

Caledonian Sleeper

Quarterly Report

Quarter 4, 2020/21

Rail Periods 10, 11, 12, and 13



CALEDONIAN
SLEEPER

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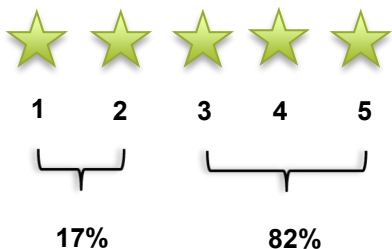
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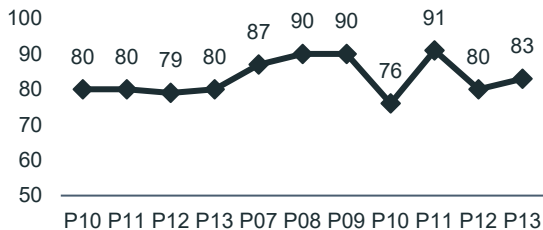
Caledonian Sleeper passenger satisfaction

Quarter 4: 13 December 2020 – 31 March 2021

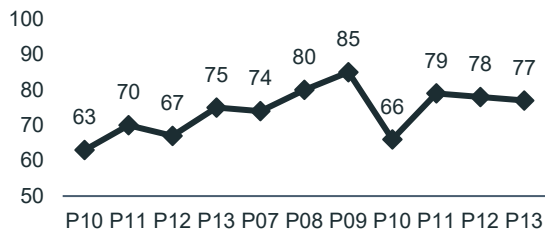
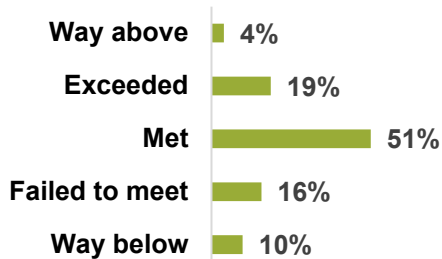
Overall journey experience



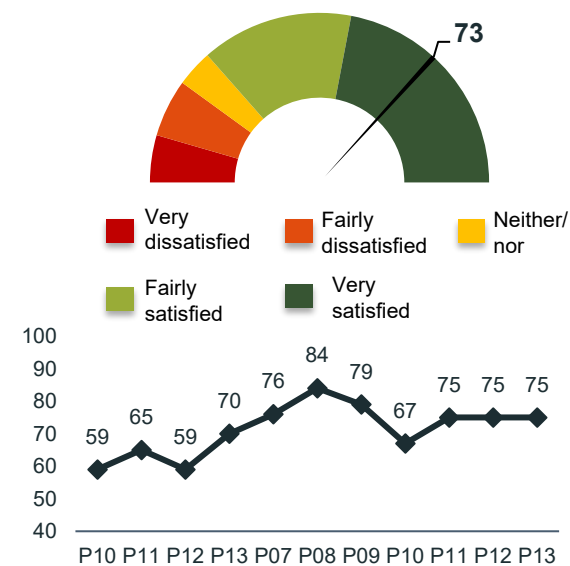
Ave – 3.7



Expectation



Overall satisfaction

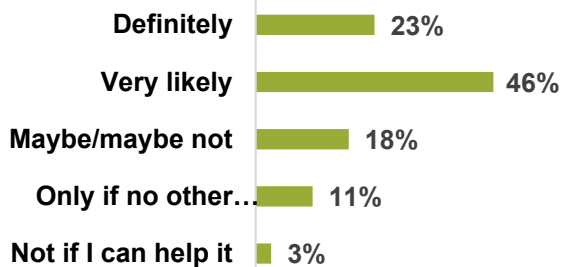


Net Promoter Score

25



Likelihood of future use



	Lowlander	Highlander
Journey experience	87%	80%
Met / Above expectation	75%	74%
Overall satisfaction	75%	72%
Net Promoter Score	18%	28%
Future Use	71%	72%

Sample size: 261 (Lowlander 79, Highlander 182)



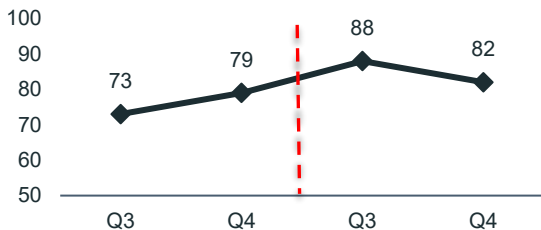
Caledonian Sleeper passenger satisfaction

Quarter 4: 13 December 2020 – 31 March 2021

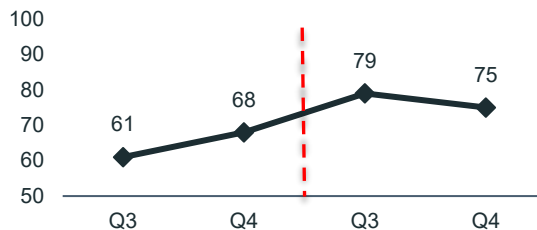
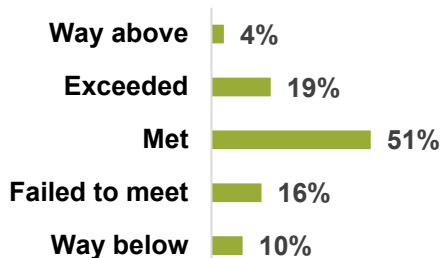
Overall journey experience



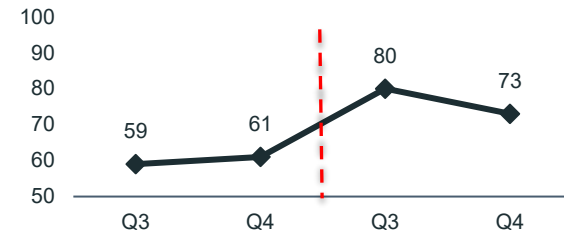
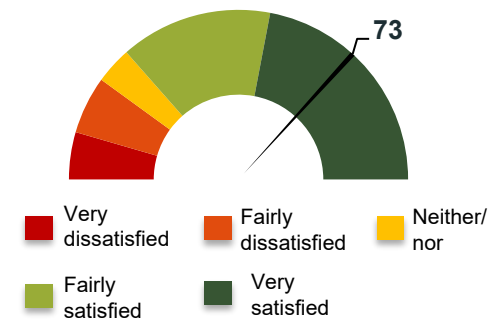
Ave – 3.7



Expectation



Overall satisfaction

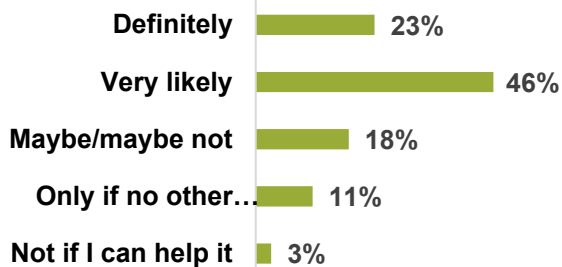


Net Promoter Score

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Likelihood of future use



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--- Break in fieldwork

Sample size: 261 (Lowlander 79, Highlander 182)



Caledonian Sleeper passenger satisfaction

Quarter 3: 20 September 2020 – 12 December 2020

Expectations of the journey

Top five:

- 48% Looking forward to the experience
- 42% Looking forward to bed
- 40% Sufficiently well informed about the journey ahead
- 38% Relaxed
- 26% A routine night on the Sleeper

Bottom five:

- 8% Carefree
- 6% Anxious or nervous
- 4% Concerned about other passengers' possible bad behaviour
- 3% Concerned I might have someone sharing my room/in the next seat
- Anticipating a sociable evening

Journey experience

(% 3 - 5 star rating)

82% Experience overall

Making me feel...

- 94% welcomed
- 89% looked after
- 85% relaxed
- 84% comfortable
- 73% I had a good night's sleep

87% Room rating

Summing up the experience

Top five:

- 45% Efficient
- 43% Practical
- 34% Relaxing
- 32% Functional
- 18% Seamless

Bottom five:

- 7% Chaotic
- 5% Distressing
- 4% World Class
- 2% Reviving
- 1% Boring

Sample size: 261



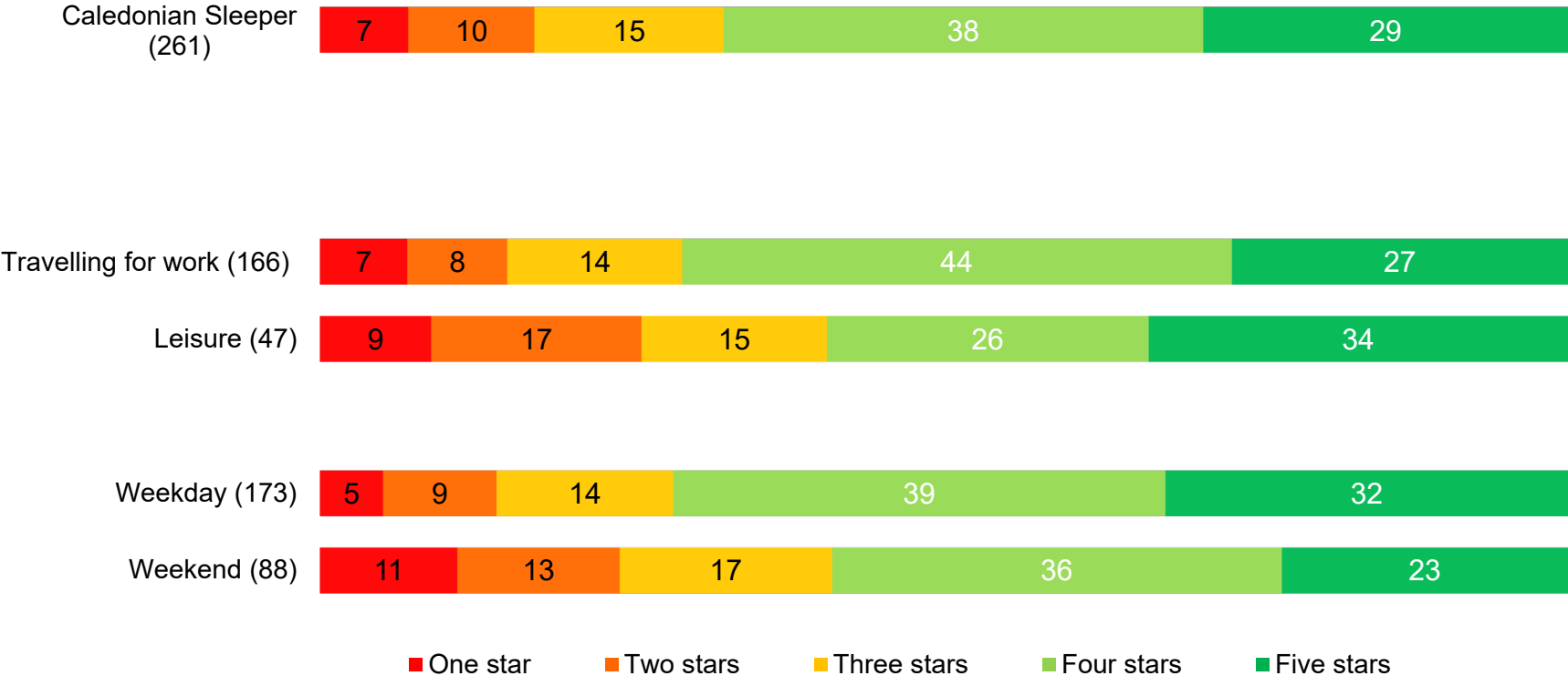
Caledonian Sleeper

On-board experience



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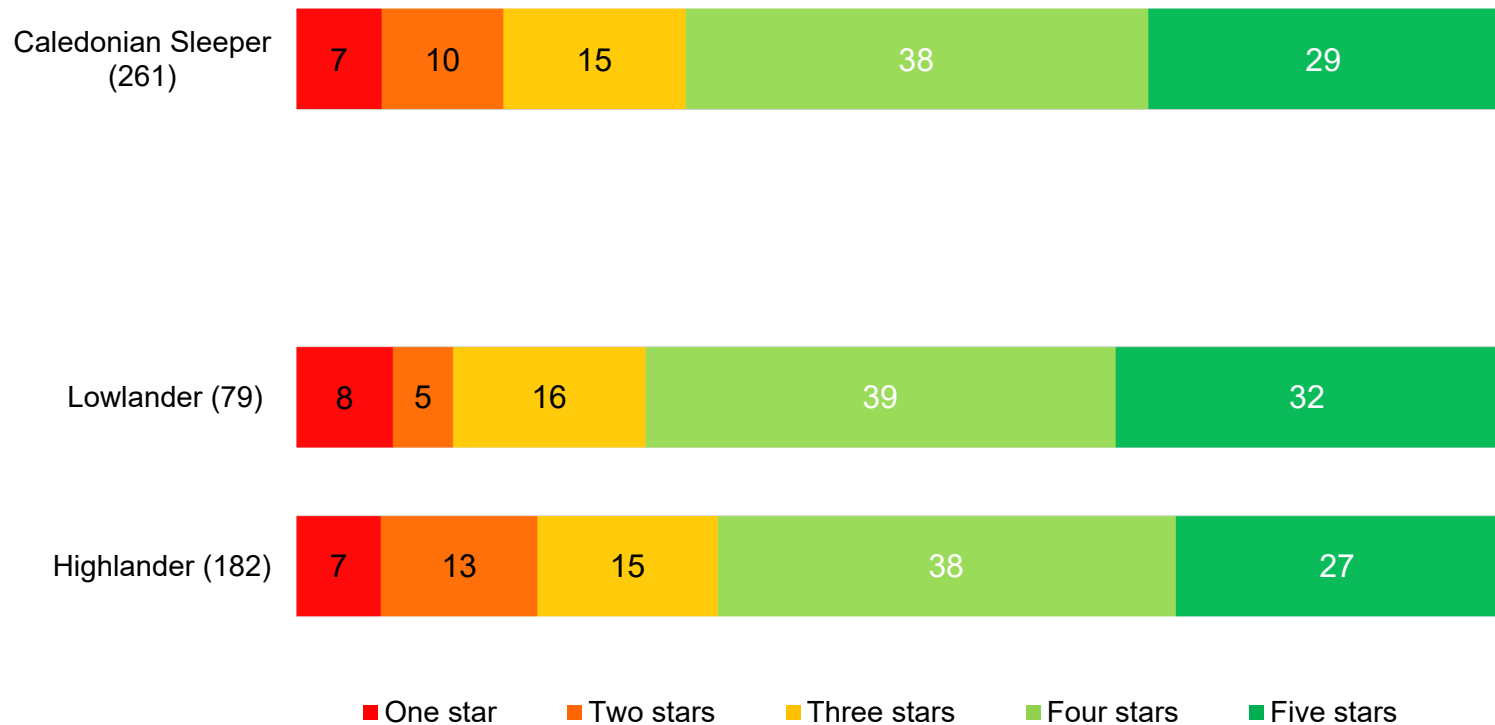
Overall rating of experience by passenger group



