

# Caledonian Sleeper

## Quarterly Report

Quarter 3, 2019/20

Rail Periods 07, 08, and 09



CALEDONIAN  
SLEEPER

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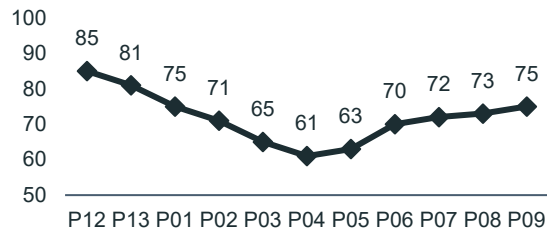
# Caledonian Sleeper Passenger Satisfaction

## Quarter 3: 15<sup>th</sup> September – 7<sup>th</sup> December 2019

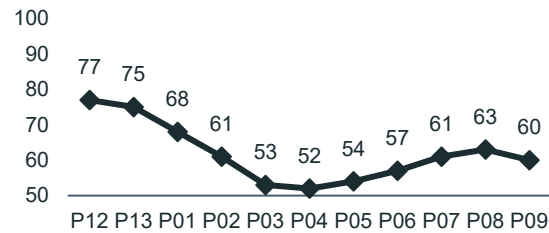
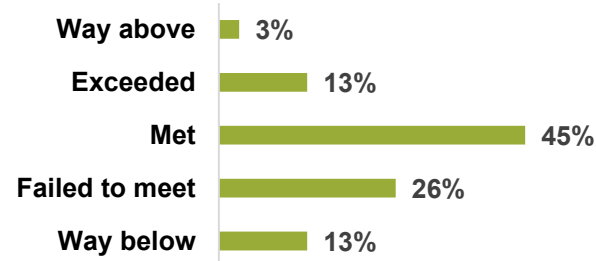
### Overall journey experience



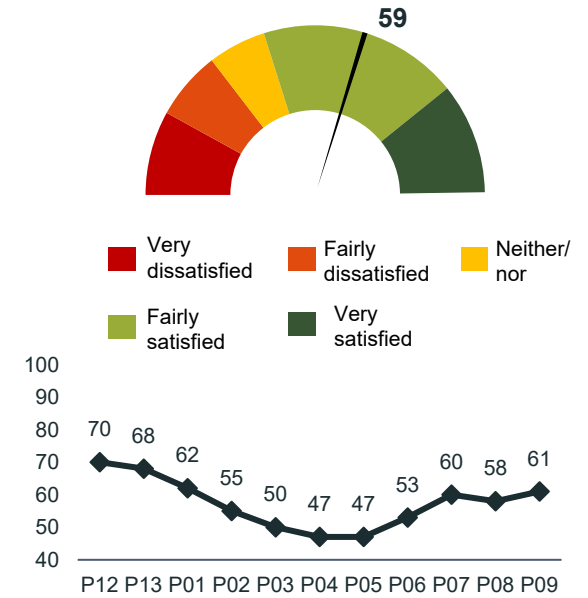
Ave – 3.19



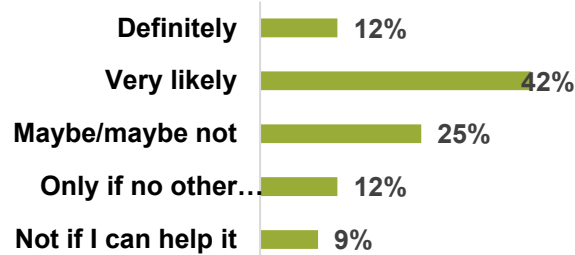
### Expectation



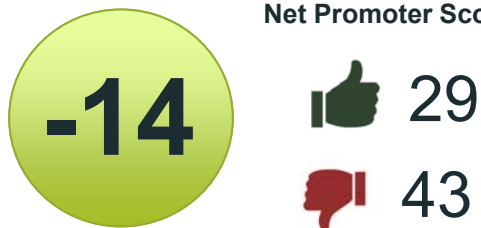
### Overall satisfaction



### Likelihood of future use



### Net Promoter Score



	Lowlander	Highlander
Journey experience	75%	71%
Met / Above expectation	64%	58%
Overall satisfaction	61%	58%
Net Promoter Score	-10	-16
Future Use	50%	58%

Sample size: 624 (Lowlander 300, Highlander 324)



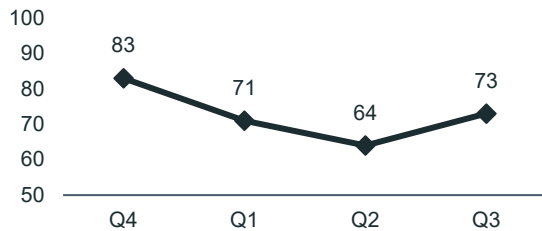
# Caledonian Sleeper Passenger Satisfaction

## Quarter 3: 15<sup>th</sup> September – 7<sup>th</sup> December 2019

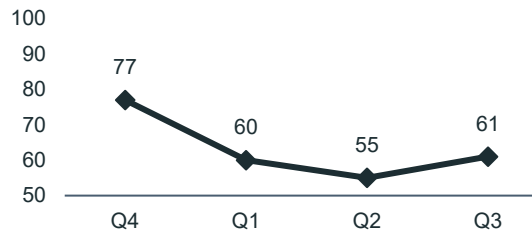
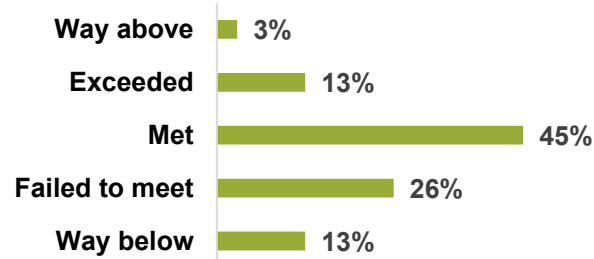
### Overall journey experience



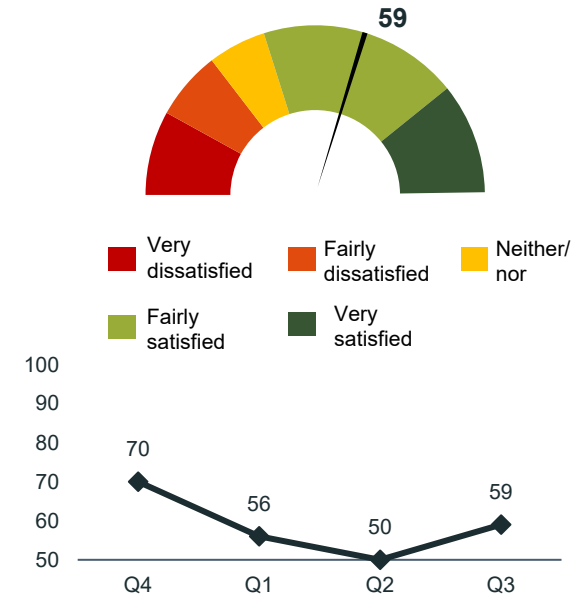
Ave – 3.19



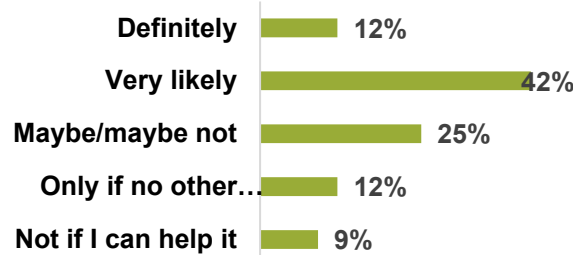
### Expectation



### Overall satisfaction



### Likelihood of future use



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# Caledonian Sleeper Passenger Satisfaction

Quarter 3: 15<sup>th</sup> September – 7<sup>th</sup> December 2019

## Expectations of the journey

### Top five:

- 52% Looking forward to the experience
- 31% Not expecting a good night's sleep
- 30% Looking forward to bed
- 29% Relaxed
- 26% Excited

### Bottom five:

- 8% Carefree
- 6% Anticipating a sociable evening
- 6% Concerned I might have someone sharing my room/in the next seat
- 5% Concerned about other passengers' possible bad behaviour
- 4% Anxious or nervous

## Journey Experience

(% 3 - 5 star rating)

73% Experience overall

### Making me feel...

- 78% welcomed
- 69% looked after
- 70% relaxed
- 70% comfortable
- 61% I had a good night's sleep
- 78% Club Car rating
- 78% Room rating

## Summing up the experience

### Top five:

- 41% Practical
- 41% Functional
- 32% Disappointing
- 31% Efficient
- 22% Sleepless

### Bottom five:

- 7% Caring
- 6% Classy
- 3% Boring
- 2% World Class
- 1% Reviving

Sample size: 624



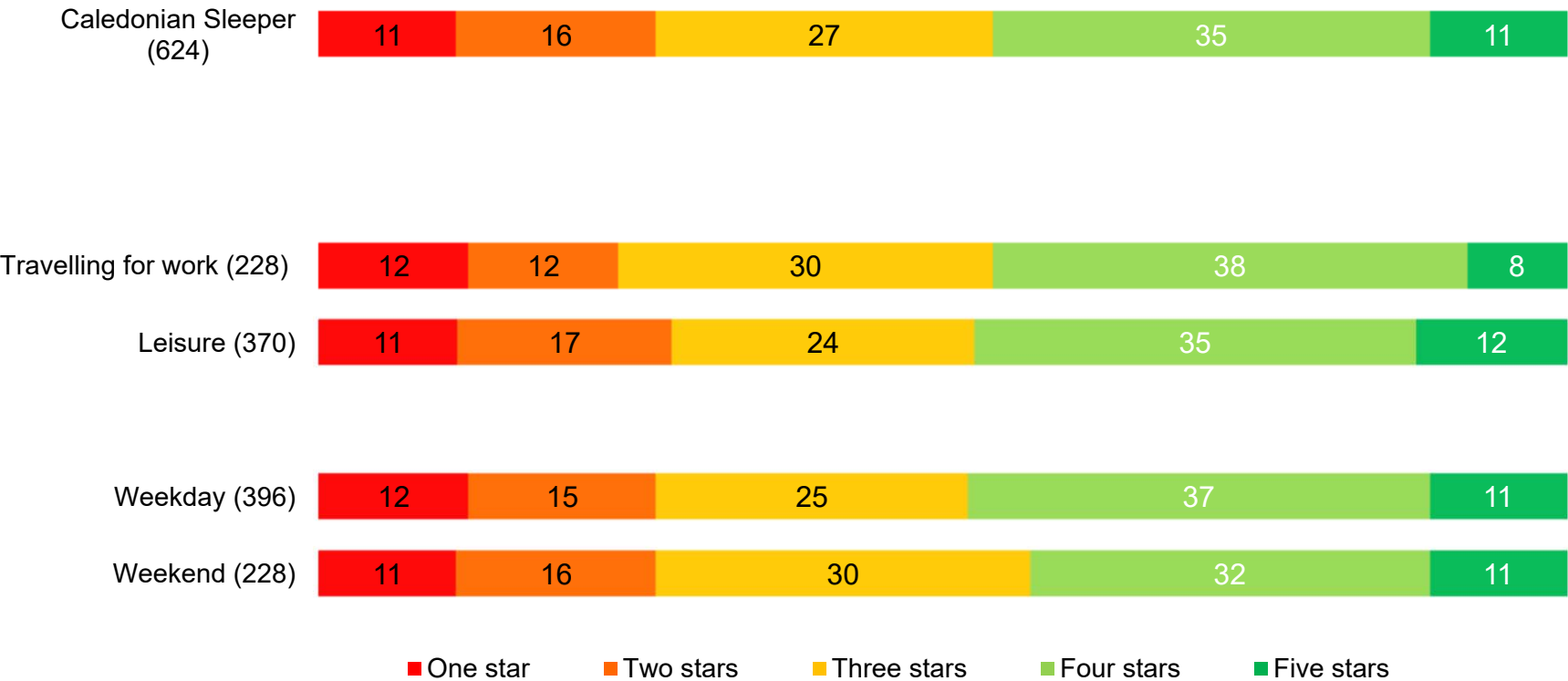
# Caledonian Sleeper

## On-board experience



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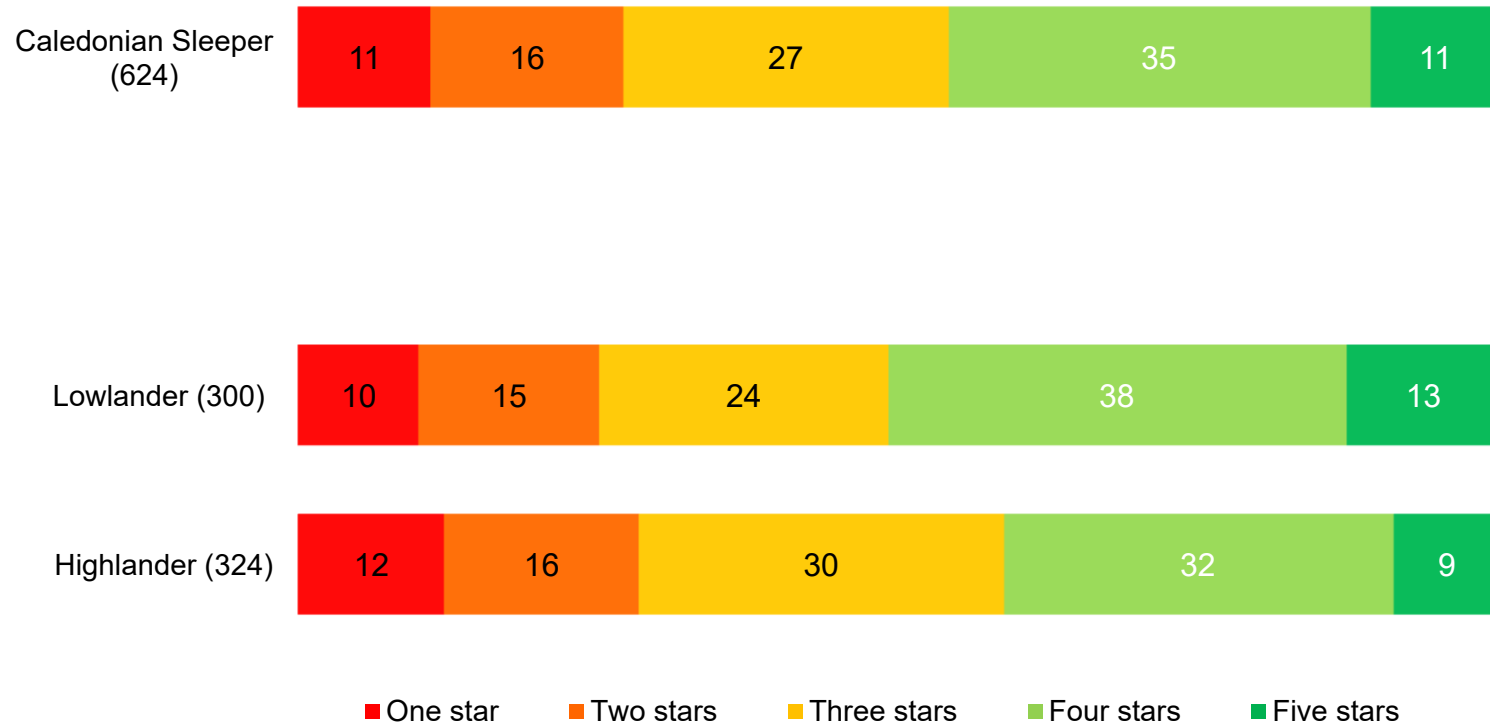
# Overall rating of experience by passenger group



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

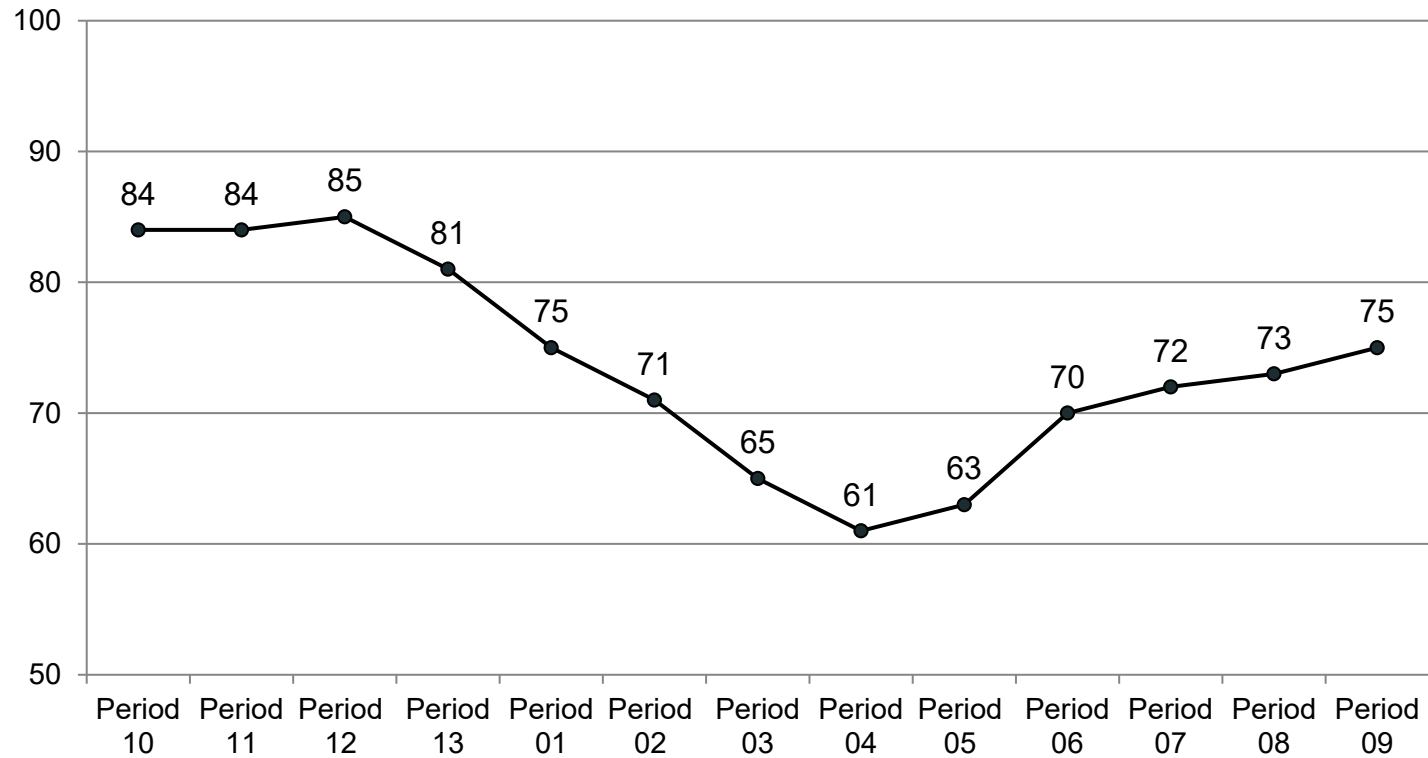




# Overall rating of experience - trend

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

*Turn off the main lights in the sleeper seat carriage, and provide seats that recline further. At the very least, stop describing the sleeper seats as "Comfort at its core". The only way the seats were better than a normal train was that they were a bit wider. My expectations were to have a night of sleep on the train, instead I didn't fall asleep at all. I've slept more on normal trains.*

*I wish I had had the chance to reserve a table for dinner as soon as I got on the train because we didn't know that we should come early to get a table. We spent a lot of money and were not able to have dinner.*

*There was little or no customer service or communication. No announcement welcoming passengers to the train or an update when the train stopped for 20 minutes at Watford with the power going off at one point and the lights flickering. The two toilets by the seated carriage were out of order so had to walk through restaurant carriage to get to the nearest ones.*

*Basic stuff - the shower was cold and the toilet didn't flush. The guard seemed uninterested in trying to fix these problems or even give an apology.*

*This was my first time on the Caledonian Sleeper. I was not sure what to do when I was through on to the platform. There was a man looking at tickets at the barrier. There appeared to be a uniformed lady looking at lists, but having waited a little while, I went past and on to my cabin. I was not sure if stopping at the checkpoint was obligatory, or whether she was there to help. Having said that, the same Stewardess was on duty in my carriage and she was delightful. Friendly and helpful.*

*Contact the traveller sooner, give a better product for the cost, improve staff training, improve plumbing/power issues and sort out sealed windows that are anything but. All in all I spent a sleepless night at a very considerable cost.*

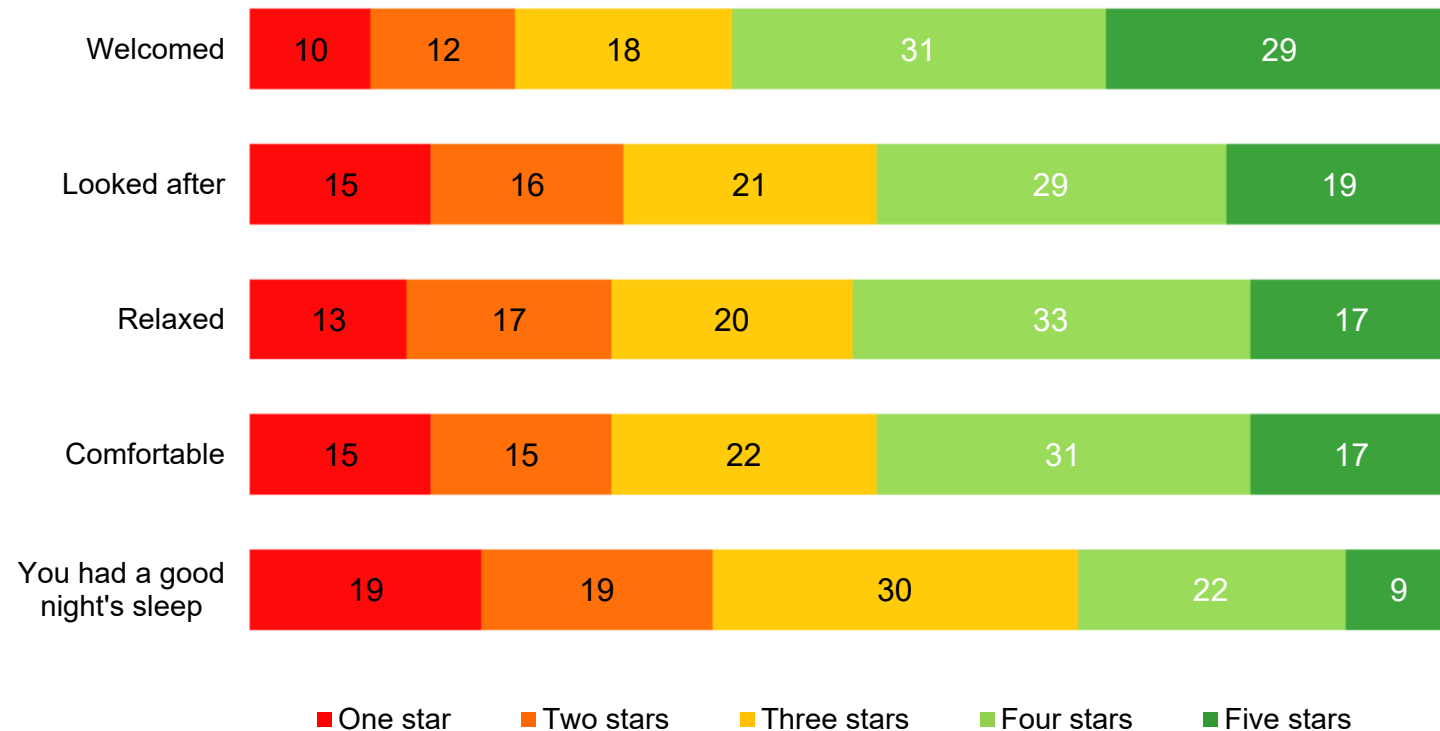
*On board every detail was perfect. The only thing I would improve is the information about platform and departure time on screens at the station. We had to ask so as to be informed because there was no information anywhere at the station.*

*To make sure that the facilities are working as they should and for the train to be on time.*

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

*Unlike the previous system of boarding I was not greeted by staff and as only booked in seated carriage just saw myself onto train.....I think they could have a better experience for boarding the train.*

*There was no one on the platform to greet us when we arrived. Before the new trains there was someone waiting on the platform to welcome you and explain how it all works. It made taking the Sleeper really special. In addition it meant we were unsure when we had to leave in the morning and were being chased in the morning to get out of our beds.*

*More eye contact with staff perhaps a wee bit more consideration from staff that this was a service being provided. Don't get me wrong, they were perfectly polite and very helpful, but welcoming is a bit more than that.*

*One of your brochures says that food orders can be brought to your seat - really?! No sign of any staff member after being greeted on the station in Inverness.*

*There were no staff to greet us until quite late, e.g. 11.10pm. We had to wander down the station to find them. There were no signs or emails indicating we would need to find the staff. It was hard to find the correct carriage as the signage was not on until about 11.15pm. There were no station announcements. There were no details about boarding on the Caledonian Sleeper information board. The children were very tired, however, families were not invited to board the train early or given any extra consideration in this regard*

*The train left nearly two hours late. More information about the state of the train and expected departure time would have been welcome. I was very concerned that we would not leave Euston at all.*

*The carriage was very cold overnight and I usually like a cold room when I sleep but it was too cold. Also the chairs are comfier on regular scotrail trains. It would have been good if the seat reclined even slightly.*

*Mattress needs more stuffing Please unscrew the ladder - it makes bottom bunk too narrow - couldn't turn over in the night. Usually my knees/back hang over the edge of mattress but the ladder is now in the way Light switches need to be less bright - the circle of light identifying switch position is way too bright.*

*Improve the chance of a dark environment - Primarily the very bright lit button overhead on console and the strip light in toilet which is permanently on and shines through even when door closed. The noise from adjacent cabin toilet in night was loud and disrupted my sleep.*

*The beds themselves were very comfortable but the rolling stock feels much less stable than before. The journey was incredibly noisy (track rattles and clanks, brake noises and creaks from internal fittings) and there were frequent jolts and swaying. All in all I slept very little and it was a night I wished would end as soon as possible. Having experienced the overnight Megabus beds, and slept all the way from Aberdeen to London in a quiet and smooth journey, I would certainly go back to using them in preference to the expensive and sleepless night I had on the sleeper.*

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?



