

# Caledonian Sleeper

## Quarterly Report

Quarter 4, 2019/20

Rail Periods 10, 11, 12, and 13



CALEDONIAN  
SLEEPER

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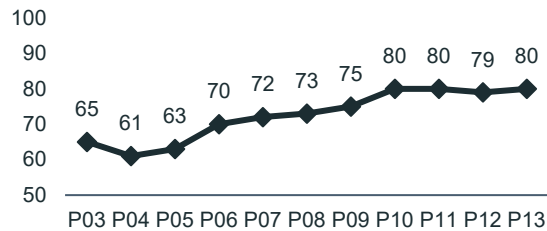
# Caledonian Sleeper Passenger Satisfaction

## Quarter 4: 8<sup>th</sup> December 2019 – 31<sup>st</sup> March 2020

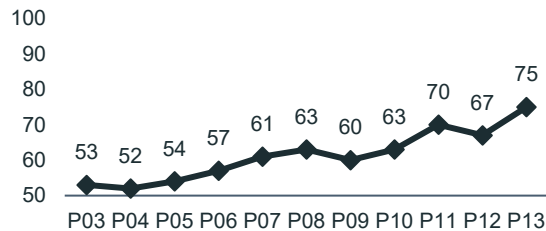
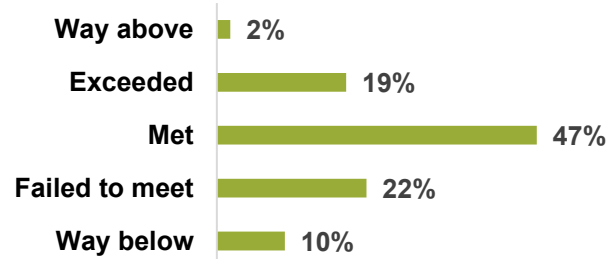
### Overall journey experience



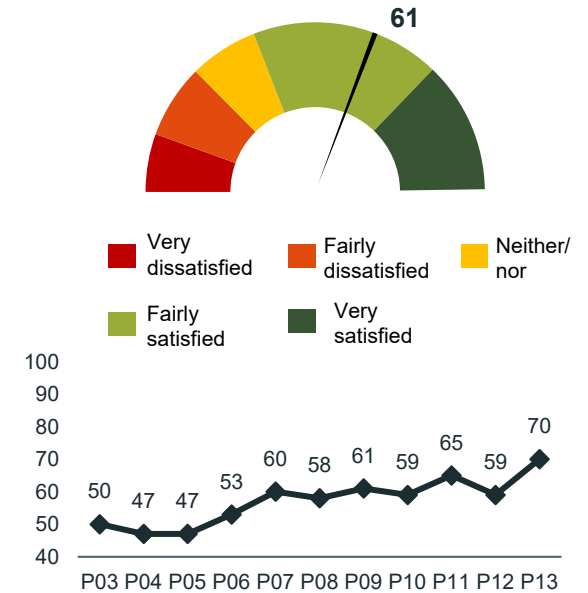
Ave – 3.4



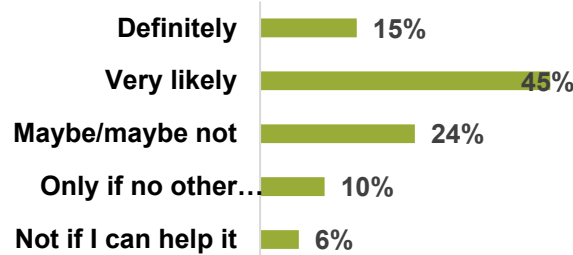
### Expectation



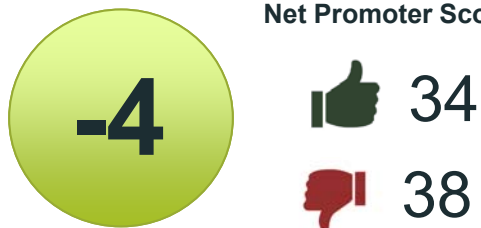
### Overall satisfaction



### Likelihood of future use



### Net Promoter Score



	Lowlander	Highlander
Journey experience	79%	81%
Met / Above expectation	63%	72%
Overall satisfaction	58%	66%
Net Promoter Score	-14	6
Future Use	53%	66%

Sample size: 727 (Lowlander 364, Highlander 363)



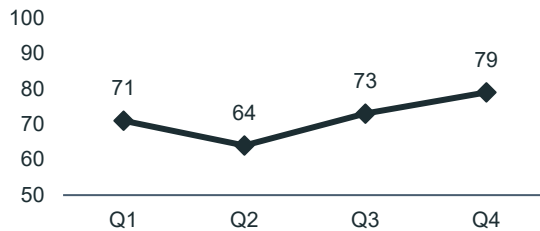
# Caledonian Sleeper Passenger Satisfaction

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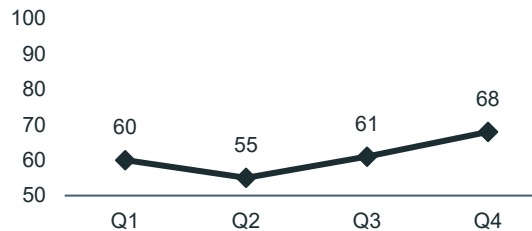
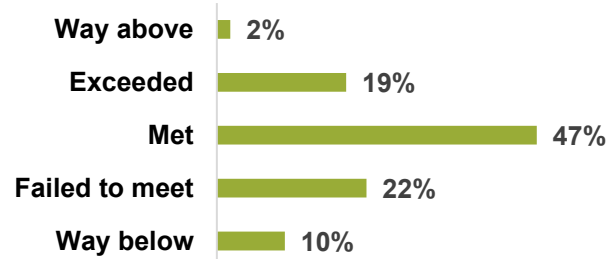
### Overall journey experience



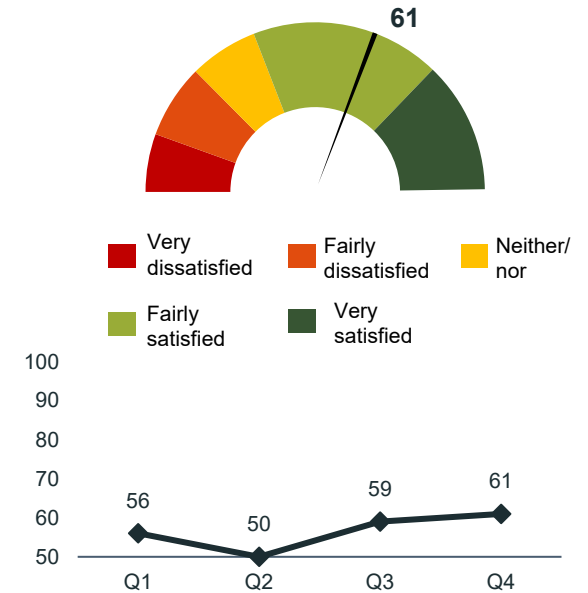
Ave – 3.4



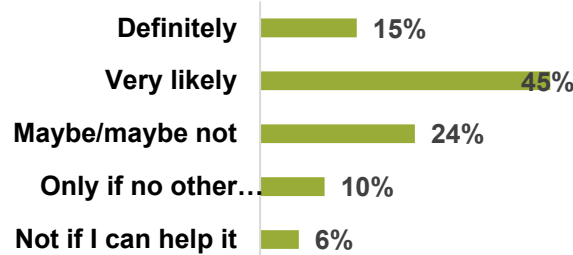
### Expectation



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# Caledonian Sleeper Passenger Satisfaction

Quarter 4: 8<sup>th</sup> December 2019 – 31<sup>st</sup> March 2020

## Expectations of the journey

### Top five:

- 46% Looking forward to the experience
- 33% Looking forward to bed
- 31% Sufficiently well informed about the journey ahead
- 31% Relaxed
- 30% Not expecting a good night's sleep

### Bottom five:

- 9% Carefree
- 5% Anticipating a sociable evening
- 5% Anxious or nervous
- 5% Concerned about other passengers' possible bad behaviour
- 4% Concerned I might have someone sharing my room/in the next seat

## Journey Experience

(% 3 - 5 star rating)

79% Experience overall

### Making me feel...

- 86% welcomed
- 81% looked after
- 78% relaxed
- 73% comfortable
- 61% I had a good night's sleep
- 88% Club Car rating
- 83% Room rating

## Summing up the experience

### Top five:

- 44% Practical
- 42% Functional
- 37% Efficient
- 25% Disappointing
- 24% Sleepless

### Bottom five:

- 6% Distressing
- 6% Chaotic
- 2% World Class
- 2% Boring
- 1% Reviving

Sample size: 727



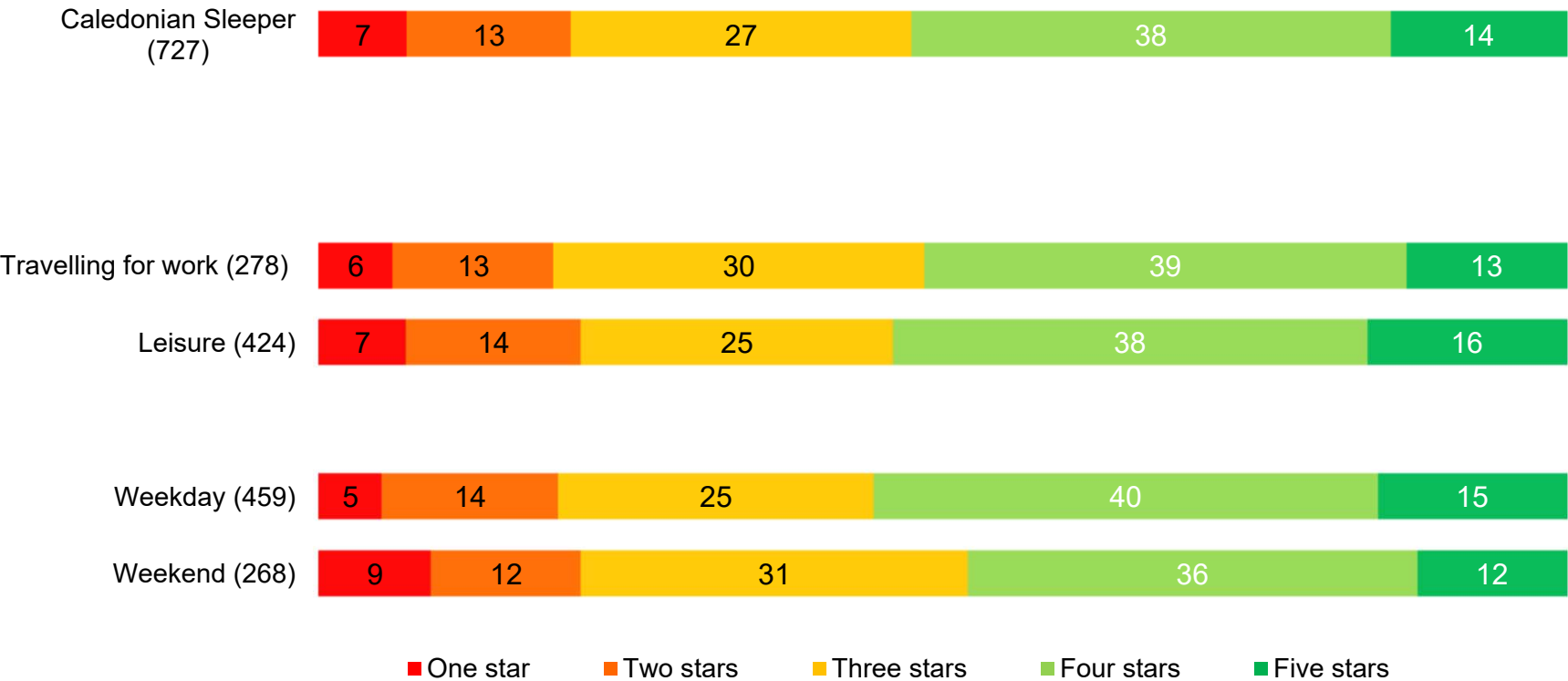
# Caledonian Sleeper

## On-board experience



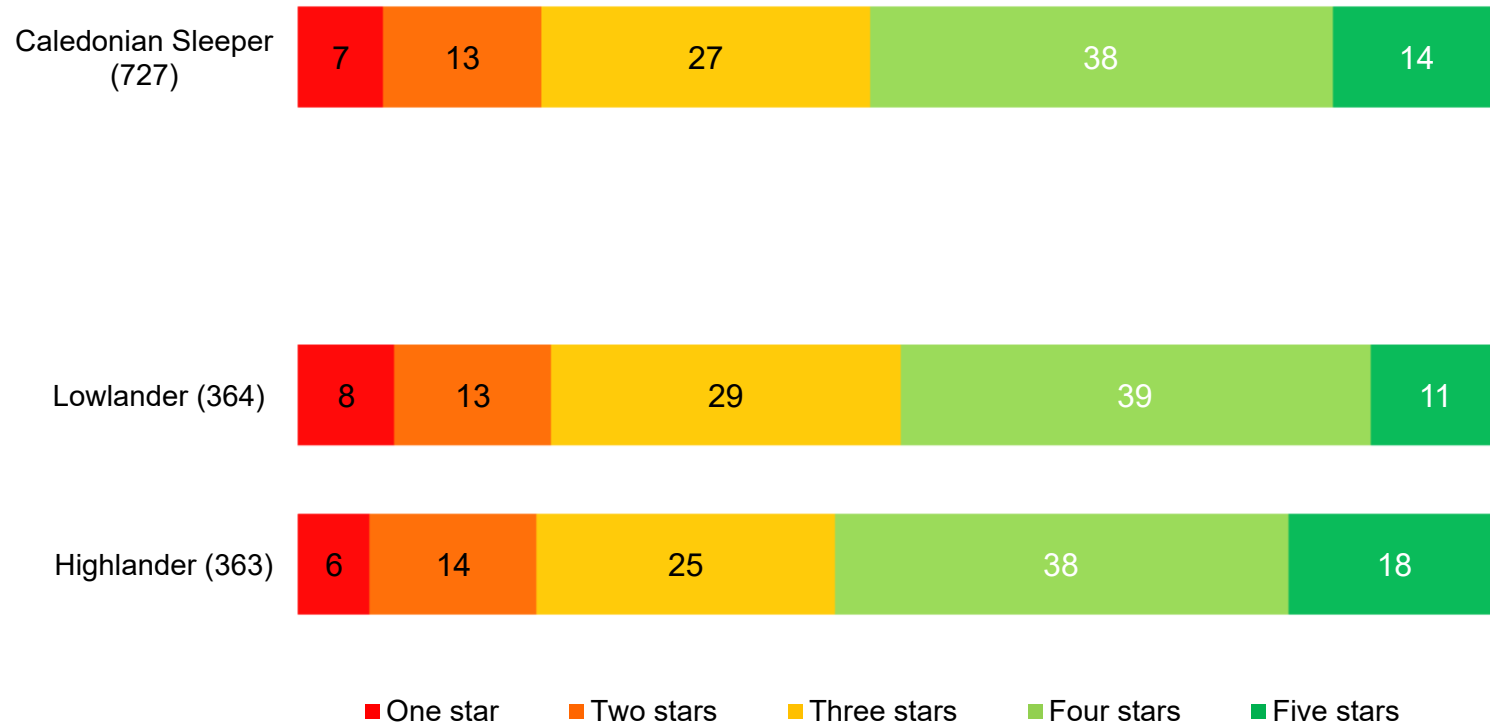
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# Overall rating of experience by passenger group



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

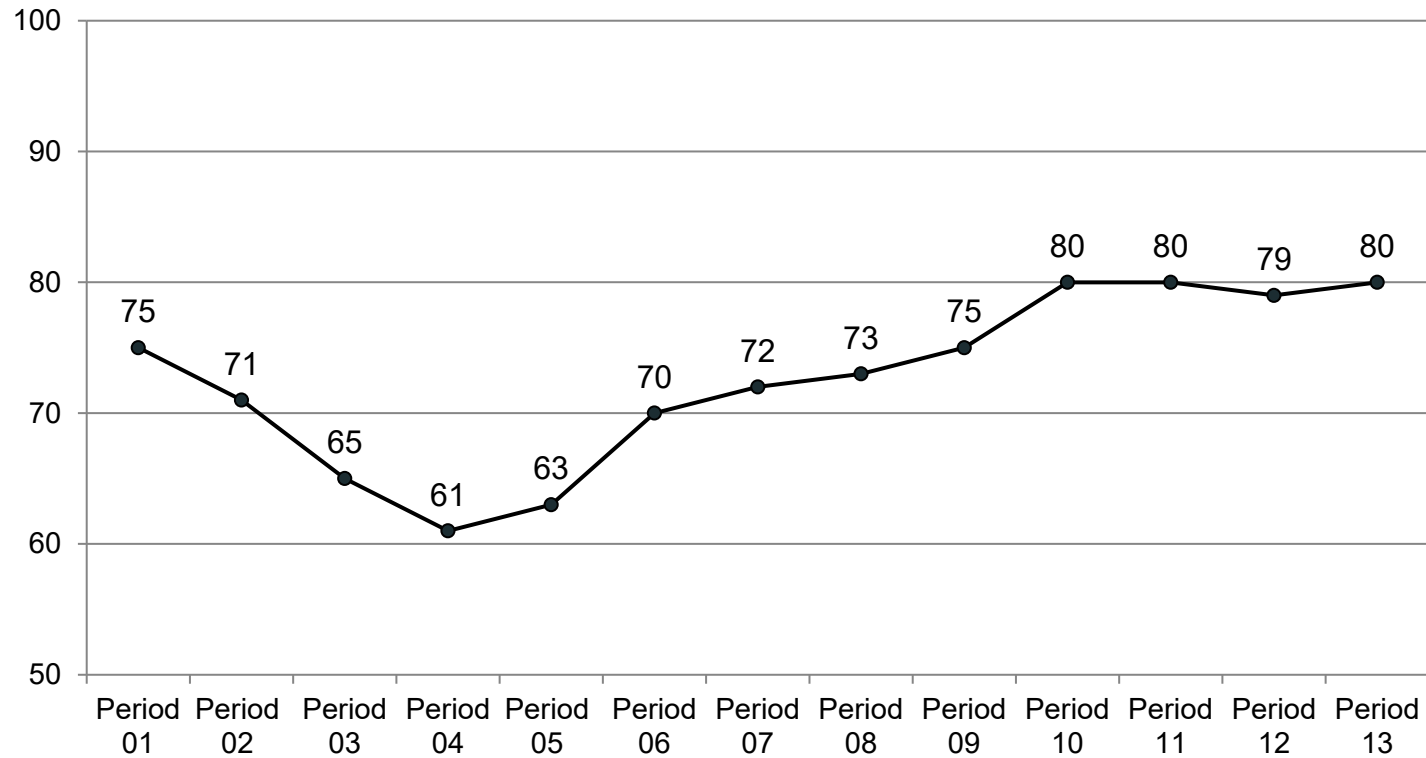




# Overall rating of experience - trend

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

*Despite requesting a wake up call and a coffee neither happened. I travel regularly on the sleeper and much preferred old style where you were asked whether you wanted tea or coffee and wake up when you got on. Since the "hang on the door" notice I have now not been woken up on my last 3 journeys. On one occasion I woke up on arrival at inverness which meant I felt very rushed and uncomfortable.*

*Listen to staff. The staff have good relations with travellers and the new arrangements regarding greeting (no longer deemed necessary it seems) have distanced them from travellers which reduces the overall warmth of the experience. Improve the food which is ghastly. Improve the toilets which still don't work in the new train*

*If you're going to advertise reclining seats, make sure they actually recline. When reclined the seat was still very upright and I caught my head falling forward on several occasions. Also, the two toilets nearest the seated coach were out of order, but with no sign on at the start of the journey. Finally, I don't see why seated customers have to eat at their seats and not in the restaurant car. This made me feel unwelcome.*

*Breakfast was not served in lounge due to staff shortage. Full breakfast not served. Spoilt an otherwise good experience*

*Toothbrush, razor, etc. used to be provided. Now soap, eye shield and earplugs. The tooth brush etc. was far more useful and I wish the soap didn't come in a plastic bag grouped with the shield and plugs. I don't need them and am sure they are wasted as soon as I open the bag. A small breakfast and a drink used to be included in the price. The tickets are expensive. The inclusion of the breakfast roll without additional charge would be nice.*

*Certain items in the Buffett car were not available on both legs of the sleeper journey. Also there was limited availability of staff on the return journey to advise cabins, etc upon arrival to the train.*

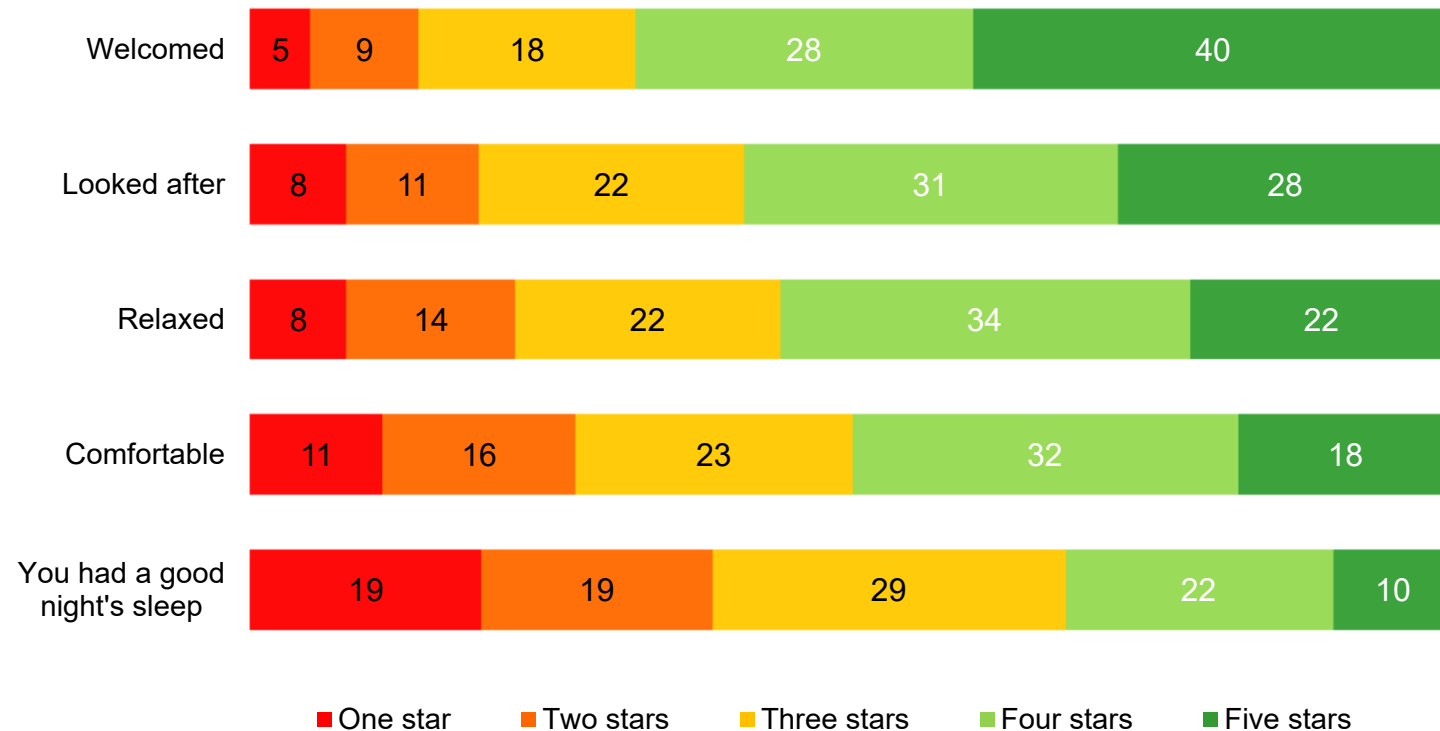
*Give the lounge car more character, at the moment it's all new and very "Ikeaish" which is good but it has lost its character. There is a need for a separate lounge at Euston, I have used the first class lounge but it is packed to overflowing. Otherwise the new trains are good, staff are excellent.*

*The Staff were lovely and very helpful but it was a terrible night's sleep, far too noisy despite ear plugs*

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

*Staff in the lounge car weren't great at handling customers when they were busy - just avoiding eye contact with no explanations. Would be good to sort this out.*

*The welcome was nothing more than pointing me in the direction of my carriage so that is why it was only three stars, nothing was done to increase the star rating or decrease.*

*Would be good to get the welcome info somewhere warm and indoors rather than on a freezing platform. Would also have appreciated more info at the platform - wasn't aware that we'd need to check in with a staff member before boarding.*

*I was welcomed at Euston but didn't see another staff member until I was walking past the barrier at Glasgow Central. Interestingly, nobody checked my ticket at any point on the journey.*

*More reliable - the thing that isn't relaxing is wondering if there are going to be problems with the room or en suite facilities. Also, it's not relaxing to get in board so late and then have a tannoy announcement through the PA. I've checked in and obviously know where the train is going. More to the point I want to sleep. So please please please NO routine announcements.*

*Too late now but a bit more space in the room would have helped you relax. Not standing wondering where you were going to put your luggage so you could get in! Also, the fixed rail to the top bunk does not allow for easy access to the bottom bunk.*

*The air conditioning was unnecessarily cold, and rather noisy. This prevented me from enjoying the journey and getting a good night's sleep. The seat did not recline very far, and I had anticipated that it would be more comfortable than it turned out to be.*

*No hot water in cabin so I had a cold shower and shave, which was very unpleasant. I expect this fault was known about, based on the response of staff. Room ok given size and constraints, but whoever refitted the cabins used some materials that are showing age even after 6 months. I found it clean.*

*Allow the room lights to be completely turned off not stay on low lighting all night. I was in room 10 next to the bathroom - this is not a good room as it is noisy and I am a light sleeper*

*The noise and rocking of the train are not something which can be controlled, but I am a light sleeper and I found the cabin to be quite bright even with the lights off. The blind does not go all the way down on the window due to the heater and that means that outside light shines in. Also, the illumination around the buttons for the lights are much brighter than they need to be. I find wearing an eye mask to be largely too uncomfortable for sleep, but I needed to wear one for my journeys on the sleeper. Even then, they don't sufficiently block out the ambient light in the cabin.*

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?



