

# Caledonian Sleeper

## Quarterly Report

Quarter 3, 2020/21

Rail Periods 07, 08, and 09



CALEDONIAN  
SLEEPER

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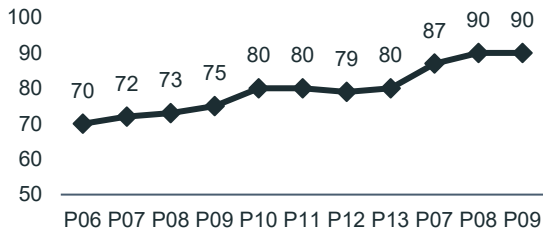
# Caledonian Sleeper Passenger Satisfaction

## Quarter 3: 20<sup>th</sup> September 2020 – 12<sup>th</sup> December 2020

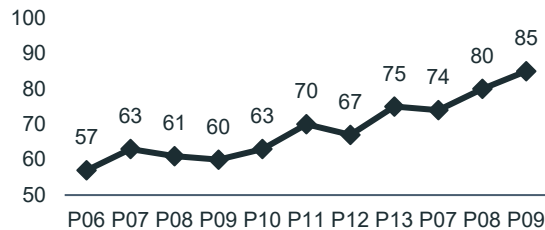
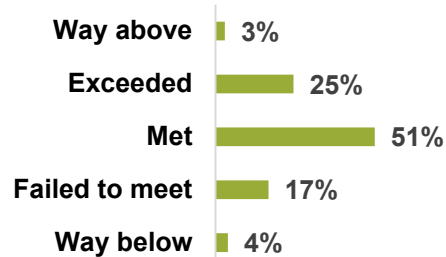
### Overall journey experience



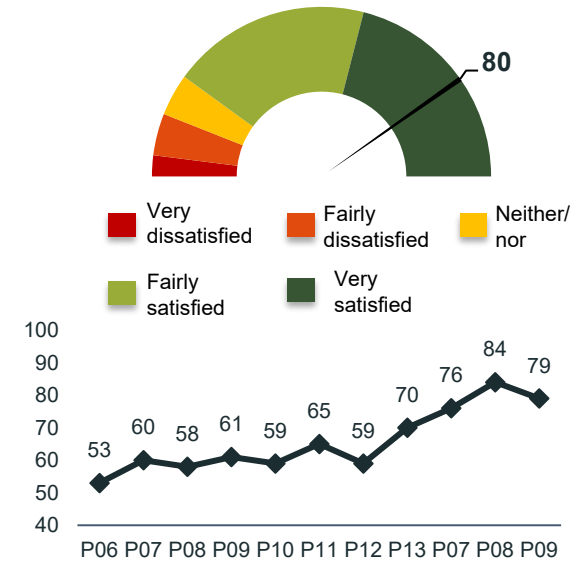
Ave – 3.8



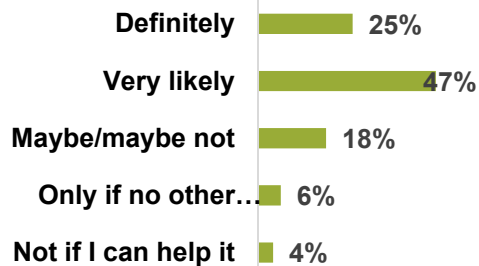
### Expectation



### Overall satisfaction



### Likelihood of future use



|                         | Lowlander | Highlander |
|-------------------------|-----------|------------|
| Journey experience      | 86%       | 89%        |
| Met / Above expectation | 81%       | 78%        |
| Overall satisfaction    | 81%       | 79%        |
| Net Promoter Score      | 39%       | 32%        |
| Future Use              | 71%       | 72%        |

Sample size: 451 (Lowlander 112, Highlander 339)

### Net Promoter Score

34



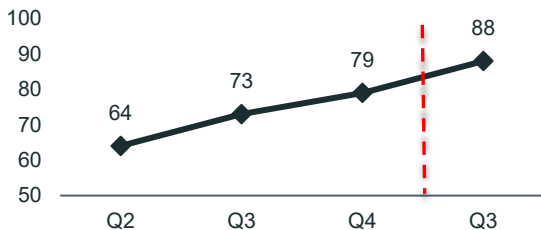
# Caledonian Sleeper Passenger Satisfaction

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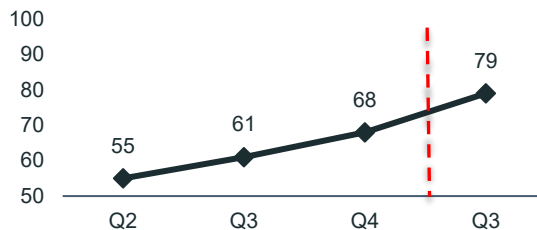
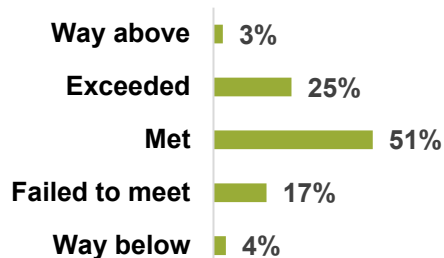
### Overall journey experience



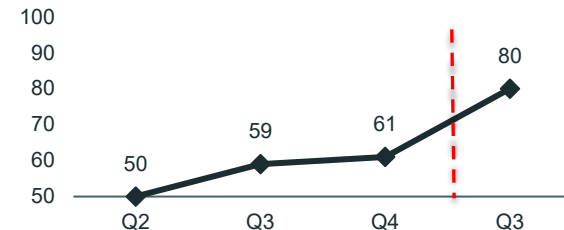
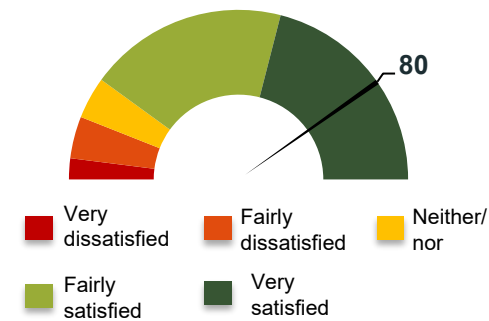
Ave – 3.8



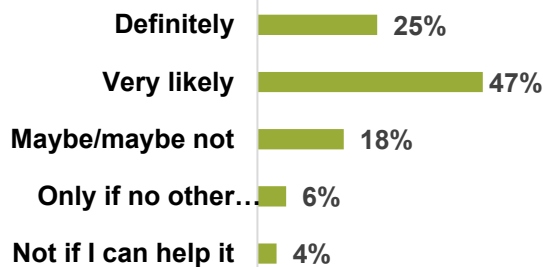
### Expectation



### Overall satisfaction



### Likelihood of future use



### Net Promoter Score

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--- Break in fieldwork

Sample size: 451 (Lowlander 112, Highlander 339)



# Caledonian Sleeper Passenger Satisfaction

Quarter 3: 20<sup>th</sup> September 2020 – 12<sup>th</sup> December 2020

## Expectations of the journey

### Top five:

- 62% Looking forward to the experience
- 44% Sufficiently well informed about the journey ahead
- 41% Looking forward to bed
- 40% Relaxed
- 29% Excited

### Bottom five:

- 5% Worried we might be late
- 4% Anxious or nervous
- 3% Concerned about other passengers' possible bad behaviour
- 2% Anticipating a sociable evening
- 1% Concerned I might have someone sharing my room/in the next seat

## Journey experience

(% 3 - 5 star rating)

88% Experience overall

### Making me feel...

- 91% welcomed
- 86% looked after
- 90% relaxed
- 90% comfortable
- 77% I had a good night's sleep

88% Club Car rating

83% Room rating

## Summing up the experience

### Top five:

- 50% Efficient
- 49% Practical
- 36% Relaxing
- 33% Functional
- 28% Memorable

### Bottom five:

- 3% Reviving
- 3% World Class
- 2% Boring
- 2% Chaotic
- 2% Distressing

Sample size: 451



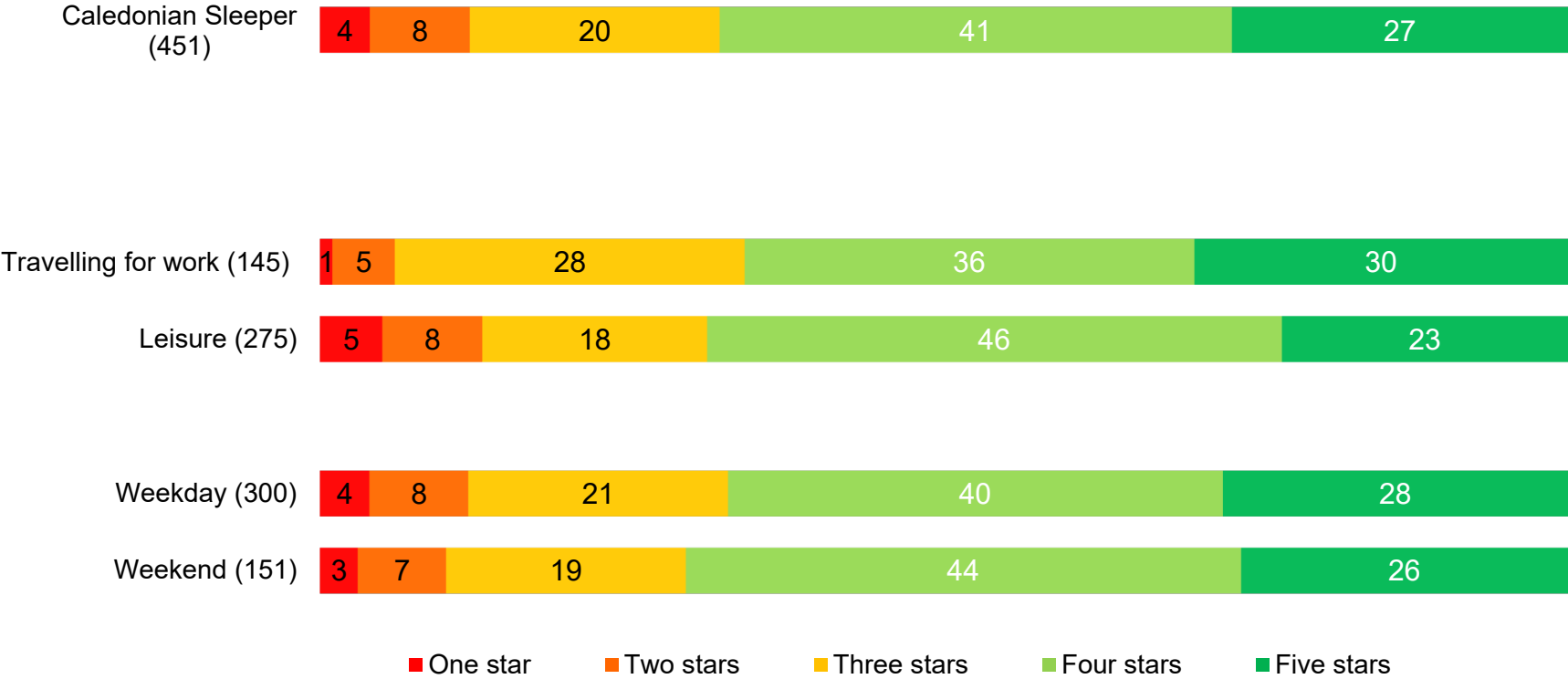
# Caledonian Sleeper

## On-board experience



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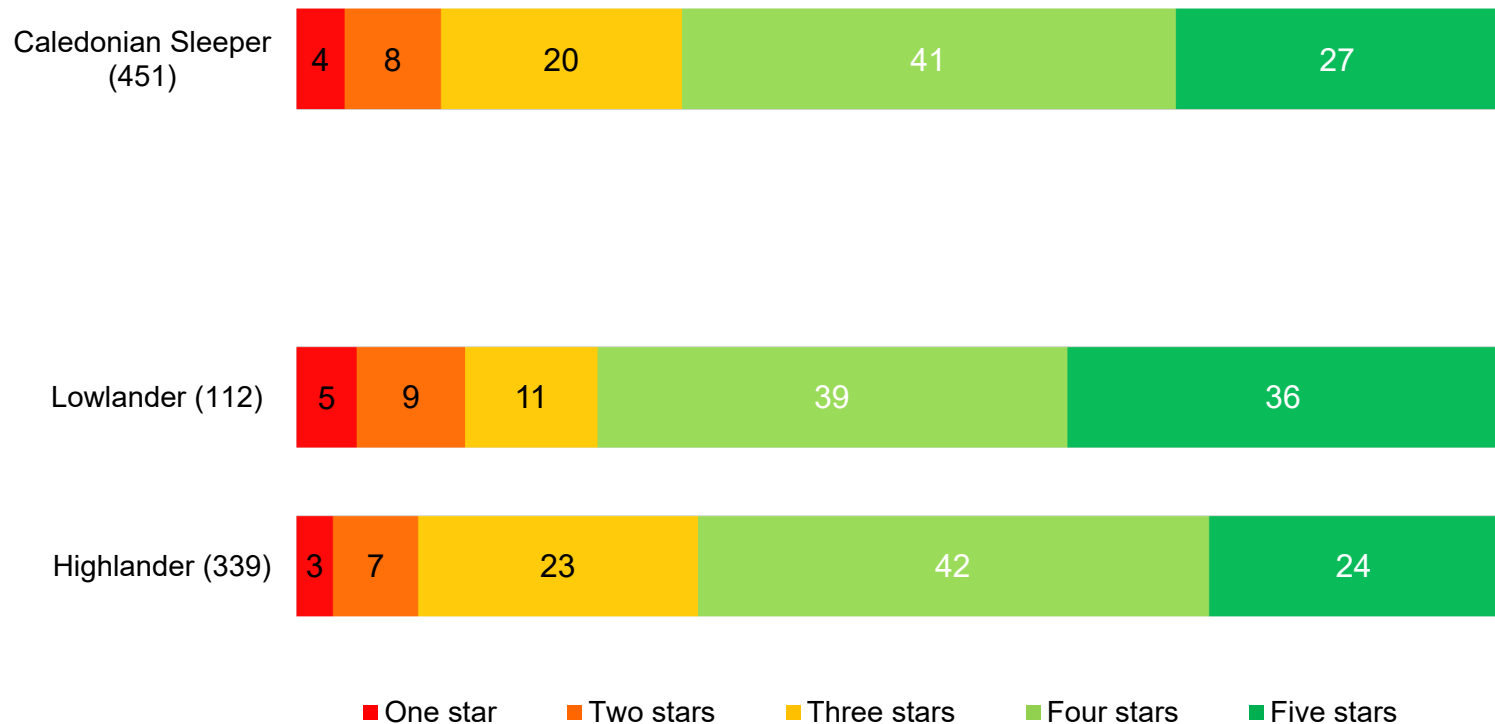
# Overall rating of experience by passenger group



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

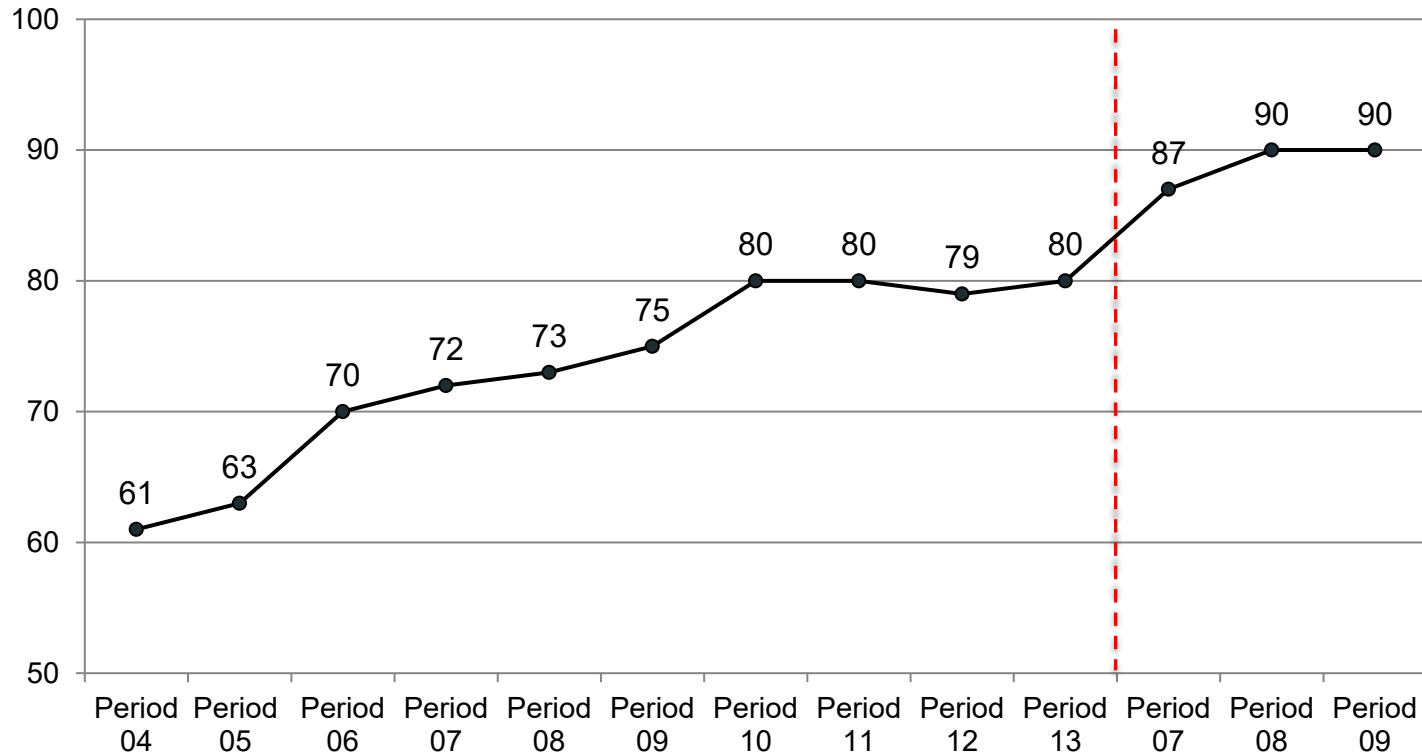




# Overall rating of experience - trend

Rating of experience

Trend: % Three, four or five stars



Q11a. How many stars do you give the Caledonian Sleeper for the experience overall?

