastic about giving good value service to first class passengers instead of giving them second class service and produce.

The coffee isn't very good - could you give a small cafetière?

Apple juice was warm, fizzy and undrinkable waste of money.

A plain takeaway carton with a bap inside. It's not very imaginative, when it so could be. There's no style or anything that makes you go 'wow'.

Make it feel a bit more special rather than lots of teetering plastic cups (do try and ban plastic on the train please!). Also nowhere to put the tray once it arrives so with kids it's rather tricky.

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?



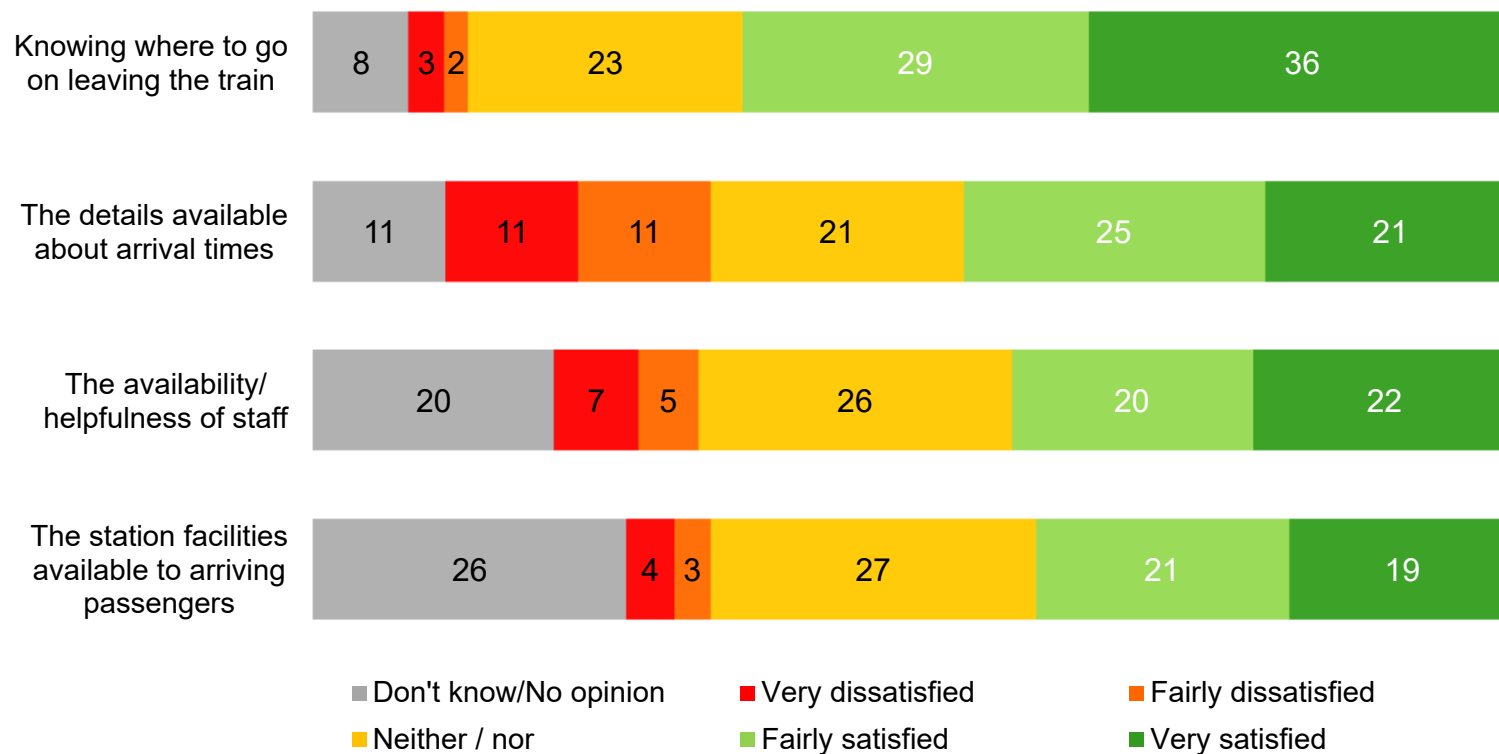
Caledonian Sleeper

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 (684)