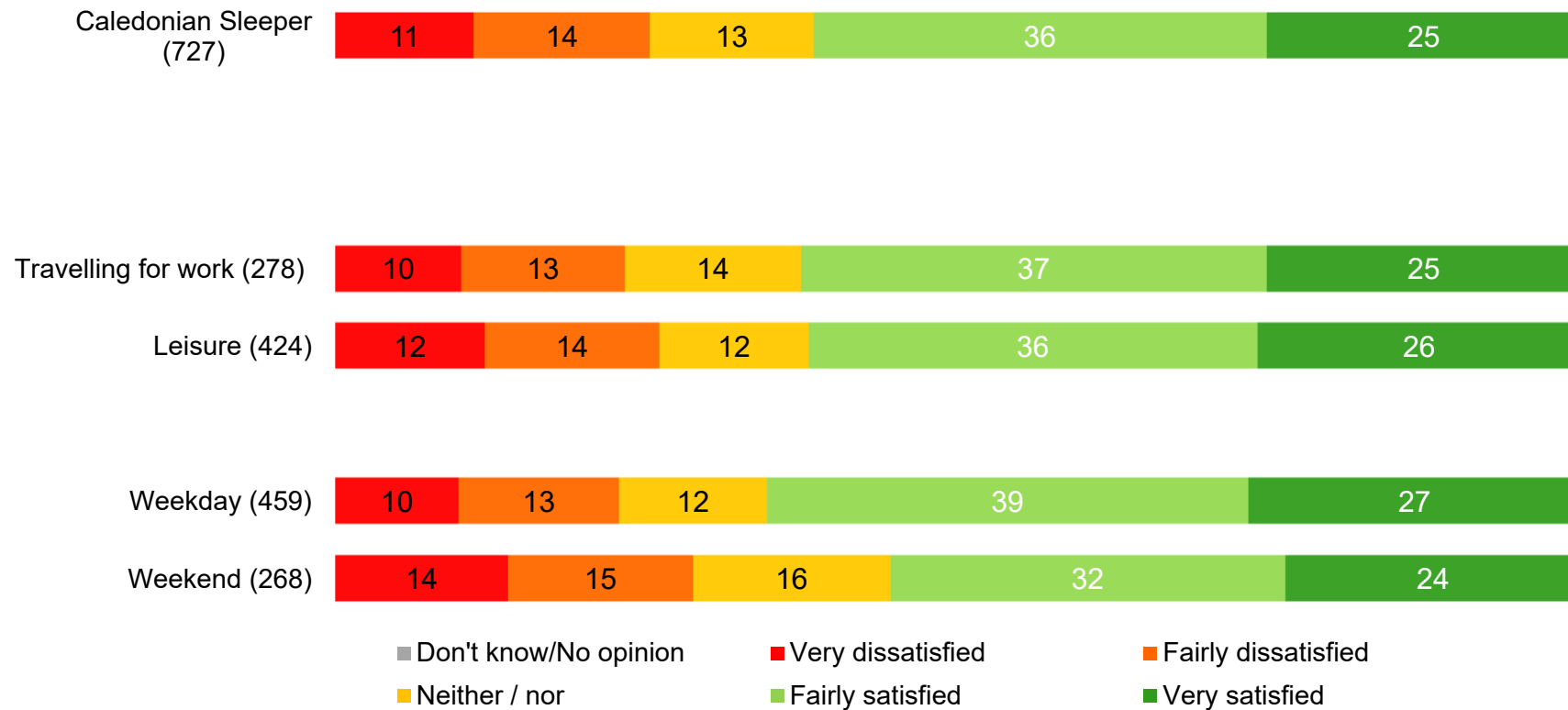
# Caledonian Sleeper

## Overall opinion of the Caledonian Sleeper



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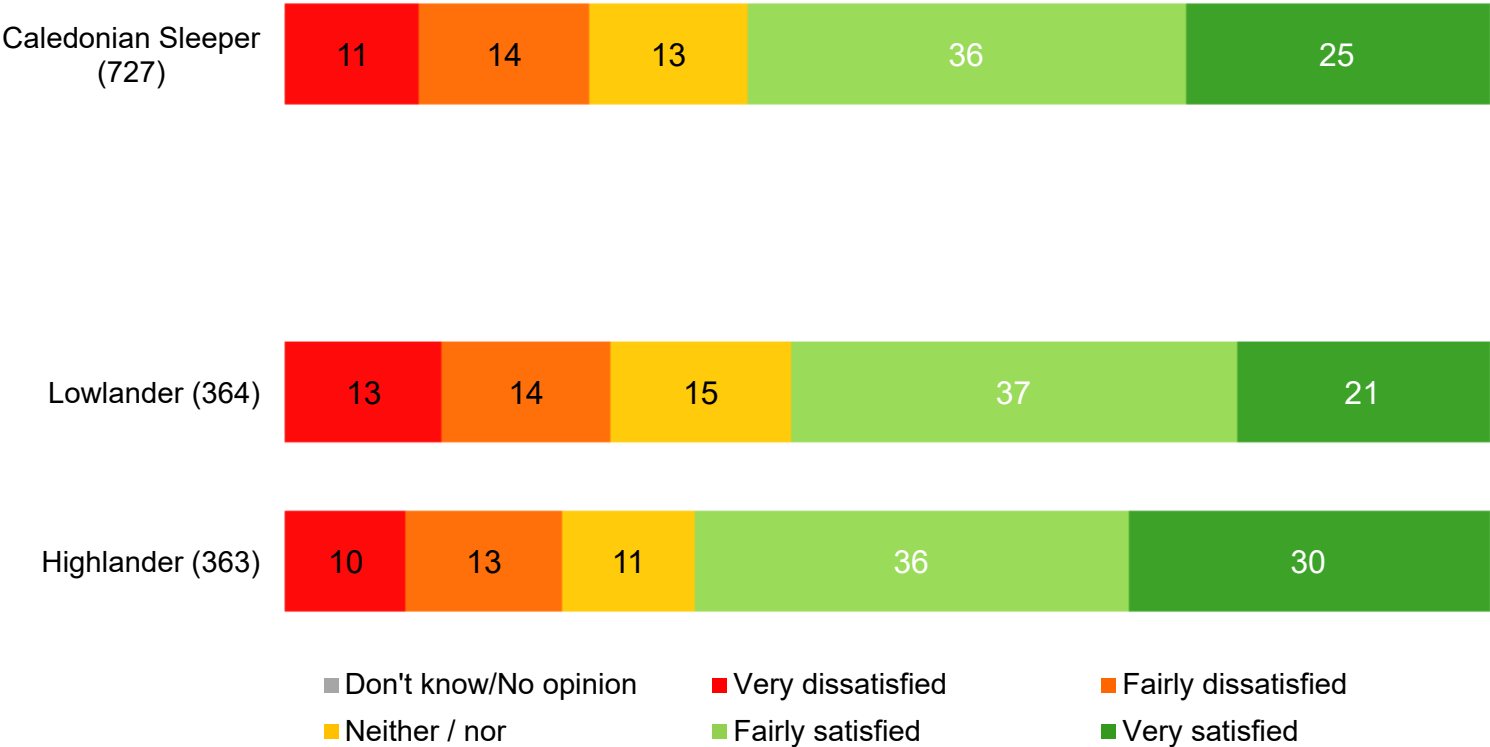
# Overall journey satisfaction by passenger group



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

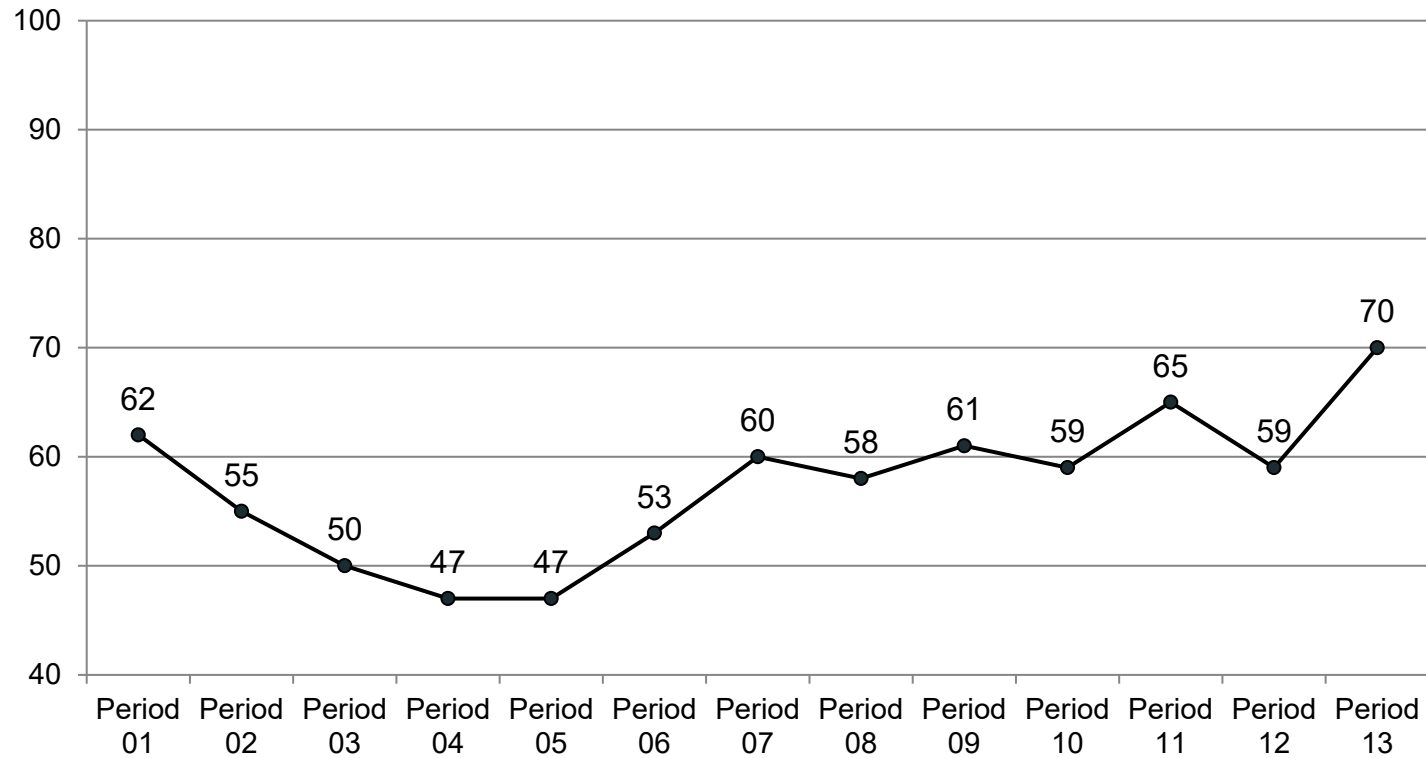


Q30. Taking everything into account about your journey from x to y, how satisfied were you with your journey?  
 Base: in brackets above

# Overall journey satisfaction - trend

Overall journey satisfaction

Trend: % very/fairly satisfied

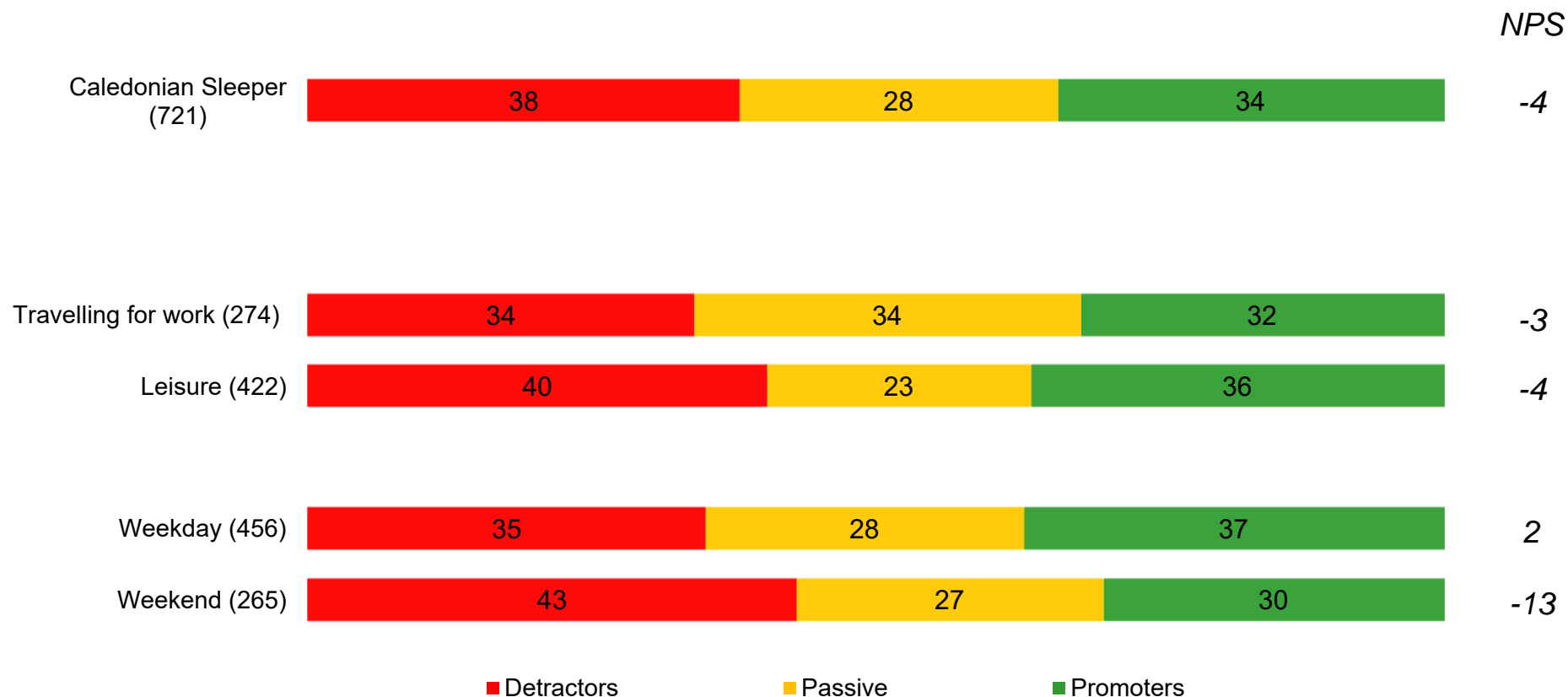


Q30. Taking everything into account about your journey from x to y, how satisfied were you with your journey?





# Net Promoter Score by passenger group

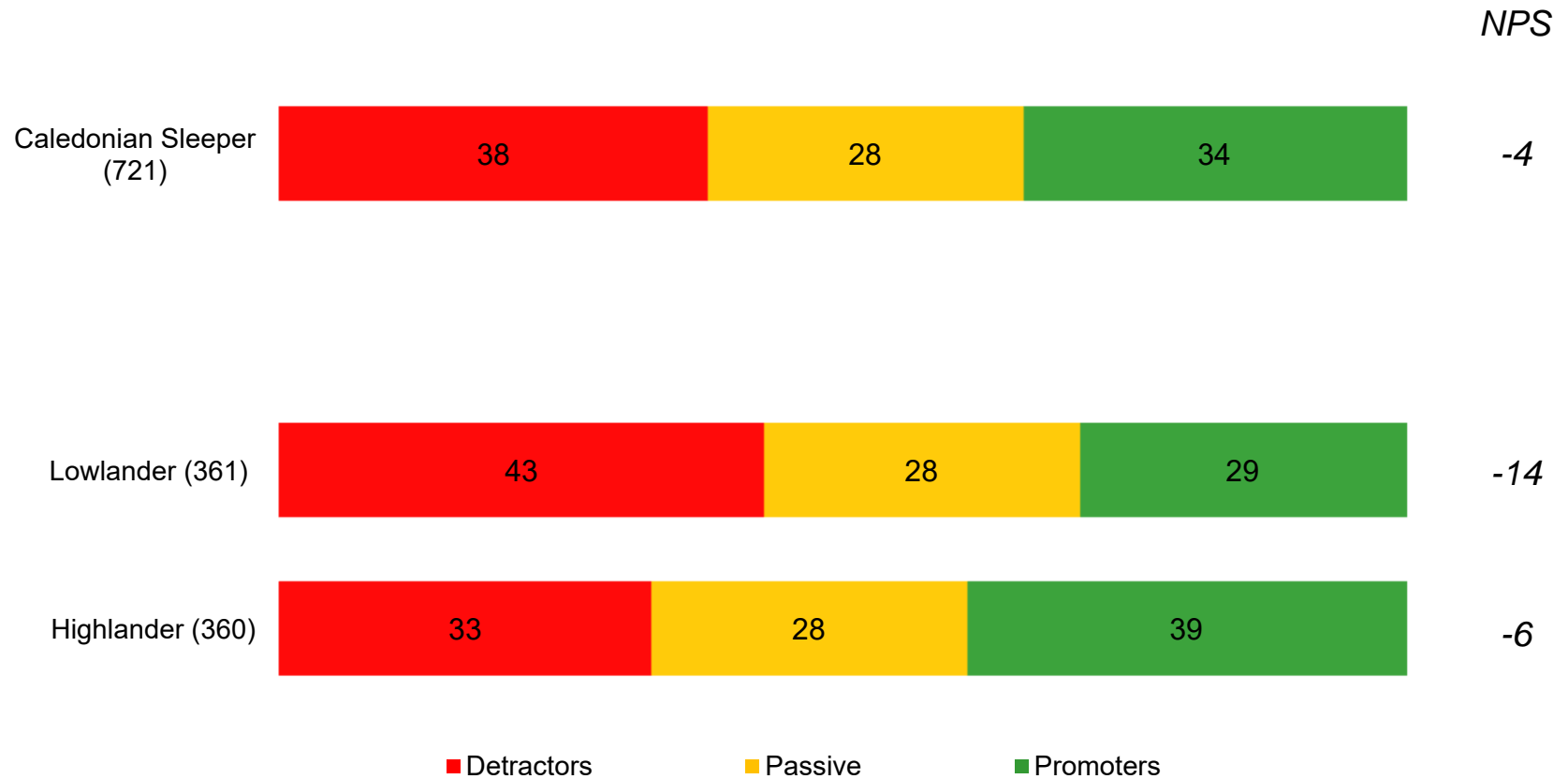


Q31a. On a scale of 0-10 where 0 means 'not at all likely' and 10 means 'extremely likely' how likely are you to recommend the Caledonian Sleeper to a friend or colleague?

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?

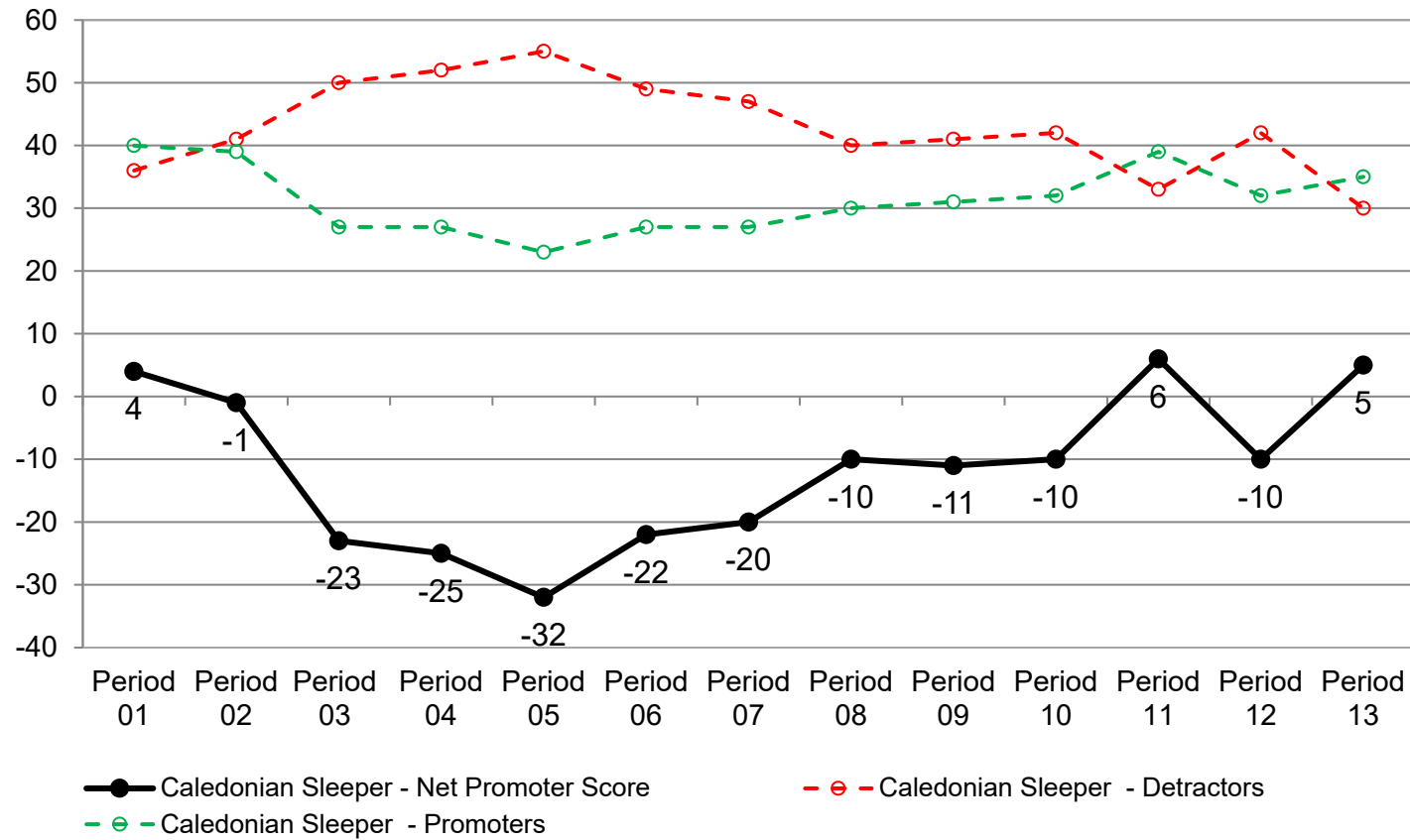
Base: in brackets above – those with an opinion



# 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 a fun, enjoyable experience. Much more comfortable and less stressful than flying not the mention more environmentally friendly.*

*This was the first time I'd taken the Sleeper in the new and improved trains, and with an en-suite. I've always liked the sleeper and felt a huge improvement this time. Great night sleep and loved having my own wee bathroom.*

*Its such a great way to get a long distance without flying, much better for the environment, much less stress than going to an airport, allows me to use my time more efficiently (travelling while asleep) and I think its great fun being asleep on a train.*

## Passive (7-8)

*if everything had worked as it should have done it would have been an excellent way to travel to London*

*It's the cheapest option to make the most out of your stay in Edinburgh (arrive early morning, leave in the evening). Maybe Probably I would have felt better in a bed, but that was too expensive for me. So if friends ask whether I recommend it, I tell them if they fall asleep easily (or don't mind spending a little more on a cabin) it's a yes :)*

*Because it's an efficient, practical and straightforward way to get from St Andrews to London, and far better than flying. My dissatisfaction on this particular journey is due to the higher expectations I have of the new rolling stock, and the fact that those higher expectations have not yet been fully delivered. I keep hoping...*

## Detractors (0-6)

*A crippled bathroom in the club room which charged 370 pounds per night, much more expensive than a 5-star hotel. I would never expect hotels like Hilton to have a non-flushable toilet and a shower without hot water for the entire night. When we arrived in Edinburgh, we literally got kicked out by the staff on board because the train was in the hurry to leave. Overall, the room price is way too high for its quality. Please either fix up the bathroom or lower the price.*

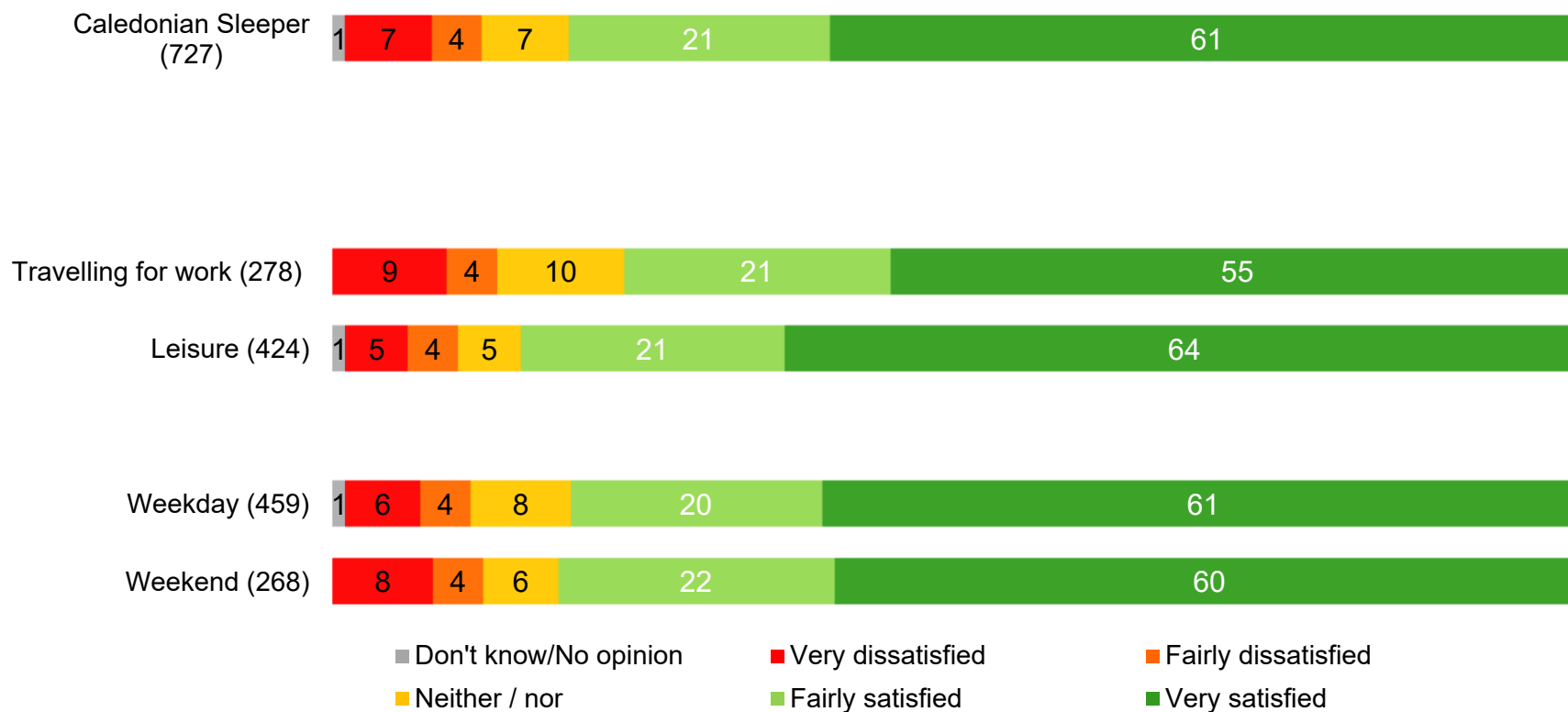
*FOUR hours late into London. Totally messed up the whole point of the journey. You had my email and mobile number. Apparently you knew before the train set off that the delay was going to happen. If you had told me before hand I could have made alternative travel arrangements.*

*Very disappointing experience. Was expecting a premium service but got a budget experience. Shameful given the price I paid!*

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?



