

Caledonian Sleeper

Quarterly Report

Quarter 2, 2019/20

Rail Periods 04, 05, and 06



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SLEEPER

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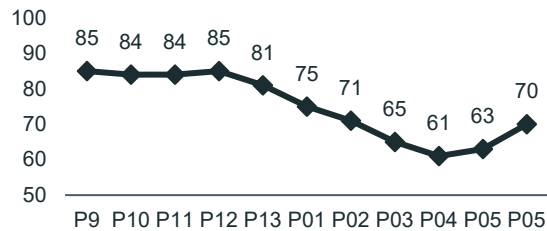
Caledonian Sleeper Passenger Satisfaction

Quarter 2: 23rd June – 14th September 2019

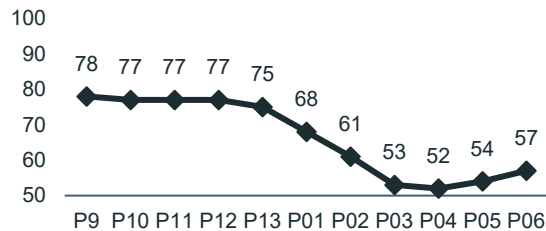
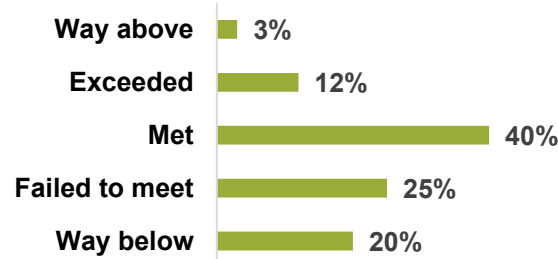
Overall journey experience



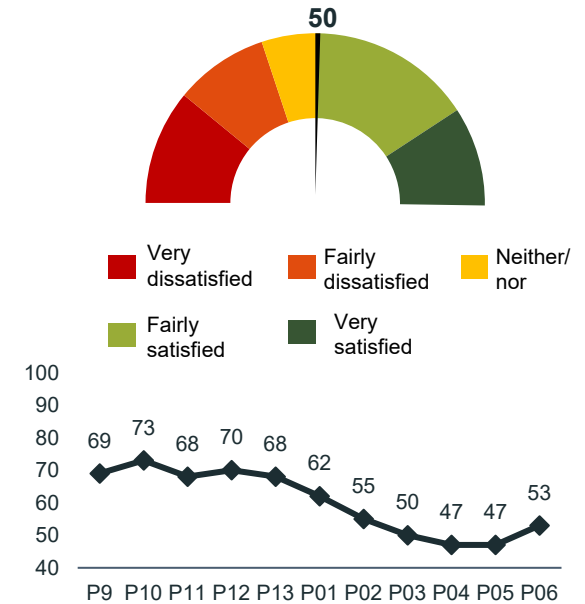
Ave – 2.92



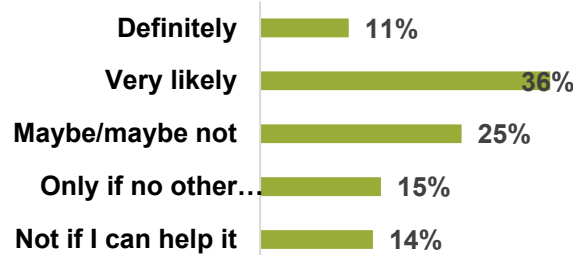
Expectation



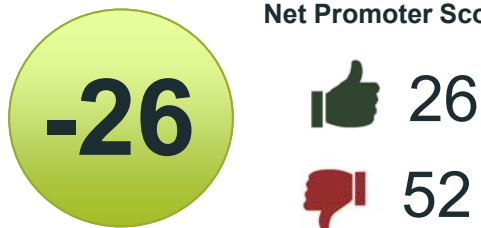
Overall satisfaction



Likelihood of future use



Net Promoter Score



	Lowlander	Highlander
Journey experience	69%	59%
Met / Above expectation	54%	55%
Overall satisfaction	49%	49%
Net Promoter Score	-29	-24
Future Use	45%	48%

Sample size: 674 (Lowlander 333, Highlander 341)



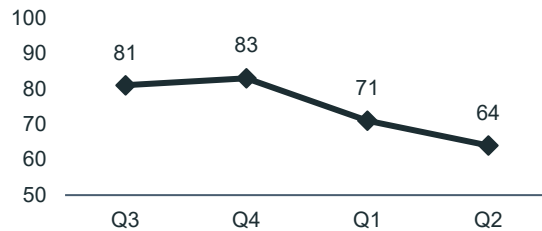
Caledonian Sleeper Passenger Satisfaction

Quarter 2: 23rd June – 14th September 2019

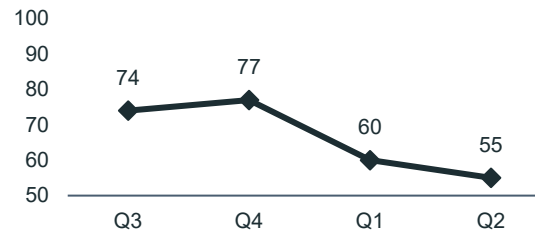
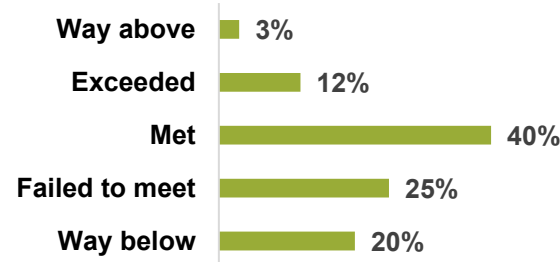
Overall journey experience