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



Overall rating of experience by route



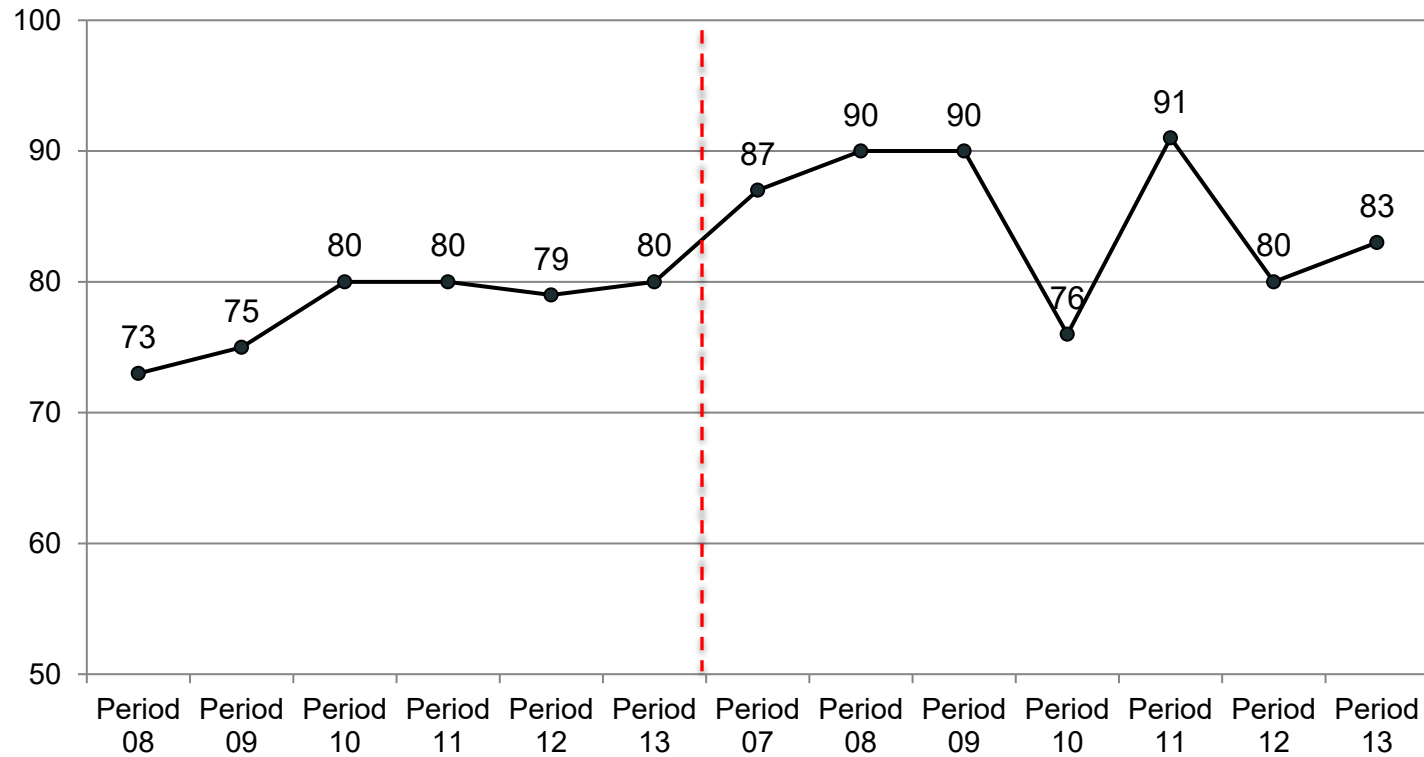
Q11a. How many stars do you give the Caledonian Sleeper for the experience overall?
Base: in brackets above



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 experience is limited by the Covid restrictions, but by taking your own food and being on your own in a cabin it is a very safe way to travel. Staff at Edinburgh manage the boarding process well too. It would be great if it was possible to board the train earlier given that pubs, restaurants and other facilities at or near Waverley station are closed.

Provide hot water for shower and basin! Although the bed and toilet/shower were clean the room required a good hoover and dust. Much more thought could have gone into the breakfast bag. A face flannel would also be a nice useful gesture. The offer of a hot tea/coffee at departure would also be very welcome.

Because of Covid there was no catering except breakfast which was mediocre. Because the beds were down there was no where to sit, you just had to go to bed - again this was partially because of Covid. The Wi-Fi was terrible and I had to tether to my phone to watch a movie. Next time I might not go for an en-suite as the shower, although a good feature, was weak. I think I'll give it another try post-Covid as I feel I only got the bad half of the experience. However I have to say the staff were first class all the way and could not do enough for you.

These are difficult times I feel Caledonian Sleeper has made travelling during Covid as comfortable and safe as possible. The only very small issue is the travel info stated they would supply breakfast and mention any special requests I mention I am gluten free and nothing was available.. as I said a small concern.

It was difficult to compare due to Covid so was a shame with no fun or socialising. I think the breakfast might have been a little more exciting or higher quality. Everything else was fantastic, extremely comfy neat room, the toiletries are lovely, lighting options are fab and bed comfy.

Water pressure a bit erratic in the morning. More pull-down shelves/places to put things in the cabin Why can't I have orange juice AND coffee? Please ensure your wonderful staff are listened to and have good working conditions! (but overall, I love the sleeper!)

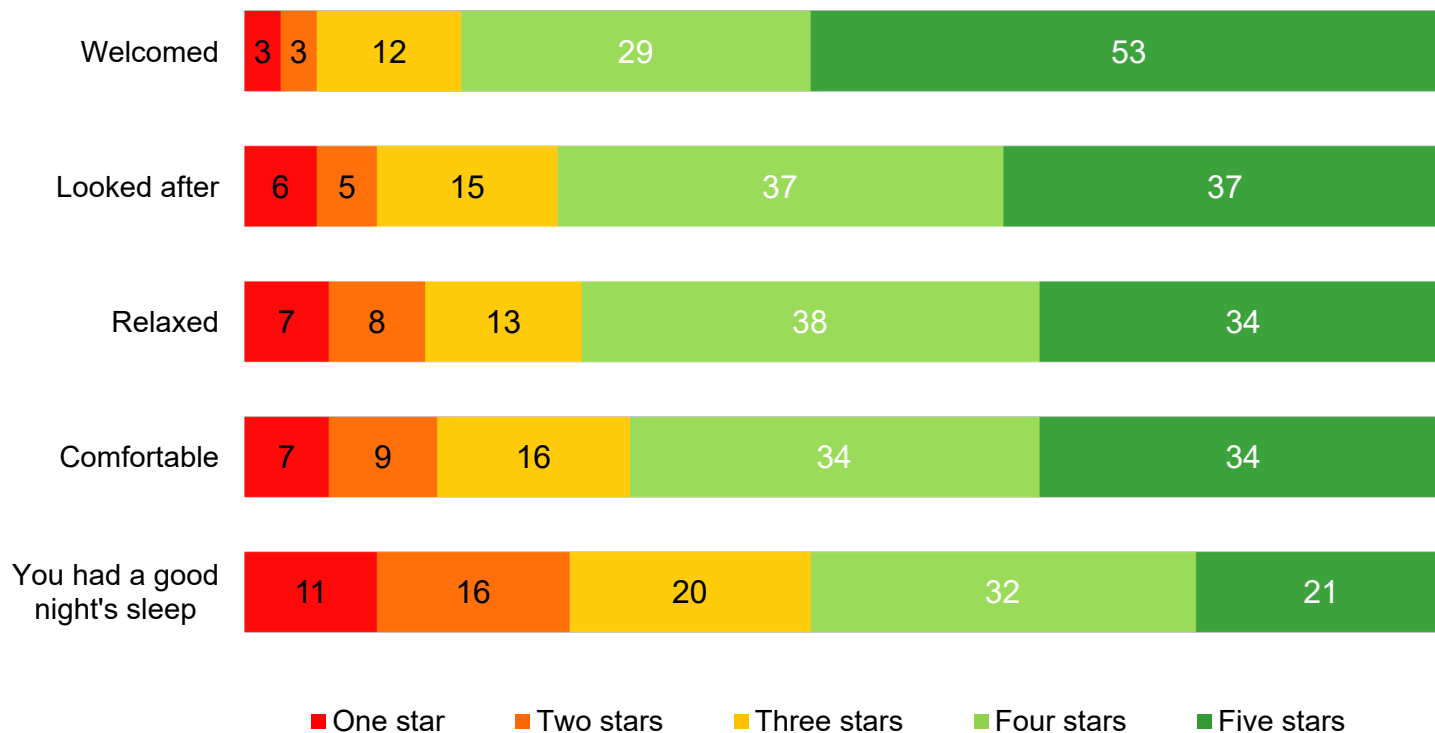
Cabin was terrible. No storage, no tables, doors rattled the whole journey, flimsy hangers, no door stop, nightlight too bright. A very expensive ticket for a low quality experience.

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 (261)



Rating of features of the journey – customer comments

Circumstances at the moment are difficult. There was very little presence of anyone.

You get kicked off too early in the morning for me to be able to relax or sleep properly - anxious about being off the train in time.

Poor information constantly changing boarding departure time, I did not feel informed. National rail app said the train was cancelled. No information about departure being delayed because we were waiting on a train arriving. Being informed of the general process in advance would have made the journey more relaxing.

Nothing exceptional was done to make feel looked after. One this journey, I was told that tea or coffee would be delivered to my room in the morning. This is a big improvement on the suspension of the hot drink service in force under earlier Covid 19 restrictions. I never did understand why tea and coffee was suspended earlier on in the pandemic.

Normally the attitude of the staff is one of the joys. They take real pride it appears in creating the sense of a blue riband service. This time it was perfunctory at best. I was sent to the wrong carriage and then gestured from the door of the correct one., barely acknowledged on entering. In the morning I had an aggressive woman tell me to take the breakfast bag in from the corridor after a minute or so of it being dropped as I was impeding access for the disabled.. Why not just push them through the door?

Soundproof the rooms or remind others to be quiet. I never know who is in the next cabin and the walls are very thin. I try to be considerate (use headphones to watch tv etc) but not everyone does.

Check on passengers as journey starts to make sure they comfortable etc make rooms little more homely.

Higher expectation for a club room. Bed was extremely small in regards to width. Struggled to sleep.

The ladder to the top bunk is in a very inconvenient position for someone using the lower bunk. Instructions of how this can be removed would be good as it would allow you to use the lower bunk more comfortably. Note that I woke in the morning and found I had nudged it during the night and therefore understand that it can be temporarily moved for comfort purposes.

I was woken up at 4:30 with a breakfast box – I would've preferred to sleep and go without breakfast than be woken this early. I don't think anyone who chooses a sleeper train and could sleep until 7am would ever choose to be woken this early. I was woken up a second time at 5:30 and told I needed to be on the bus, this was incorrect because I was a passenger for Edinburgh not Inverness.

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?