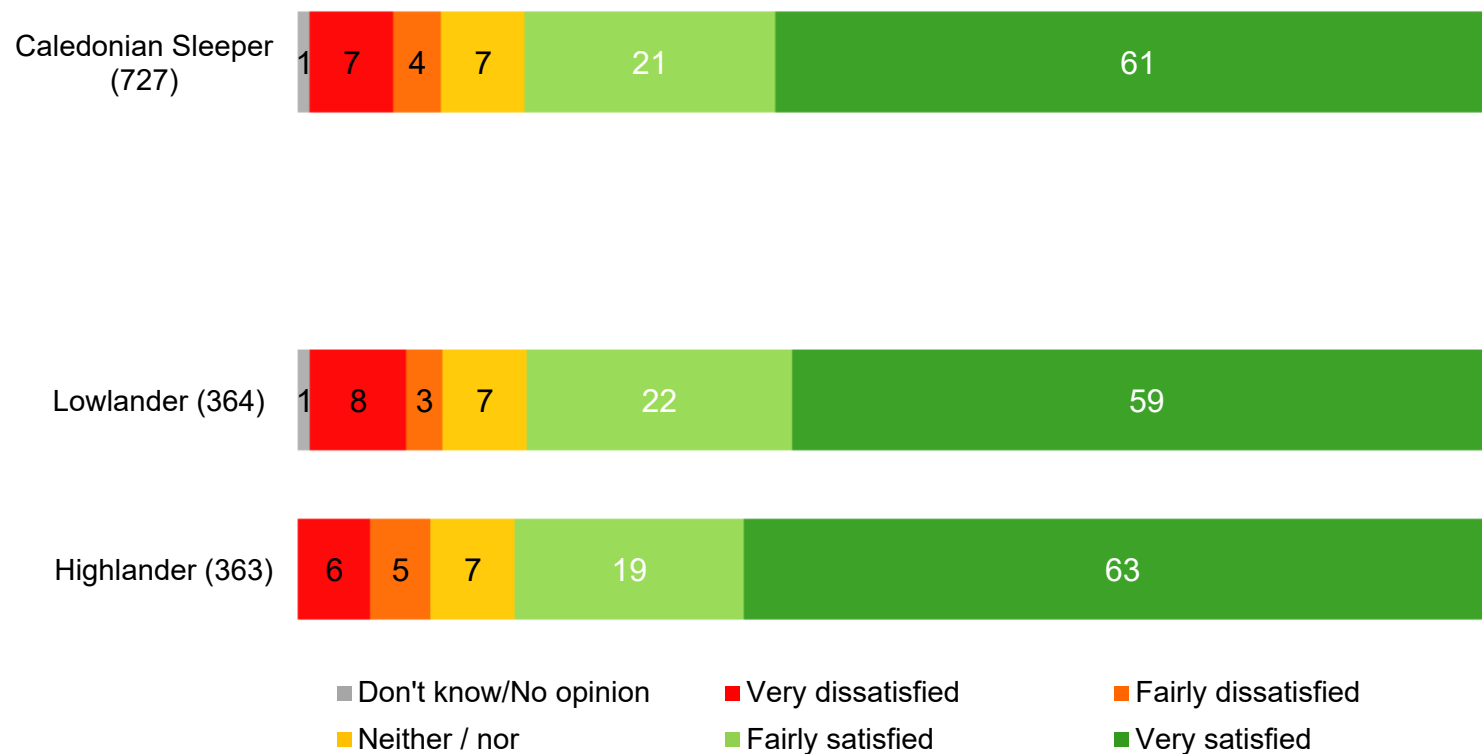
# Punctuality and reliability by passenger group



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



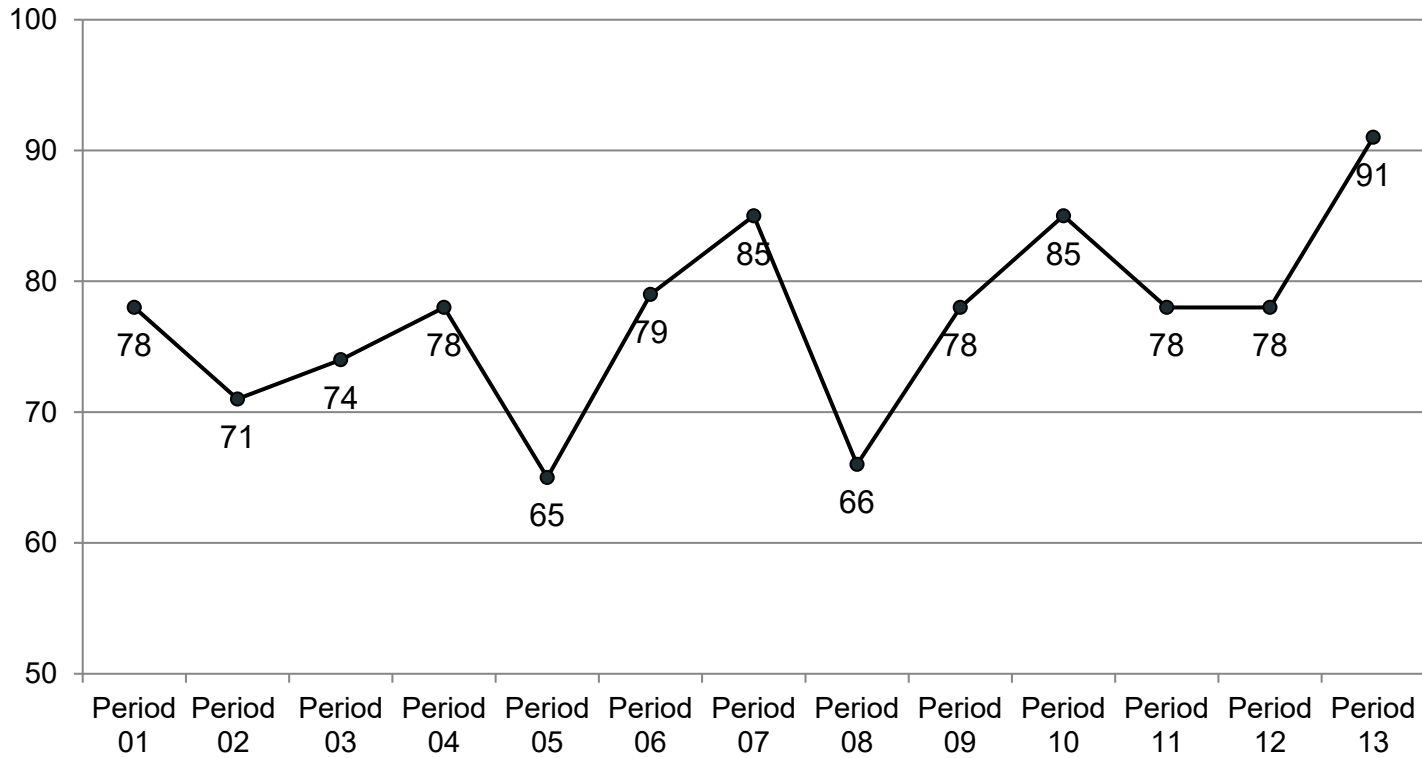
Q33a. Based on your recent journey on the Caledonian Sleeper how satisfied were you with the punctuality/reliability (i.e. the service departing/arriving on time)?  
 Base: in brackets above



# Punctuality and reliability - trend

*Punctuality and reliability*

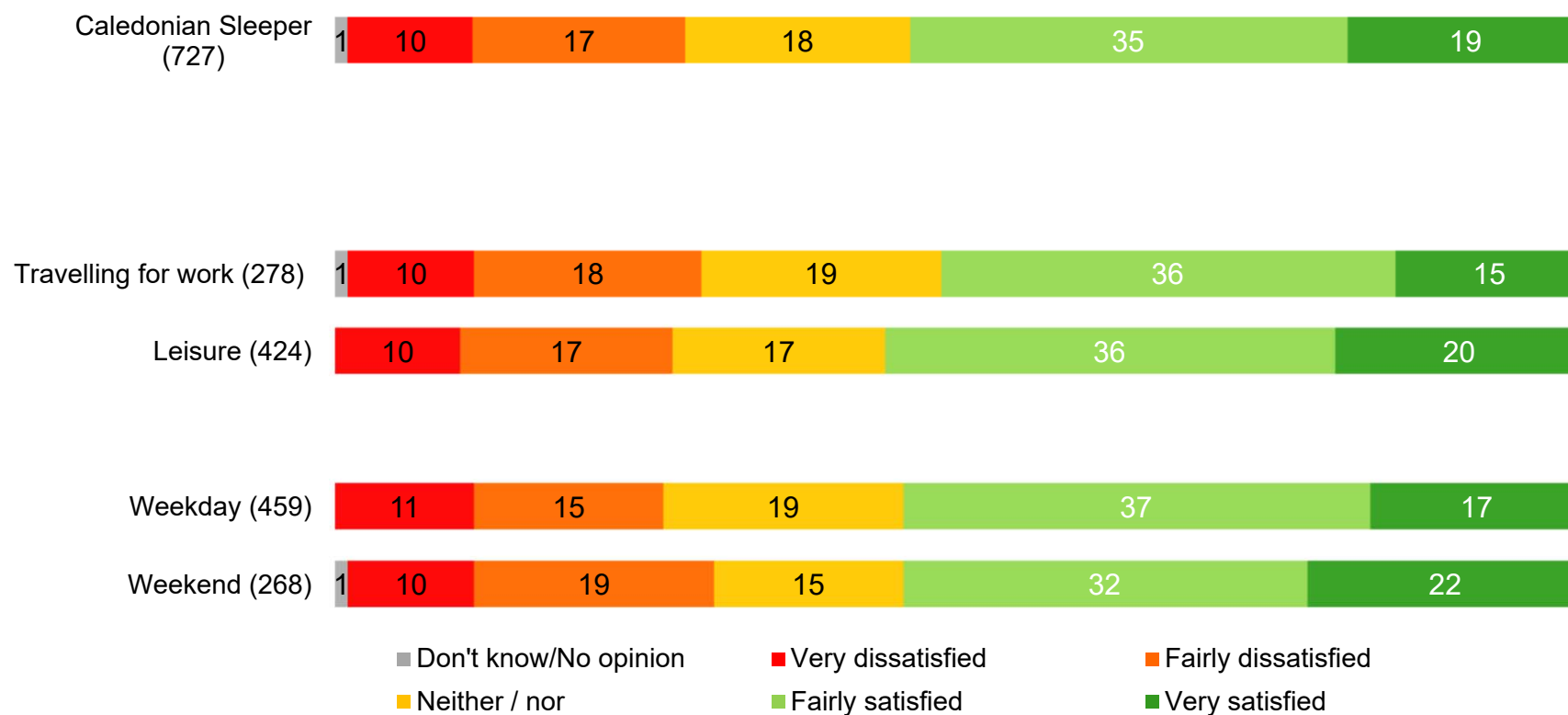
*Trend: % very/fairly satisfied*



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

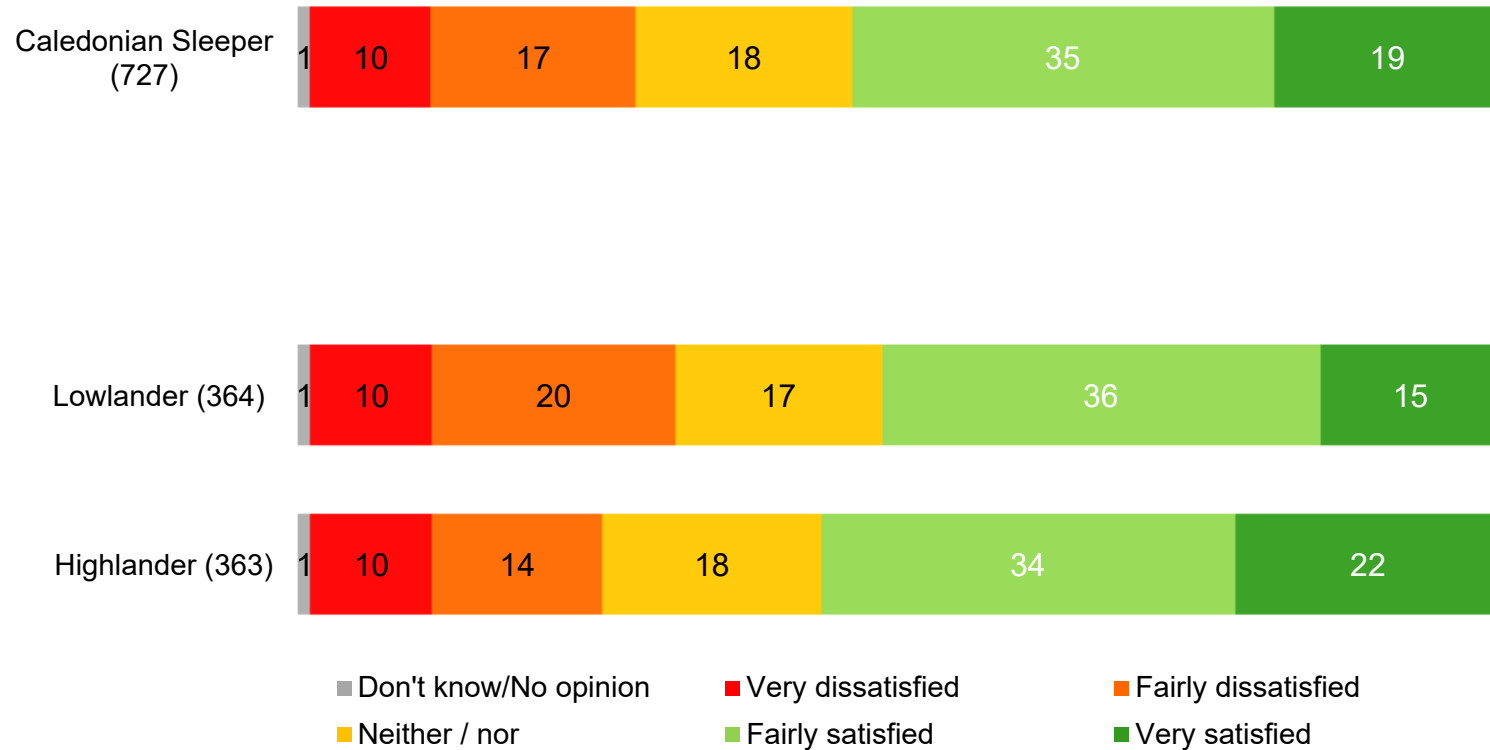


Q33a. Based on your recent journey on the Caledonian Sleeper how satisfied were you with the value for money of the price you paid?  
Base: in brackets above





# Value for money by route



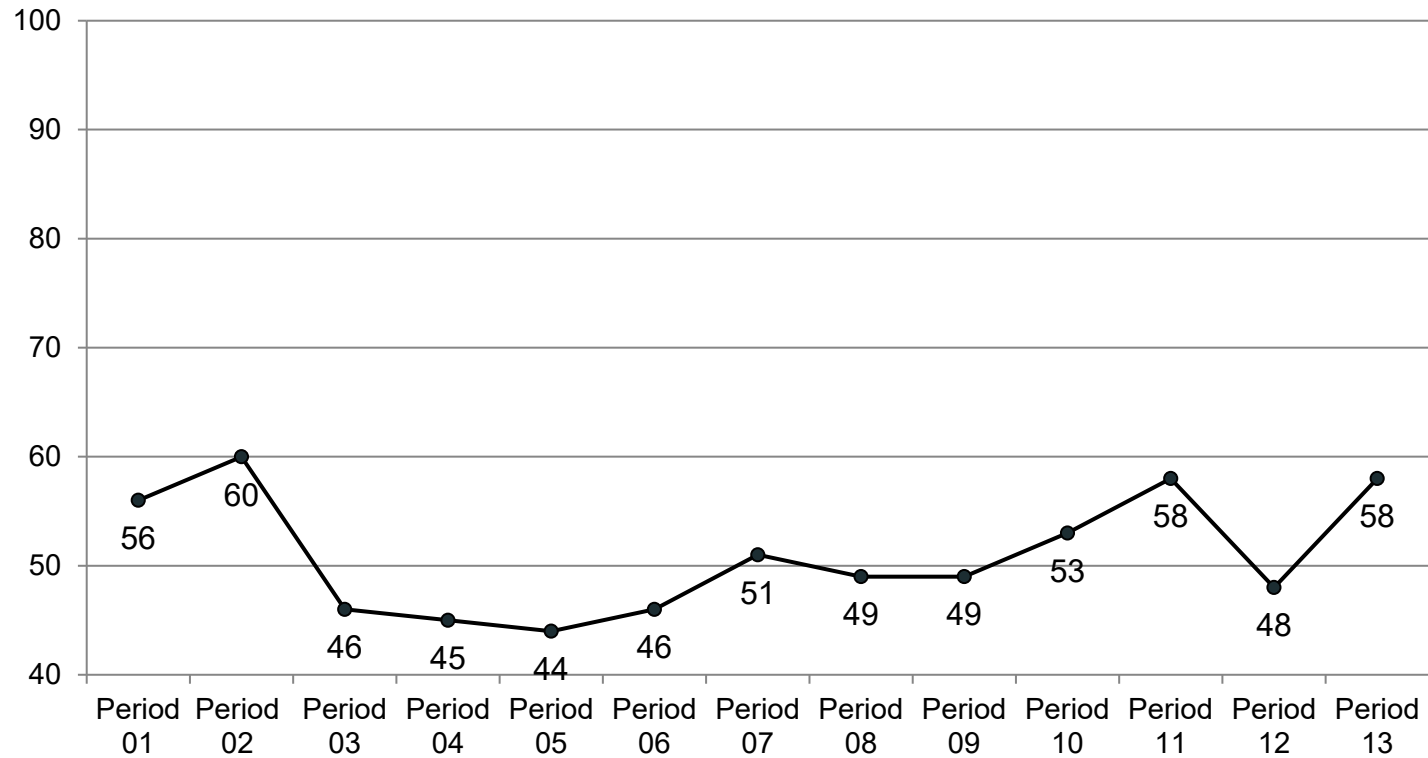
Q33a. Based on your recent journey on the Caledonian Sleeper how satisfied were you with the value for money of the price you paid?  
Base: in brackets above



# Value for money - trend

Value for money

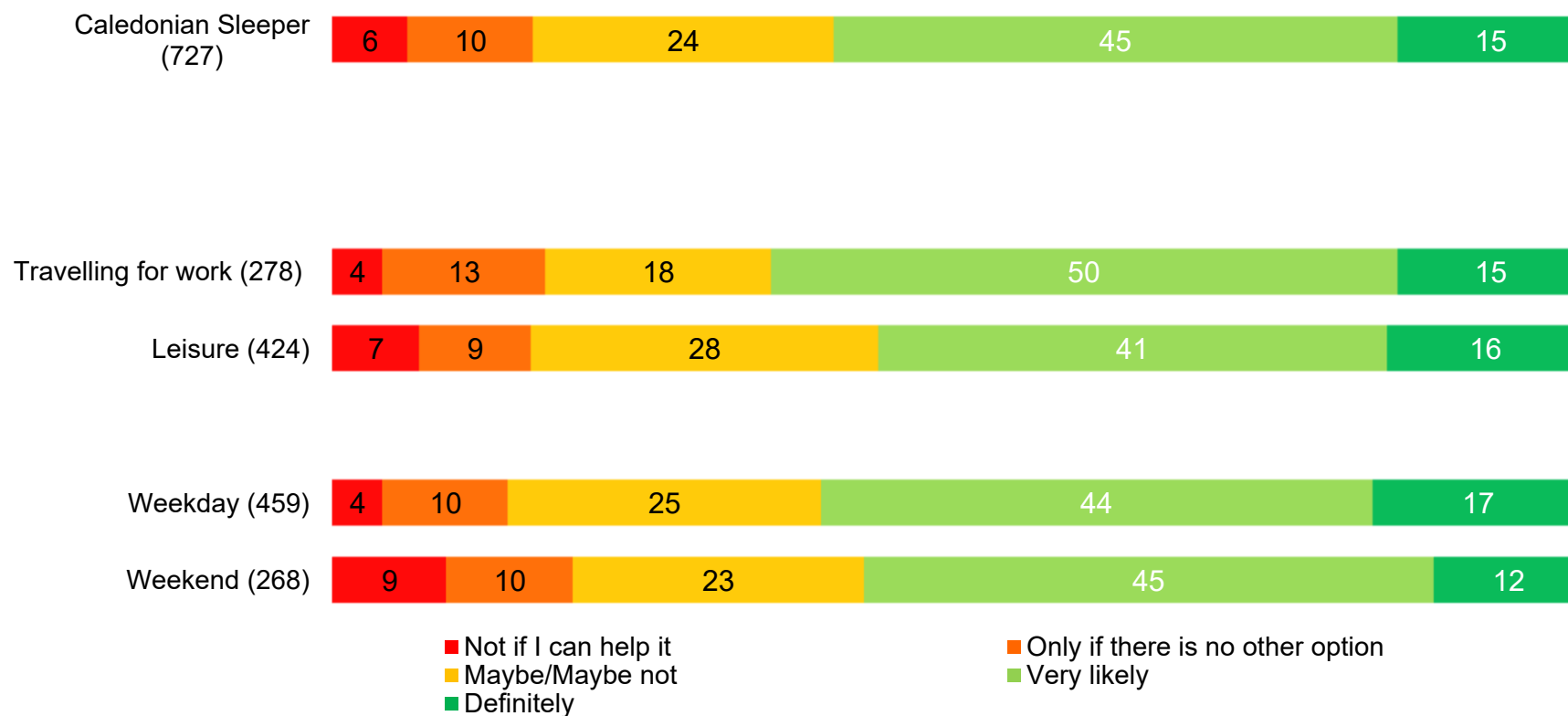
Trend: % very/fairly satisfied



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

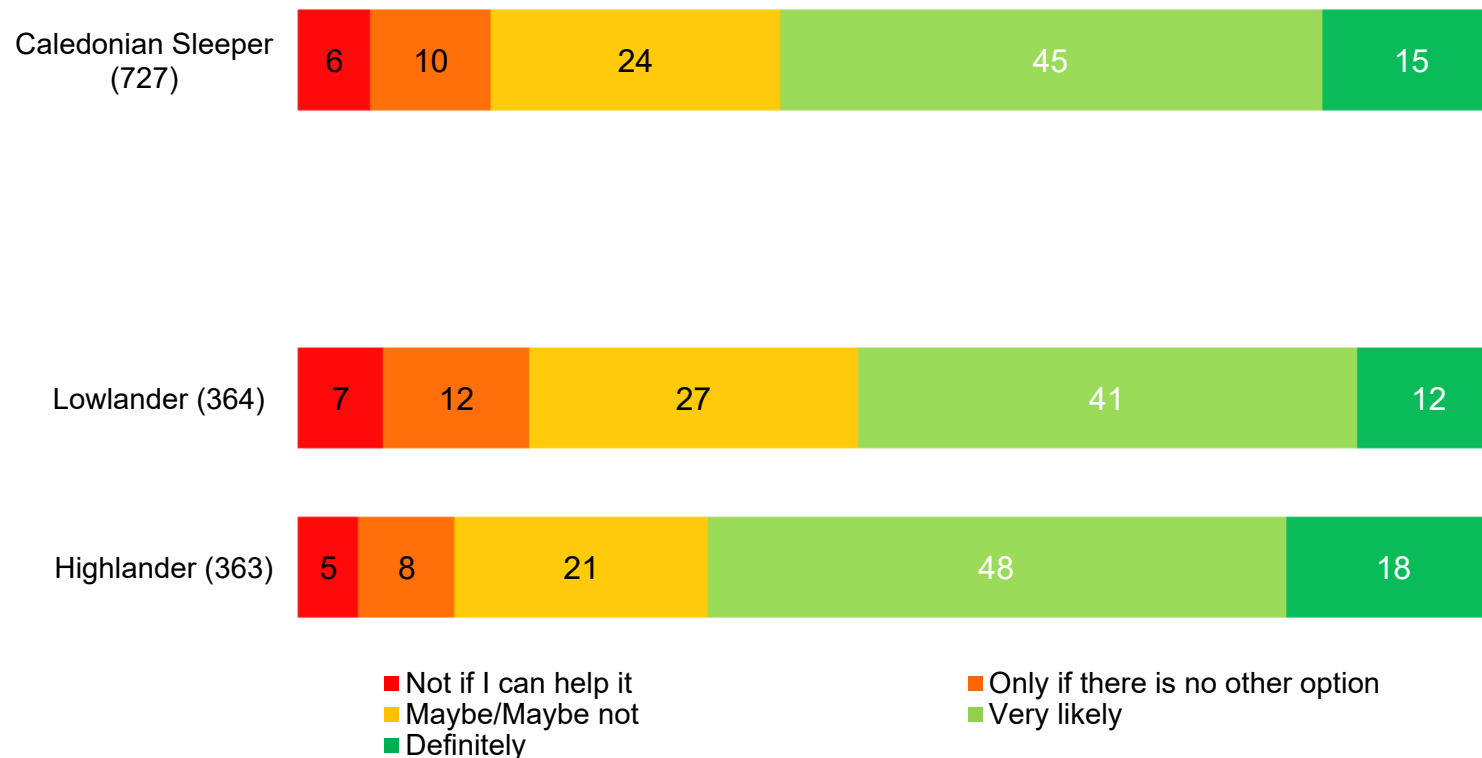


Q32a. How likely are you personally to choose the Caledonian Sleeper when travelling between Scotland and the London area (or vice versa) in the future?