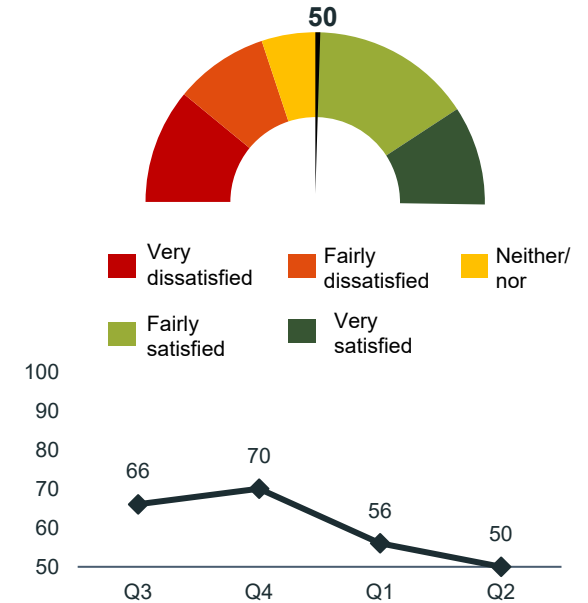
Ave – 2.92



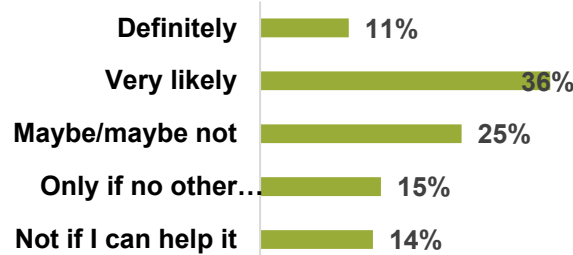
Expectation



Overall satisfaction



Likelihood of future use



Net Promoter Score

-26



	Lowlander	Highlander
Journey experience	69%	59%
Met / Above expectation	54%	55%
Overall satisfaction	49%	49%
Net Promoter Score	-29	-24
Future Use	45%	48%

Sample size: 674 (Lowlander 333, Highlander 341)



Caledonian Sleeper Passenger Satisfaction

Quarter 2: 23rd June – 14th September 2019

Expectations of the journey

Top five:

- 50% Looking forward to the experience
- 30% Looking forward to bed
- 28% Relaxed
- 28% Not expecting a good night's sleep
- 27% Excited

Bottom five:

- 7% Carefree
- 6% Anxious or nervous
- 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

Journey Experience

(% 3 - 5 star rating)

64% Experience overall

Making me feel...

- 70% welcomed
- 60% looked after
- 65% relaxed
- 61% comfortable
- 55% I had a good night's sleep
- 71% Lounge car rating
- 67% Room rating

Summing up the experience

Top five:

- 39% Functional
- 38% Disappointing
- 37% Practical
- 26% Tiring
- 25% Efficient

Bottom five:

- 6% Classy
- 5% Caring
- 4% Boring
- 2% World Class
- 1% Reviving

Sample size: 674



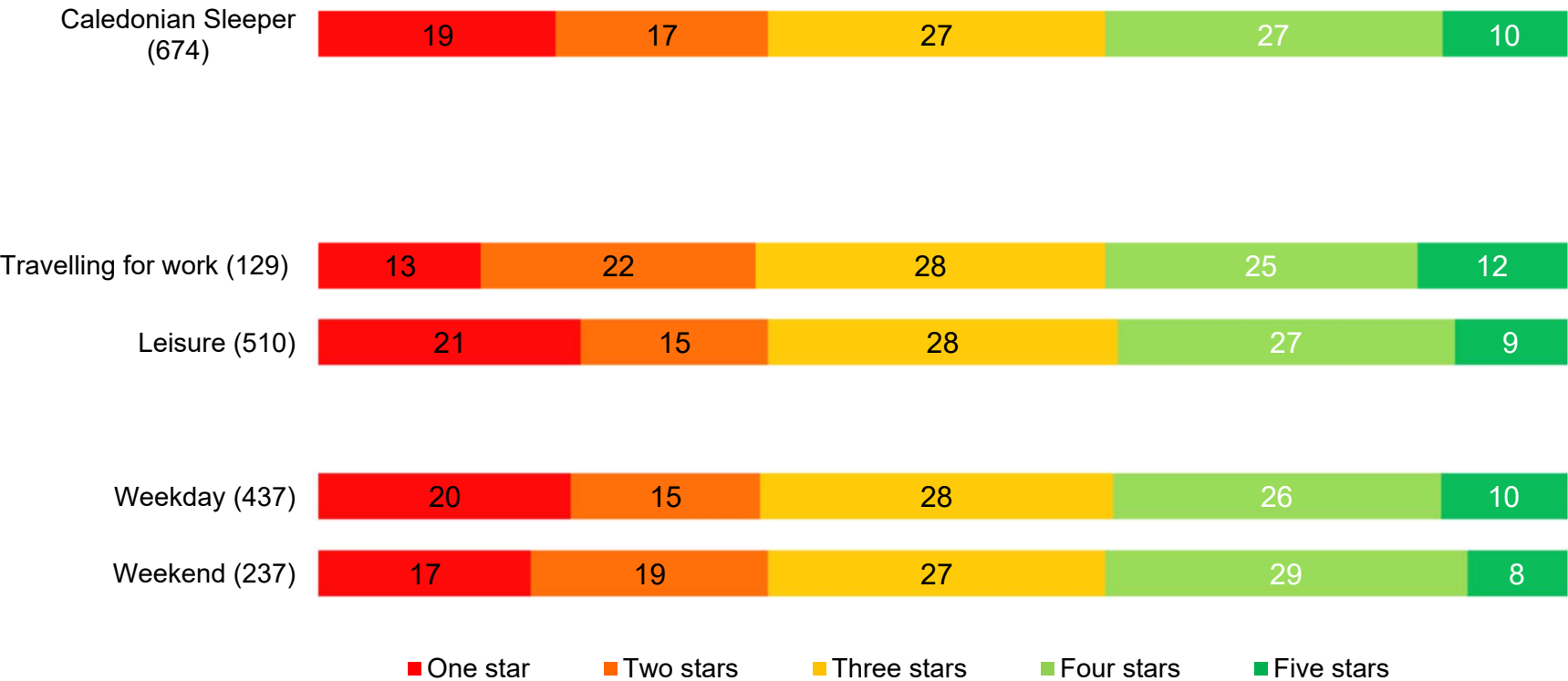
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On-board experience