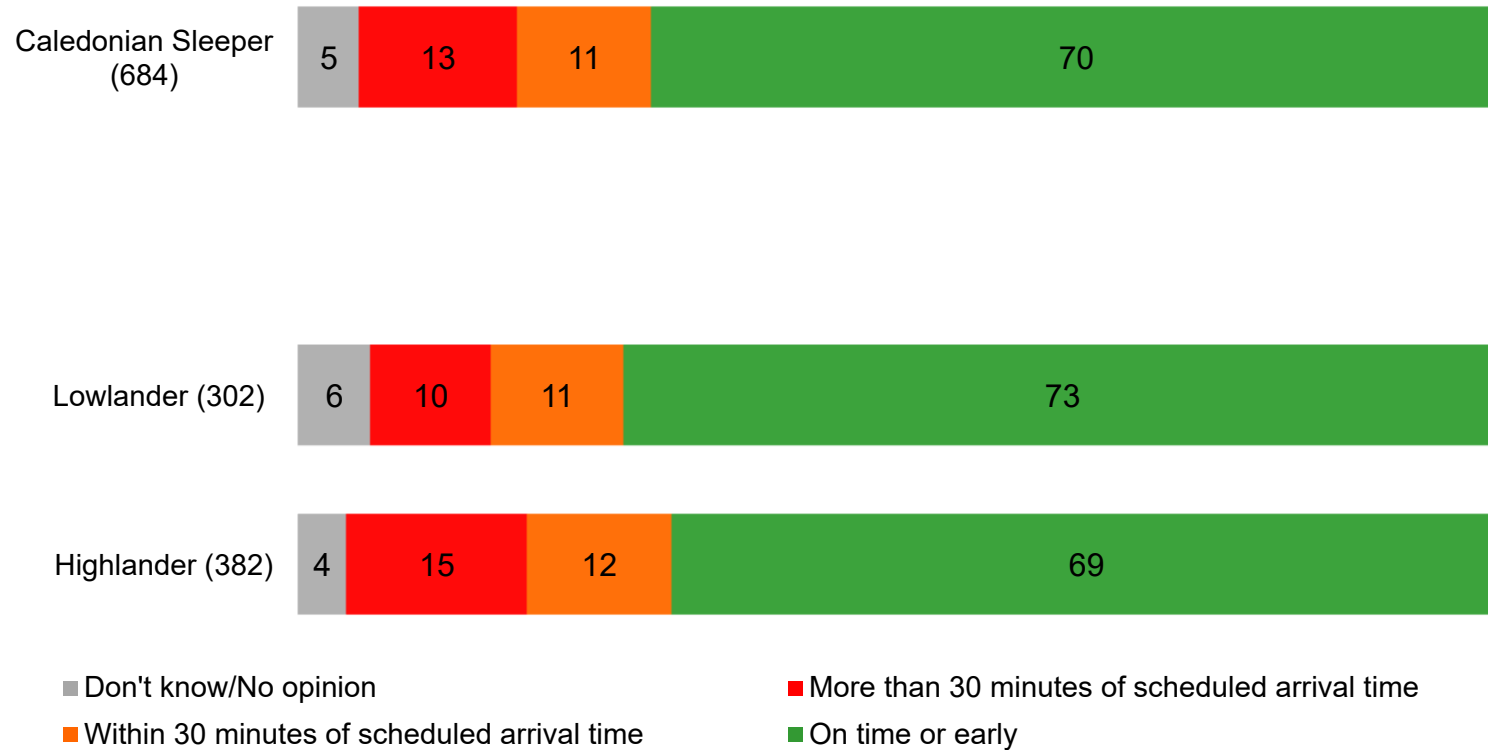
Caledonian Sleeper

Delay



CALEDONIAN
SLEEPER

Punctuality of service by route



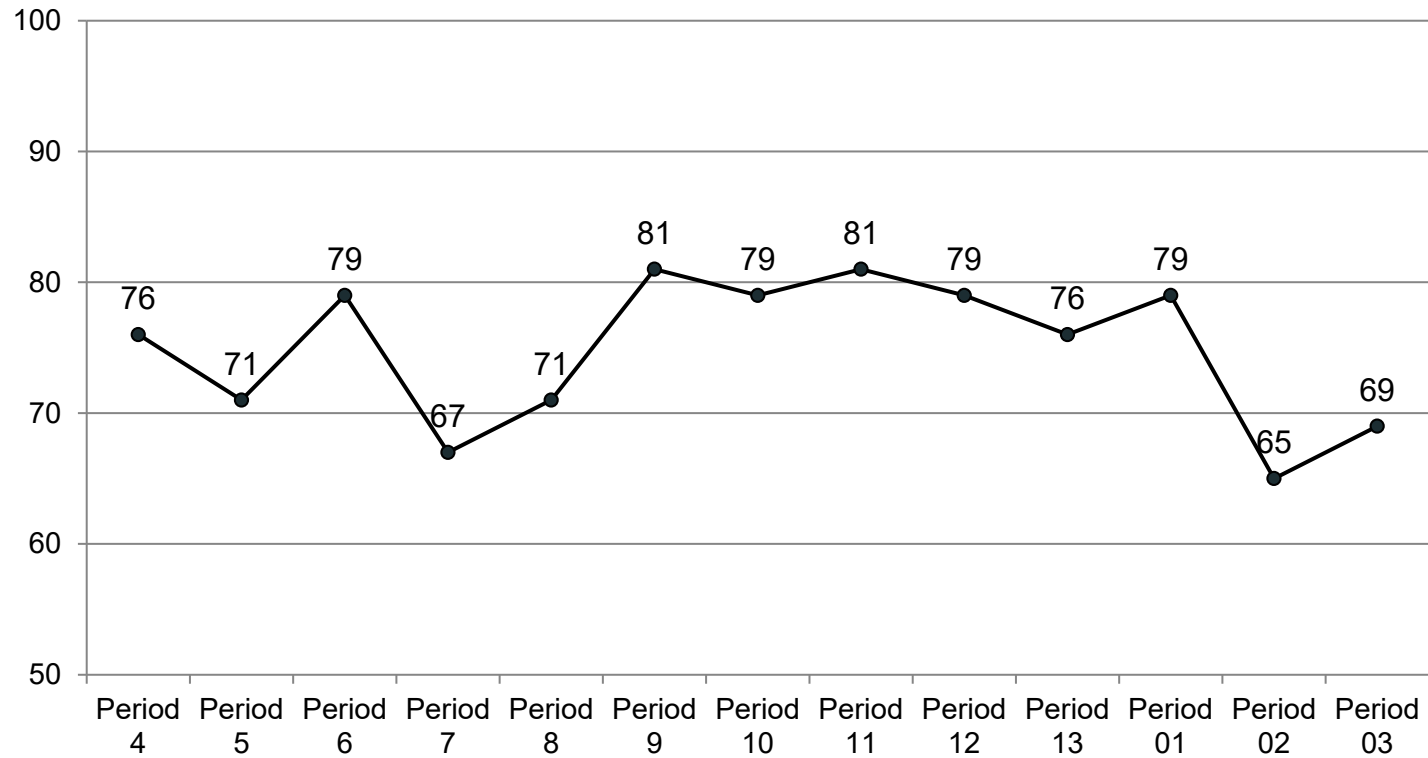
Q27a. Did your train arrive on time?
Base: in brackets above



Punctuality of service - trend

Rating of experience

Trend: On time or early



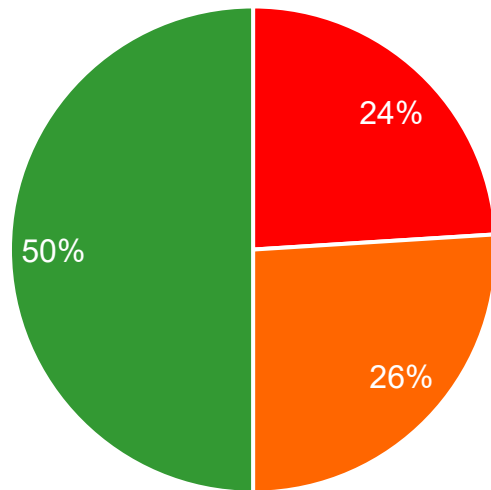
Q27a Did your train arrive on time?