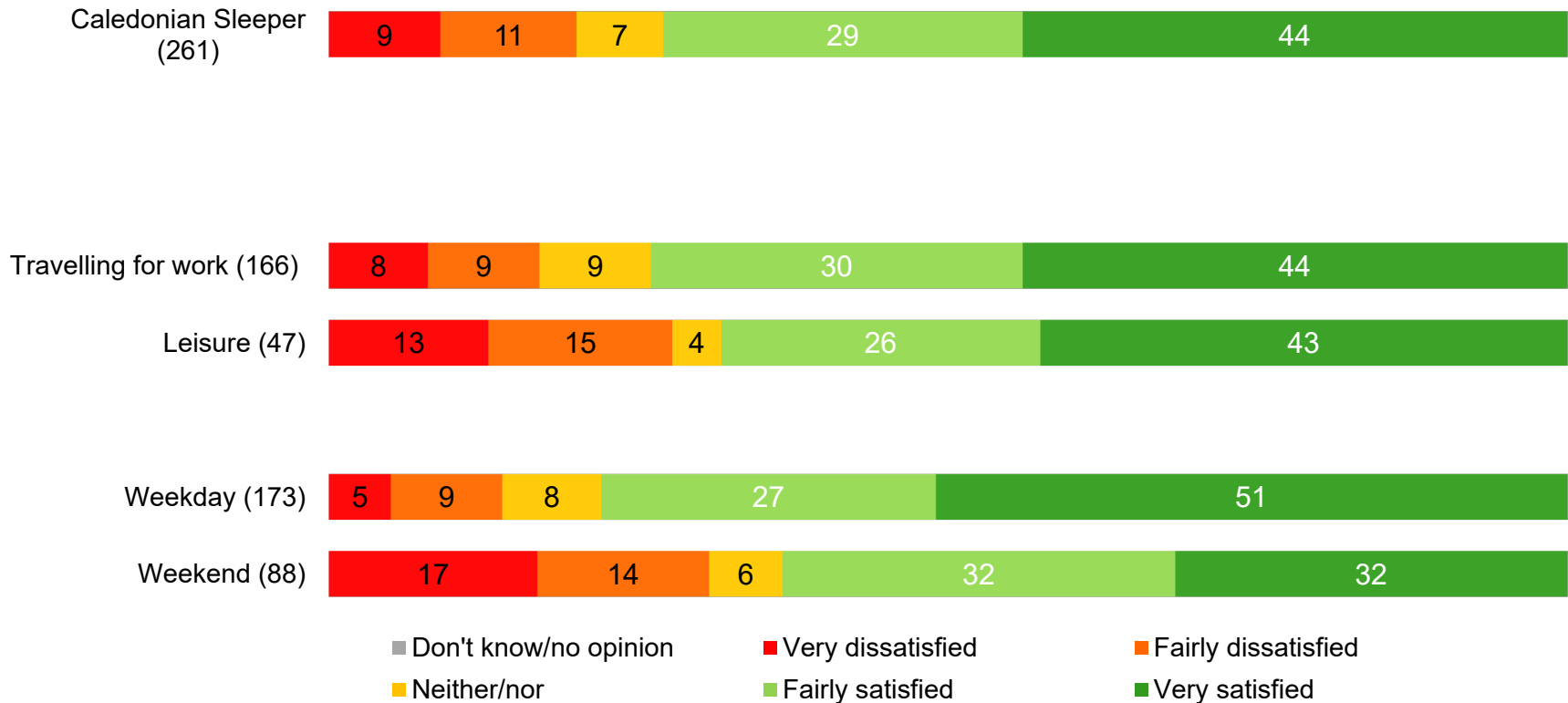
Caledonian Sleeper

Overall opinion of the Caledonian Sleeper



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Overall journey satisfaction by passenger group

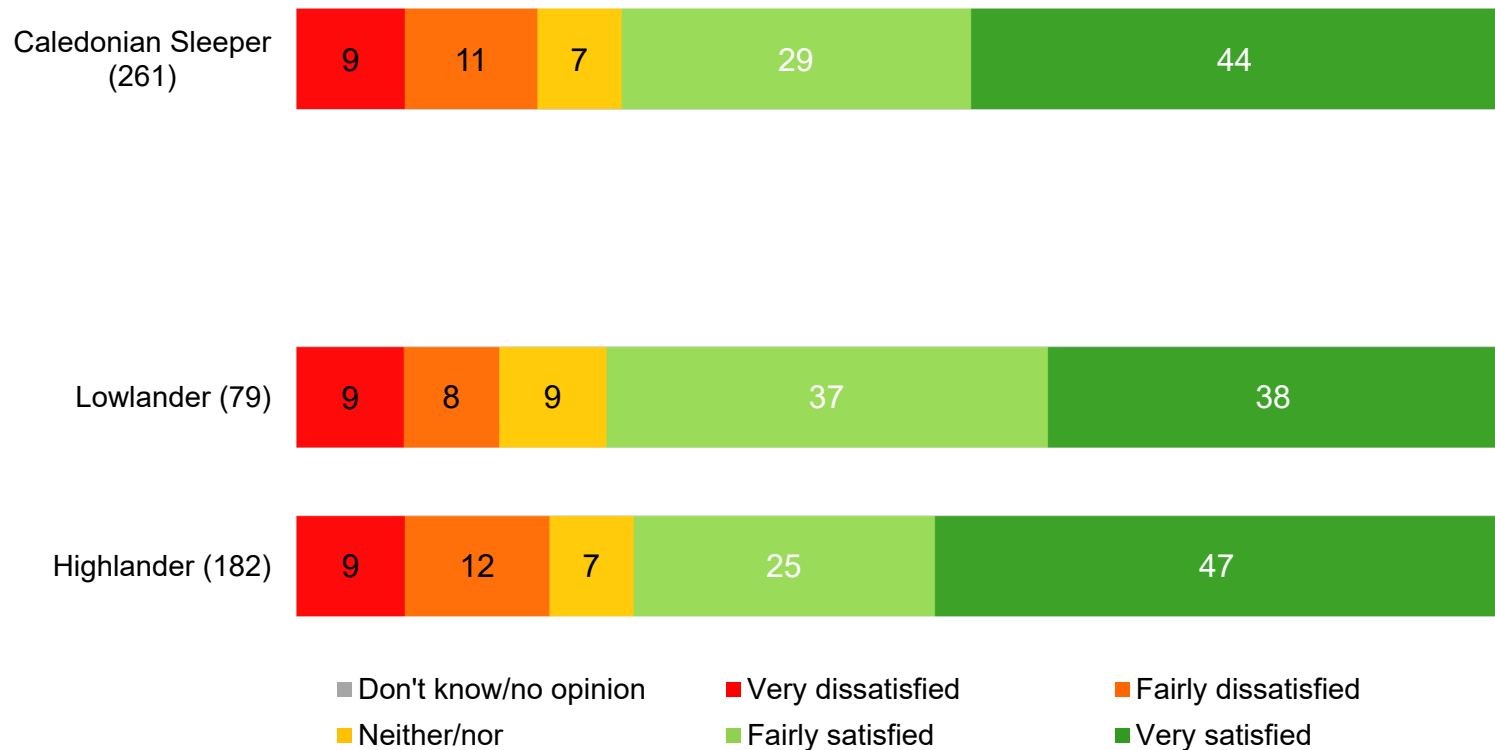


Q30. Taking everything into account about your journey from x to y, how satisfied were you with your journey?

Base: in brackets above



Overall journey satisfaction by route



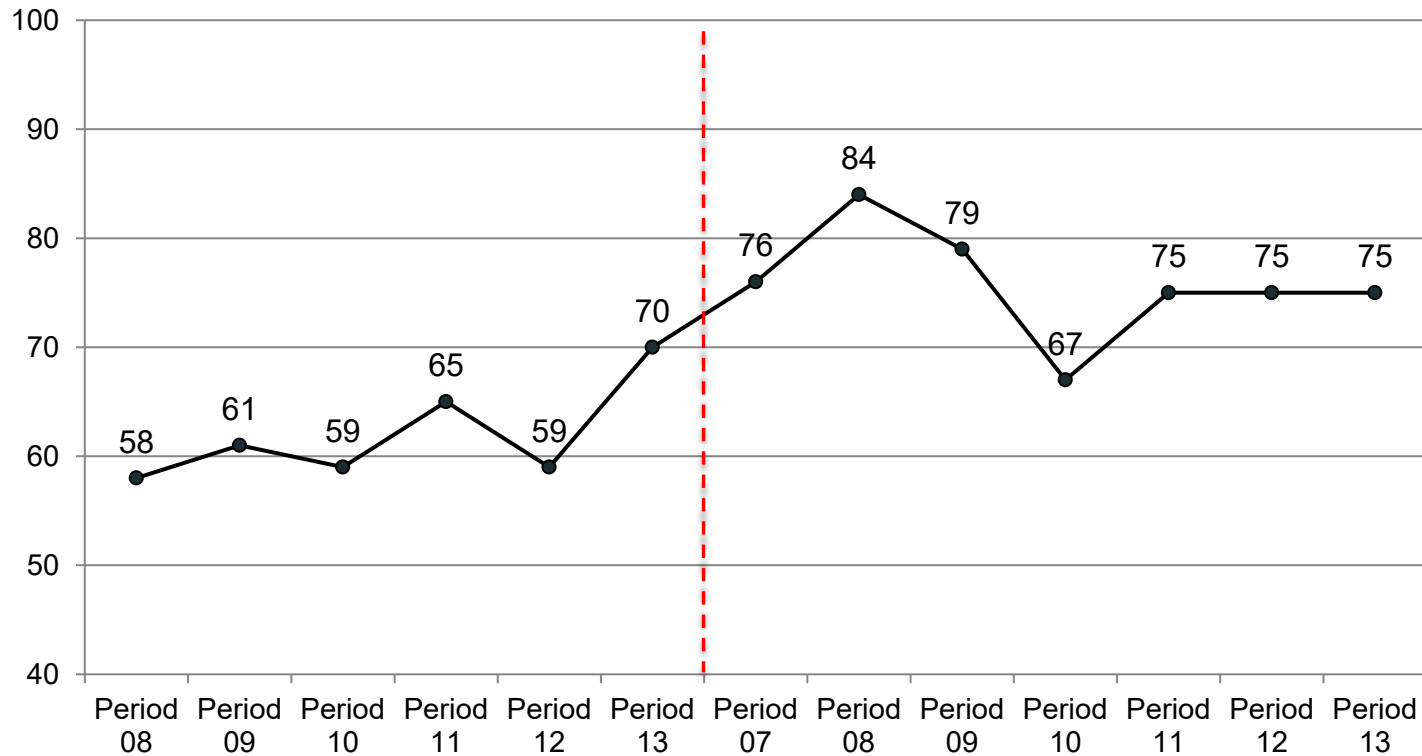
Q30. Taking everything into account about your journey from x to y, how satisfied were you with your journey?
Base: in brackets above



Overall journey satisfaction - trend

Overall journey satisfaction

Trend: % very/fairly satisfied

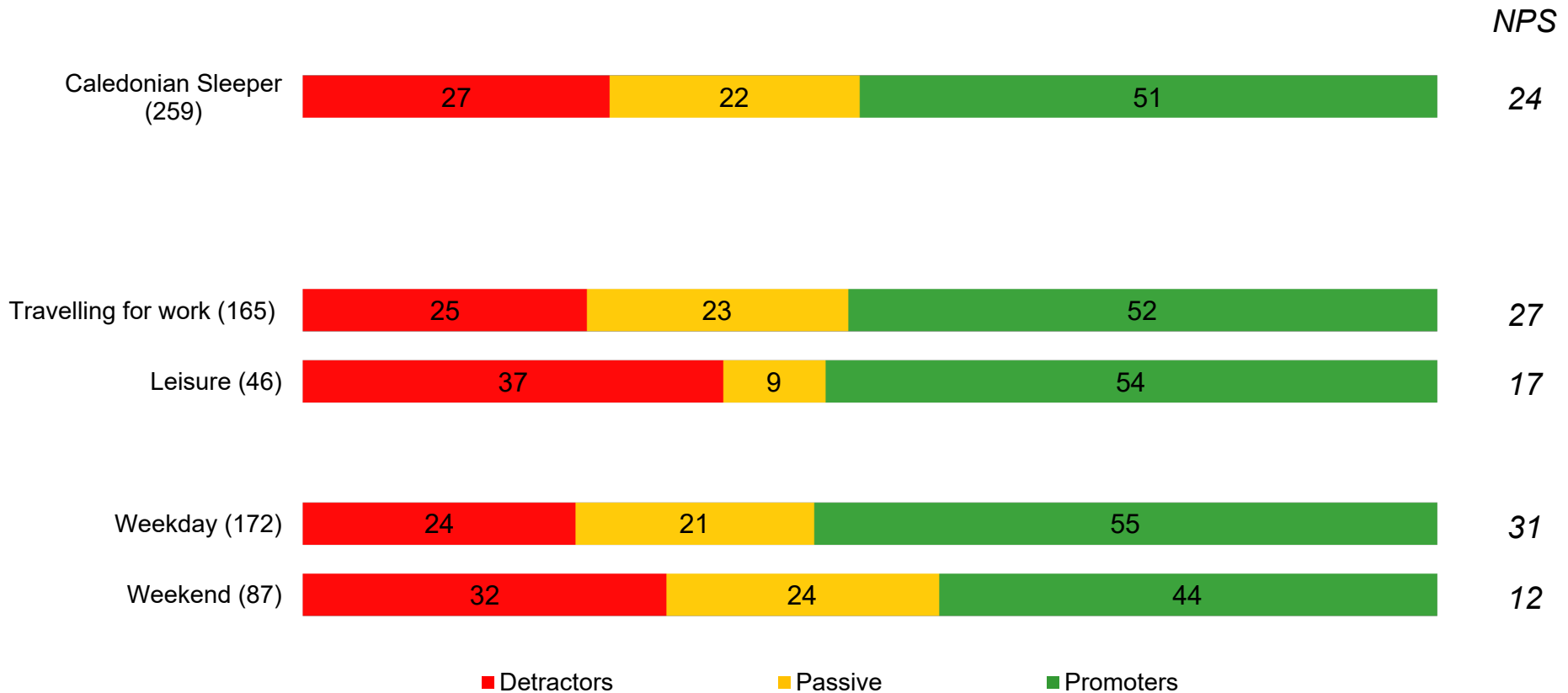


Q30. Taking everything into account about your journey from x to y, how satisfied were you with your journey?