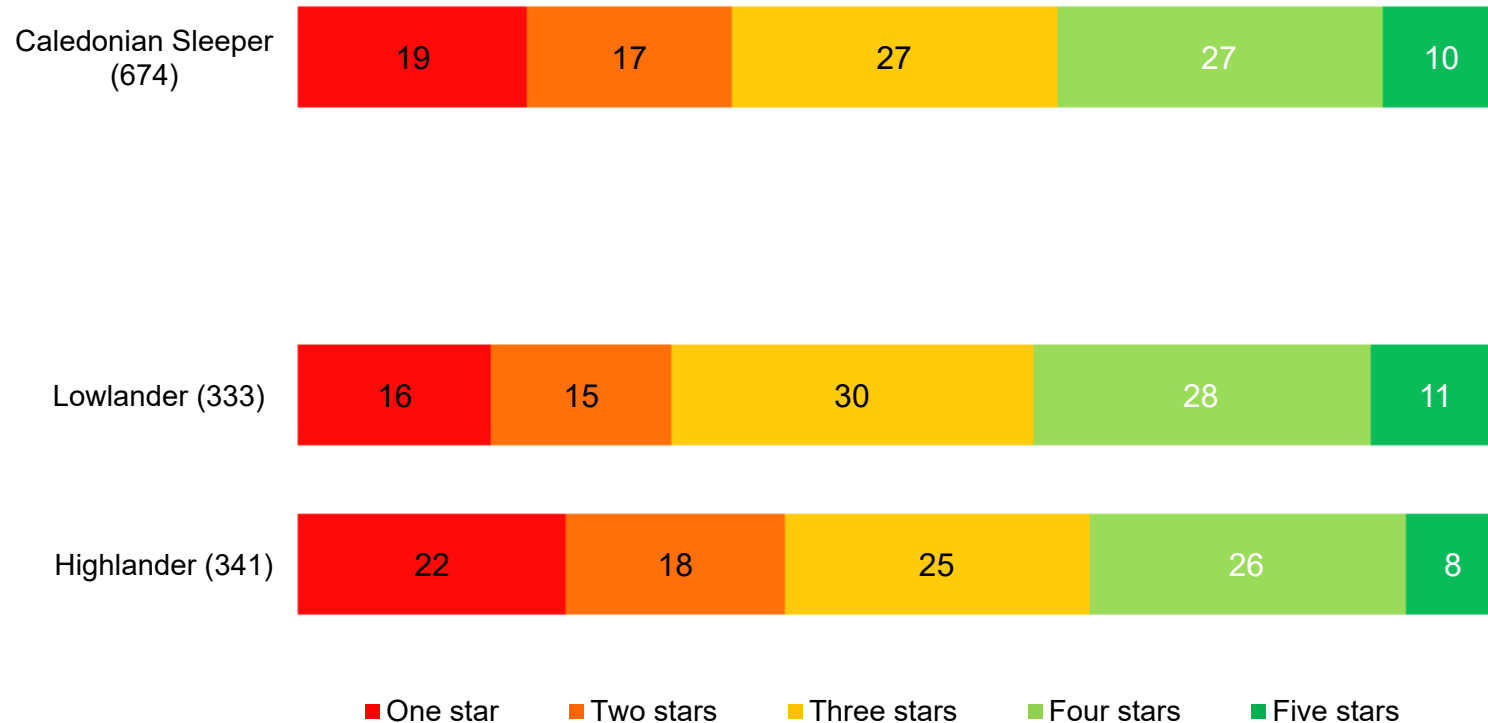
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Overall rating of experience by passenger group



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

Overall rating of experience by route



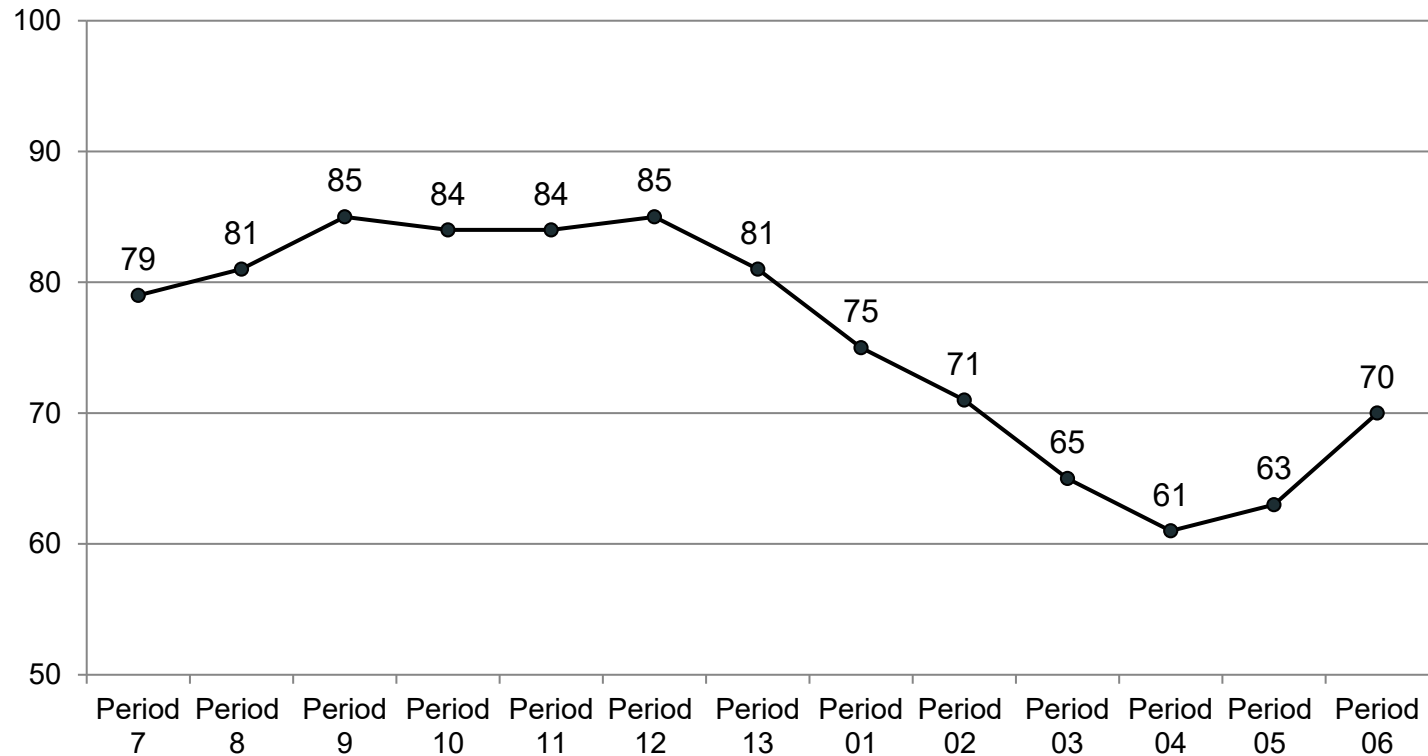
Q11a. How many stars do you give the Caledonian Sleeper for the experience overall?
Base: in brackets above