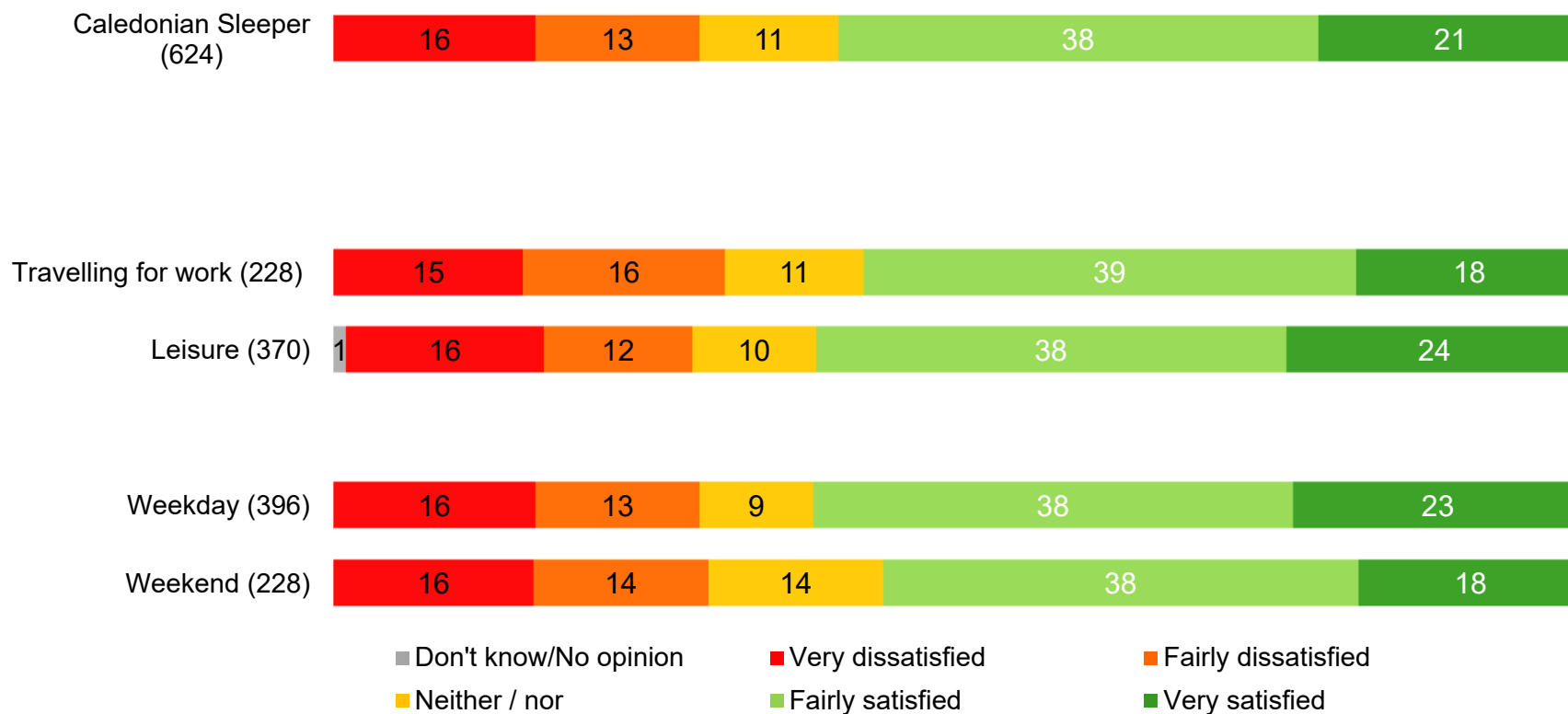
# Caledonian Sleeper

## Overall opinion of the Caledonian Sleeper



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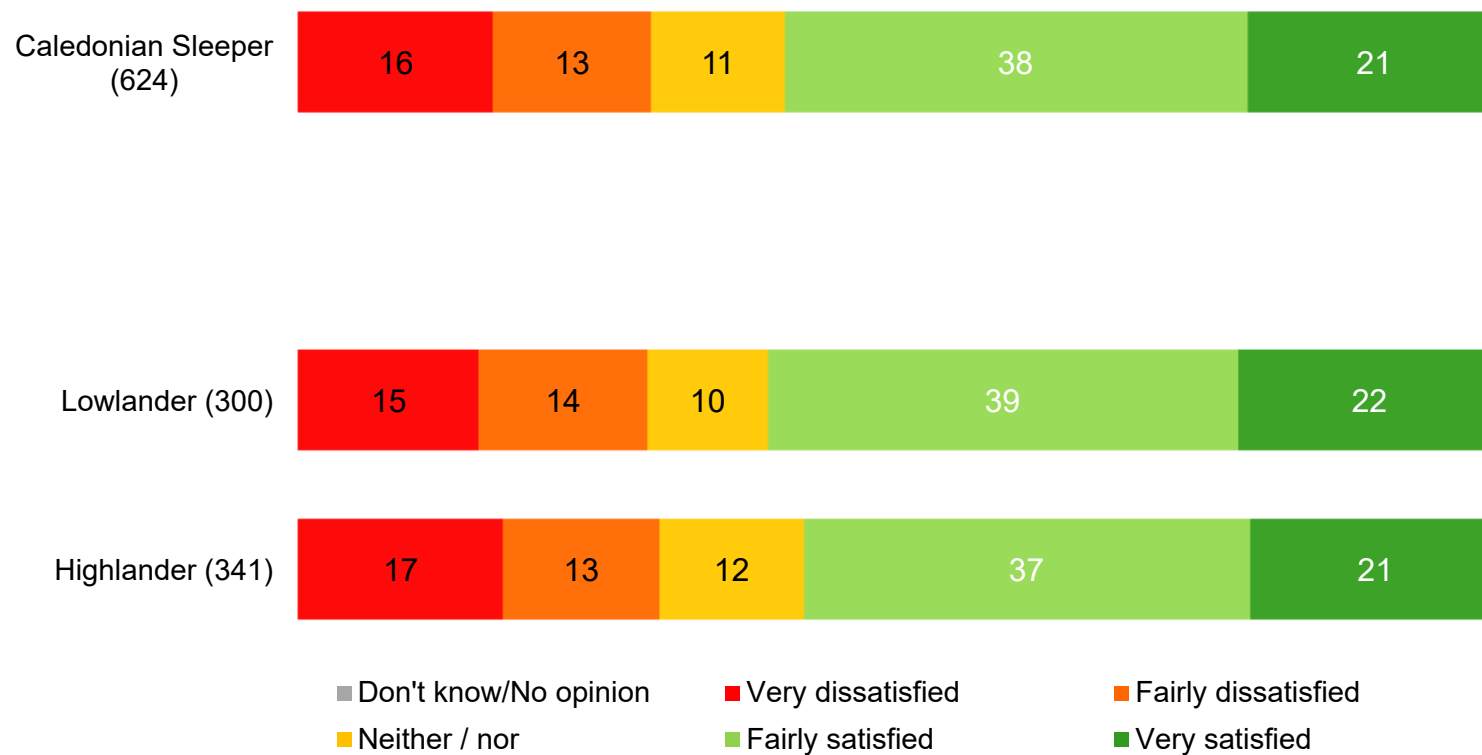
# Overall journey satisfaction by passenger group



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



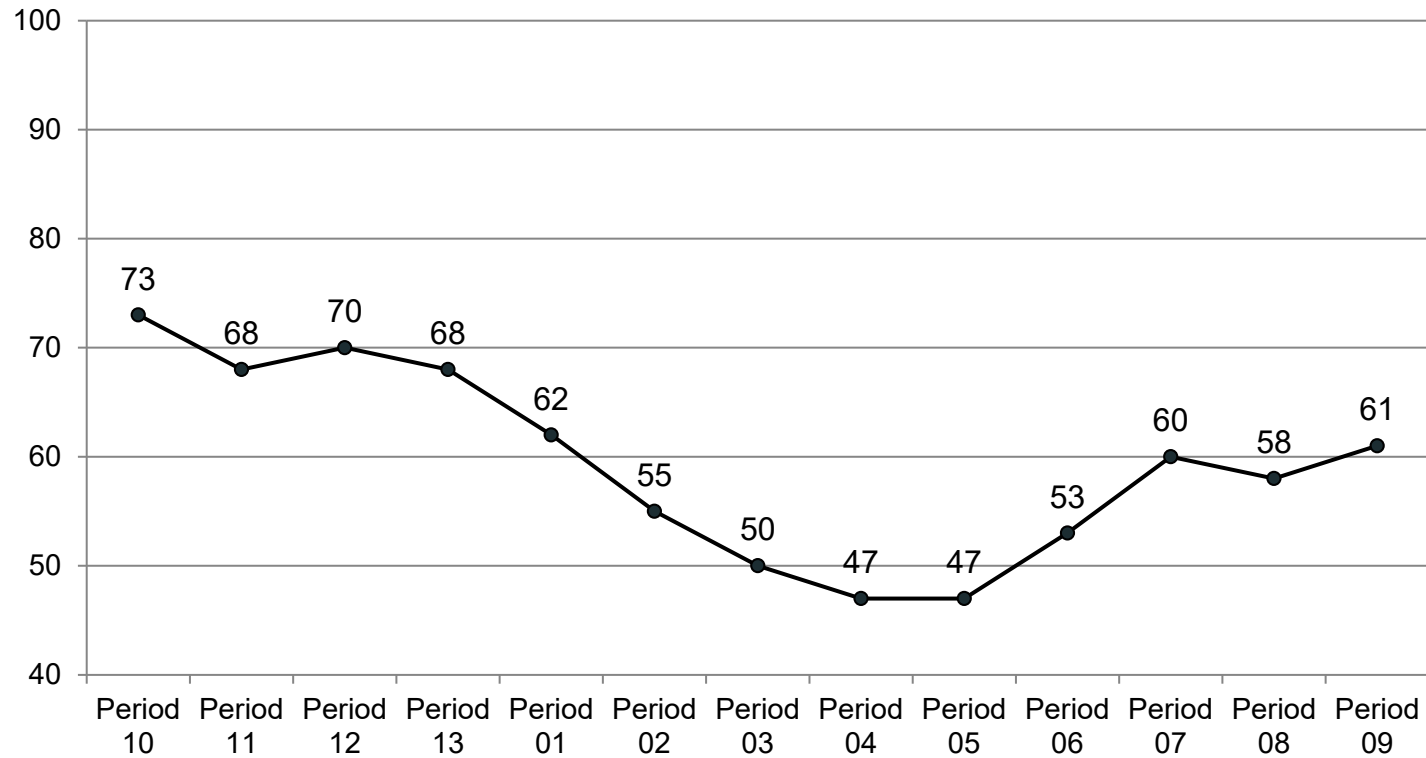
Q30. Taking everything into account about your journey from x to y, how satisfied were you with your journey?  
Base: in brackets above



# Overall journey satisfaction - trend

Overall journey satisfaction

Trend: % very/fairly satisfied

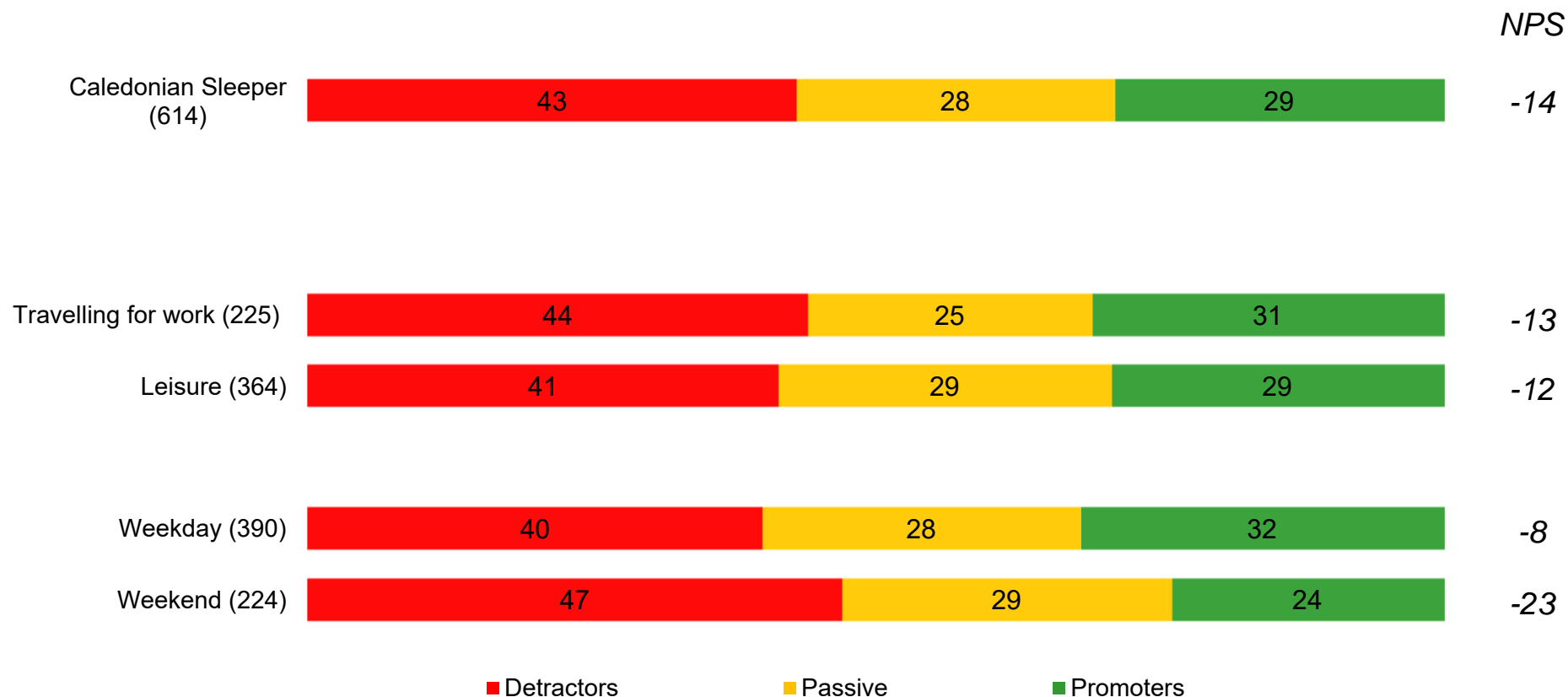


Q30. Taking everything into account about your journey from x to y, how satisfied were you with your journey?





# Net Promoter Score by passenger group

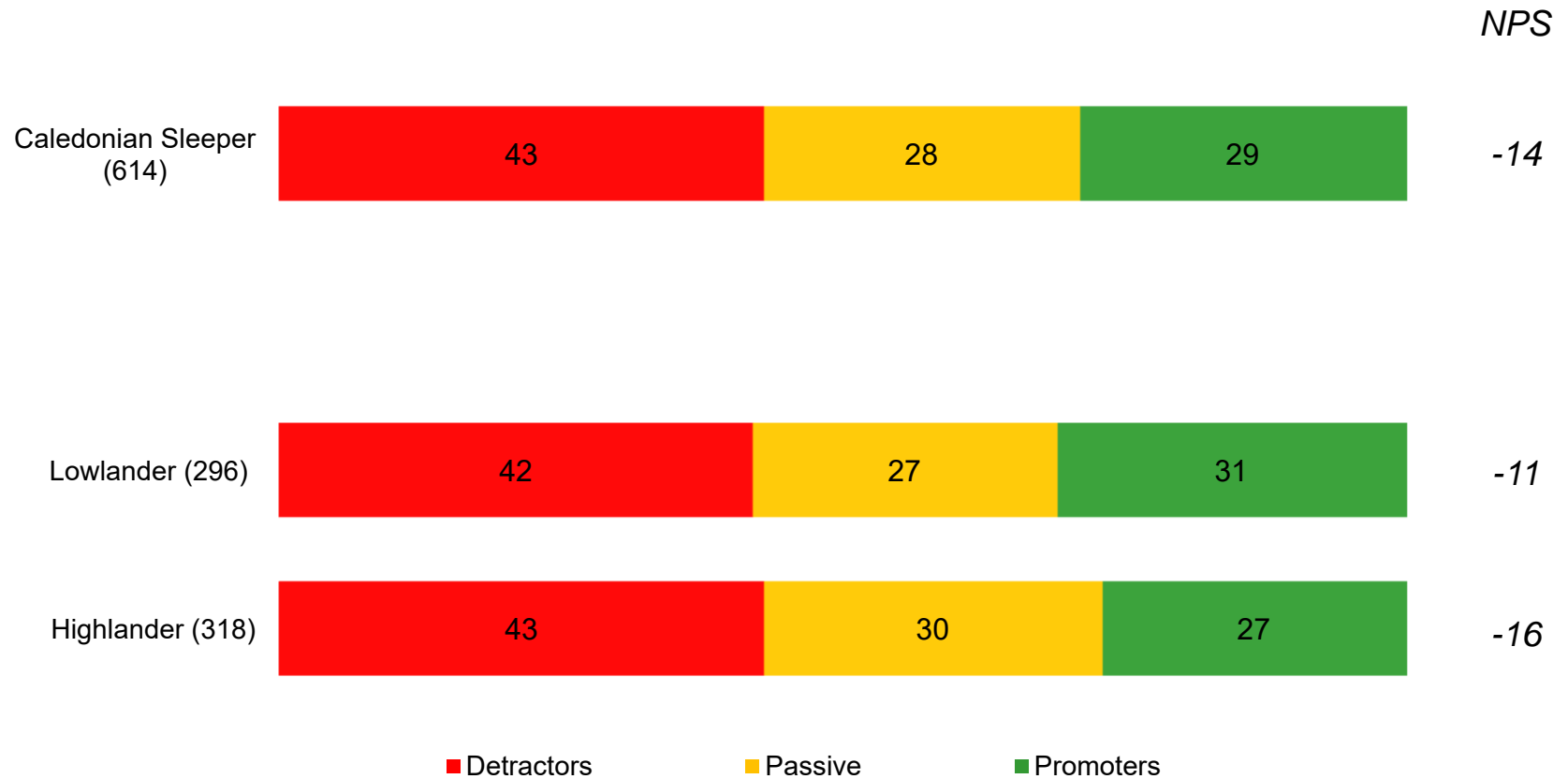


Q31a. On a scale of 0-10 where 0 means 'not at all likely' and 10 means 'extremely likely' how likely are you to recommend the Caledonian Sleeper to a friend or colleague?

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?

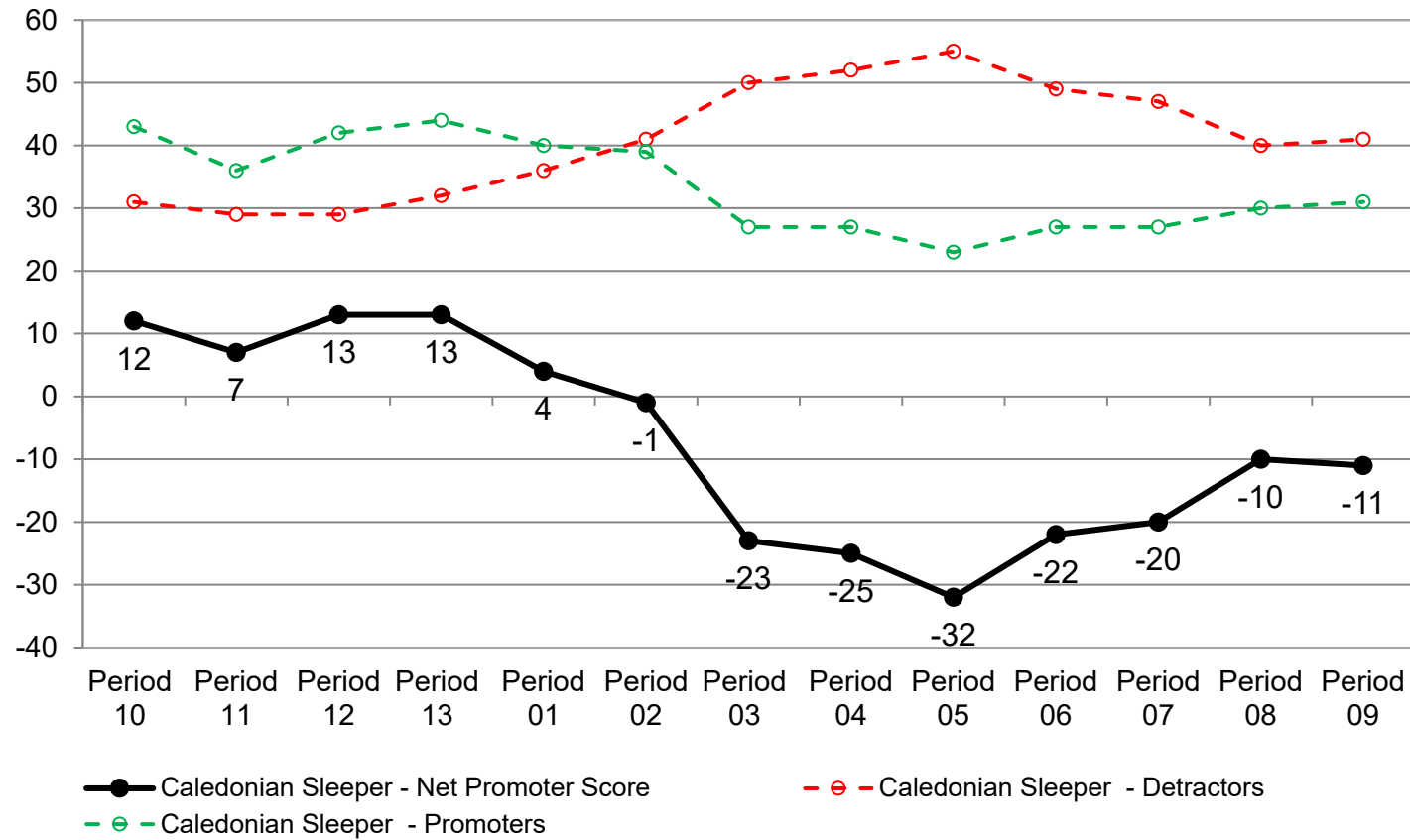
Base: in brackets above – those with an opinion



# 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)

*The price for a seat is comparable to flying and cheaper than a day time train and a far better journey than the Megabus. Plus it's city centre to city centre and saves on a hotel room for the night and maximises day time at home and in Scotland. Always found it to be an efficient and comfortable service. The staff are always lovely.*

*Fun experience and felt like I got an extra day of holiday as we arrived early in the morning to Inverness and had already eaten breakfast and had a good night sleep. A much better option than having to take a flight early in the morning and great value for money.*

*WE LOVED IT ! Even though we ended up in the wrong station we found communication excellent and the staff brilliant. Top marks to XXX in customer services who was brilliant in sorting things out for us after the water problem became apparent.*

## Passive (7-8)

*It is a great experience but the few fundamental issues let it down: lounge car overcrowded shower was cold train was late no staff to help.*

*If under 5 foot 10, the seats and leg room is fine. If needing a quick, cheap journey to/ from London the service is more than adequate providing you are a knowledgeable traveller.*

*Better than plane and had a reasonable sleep after Carstairs (which was really noisy). Was freezing standing on platform for so long as the train was late arriving and that spoils it a bit. Good for a trip to London to visit friend but next time but I'd probably get the early morning train if I was paying for it myself!*

*I was lucky on this journey and the train arrived on time but on many occasions it is late or there are problems. I would recommend the journey to anyone wishing to travel to London as long as reliability wasn't important.*

## Detractors (0-6)

*If everything WORKED I would rate it well, but it's very late to get on board (we were 15 minutes later than promised) and there's not much time to stay on board on arrival. Loved the actual journey (sleeping on the train) but the rest of it was very poor - waiting on a cold station to board very unacceptable. I have serious back issues but there was no-where to sit down - I had to sit on the FLOOR while we were waiting for 25 minutes. I am a 67-year-old lady and would have expected somewhere to be able to sit while we waited.*