--- Break in fieldwork



# Overall rating of experience – customer comments

*The breakfast was a disaster... It arrived 5 mins before we arrived to Edinburgh station. The train was travelling so fast we even arrived to Edinburg 45mins early. We couldn't sleep during the night due to the speed - it was shaky and uncomfortable. Why not have the train leaving a bit earlier and have a slow train ride to Edinburgh so people can sleep better and have a better experience rather than rushing to get there - it was about the experience, otherwise people can get £15 Ryanair flight and be there in 1 hour.*

*Make the journey more comfortable. The noise from the rail was louder than anticipated and the movement of the train was not as we expected. It was very difficult getting in and out of the top bunk bed. However we didn't get to enjoy all the amenities that are usually available because of the pandemic. I would be willing to try it again under normal conditions.*

*I would suggest they adopt a more understanding/sympathetic policy with regard to changing bookings during the current pandemic. Their lack of empathy towards passengers dealing with the difficulties of trying to plan travel whilst restrictions are changing was truly baffling. I was very much looking forward to travelling with them but won't be using the service in future and will make sure I let friends know about their complete lack of support for anyone trying to deal with unforeseen issues due to changing covid restrictions. Just a modicum would have been greatly appreciated, really disappointing..*

*Smell of exhaust in upper bunk for first several hours. We were travelling with a lot of large luggage, and needed to be a bit gymnastic to manoeuvre in the room. Would have been good to have a place to lock up large suitcases, outside of the room. It will be nice when we can get coffee in the morning again, and dining options, but we're just thrilled for the moment that the sleeper is still operating. The rest is secondary. The provided water bottles don't fit in the bedside caddies, which was awkward.*

*The concertina door on the toilet is cumbersome and difficult to use - and the key card did not lock my room on this trip. These are the only negatives. Bed & accommodation comfortable and staff very welcoming and helpful.*

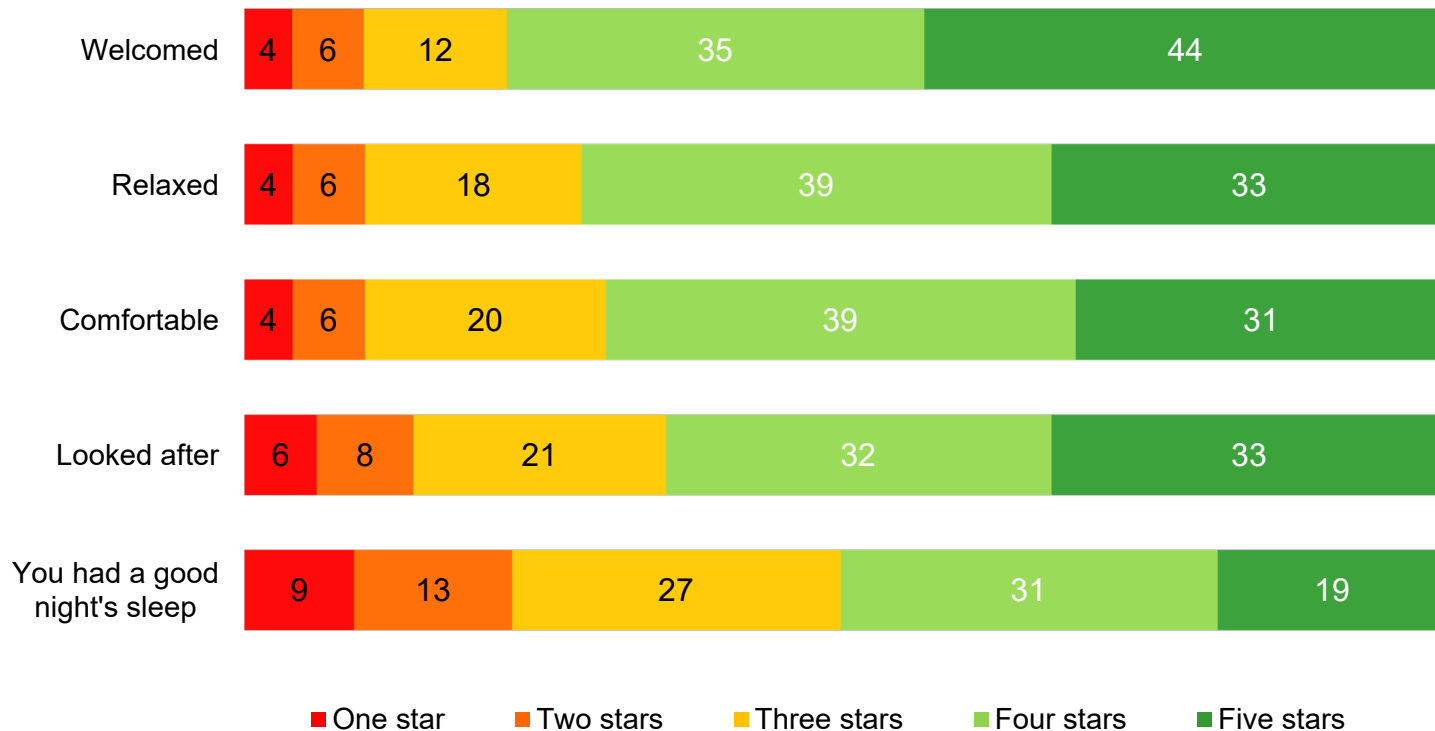
*For berths, if possible, it would be nice if there was more under bed space for suitcases. My travel partner and I each had large suitcases and a backpack/laptop. So it was a bit cramped to get to toilet between suitcases.*

*Nothing. I only travelled during the pandemic because I need to care for an elderly aunt. The sleeper was the only transport I felt safe using. Everyone was helpful and wore a mask*

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...



Q11b. And how many stars do you give the Caledonian Sleeper for making you feel...?  
Base: All (451)



# Rating of features of the journey – customer comments

*I saw someone on the platform and not again till breakfast arrived. But things are a bit different at the moment, so understood why.*

*Appreciate there are Covid impacts, but not being able to sit in the Club Car is impactful. A whole night sitting in your berth can get tedious and uncomfortable. Other organisations are able to utilise dining/refreshments in similar reduced spaces with appropriate control measures so feel this option could be considered by Caledonian Sleeper.*

*Provides better bed linen a bed more pillows. All looks really poor quality. Reduce the light in the rooms. Ensure the blinds are flush and don't let in light. Stop the ringing on the exit doors when arriving and departing at stations.*

*The change made by CS to making customers wait on the platform after the stated boarding time seems to be focused on their process benefit rather than the customer experience.*

*Lighting was too bright and didn't fully extinguish at night. They need to consider replacing the individual berth lights with a less piercing variety and enable all lights to be turned off at night (there was a very bright halo on some of the buttons which partially illuminated the compartment when turned off)*

*The mattress in the new trains is too thin! It needs better cushioning to avoid being bruised by the bunk base. I am not sure if the track is getting worse or the carriages are less well sprung but the ride of the carriages is noticeably worse than the old carriages were. It may be they ride better with a more people on board?*

*I appreciate this is difficult during covid, but it would be nice to see more staff around. The tannoy system seems a bit unreliable There was a rattly handle near my head There was someone else's hair gel under my bed suggesting the room has not been thoroughly cleaned.*

*I think there could be a bit more personal service for premium passengers (Club and Caledonian Double). It usually feels like all passengers are bundled together - when I'm paying £330 for my ticket and someone else is paying <£100 I think there should be a difference in service beyond just in-room.*

*It was difficult to relax once the water stopped working in the carriage. The toilets did not work and I couldn't wash my hand in my room, which in the present pandemic climate is a massive failure.*

*New Cabins still rattle in places like the old ones used to do. Most noticeable was the cabin door. Also, the blind was broken on our window and would not close allowing light into the cabin waking us at stations for example. overall, so far, I managed a better night's sleep in the old cabins. New beds not as comfortable and felt more claustrophobic.*

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?



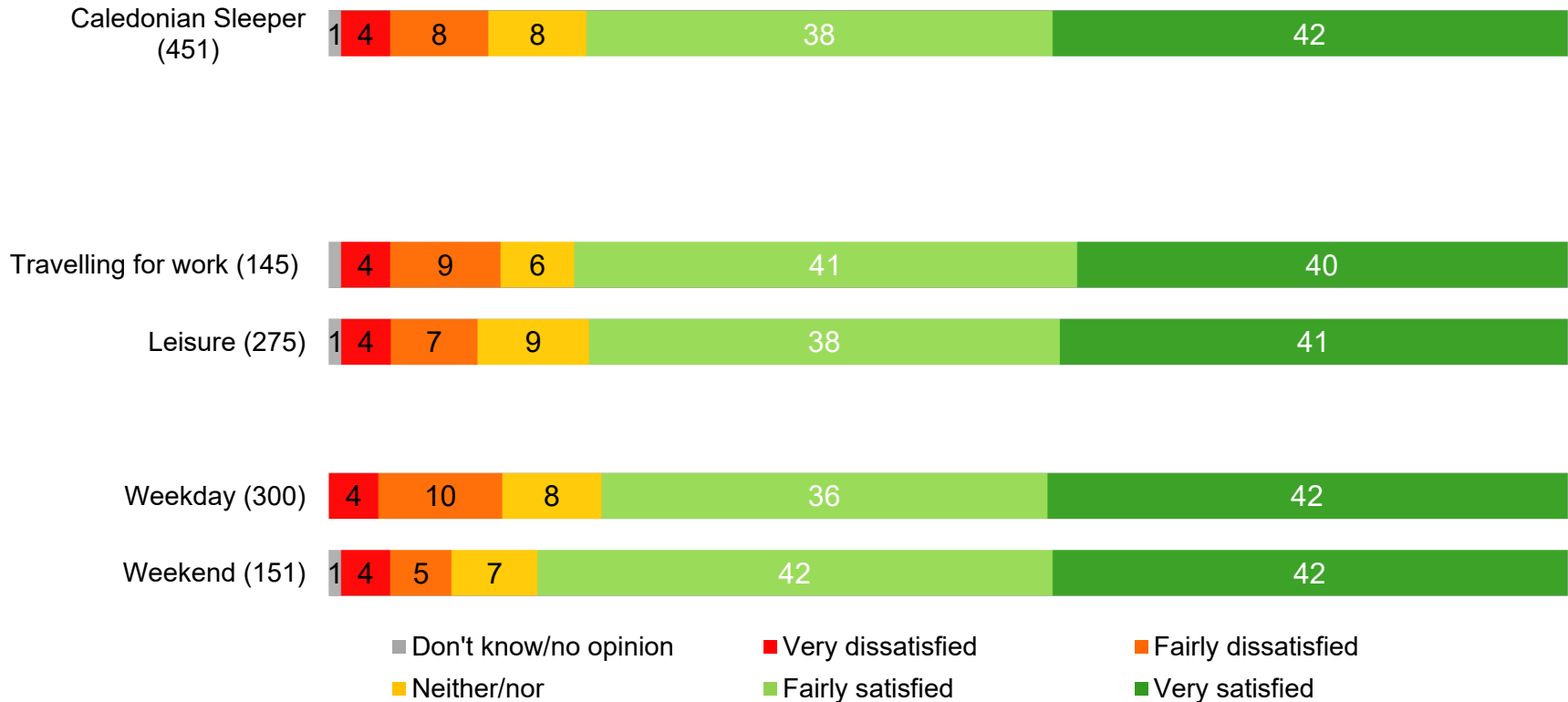
# Caledonian Sleeper

## Overall opinion of the Caledonian Sleeper



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# Overall journey satisfaction by passenger group

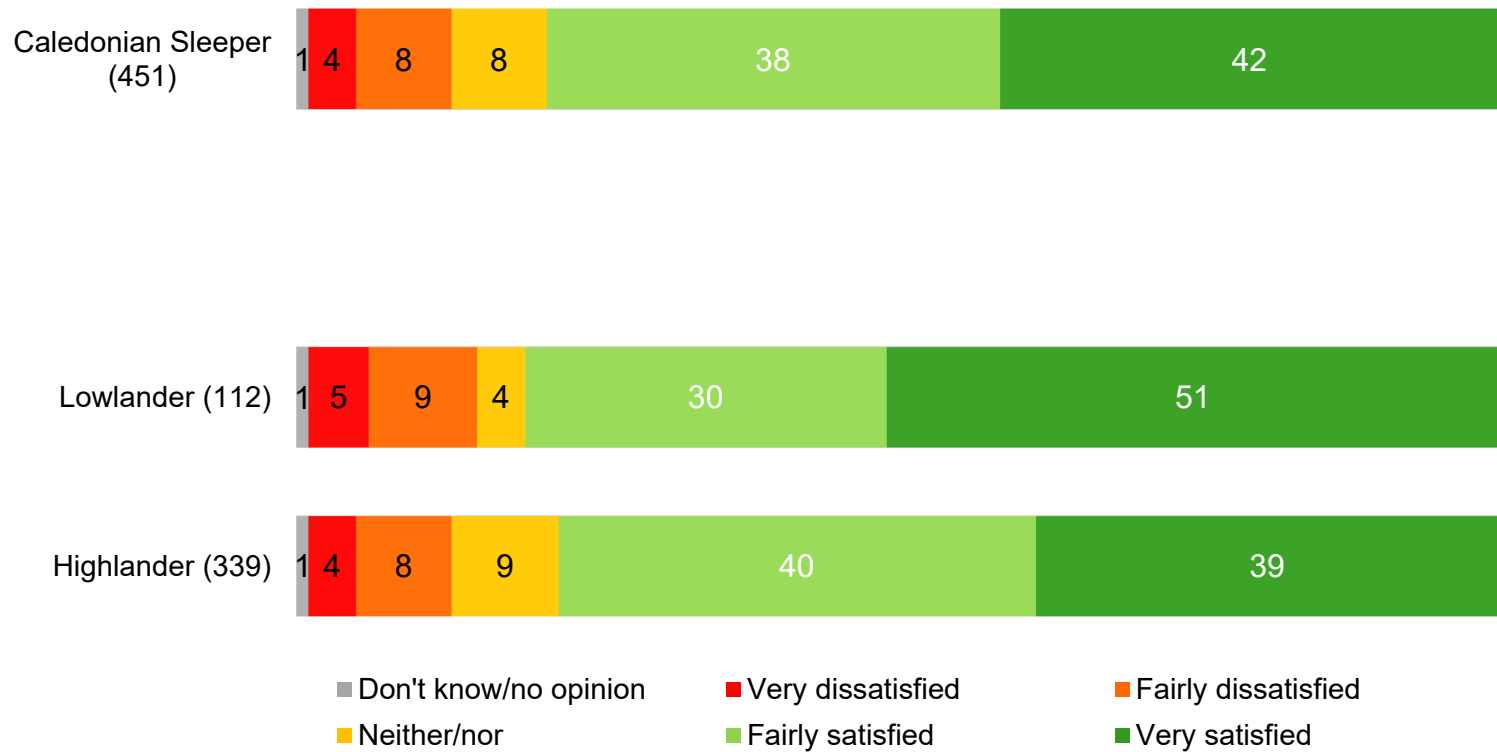


Q30. Taking everything into account about your journey from x to y, how satisfied were you with your journey?

Base: in brackets above



# Overall journey satisfaction by route



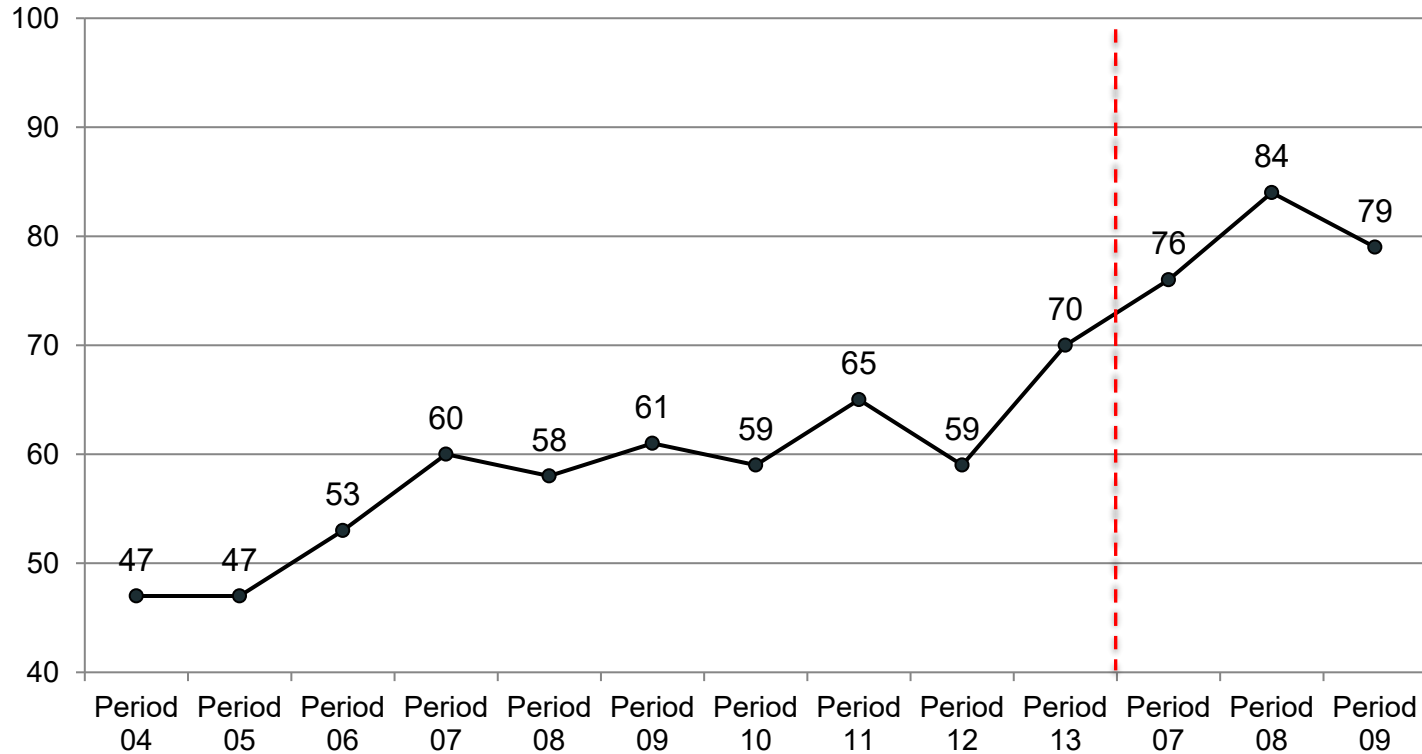
Q30. Taking everything into account about your journey from x to y, how satisfied were you with your journey?  
Base: in brackets above



# 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?

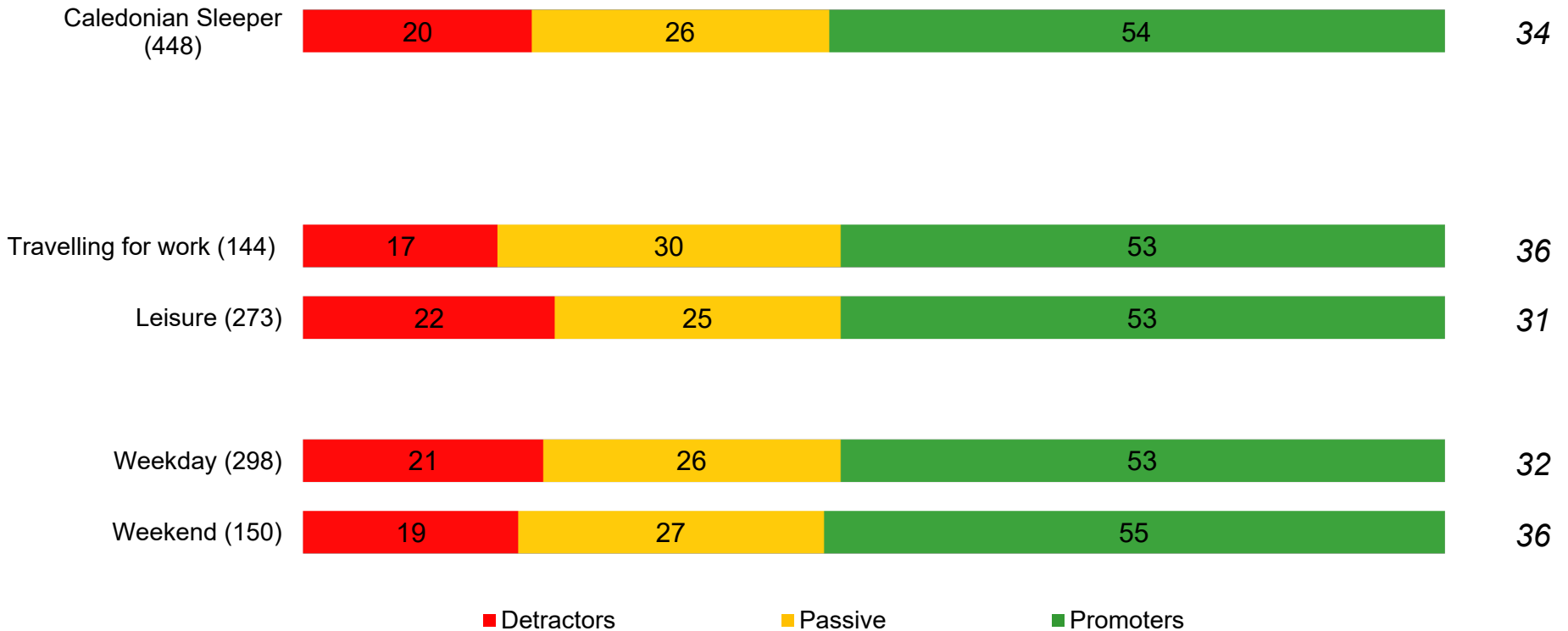
--- Break in fieldwork





# Net Promoter Score by passenger group

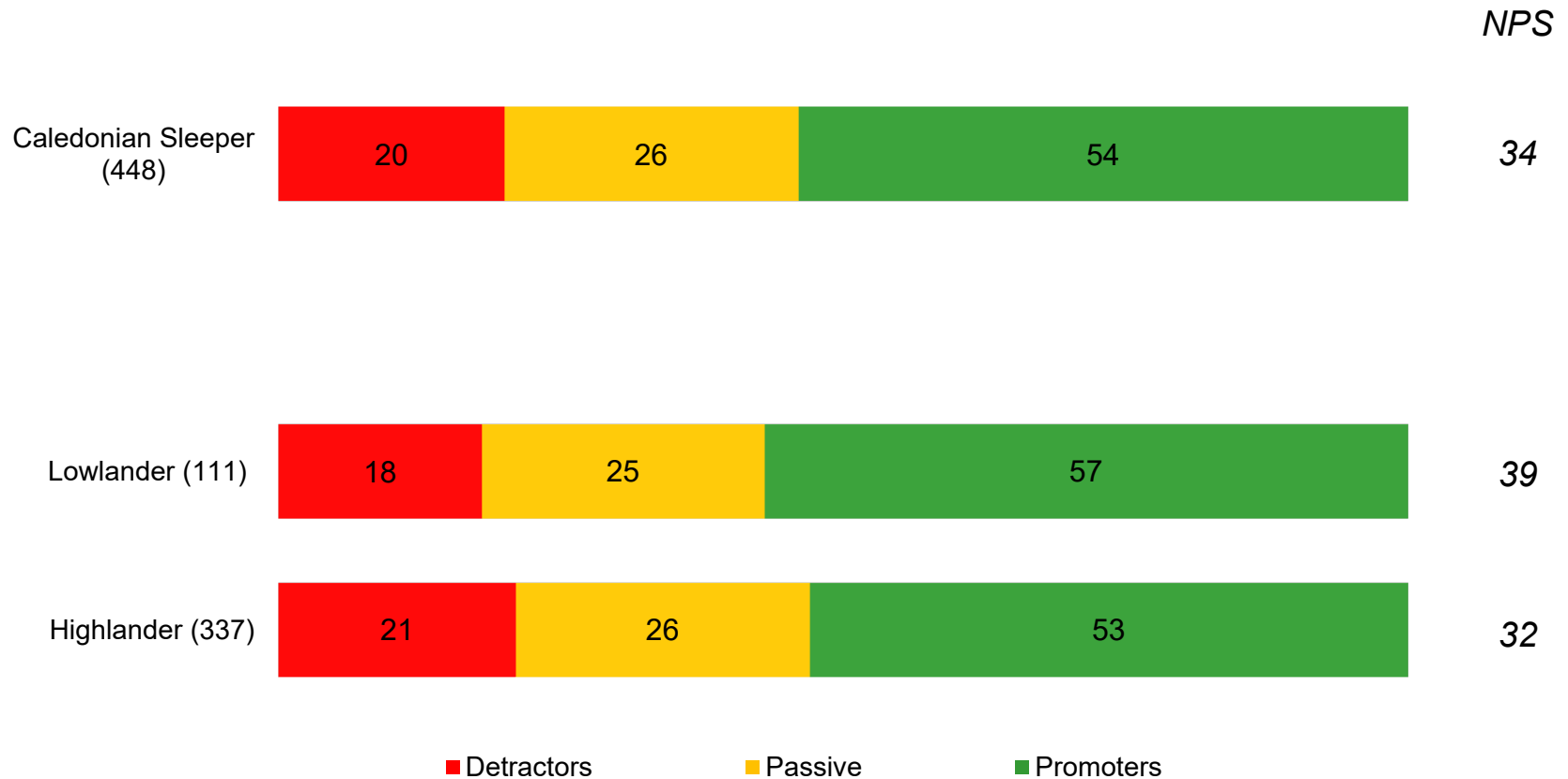
NPS



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?