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

Have departures on time! the delay to boarding was unacceptable. No water for the shower The train raced to make up time, this reduced to the comfort level and hence reduced sleep Chaos at Edinburgh Station - no one knew what was going on. the lounge was packed out.

They could have had food on board, had some cold drinks, and been clear WHEN BOOKING that I would not be travelling on the new rolling stock. I paid a lot of money for this trip to experience the heavily marketed new trains, and instead was in a very old, smelly carriage. I actually feel mis-sold, and deeply disappointed.

They need to get the new rolling stock on the Highland route asap. The window blind hand fell off in my hand and the temperature gauge was falling off the wall. Having said that it was a comfortable night and the toilets not too bad. But having been a regular passenger on the sleeper over the last 20 years or so I am used to the quirks and old rolling stock - a first-time passenger might not view the experience so positively.

Temperature control and light seepage from connecting doors (but I appreciate this may be solved with new rolling stock). Not having broken/out of order toilets.

Improve comfort of seats, provide blankets and pillows.

The train steward who greeted me could not have been more welcoming and professional. I told him I was travelling down for an interview and he remembered this when it came time to disembark and wished me luck and generally had made my trip on board one of the best journeys between Scotland and London I have ever experienced. I will be back as a regular customer mostly due to XXX's excellent customer service and the professionalism that he showed.

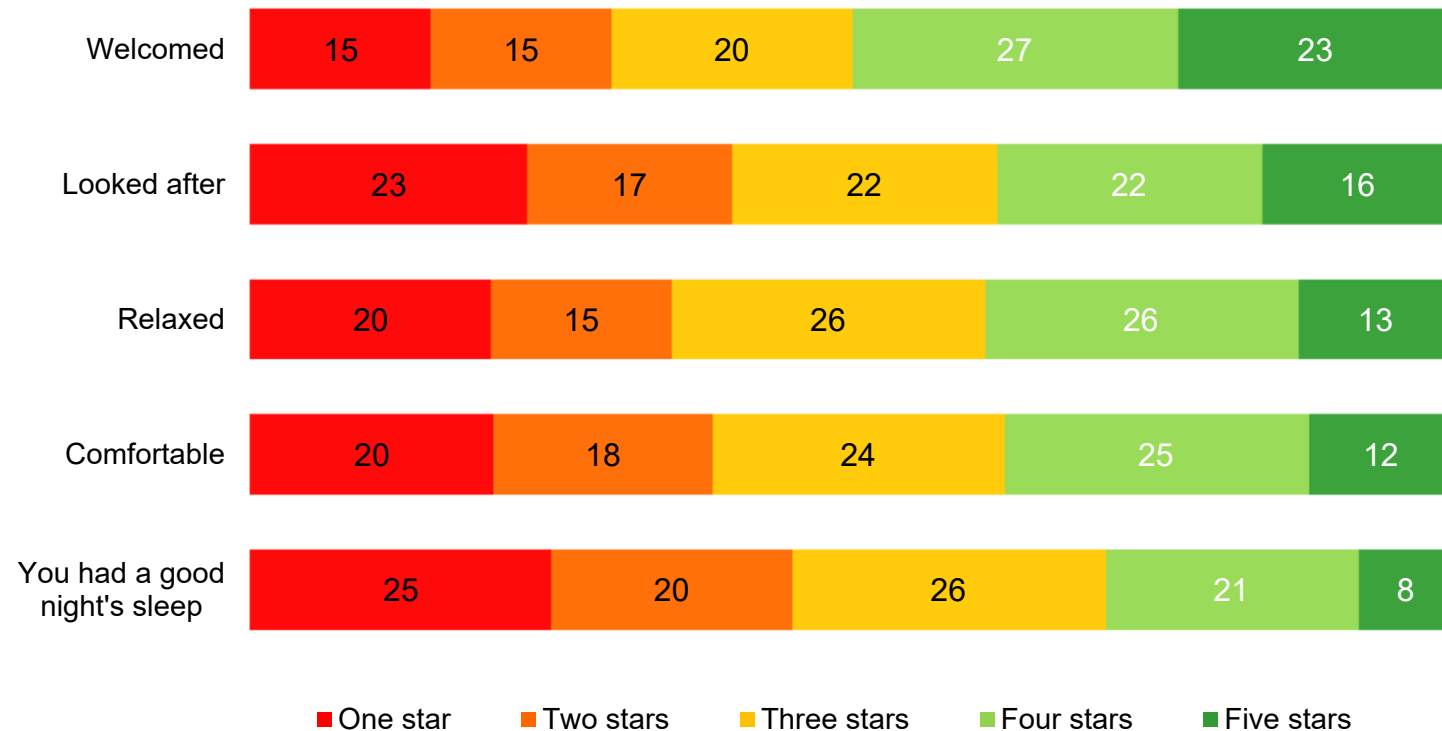
Provide a basic breakfast. GWR does this very well. Their complementary toiletries are of a high standard. Not impressed with an eye mask earplugs!

Working showers, toilets, on time, comfortable waiting area at station for train.

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 (674)



Rating of features of the journey – customer comments

Greeting & boarding could be better managed - everyone walked down the platform and it was 'pot luck' whether we stopped to speak to the right host. Those that didn't were shouted at / called back and told to walk back up the platform to the right host. For English speakers this was confusing; for non-English speakers it was completely baffling.