Impact of delay

Quarter 1 2019/20 %

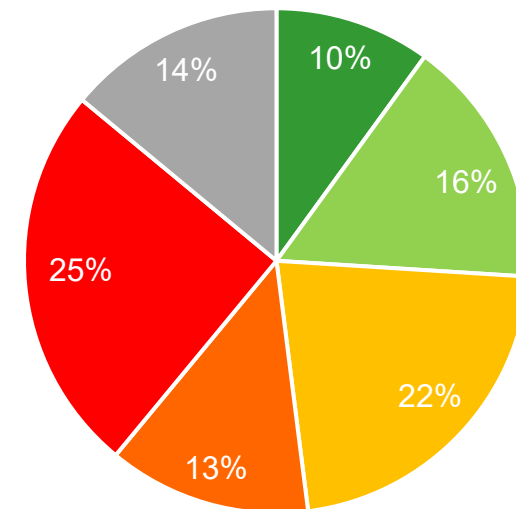
- Yes, it was a serious inconvenience
- Yes, it was a minor inconvenience
- No, it did not inconvenience me



Impact of the delay

Q27b. Did this affect your plans for the day?
Base: All who experienced a delay (167)

- 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 (167)



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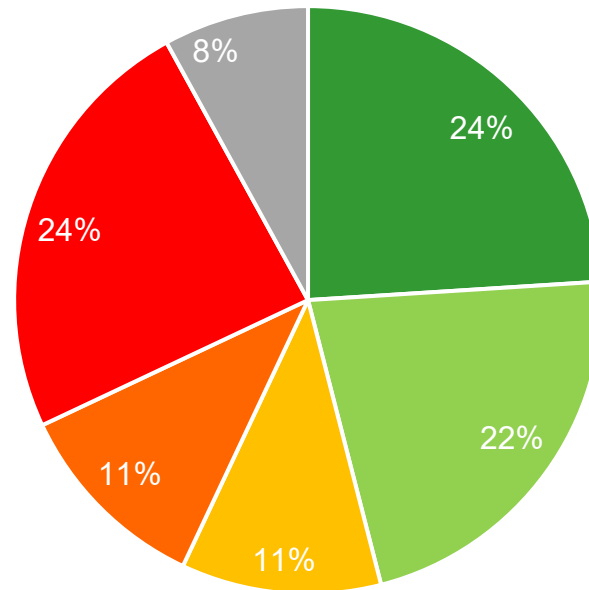
Facilities for those with a disability or illness



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Satisfaction that Caledonian Sleeper provides a service suitable to needs

Quarter 4 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 (37*) *Caution – low base



Providing a service suitable to needs – customer comments

As a deaf person it would be difficult for me to be woken up if I were travelling solo. You could have one cabin where it is possible to have a flashing light doorbell to wake deaf passengers in the morning/in an emergency. That would be a low cost and non-intrusive reasonable adjustment that would work well for a range of customers (e.g. the elderly).

Conduct Equality and Diversity (Accessibility) Assessments for all facilities, process and information materials, etc. (and act on findings).

Have people available to talk to in each carriage. The type of personal service that used to exist.