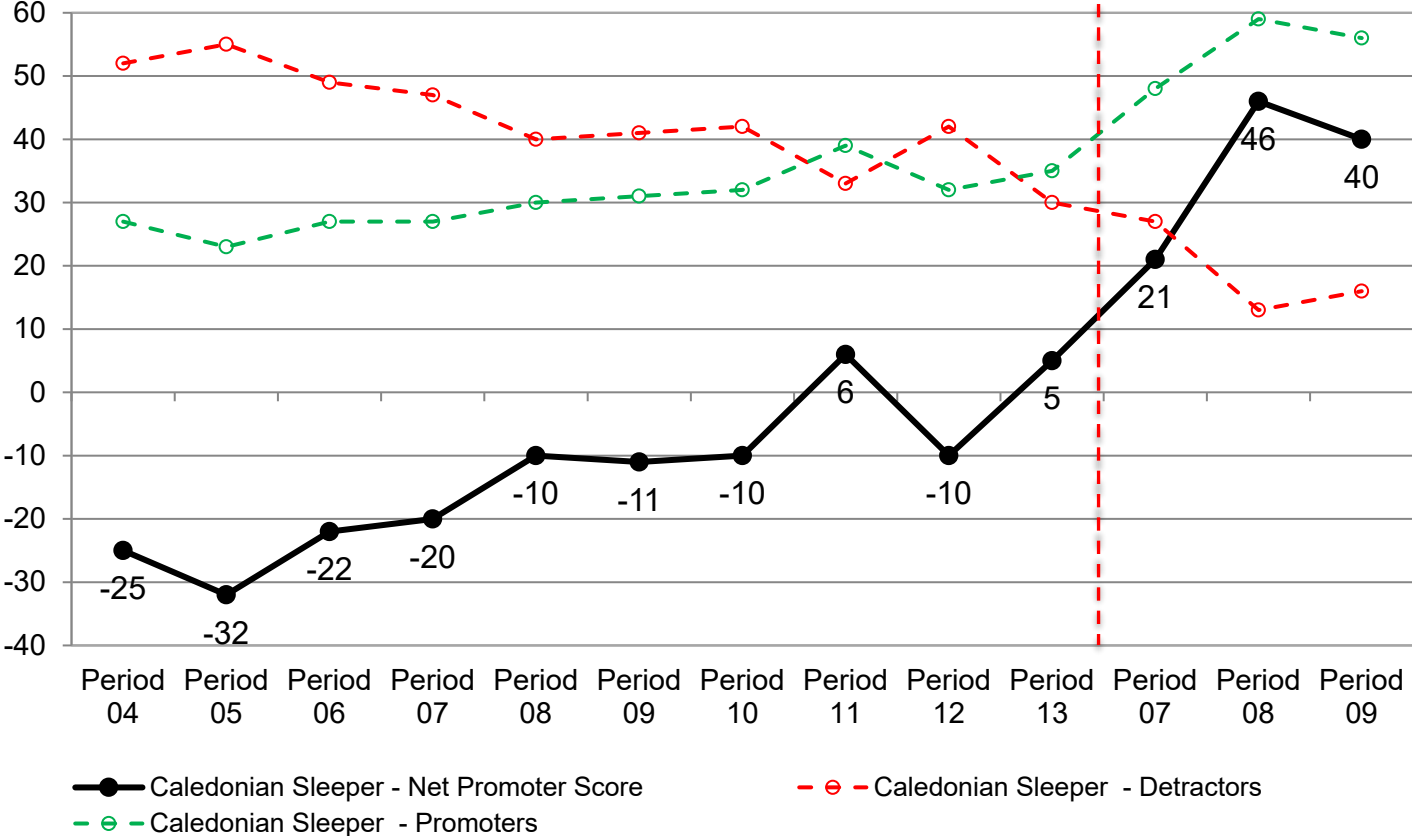
Base: in brackets above – those with an opinion



# 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)

--- Break in fieldwork



# Reason for Net Promoter Score – customer comments

## Promoters (9-10)

*It's the most efficient way to get to the Highlands. At the moment the experience is very limited by the closure of the restaurant car but I would recommend it again when that reopens.*

*Overall, it's a simple, hassle free, relaxing way of travelling to London. Miles better than flying! And the staff are extremely helpful and friendly, which really makes it. And remember that they are working under very difficult conditions at present.*

*Everything, down to the smallest detail, was catered for. Staff were very friendly and helpful. Rooms were brilliant- clean and had plenty of charging points. I had no worries about Covid while on board as we could see precautions had been taken. Very welcoming train service, will not be taking standard trains again when visiting family in England. Have recommended service to everyone we know. Overall very pleasant and easy journey- especially for someone with high functioning social anxiety that peaks when traveling.*

## Passive (7-8)

*I like it and i travel to Scotland about a dozen times a year but it's just too expensive to consider on a regular basis.*

*its the only effective way to get from FW to London and for personal work reasons I do it several times a year, but the seats can be somewhat overpriced and there are the limitations I commented earlier. I think the sleeper would be in more danger if there were an airport in Fort William*

*It does the job of getting me from A to B efficiently. I'm not looking for an 'Orient Express' type experience, nor would I want to pay for it.*

## Detractors (0-6)

*It was a let down, quite frankly. I appreciate times are hard during COVID, so the luxuries on board couldn't be fully experienced, but for the price you're still charging, I feel a bit ripped off. We could have flown back to London for a fraction of the price, but opted for your service for the experience, and both my wife and I came away feeling very disappointed. Not the best way to conclude our honeymoon.*

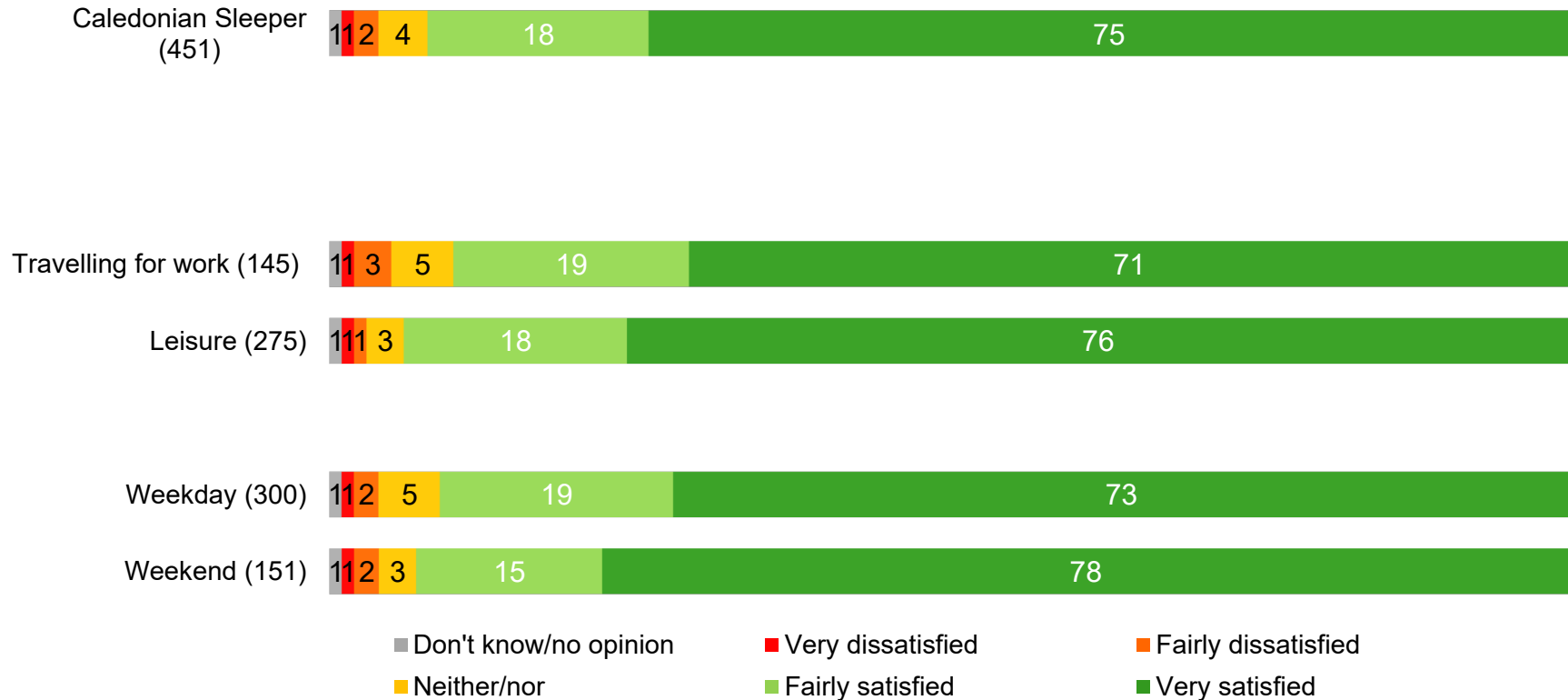
*It might be different in a post pandemic world, but at the moment, I would not recommend the experience to anyone. A total waste of money. No room service, no breakfast, no Club room, no access to Club lounge. No upgrade. Deeply disappointing.*

*See previous answers - unfortunately the marketing significantly outweighs the experience*

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



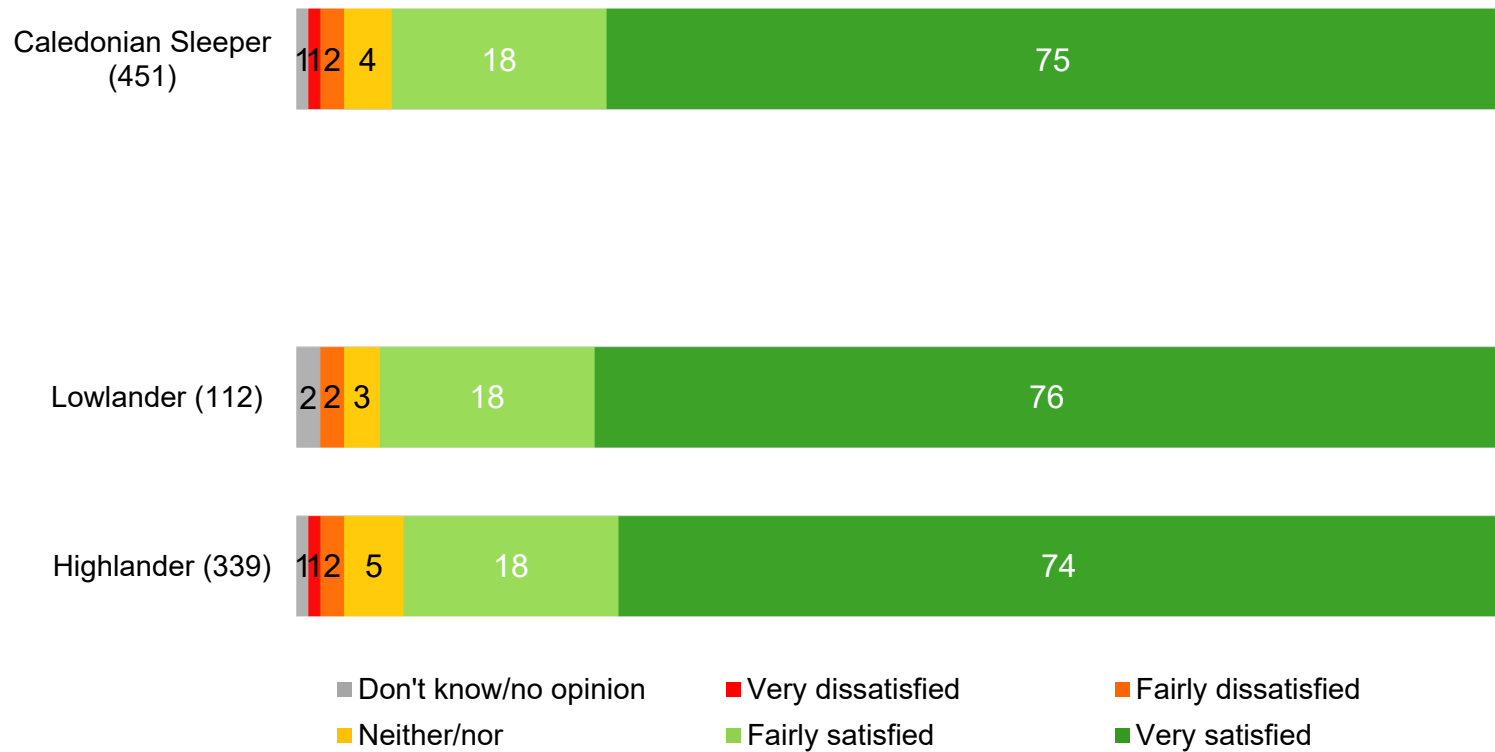
# Punctuality and reliability by passenger group



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



# Punctuality and reliability by route



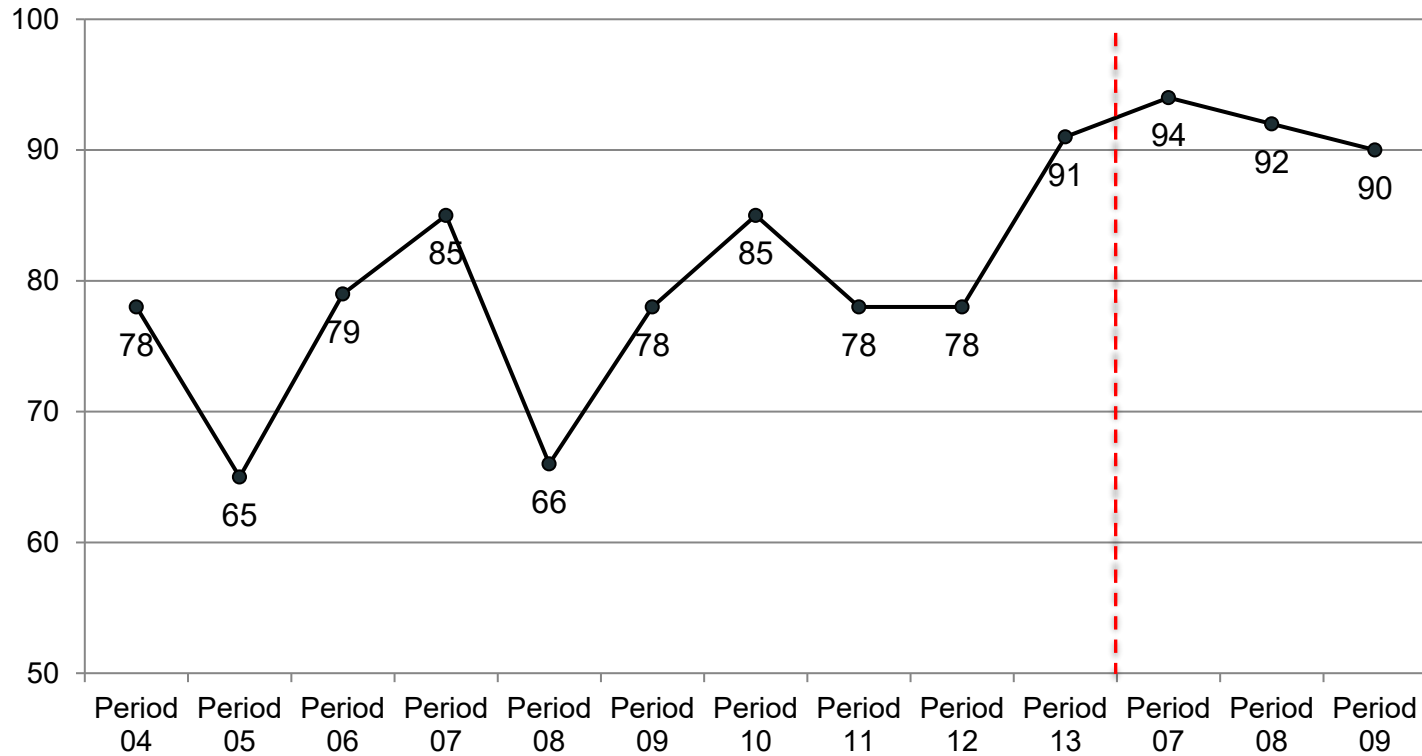
Q33a. Based on your recent journey on the Caledonian Sleeper how satisfied were you with the punctuality/reliability (i.e. the service departing/arriving on time)?  
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# Punctuality and reliability - trend

*Punctuality and reliability*

*Trend: % very/fairly satisfied*

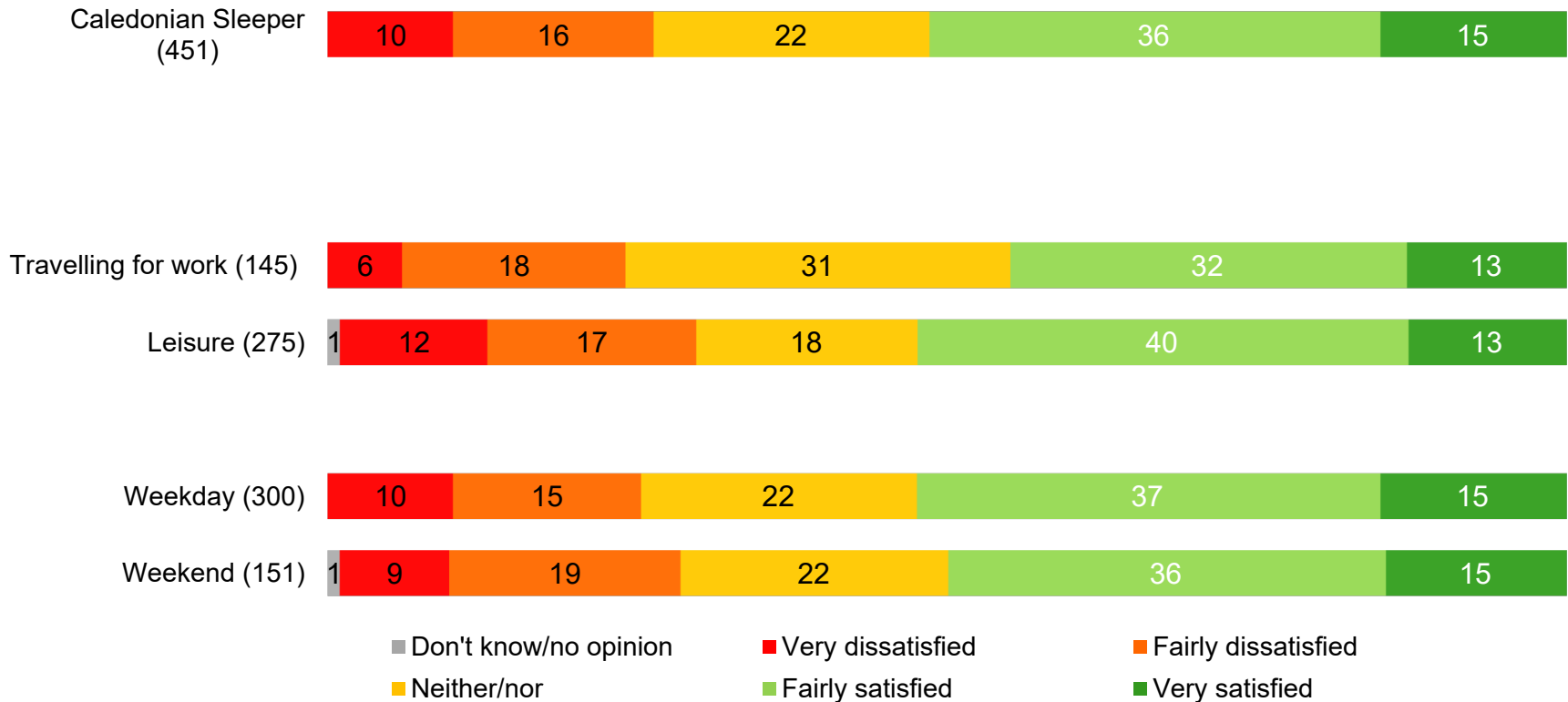


Q33a. Based on your recent journey on the Caledonian Sleeper how satisfied were you with the punctuality/reliability (i.e. the service departing/arriving on time)?