--- Break in fieldwork



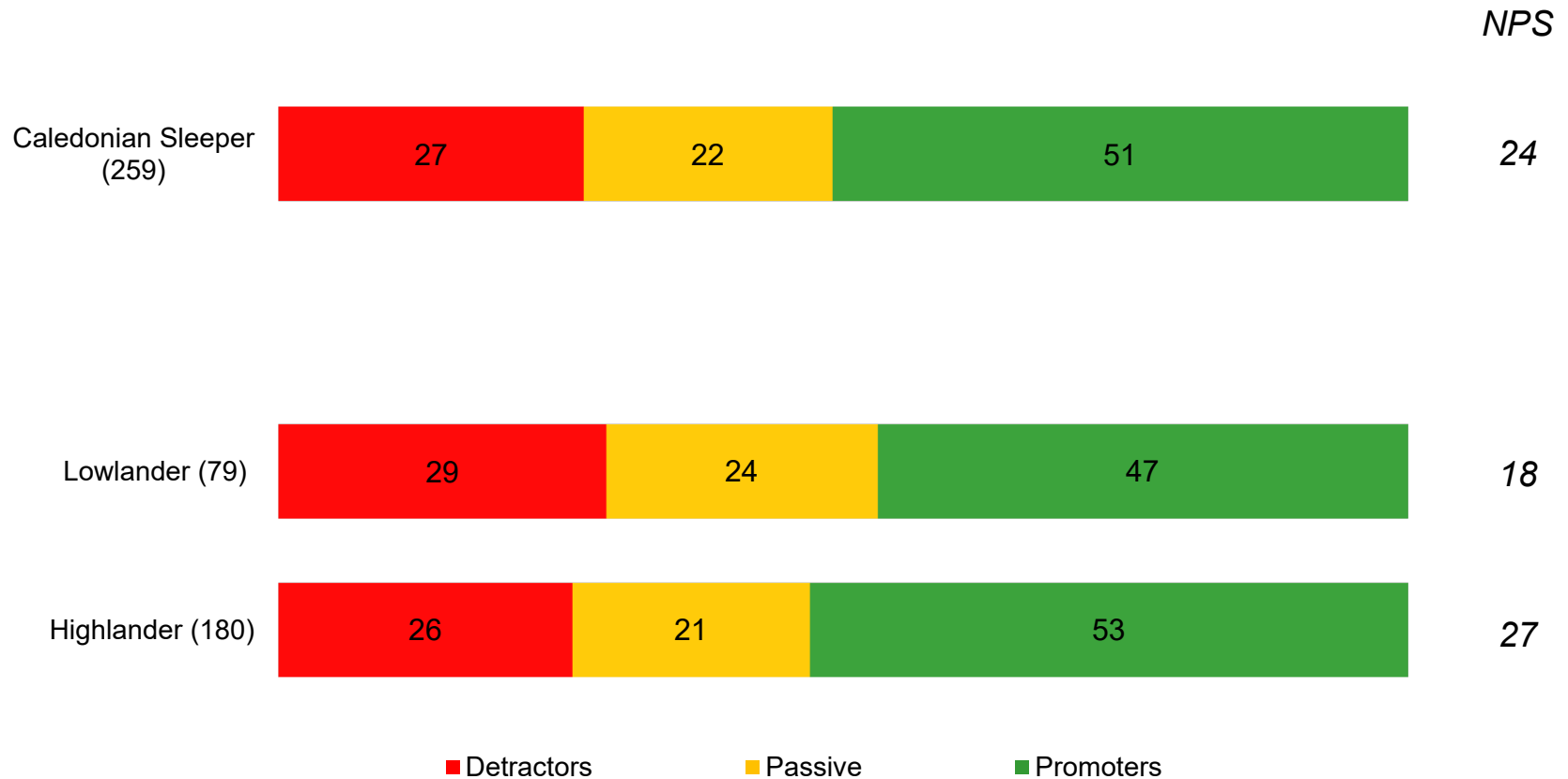
Net Promoter Score by passenger group



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



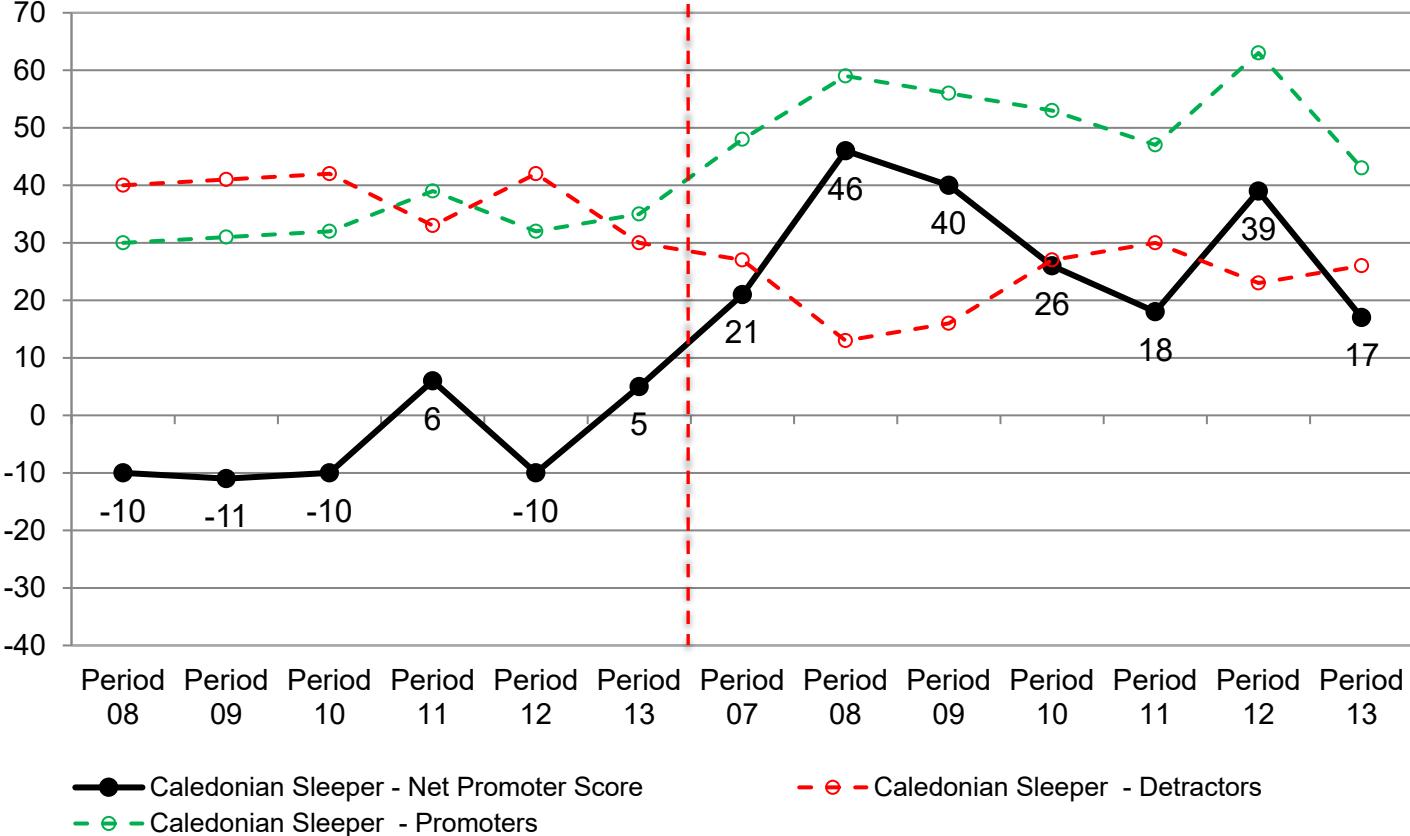
Q31a. On a scale of 0-10 where 0 means 'not at all likely' and 10 means 'extremely likely' how likely are you to recommend the Caledonian Sleeper to a friend or colleague?
Base: in brackets above – those with an opinion



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)

I felt 100% Covid safe travelling this way. I have to travel between Edinburgh and Surrey while caring for my father in Edinburgh who has terminal cancer and my home in Surrey. It is the only safe way to travel to avoid contact with other people and is a lifeline for me during this difficult time. Without it I would not be able to take respite breaks at home and still safely care for my father. I feel totally safe on board and the journey is stress free.

Even though it didn't meet my expectations, I think the sleeper is great. I had unrealistic expectations to be honest. I'm going to use it again but put luggage in the luggage room. This would have made a big difference. I felt safe having our own room with ensuite, and this is a big deal during Covid. I would definitely do it again and recommend that others do the same. I think it's safer (virus-wise) than any other mode of transport to/from London right now.

Passive (7-8)

It's an experience which in non Covid times would be very enjoyable. My experience was Covid restricted (no food, dining car etc), flooding on the train line so a bus from Edinburgh to Inverness at 4.30am. While non of these events are Caledonian's fault, it made for a pretty miserable trip.

It's far better than any overnight coach by far. It's normally too expensive for me to seriously consider as flights can be a lot quicker and cheaper however it's nicer than having to get up at 4am to catch an early flight. The daytime rail services in 1st class are on par however the added benefit of moving and sleeping cannot be beaten as well as arriving first thing in the morning. If the price is low enough I will definitely take it again when I have to and would take it for leisure once travel restrictions are lifted.

Detractors (0-6)

I reached my destination four hours late! I was put at risk of catching Covid-19. The manager was aggressive and unhelpful. The customer service after was awful. I paid for a service that wasn't completed I was helped by staff from another train/company I missed an important hospital appointment because they took three hours to alert me about the delay.

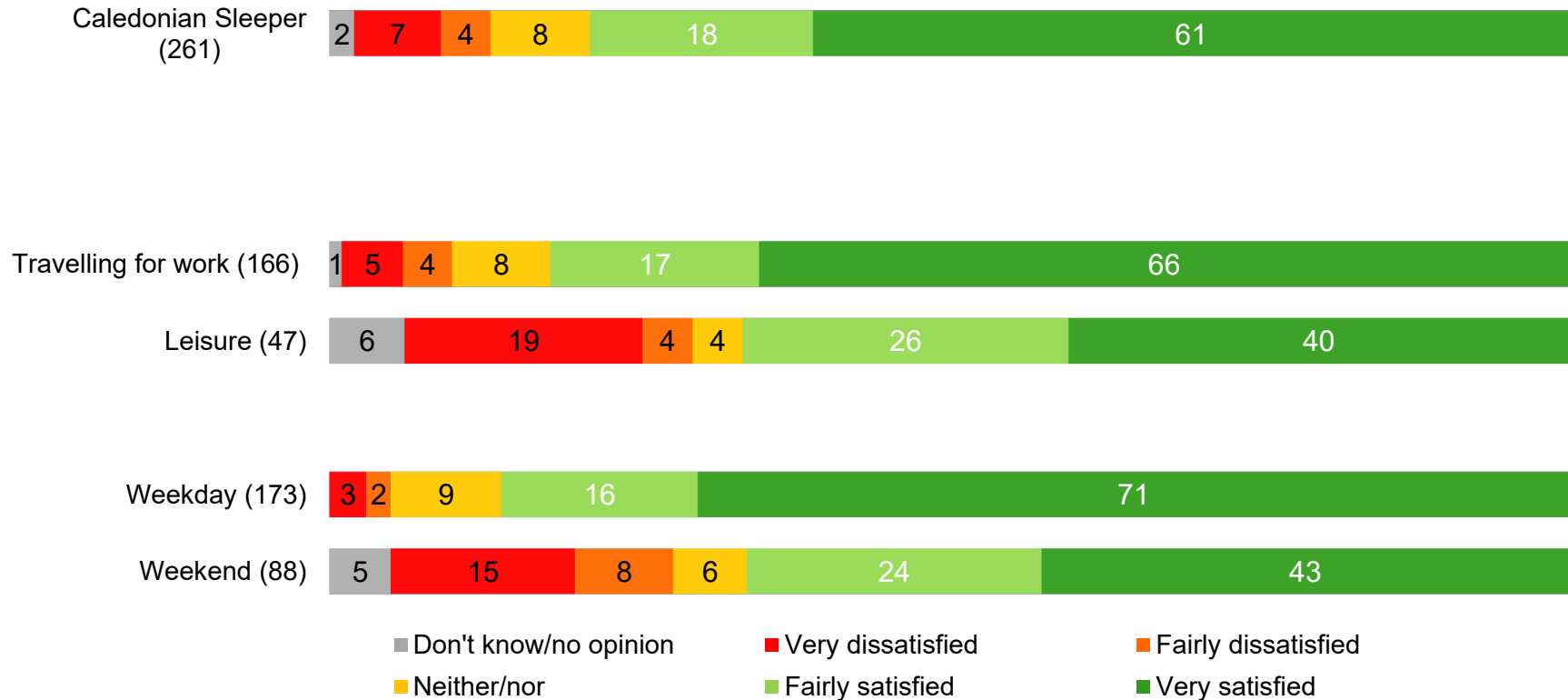
The last couple of journeys the seat that I booked was cancelled forcing me to book the more expensive sleeping berth. Then the train journey to Scotland was cancelled. The return journey was cancelled and we ended up in Edinburgh. I arrived in London about 4.5 hours late.

Not value for money by any means. Regular service disruptions/failures. Poor communication.

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?