It will never be that comfortable on a chair - but they could be better. Also the staff could be better at - for example, asking people to turn their mobiles to silent, asking them to turn off morning alarms that the person involved is able to sleep through but wakes me up and means I can't go back to sleep - people need telling how to behave.

The seats were very uncomfortable as the back doesn't go back slightly. The lights weren't dimmed and I also woke several times cold. I know there are sleep masks provided but as I was travelling with my young daughter I didn't feel comfortable wearing it.

No one to explain check in routine, how to use facilities felt we were stumbling around looking for things, not much room on dining car told where we had to sit. Steward was rude, fellow travelers asked reasonably how the breakfast system works reply was "order it get it eat it"

Improve performance, fix train issues which seem constant. I was so worried about it I couldn't relax, even when my train seemed to going fine. The day before a train overshot a platform and there was talk of issues with the breaks...not relaxing!

The door to my room was an electrically sliding door which was not operating correctly and I had to manually push it (it was difficult to move). I was a little worried about a scenario where I may need to leave my room quickly.

There was nobody to help make us comfortable or ask what we needed.

Platform staff were lovely when boarding, but then I didn't see anyone else during my entire journey. Ideally I would have liked a single seat as I was travelling on my own, hence I didn't feel comfortable leaving my belongings with a stranger if I went to the toilet. If a conductor was nearby, I may have been ok.

Little contact with crew after boarding - fine but doesn't create looked-after vibe. Difficult to queue for lounge car seats - no clear system. Would be nice to have drinking water (i.e. ideally not disposable plastic bottles).

The new seats are terrible and very uncomfortable with absolutely no adjustment to a seated sleeping position. I travel weekly to and from Scotland for business and cannot afford the bed so the seated area is my only option. An option for a sleeping blanket and small pillow would be a huge plus. This could be on a deposit system i.e. pay deposit for use on train and when handed back get your deposit back. Lighting and ventilation is also terrible even with the face mask!! Blanket would help with the cold coach.

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?