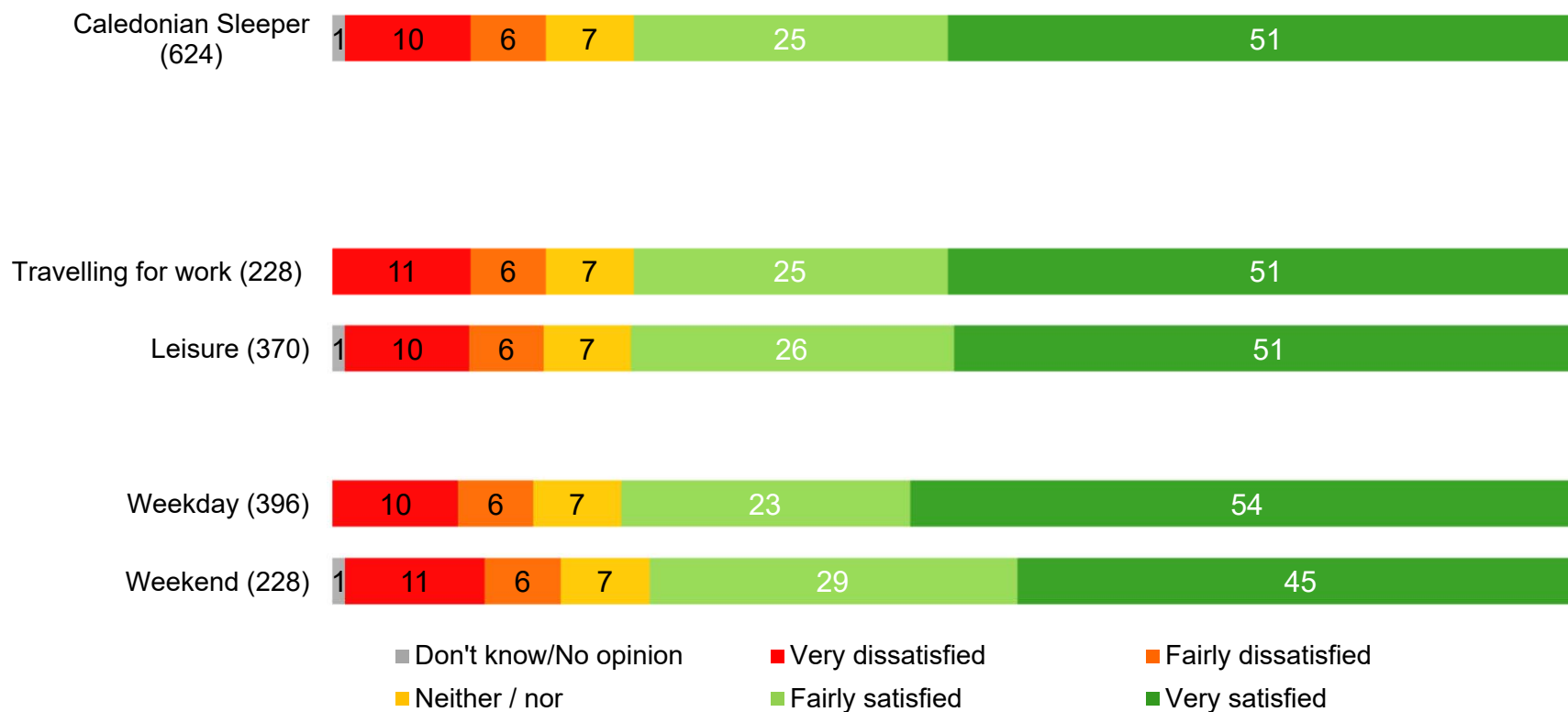
*I wouldn't recommend something that was so disappointing. The flight home was much better and whilst not a unique experience much calmer and well organised with friendly, helpful staff. It's a shame, this was meant to be one of the highlights of our holiday.*

*Uncomfortable and cold. The price of the private room was out of our price range so we will unlikely do this again.*

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?



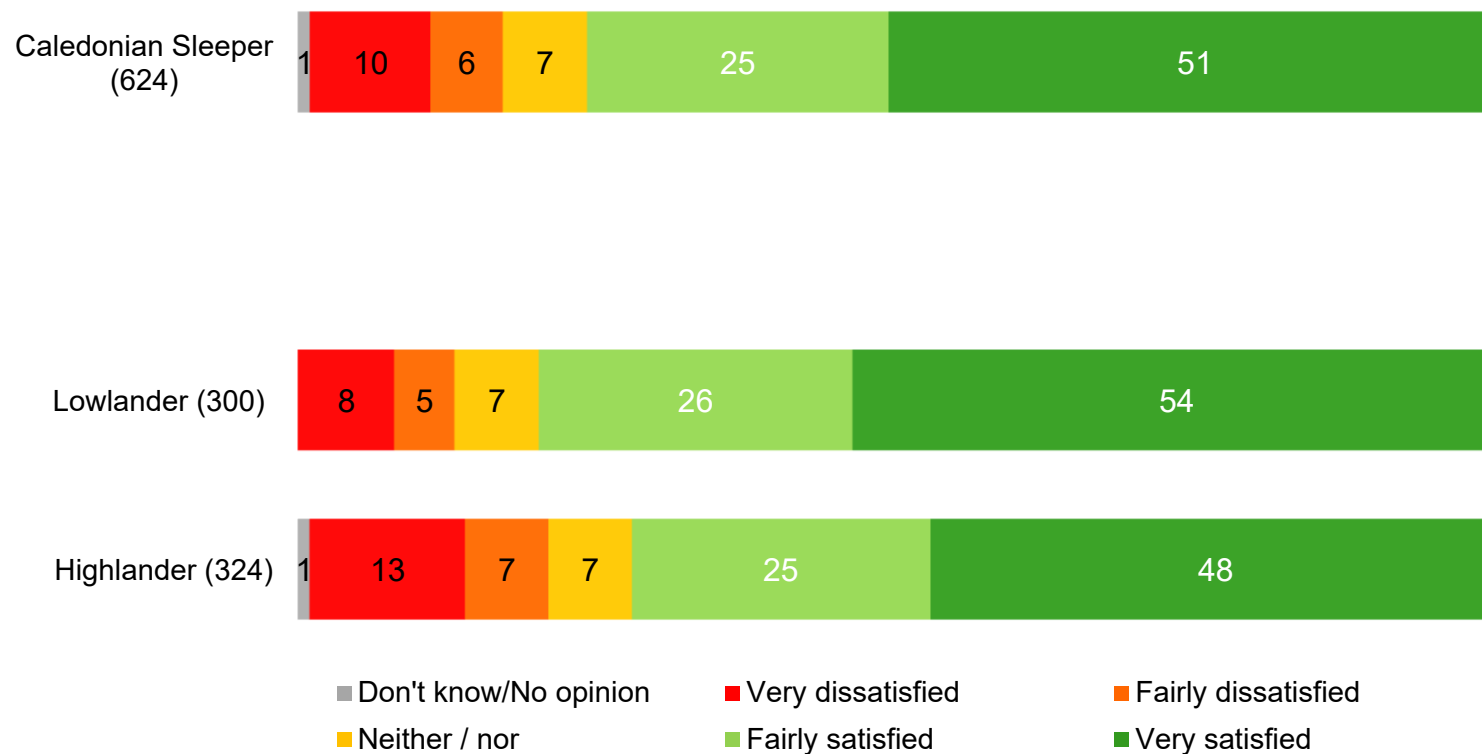
# Punctuality and reliability by passenger group



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



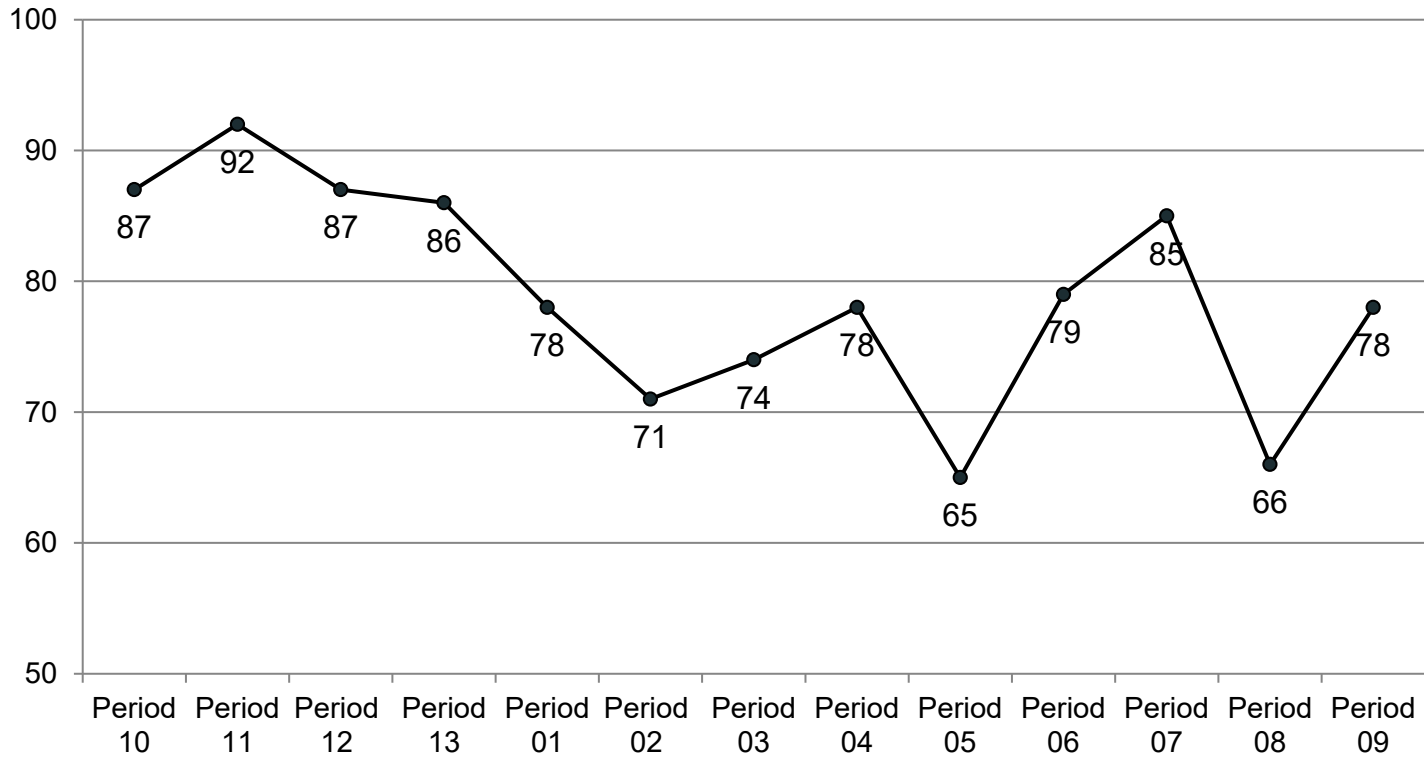
Q33a. Based on your recent journey on the Caledonian Sleeper how satisfied were you with the punctuality/reliability (i.e. the service departing/arriving on time)?  
 Base: in brackets above



# Punctuality and reliability - trend

*Punctuality and reliability*

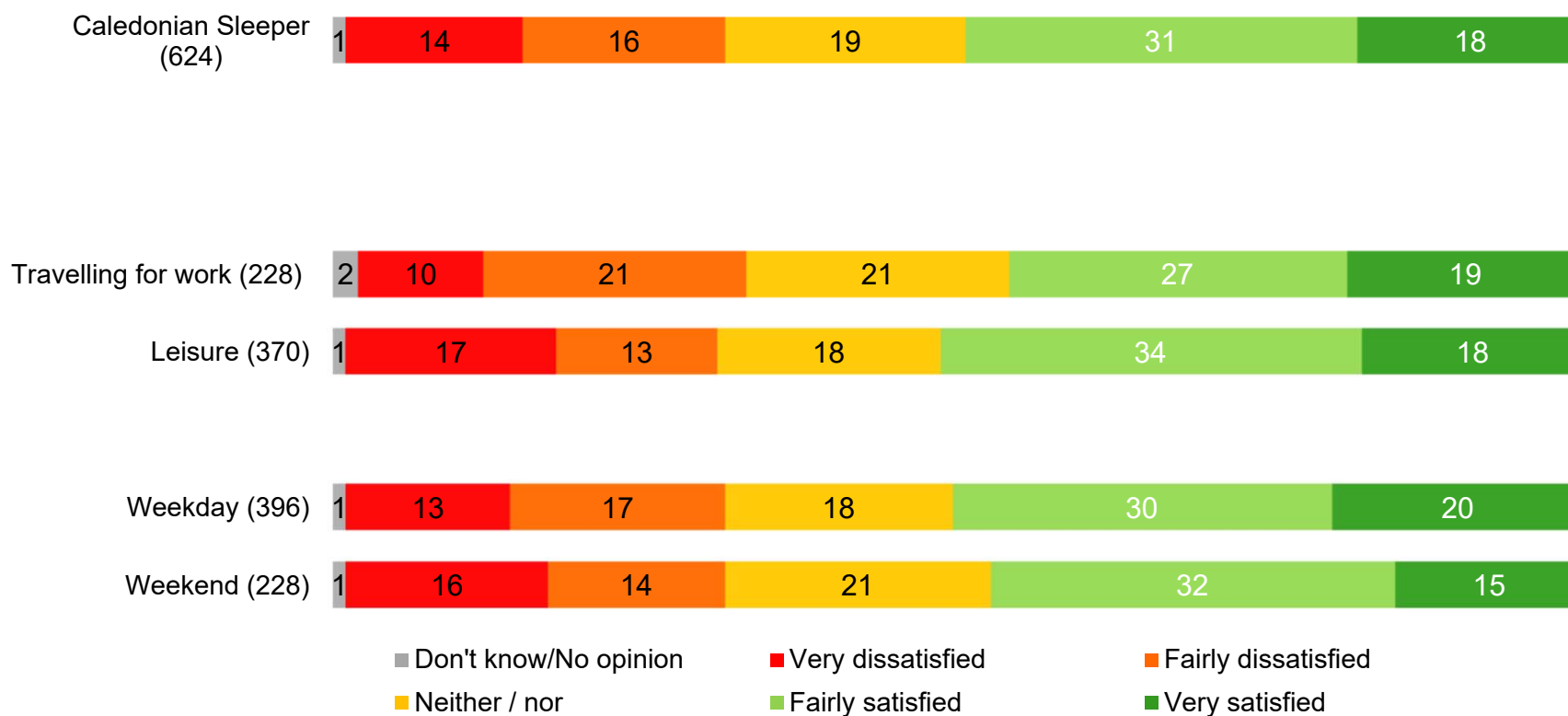
*Trend: % very/fairly satisfied*



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

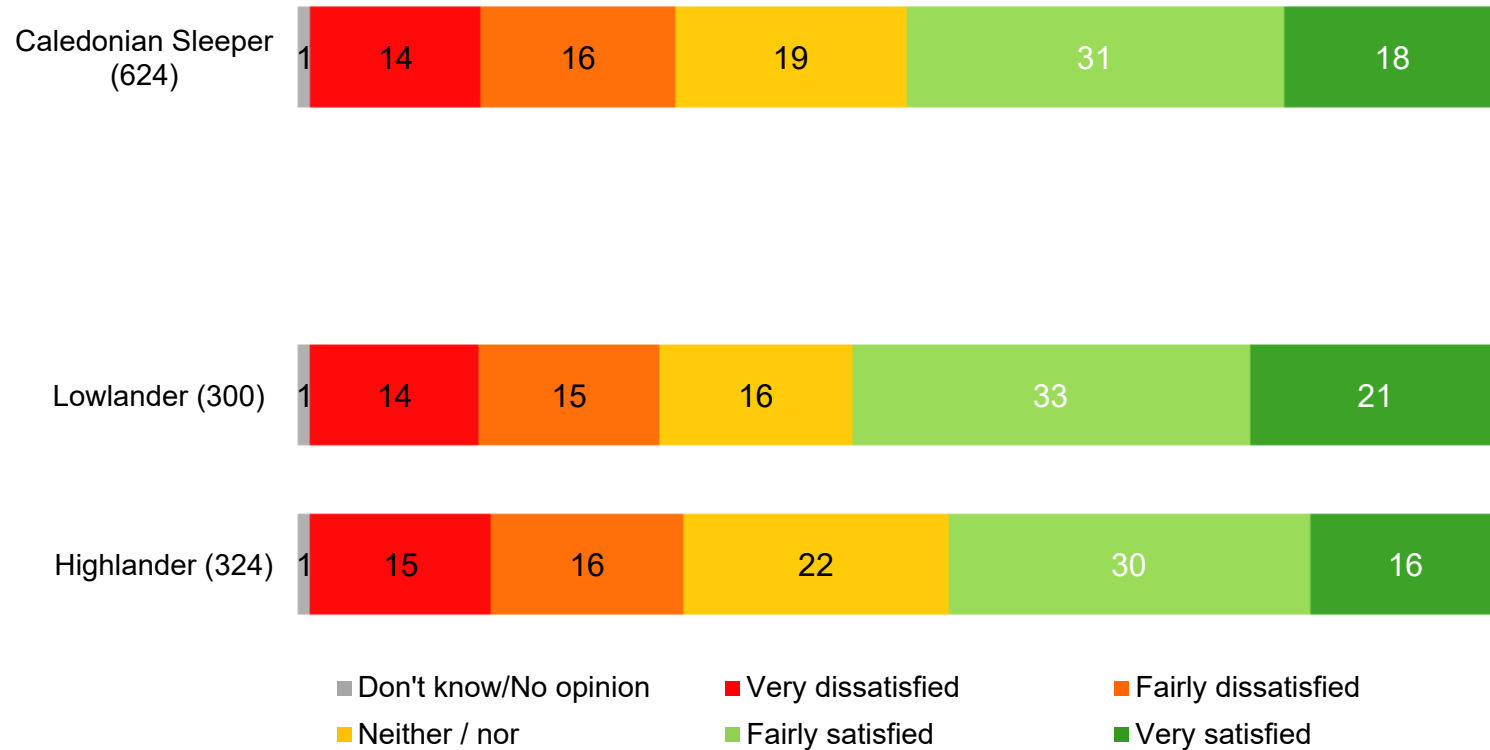


Q33a. Based on your recent journey on the Caledonian Sleeper how satisfied were you with the value for money of the price you paid?  
Base: in brackets above





# Value for money by route



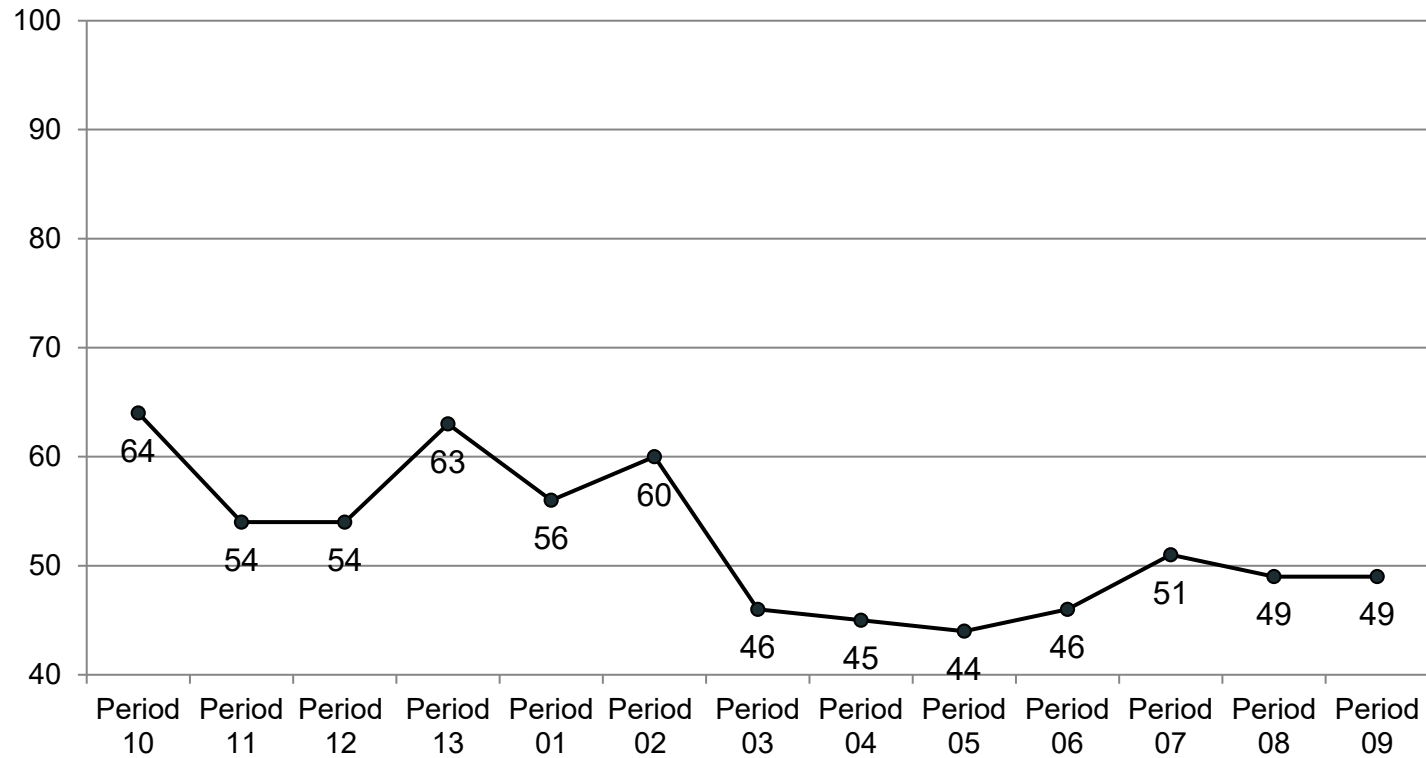
Q33a. Based on your recent journey on the Caledonian Sleeper how satisfied were you with the value for money of the price you paid?  
Base: in brackets above