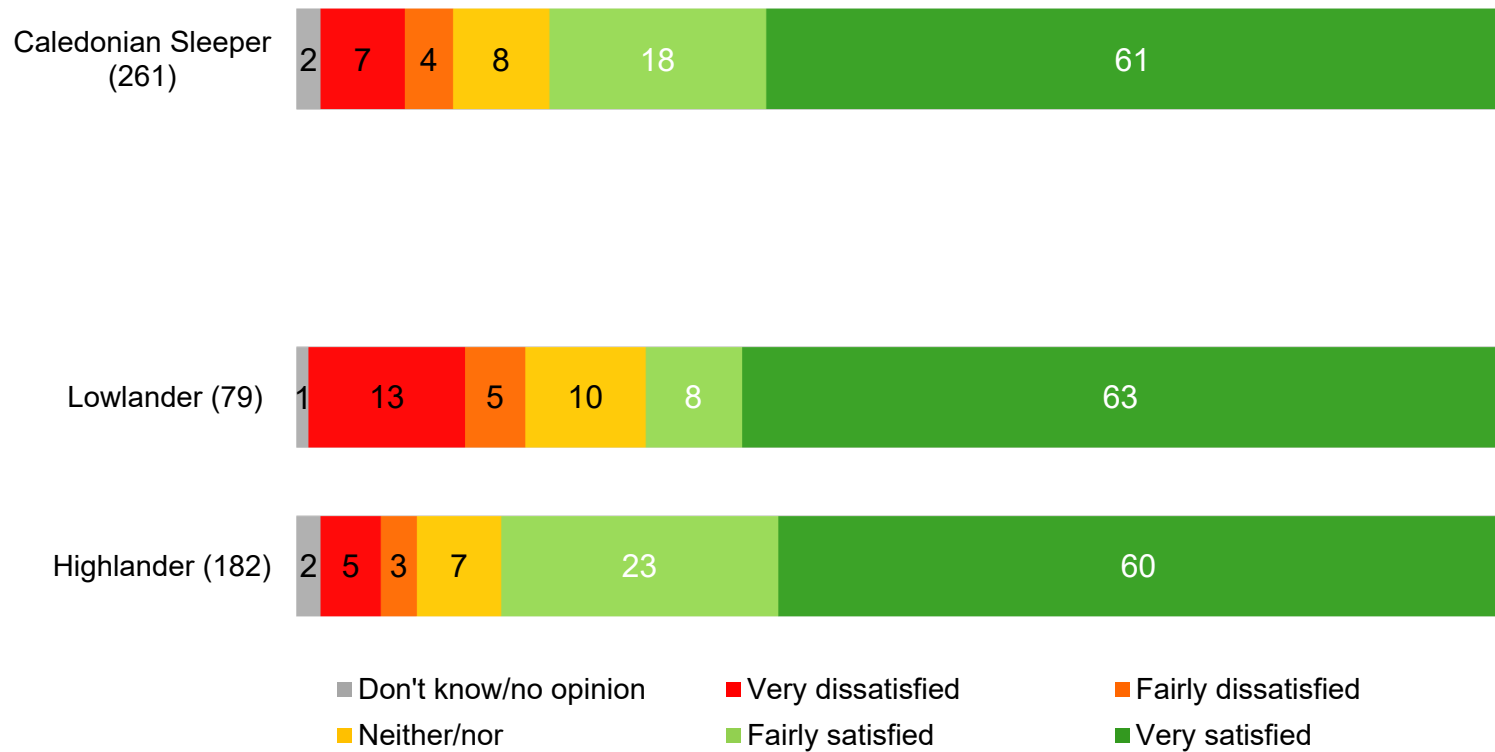
Punctuality and reliability by passenger group



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



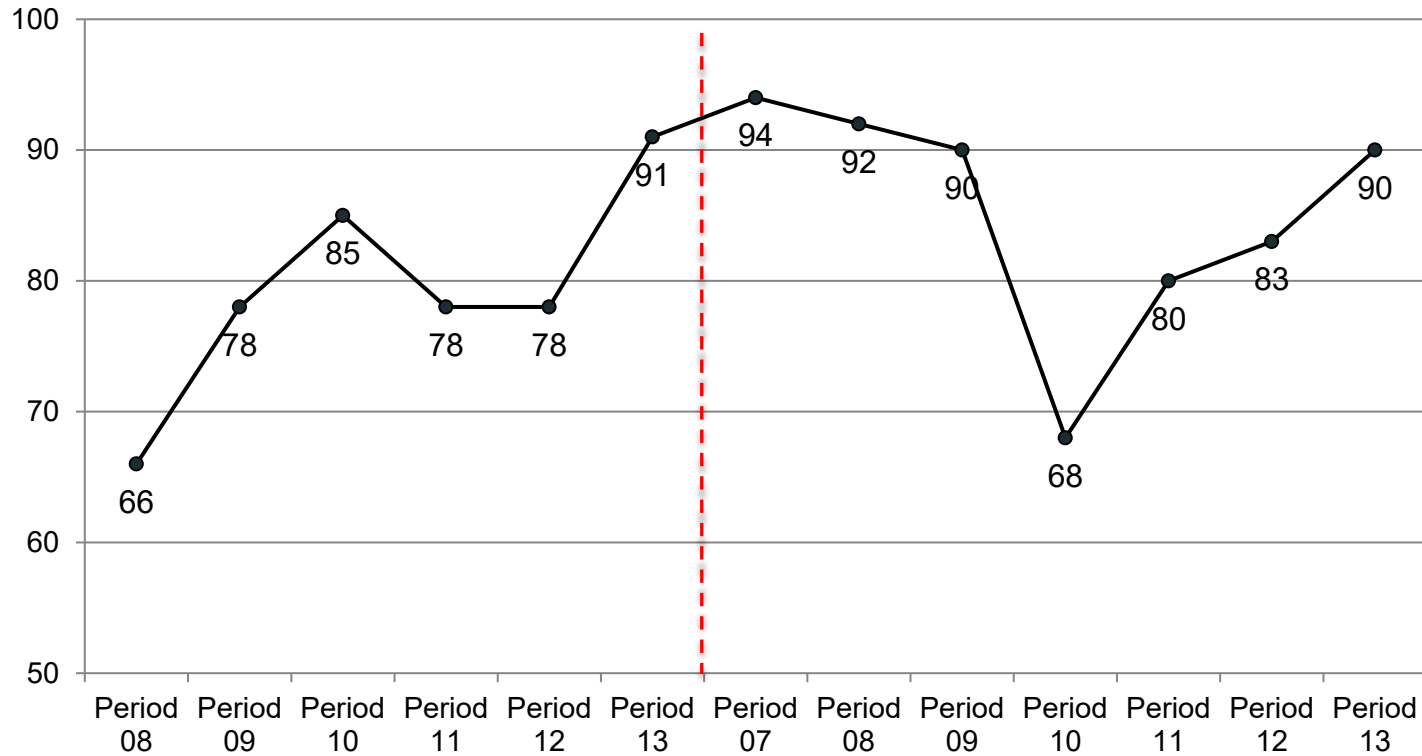
Q33a. Based on your recent journey on the Caledonian Sleeper how satisfied were you with the punctuality/reliability (i.e. the service departing/arriving on time)?
Base: in brackets above



Punctuality and reliability - trend

Punctuality and reliability

Trend: % very/fairly satisfied

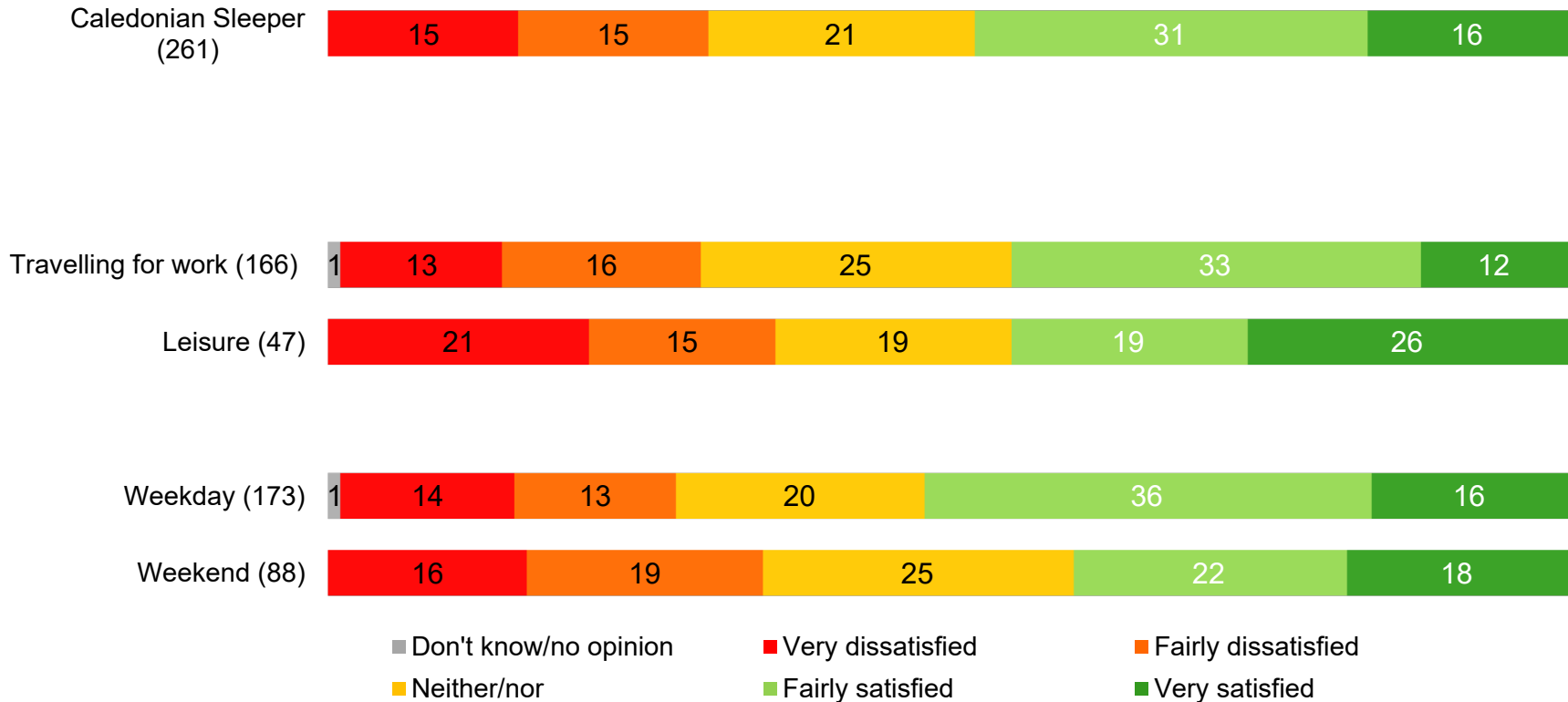


Q33a. Based on your recent journey on the Caledonian Sleeper how satisfied were you with the punctuality/reliability (i.e. the service departing/arriving on time)?