--- Break in fieldwork



# Value for money by passenger group

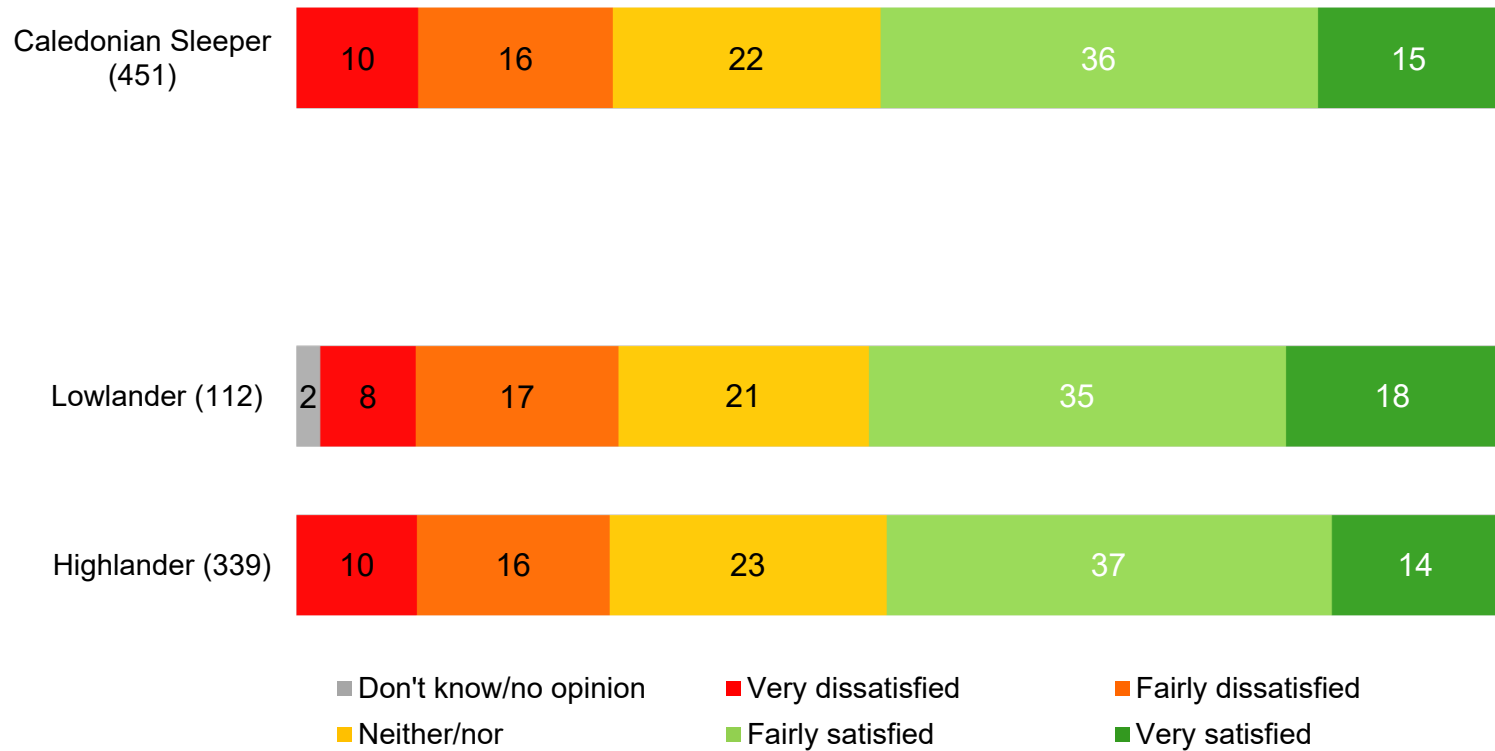


Q33a. Based on your recent journey on the Caledonian Sleeper how satisfied were you with the value for money of the price you paid?  
 Base: in brackets above





# Value for money by route



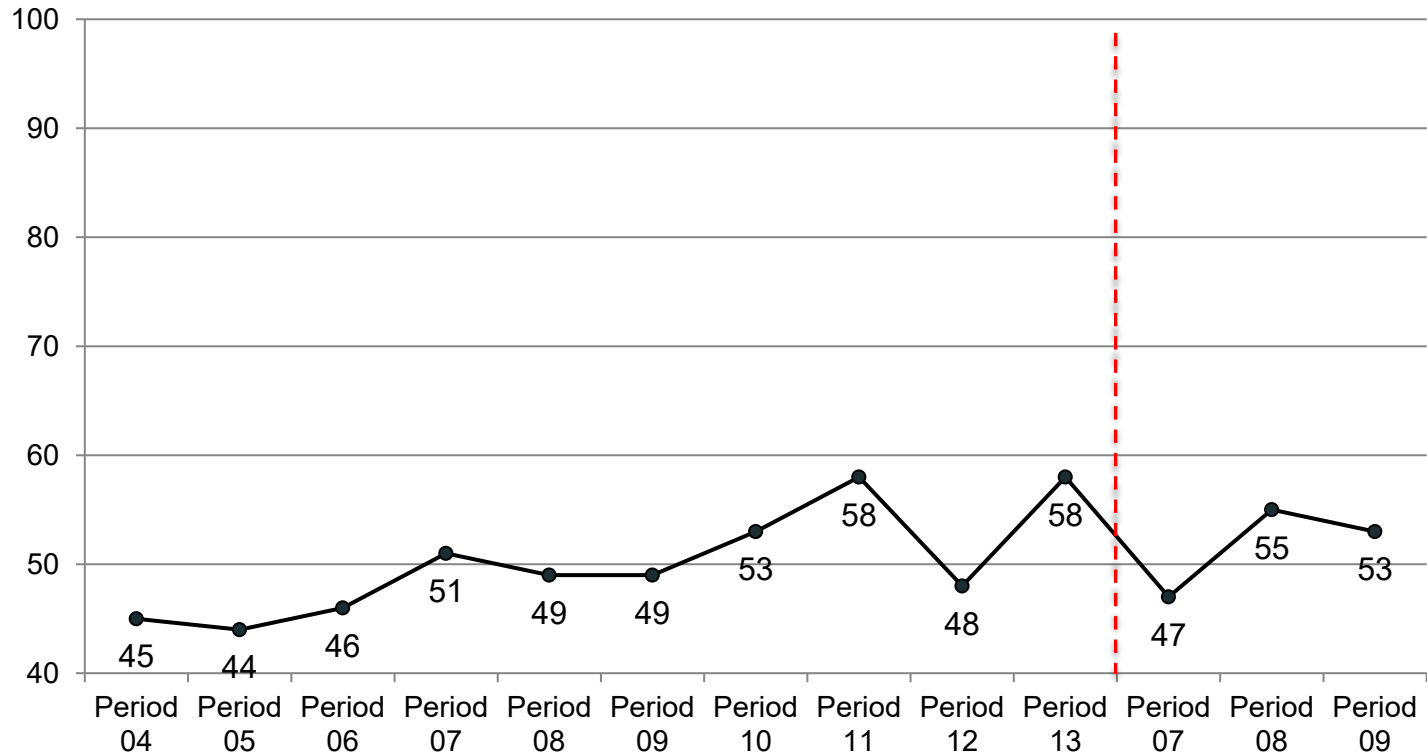
Q33a. Based on your recent journey on the Caledonian Sleeper how satisfied were you with the value for money of the price you paid?  
Base: in brackets above



# Value for money - trend

Value for money

Trend: % very/fairly satisfied

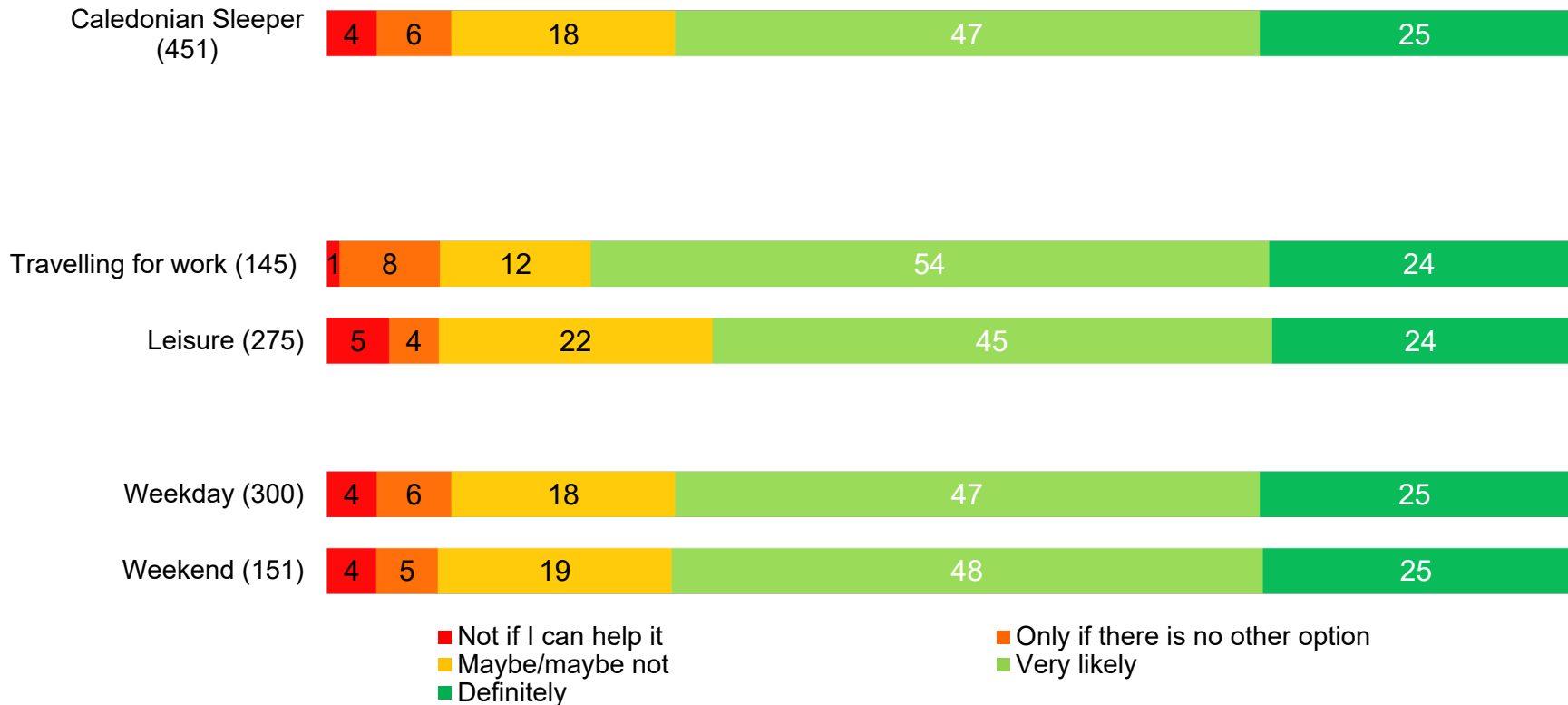


Q33a. Based on your recent journey on the Caledonian Sleeper how satisfied were you with the value for money of the price you paid?

--- Break in fieldwork



# Likelihood to use in the future by passenger group

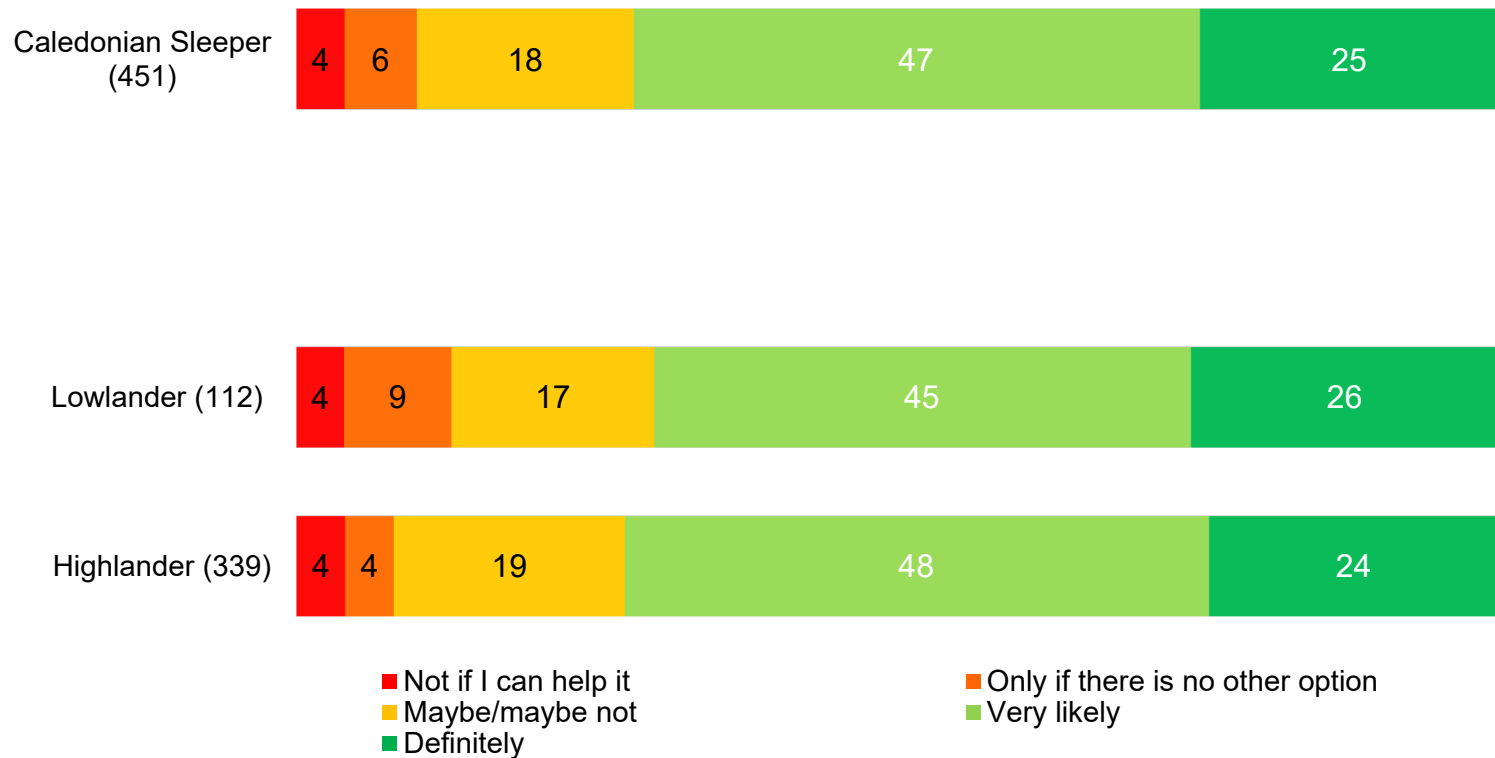


Q32a. How likely are you personally to choose the Caledonian Sleeper when travelling between Scotland and the London area (or vice versa) in the future?

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

*One of the things my partner and I had most been looking forward to was looking out of the train window as the sun rose as we travelled across the Scottish countryside. Nearly the whole window was covered with some kind of sticker (black, cellular material) which obscured the view almost entirely and ruined this part of the experience for us. I was very disappointed about this.*

*Again, whilst it is how it is currently, no chance. It's not that I disliked it, it is just questionable value for money at the moment. Room service not possible? It would be nice to be able to at least buy a drink on board.*

*Its a very handy service and should work well for me in principle (I like sleepers) but its the second bad experience in a row. (Last summer I traveled back and the whole train was cancelled meaning I spent the night mostly on the platform). I am now a bit wary of it!*

*Because it doesn't feel like value for money. It may be due to Covid, but either way, it's a lot of money for a train with a rickety bed and broken toilet, the facelift for the service doesn't seem to have looked at the nuts and bolts of the train, just the surface things like the design of the power points and nice towels. For the money, there should've been more thought in the design of the train cabins themselves.*

*It is expensive and disappointing. I usually travel for business by air but with only one flight in the middle of the day air travel is not viable for me at present.*

*It does offer convenience of overnight travel but the guest experience needs much work*

*It used to be a lovely experience. Covid has not helped as dining has been removed. A bigger rethink about how to give customers value for what they have paid is needed.*

*Because my experience was very disappointing, very uncomfortable and was unable to sleep. Very disappointing that such a trusted brand as Caledonian have continued to operate with the new trains despite so many complaints about the suspension not being fit for purpose.*

*Because of the price. The experience was better than I expected, very comfortable and I could see a lot of care had gone into it, but the price just makes it laughable. I will do it on trips to see my dad but only as long as Covid is around.*

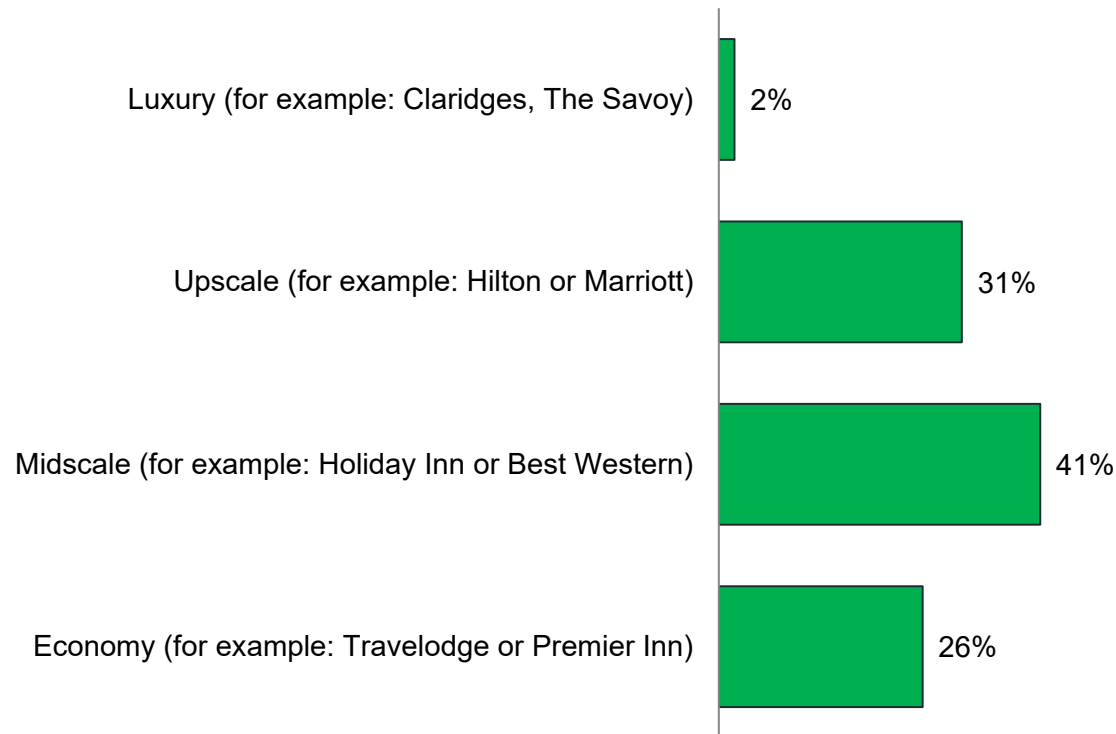
*Although the sleeper is useful for getting to the Highlands, if I was only travelling as far as Edinburgh, I would probably just catch a train during the day. Also, the sleeper has become very expensive and I'm not completely sure it's value for money any more*

Q32b. Why do you say that?