# Value for money - trend

Value for money

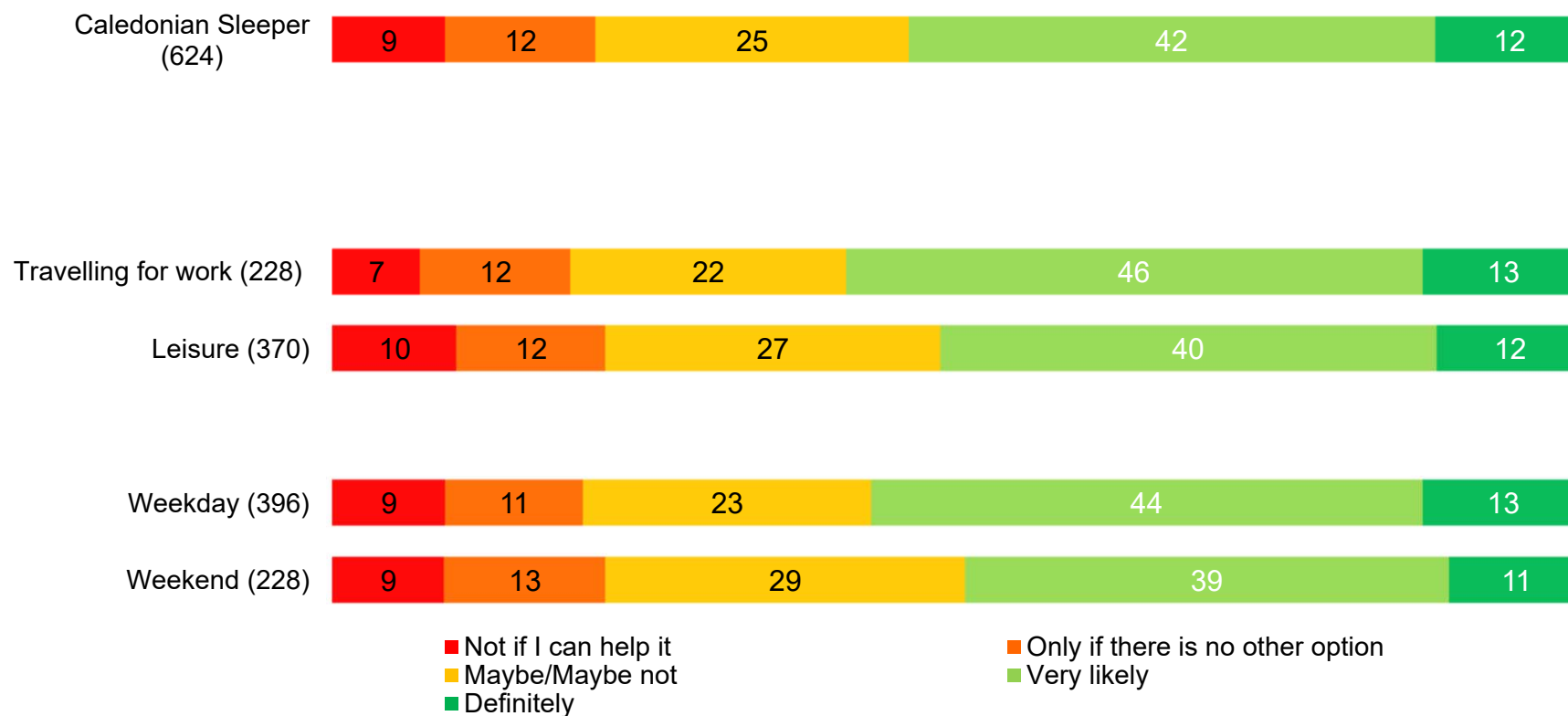
Trend: % very/fairly satisfied



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

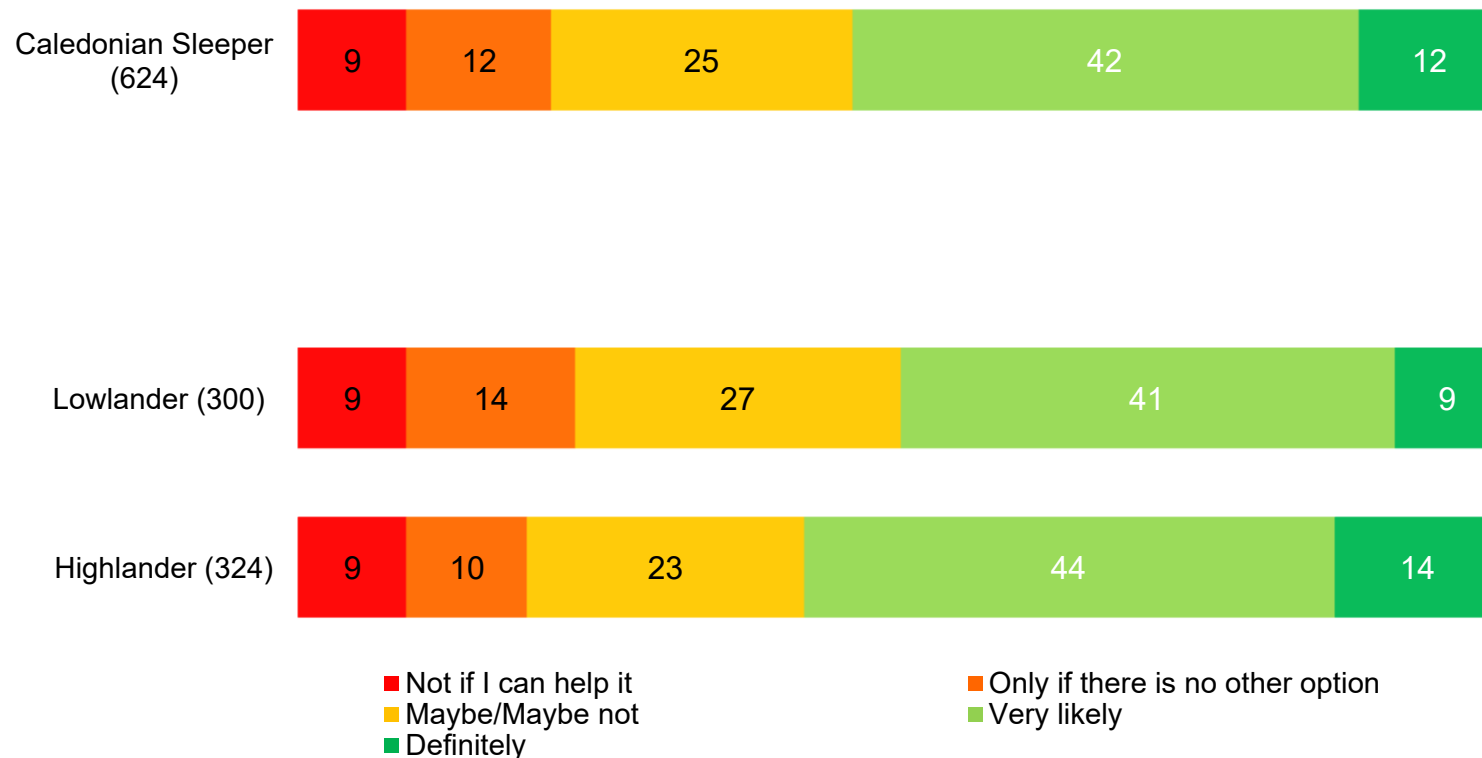


Q32a. How likely are you personally to choose the Caledonian Sleeper when travelling between Scotland and the London area (or vice versa) in the future?

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

*I like the idea of it, not having to stay overnight down in London, but I had a very disturbed night's sleep, and the same on the way back, meaning I wasn't particularly productive on the day I was down there, or the day after. It's expensive - £400 return. I could have paid for a flight, a cheap hotel, and flight back, for half that.*

*I would normally always fly to London on business, but if my arrangements were such that it wasn't practical to fly then I would consider the Caledonian Sleeper instead.*

*I really wanted to enjoy the experience and think it's a great idea. The trains were great and the set up is good, but the delivery was poor. I was booked incorrect tickets, boarding was later than advertised and chaotic with no standard back up arrangements breakfast was ordered but not delivered.*

Q32b. Why do you say that?

*I've taken the seated Sleeper now and in the past as an environmentally friendly alternative to flying / a way of getting the train to and from Scotland without losing a day for travel in each direction. I cannot afford to book a cabin for every journey, which is the only way I could feasibly use the service now given that it's impossible to sleep in your seated accommodation. So unless I'm feeling rich, I won't be travelling with you again.*

*The costs have risen and the quality of the service has deteriorated. As a regular user, I am seriously considering the more inconvenient trip to Glasgow and flying.*

*Too expensive unless booking a few weeks in advance. Quality of product isn't up to the marketing.*

*Being frozen from Edinburgh to Inverness is not something I'm willing to risk again, but in general the level of comfort in the seated area was less comfortable than on a normal train, and the staff care and welcome non-existent.*

*I find the service frankly dreadful, but it takes me door to door, whereas alternative (a cheap flight) would require driving to Glasgow and then a train into London itself from the airport. That said, the service now provided is simply shockingly awful compared to what it used to be. NONE of that is a reflection on the staff who in the main are pleasant and friendly.*

*I would use the sleeper again as it is a relatively cheap and efficient way to get to the north of Scotland with luggage and usually a cycle. But I always accept that I will be tired the following day. I had hoped that the new service would help this. It doesn't unfortunately and to compound things Caledonian Sleeper has oversold the (new) experience.*

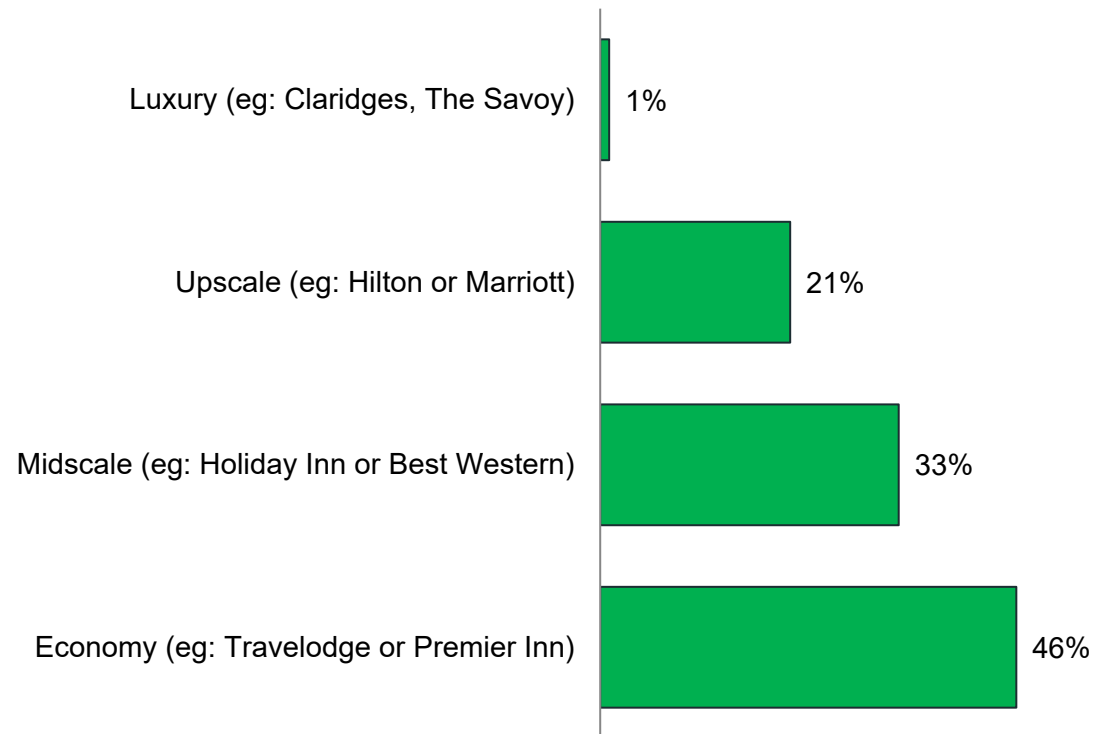
*It is practical in terms of maximising time in Scotland, but I would look at other options before making this choice again.*

*Because the service is expensive, and not up to the quality we might have expected for that cost.*



# If Caledonian Sleeper were hotel chain

Quarter 3 2019/20 %



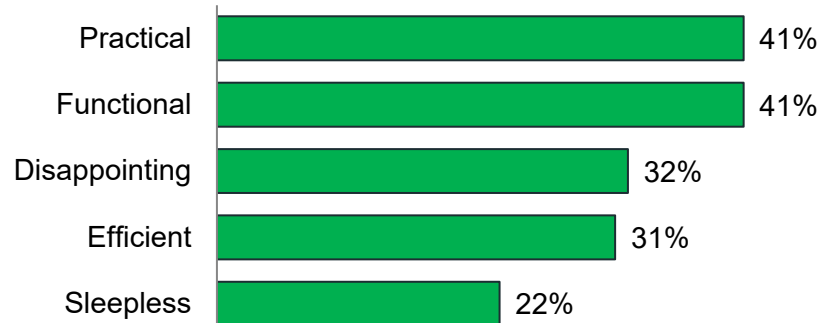
Q34. And just for fun, if Caledonian Sleeper were a hotel chain, what category would you put it into?  
Base: All with an opinion (563)



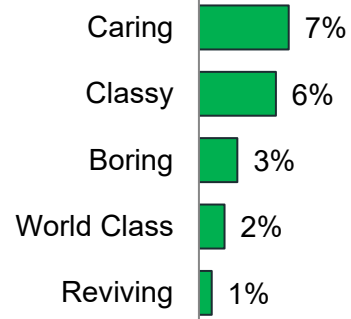
# Overall description of journey

Quarter 3 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 (624)



# Caledonian Sleeper

## Journey expectations



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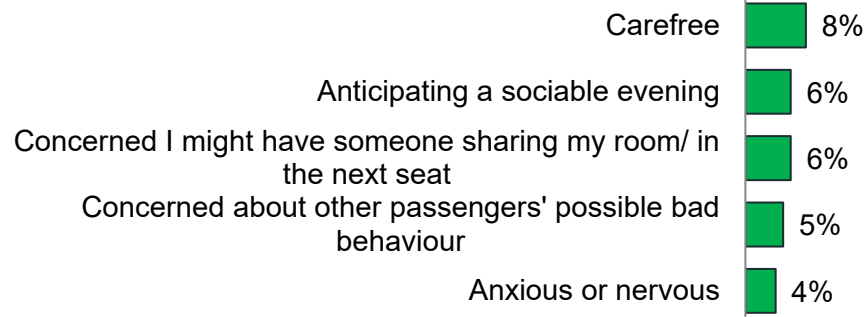
# Thoughts and feelings pre-journey

Quarter 3 2019/20 %

## Top five



## Bottom five

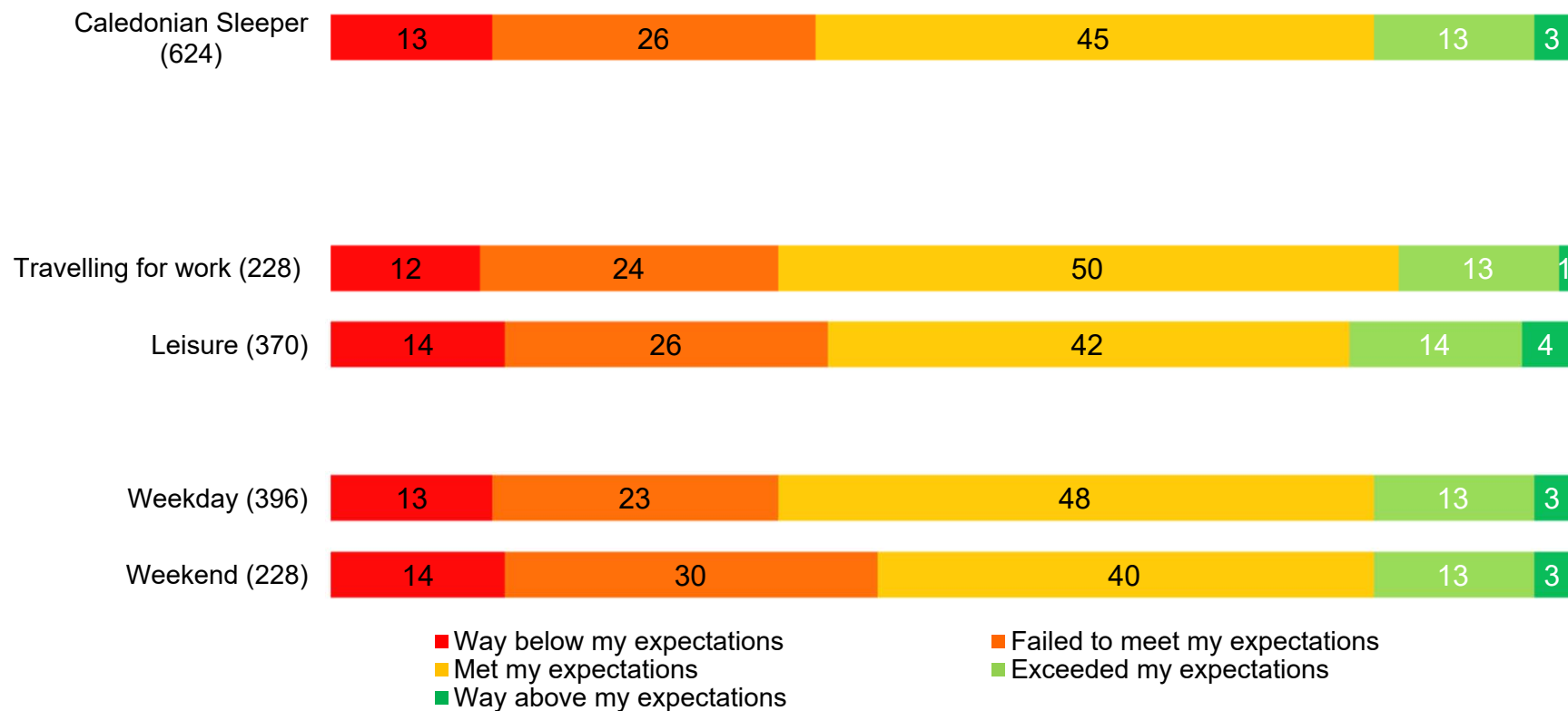


Q4. Thinking about the day you travelled, what were your feelings or thoughts before your journey on the Caledonian Sleeper?

Base: All (624)



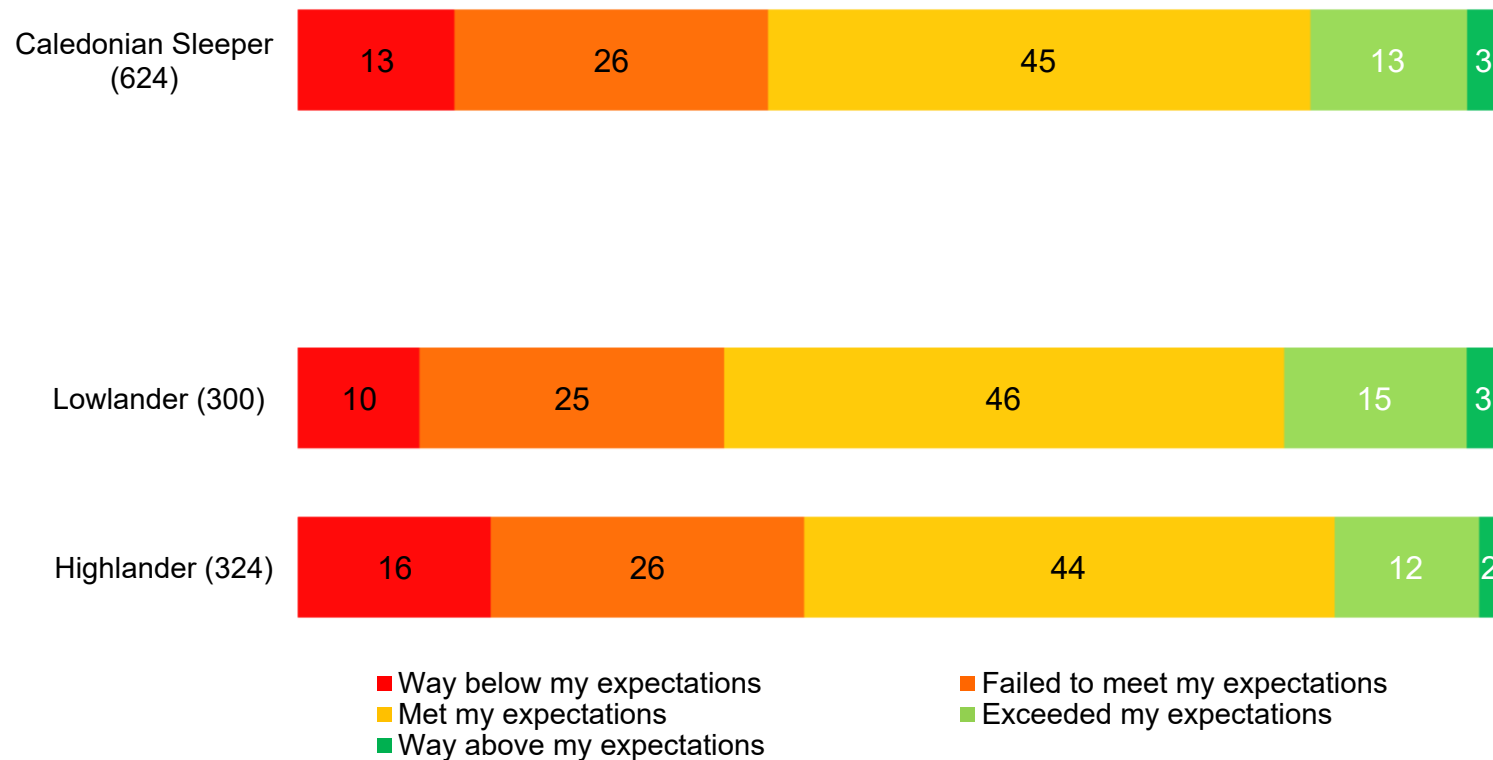
# Met expectations by passenger group



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



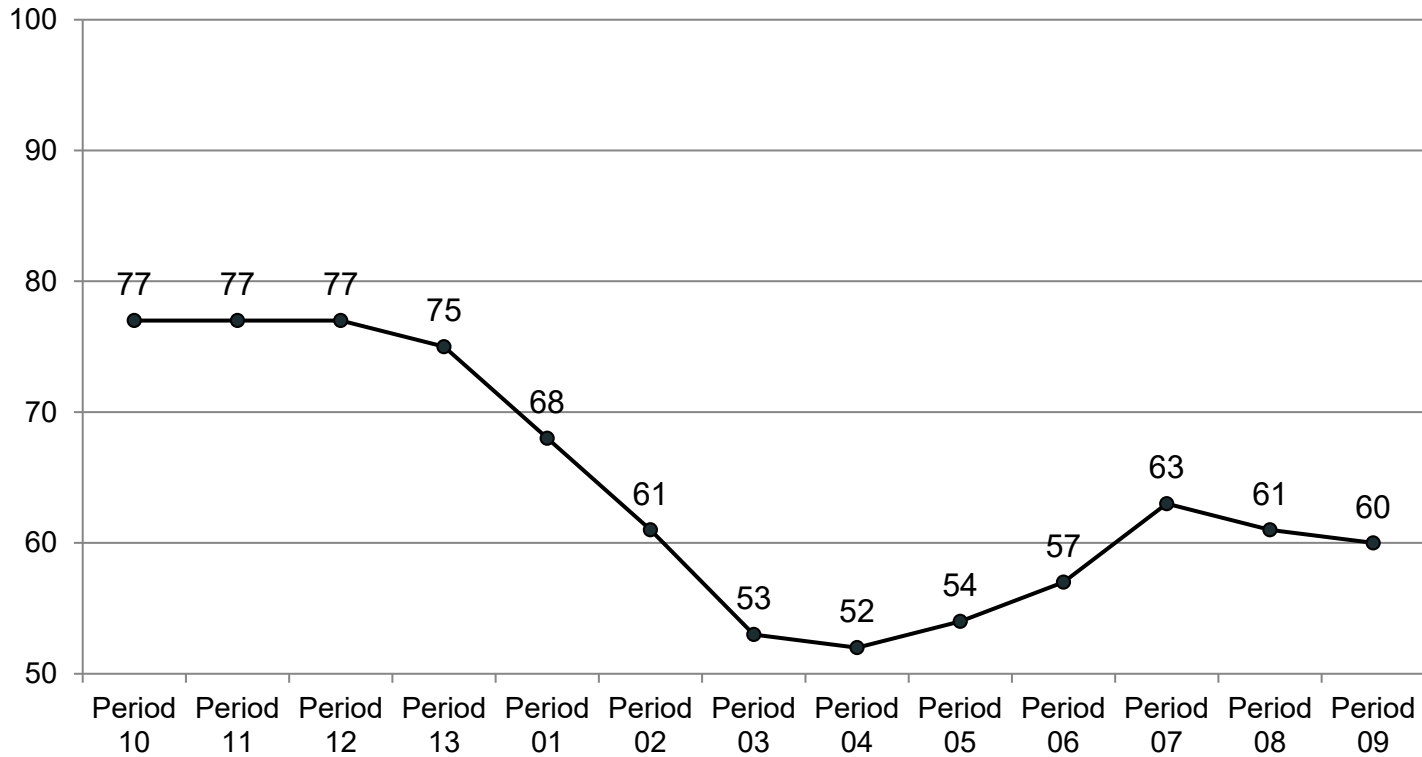
Q5. Overall, taking everything into account, how well did your journey on the Caledonian Sleeper live up to your expectations?  
Base: in brackets above