--- Break in fieldwork



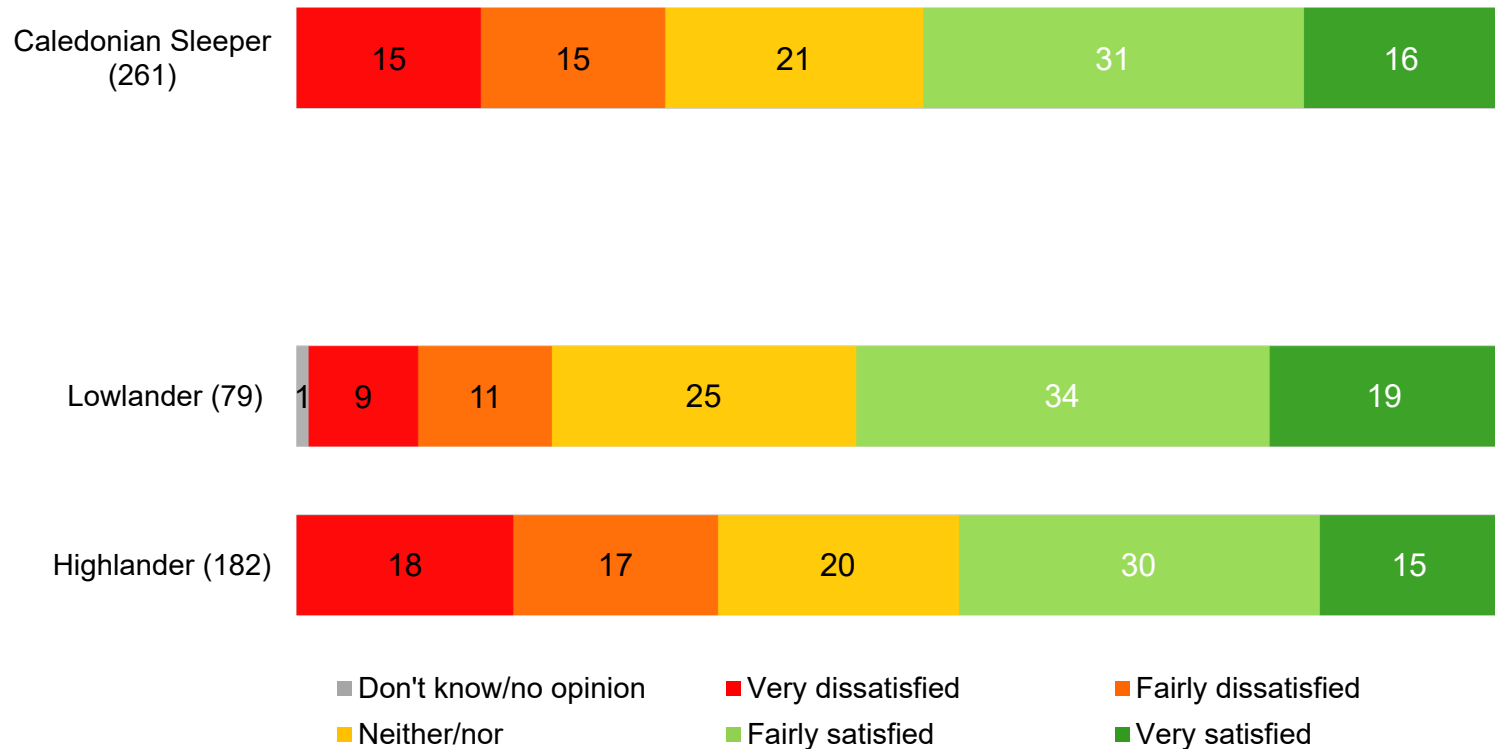
Value for money by passenger group



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



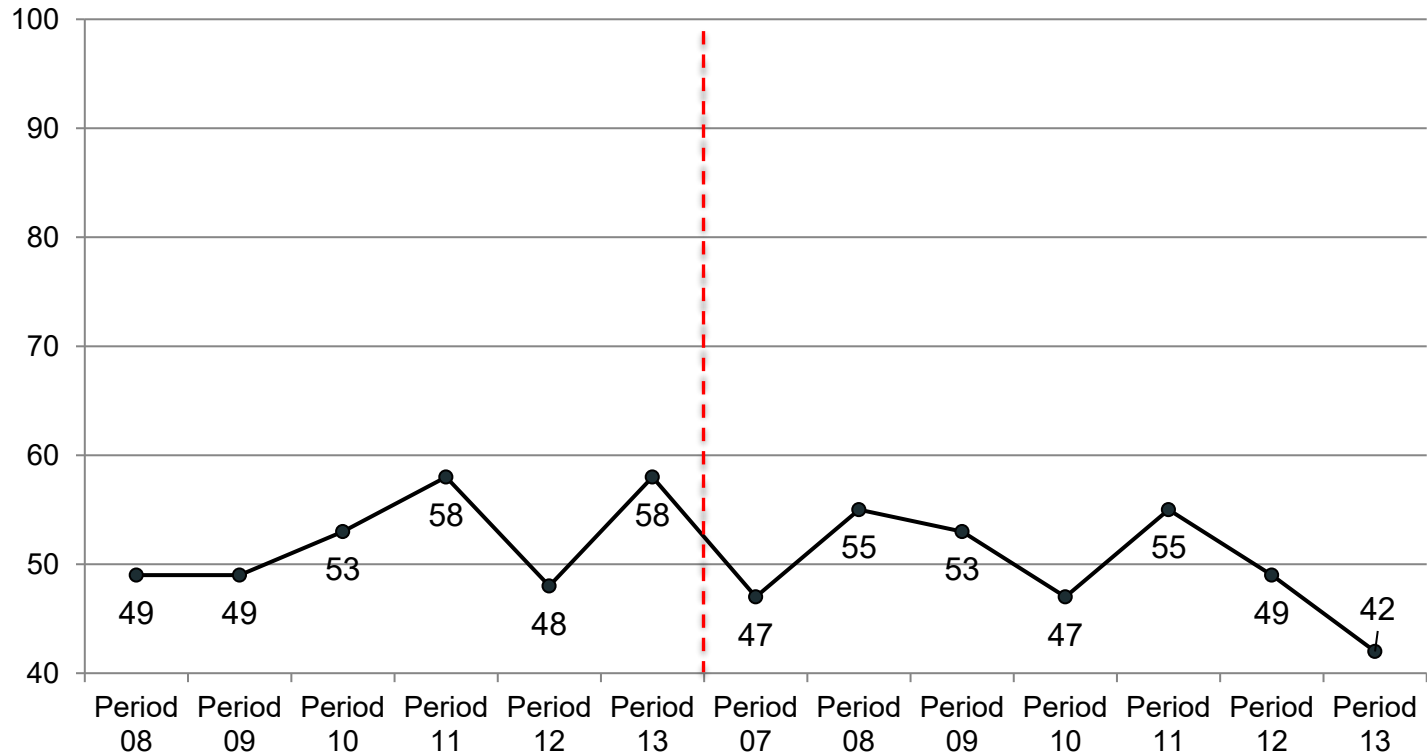
Q33a. Based on your recent journey on the Caledonian Sleeper how satisfied were you with the value for money of the price you paid?
Base: in brackets above



Value for money - trend

Value for money

Trend: % very/fairly satisfied

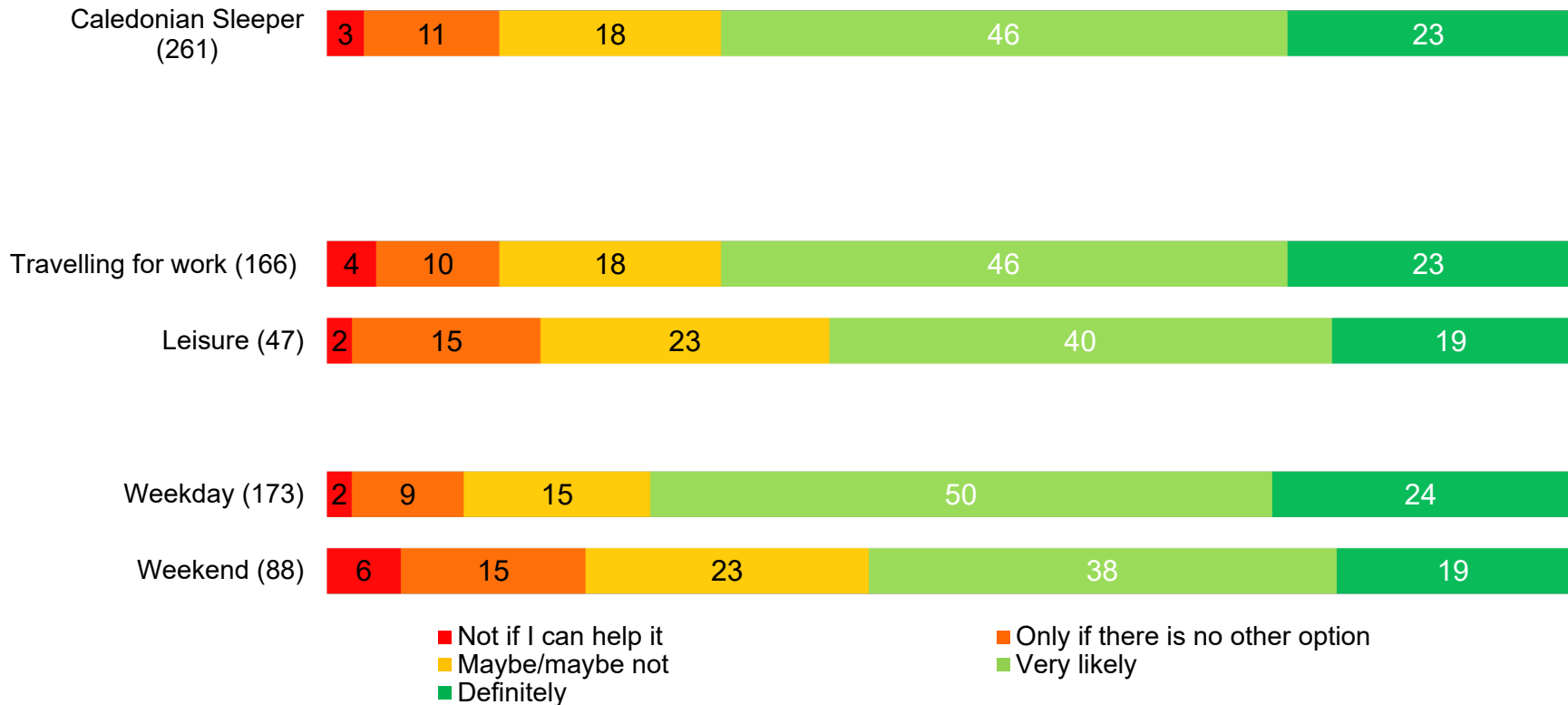


Q33a. Based on your recent journey on the Caledonian Sleeper how satisfied were you with the value for money of the price you paid?

--- Break in fieldwork



Likelihood to use in the future by passenger group

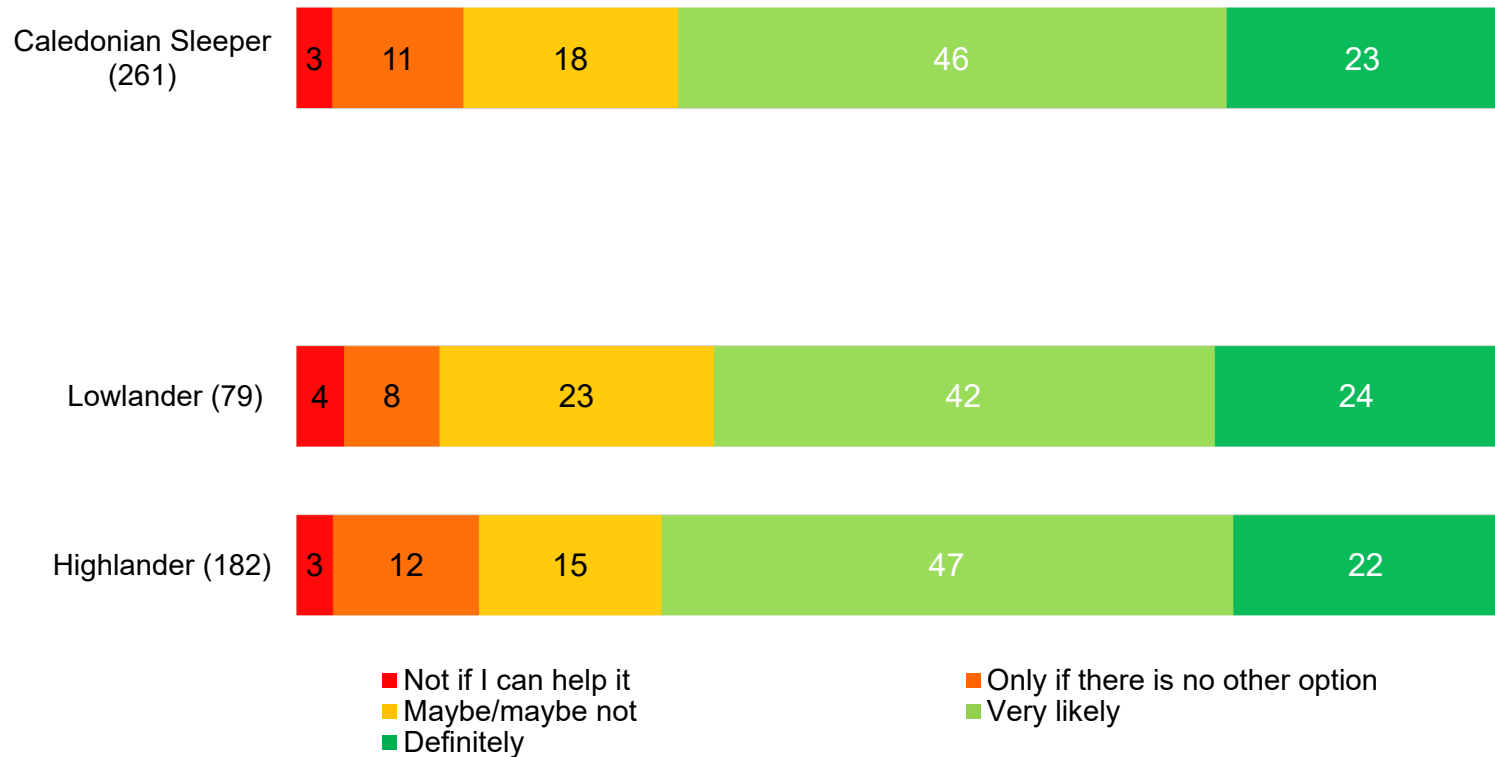


Q32a. How likely are you personally to choose the Caledonian Sleeper when travelling between Scotland and the London area (or vice versa) in the future?

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

The timing and facilities sometimes meet my travel needs, but the unpredictability of delivery and the inability to buy PlusBus add-ons mean that I always explore the alternatives. It's good that they are trying to maintain a service during Covid and I respect them for that but their own organisational issues make it hard to recommend the Caledonian Sleeper to others.

I would really like to take the sleeper again, but I don't want to if there is a risk of disruption. I would also like to see some of the procedures and customer service improved before I would take the Caledonian Sleeper again.

Recent experience has been very disappointing. On previous journeys I have had to book a cabin as the seated coach 'was not available' despite being booked at the time - therefore making it too late to book other ways to travel and a cheaper price.

Even though the delay wasn't the fault of anyone the way it was dealt with was awful. The attitude of the staff was not to help it was to dictate. The manager was so aggressive and refused to give me his name so of course this is very worrying and I would never want anyone I know to be in that position so I would never recommend the sleeper train. I also reached my destination four hours late so I would never recommend that it is a trusted way to travel.

It used to be one of the best options with small children but now it is so unreliable. The staff used to be amazing but they have obviously been treated badly with the changes made and lost morale or left.

It feels like the safest option during Covid but is very expensive for the time spent on board and I don't like the early morning check out.

It's too expensive. I'd take this in a heartbeat if I could do London to Edinburgh for £80 each way, but £120 is just ridiculous. These prices are with a railcard.

I was very dissatisfied with the experience. No food or drink available and the rooms were uncomfortable.

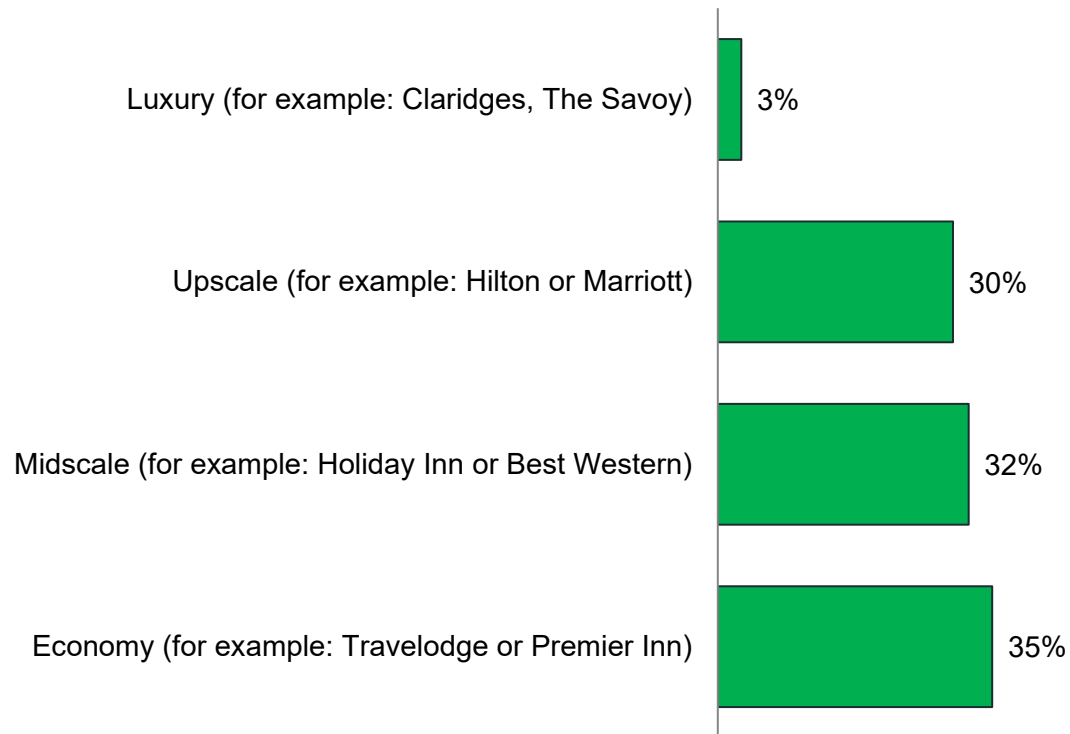
I saved time travelling overnight, but have been so tired today that it wasn't much of a bonus. I'll probably get the train during the day and put up with having to wear a mask the whole way. I was travelling to assist my 90 year old dad who has advanced cancer and has just come out of hospital. On top of seeing to his needs, I needed to liaise with his doctor, district nurse, etc. to sort out his ongoing care and have felt in no fit state to do so. Having a private room felt a more Covid secure way of being able to achieve this essential journey, but going home I won't be going into a shielding household, so will take the regular train.