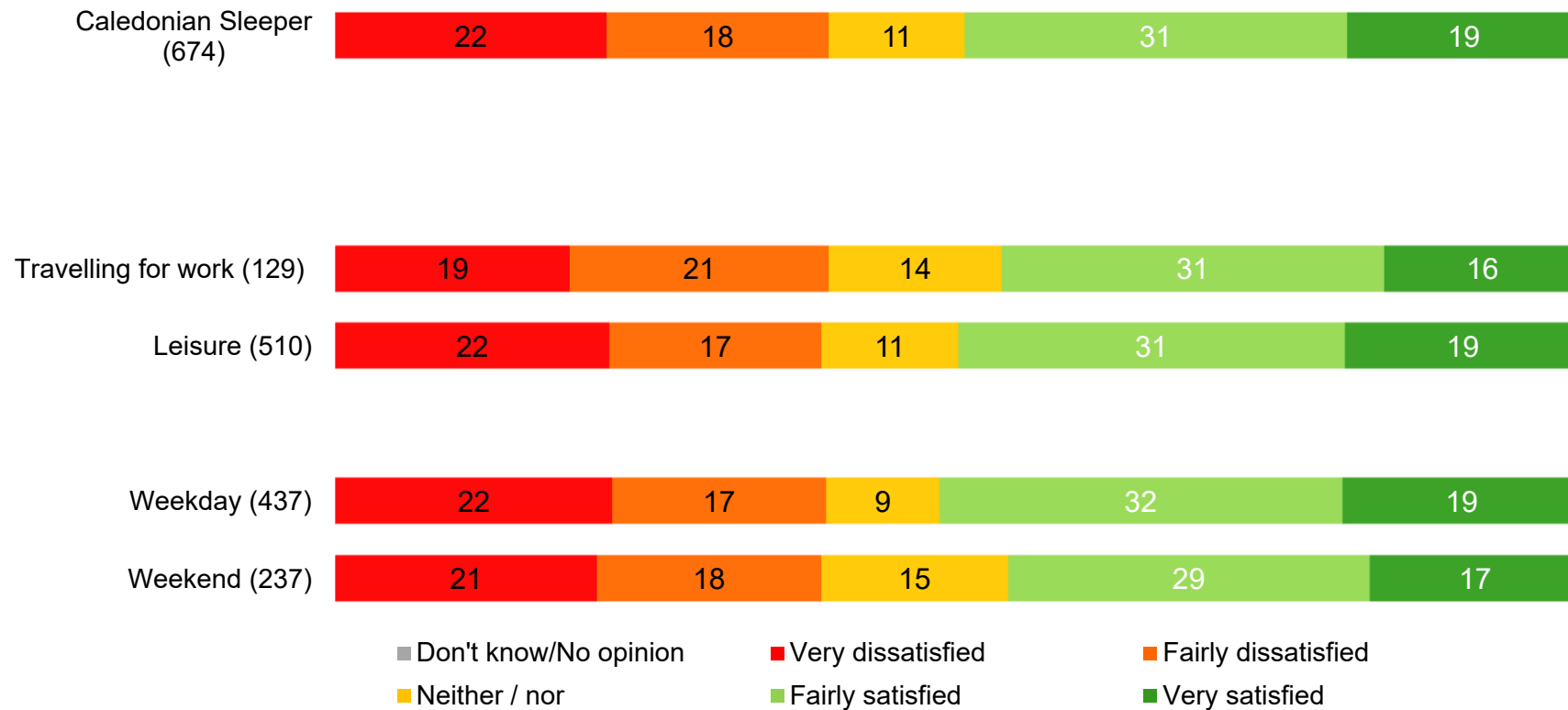
Caledonian Sleeper

Overall opinion of the Caledonian Sleeper



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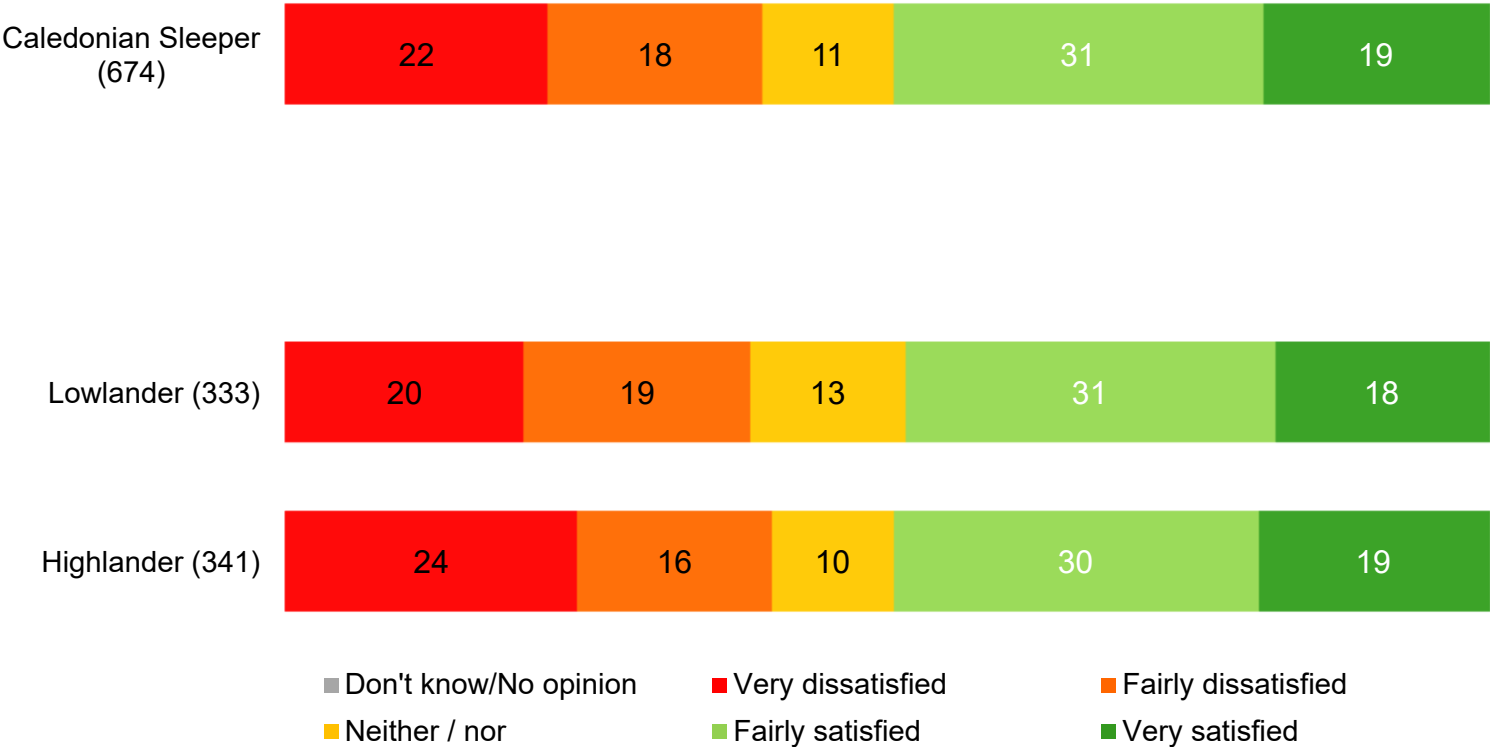
Overall journey satisfaction by passenger group



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

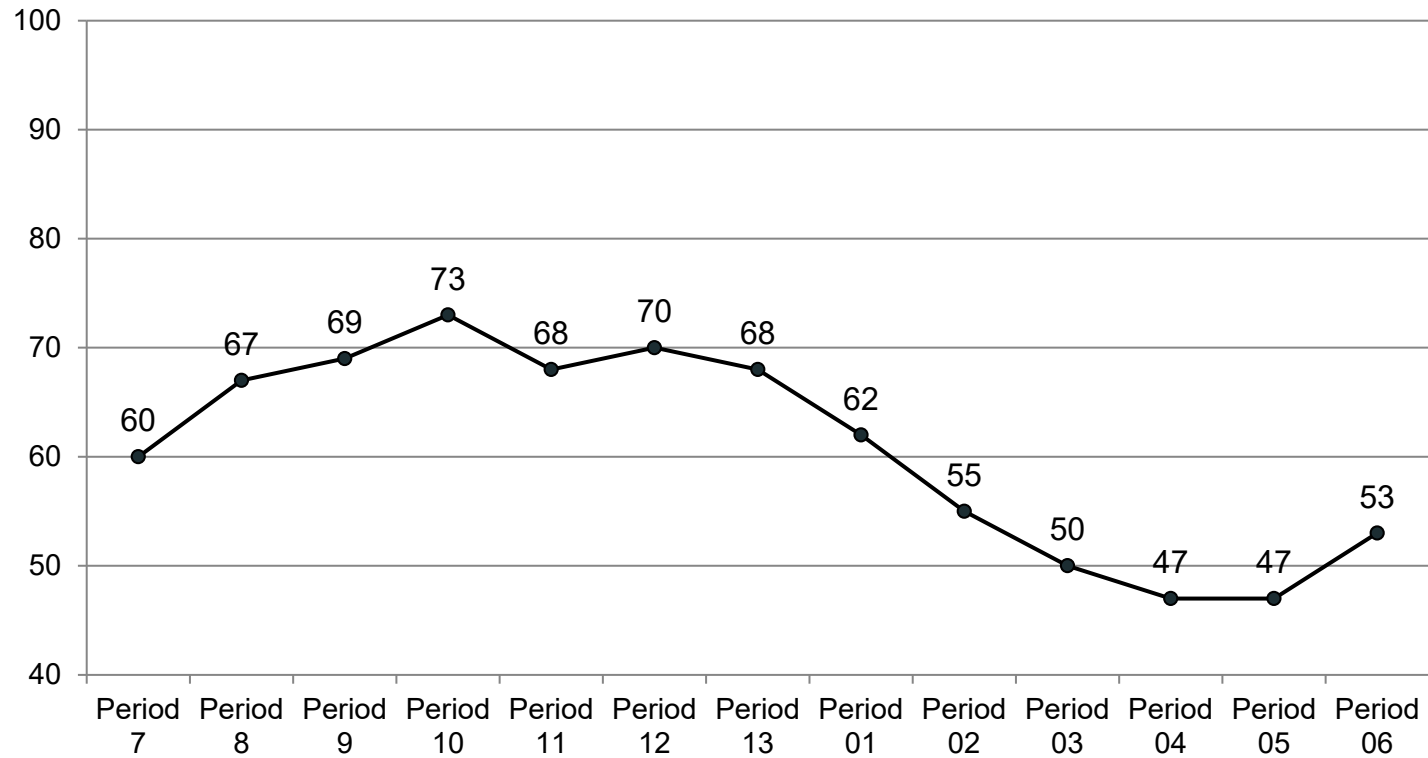


Q30. Taking everything into account about your journey from x to y, how satisfied were you with your journey?
Base: in brackets above