# 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

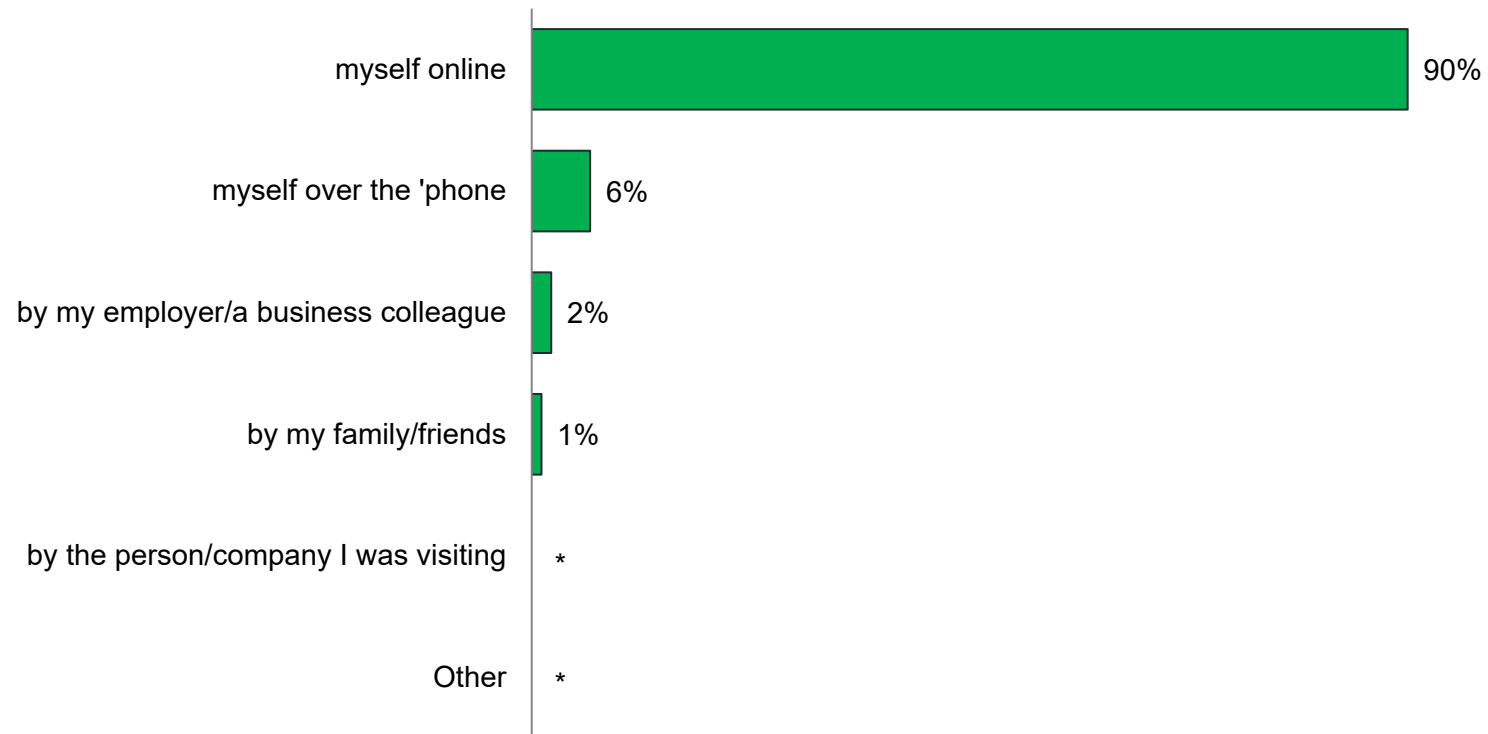


CALEDONIAN  
SLEEPER

# How booking was made

Quarter 3 2019/20 %

*It was booked/I booked it...*

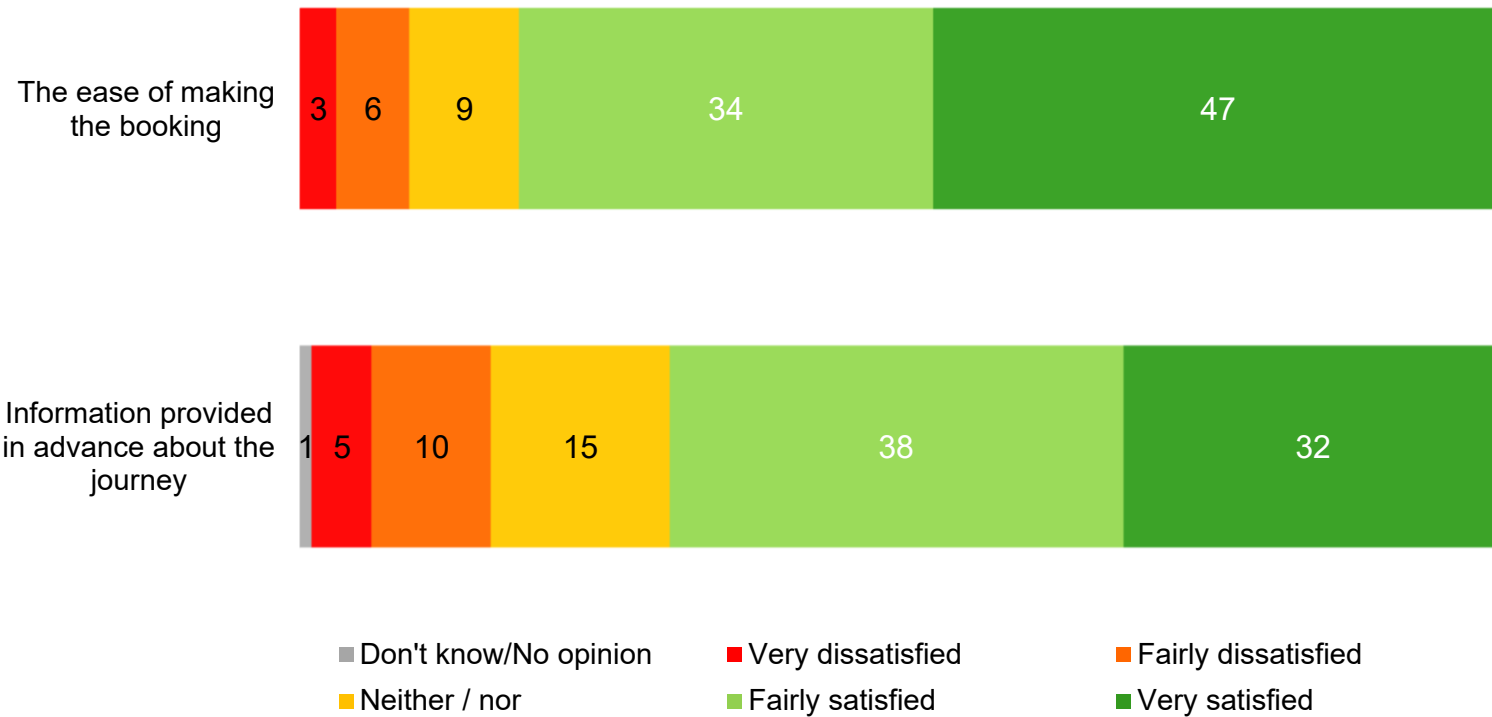


Q12 Thinking about the process for booking this journey on the Caledonian Sleeper, who made this booking?

Base: All (624) \* Less than 1%



# Satisfaction with booking process



Q13a. How satisfied were you with...?  
Base: All who booked themselves (599)



# Improvements to information provided about the journey – customer comments

*All we got was a ticket to print off ourselves. No information as to platforms or where was the first class lounge. A layout of the station would have been helpful.*

*The booking process is easy, once booked there's little or no information forthcoming regarding lounge access, dining options, how early you can check in before journey, what the check in process is, its like a self discovery session. Please provide information as you would a luxury hotel stay, airline travel - this isn't the dark ages, use technology to ensure user awareness. Again I'd bring in expertise form another related industry hospitality etc - people seek experiences today, they want to be aware and fully informed.*

*Clearer information about dining options, whether a table could be booked (one mysteriously was although no one arrived to use it- we were told guest services must be contacted in advance. This was not explained anywhere in the information provided). Information about taking an overnight bag as there is very little room to store luggage in the cabin. That we would be given a wake up call and when this would be. When breakfast would be available.*

*It would be helpful to receive an email a couple of days before the journey detailing when you can board the train prior to departure.*

*Once booked all I received was a confirmation email and an email containing the tickets. A detailed list of what to expect would have been much better for example what to expect at the station (particularly at Euston), what platform, when to board etc. I felt totally on my own once I had paid and got the E-Ticket.*

*I received a text the day before telling me the train was leaving an hour earlier than scheduled. I was staying in Ullapool which only has 1 bus a day to Inverness which I had already bought a ticket for - luckily it got in at the same time as the rooms were meant to be ready (they weren't actually for another hour and a half). I was quite concerned that you are able to bring departure times forwards with only a day's notice when travellers would have made other journey plans. That would make me think twice about travelling again.*

*The website has little information about: what time to arrive, where to arrive, lounge locations, boarding time, etc. We were coming to enjoy this service from the U.S. and had no previous experience with train travel. I had to place two phone calls to get more info (fortunately your live customer service people are fabulous!)*

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





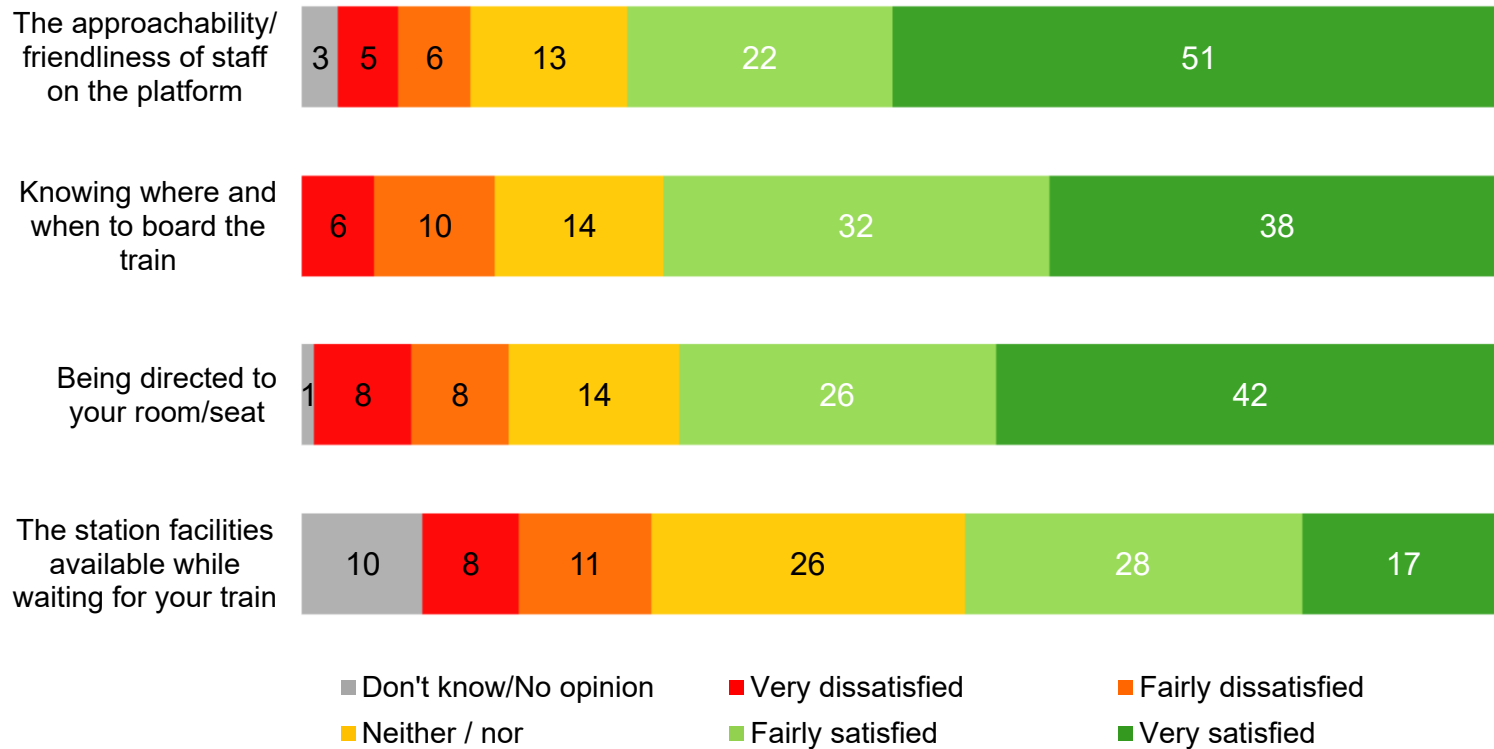
# Caledonian Sleeper

## Boarding and station facilities



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# Satisfaction with boarding process



Q14a. How satisfied were you with...?  
 Base: All (624)



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

*The information on the board stating which platform the train was on was later than expected. When we found the sleeper, there were limited staff there who were clearly over worked. The labeling of the carriages was in an illogical order which made finding our cabins problematic.*

*The greeter at the gate was excellent. Polite, helpful (even if he did say we should be quick to secure a seat on the dining carriage). However, the Host was appalling - a great advert of what not to be/do: rude, loud, unhelpful. It seemed a real problem to her that people wanted to get on the train. How about: "Welcome! Let me show you where to board. If there is anything about your accommodation that is an issue please let me know and I will try to fix it. Have a nice journey" Instead we had "We have moved you. You are down there."*

*[Boarding] was chaotic as we didn't know who to check in with and passengers were going to the wrong staff member. A sign or something saying which carriage host was which would have been good.*

*I was sent from one staff member to another, made to queue and wait whilst carrying heavy bags, to be eventually checked off on a sheet before I could board the train.*

*They might have apologized for not being there when I arrived, leading to confusion and an unseemly wait in the train corridor!*

*Coordinate and manage queuing passengers. Consider although everyone may be tired, families with children do require consideration as children need a lot more sleep than adults.*

*I recognise that the staff are under pressure, which probably accounts for the following. Staff have a tendency to totally ignore the waiting passengers, as if they are invisible, until they are ready for boarding. This is even when boarding is delayed, and passengers are naturally anxious to know what is happening.*

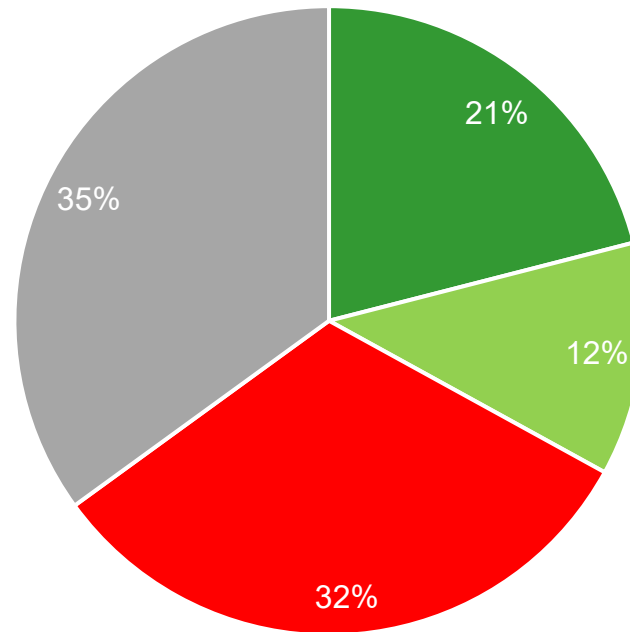
*Well the staff on the platform were the same as those on board for the journey - they were obviously not happy at their work and showed it.*

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



# Use of customer lounge

Quarter 3 2019/20 %



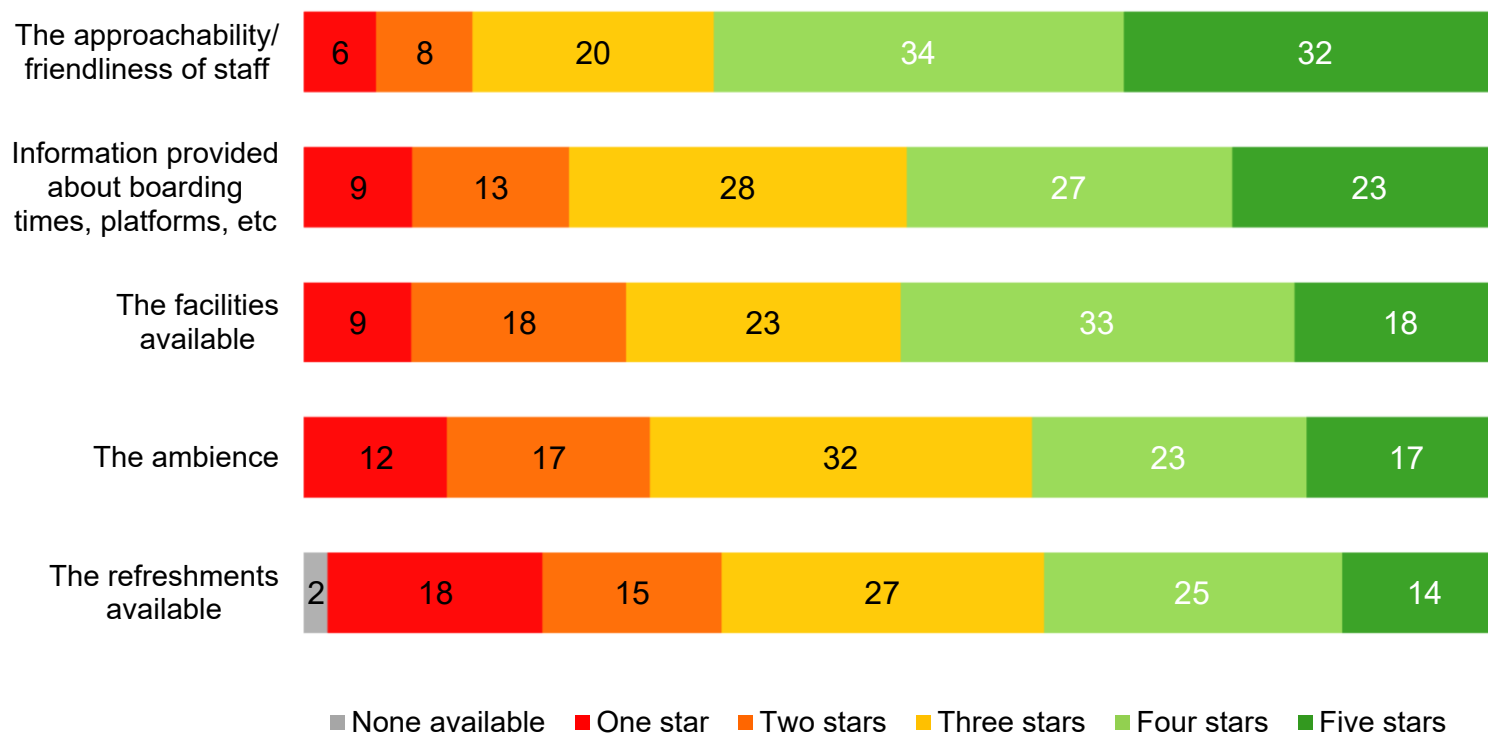
■ Yes - and I did ■ Yes - but I did not ■ No ■ Don't know

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 (574)



# 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 (120)



# Additional information required in the Customer Lounge – customer comments

*Better information about boarding times and platform.*

*Expectations on boarding time and access to my room. Its a long wait until 23:50 to not know what's happening. I felt like I had to get up constantly to check for info on the train screen. It was available in the main hall long before in the lounge*

*The departure of the train was delayed so boarding was delayed. There was no reason given for the late departure. A reason would have been good.*

*Clearer information about breakfast times and the process for reserving breakfast on the website. Spell out the boarding process - website feels like a summary for regular travellers rather than something that has been written to answer questions a first time traveller might have. I learnt more from watching a short you tube video of someone using the sleeper than from your website.*

*I had just arrived in London via an international flight, so was a bit disoriented. Advance information on platform, expected boarding time etc. (as opposed to 30 minutes in advance) would have helped me plan my day and wait in the station.*

*There's no monitor in the lounge to give details of delays etc. On Sunday there was a delay of around 30 mins but the member of staff in the lounge had to phone up to find this out when the train did not show. I think an arrivals monitor would be a good addition as those on the platform are not close or visible from the location of the lounge. Wifi would be good too.*

*No clear boarding information and operation hour of lounge can be found. We were suddenly informed that the lounge will be closed in 10 minutes while one of us taking shower. We were required to leave in very short period of time. This is an unpleasant experience.*

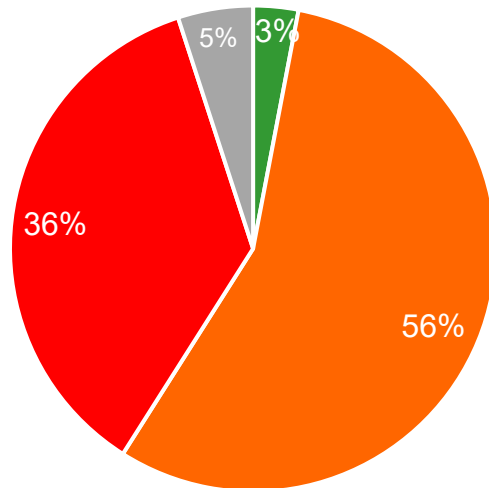
Q16b. What additional/better information would you like to have received?



# Use of and satisfaction with shower facilities on arrival

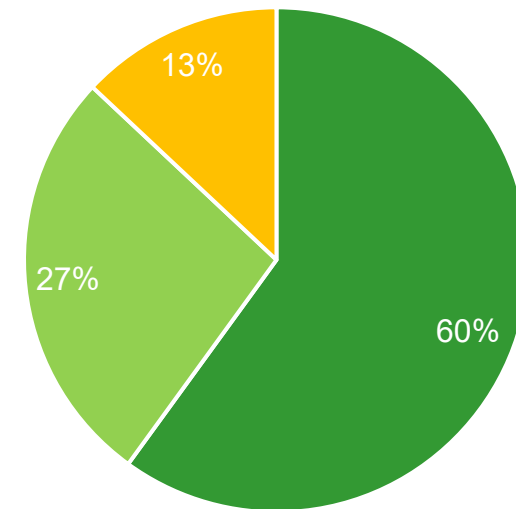
Quarter 2 2019/20 %

- 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, Perth, or Stirling (577)

- 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 (16)

# Caledonian Sleeper

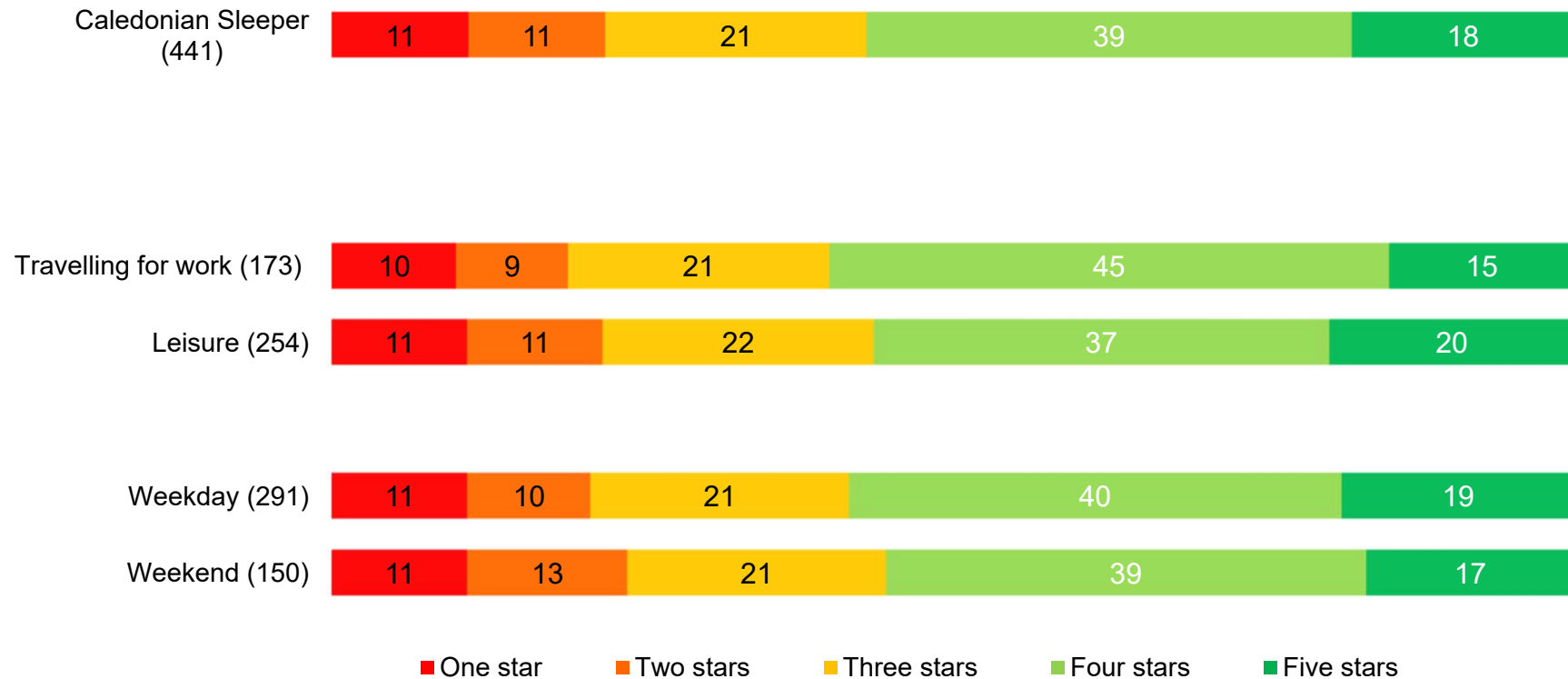
## Accommodation and train facilities



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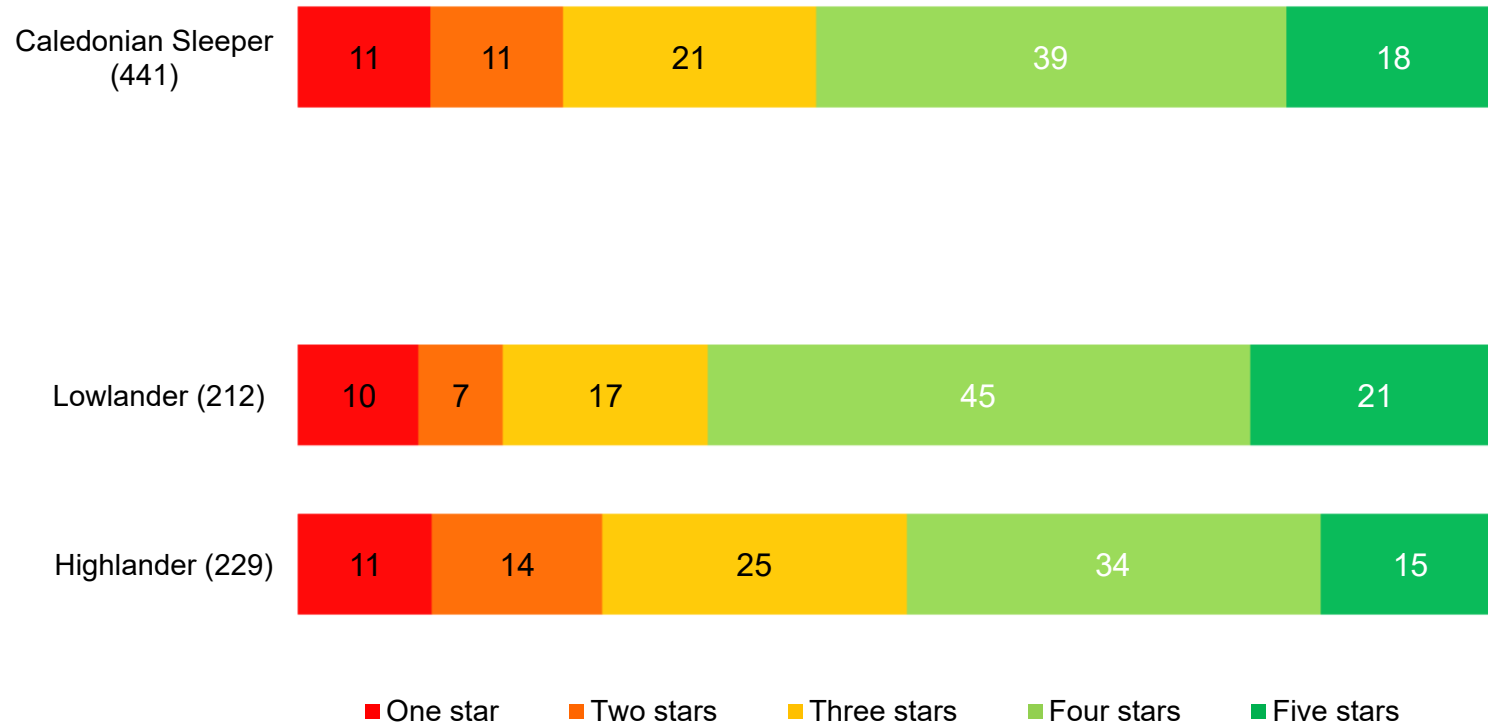
# Overall rating of room by passenger group