# If Caledonian Sleeper were hotel chain

Quarter 3 2020/21 %



Q34. And just for fun, if Caledonian Sleeper were a hotel chain, what category would you put it into?

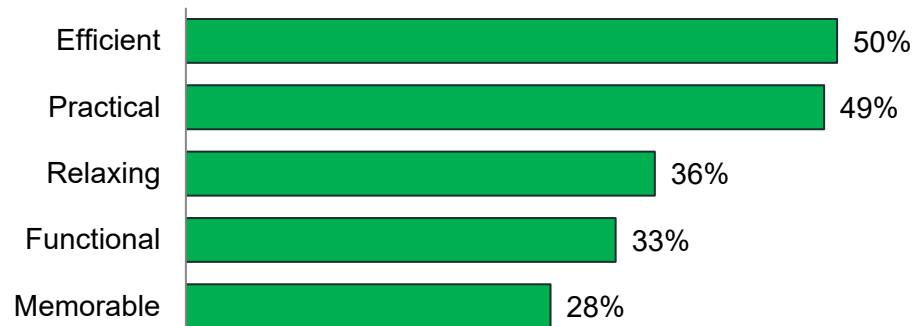
Base: All with an opinion (429)



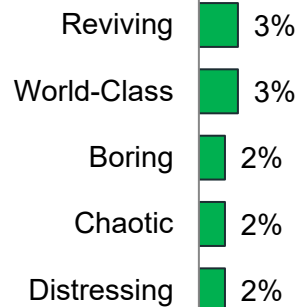
# Overall description of journey

Quarter 3 2020/21 %

## 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 (451)



# Caledonian Sleeper

## Journey expectations



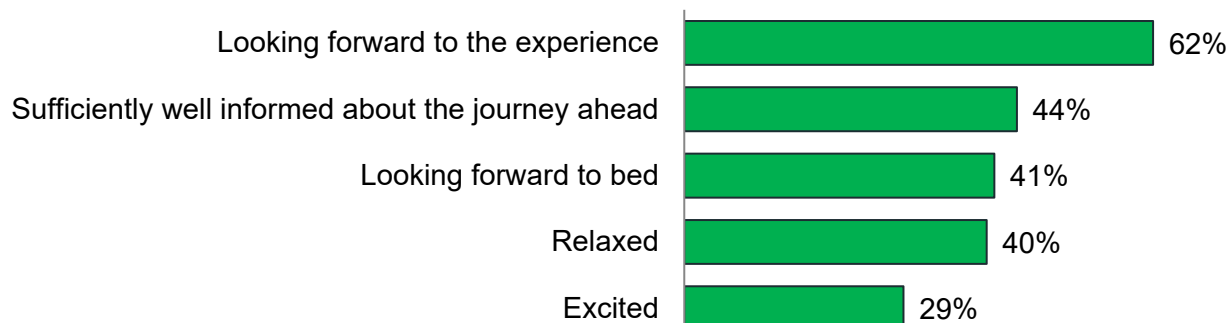
CALEDONIAN  
SLEEPER



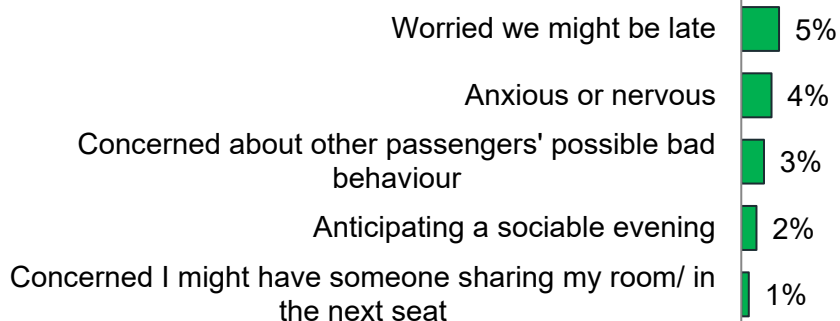
# Thoughts and feelings pre-journey

Quarter 3 2020/21 %

## Top five



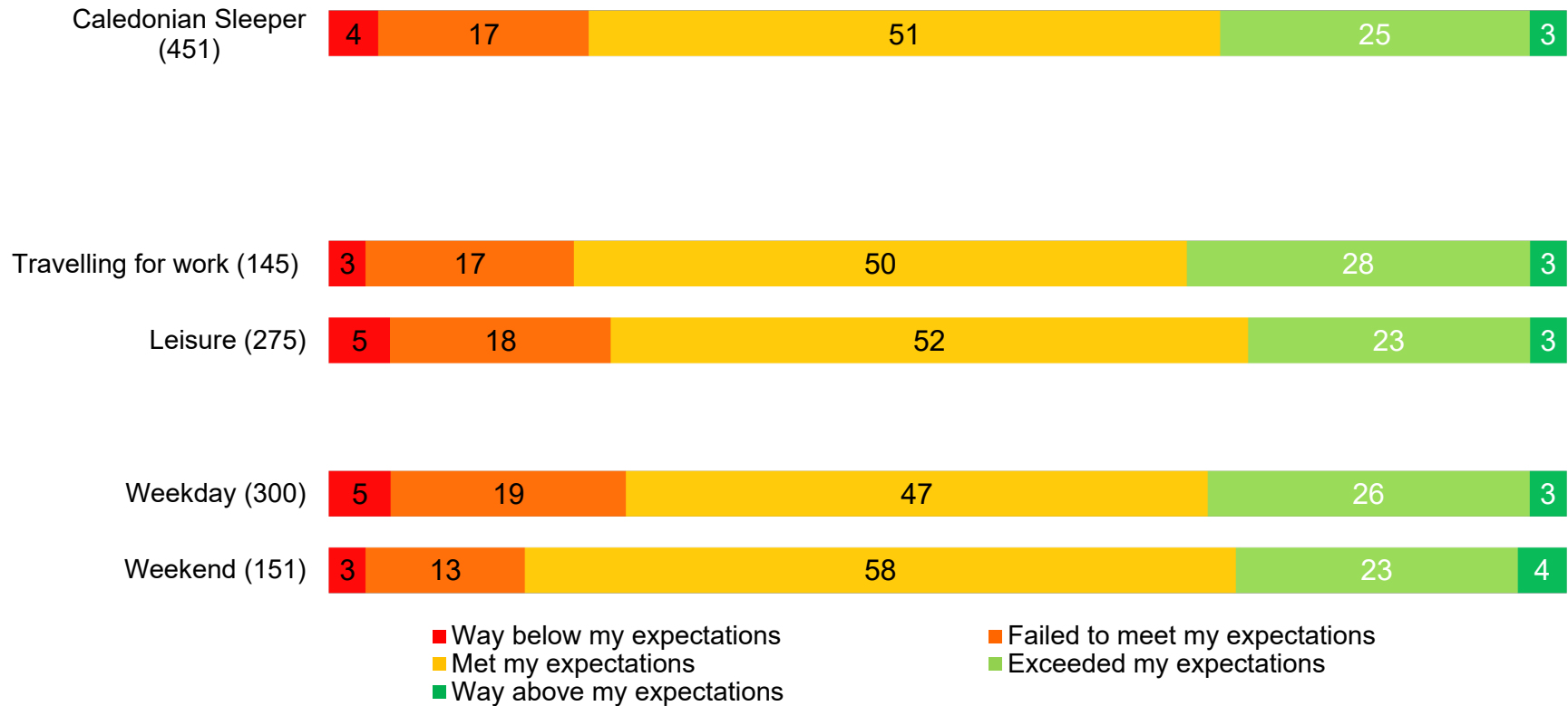
## Bottom five



Q4. Thinking about the day you travelled, what were your feelings or thoughts before your journey on the Caledonian Sleeper?  
Base: All (451)



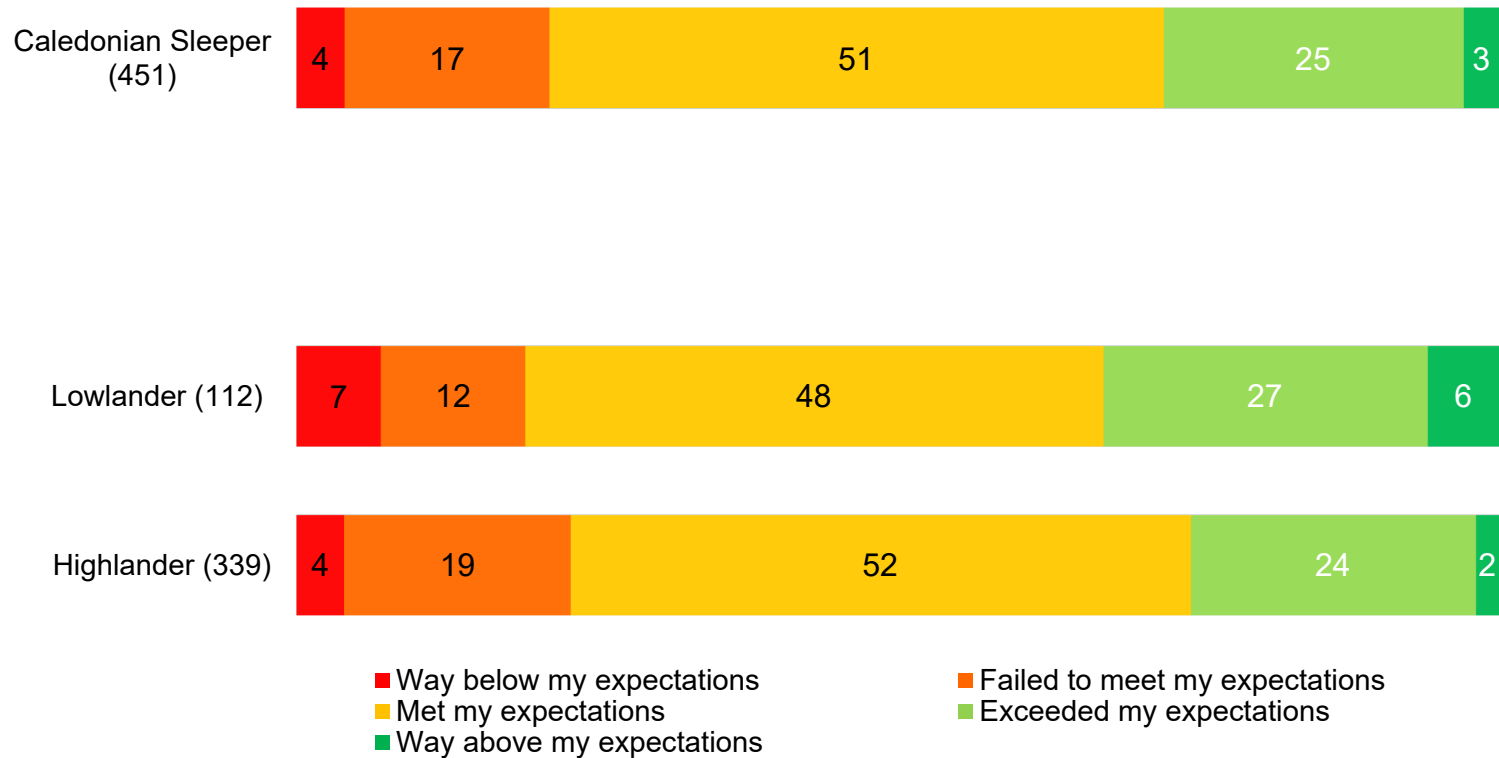
# Met expectations by passenger group



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



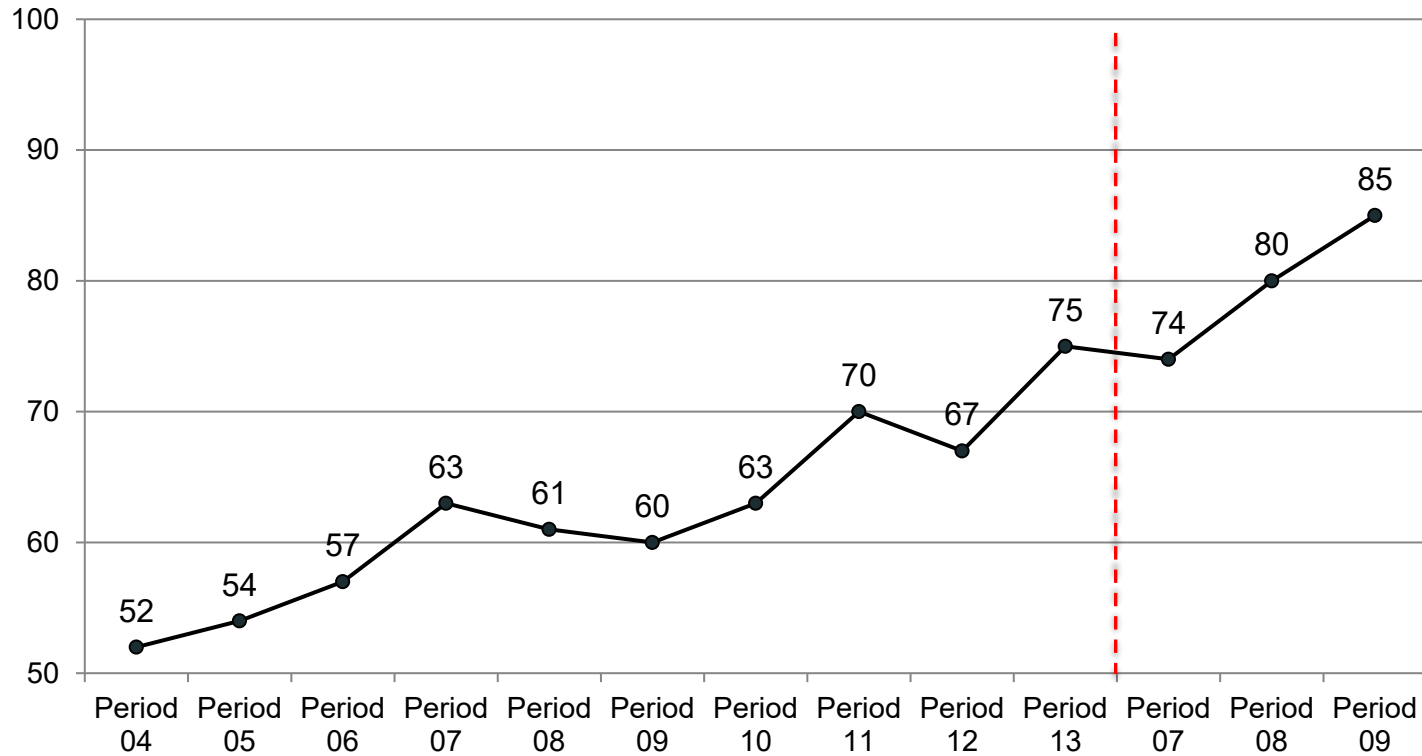
Q5. Overall, taking everything into account, how well did your journey on the Caledonian Sleeper live up to your expectations?  
Base: in brackets above



# 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?

--- Break in fieldwork



# Caledonian Sleeper

## Making bookings

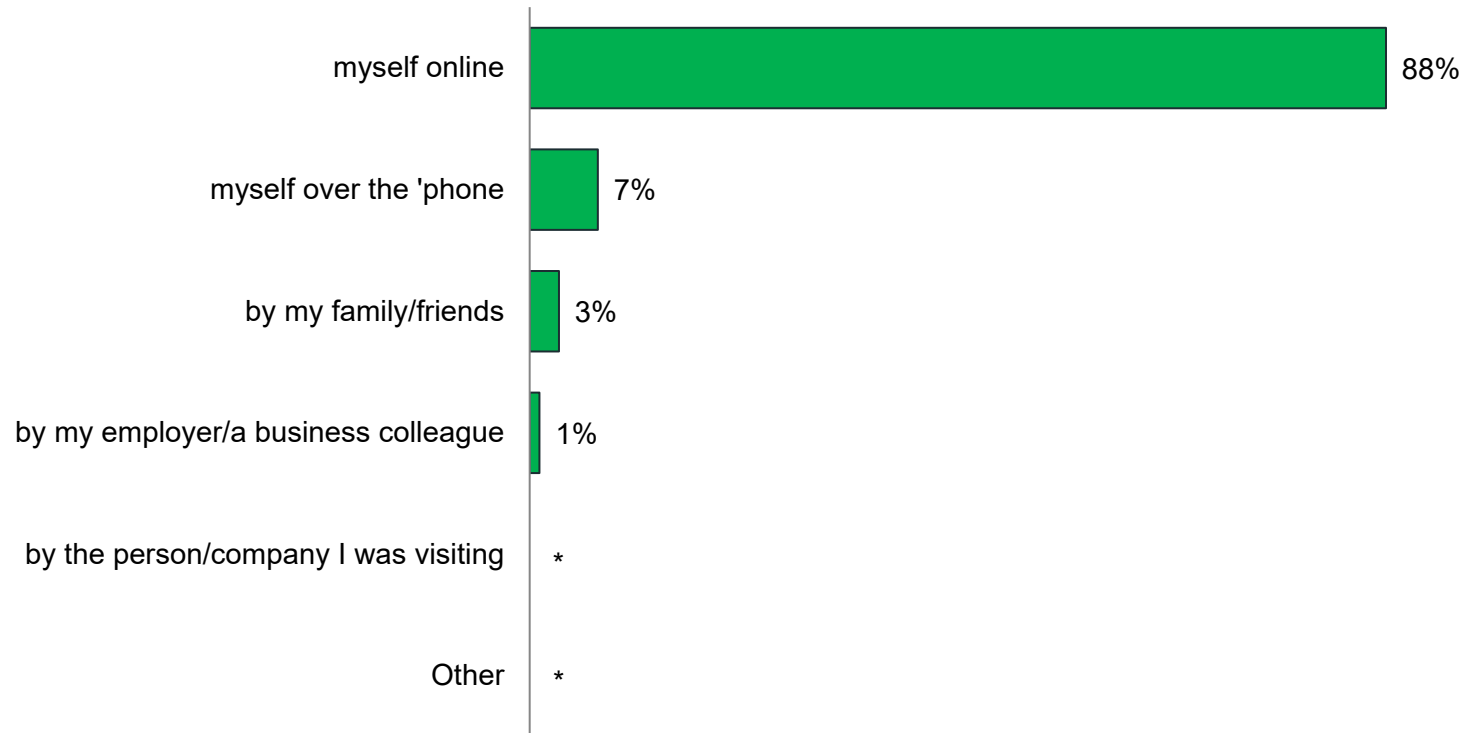


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# How booking was made

Quarter 3 2020/21 %

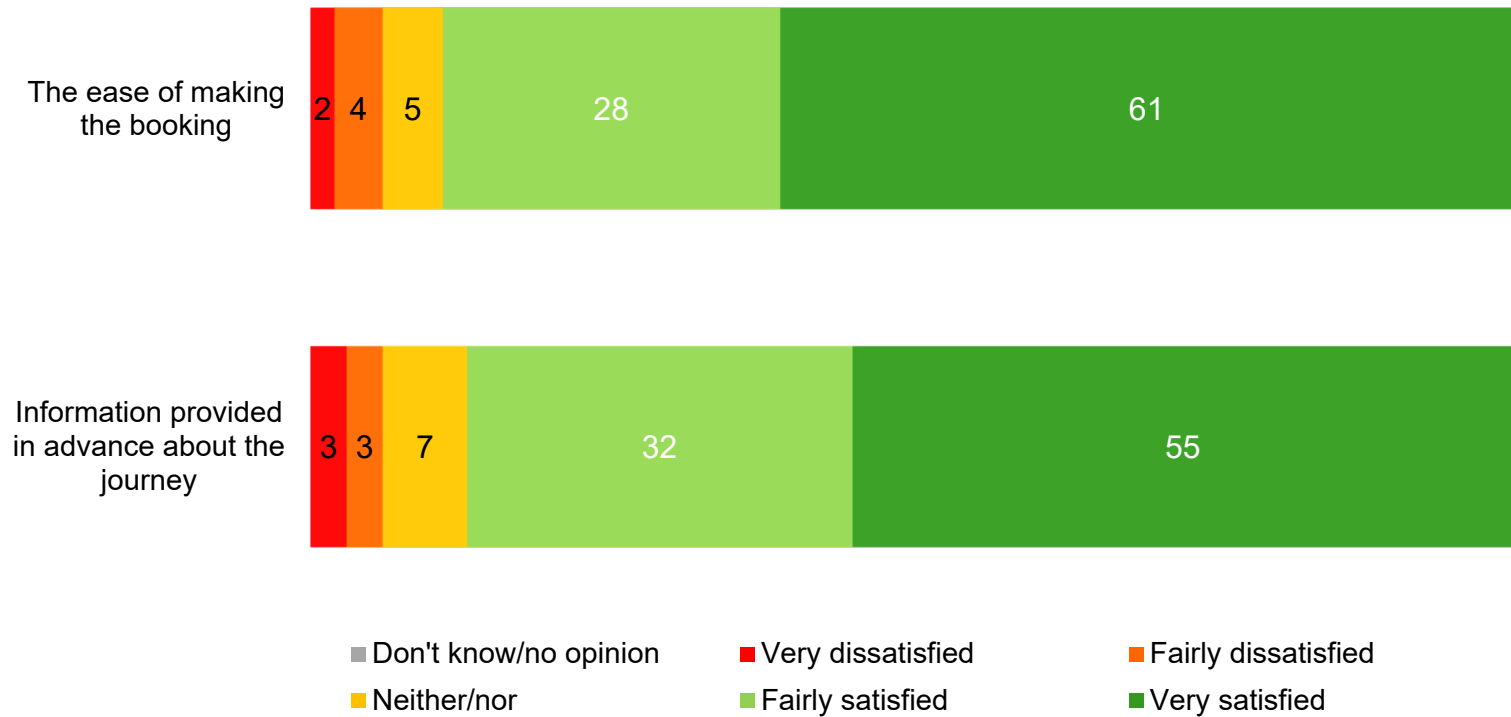
*It was booked/I booked it...*



Q12 Thinking about the process for booking this journey on the Caledonian Sleeper, who made this booking?  
Base: All (451) \* Less than 1%