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

*New prices for beds/berths are very expensive even months in advance. Seated carriage much less comfortable and harder to sleep than on old trains, so I am much less likely to use the service. Have previously used the service multiple times per year but now cheaper and more comfortable to fly.*

*It's good value and convenient to travel overnight, but I didn't sleep well due to lighting problems, so I might choose something different in the future, for instance I have slept better on a night coach in the past.*

*I will make my choice at the time. Usually I take it if the alternative 7pm LNER train is a bit too early for me. I am not wedded to the Lowland sleeper at all as the boarding time is almost too late and the kick-out in the morning too early. But sometimes it fits with my plans.*

*I will use the rest of my flexi-pass, but after some 35 years of regular use of the sleeper I am likely to give up and start travelling more by air, as the balance of comfort and convenience over the increased cost makes it no longer worthwhile. I had great hopes of the new trains, but although more stylish, they actually seems much less comfortable. In particular the harsh ride and increased noise levels seem to be things that you will not be able to change, even if you can fix other things like the woefully poor level of staff training, the complete lack of hot water etc. It is a great shame.*

*The cost! I don't mind sharing berths or facilities. I just want a viable alternative to flying in order to travel home.*

*No value for money. Oversold an experience which was below par.*

*It's useful because it's overnight so you have the day you arrive in full, but seen as it was impossible to sleep, it made the next day very difficult to get through without sleeping. The price is an incentive as it is cheaper than the normal train, but I usually book in enough advance that I can get cheaper train tickets anyway*

*If flying worked for me I would definitely fly until train issues are sorted*

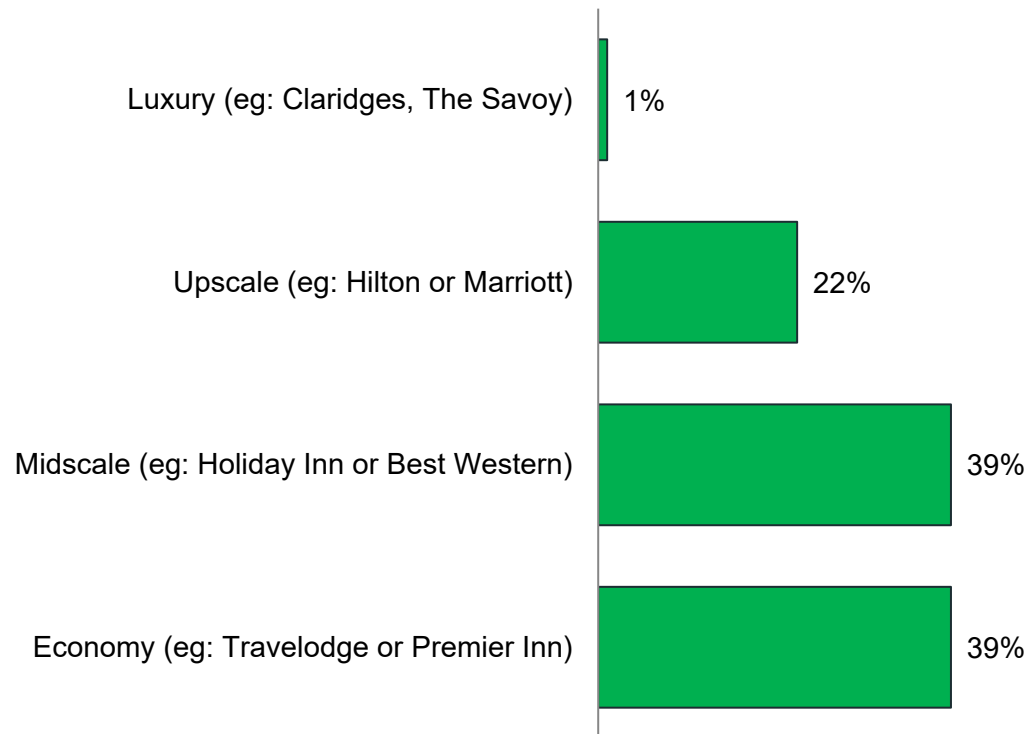
*Again, price - if I have a meeting early in London and it saves my employer the cost of a night in a hotel I can just about justify it as a travel expense. But for personal use, and when my final destination is elsewhere, flying to Heathrow or Birmingham is both more convenient and cheaper. If the sleeper could compete better on price, it might be worth the inconvenience and provide a better incentive to make the right climate choice.*

Q32b. Why do you say that?



# If Caledonian Sleeper were hotel chain

Quarter 4 2019/20 %



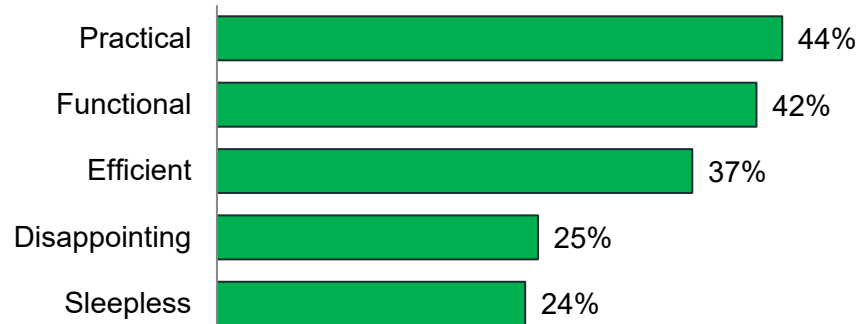
Q34. And just for fun, if Caledonian Sleeper were a hotel chain, what category would you put it into?  
Base: All with an opinion (654)



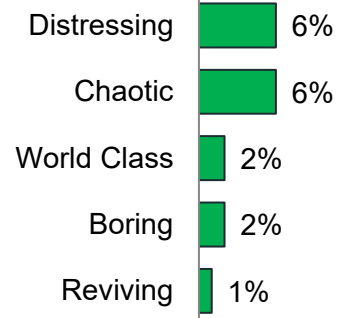
# Overall description of journey

Quarter 4 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 (727)



# Caledonian Sleeper

## Journey expectations



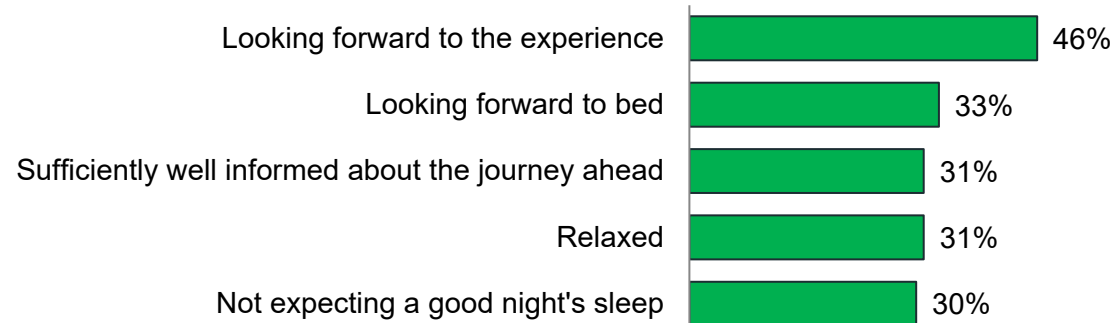
CALEDONIAN  
SLEEPER



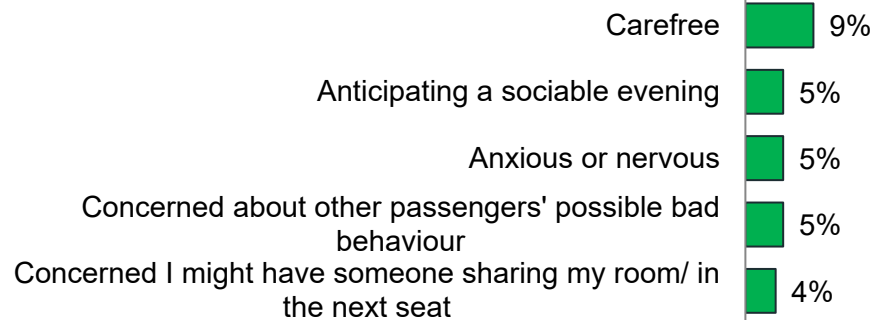
# Thoughts and feelings pre-journey

Quarter 4 2019/20 %

## Top five



## Bottom five

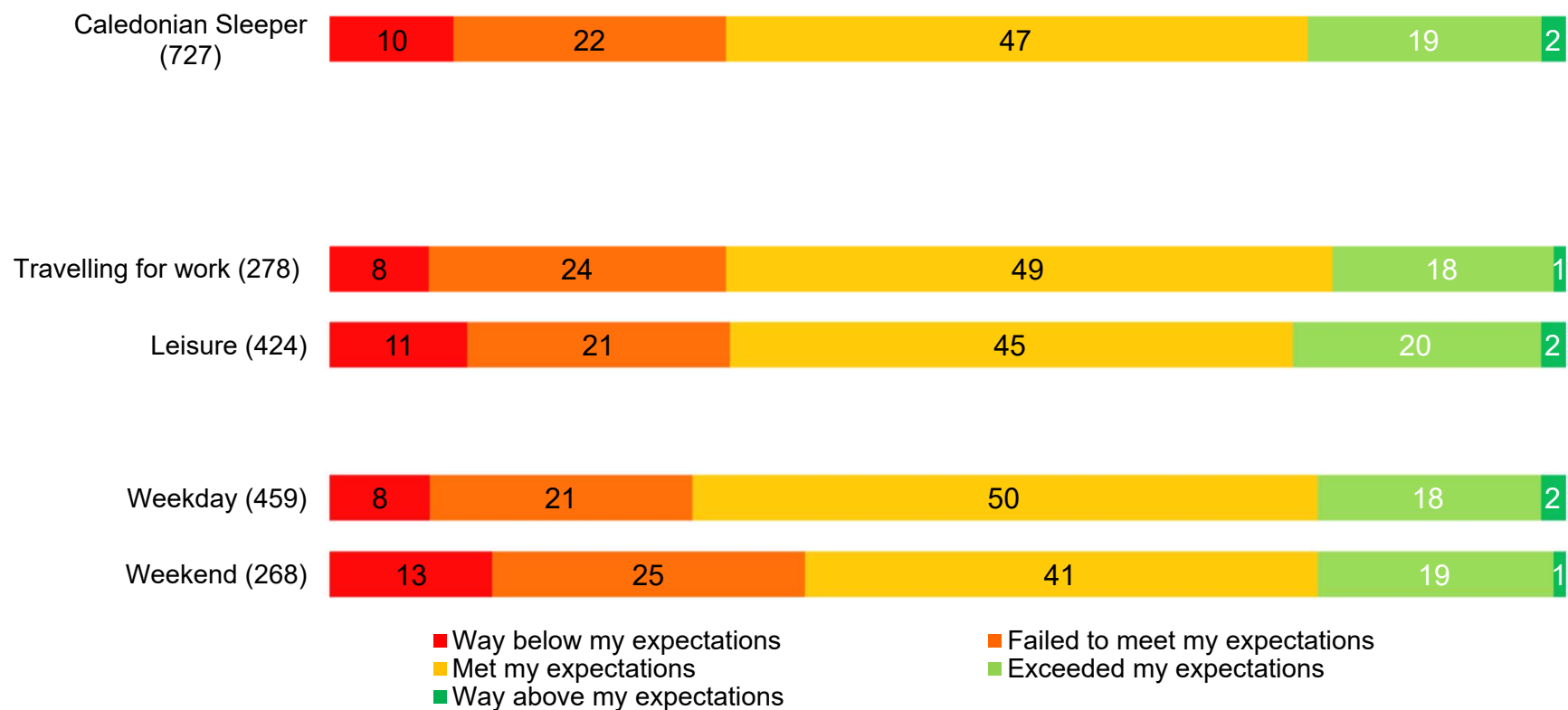


Q4. Thinking about the day you travelled, what were your feelings or thoughts before your journey on the Caledonian Sleeper?

Base: All (727)



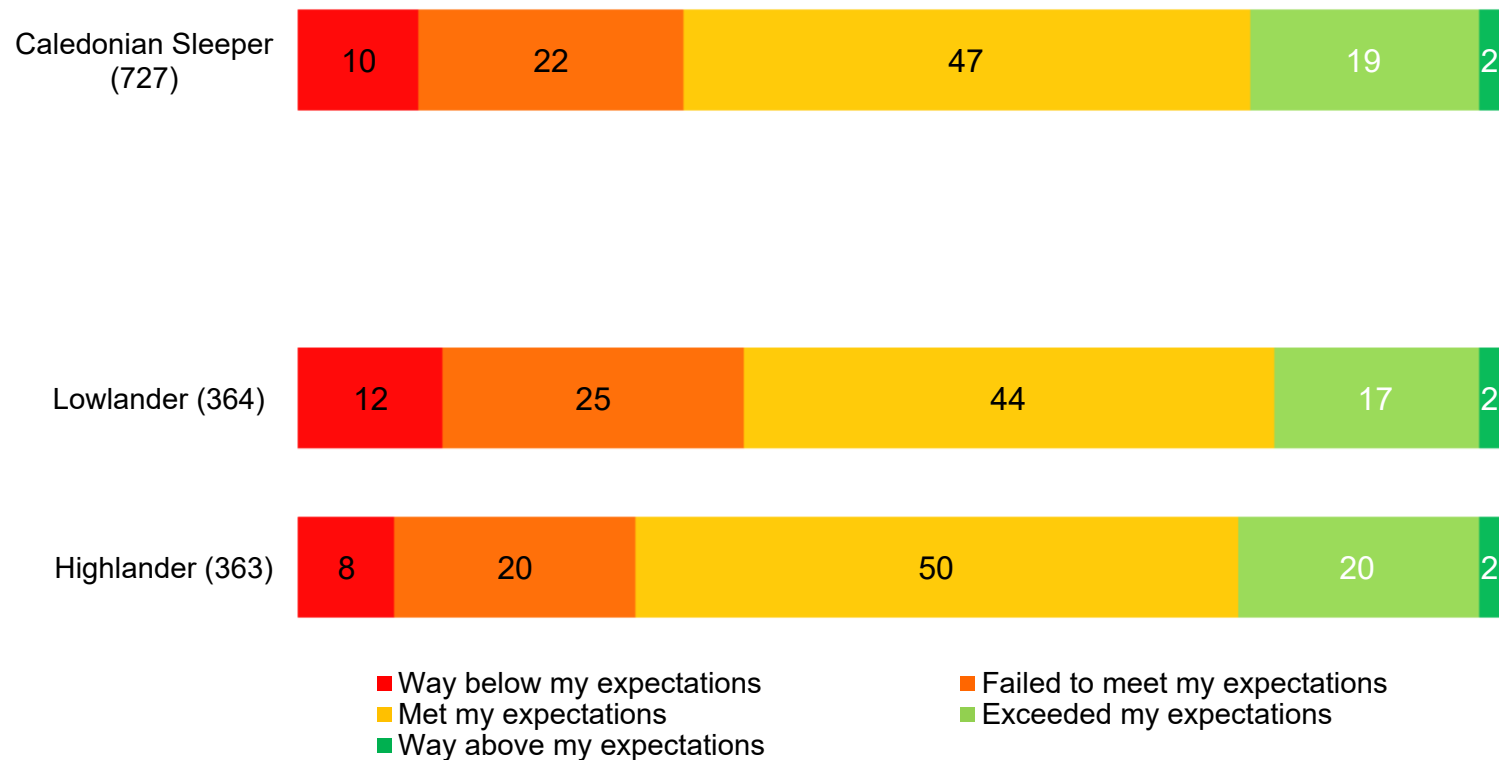
# Met expectations by passenger group



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



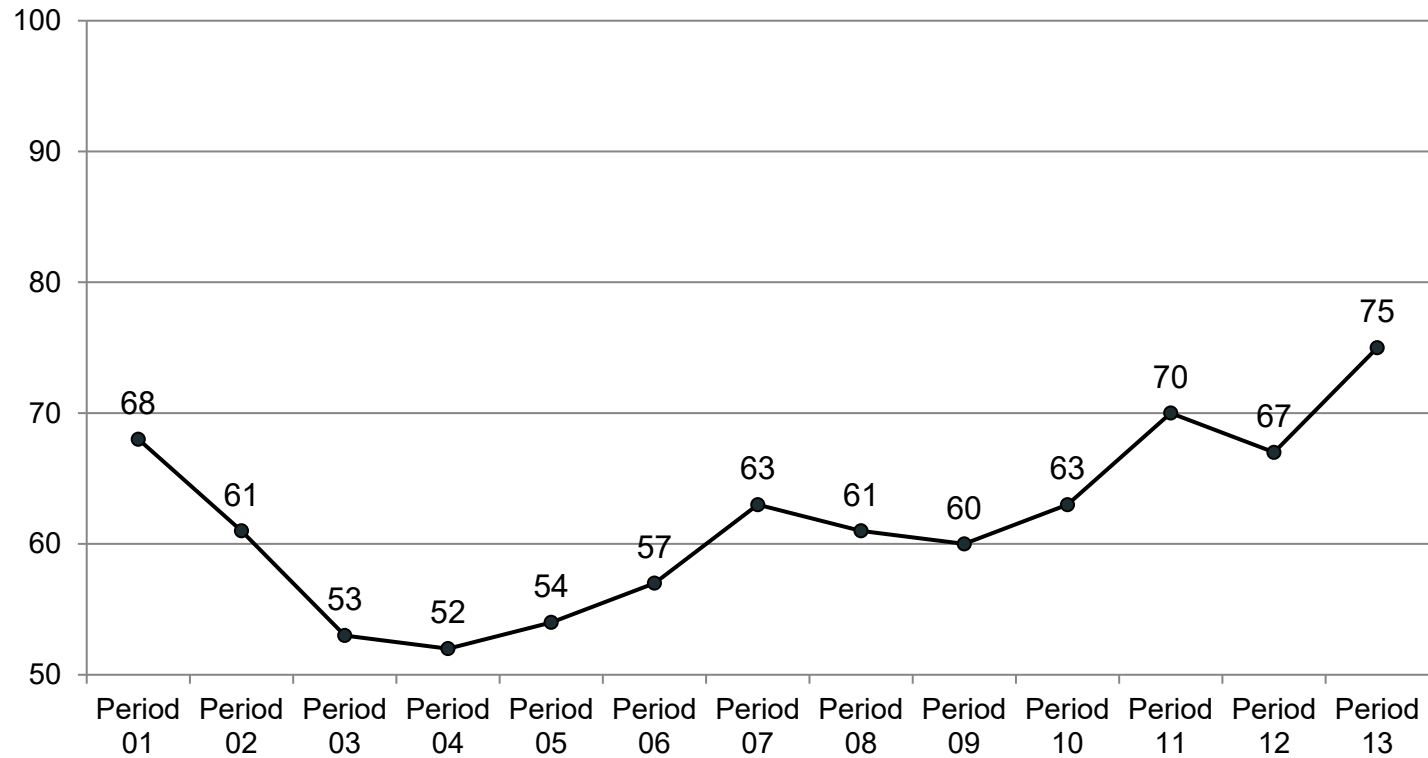
Q5. Overall, taking everything into account, how well did your journey on the Caledonian Sleeper live up to your expectations?  
Base: in brackets above