Overall journey satisfaction - trend

Overall journey satisfaction

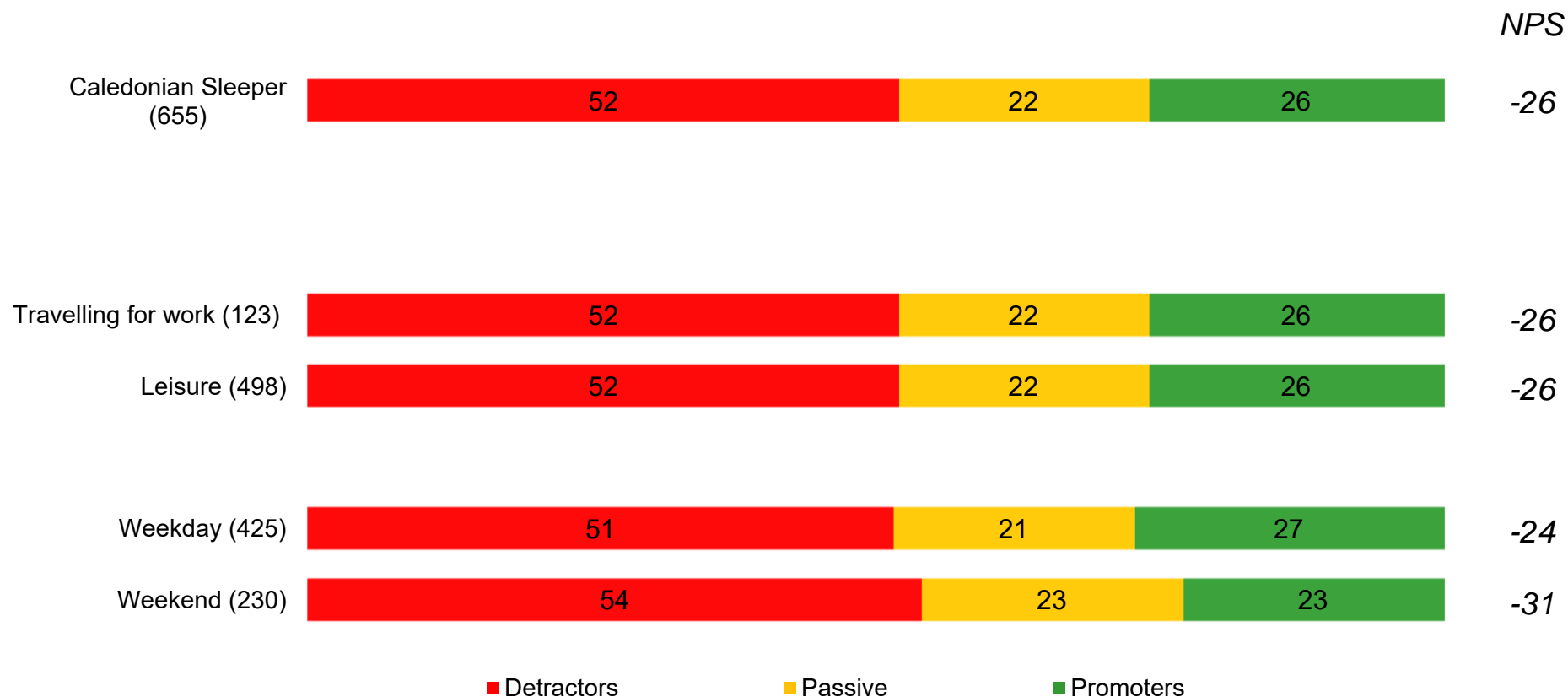
Trend: % very/fairly satisfied



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

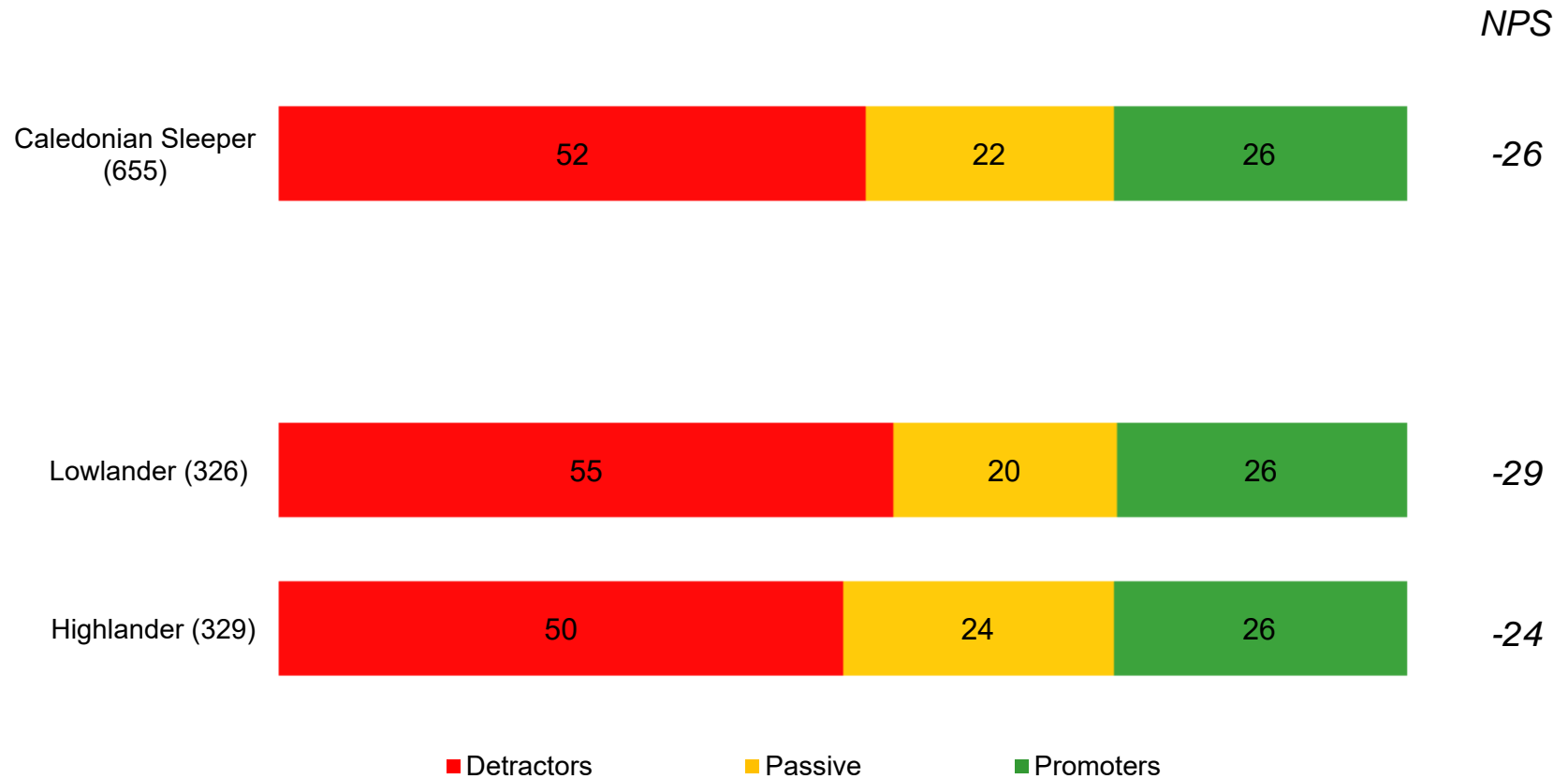


Q31a. On a scale of 0-10 where 0 means 'not at all likely' and 10 