Q32b. Why do you say that?



If Caledonian Sleeper were hotel chain

Quarter 4 2020/21 %



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

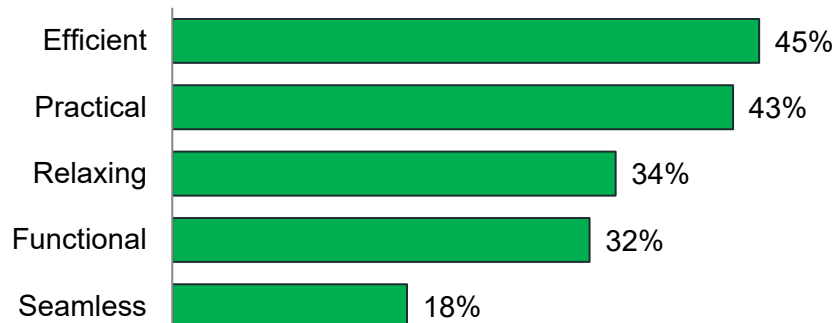
Base: All with an opinion (253)



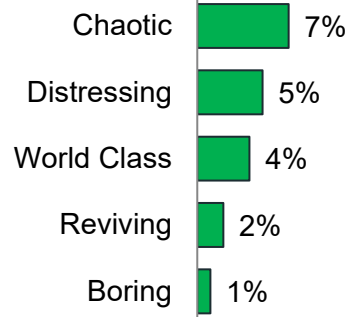
Overall description of journey

Quarter 4 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 (261)



Caledonian Sleeper

Journey expectations

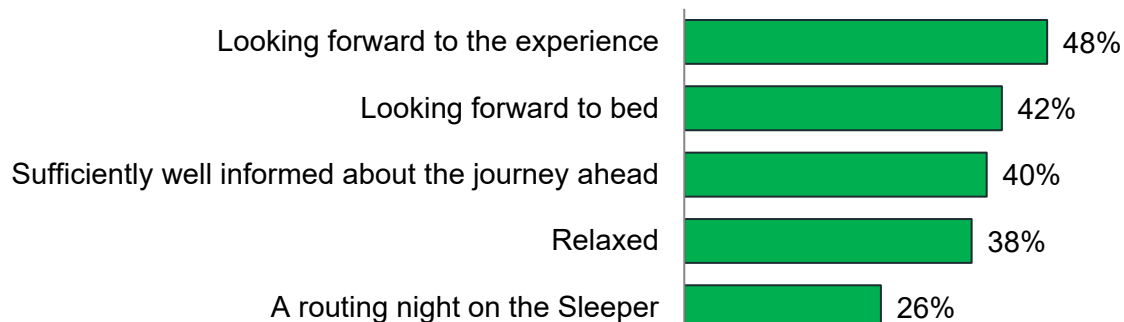


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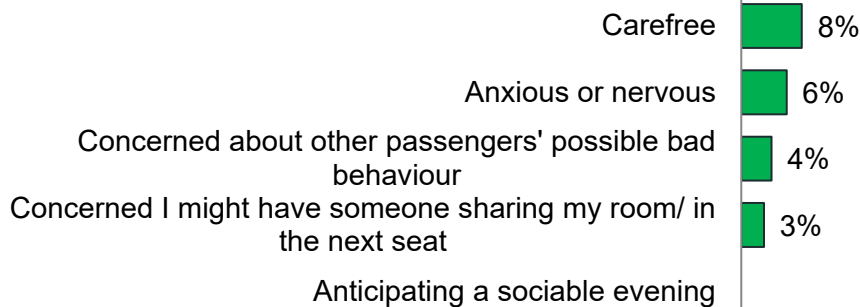
Thoughts and feelings pre-journey

Quarter 4 2020/21 %

Top five



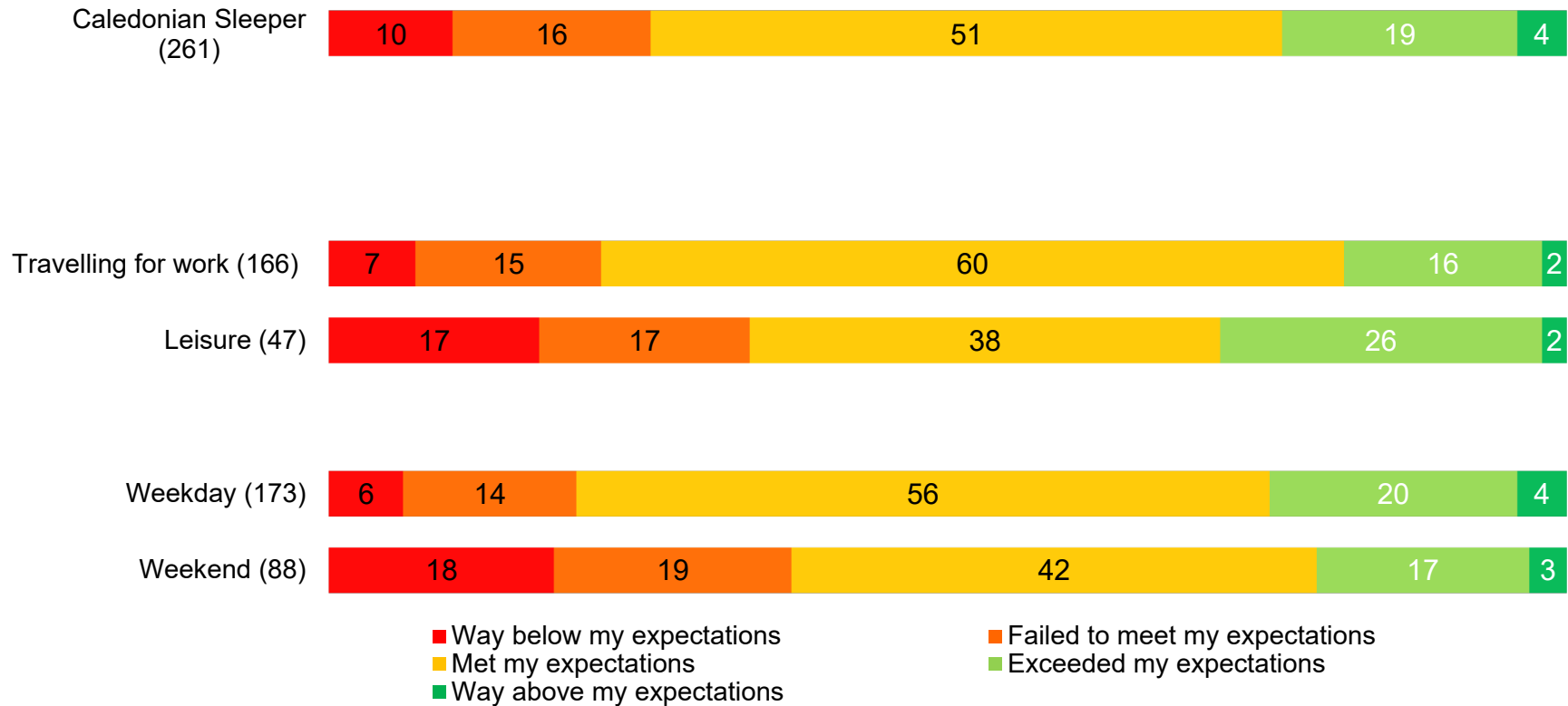
Bottom five



Q4. Thinking about the day you travelled, what were your feelings or thoughts before your journey on the Caledonian Sleeper?
Base: All (261)



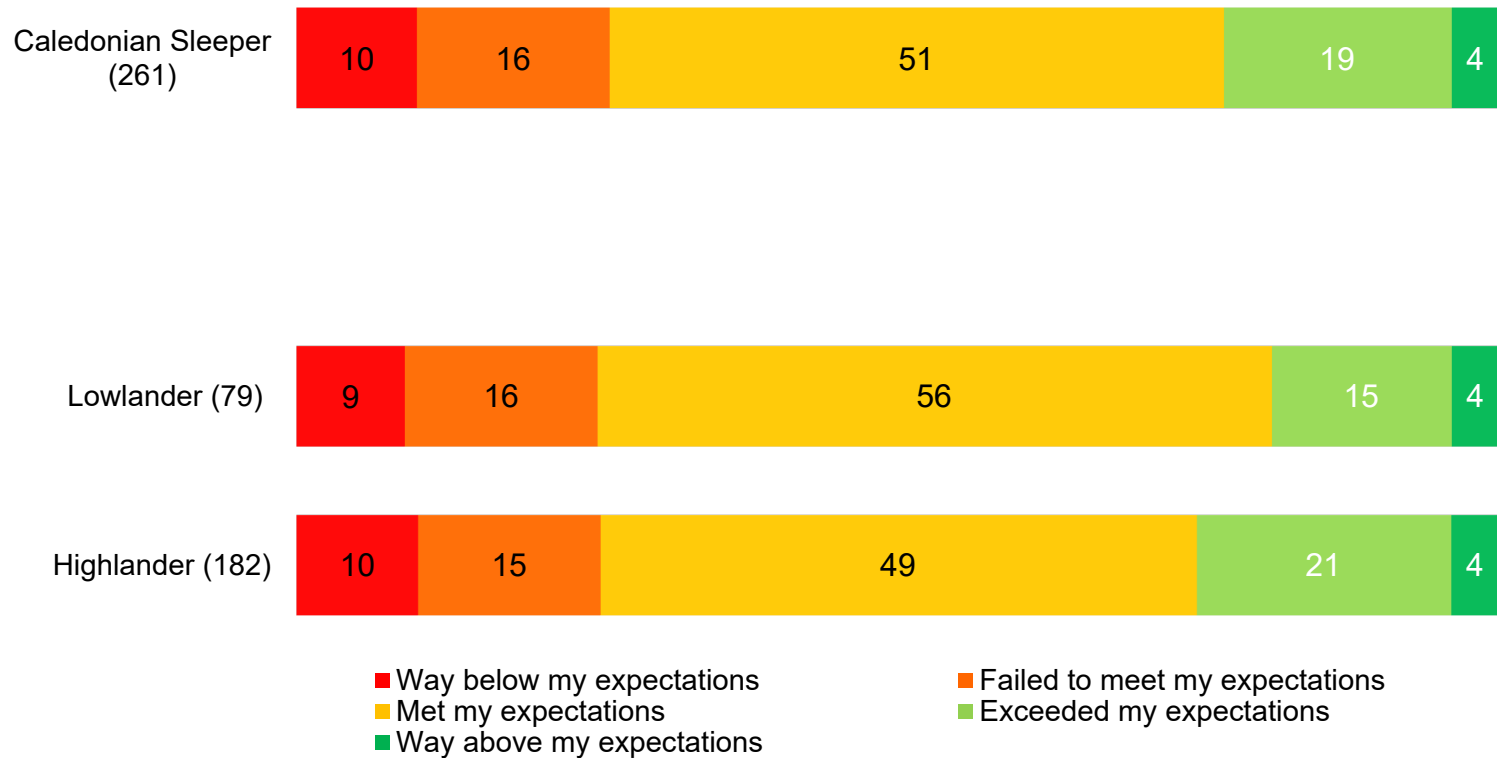
Met expectations by passenger group



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



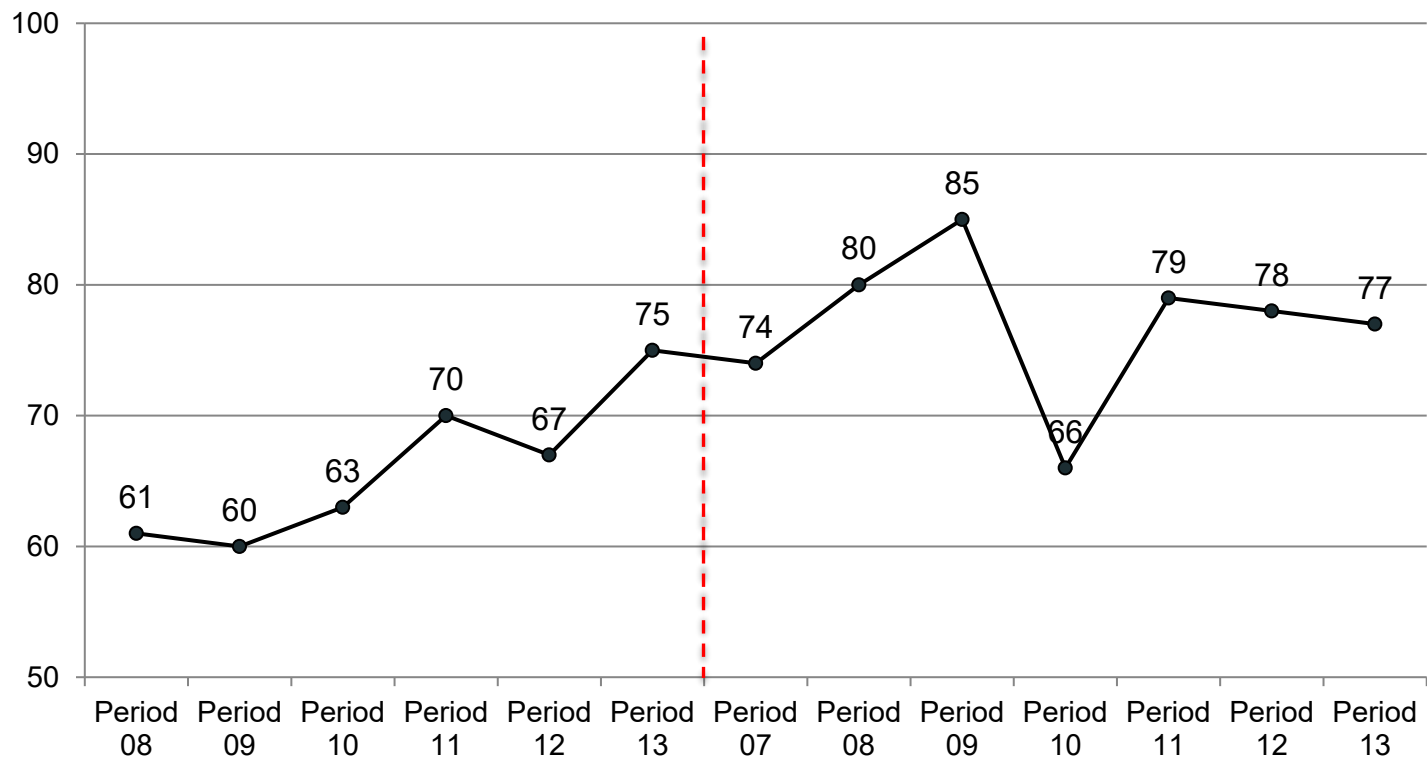
Q5. Overall, taking everything into account, how well did your journey on the Caledonian Sleeper live up to your expectations?
Base: in brackets above