# 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

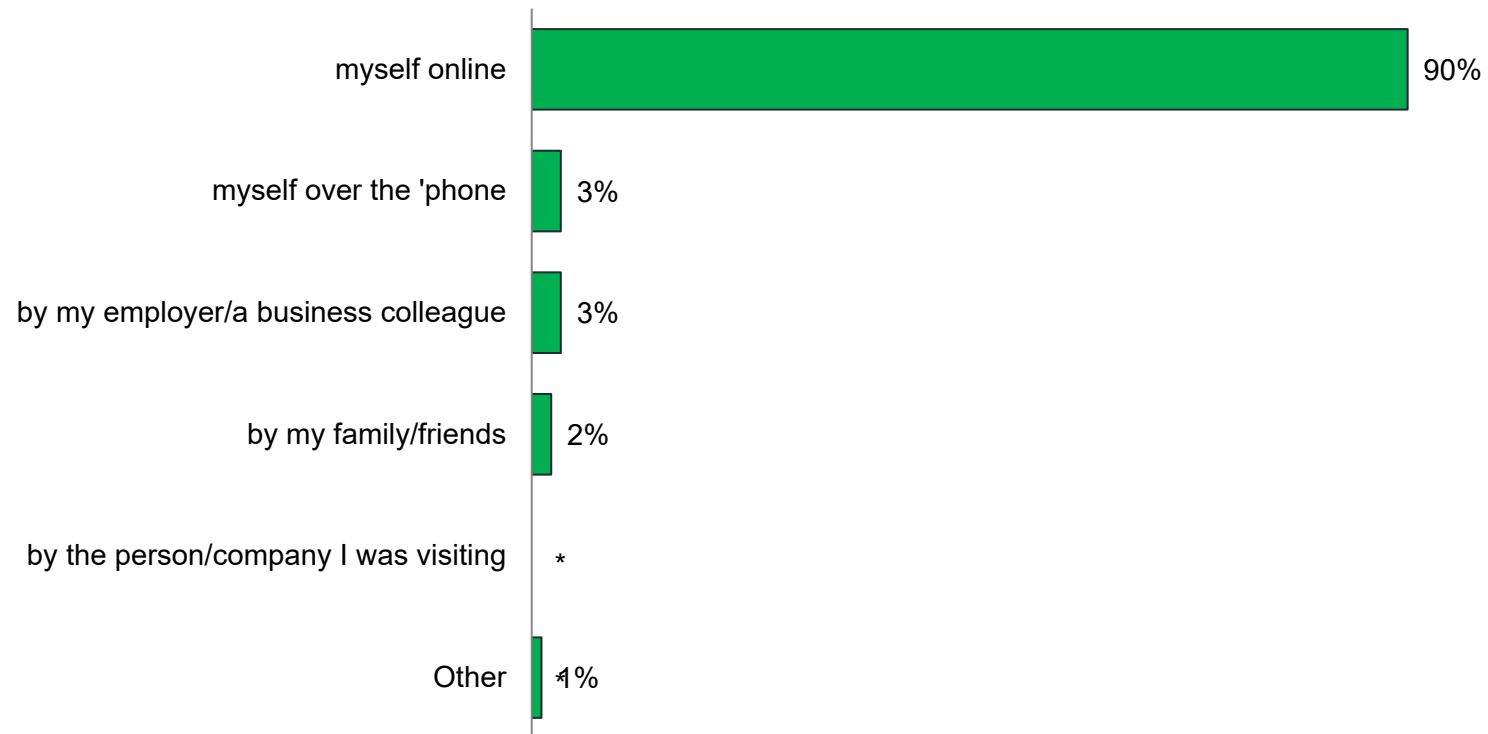


CALEDONIAN  
SLEEPER

# How booking was made

Quarter 4 2019/20 %

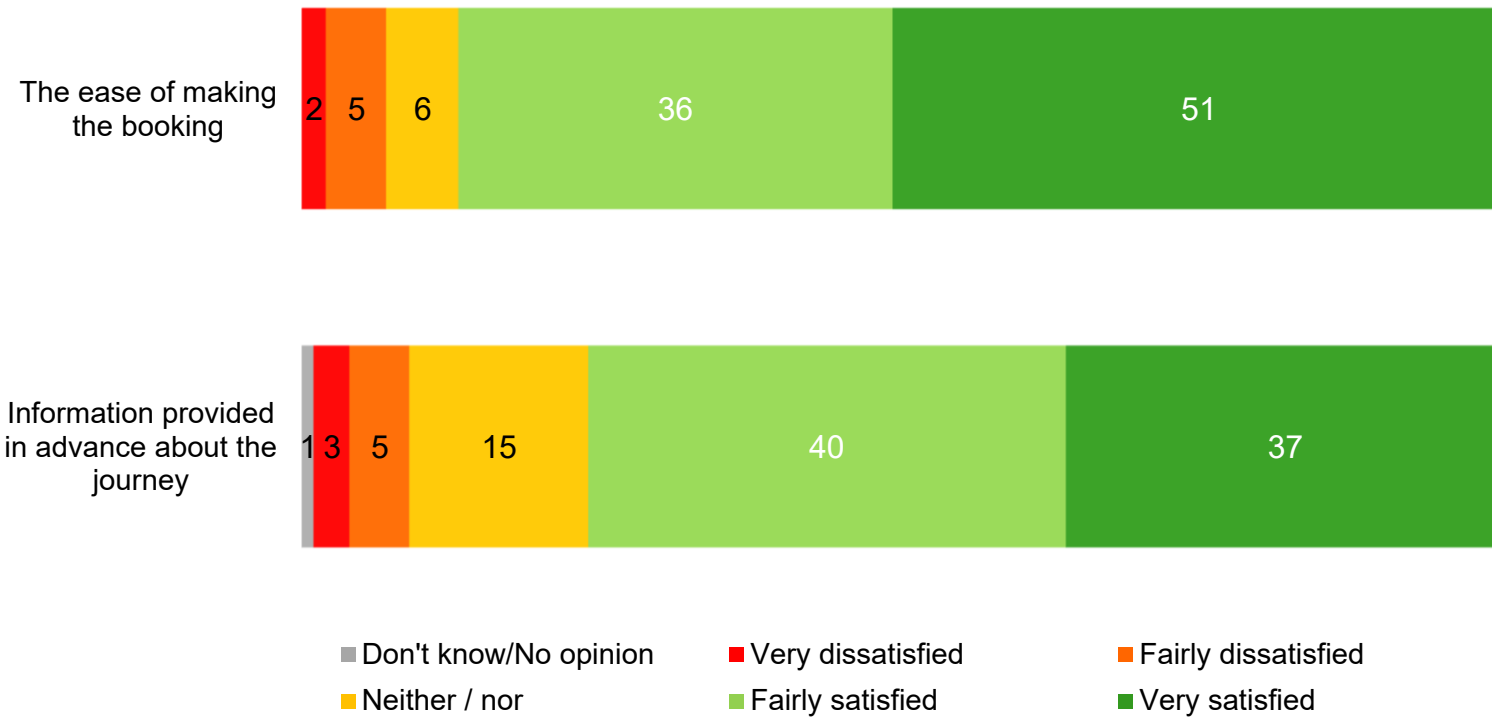
*It was booked/I booked it...*



Q12 Thinking about the process for booking this journey on the Caledonian Sleeper, who made this booking?  
Base: All (727) \* Less than 1%



# Satisfaction with booking process



Q13a. How satisfied were you with...?  
Base: All who booked themselves (680)



# Improvements to information provided about the journey – customer comments

*During booking, it was unclear whether the cost was for the full room, since it went up if I said 2 people were travelling; I phoned to confirm, apparently this is because they assume single occupancy if you put in multiple people. It was easily understood upon explanation but wasn't initially clear. It was also very unclear what the opening hours for the club car were; how priority was given to club room holders; what the hours of service were, in the club car itself or during in-room dining. I e-mailed to clarify, but initially got a stock answer referring me to the same website. To be fair, the staff did then upon further questioning attempt to answer my questions, but I still didn't get a full response, and eventually gave up; it should not be difficult, for example, to state that the club car is open all night, but food service is only expected until 11:00 (say) whilst drinks service will close at 12:00 (say). We intended to dine on the train (and we did), but between the lack of clarity on service times and priority access, we almost dined beforehand. Regarding priority access, it is clear on the website that this is given to club room holders, but what does this mean? During busy times, how long can you hold a table? If the club car is busy when we arrive, do we get issued a ticket? Do other travellers from different sections get expelled? Etc. For us, it was difficult to plan in advance. Information on timing for priority boarding and whether that meant early access to food/drinks (e.g. even before the train left) was similarly not very clear.*

*Why not text us about whether the service is on time or if there are any problems - i.e. blocked toilets*

*Update your texts or emails to customers. We only found out about the lateness as another passenger tweeted you!*

*No boarding time or procedure was provided (like what to do with luggage). No info about the station Sleeper lounge provided.*

*You could provide information on the time we could arrive and have access to check in to our room. No info provided and we waited a long time in Edinburgh to board and then to get into the room. They emailed to say it had changed from 23:40 to 23:04 due to engineering works but no information on check in.*

*I had planned my meals for the day of travel, expecting to be able to purchase a hot meal on board the train. By the time I arrived for check-in, to be informed by the steward that there was no hot food available, all the food outlets in Waverley Station had closed. Advanced warning of this situation would have been helpful.*

*The platform you use does NOT remember your contact and preferred travel journey details and you need to fill this in every time you book tickets which is a pain when you book every week*

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





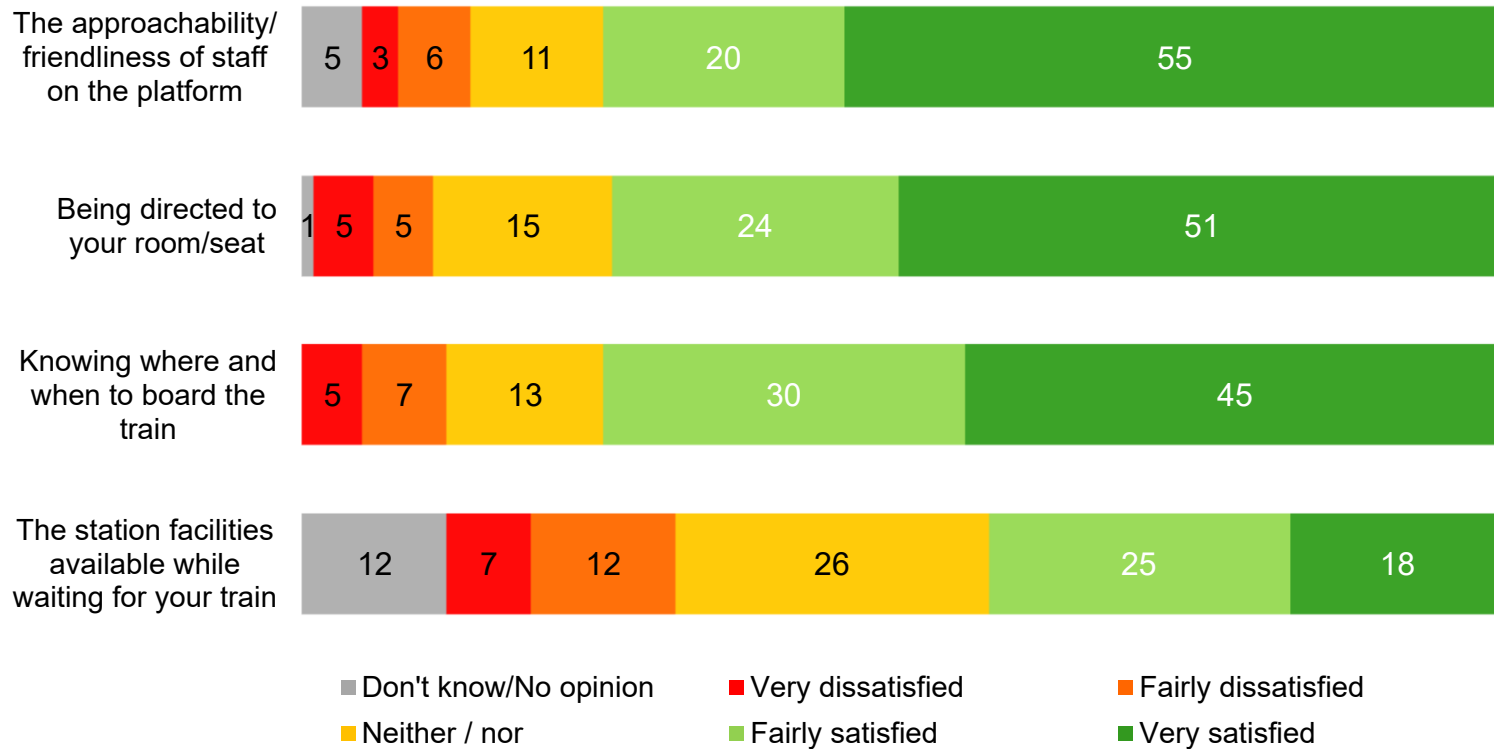
# Caledonian Sleeper

## Boarding and station facilities



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# Satisfaction with boarding process



Q14a. How satisfied were you with...?  
 Base: All (680)



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

*Been evident as they used to be. There was no one looking out for customers. Station staff were near, talking, and asked if I was OK, indicated the part of the train I needed. No one helped with my case, storage of case. The attendant was helpful when we were moving.*

*They didn't have the correct keys and no idea where coach K was. Tried to direct us back up to the other end of the train and we were feet from coach K*

*Arrived earlier to board us. Done the job better to check in and ensure room wasn't locked. Inform and apologise loo wasn't working. And checked in again to see if all ok, which it wasn't as we had no running water in the room.*

*By being there after boarding was announced in the West Coast Lounge. Passengers were wandering around on the platform for a good while before the doors opened. I was stood by my coach, but no staff were in sight and, after dropping my bag, when I emerged onto the platform, the steward nearby said that I should have checked in with a colleague...not sure how I was supposed to know that...*

*Welcoming the guests would have been nice. Absolutely zero attention was given. There was a small interaction when prompted to show the ticket, otherwise nothing. Even on arrival, nobody told us we were at London, we had to figure it out ourselves.*

*Been visible and given clear instructions and not just "my colleague will do it". How would passengers with limited English feel? More info about bar on train - when/if open, location etc*

*Be available on the platform to greet passengers and not just 10 minutes before the train is due to leave.*

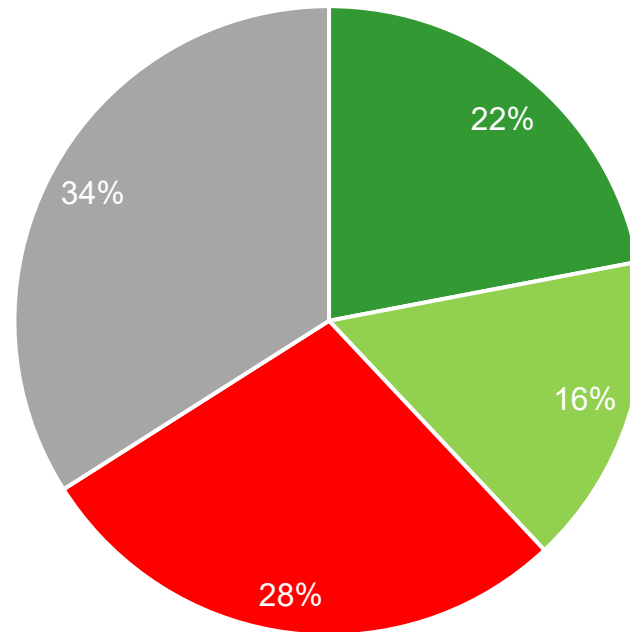
*A lot of confusion on arriving at the platform with one member of staff writing down my name, and another disappearing for 15 minutes to sort out another passenger.*

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



# Use of customer lounge

Quarter 4 2019/20 %



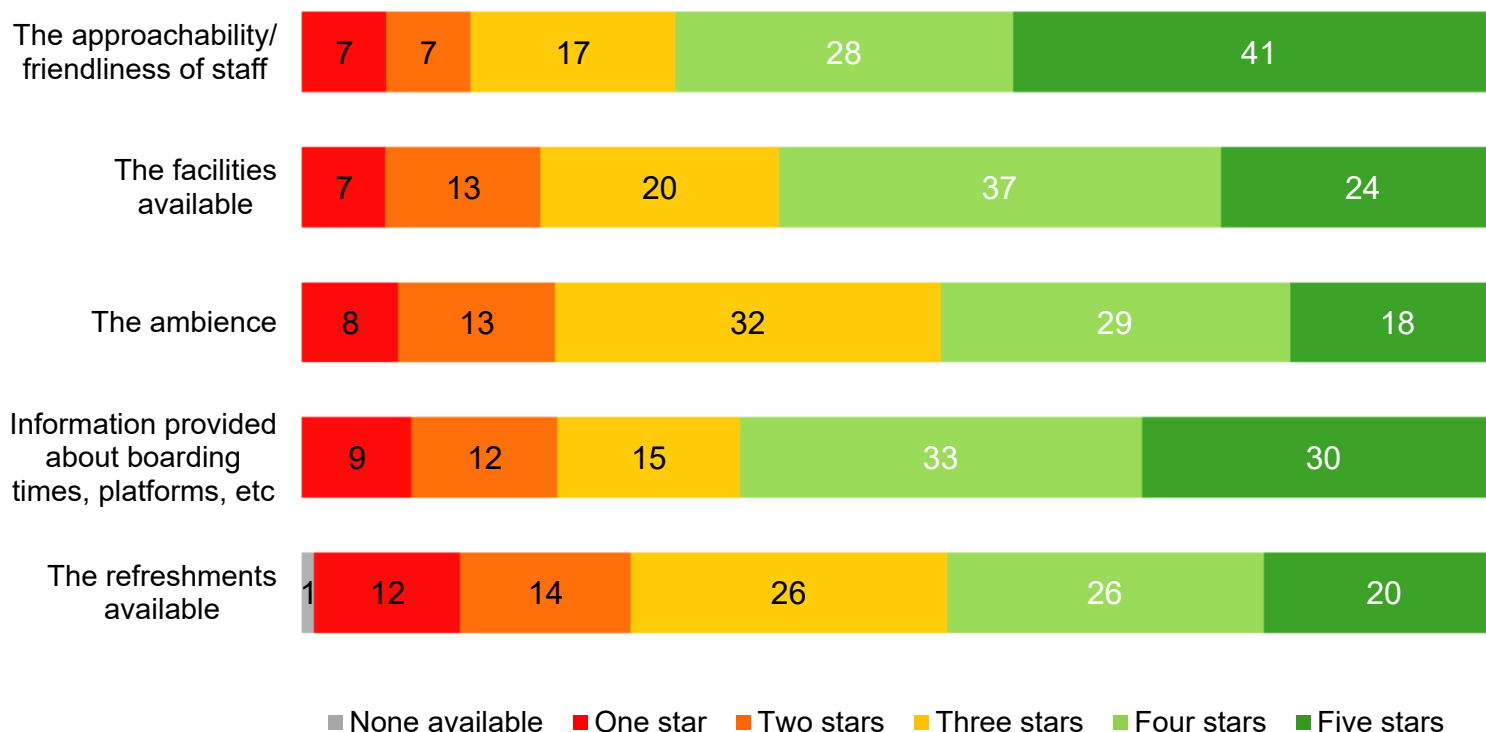
■ Yes - and I did ■ Yes - but I did not ■ No ■ Don't know

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 (661)



# 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

*Being told in advance that the ensuite room I had booked would not be provided*

*The experience in the Virgin lounge is v poor. Really could do with a refresher and update. Suggest you visit Singapore Airlines business lounge or BA first class to get an impression of what a lounge experience is like. This is the first impression and it does not lend to an uplifting experience. You are asking for feedback - DO something about it.*

*The lounge is poorly signposted and it is only the main source of information is the staff - who are diligent and friendly. It might be easier for them if more info was provided directly in the lounge.*

*There's no electronic screen with train information inside the lounge (it's out on the platform). On previous visits, the (young, male) staff member has been welcoming and approachable, and offered hot drinks. But on this visit, I thought there was no staff member there at all (and was disappointed, because I was hoping for a hot chocolate) - but it later transpired that the woman sitting on one of the seats was in fact the staff member. Not at all obvious. Nor helpful.*

*Boarding was delayed until 11.30. Coach with my cabin was not running. Would have been helpful to know that before 11.30*

*The platform number and a clear indication on when the train was ready to board - 1st class customers used to be able to board early but now its often later than the timetabled boarding time.*

*The train boarded late and we had to leave the first class lounge and wait in the main concourse. There was no information to explain why we boarded late. No apology and still no explanation after we had boarded.*

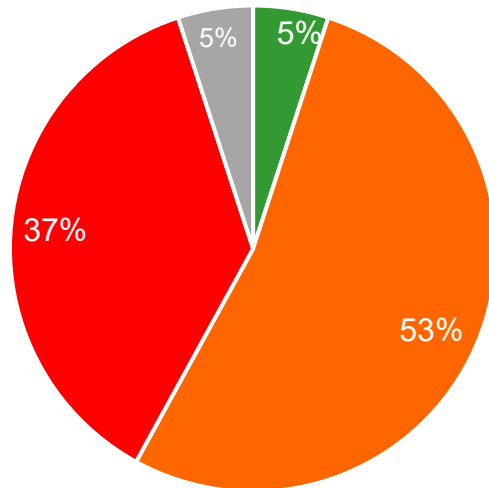
Q16b. What additional/better information would you like to have received?



# Use of and satisfaction with shower facilities on arrival

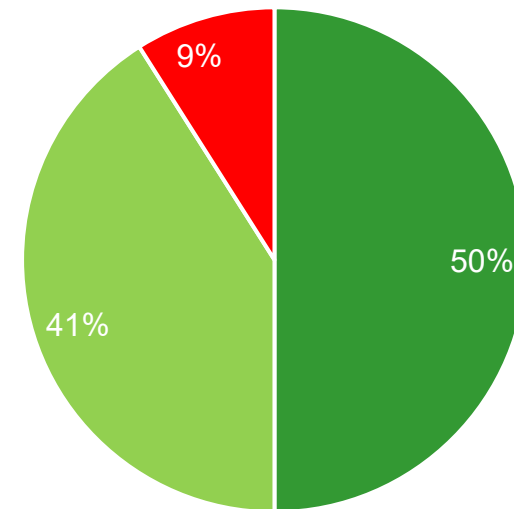
Quarter 4 2019/20 %

- 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 (677)

- 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 (35)

# Improving shower facilities – customer comments

*Provide information on where the showers are. Ensure quality of the showers (there were no towels for the shower I paid for at Kings Cross, and broken hooks to placing clothes)*

*Old and scabby. Lack of a hook.  
Limited number of showers*

*They are rubbish! Firstly they don't have any change so I spent 10 minutes wandering round the station trying to find a shop to give me change. Then the actual showers are IMPOSSIBLE to get to the right temperature and you have to press them about every 10 seconds to keep the water flowing. The room are actually very good (big, clean, everything you need) but the showers themselves are rubbish*

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





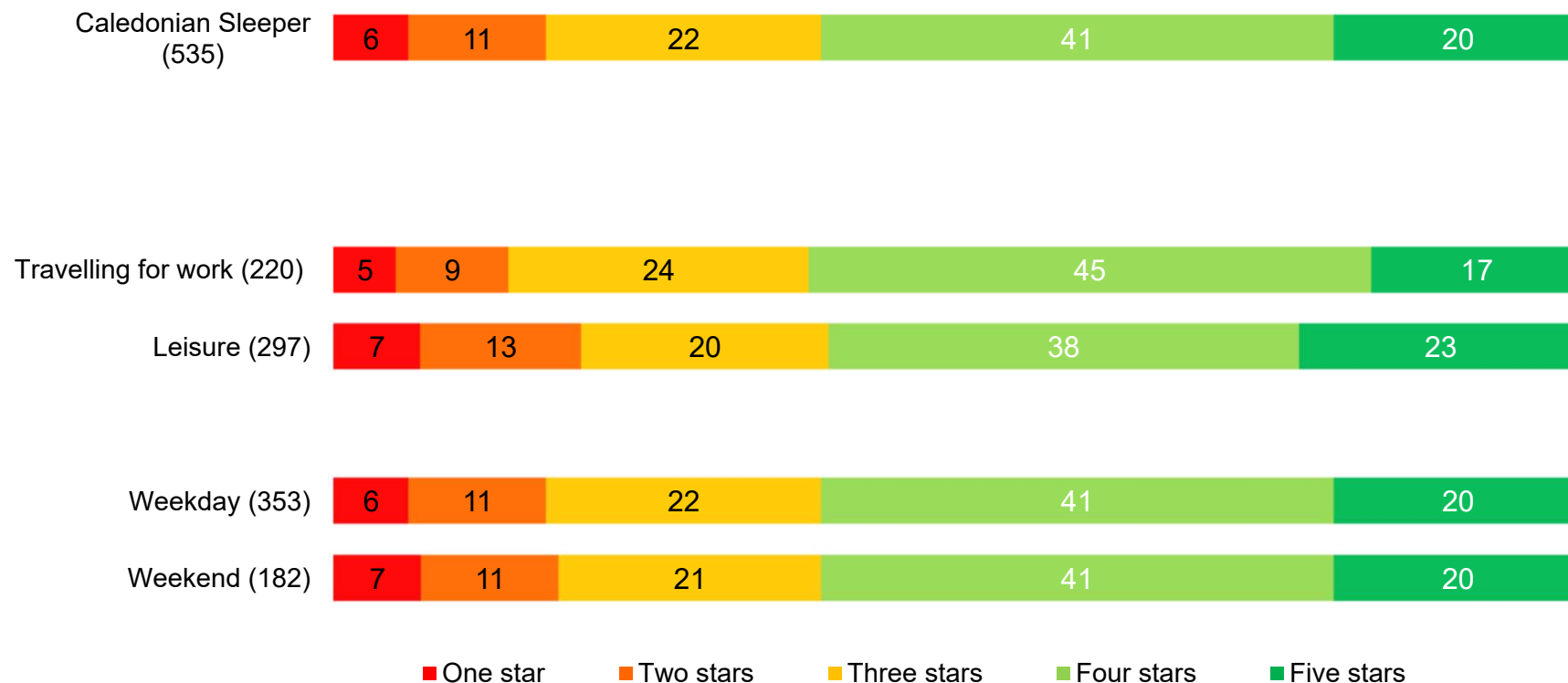
# Caledonian Sleeper

## Accommodation and train facilities



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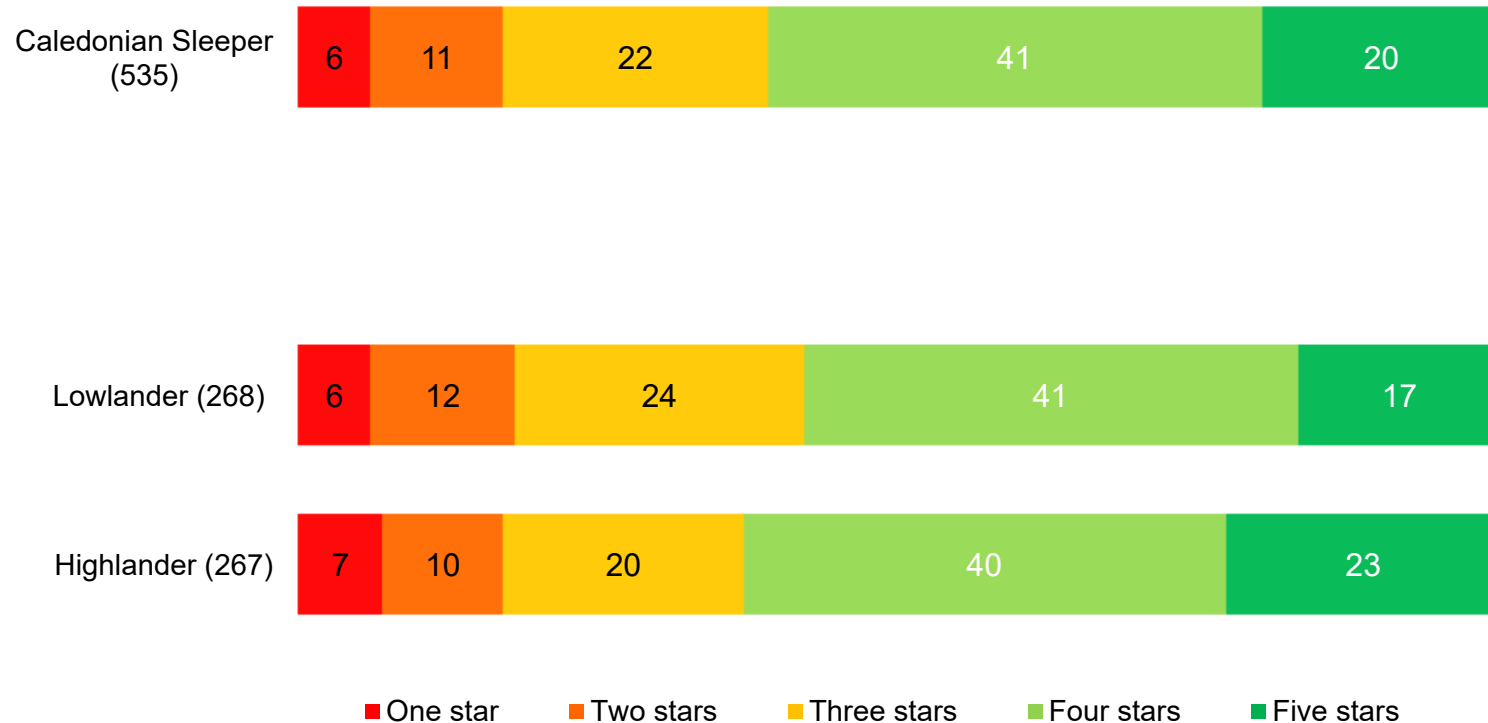
# Overall rating of room by passenger group