means 'extremely likely' how likely are you to recommend the Caledonian Sleeper to a friend or colleague?

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?

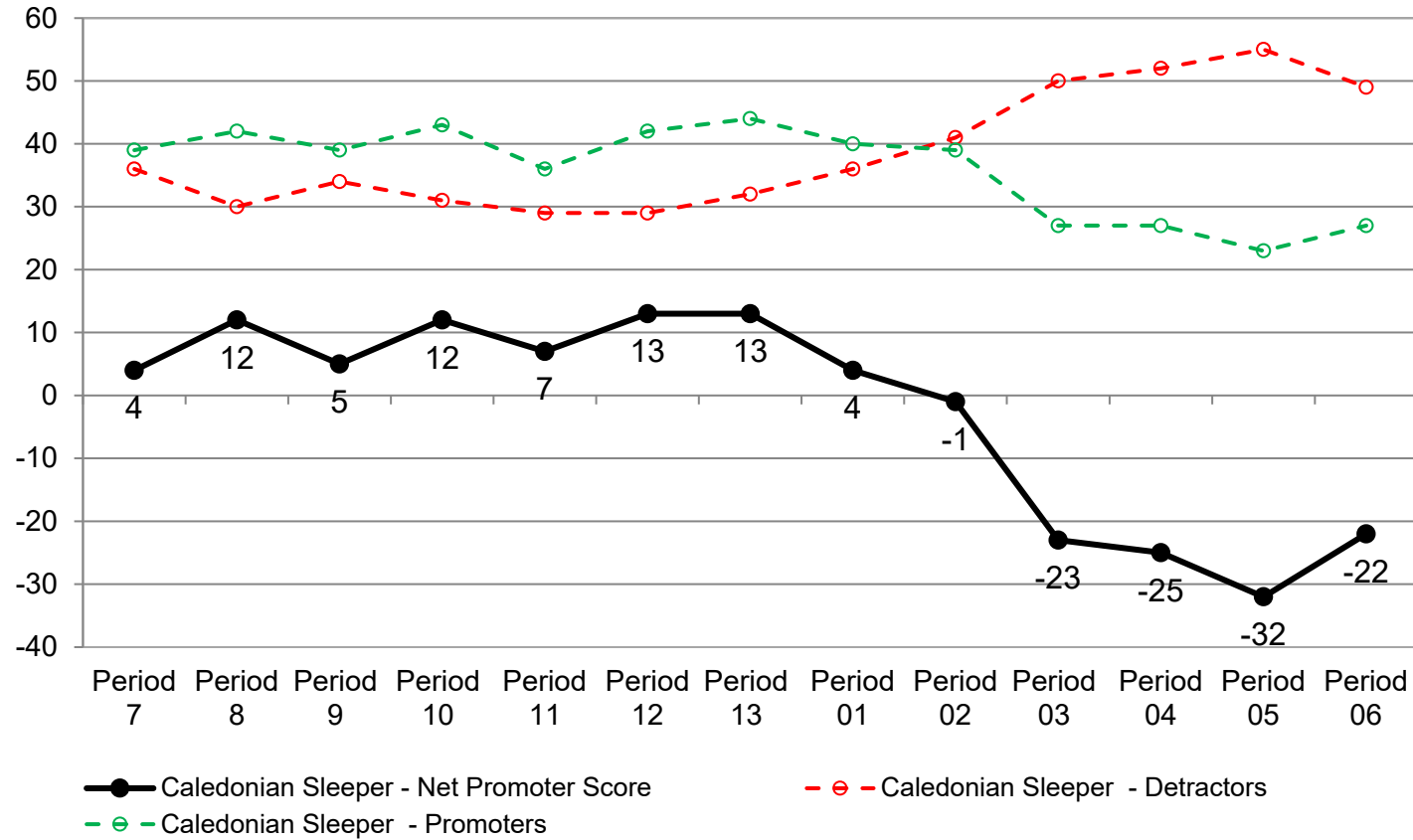
Base: in brackets above – those with an opinion



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)