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



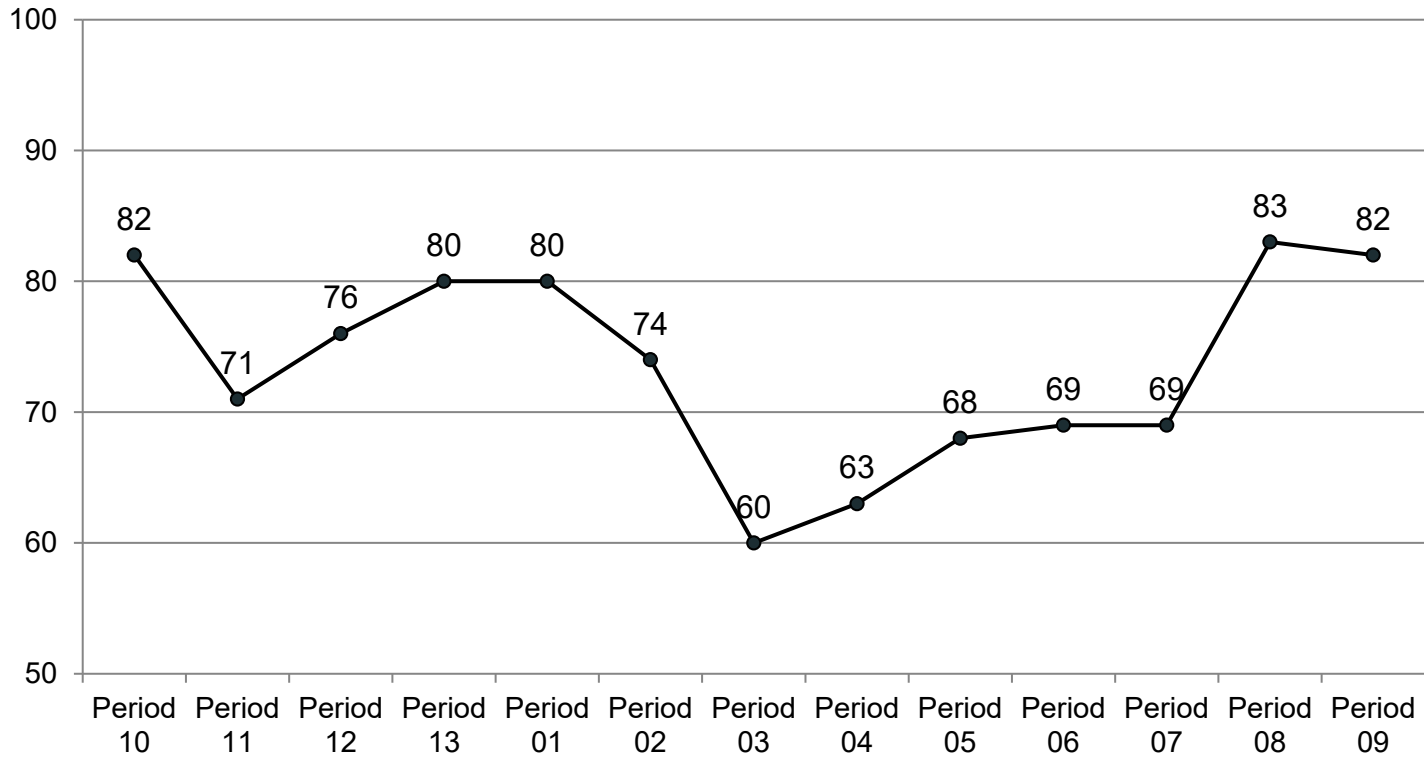
Q17a. How many stars do you give your room on the Caledonian Sleeper?  
Base: All guests staying in a room/suite (in brackets above)



# 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

Better located sockets. More easily removable ladder. Relocated mirror. Better hooks. Replace retracting shelf with prior style extension over foot of lower bunk. Better drainage on floor of en-suite. Better noise insulation with exterior

The room is very cramped and hard to work out how to sit on the bed, certainly with two people it would not work to stay in the room whilst not asleep. I also was very disappointed that there were no mattress protectors in my room, the mattresses already have nasty marks on them and the sheets did not smell very clean. I have never stayed in such a high turnover accommodation before that doesn't use mattress protectors.

Mattress is very thin and always need rearranging to fit onto the berth otherwise you are sleeping on a slope. Host call button needs highlighting as i was trapped in berth due to a faulty door lock and could not get out.

The only complaint with the [new] coaches is the amount of light, once the cabin lights are switched off. The toilet light is too bright as are the light switches. I cover these up with towels and post it notes. One further issue, when in cabin 1, you can hear the communication buzzer between the staff. Too loud and cant sleep until we move.

The temperature control was a bit off and the room was quite hot in the middle of the night.

Previously when I booked a single room there was a single bed. There are now bunks regardless of whether there are one or two people in the room. Makes the room feel smaller and makes moving awkward. Disappointing. Two power sockets in my room didn't work so couldn't charge my laptop.

There is a circle light above your head when you sleep that we taped over because it was really annoying. I think this should somehow be dimmed or off. A mask should be supplied for sleeping.

Install bigger hooks on the wall / door to give better capacity to hang up clothes, ideally with clothes hangers (like the old Sleeper train). Storage at the bedside for the top bunk for small items such as phone, glasses, etc. Comfier mattresses. Shelf beside sink for washbag.

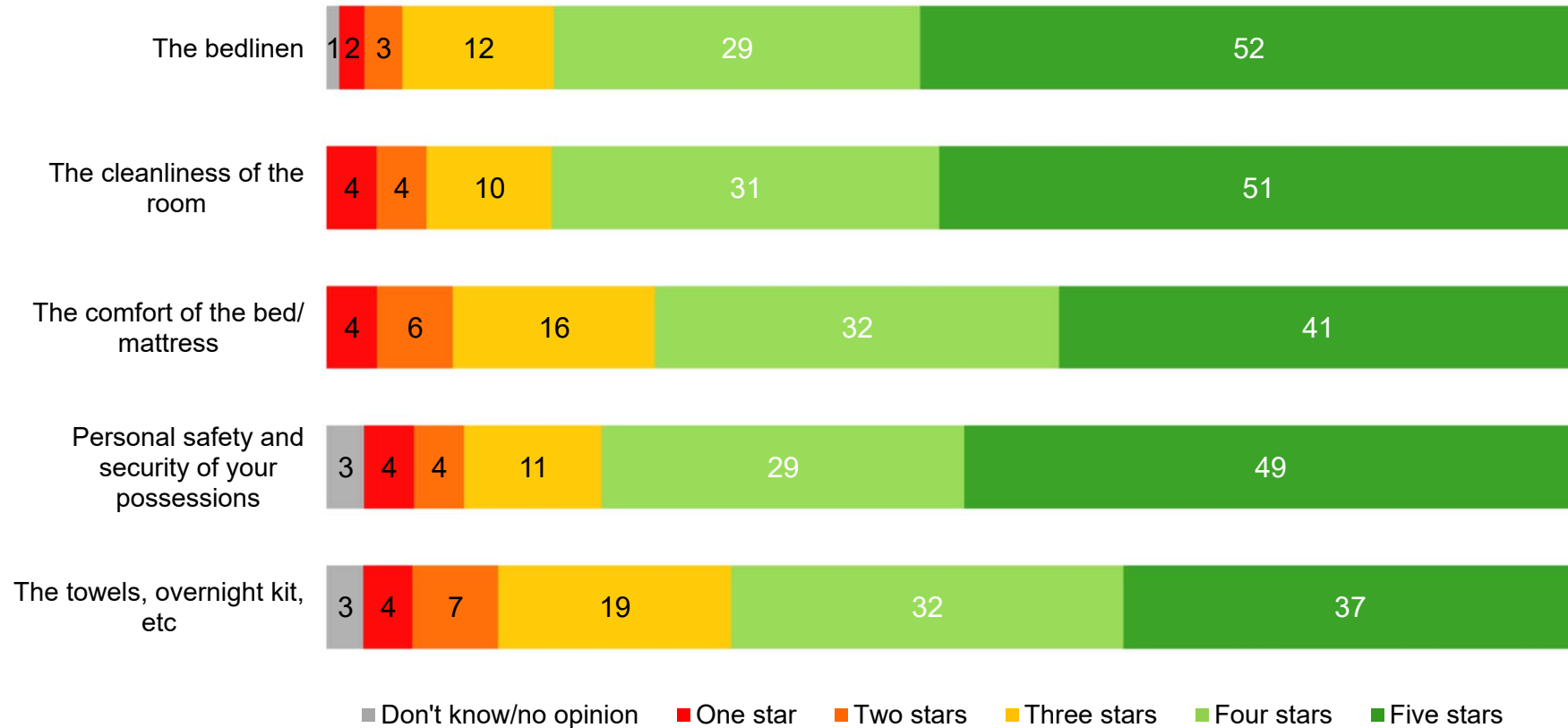
I couldn't get the room totally dark

Always have hangers. Good when water works which it was that night. Would be good if it's possible to totally switch off all lights in the bathroom or if not have the bathroom door so it's possible to shut it so it won't come open again - which some can and some don't.

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?



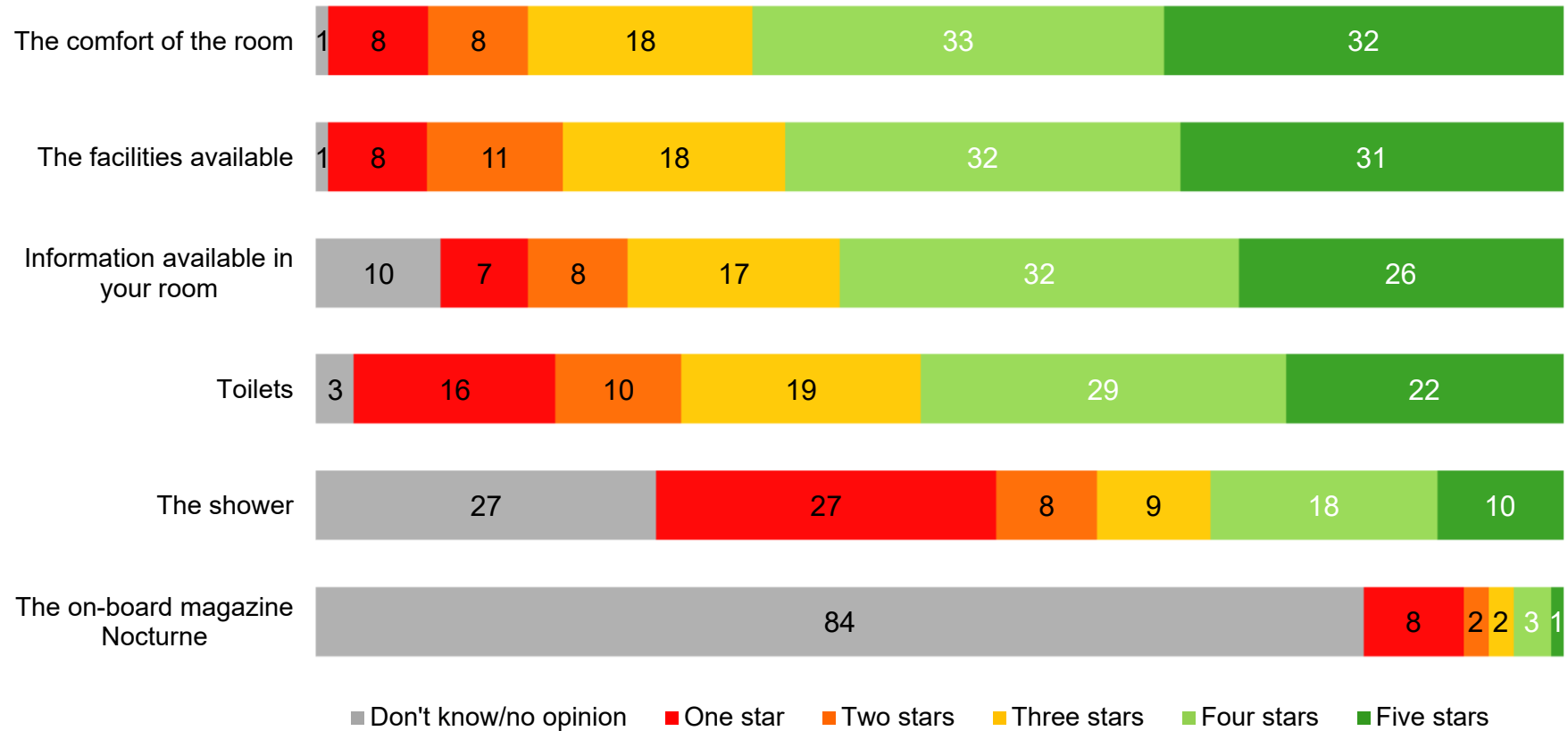
# Rating of the features of the room – top 5



Q17b. And how many stars do you give the room for..?  
 Base: All guests staying in a room/suite (441)



# 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 (441), room with en-suite shower (211)



# Rating of features of the room – customer comments

*Excessive light because of brightly lit button immediately above head when in bed, also strip light in toilet that won't turn off and shines through the edges of the closed toilet door. Very limited flow of water out of tap - so much so that I didn't dare try the shower. Very disappointing.*

*The toilet wasn't properly cleaned, which was a bit disgusting. And there were bits of paper on the floor of the bedroom. It hadn't been properly cleaned, basically (though the sink was clean, so far as I could see and the bed linen was nice).*

*[Make bedlinen] Larger. Tends to be insufficient to cover sleeper who tosses and turns.*

*Is the magazine necessary? Did not offer anything distinctive and had plenty of other ways to entertain myself.*

*I found it hard to lock my room. The guard showed me in the morning but it hadn't worked for me overnight. Meant I left my room unlocked when I went to the toilet. Perhaps the guests could have a demonstration on arrival.*

*They sometimes just don't work. They will not flush and with no water in the sink, so you move to the next carriage and when you return 5 minutes later they are working again. I have seen this before with toilets and the basins in the rooms, they will not always work every time but then 5 minutes later they are fine. Frustrating.*

*I guess the main complaint was that storage inside the room was a bit tight. A few more hangers would have been appreciated given the winter travel.*

*It is my impression that the mattresses in the new sleepers are not as soft as those in the older ones. However, I did get a good night's sleep.*

*Towels and overnight kit were generally fine, however, only one bottle of water was provided with the kit. The old sleeper had 2 bottles of water, conveniently located in a rack near the wash hand basin.*

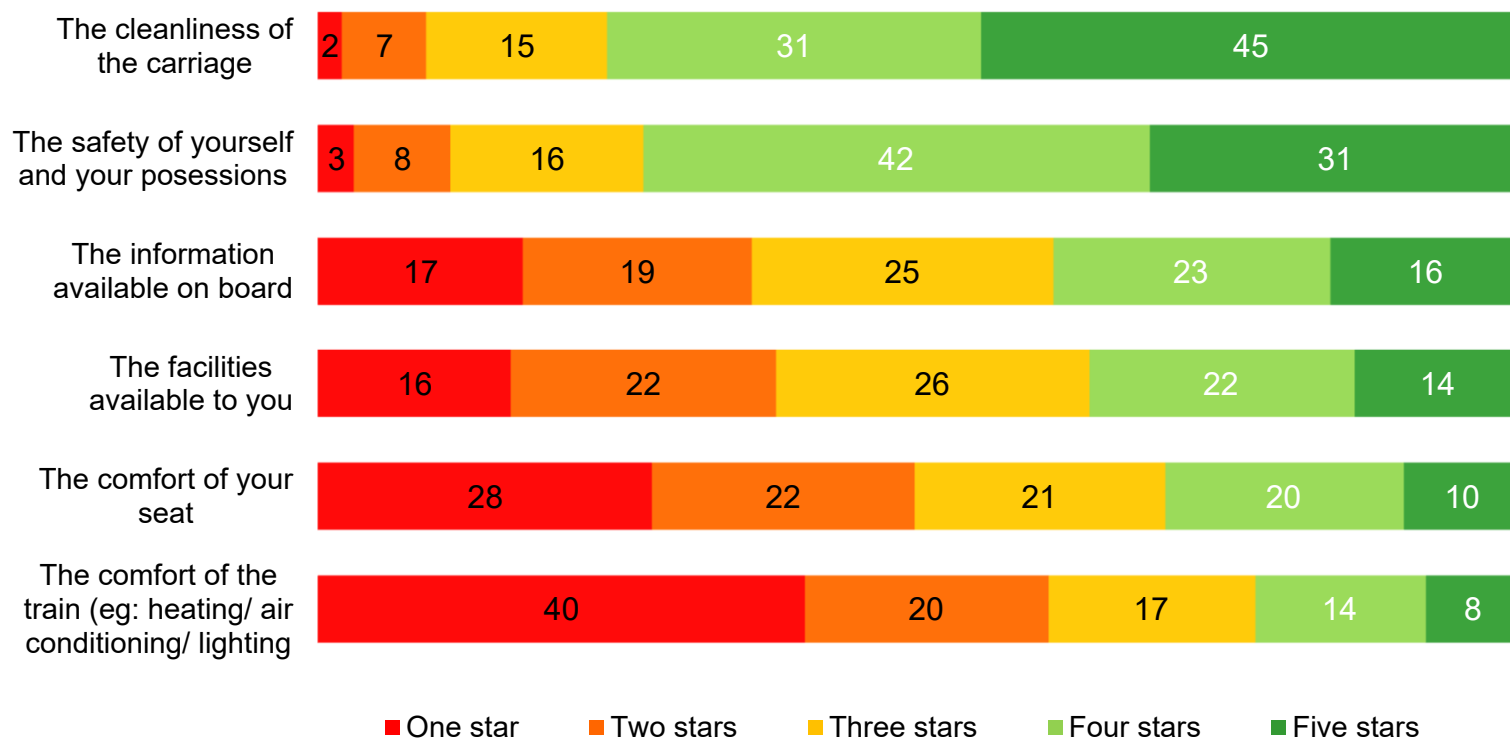
*A booklet about the train would have been nice - including journey times and what to do on arrival at Euston*

*Had the shower been hot, I would have given it 4 stars. The water pressure was fine and the design was as much as one could expect in a small space. The drainage was perhaps a little slow. The showers should be checked to see that they are hot before the customers board the train, or customers should be advised to check themselves.*

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

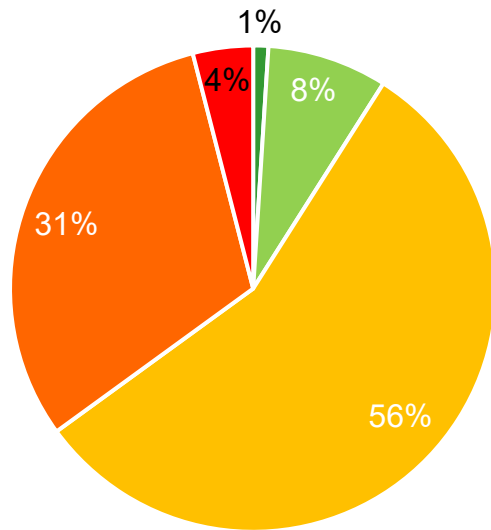


Q19. How many stars do you give the Caledonian Sleeper for..?  
 Base: All seated guests (183)



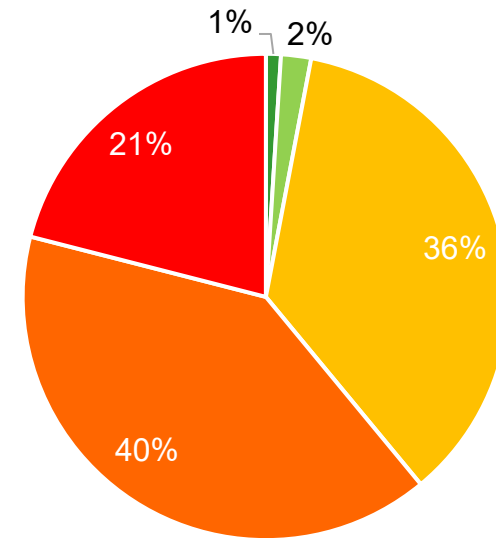


# Quality of sleep



*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 (441), seated guests (183)



# Improving quality of sleep – customer comments

*it would help if your seated carriages has been designed for people to sleep in. A chair that, in reality, does not recline, forces you to sit not just bolt upright but with your head slightly forwards, and bright lights that remain on for the entire journey is not conducive to sleep. Again, I have slept many places - other trains, your old Sleeper carriages, planes, boats, benches, the floor. Nothing was like this. It's genuinely breathtaking.*

*Provide a latch or strap on the ensuite door to prevent it either knocking against the wall if open, or vibrating if closed. The Caledonian Sleeper is a moving vehicle or object, subject to knocks, movement or vibration from the outside environment (i.e. tracks, which are not perfectly straight in UK). On a ship, latches and straps would be provided to prevent movement or vibration. Why not the Caledonian Sleeper. The knocking and vibration of the door kept me awake. Only by wedging my bag against the door could the knocks and vibrations be stopped.*

*As I was in a seat I did not expect to sleep. The carriage was cold overnight and I had to put on extra layers of clothing.*

*Work to reduce intrusion of noise into the rooms from outside. People talking in the corridor - calling to their children or each other, noises through the bulkheads from water tanks and from telephones, all quite audible and unhelpful to sleep.*

*Better soundproofing for the room next to guard's/staff room. I heard a long-ringing phone at various times throughout the night and early morning.*

*Tell other passengers to be quieter in their cabins and the corridor.*

*The train jolted a great deal, far more noticeably than day time trains. I was in the upper berth; perhaps the lower is better (although my husband did not find it so).*

*Turned the lights down. Turned the heating on / air-con off, been a quieter as they moved through the carriage when the train had pulled over at Carstairs.*

*Regulate the temperature so its not freezing by 1 am  
Reduce the aircon noise  
Reduce the light brightness and warm up their colour temp  
Encourage quiet behaviour from passengers and staff*

*Turn off the sleeper seat carriage lights. The overhead lights were turned off, but the window lights (which were the brightest by far) were left on for the whole journey. I also expected the seat to recline more. Instead it seemed to recline less than a normal airline seat.*