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



# Overall rating of room by route



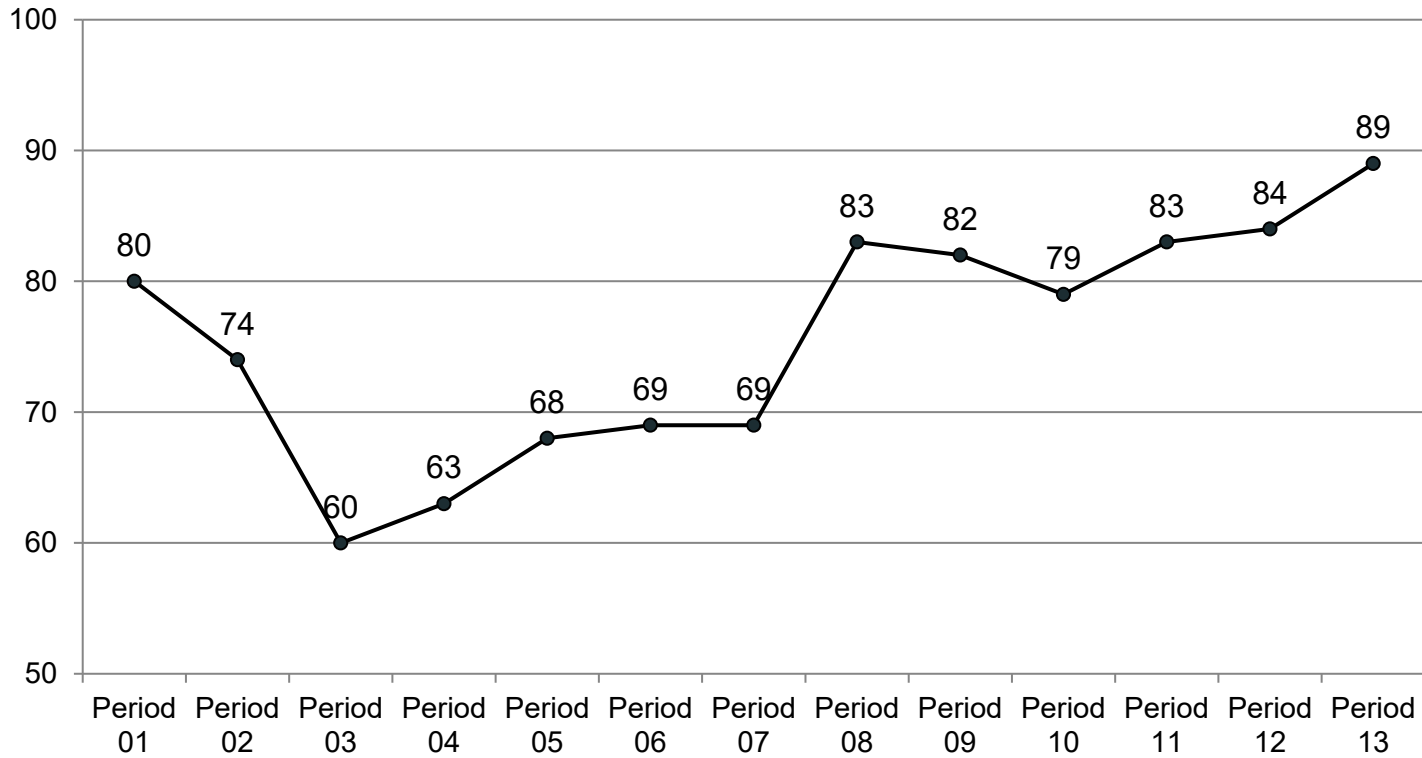
Q17a. How many stars do you give your room on the Caledonian Sleeper?  
Base: All guests staying in a room/suite (in brackets above)



# Overall rating of room - trend

Rating of room

Trend: % Three/Four/Five stars



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



# Overall rating of room – customer comments

*The toilet and shower were both not working for the entire journey. Paying a large sum of money for an en-suite "first class" experience did not give us this.*

*The shower was freezing cold, and the staff couldn't do anything about it. This is the second time I've been in an en-suite on the new rolling stock: last time, I had hot water in the shower but so little water pressure it was very difficult to get shampoo out of my hair. This time, I had water pressure, but it was freezing. So, thus far, the shower does not appear to be worth paying for.*

*The room was too hot despite the A/C. There was a heat coming from under the bed. The shower had no hot water. The lighting in the room was terrible. Perhaps warmer lights would make it easier for people to relax and sleep.*

*Again, that light that circles the room light. Please please please do something about that. I cannot tell you how disappointed I was to have spent more money on a room only to get the same disrupted sleep I would have gotten in a seat.*

*Room temperature control did nothing. Ran way too hot all night.*

*The whole area is too small for a couple. When my wife was getting ready for bed, I had to vacate the room because of lack of space. There is no space for luggage in the room. There should be a left-luggage compartment in each coach to improve the space available.*

*Increase the space/baggage storage  
Improve thickness of mattress.  
Improve bunk ladder. Provide handles to gain access to top bunk.*

*Fix their toilets and showers, they didn't work twice. One time I had to change cabin, the second time I ended up naked with shampoo when the shower broke down and there were no other cabin available. The water spills out of the en-suite into the bedroom too, not a good design*

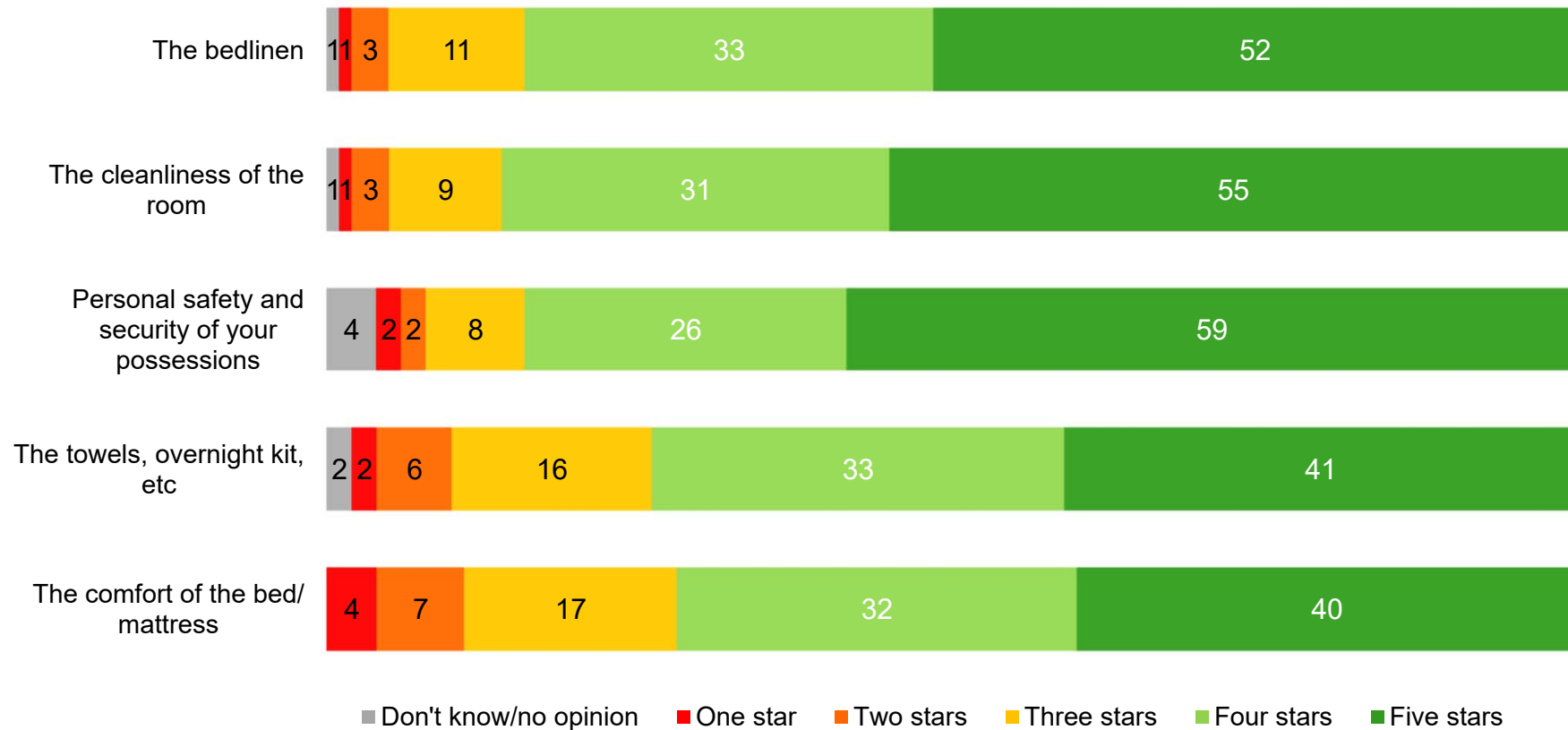
*Fix the night lighting. Frustrating not to be able to turn off the light completely.*

*Smaller room than expected for the price, would be good for more under bed storage for baggage*

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?



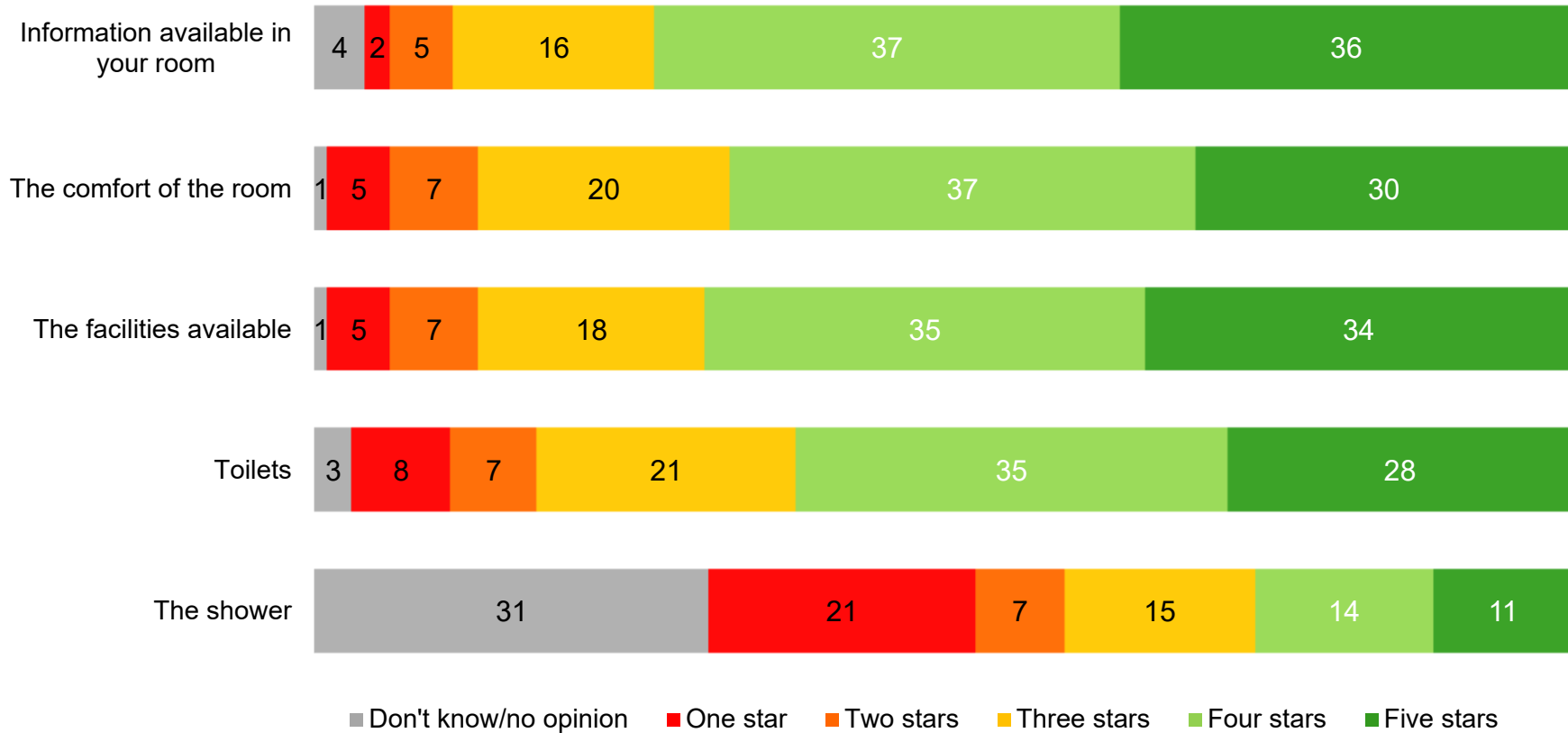
# Rating of the features of the room – top 5



Q17b. And how many stars do you give the room for..?  
 Base: All guests staying in a room/suite (535)



# Rating of the features of the room – bottom 5



Q17b. And how many stars do you give the room for..?  
 Base: All guests staying in a room/suite (535), room with en-suite shower (337)



# Rating of features of the room – customer comments

*There was very little hot water available. I had to wash in tepid water in the morning and could not shave. The website said toiletries were provided but I did not find any*

*Things have improved over the month that the new coaches have been in service but irritations are still there e.g. light visible around the toilet en suite door due to continual light inside and the button lights on the facilities unit are far too bright and do not go off*

*Mattress was a little thin and uncomfortable at times.*

*There is no need to supply all of this non reusable stuff. It ultimately just goes to landfill. Make it an option for those who need this to be able to pick it up rather than gifting it to everyone*

*The ladder is very obstructive in the layout of the room... There is no surfaces to put anything on, now the sink has no lid, and the light illuminating the berth light is really bright. We now take our own bluetack to cover it up as there is no way of turning it off.*

*Felt like only cursory clean undertaken. Bumper over bed was dusty on both journeys, and door mirror not clean.*

*I was in a carriage with two toilets with electric doors. the door to one of the toilets did not open wide enough to allow entry / exit; the door to the other opened and closed, but the manual lock did not function. So I had to walk to the far end of the next carriage in order to access toilet facilities.*

*Our door did not lock properly, so people came in by accident during the night*

*Provide information on arrival time and latest room vacation time*

*The plain white bedlinen is functional and adequate - absolutely no bad comments against it, but it doesn't seem especially luxurious.*

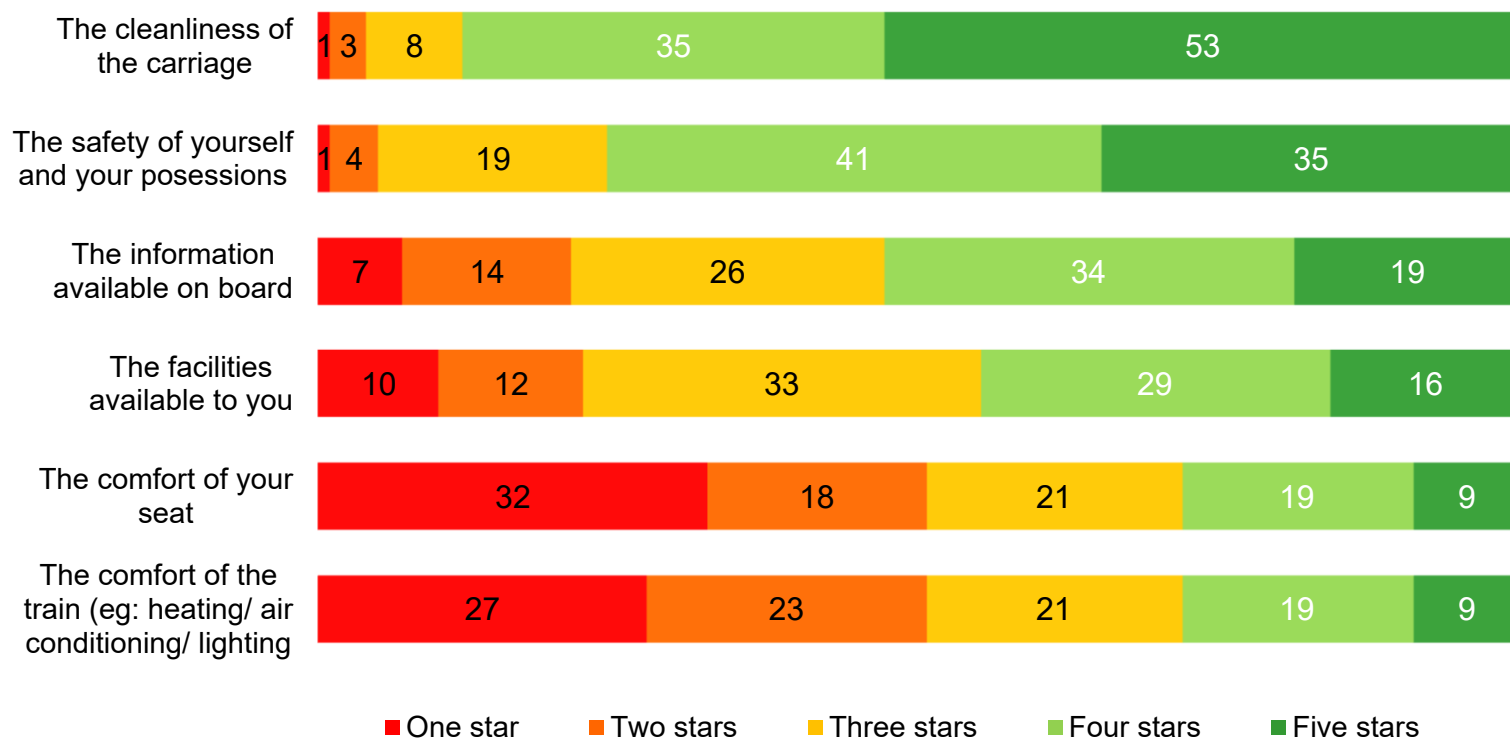
*I've done 8 journeys on the new Sleeper, only one did I have a properly hot shower. Most often they are tepid or cold, the pressure is really poor and the towel bag gets in the way.*

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





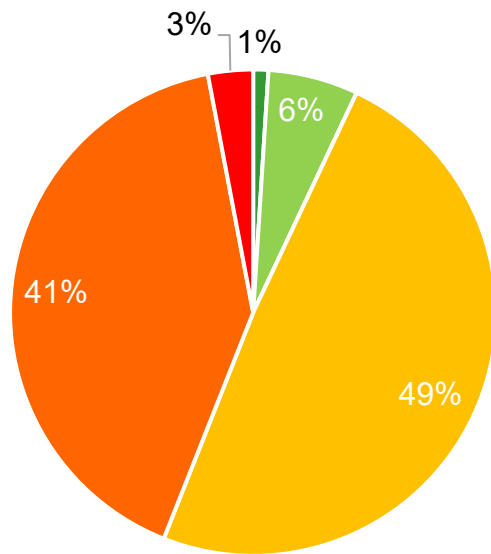
# Rating of on-board features among seated guests



Q19. How many stars do you give the Caledonian Sleeper for..?  
 Base: All seated guests (192)

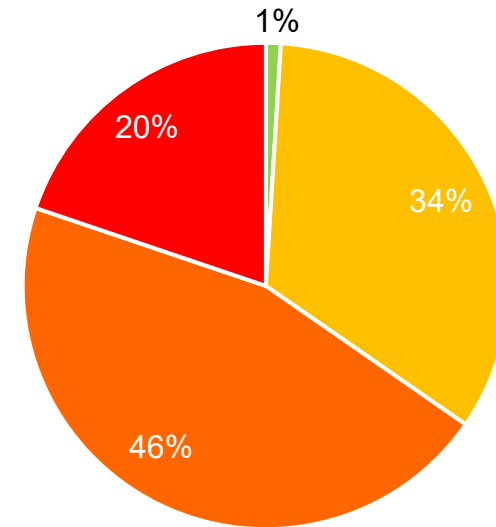


# Quality of sleep



*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 (535), seated guests (192)



# Improving quality of sleep – customer comments

*Not sure how it could be improved as the train was very bumpy and very noisy but the only way to improve this is for the train to go much slower! Having been on a train in Canada for a few nights I thought it would be similar as that was a wonderful experience.*

*The facilities are much improved with the new cabin, but the beds are less comfortable (the mattress is much harder and thinner) and the bedlinen is really awful. I appreciate the en suite bathroom but the beds are still very, very narrow. It's a shame the redesign didn't include a couple of extra inches of space.*

*Improve the quality of the seats. They do not recline enough for sleeping.*

*Make it clear where the various bits of kit are to have a good night sleep... Perhaps create a narrative sheet on how to best sleep on the Caledonian express... I'm particularly thinking about the earplugs... I personally didn't find them and as a result had a terrible night... On my next journey I did find them and it was much improved*

*I would have liked to board the train earlier so that I could settle myself and the children well before the train departed*

*There was noise in the room as if an ill fitting window. Couldn't solve it. Quite noisy*

*Dim the lights, drive a steady pace. maybe also increase the comfort for the legs area to rest them higher, I didn't think they were perfectly designed.*

*The noise from the train coming in from window was excessive. I understand there to be rumbling etc as I have travelled before but my room seemed to be considerably noisier than other places on the train.*

*Turn down lighting. Turn off unnecessary sounds from toilet and regulate temperature. The new trains have been hyped up as a terrific experience but am not finding that the case*

*Improve the seats, provide pillow or cushion, blanket or advise to bring blanket/cushion. Very cold, but that is better than too hot and airless but people without blanket very cold.*

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



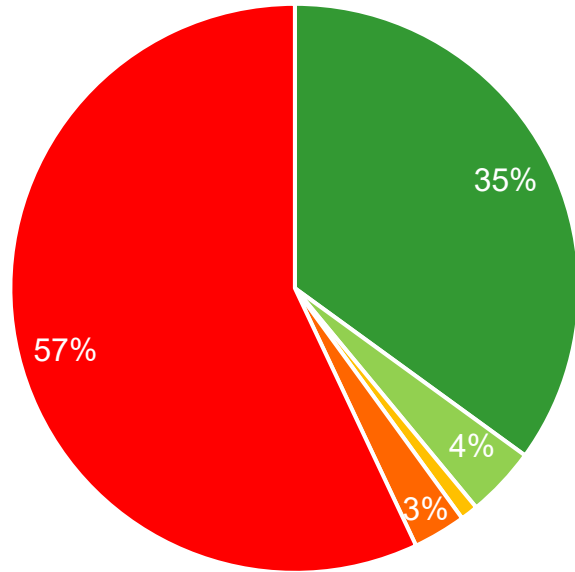
# Caledonian Sleeper

## Club car and catering



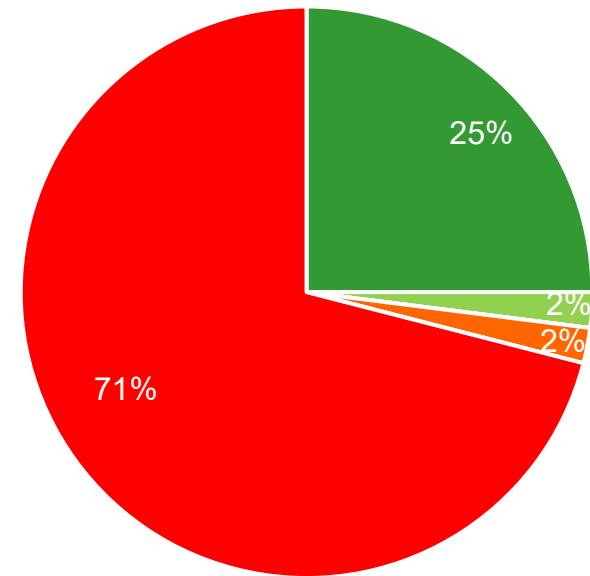
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# Visiting the Club Car