# Satisfaction with booking process



Q13a. How satisfied were you with...?  
Base: All who booked themselves (430)



# Improvements to information provided about the journey – customer comments

*Caledonian Sleeper needs to improve its method of delivering text messages. The messages come through with lots of HTML formatting. This should be very easy to fix and it's baffling why this has not been done. Additionally, I made this journey because a previous one was cancelled. The text I received in advance merely said that there had been some changes to the Sleeper timetable and did not specifically say my train had been cancelled. I may never have realised had I not thought to check online before travelling. One additional point: the cabin selector on the website doesn't work. If you try and change your cabin during the booking process, the website doesn't let you complete the purchase. This is a poor user experience and should be tested and fixed.*

*Clarity on station layout both in Euston and EDB - Where the lounges are and the time of boarding*

*Provide the information more frequently, flag the differences to the services that are provided during the pandemic compared with usual service levels*

*Give information such as boarding time clearly so that customer doesn't have to search for it.*

*Your website is very poor and needs to be more user-friendly...also, there should be much more clarity on room options and their status (fixed or flex etc)*

*I couldn't find out much via the website. Eg whether you can board prior to it setting off, whether the buffet cart would be open, if there were showers (apart from in the club rooms). Website not very informative*

*I have no doubt that any explanation will include the C-19 excuse which seems to be the watch word for poor service these days. I had originally booked seats to get to/from Scotland on the sleeper service. Around three weeks before the trip I received a text cancelling the booking and refunding the money. I had already paid for coach tickets, train tickets and hotel accommodation so had no choice but to pay extra for the berth. I acknowledge that a 50% discount was offered but I do feel that you should have upgraded us free of charge as the withdrawal of the seats was your decision, not mine. I really felt that I had no choice in the matter as we had spent a lot of money on the break in Scotland. When questioned, it was confirmed that should we decide not to upgrade, Caledonian Sleeper would not reimburse us for the other expenses.*

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





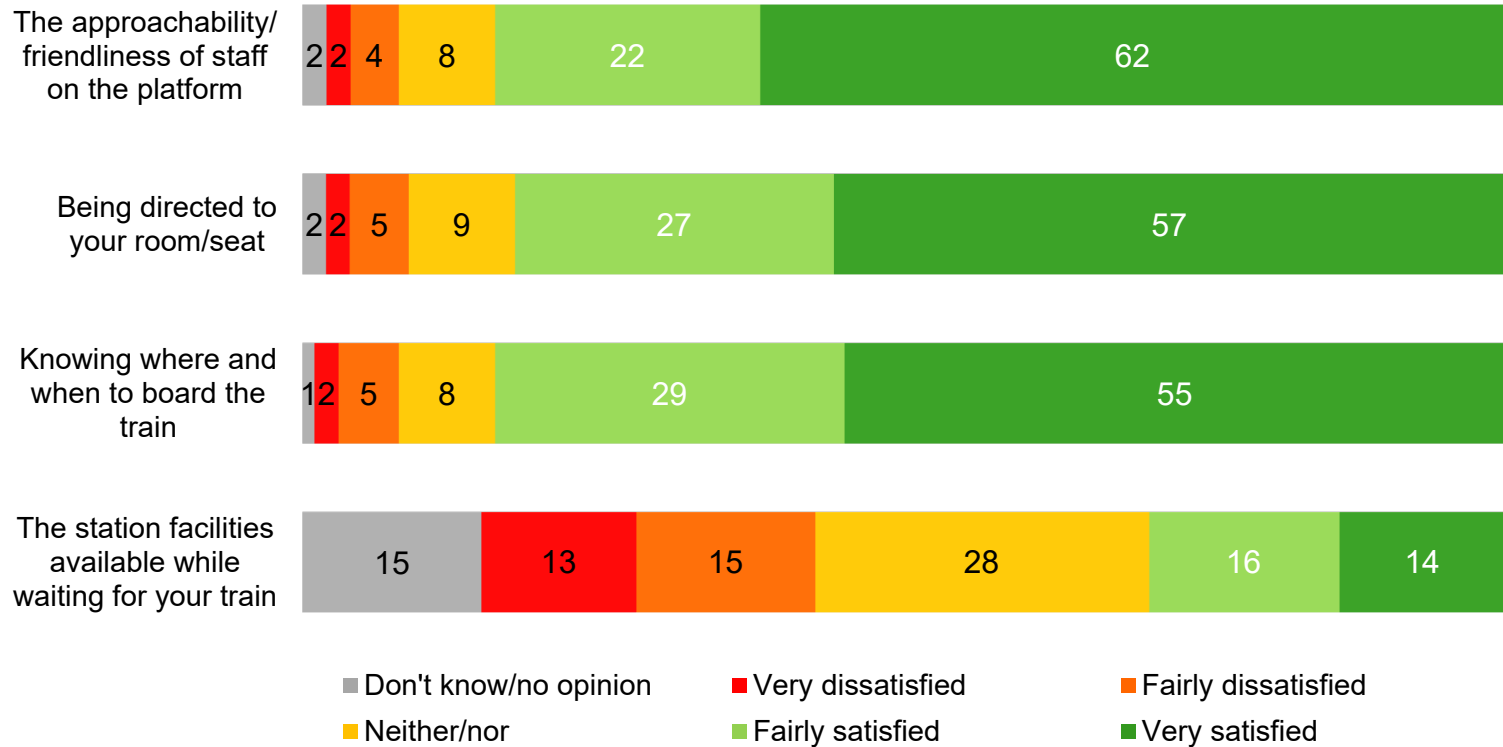
# Caledonian Sleeper

## Boarding and station facilities



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# Satisfaction with boarding process



Q14a. How satisfied were you with...?  
 Base: All (451)



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

*It's good that your staff are so friendly. However, that's no excuse for not knowing what they should be doing. Because of a problem with the coach on which I had initially been booked, I was moved to another coach. There's nothing wrong with that; these things happen. However, although my new room number was shown on the staff member's clipboard, the room was locked when I arrived. I had to wait some time before the room was opened for me.*

*Communication is key in customer service and I felt this was non-existent as no one knew when the lounge was opening or even where it really was. As mentioned previously, your staff on board seemed to have a different as to why the lounge was closed as to the information given by your social media team. Very disappointing.*

*Had information about my booking, been more welcoming, and I had to wait on the platform for the carriage to be unlocked before being able to board the train.*

*Once ticket had been checked, the platform appeared to be deserted.*

*Check tickets at the coach door. Don't force passengers with mobility issues to walk all the length of the train to the station and then all the way back only to check the ticket. Not any other train provider does it.*

*More info should be given about what specifically the train has to offer....nothing is said other than where your carriage is and which door is your room. Quite poor really from the customer perspective.*

*To be less focused on clipboards and more focused on guests*

*Being a bit friendlier, and just asking for my cleaning ticket rather than being 'oh you need a cleaning ticket if you've got cats'. Just being a bit more chilled!*

*As previously mentioned. It felt like they had never had the train depart before. Disorganised. Not ready for people to get on. Long queue. Took ages to check people in with 2 people with a clipboard. No direction. Staff confused. Negative about my bike fitting on the train even though I had clearly pre-booked.*

*They made us all wait before proceeding along the platform, however that meant we all got bunched together at the end of the platform.. not very corona safe*

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



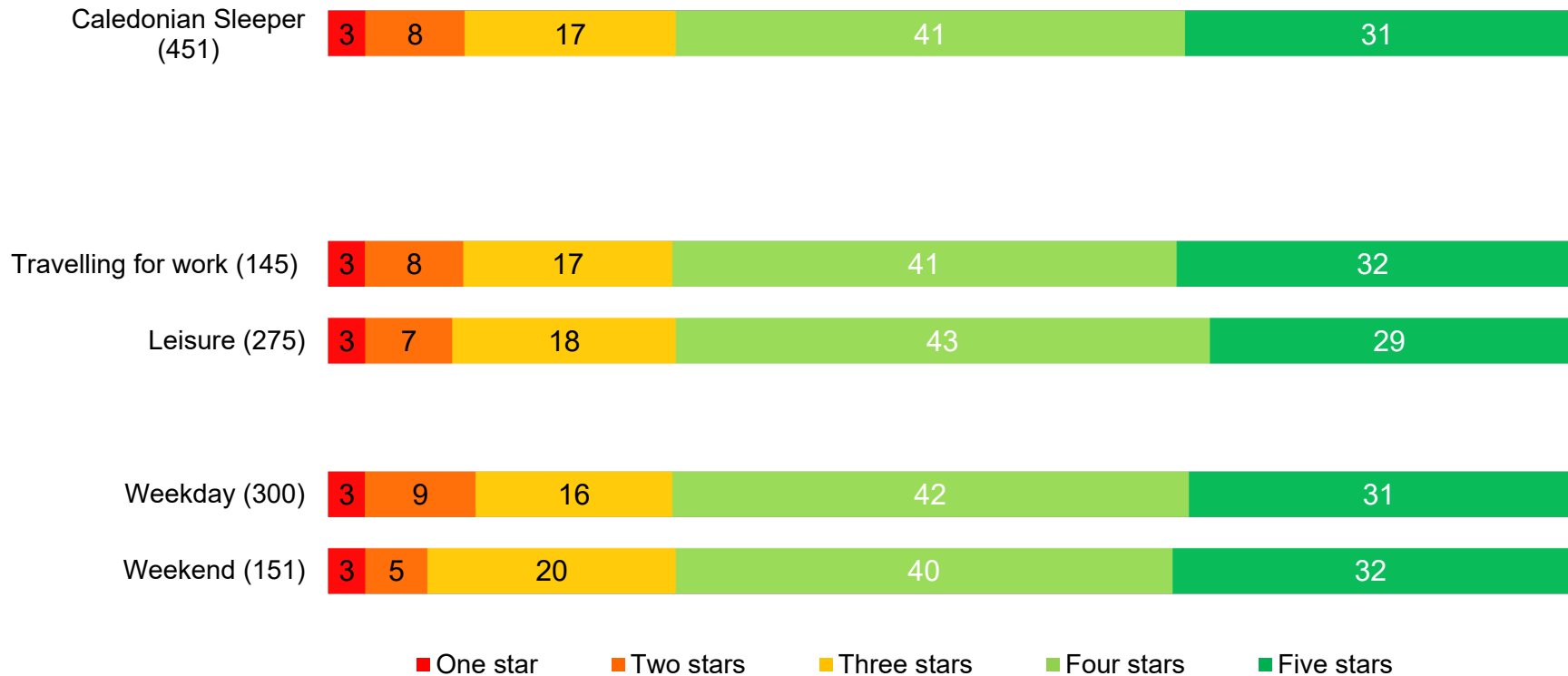
# Caledonian Sleeper

## Accommodation and train facilities



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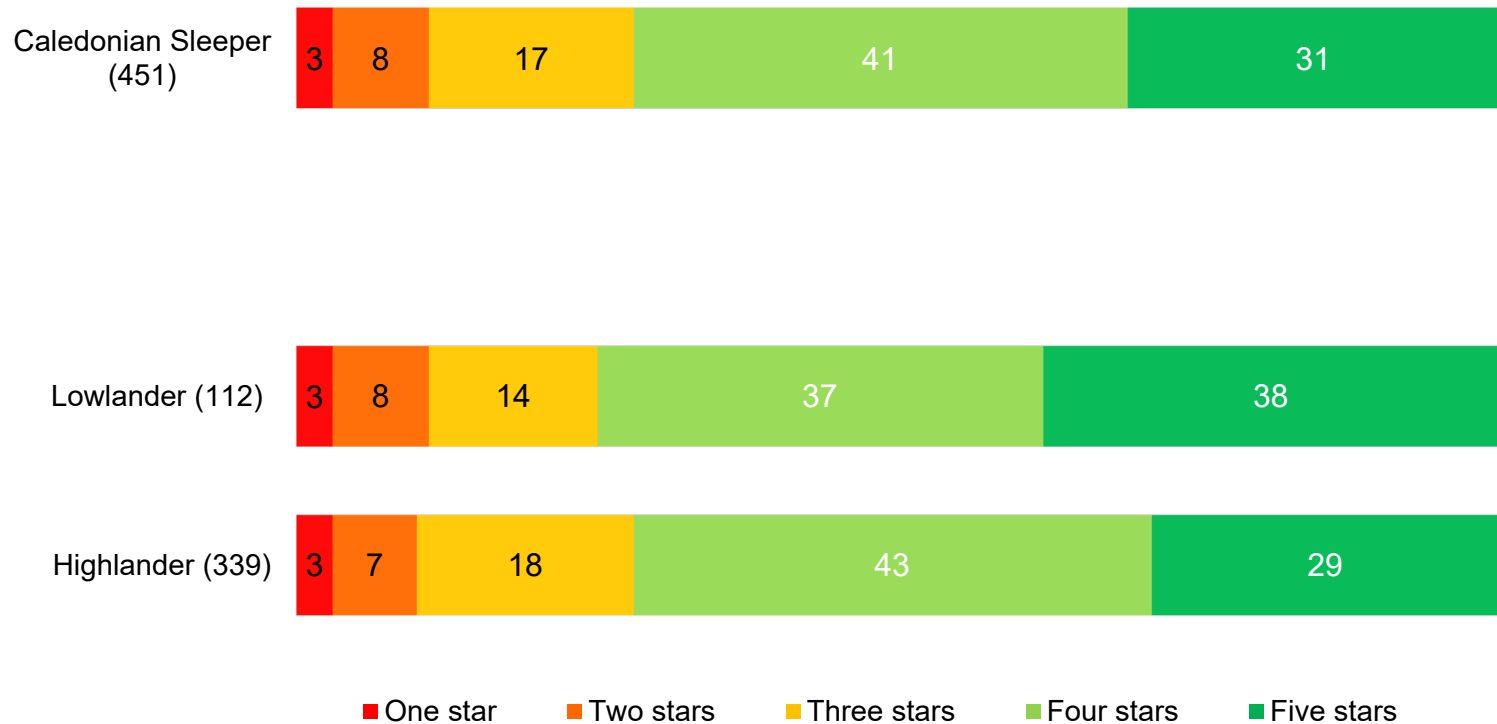
# Overall rating of room by passenger group



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



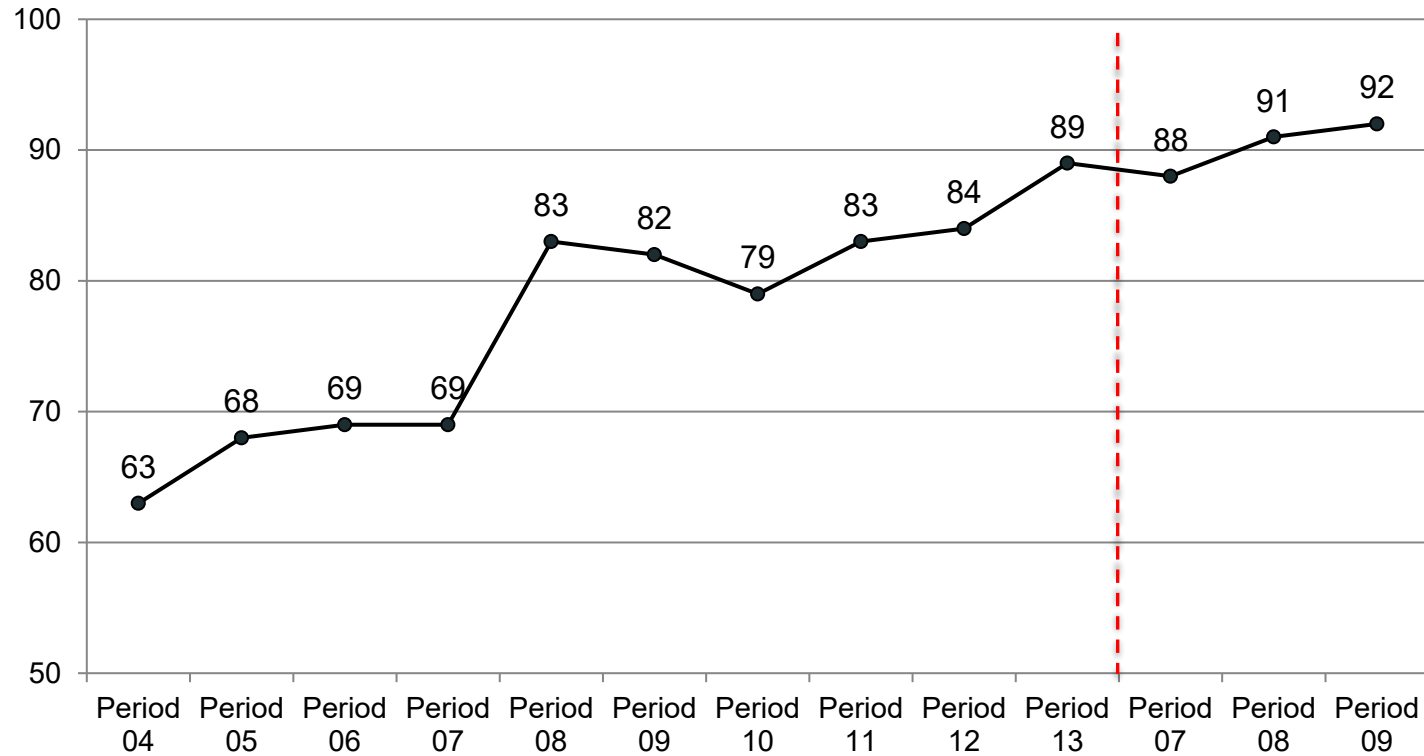
Q17a. How many stars do you give your room on the Caledonian Sleeper?  
Base: All guests staying in a room/suite (in brackets above)



# 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?

--- Break in fieldwork



# Overall rating of room – customer comments

*The room was really small and there wasn't much room to move around. It was difficult to get up to the top bunk and it wasn't easy to get down either.*

*Reduce the noise and vibration that comes up through the bed and reduce the noise made by the air conditioning. Due to defects in our allocated room, we were initially moved to a different room of the same type. The vacuum toilet in that room then developed a fault and we were relocated again to the accessible bedroom. I have to question whether these trains are fit for purpose and whether anyone actually slept in them whilst they were on their acceptance runs.*

*The system of having towels and toilet rolls in a gym bag in the bathroom is crazy and often gets in the way of closing the door. The little bag of goodies is a catastrophic source of plastic pollution-most of it presumably is thrown away each day.*

*Light button locator lamp was too bright when room was dark. It was more like having a night light above my head. Shower didn't drain which made my shower experience pretty poor having to rush to rinse and not overflow the shower water into the room.*

*Better duvet and pillow. Wider bed! Softer lighting.*

*En-suite was not an en-suite after a short shower the whole toilet area was soaked it really should not be advertised as that it should be a separate area. As previously mentioned everything was very small pictures very misleading.*

*Very cramped and bad airflow - made me feel claustrophobic. An average-sized adult should be able to sit up in the top bunk bed and it would also have been much better if one was able to open the window.*