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



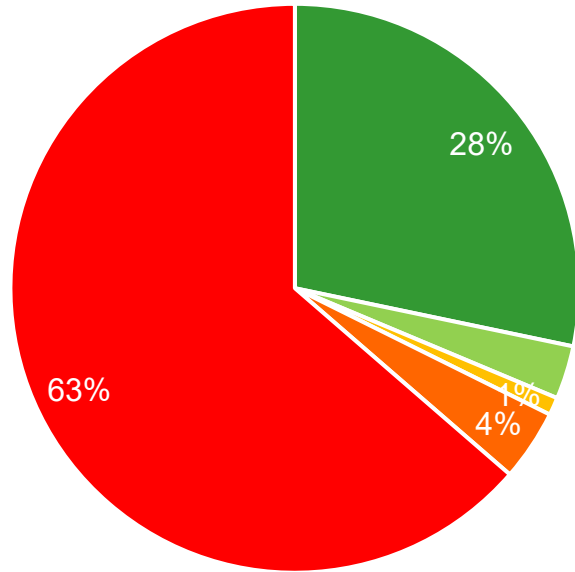
# Caledonian Sleeper

## Club car and catering



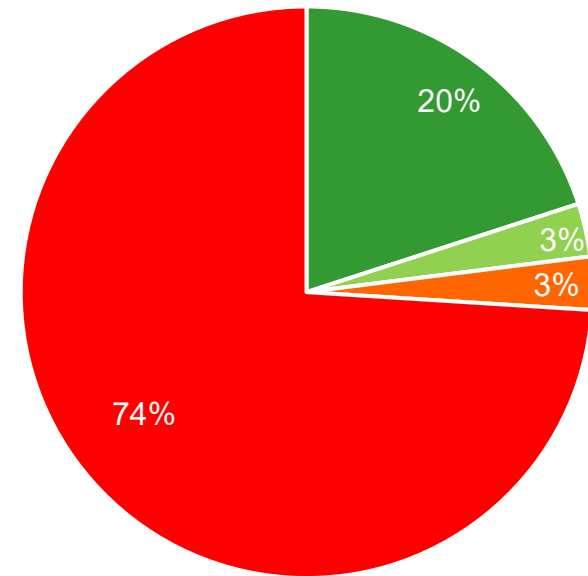
CALEDONIAN  
SLEEPER

# Visiting the Club 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

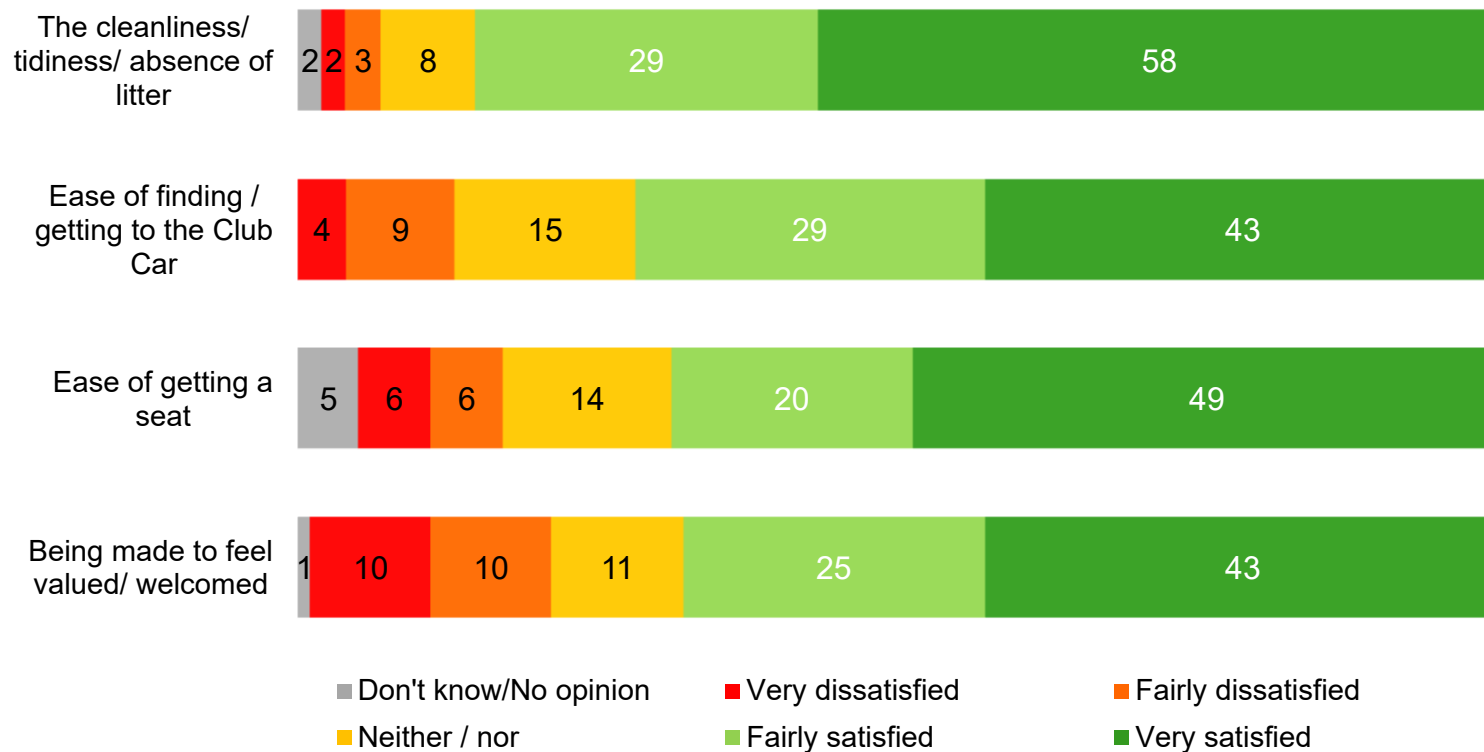


*Morning Use*

Q22a/b. Thinking about the evening/morning of your trip on the Caledonian Sleeper, did you visit the Club Car?  
Base: All (624)

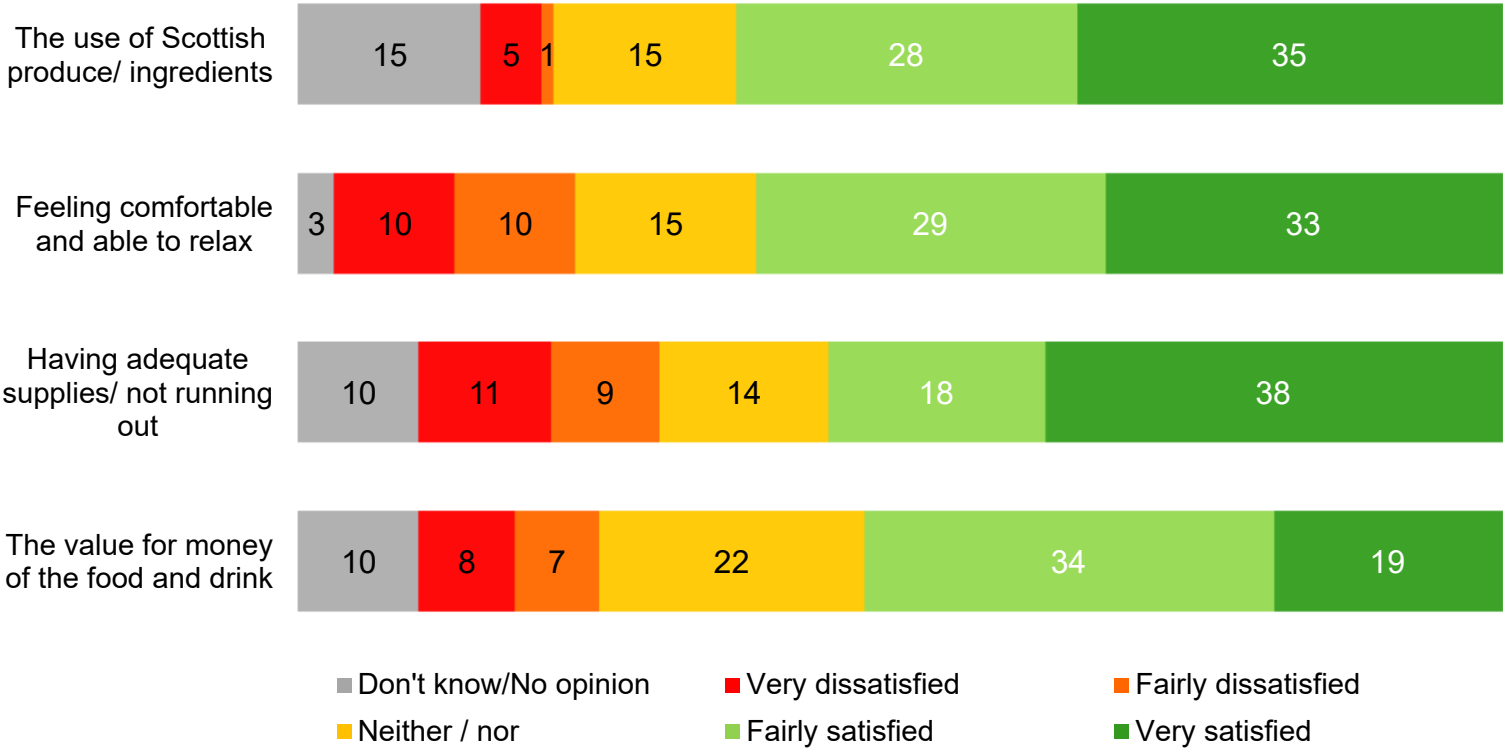


# Satisfaction with features of the Lounge Car – top 4



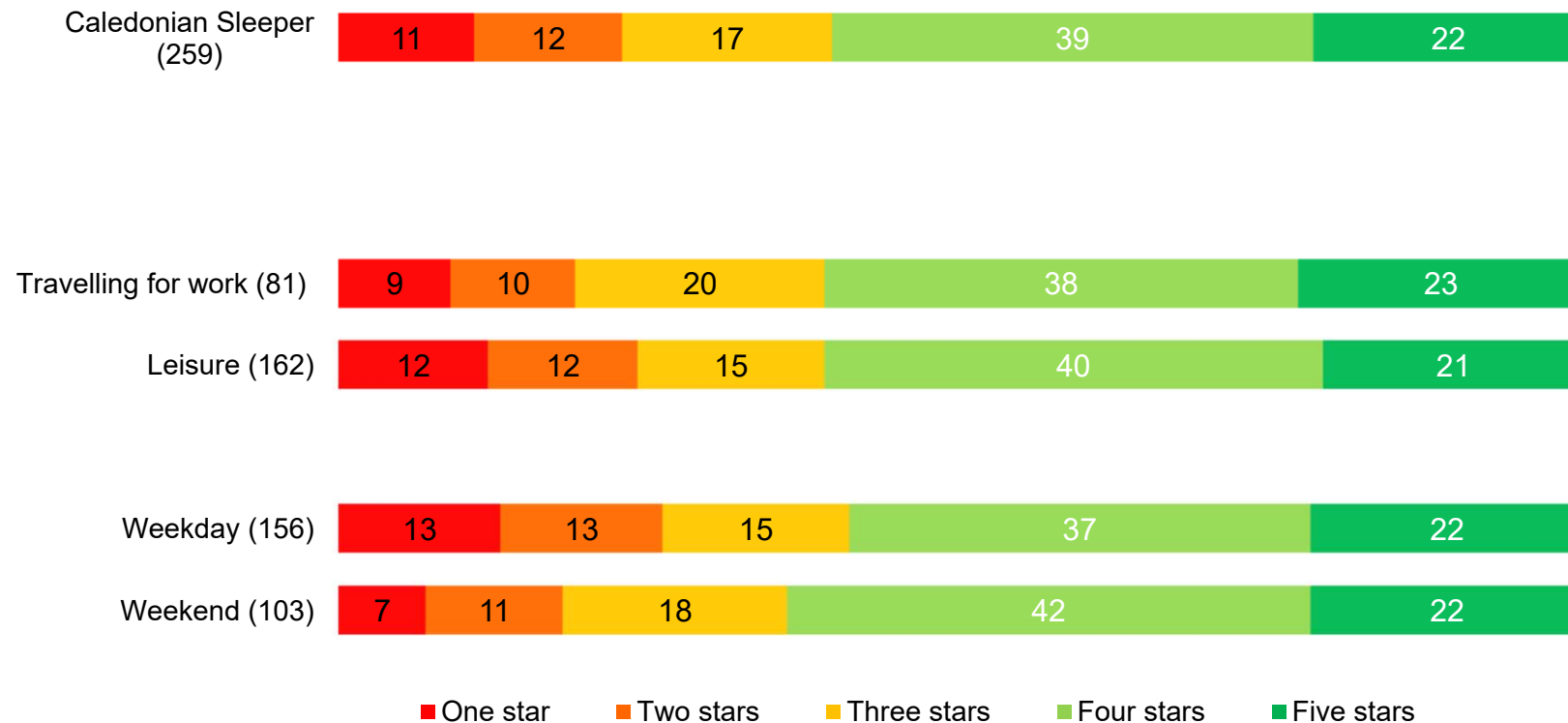
Q23. Thinking about your experience of the Club Car on the Caledonian Sleeper, how satisfied were you with..?  
 Base: All those using the Club Car (259)

# Satisfaction with features of the Club Car – bottom 4



Q23. Thinking about your experience of the Club Car on the Caledonian Sleeper, how satisfied were you with..?  
 Base: All those using the Club Car (259)

# Overall rating of Club Car by passenger group



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



# Overall rating of Club Car by route



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

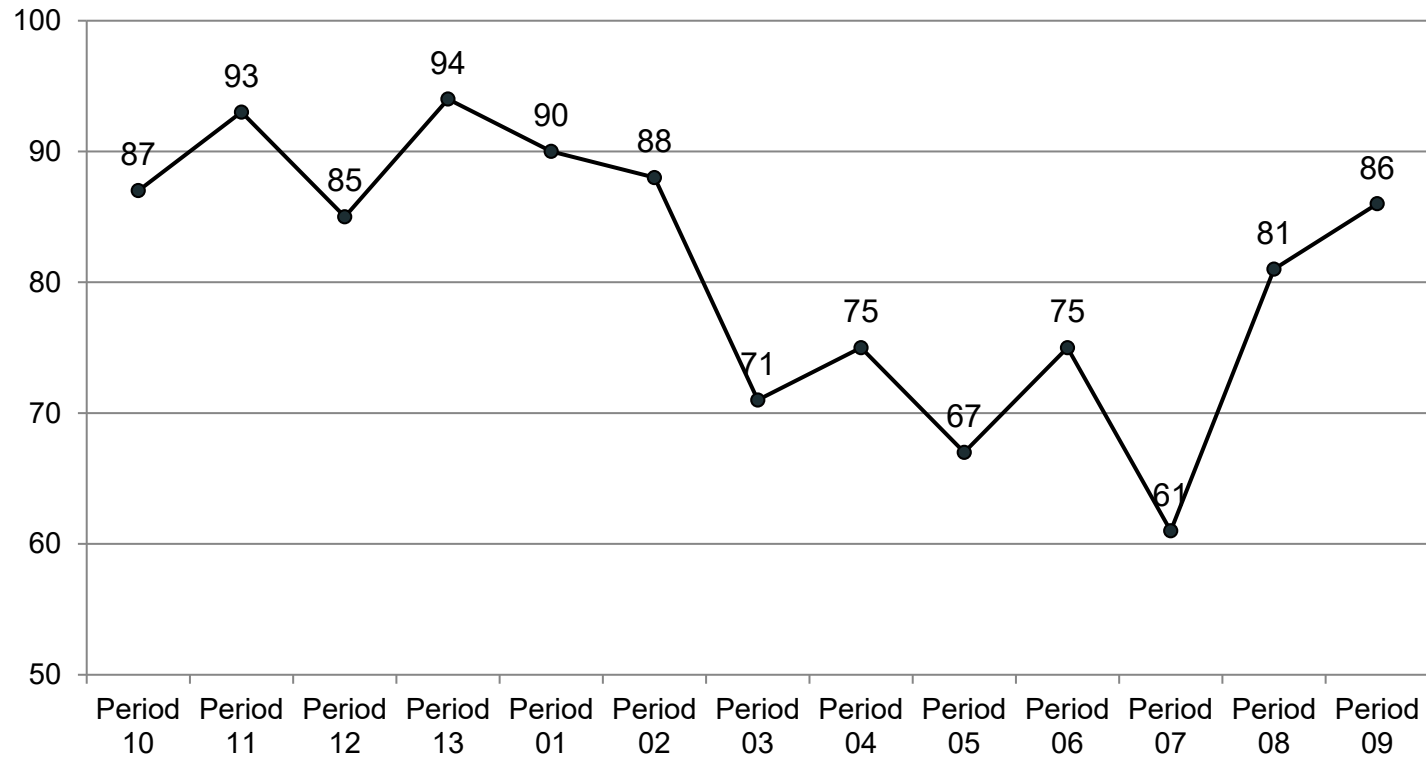




# Overall rating of Club Car - trend

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

*That was the nicest part of our journey. Very friendly staff. It was wonderful in the morning to get up and find the table already laid and our breakfast hot and ready.*

*The whole experience was excellent. I can't think of any particular improvements required.*

*My friends and I visited lounge car but were unable to get anywhere to sit. Tried host call button in cabin to get room service, but they were too busy. We went to bed without food or drink, apart from water supplied in cabin. You need another lounge car (or two) for the number of passengers in the train. Or at a minimum more staff so room service can be available.*

*Fully staff this facility and offer a full drinks and food service as advertised. Our breakfast was included in the price and should have been offered a choice and to be able to sit as a family in the dining car. We were told that takeaways to our room were the only thing possible.*

*Have enough seating for all eligible customers - the lounge is part of the package but it appears you have to get in there as soon as you board otherwise you've got no chance. Have more staff.*

*As mentioned, there was no hot food available on our service. Staff there were excellent and we really enjoyed our hour there. I'm amazed that more people don't visit as it really set the tone for what overall was a lovely experience.*

*It felt like Fawlty Towers on tracks. We just got a seat and the 'host' had a go at a disabled person who had got on the wrong carriage. No compassion or understanding at all. The whole carriage was sat open mouthed that this person received such a 'welcome'. The surly, brusque approach continued with anyone who dared do or say anything the host wasn't happy about. An absolute horror who clearly was on holiday when any kind of customer care training was given. That set the tone for the evening. The range of drinks was good, but the first three things we asked for weren't available. This was before leaving Euston! That's not the hosts fault but she said it as though we were inconveniencing her for even asking.*

*Maybe more power sockets? To be honest I was very happy with it*

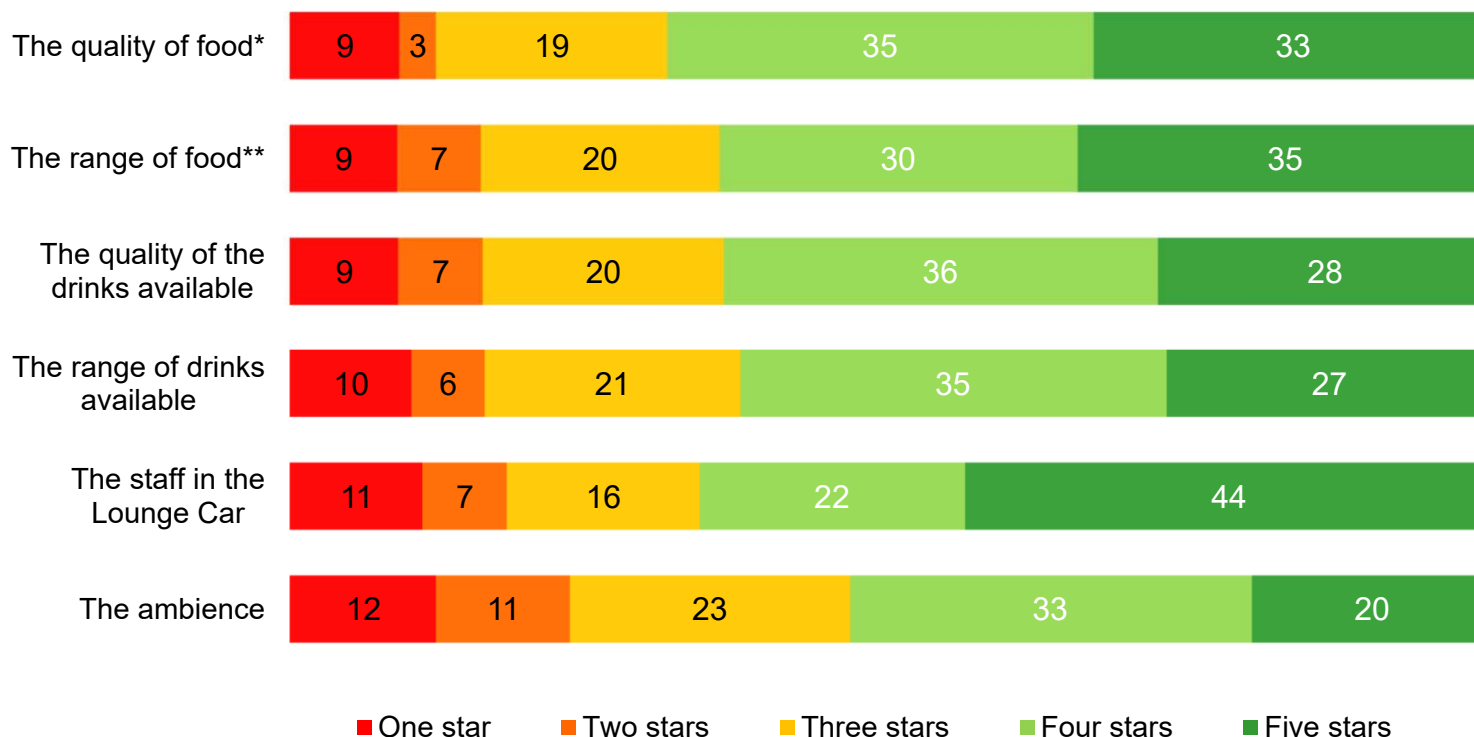
*Took ages to be able to order a drink. Not enough staff for the number of customers. Had to walk the length of the train from our carriage to get there.*

*Nothing. It was a really nice experience. Maybe some lower / mood lighting so it's not quite so bright? So it feels more like a restaurant or bar? This is a very minor point.*

Q24c. You gave just a single/two stars overall for the Club Car, what should Caledonian Sleeper do to improve this rating  
Q24e. What, if anything, could Caledonian Sleeper do to improve the experience of the Club Car?



# Rating of features of the Club Car



Q24b. How many stars do you give the Club Car for..?