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

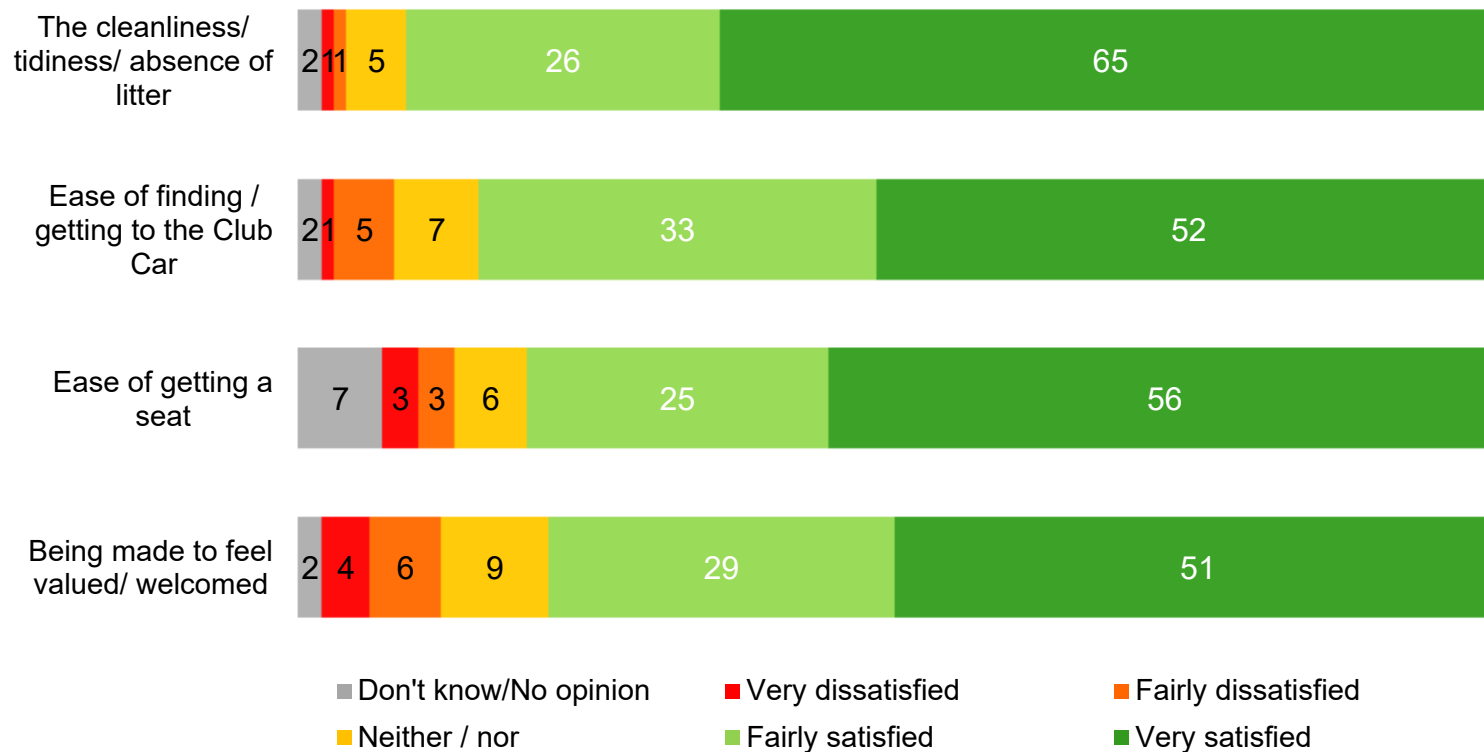


Morning Use

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

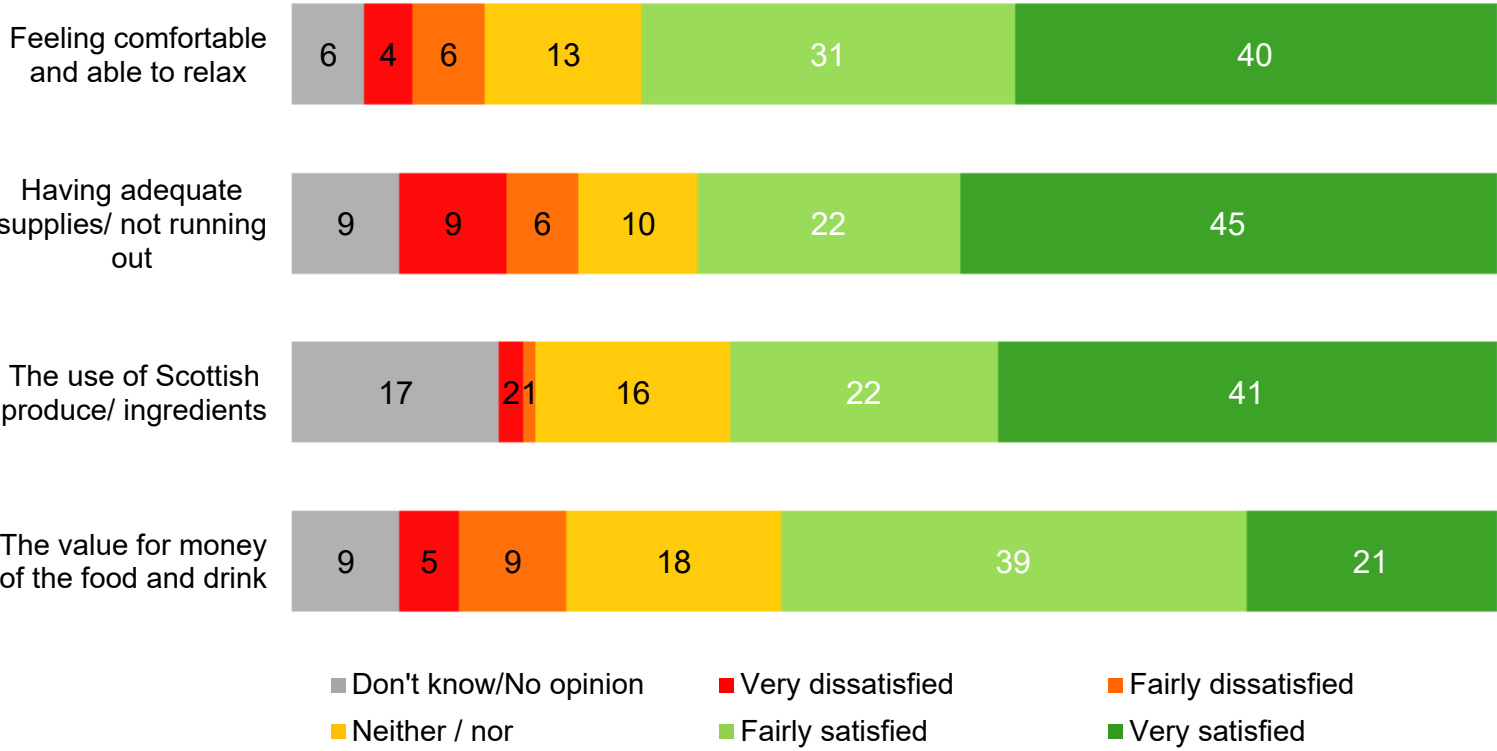


# Satisfaction with features of the Lounge Car – top 4



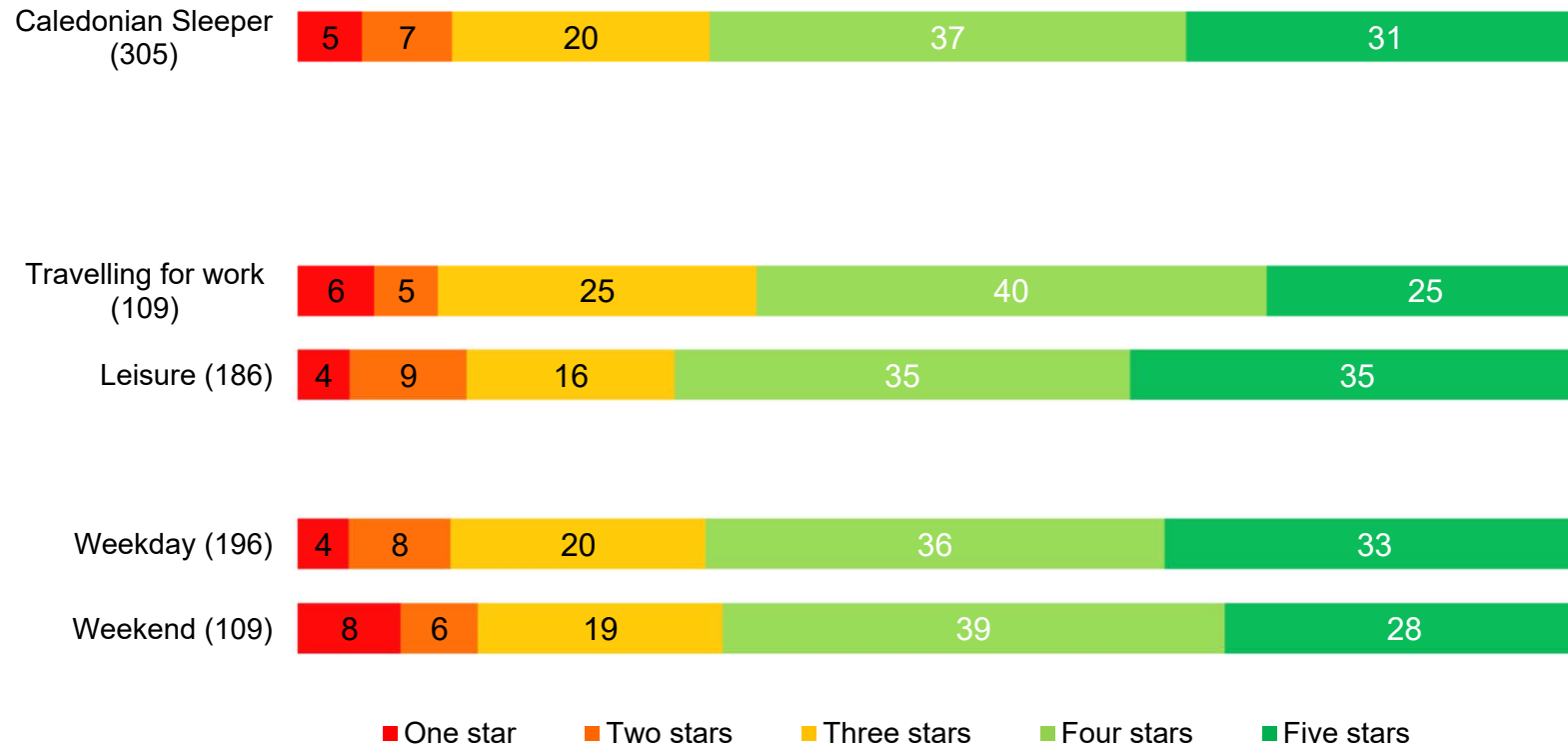
Q23. Thinking about your experience of the Club Car on the Caledonian Sleeper, how satisfied were you with..?  
 Base: All those using the Club Car (305)

# 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 (305)

# Overall rating of Club Car by passenger group

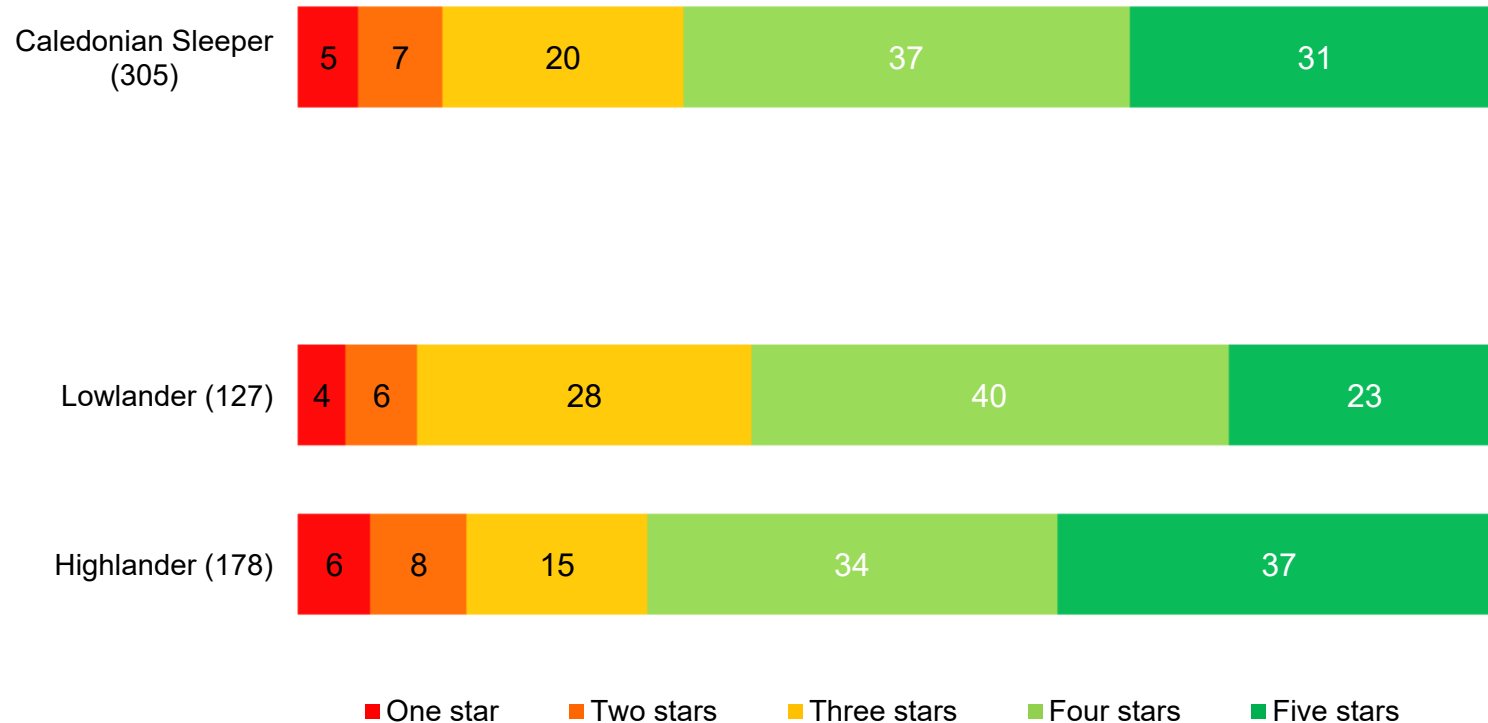


Q24a. How many stars overall do you give the Club Car on the Caledonian Sleeper?  
 Base: All users of the Club Car (in brackets above)





# Overall rating of Club Car by route



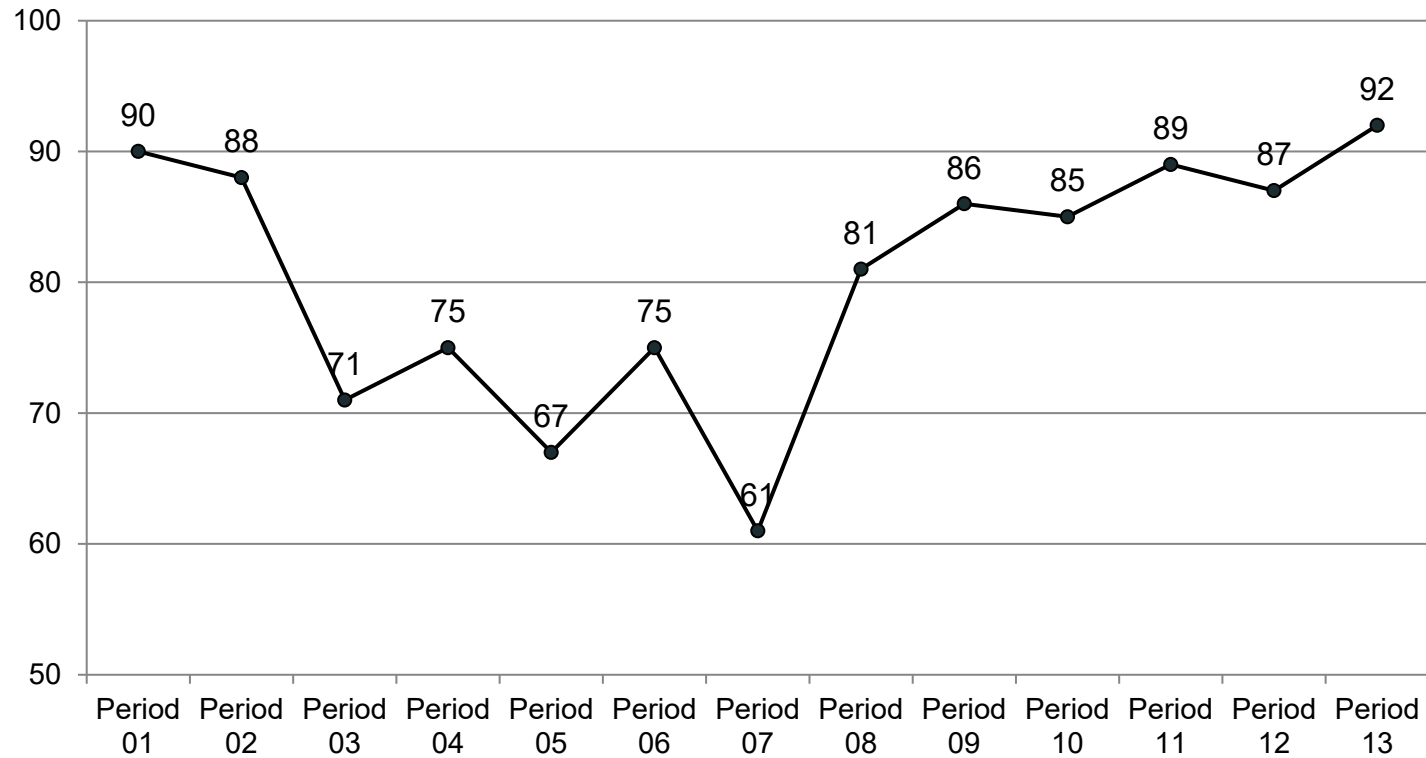
Q24a. How many stars overall do you give the Club Car on the Caledonian Sleeper?  
Base: All users of the Club Car (in brackets above)



# 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

*The club car is nothing exceptional and does not deserve more than two stars. It is an affront to expect passengers to justify poor scores.*

*Need two carriages! We were lucky to get a table for our family, but had we'd been 2 mins later we wouldn't have. Simply not enough table space/seats available.*

*No info about the lounge car. Didn't know where it was. Map of train with toilets and lounge marked would help. I visited the lounge at 0530, was helped by staff who made me tea but there was no food offered except yesterday's sandwiches. The tea was fine. They used to offer toast or bacon butty on request.*

*It was too full. Only people, like me, who know you have to go straight to the lounge got a seat. Many were hanging around. Harassed staff. Not relaxing.*

*Make the train available for boarding at Edinburgh and London 1-2 hours earlier so you can get a drink at a more reasonable hour without eating into sleeping time.*

*Carry a little bit more stock. My choice of wine ran out and I had to change when I bought a second glass. Some of the tables were reserved. We were lucky and got a table but concerned that next time we might not be so fortunate. Can anybody reserve a table?*

*Improve the service! It was chaotic with the hostess insisting on serving all the drinks before taking food orders. Passengers kept arriving wanting drinks, so a full hour passed (despite the fact I was one of the first in the Club Car) before I was asked what I wished to order, by which time I had lost interest in the Haggis I had been planning to order. Also, in the morning, although breakfast was served, service of an extra tea was declined even though we had not arrived as 'service had closed'. All very disappointing.*

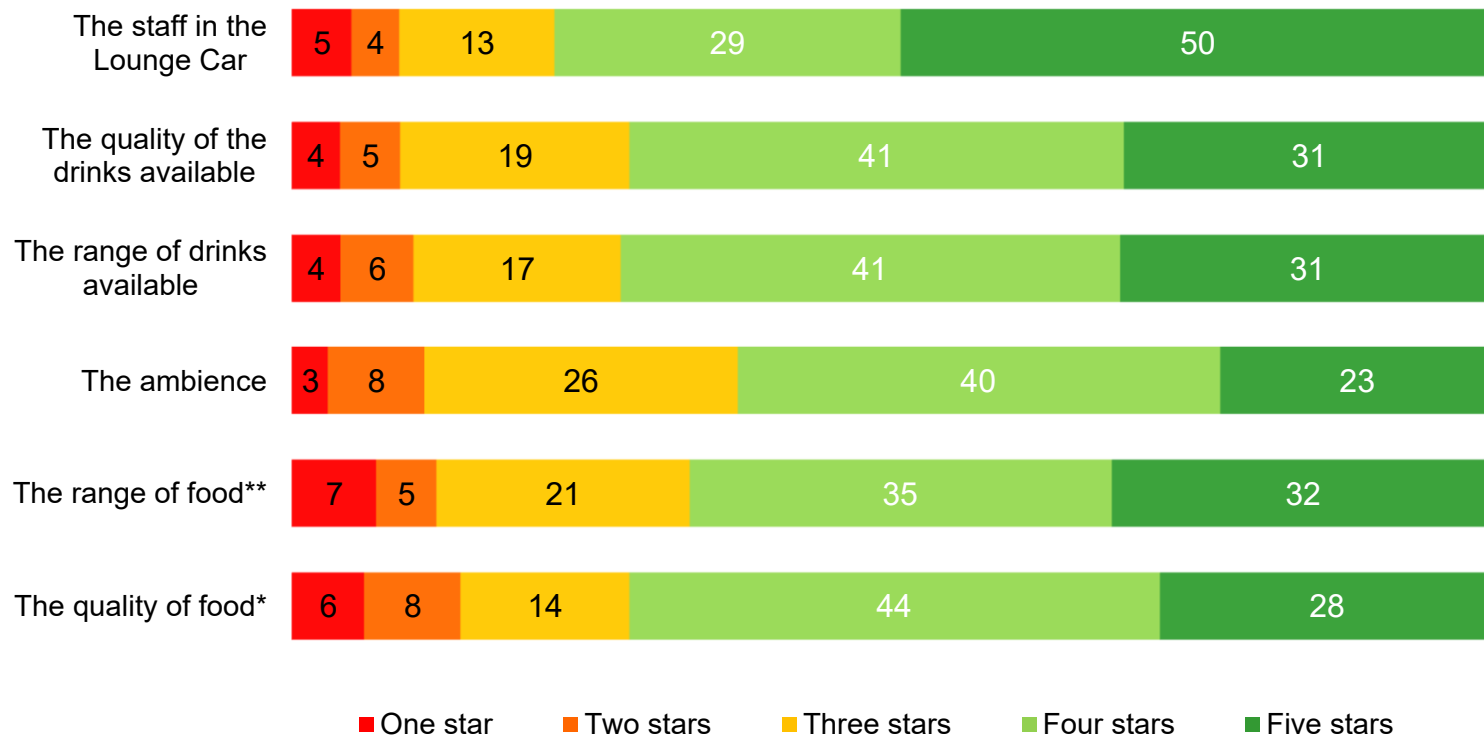
*More seating, better stock, better coffee required*

*Make non-first class passengers welcome provided there is space once first class are seated. Anyone who you talk to agrees the club Car is one of the things that makes the Caledonian Sleeper special. Therefore the more that are encouraged to access the more word will get round that this is a special way to travel.*

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 (305), \*those who looked at the menu (175), \*\*those who ate a meal (114)



# Rating of features of the Club Car – customer comments

*Ambience is subjective; I personally find the austere furnishings less than welcoming, but everything is in undeniably good condition and perfectly clean.*

*Staff generally go above and beyond but occasionally the lounge car can feel like the staff break room, with staff occupying tables and engaging in loud social conversations with colleagues.*

*The coffee is really grim. This shouldn't be hard. Get a proper coffee machine and use enough coffee*

*Food is clearly restricted to what can be cooked in the on board microwave. The range of healthy / vegetarian / vegan options could be improved. The udon noodle broth is good but never changes!*

*It was a bit functional - it could have looked more special i.e. photos on walls and Harris tweed cushions*

*They need be more professional and welcoming to all those passengers - not just the regulars. Also be clear and open when they stop serving. I have personally been told - we serve all night to we close at 1:30 am - Adhere to a standard and make it public to the passengers. It isn't up to each staff member to implement their own version of the product on offer.*

*More interesting range of beers would be nice, particularly from Scottish breweries.*

*It was just a supermarket sandwich put on to a plate, soggy and floppy and not tasty, and that was four pounds. The main meals - haggis and stuff - that other people were eating were tiny. One guy ordered another whole meal - mac cheese - but he was obviously loaded, given the price of that.*

*Non-alcoholic drinks are only few.*

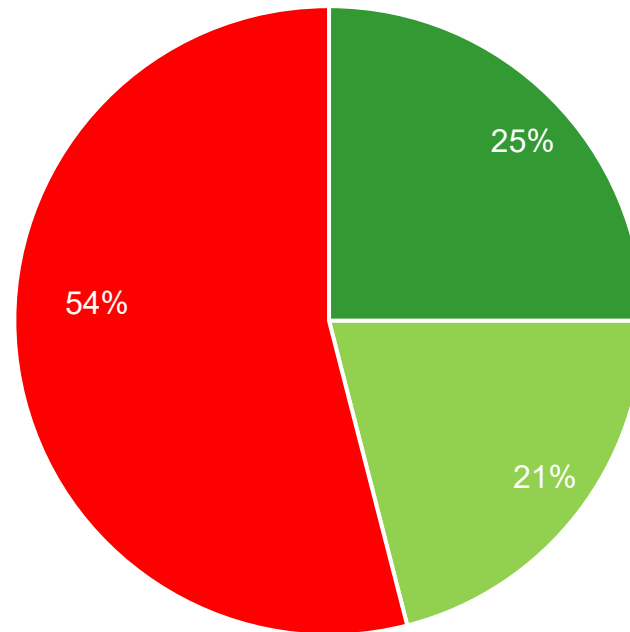
*Quality of the hot drinks available could be improved. Coffee is instant for instance.*