*Enable enough space to wheel a small case. Ensure ladder to top bunk is moveable/removeable*

*More luggage storage space. More coat hangers. More circulation space. The whole room was very cramped and offered poor value for money.*

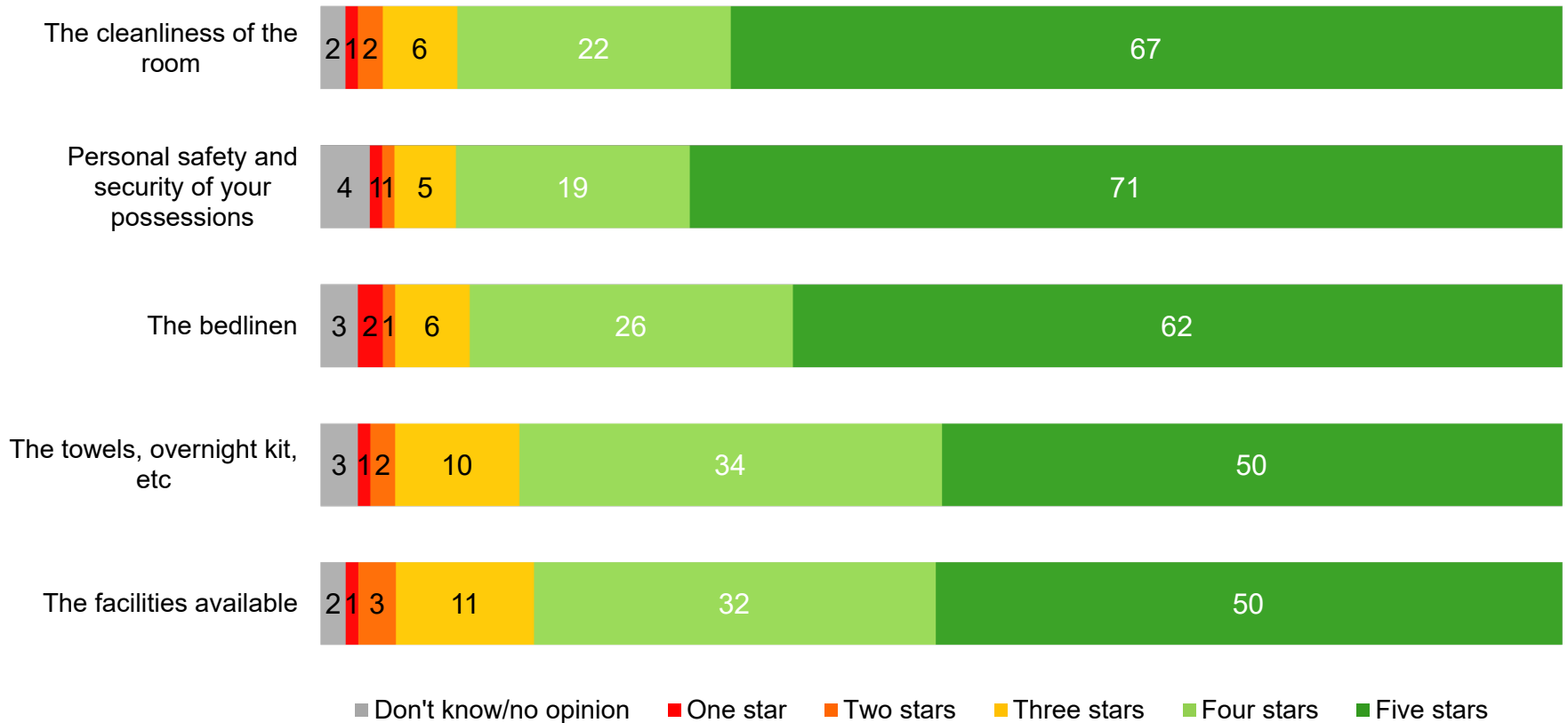
*Shower with hot water. The light switch is lit up at night, way too bright. Announcements could be heard all night.*

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?





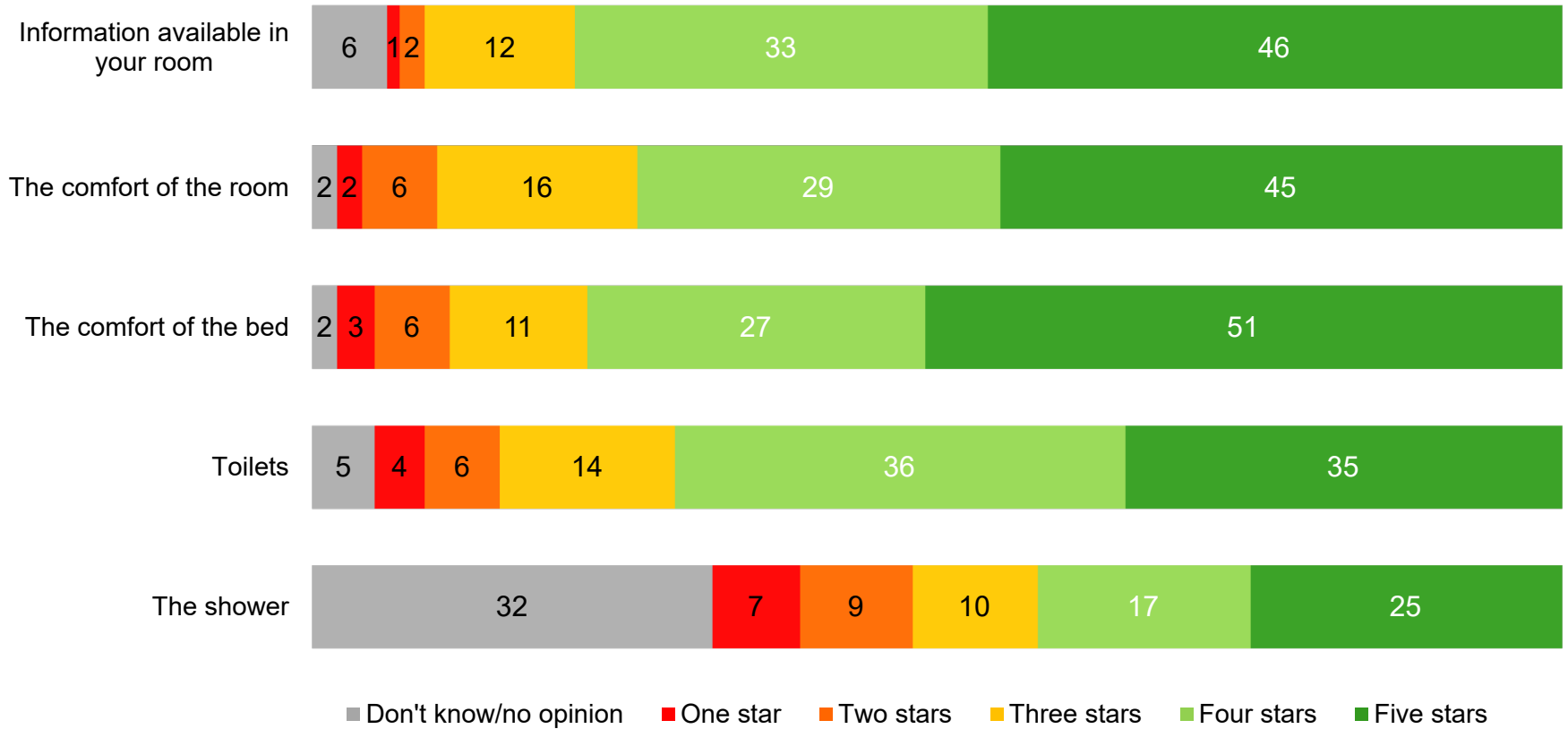
# Rating of the features of the room – top 5



Q17b. And how many stars do you give the room for..?  
 Base: All guests staying in a room/suite (451)



# 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 (451), room with en-suite shower (244)



# Rating of features of the room – customer comments

*Having no water in the carriage for the majority of the journey is a massive failure during this Covid-19 pandemic.*

*Both electrical sockets in my cabin did not work.*

*You need to offer an idea of arrival times. No announcements were made at all. We arrived at Euston early but there was no warning of that*

*Could provide a screen within the rooms showing time, location and next stop information.*

*Make it possible to adjust the temperature more, so it can be colder - it was too hot. Make it so that the light for finding the light switch is not so bright. Otherwise, great.*

*Ensure the fabric on walls is inspected and cleaned. The brown tartan pattern is nice but not confident as to how that is cleaned or if it is cleaned at all. There was a splash mark of something.*

*The doors didn't lock*

*I would have liked a thicker mattress which I think would have been more comfortable, I felt there was a firm part of the mattress across the middle as though the bed frame were pushing through from underneath*

*I think the sheets are not as comfortable as previously. Perhaps they are a different grade of cotton.*

*It's good having the real towels however I think the overnight kits are not necessary and not environmentally friendly. I think asking people if they want them would be a better idea and just provide soap in a dispenser.*

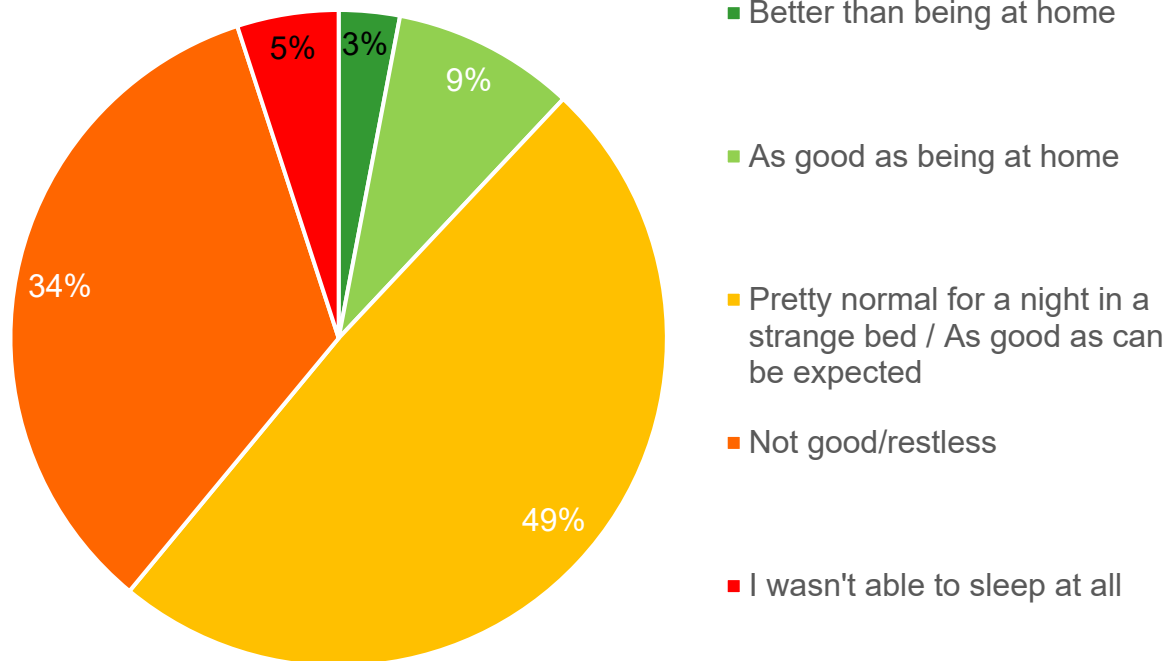
*The public toilet on my carriage - The soap was a strange black colour and looked questionable. The water ran out by the morning so the toilet did not flush and no running tap water. The fact that sitting down in the lounge carriage was out of bounds for safety reasons (Covid) but the toilet being like that is a bit baffling.*

*The shower only had cold water even after letting it run for a while. It was not possible to take a shower as a result.*

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?



# Quality of sleep



- 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

Q18 . How would you describe the quality of sleep that you enjoyed on board the Caledonian Sleeper?  
Base: Those in a room/suite (451)



# Improving quality of sleep – customer comments

*It's too late to redesign the suspension of the carriages but I can identify two possibilities: 1. better mattresses 2. engine drivers taking more care when carriages have to be shunted/ connected during the night. On the old trains, there was a competition between crews to get the best passenger rating for least disturbance. Perhaps that should be reintroduced on social media.*

*I could hear the conversation between the people in the next room very clearly, so I was lucky they went to bed at the same time as me. I think the train stopped and started several times during the night so I woke up every time that happened. Also there was a glowing light on the control panel above the bed which meant the room wasn't completely dark and I had to use the eye mask. Also, early in the morning the train jolted and my heavy suitcase flopped over onto the bed, the metal handle narrowly missed smacking me in the face (they should warn people about that--a strap to hold it in would be good).*

*As I said in a previous answer, while I did get an okay night's sleep, I feel the "ride" of the coaches is still pretty rough and should be addressed by the manufacturer. And while jerkiness is inevitable, the braking system has not ironed out all the jerks, especially at low speeds.*

*Bigger cabins with room for luggage and to manoeuvre, or luggage room at the end of the carriage*

*Raise the unused bunk for single occupancy better soundproofing*

*I don't know if it's operationally possible but I'd operate the Sleeper at a constant speed. It'd surely be better to travel the 400 miles in eight stable hours of 50mph rather than what usually feels like we belt it down the track for half the journey and chug along for the other half.*

*The doors are so rickety. As if they aren't flush against the door fittings/ locks? but ultimately sleep is quite a tricky thing to get right for everyone.*

*The light in the unoccupied room next to us was left on and shone through the crack in the dividing door. And the coat hangers in the same room rattled all through the night!*

*Apart from the width of the bed, nothing during this period of Coronavirus.....I would normally visit the bar on the train and the bed width would probably be completely irrelevant.*

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



# Caledonian Sleeper

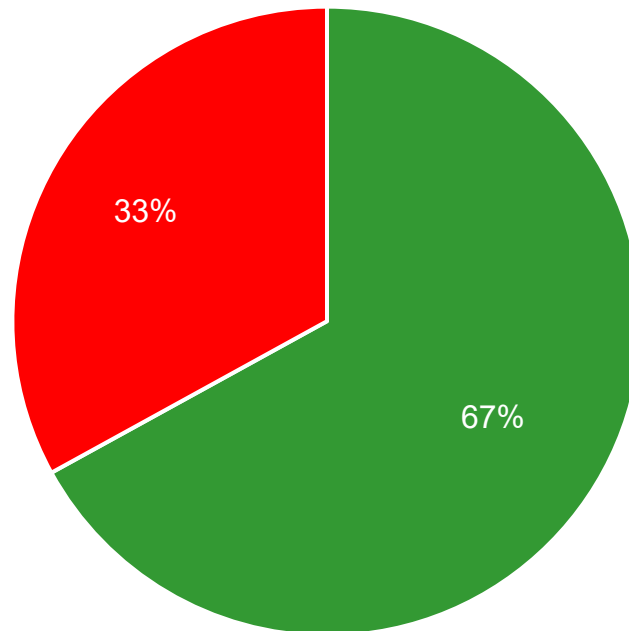
## Club car and catering



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# Breakfast

Quarter 3 2020/21 %

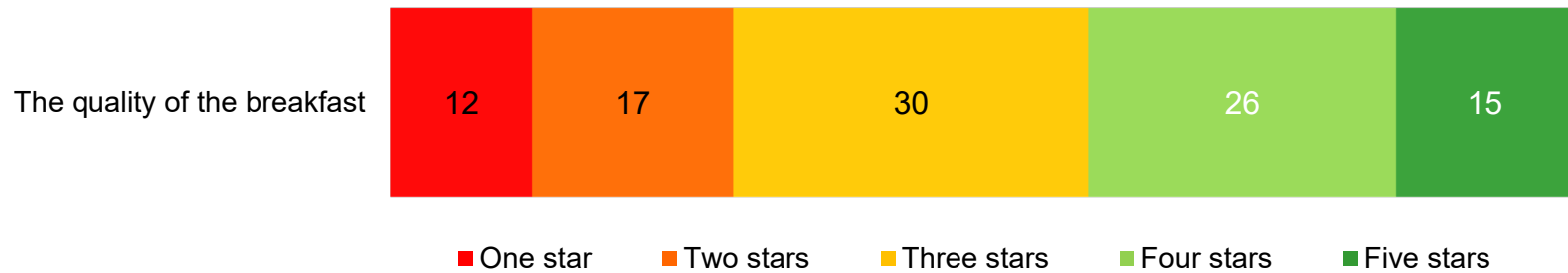


■ Yes - in my room ■ No

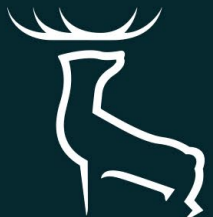
Q25a. Did you eat a Caledonian Sleeper Breakfast on the train?  
Base: All (451)



# Rating of features of breakfast



Q25b. How many stars would you give for the quality of the breakfast offering, taking into account COVID-19 restrictions?  
Base: All eating a Caledonian Sleeper breakfast on the train (338)





# Rating of features of the breakfast – customer comments

*Seriously, this is a nonsense of a breakfast and at the price of the ticket, and regardless of Covid, the breakfast offering was an insult. A hot beverage is entirely possible in Covid times at least. The roll was small, the breakfast was generally high sugar items which were not offering any real nutritional balance. I absolutely fail to see how the breakfast restriction can exist and for the price, was an insult.*

*I don't understand how it is not possible to serve hot drinks with breakfast. Even taking Covid considerations into account this should have been feasible. Breakfast was very average - would have expected better considering how much we paid for our tickets*

*Offer a choice of pastries. I had a muffin which is cake. I was not given a bacon sandwich which I was lead to believe would be in the breakfast bag. Why no tea or coffee? I think a reduction in price should have been given for the poor breakfast substitute*

*[Provide] something healthy--like a plain yoghurt, fresh piece of fruit, packet of granola. The fruit juice was nice but the muffin not so much. It was definitely not a 'breakfast'.*

*I can't even remember it 100% which says a lot. It was a lemon muffin and a small bottle of water from what I remember. No choice. Fruit would have been nice. Yogurt. A cup of Tea/coffee would have been lovely. Anything breakfasty. I know it's hard times but if that is breakfast for £170+ then wow.*

*Offer, say, a roll/croissant with marmalade and definitely a pot of tea -- can't start the day without a pot of tea. As mentioned before, the dining car should be open offering cooked meals with the passing wonderful scenery. Covid no excuse.*

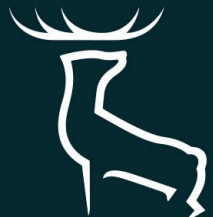
*Could have had more options, given the cost, hot drinks and more variety could still be offered despite covid. 2 rashers in a bread roll and an orange juice doesn't live up to my expectations*

*No vegan option available!*

*It cannot be difficult to provide a hot drink (coffee) even with current restrictions.*

*Hot drinks were needed. We think that Caledonian Sleeper's response to Covid-19 of removal of hot drinks is completely unnecessary and no satisfactory explanation was given. Why does this step prevent the spread of the coronavirus?*