Base: All using the Club Car (259), \*those who looked at the menu (141), \*\*those who ate a meal (93)



# Rating of features of the Club Car – customer comments

*The service was slow. A second member of staff who arrived to attend to customers was unable to take our order as she did not have a tablet.*

*Staff looked harried - there had been some miscommunication about table reservations, so we felt we had to leave to make room for others, before we would naturally have done so.*

*I think the coffee could be better.*

*The biggest problem with the range of food and drinks is that it does not live up to what is portrayed on the website. The portions are insubstantial and they are only reheated microwave meals.*

*Much less "cosy" than the old sleeper and much more impersonal. I don't like the individual "triangle" positions - it was always lovely to be able to talk to others.*

*Lower lighting. The LED is very bright. Table lamps would help. The counter seating is very uncomfortable.*

*It was like airplane food -- sustained life but nothing to recommend. Is it true there are only two microwave ovens on the train?*

*The range of beers was poor. For a service that advertises hotel service I would have expected draught beer to be available. At the very least there ought to have been bottled beer available, as it was there were only tins.*

*Non alcoholic drinks range could be expanded.*

*Whilst tasty the risotto was (seemed) fairly obviously microwaved and dried out in parts.*

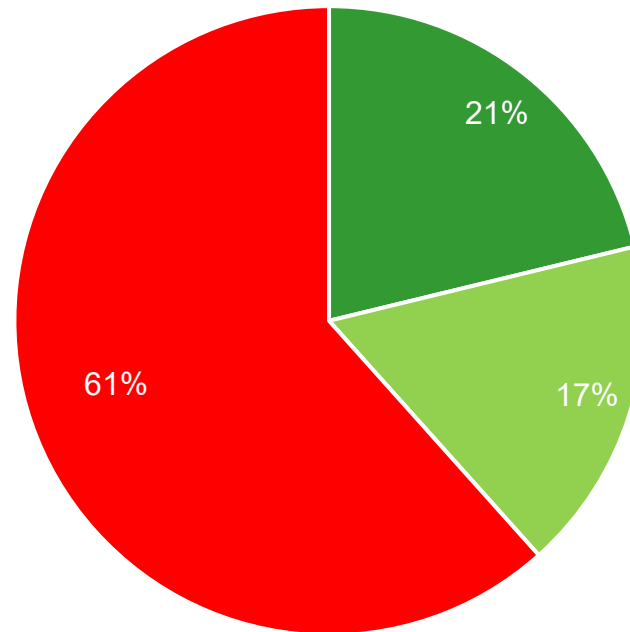
*The lentil soup could easily be vegetarian/vegan. Veggie/vegan items should be clearly marked.*

Q24d. You gave just a single/two stars for the ambience of the Club Car / staff in the Club 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 2019/20 %

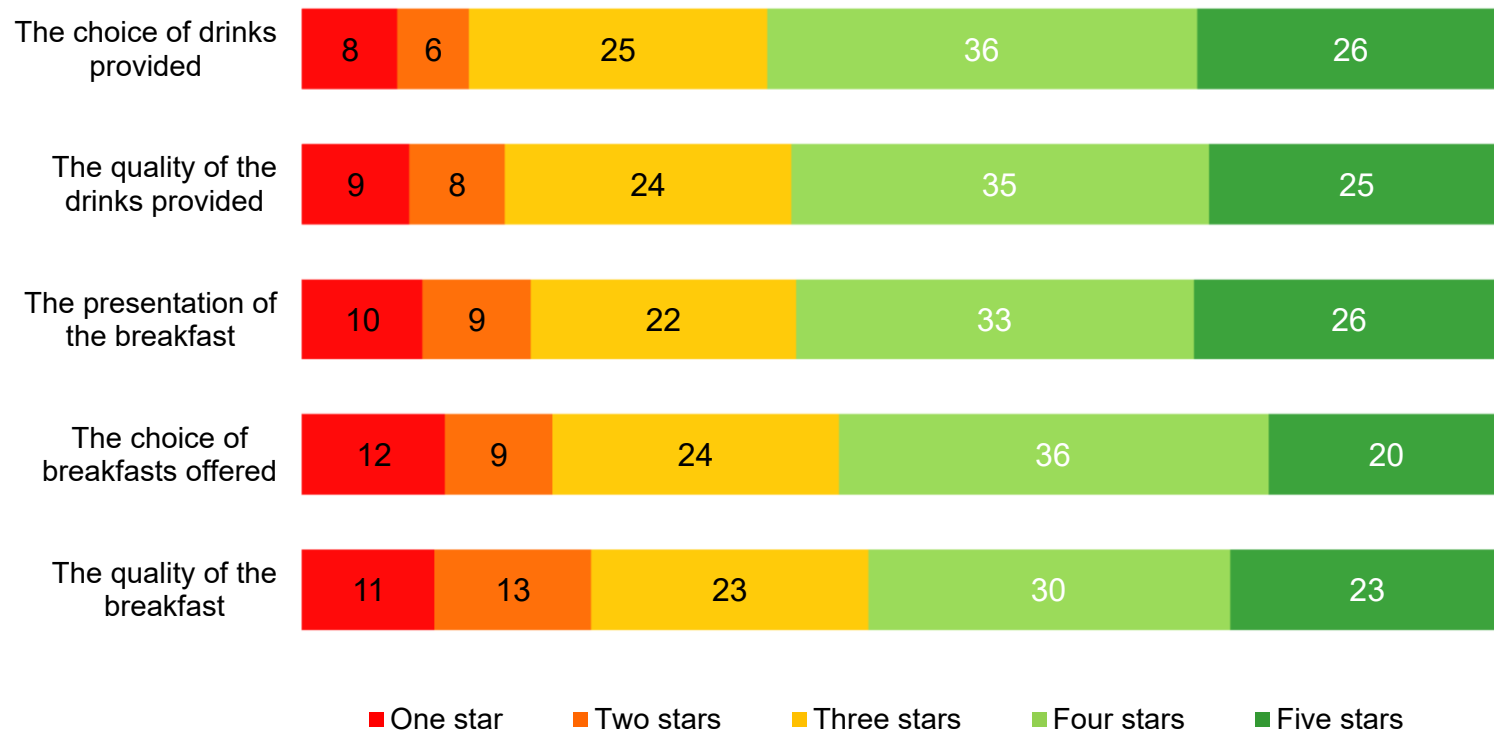


■ Yes - in my room ■ Yes - in the Lounge Car ■ No

Q25a. Did you eat a Caledonian Sleeper Breakfast on the train?  
Base: All (624)



# Rating of features of breakfast



Q25b. How many stars would you give for..?  
Base: All eating a Caledonian Sleeper breakfast on the train (242)



# Rating of features of the breakfast – customer comments

*I was offered only a microwaved bacon roll for breakfast, a DIY cardboard mug of hot water + coffee and milk sachets, and a small bottle of orange juice. I would have preferred to have a cooked breakfast in the lounge prior to arrival at Euston and the continuation of my journey home.*

*The breakfast was obviously pre-prepared and not cooked fresh. The omelette was made in a omelette maker and didn't really resemble a freshly cooked one in a frying pan. The black pudding was dry and fell to bits, as was the potato cake. Overall the breakfast was poor and Caledonian Sleeper could do a lot better. What's happened to a chef cooking breakfast in the galley?*

*Instant coffee was not what I was expecting - choice of Juice AND coffee would have been good for the price I paid.*

*I would like to see a healthier menu e.g. some fruit, ideally served with yoghurt and/or muesli and nuts. A boiled egg is great too. Sometimes I don't particularly feel like eating breakfast early in the morning. Would be good to have an option for a takeaway box of cold items that I can eat later.*

*Focus on doing simple items really well e.g. high quality coffee and a croissant, real porridge, boiled eggs, high quality ham and cheese with delicious bread. Maybe do bacon rolls in the lounge car but only if it can be done well (latest experience was that bacon was cold and undercooked and roll was dry and tasteless).*

*Make the tea before you deliver it to the cabin (i.e. put the bag in the water) and get some tastier juice options. Perhaps better to add a complimentary water, since the baby bottle you get on arrival is never enough*

*The presentation is very poor! Served in a cardboard box with not very fresh looking bun and cheap bacon! You need a better provider of food!*

*How about going back to serving it on a tray with proper plates and cutlery and making it look nice!*

*Disgraceful on all counts. Shockingly worse than any other outside home breakfast I have ever been offered anywhere in the world*

*You just can't get away with instant coffee. C'mon. Doesn't need to be full barista range. Proper coffee from a filter would do. Check the Fetco professional machine which batch brew and keep the coffee warm.*

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

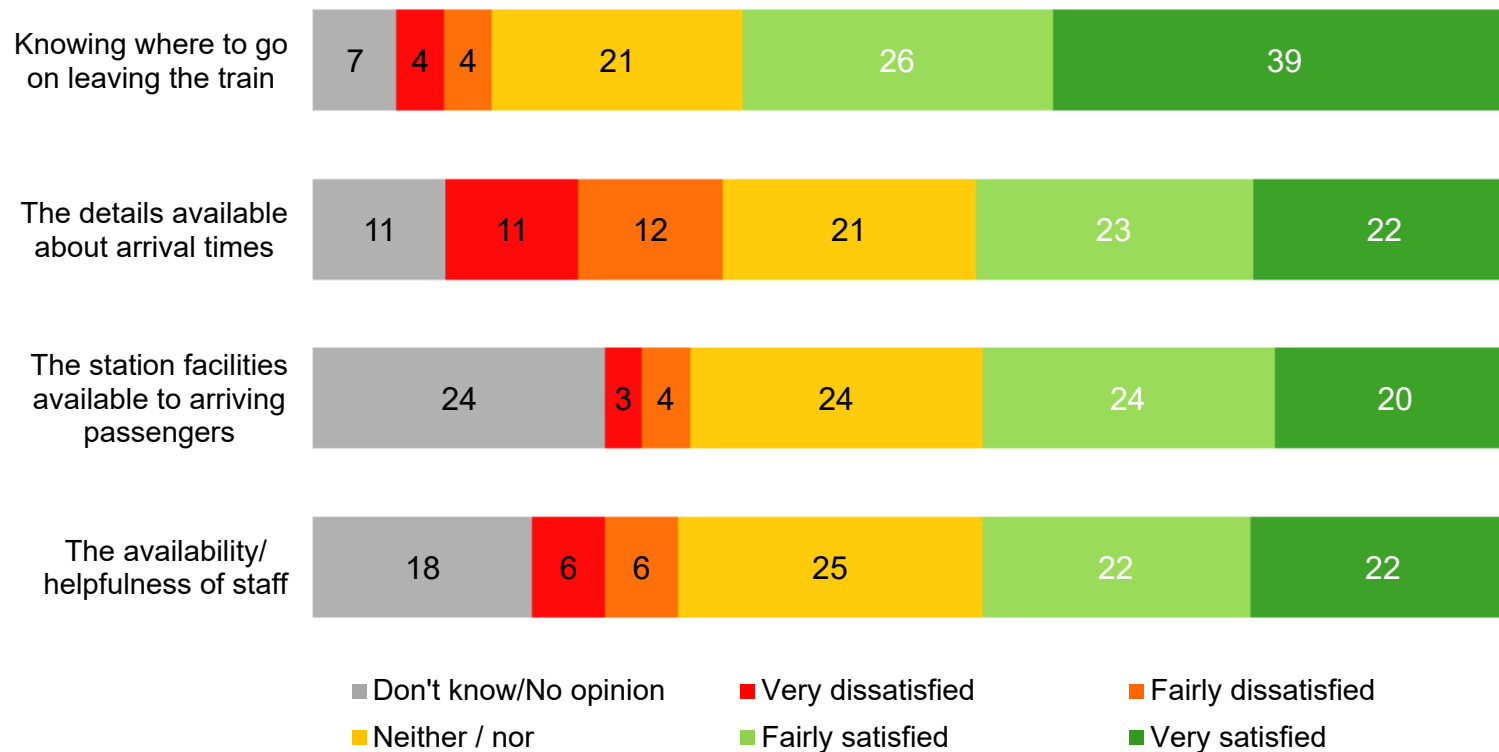
## Arrival



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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 (624)

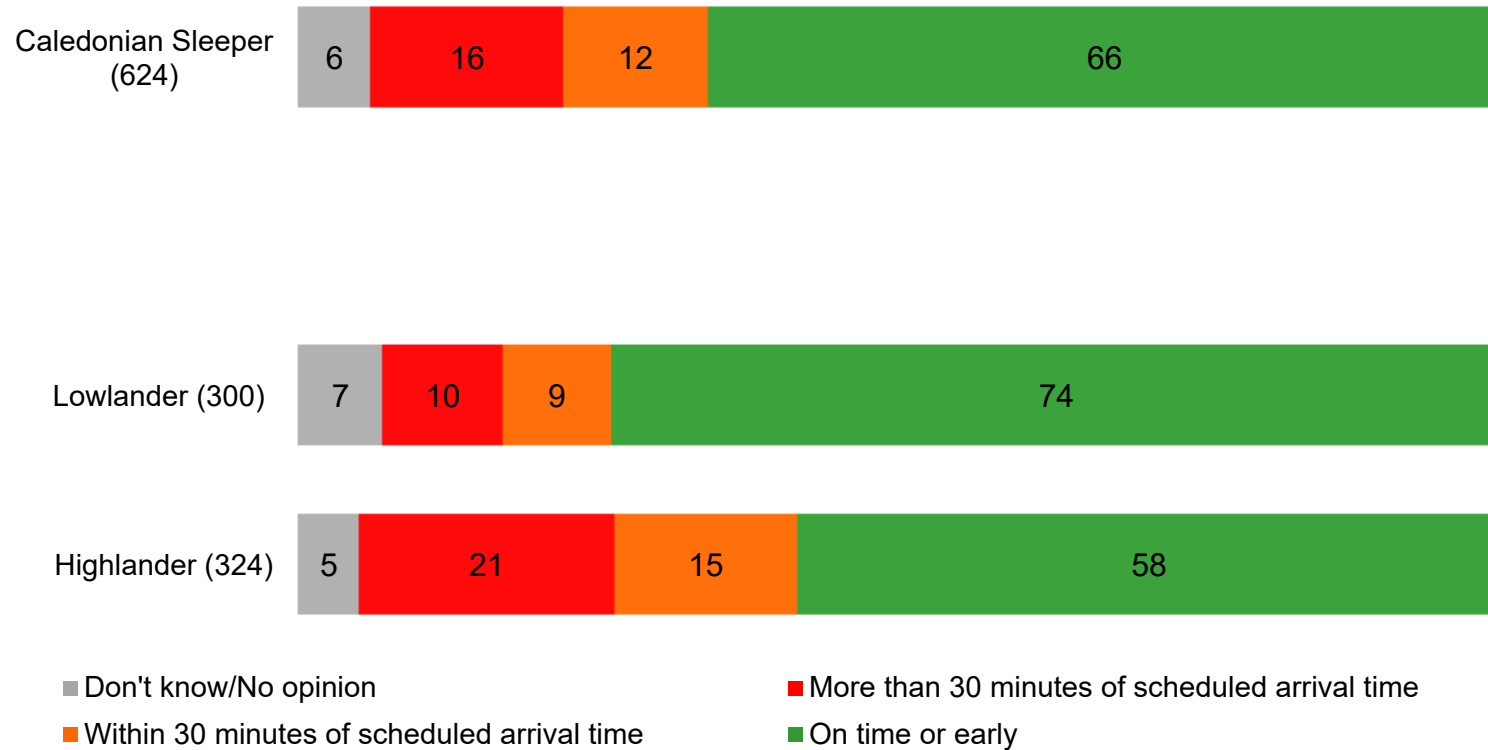
# Caledonian Sleeper

## Delay



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# Punctuality of service by route



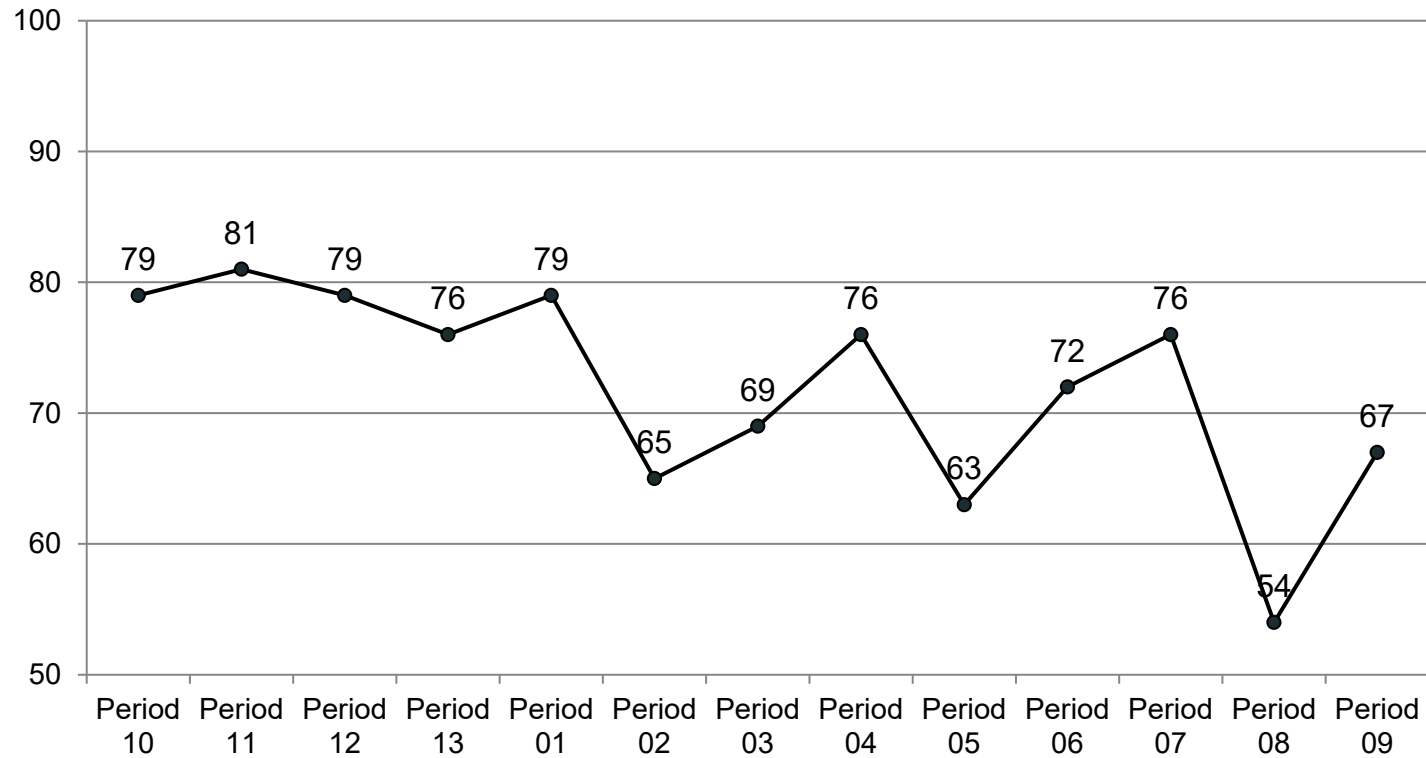
Q27a. Did your train arrive on time?  
Base: in brackets above



# Punctuality of service - trend

*Rating of experience*

*Trend: On time or early*



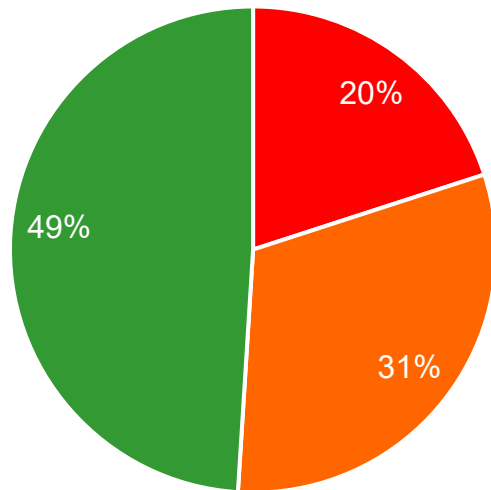
Q27a Did your train arrive on time?



# Impact of delay

Quarter 3 2019/20 %

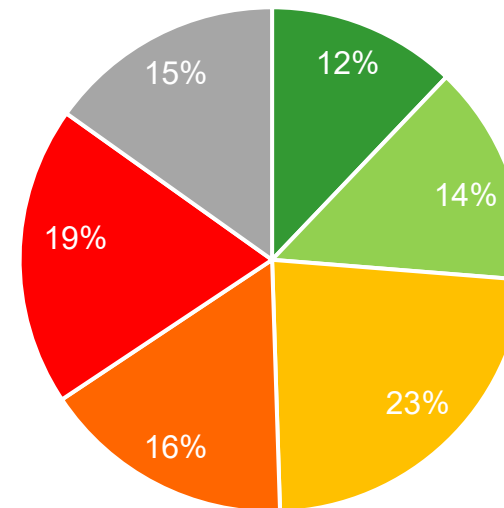
- Yes, it was a serious inconvenience
- Yes, it was a minor inconvenience
- No, it did not inconvenience me



*Impact of the delay*

Q27b. Did this affect your plans for the day?  
Base: All who experienced a delay (177)

- 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 (177)



# Caledonian Sleeper

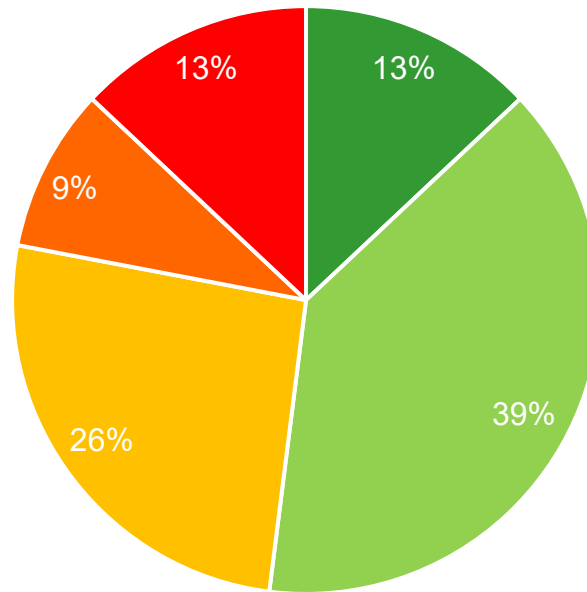
## Facilities for those with a disability or illness



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# Satisfaction that Caledonian Sleeper provides a service suitable to needs

Quarter 2 2018/19 %



- Very satisfied
- Fairly satisfied
- Neither/nor
- Fairly dissatisfied
- Very dissatisfied
- Don't know/ No opinion

Q40b. How satisfied are you that Caledonian Sleeper provides a service which is suitable to your personal needs?  
Base: All those who have a disability or illness that affects their ability to travel on the Caledonian Sleeper (23\*) \*Caution – low base



# Providing a service suitable to needs – customer comments

*Inform passengers where their carriage will come to a halt. Have staff on platform to assist those who are less able.*

*Make seating available for those waiting to board the train. We arrived 10 minutes before advertised boarding time and were told it would be 10 o'clock boarding but were not actually allowed to board until 10.15 then the attendant checking our tickets insisted on explaining the breakfast ordering system to every passenger so making everyone wait longer. Also the necessity of checking names on a list should not be needed - just check the ticket! Everything took longer than it should and I was standing in line for ages after sitting on a cold floor in the station for 25 minutes while waiting to board. It was awful at my age to have to do this. Also walking with a stick along the corridors to the club car much too far - why is it not nearer the expensive accommodation?*

*It should have been an option online to be able to book the disabled room, however, I could not find this so I did not get that room.*

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





# Caledonian Sleeper

## Appendix



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# Sample profile – journey details

Sample size	624 %	Sample size	624 %	Sample size	624 %
<b>Age</b>		<b>Journey Purpose</b>		<b>Disability or Illness</b>	
16-34	16	<b>Travelling for work</b>	<b>37</b>	<b>None</b>	<b>96</b>
35-54	40	Company business	26	Vision	>1
55+	39	Personal Business	8	Hearing	>1
Not stated	3	Regular travel between home and workplace	3	Mobility	1
<b>Gender</b>		Visiting friends/ relatives	20	Hidden disability	1
Male	55	Holiday/ short break	34	Speech or language impairment	>1
Female	43	Attending a sporting/ musical/ theatrical/ charity event	5	Mental health	>1
Not stated	3	Other	4	Other	1
<b>Working status</b>		<b>Leisure</b>	<b>63</b>		
Full time	61				
Part time	15				
Not working	2				
Retired	15				
Student	3				
<b>Residence</b>					
UK	90				
Non-UK	10				



# Sample profile – journey details

<i>Sample size</i>	<i>624 %</i>	<i>Sample size</i>	<i>624 %</i>	<i>Sample size</i>	<i>624 %</i>
<b><u>Travelling party</u></b>		<b><u>Return journey mode</u></b> (those making outward journey)		<b><u>Travel to departure station</u></b>	
Alone	58	Caledonian Sleeper	53	Train	28
With a business colleagues(s)	2	Daytime train	36	Underground/ Tram/ Subway	28
With family (adults only)	24	Plane	9	Bus/ Coach	9
With family (adults/children)	8	Coach	0	Taxi	12
With friends	7	Own Car	0	Own car/ Dropped off	16
<b><u>Accommodation</u></b>		Hire car	0	Hire car	3
Seat only	29	Other	1	On foot	20
Single room	31	Don't know	1	Bicycle	1
Twin room	4	<b><u>Outward journey mode</u></b> (those making return journey)		Other	1
Interconnecting rooms	1	Caledonian Sleeper	62	<b><u>Travel from arrival station</u></b>	
En-suite room (with shower)	34	Daytime train	28	Train	29
<b><u>Journey direction</u></b>		Plane	8	Underground/ Tram/ Subway	23
Outward	43	Coach	0	Bus/ Coach	7
Return	31	Own Car	0	Taxi	11
One way	26	Hire car	1	Own car/ Dropped off	10
		Other	1	Hire car	6
				On foot	26
				Bicycle	1
				Other	4



# Sample profile – journey details

<i>Sample size</i>	<i>624 %</i>	<i>Sample size</i>	<i>624 %</i>	<i>Sample size</i>	<i>624 %</i>	
<b><u>Service Day</u></b>		<b><u>Accommodation type</u></b>		<b><u>Transaction value</u></b>		
Weekday	63	1 <sup>st</sup> class	35	£0-£49.99	14	
Weekend	37	Standard	35	£50-£99.99	17	
<b><u>Direction</u></b>		Seated	29	£100-£149.99	15	
Northbound	54	<b><u>Party size</u></b>		£150-£199.99	18	
Southbound	46	Single traveller	62	£200-£249.99	12	
<b><u>Train Type</u></b>		Two people	32	£250-£299.99	12	
Highlander	52	Three or more people	6	£300 or more	11	
Lowlander	48	<b><u>Transaction value by guest</u></b>				
<b><u>Crew</u></b>		£0-£49.99				20
Aberdeen	9	£50-£99.99				23
Edinburgh	15	£100-£149.99				26
Fort William	4	£150-£199.99				17
Glasgow	12	£200-£249.99				14
Inverness	12					
London	48					



# Sample profile – journey details

<i>Sample size</i>	<i>624 %</i>	<i>Sample size</i>	<i>624 %</i>	<i>Sample size</i>	<i>624 %</i>
<b><u>Return journeys between Scotland and London</u></b>		<b><u>Number of journeys using Caledonian Sleeper</u> (making at least 2 journeys between Scotland and London)</b>		<b><u>When first travelled on Caledonian Sleeper</u> (previously travelling by Caledonian sleeper)</b>	
12 or more	14	12 or more	5	More than 20 years ago	33
4-11	24	4-11	18	15-19 years ago	7
2-3	28	2-3	34	10-14 years ago	11
First journey in last 12 months	21	1 Journey	29	5-9 years ago	11
First ever journey	10	None	13	3-4 years ago	7
Have never made a journey between Scotland and the London area	1			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 13<sup>th</sup> 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 2019/20, combining Rail Periods 07, 08, and 09.

**Fieldwork for quarter 3 2019/20 took place between 18 September and 24<sup>th</sup> December.** This covered journeys made between 15 September and 7<sup>th</sup> December.

**624 questionnaires were completed in total.**



# Caledonian Sleeper

## Quarterly Report

Quarter 3, 2019/20

Rail Periods 07, 08, and 09



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