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 4 2019/20 %

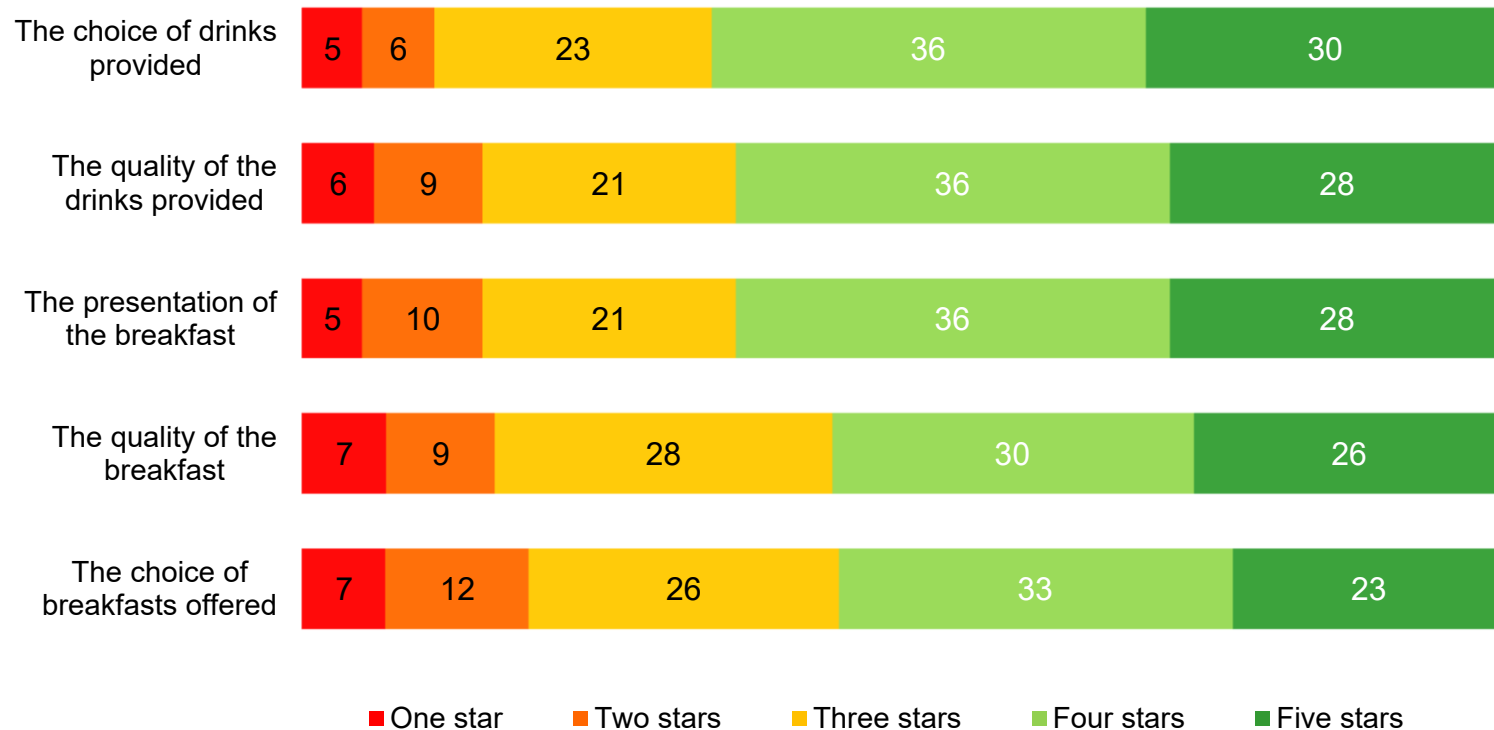


■ Yes - in my room ■ Yes - in the Lounge Car ■ No

Q25a. Did you eat a Caledonian Sleeper Breakfast on the train?  
Base: All (727)



# Rating of features of breakfast



Q25b. How many stars would you give for..?  
 Base: All eating a Caledonian Sleeper breakfast on the train (338)



# Rating of features of the breakfast – customer comments

*Provide an attractive vegan option. The porridge is non-vegan and doesn't taste great. I'd like salt and/or fruit to go in it. The vegan option (smoothie bowl) is pretty weird and unappetising. Granola, cereal or muesli with plant milk would be much more "normal", and I'd even like a roll (like the bacon roll, but perhaps with a tattie scone or avocado or something).*

*I usually have the takeaway option as otherwise the tray comes very early and I have, on several occasions, been unable to eat the breakfast before the steward comes to take the tray away again, because they want to finish up and get off the train as soon as we arrive. So, the timings of the breakfasts do rather seem to suit the staff rather than the passengers at times.*

*It was a fast-food service presented on a paper plate. The platform had to be vacated by 8 am. Last breakfast was scheduled for 07:00 but delays meant more like 07:30. Very rushed.*

*No dairy free milk options for coffee and tea. A simple toast, and jam/peanut butter would be great*

*Need more vegetarian and vegan options. Blueberry smoothie was really bland. Suggest adding toasted oats to make it more substantial. Can provide more detailed feedback if you'd like. Instant coffee...really?*

*Disgusting sub-airline standard breakfast with rubbery eggs. Toast ok. Coffee instant. This is not the luxury hotel experience you are selling and looks nothing like the photos on the website. Kitchen is a bank of microwaves. Why can day trains serve fantastic, fresh breakfasts on tickets that are a fraction of the cost of the Sleeper?*

*The quality is very poor. Tastes like part precooked or something, but grim whatever. Have tried all the options now. None is great. The vegan thing is a howler. Some fresh fruit salad wouldn't go amiss along with a healthier main course option, freshly cooked.*

*Fresh coffee. Instant really not acceptable*

*There is a proper coffee machine in the Lounge Car, but at breakfast one is given a pot of warm water, a sachet of instant coffee and some tubes of UHT milk - not really the "Hotel Experience"*

*You had no orange juice at breakfast.*

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?





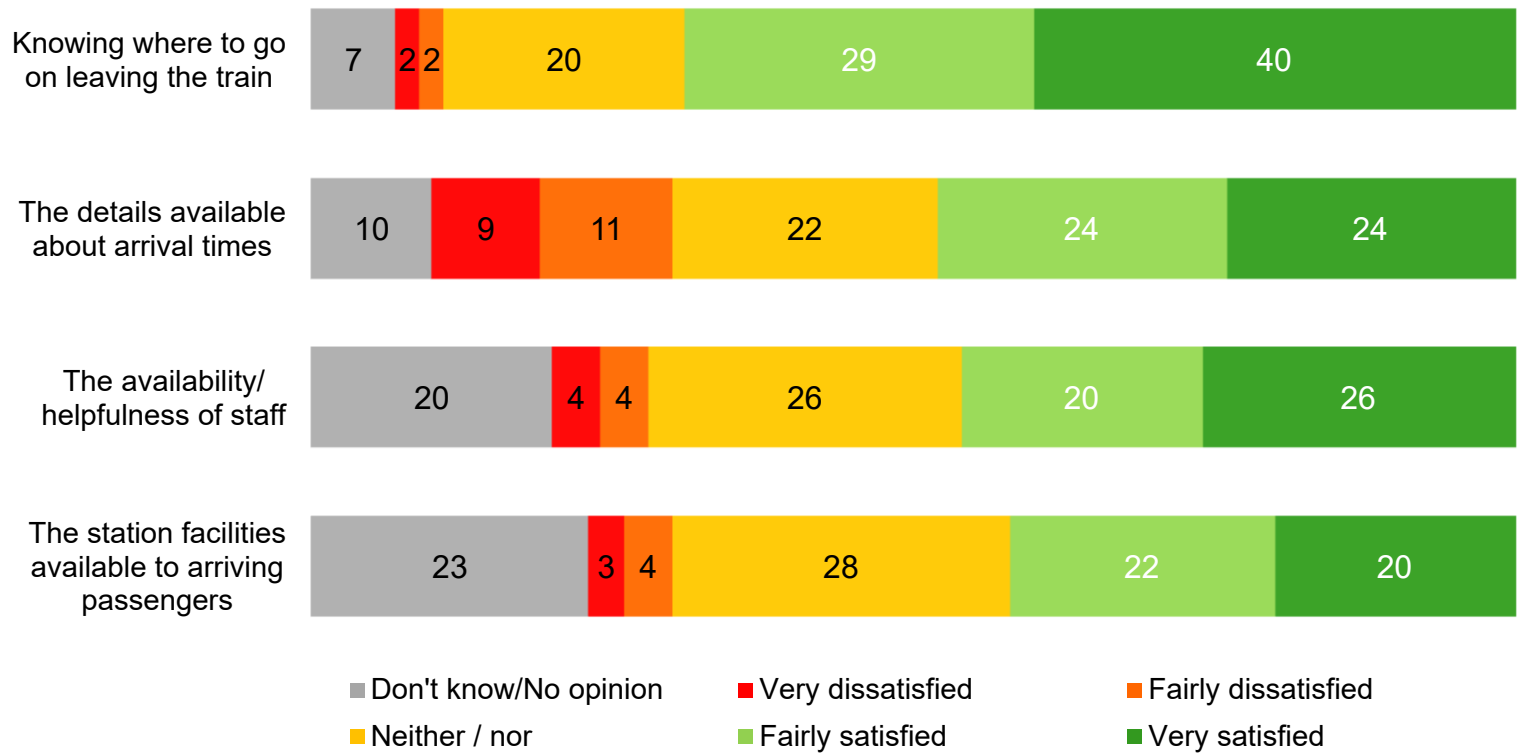
# Caledonian Sleeper

## 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 (727)

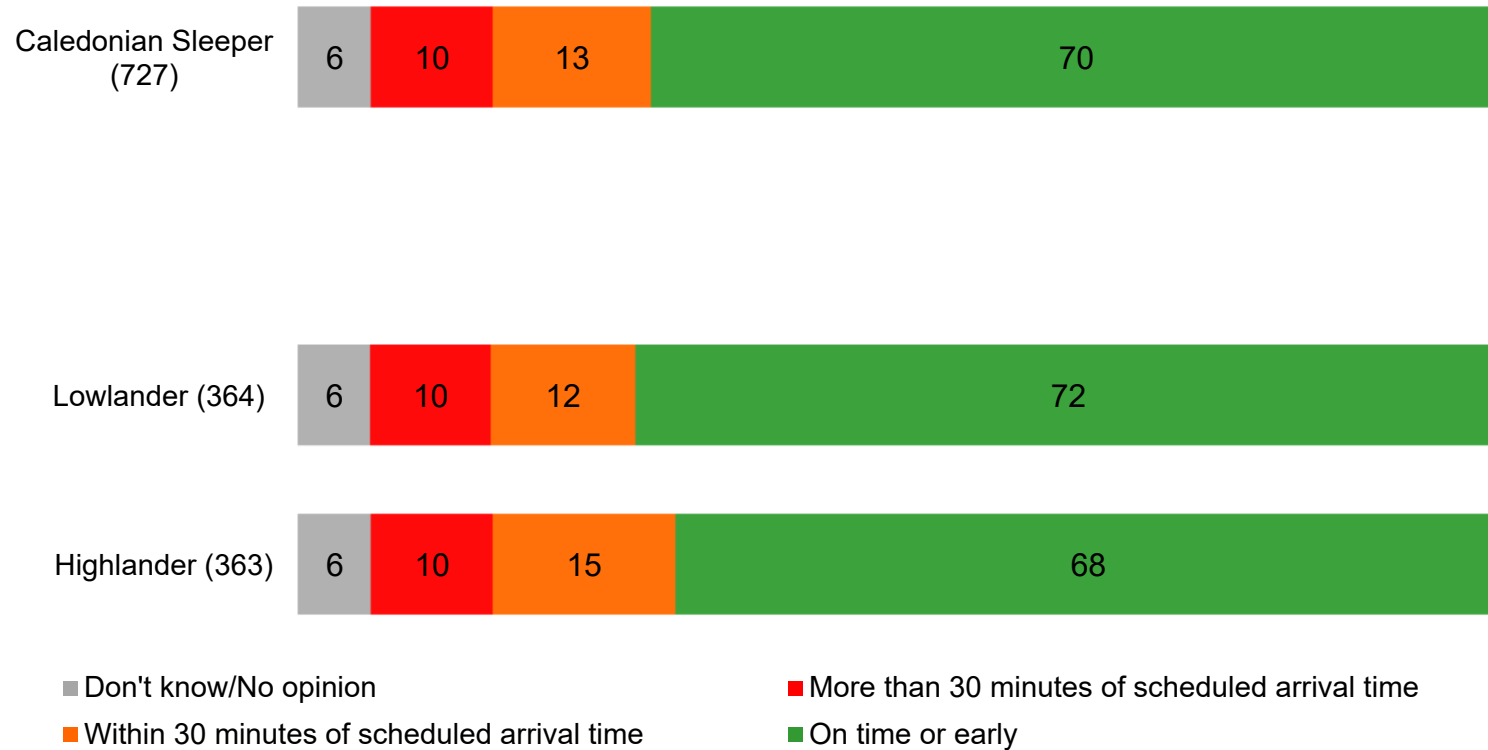
# Caledonian Sleeper

Delay



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# Punctuality of service by route



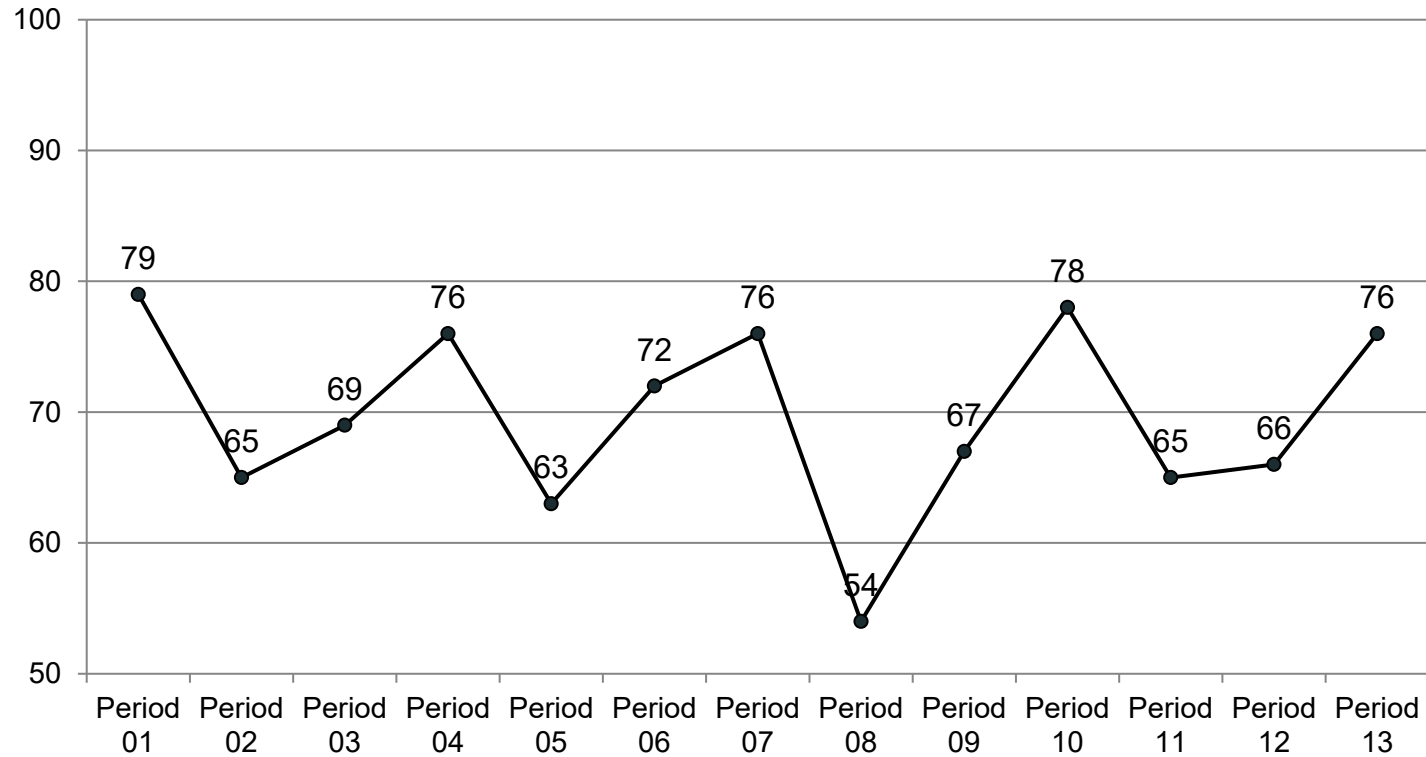
Q27a. Did your train arrive on time?  
Base: in brackets above



# Punctuality of service - trend

*Rating of experience*

*Trend: On time or early*



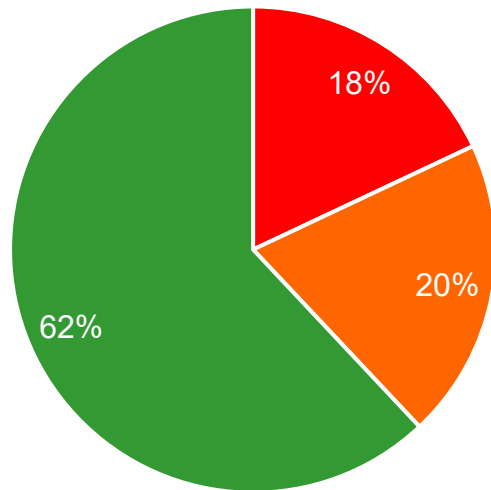
Q27a Did your train arrive on time?



# Impact of delay

Quarter 3 2019/20 %

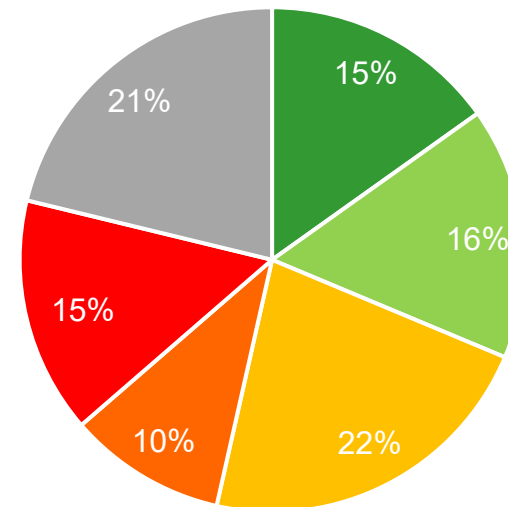
- Yes, it was a serious inconvenience
- Yes, it was a minor inconvenience
- No, it did not inconvenience me



*Impact of the delay*

Q27b. Did this affect your plans for the day?  
Base: All who experienced a delay (170)

- 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 (170)



# Caledonian Sleeper

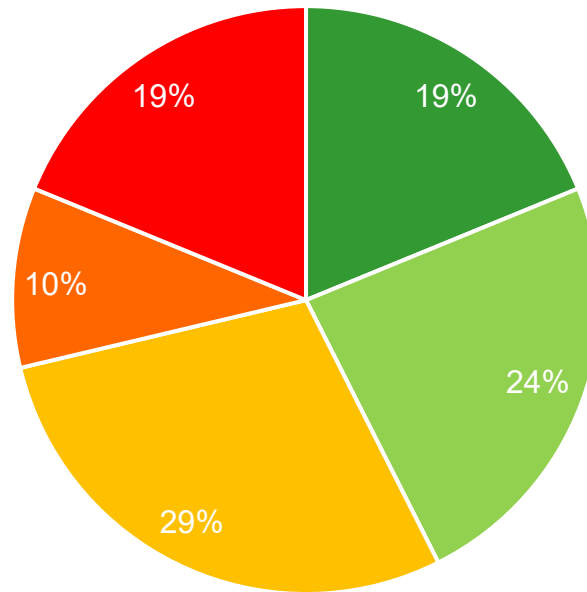
## Facilities for those with a disability or illness



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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 (21\*) \*Caution – low base





# Providing a service suitable to needs – customer comments

*Provide a cabin for wheelchair users that is en-suite, and doesn't require a large suitcase to be manhandled down a narrow corridor.*

*Get rid of that light. The reason I needed a better night's sleep is that I have chronic migraine. This means sleep is fairly vital. Light has a serious impact on my ability to get sleep, but migraine sufferers can also be light sensitive. Seriously. Get rid of that nonsense.*

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	727 %	Sample size	727 %	Sample size	727 %
<b>Age</b>		<b>Journey Purpose</b>		<b>Disability or Illness</b>	
16-34	18	<b>Travelling for work</b>	<b>39</b>	<b>None</b>	<b>97</b>
35-54	40	Company business	28	Vision	-
55+	37	Personal Business	5	Hearing	>1
Not stated	4	Regular travel between home and workplace	6	Mobility	1
<b>Gender</b>		Visiting friends/ relatives	25	Hidden disability	>1
Male	53	Holiday/ short break	30	Speech or language impairment	-
Female	42	Attending a sporting/ musical/ theatrical/ charity event	2	Mental health	>1
Not stated	5	Other	3	Other	1
<b>Working status</b>		<b>Leisure</b>	<b>61</b>		
Full time	62				
Part time	14				
Not working	2				
Retired	13				
Student	4				
<b>Residence</b>					
UK	92				
Non-UK	8				



# Sample profile – journey details

<i>Sample size</i>	<i>727 %</i>	<i>Sample size</i>	<i>727 %</i>	<i>Sample size</i>	<i>727 %</i>
<b><u>Travelling party</u></b>		<b><u>Return journey mode</u> (those making outward journey)</b>		<b><u>Travel to departure station</u></b>	
Alone	63	Caledonian Sleeper	50	Train	31
With a business colleagues(s)	2	Daytime train	35	Underground/ Tram/ Subway	26
With family (adults only)	22	Plane	11	Bus/ Coach	8
With family (adults/children)	8	Coach	0	Taxi	16
With friends	6	Own Car	0	Own car/ Dropped off	15
<b><u>Accommodation</u></b>		Hire car	1	Hire car	2
Seat only	26	Other	1	On foot	19
Single room	27	Don't know	2	Bicycle	1
En-suite room (with shower)	46	<b><u>Outward journey mode</u> (those making return journey)</b>		Other	1
<b><u>Journey direction</u></b>		Caledonian Sleeper	74	<b><u>Travel from arrival station</u></b>	
Outward	44	Daytime train	19	Train	30
Return	32	Plane	6	Underground/ Tram/ Subway	22
One way	24	Coach	0	Bus/ Coach	9
		Own Car	0	Taxi	15
		Hire car	0	Own car/ Dropped off	13
		Other	1	Hire car	3
				On foot	24
				Bicycle	-
				Other	2



# Sample profile – journey details

<i>Sample size</i>	<i>727 %</i>	<i>Sample size</i>	<i>727 %</i>	<i>Sample size</i>	<i>727 %</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	46	£0-£49.99	14
Weekend	37	Standard	27	£50-£99.99	13
<b><u>Direction</u></b>		Seated	27	£100-£149.99	16
Northbound	51	<b><u>Party size</u></b>		£150-£199.99	24
Southbound	49	Single traveller	65	£200-£249.99	15
<b><u>Train Type</u></b>		Two people	28	£250-£299.99	9
Highlander	50	Three or more people	7	£300 or more	10
Lowlander	50	<b><u>Transaction value by guest</u></b>			
<b><u>Crew</u></b>		£0-£49.99			
Aberdeen	7	£50-£99.99			
Edinburgh	14	£100-£149.99			
Fort William	5	£150-£199.99			
Glasgow	11	£200-£249.99			
Inverness	12				
London	52				



# Sample profile – journey details

<i>Sample size</i>	<i>727 %</i>	<i>Sample size</i>	<i>727 %</i>	<i>Sample size</i>	<i>727 %</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	15	12 or more	6	More than 20 years ago	35
4-11	31	4-11	20	15-19 years ago	5
2-3	27	2-3	34	10-14 years ago	11
First journey in last 12 months	17	1 Journey	29	5-9 years ago	11
First ever journey	8	None	11	3-4 years ago	9
Have never made a journey between Scotland and the London area	2			In the last 1-2 years	31



# 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 fourth quarter of fieldwork for the year 2019/20, combining Rail Periods 10, 11, 12, and 13.

**Fieldwork for quarter 4 2019/20 took place between 11 December and 20 March.** This covered journeys made between 8 December and 13 March\*.

**727 questionnaires were completed in total.**

*\*Please note that due to restrictions on travel placed in the event of the Coronavirus pandemic fieldwork for Rail Period 13 2019/20 was stopped early*



# Caledonian Sleeper

## Quarterly Report

Quarter 4, 2019/20

Rail Periods 10, 11, 12, and 13



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