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



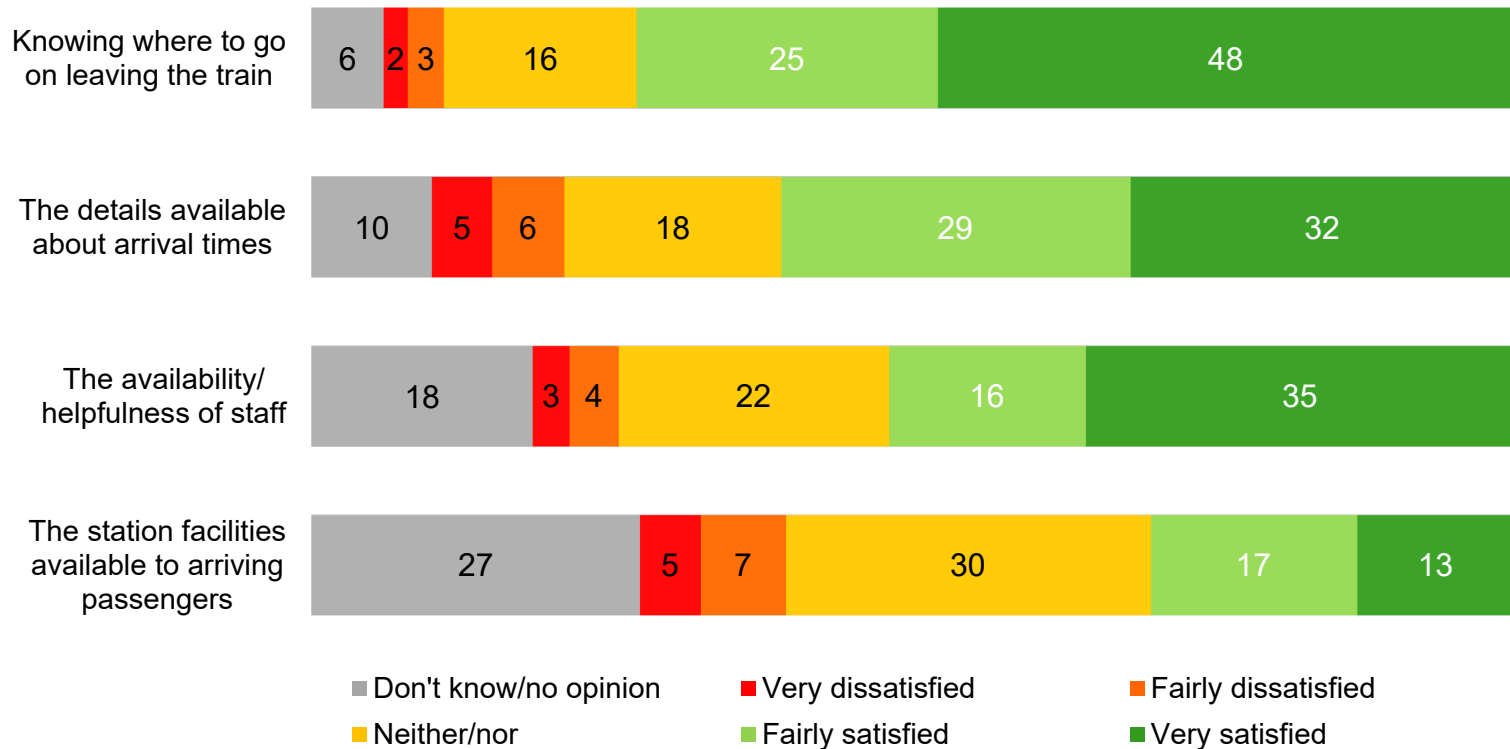
# Caledonian Sleeper

## 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 (451)



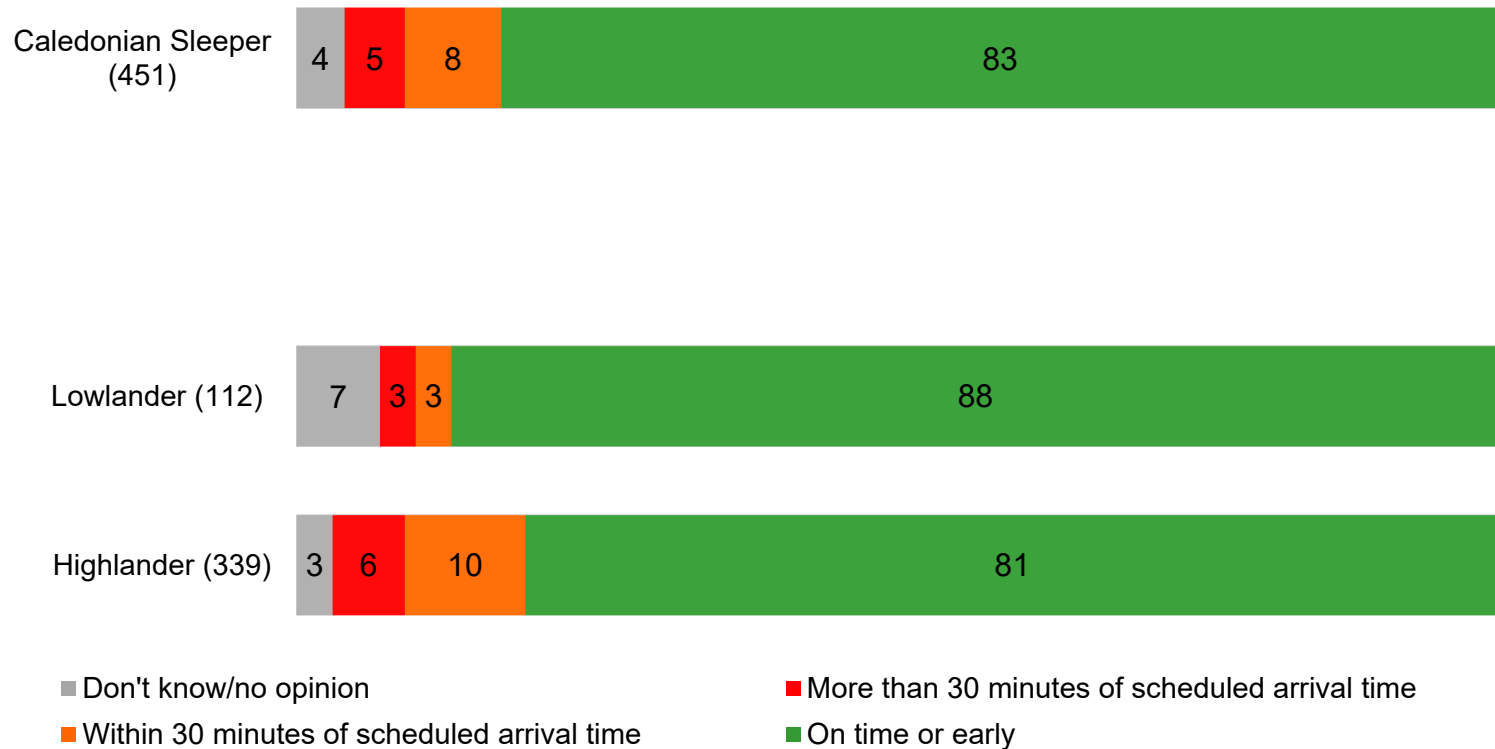
# Caledonian Sleeper

## Delay



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# Punctuality of service by route



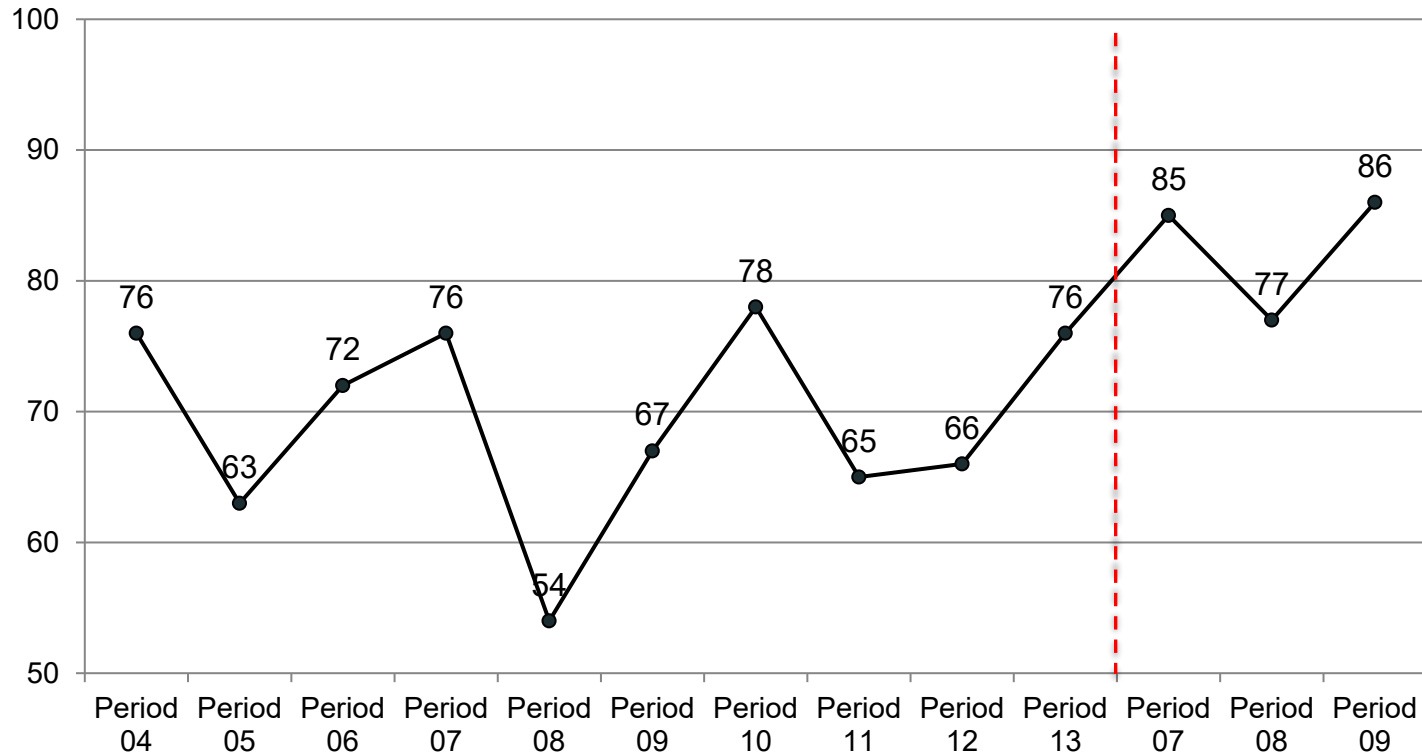
Q27a. Did your train arrive on time?  
Base: in brackets above



# Punctuality of service - trend

Rating of experience

Trend: On time or early



Q27a Did your train arrive on time?

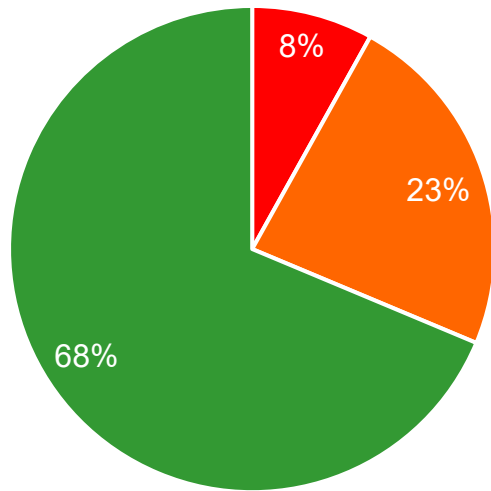
--- Break in fieldwork



# Impact of delay

Quarter 2 2020/21 %

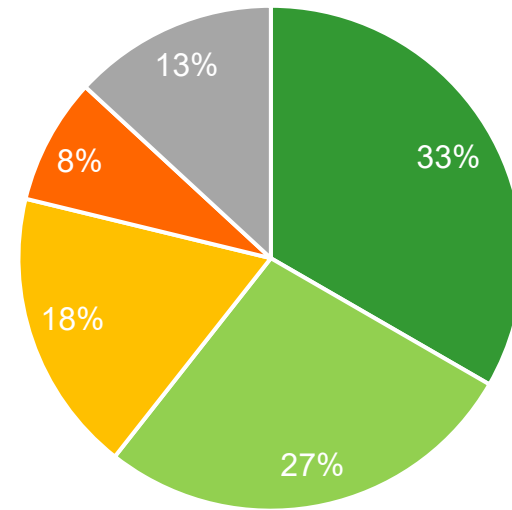
- Yes, it was a serious inconvenience
- Yes, it was a minor inconvenience
- No, it did not inconvenience me



*Impact of the delay*

Q27b. Did this affect your plans for the day?  
Base: All who experienced a delay (60)

- Very well
- Neither/nor
- Very poorly
- Fairly well
- Fairly 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 (60)



# Caledonian Sleeper

## Facilities for those with a disability or illness

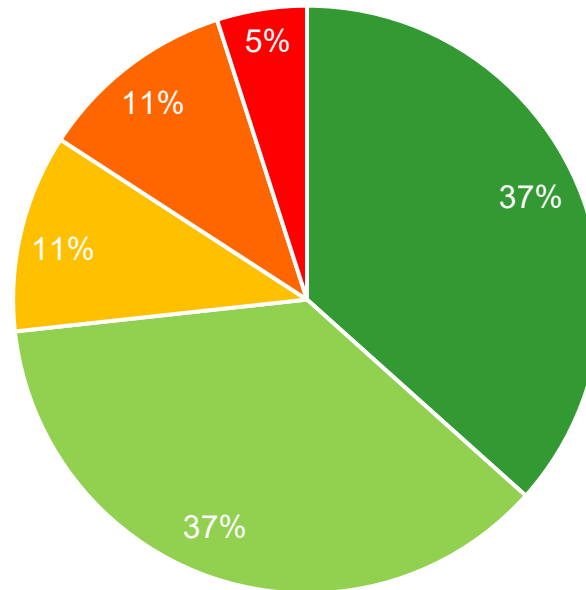


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# Satisfaction that Caledonian Sleeper provides a service suitable to needs

Quarter 3 2020/21 %



- 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 (19\*) \*Caution – low base



# Providing a service suitable to needs – customer comments

*Fix the ladder - wider steps that don't hurt your feet, ability to set it at an angle. Lower the height of the top bunk so that you can sit up in bed. Use memory foam mattresses. Then it would be worth the price.*

*Would appreciate more kindly staff to help the older generation. I am 72 yrs old and my 76yr old sister was also travelling.*

*I think having more clear assistance procedures, even though the sleeper doesn't handle it specifically, would be helpful.*

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



# Caledonian Sleeper

## Appendix



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# Sample profile – journey details

| <i>Sample size</i>           | <i>451<br/>%</i> | <i>Sample size</i>                                       | <i>451<br/>%</i> | <i>Sample size</i>                  | <i>451<br/>%</i> |
|------------------------------|------------------|--|------------------|-------------------------------------|------------------|
| <b><u>Age</u></b>            |                  | <b><u>Journey Purpose</u></b>                            |                  | <b><u>Disability or Illness</u></b> |                  |
| 16-34                        | 14               | <b>Travelling for work</b>                               | <b>32</b>        | <b>None</b>                         | <b>94</b>        |
| 35-54                        | 44               | Company business   | 14               | Vision                              | -                |
| 55+                          | 39               | Personal Business  | 13               | Hearing                             | >1               |
| Not stated                   | 3                | Regular travel between home and workplace                | 5                | Mobility                            | 2                |
| <b><u>Gender</u></b>         |                  | Visiting friends/ relatives                              | 19               | Hidden disability                   | 2                |
| Male                         | 54               | Holiday/ short break                                     | 42               | Speech or language impairment       | -                |
| Female                       | 44               | Attending a sporting/ musical/ theatrical/ charity event | -                | Mental health                       | >1               |
| Not stated                   | 2                | Other  | 7                | Other                               | >1               |
| <b><u>Working status</u></b> |                  | <b>Leisure</b>   | <b>61</b>        |                                     |                  |
| Full time                    | 63               |  |                  |                                     |                  |
| Part time                    | 16               |  |                  |                                     |                  |
| Not working                  | 2                |  |                  |                                     |                  |
| Retired                      | 13               |  |                  |                                     |                  |
| Student                      | 1                |  |                  |                                     |                  |
| Not stated                   | 4                |  |                  |                                     |                  |
| <b><u>Residence</u></b>      |                  |  |                  |                                     |                  |
| UK                           | 95               |  |                  |                                     |                  |
| Non-UK                       | 5                |  |                  |                                     |                  |



# Sample profile – journey details

| Sample size                     | 451<br>% | Sample size   | 451<br>% | Sample size                               | 451<br>% |
|---------------------------------|----------|---|----------|---|----------|
| <b><u>Travelling party</u></b>  |          | <b><u>Return journey mode</u></b><br>(those making outward journey) (276) |          | <b><u>Travel to departure station</u></b> |          |
| Alone                           | 53       | Caledonian Sleeper  | 53       | Train                                     | 31       |
| With a business colleagues(s)   | 1        | Daytime train   | 19       | Underground/ Tram/ Subway                 | 16       |
| With family (adults only)       | 30       | Plane   | 10       | Bus/ Coach                                | 4        |
| With family (adults/children)   | 11       | Coach   | 0        | Taxi                                      | 23       |
| With friends                    | 6        | Own Car   | 5        | Own car/ Dropped off                      | 16       |
| <b><u>Accommodation</u></b>     |          | Hire car  |          | Hire car                                  | 6        |
| Seat only                       | -        | Other   | 5        | On foot                                   | 18       |
| Room                            | 46       | Don't know  | 7        | Bicycle                                   | 3        |
| En-suite room (with shower)     | 54       | <b><u>Outward journey mode</u></b><br>(those making return journey) (175) |          | Other                                     | 3        |
| <b><u>Journey direction</u></b> |          | Caledonian Sleeper  | 71       | <b><u>Travel from arrival station</u></b> |          |
| Outward                         | 61       | Daytime train   | 14       | Train                                     | 27       |
| Return                          | 39       | Plane   | 9        | Underground/ Tram/ Subway                 | 12       |
| One way                         | -        | Coach   | 1        | Bus/ Coach                                | 6        |
|                                 |          | Own Car   | 3        | Taxi                                      | 20       |
|                                 |          | Hire car  | 1        | Own car/ Dropped off                      | 16       |
|                                 |          | Other   | 1        | Hire car                                  | 10       |
|                                 |          |   |          | On foot                                   | 19       |
|                                 |          |   |          | Bicycle                                   | 3        |
|                                 |          |   |          | Other                                     | 3        |



# Sample profile – journey details

| <i>Sample size</i>        | <i>451<br/>%</i> | <i>Sample size</i>                       | <i>451<br/>%</i> | <i>Sample size</i>              | <i>451<br/>%</i> |    |
|---------------------------|------------------|--|------------------|---------------------------------|------------------|----|
| <b><u>Service Day</u></b> |                  | <b><u>Accommodation type</u></b>         |                  | <b><u>Transaction value</u></b> |                  |    |
| Weekday                   | 67               | 1 <sup>st</sup> class                    | 55               | £0-£49.99                       | 1                |    |
| Weekend                   | 33               | Standard                                 | 45               | £50-£99.99                      | 5                |    |
| <b><u>Direction</u></b>   |                  | Seated                                   | -                | £100-£149.99                    | 20               |    |
| Northbound                | 56               | <b><u>Party size</u></b>                 |                  | £150-£199.99                    | 24               |    |
| Southbound                | 44               | Single traveller                         | 56               | £200-£249.99                    | 19               |    |
| <b><u>Train Type</u></b>  |                  | Two people                               | 37               | £250-£299.99                    | 16               |    |
| Highlander                | 75               | Three or more people                     | 1                | £300 or more                    | 15               |    |
| Lowlander                 | 25               | <b><u>Transaction value by quest</u></b> |                  |                                 |                  |    |
| <b><u>Crew</u></b>        |                  | £0-£49.99                                |                  |                                 |                  | 3  |
| Aberdeen                  | 2                | £50-£99.99                               |                  |                                 |                  | 16 |
| Edinburgh                 | 10               | £100-£149.99                             |                  |                                 |                  | 39 |
| Fort William              | 10               | £150-£199.99                             |                  |                                 |                  | 21 |
| Glasgow                   | 2                | £200-£249.99                             |                  |                                 |                  | 21 |
| Inverness                 | 27               |  |                  |                                 |                  |    |
| London                    | 49               |  |                  |                                 |                  |    |



# Sample profile – journey details

| <i>Sample size</i>   | <i>451<br/>%</i> | <i>Sample size</i>   | <i>451<br/>%</i> | <i>Sample size</i>   | <i>451<br/>%</i> |
|--|------------------|--|------------------|--|------------------|
| <b><u>Return journeys between Scotland and London</u></b>      |                  | <b><u>Number of journeys using Caledonian Sleeper</u><br/>(making at least 2 journeys between Scotland and London)</b> |                  | <b><u>When first travelled on Caledonian Sleeper</u><br/>(previously travelling by Caledonian sleeper)</b> |                  |
| 12 or more   | 10               | 12 or more   | (263)<br>6       | More than 20 years ago   | 36               |
| 4-11   | 20               | 4-11   | 16               | 15-19 years ago  | 6                |
| 2-3  | 28               | 2-3  | 36               | 10-14 years ago  | 9                |
| First journey in last 12 months                                | 33               | 1 Journey  | 28               | 5-9 years ago  | 10               |
| First ever journey   | 7                | None   | 14               | 3-4 years ago  | 6                |
| Have never made a journey between Scotland and the London area | 2                |  |                  | In the last 1-2 years  | 33               |



# Methodology overview

The Caledonian Sleeper Customer Satisfaction Survey provides feedback about customer experience and opinions of the Caledonian Sleeper. The survey is carried out as an online survey.

Passengers who have recently travelled on the Caledonian Sleeper are invited to take part in the online survey. Fieldwork is continuous and started 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 2020/21, combining Rail Periods 07, 08, and 09. **Fieldwork for quarter 3 2020/21 took place between 23 September and 29 December.** This covered journeys made between 20 September and 12 December\*.

**451 questionnaires were completed in total.**

*\*During this time some journeys were disrupted due to the impact of the Coronavirus pandemic*





# Caledonian Sleeper

## Quarterly Report

Quarter 3, 2020/21

Rail Periods 07, 08, and 09



CALEDONIAN  
SLEEPER