I'm partially sighted. I can struggle with signage and access, particularly in poor light. The cabin lighting is great, the signage a struggle. Bigger font? You're appealing to more mature travellers, we have poor eyesight, make the font larger on menus etc

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

Sample size	684 %	Sample size	684 %	Sample size	684 %
Age		Journey Purpose		Disability or Illness	
16-34	17	Travelling for work	25	None	95
35-54	43	Company business	17	Vision	>1
55+	37	Personal Business	5	Hearing	>1
Not stated	4	Regular travel between home and workplace	3	Mobility	3
Gender		Visiting friends/ relatives	20	Hidden disability	2
Male	52	Holiday/ short break	47	Speech or language impairment	0
Female	45	Attending a sporting/ musical/ theatrical/ charity event	5	Mental health	>1
Not stated	3	Other	4	Other	>1
Working status		Leisure	76		
Full time	62				
Part time	11				
Not working	2				
Retired	16				
Student	3				
Residence					
UK	86				
Non-UK	14				



Sample profile – journey details

<i>Sample size</i>	<i>684 %</i>	<i>Sample size</i>	<i>684 %</i>	<i>Sample size</i>	<i>684 %</i>	
<u>Travelling party</u>		<u>Return journey mode</u> (those making outward journey)		<u>Travel to departure station</u>		
Alone	56	Caledonian Sleeper	55	Train	31	
With a business colleagues(s)	1	Daytime train	30	Underground/ Tram/ Subway	26	
With family (adults only)	25	Plane	11	Bus/ Coach	9	
With family (adults/children)	10	Coach	0	Taxi	12	
With friends	8	Own Car	1	Own car/ Dropped off	15	
<u>Accommodation</u>		Hire car	0	Hire car	4	
Seat only	25	Other	1	On foot	20	
Single room	35	Don't know	2	Bicycle	1	
Twin room	19	<u>Outward journey mode</u> (those making return journey)		Other	2	
Interconnecting rooms	7	Caledonian Sleeper	69	<u>Travel from arrival station</u>		
En-suite room (with shower)	13	Daytime train	23	Train	34	
<u>Sharing</u> (twin room, travelling alone)		Plane	7	Underground/ Tram/ Subway	21	
Room to self	100	Coach	0	Bus/ Coach	7	
Shared	0	Own Car	0	Taxi	13	
<u>Journey direction</u>		Hire car	0	Own car/ Dropped off	12	
Outward	42	Other	1	Hire car	5	
Return	30	On foot				24
One way	28	Bicycle				1
				Other		4



Sample profile – journey details

<i>Sample size</i>	<i>684 %</i>	<i>Sample size</i>	<i>684 %</i>	<i>Sample size</i>	<i>684 %</i>	
<u>Service Day</u>		<u>Accommodation type</u>		<u>Transaction value</u>		
Weekday	65	1 st class	35	£0-£49.99	14	
Weekend	35	Standard	26	£50-£99.99	16	
<u>Direction</u>		Seated	39	£100-£149.99	19	
Northbound	51	<u>Party size</u>		£150-£199.99	24	
Southbound	49	Single traveller	59	£200-£249.99	13	
<u>Train Type</u>		Two people	33	£250-£299.99	7	
Highlander	56	Three or more people	8	£300 or more	6	
Lowlander	44	<u>Transaction value by guest</u>				
<u>Crew</u>		£0-£49.99				20
Aberdeen	6	£50-£99.99				29
Edinburgh	12	£100-£149.99				29
Fort William	9	£150-£199.99				15
Glasgow	11	£200-£249.99				8
Inverness	13					
London	49					



Sample profile – journey details

<i>Sample size</i>	<i>684 %</i>	<i>Sample size</i>	<i>684 %</i>	<i>Sample size</i>	<i>684 %</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	12	12 or more	4	More than 20 years ago	33
4-11	22	4-11	22	15-19 years ago	7
2-3	26	2-3	29	10-14 years ago	8
First journey in last 12 months	27	1 Journey	31	5-9 years ago	11
First ever journey	11	None	14	3-4 years ago	8
Have never made a journey between Scotland and the London area	2			In the last 1-2 years	33



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 first quarter of fieldwork for the year 2019/20, combining Rail Periods 01, 02, and 03.

Fieldwork for quarter 1 2019/20 took place between 3 April and 9 July. This covered journeys made between 1 April and 22 June.

684 questionnaires were completed in total.



Caledonian Sleeper

Quarterly Report

Quarter 1, 2019/20

Rail Periods 01, 02, and 03



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