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

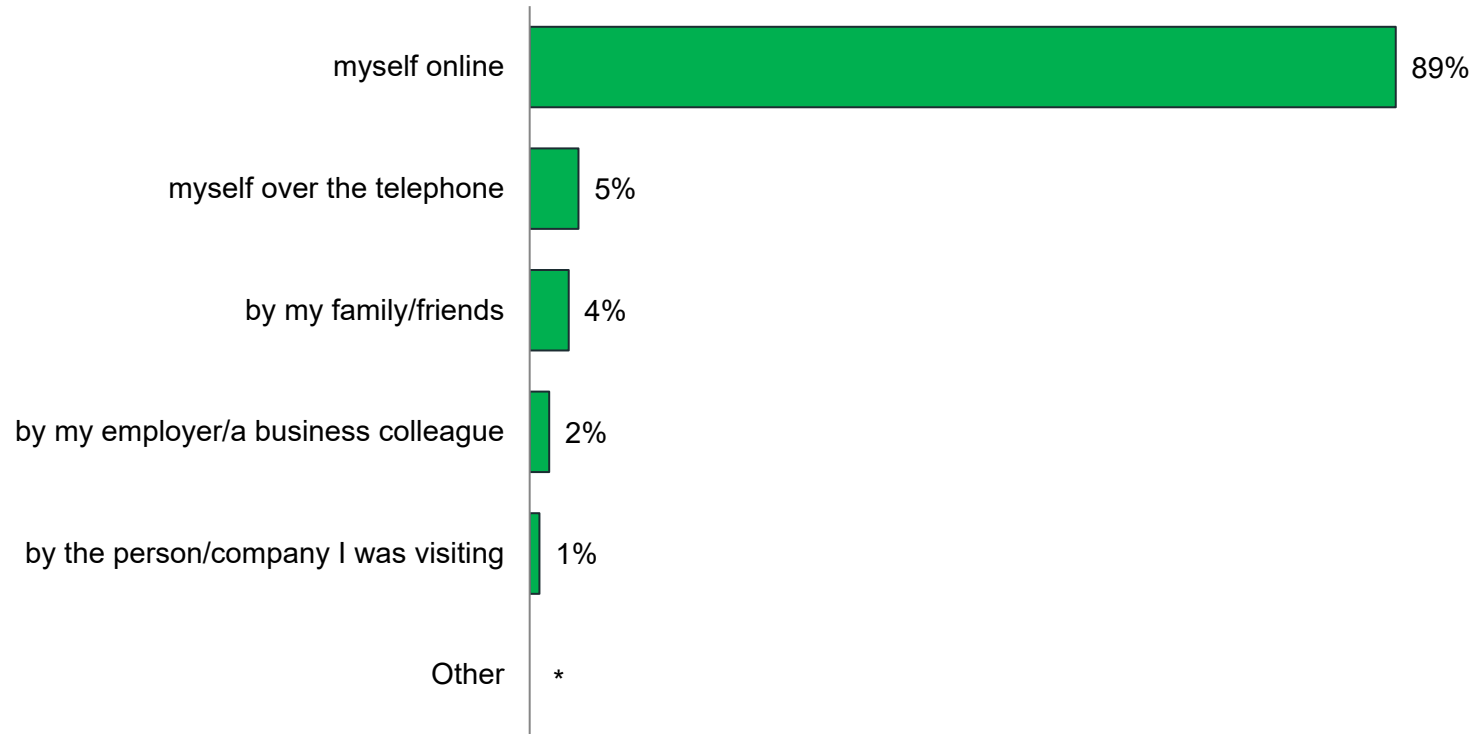


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SLEEPER

How booking was made

Quarter 4 2020/21 %

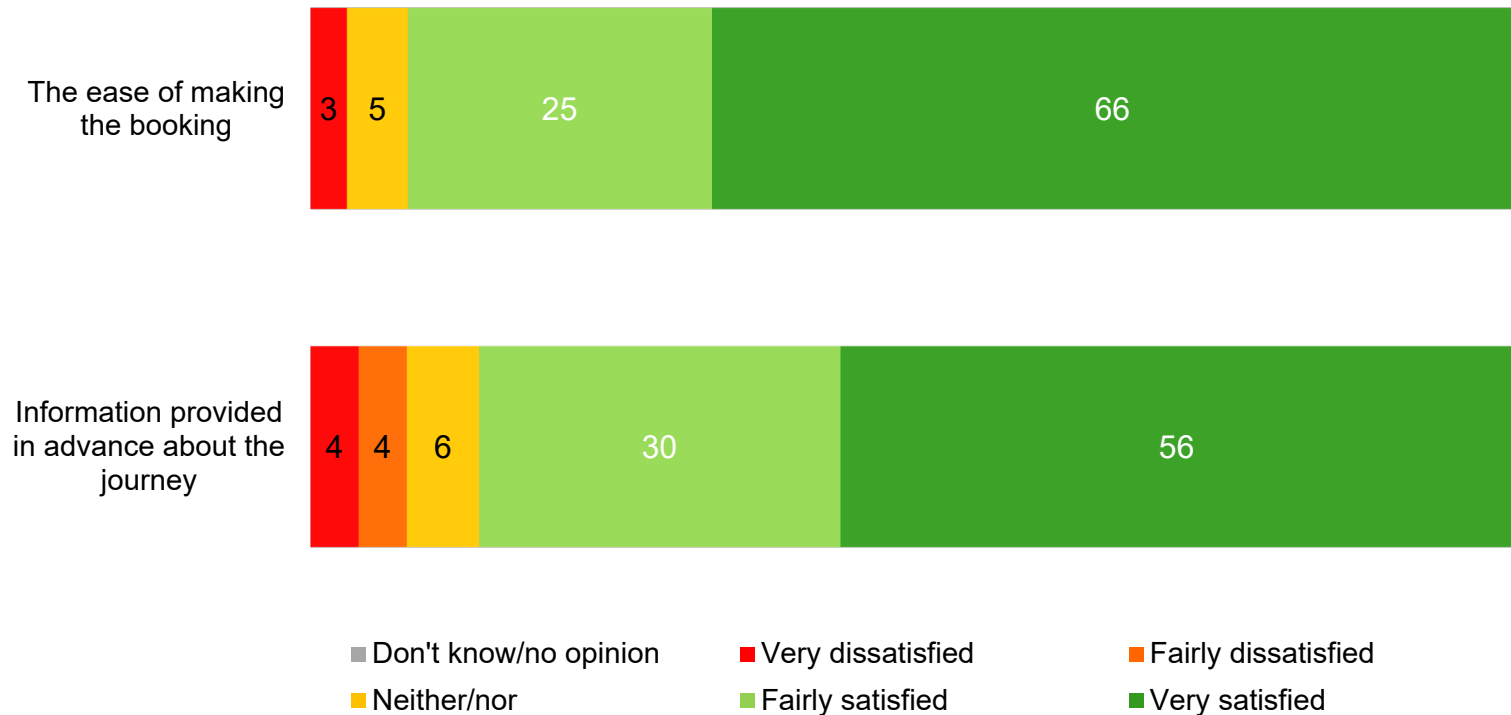
It was booked/I booked it...



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 (244)



Improvements to information provided about the journey – customer comments

Once we were on the train give us the necessary information about what was going to happen in Edinburgh and at what time, so we were a bit more prepared

It was not made clear the lounge before the train and on the train were closed.

That departure might be delayed and this was not uncommon and would not necessarily impact arrival time.

The website has less information than I am used to from other train companies. Also, I did not like that the ticket did not show the arrival time. Probably just me, but it's a bit strange

You should advise that room service is not operating.

There was some confusion about departure/boarding /arrival times. The train tracker didn't work.

Coordinate between the text messages and the operators in a better manner. The text message stated the service was cancelled. When I called the number provided, the call centre person told me I had to catch a train at 11pm from Euston then arrive in Edinburgh at 6am, thereafter get the bus to Inverness and arrive about 10am!!!! Only by using my own initiative, I went to the station myself and asked the staff who informed me of the correct information regarding the service.

I'm used to the sleeper as I have travelled several times from Inverness and London... I enjoy the long trip and you can lay down. However - people who are light sleepers will struggle with the sound of the train, even with ear plugs. I use noise cancelling headphones. I think this should be stress in the information - as I can hear people moving around in the night as they can not sleep.

Omg. Too many emails and texts. Seemed like I was getting them every other day. it was confusing. Also as there were messages for the up and down journey.

Please provide more information about the luggage store and advise people with bags to use it. Please be clear about how to retrieve your bags in the morning. This would have improved our experience immensely.

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



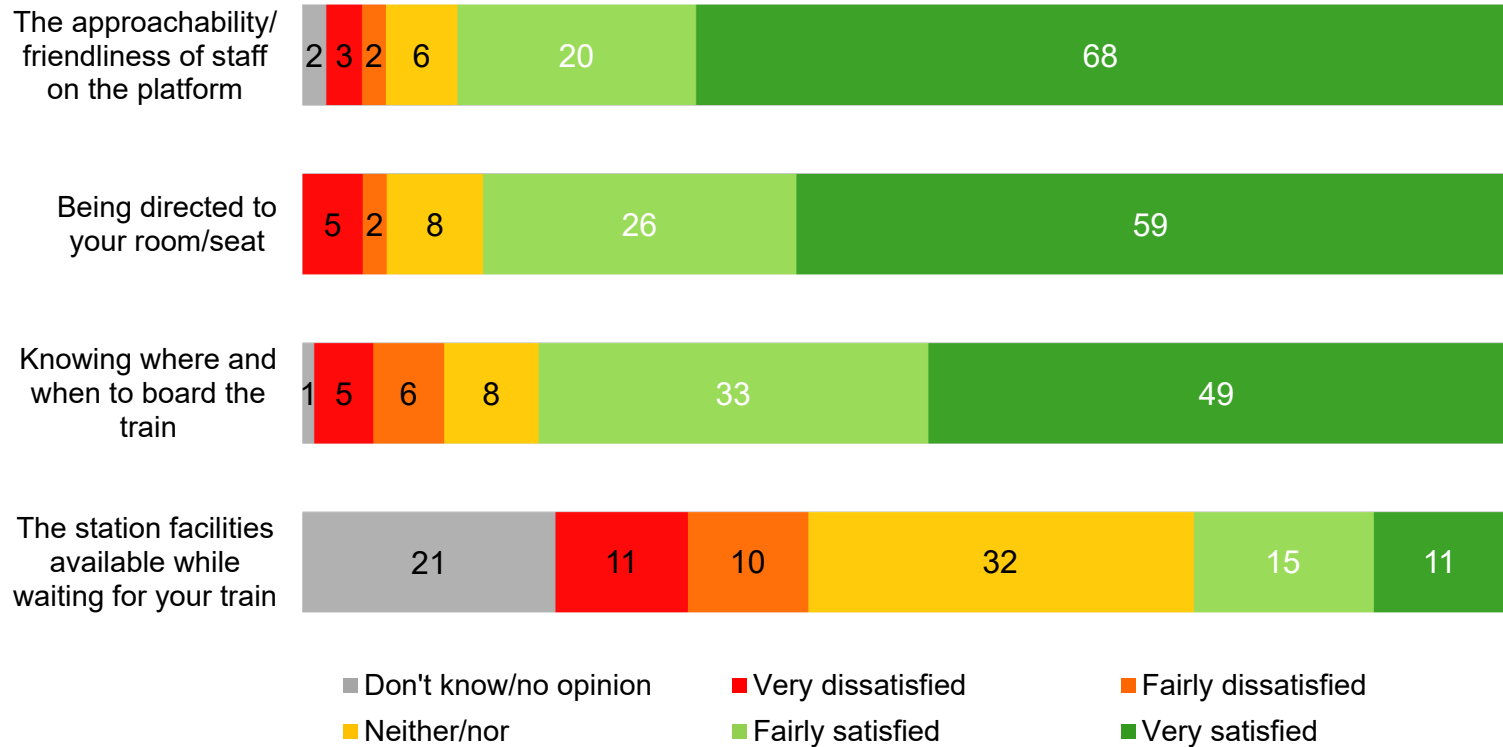
Caledonian Sleeper

Boarding and station facilities



CALEDONIAN
SLEEPER

Satisfaction with boarding process



Q14a. How satisfied were you with...?
Base: All (261)



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

The electric panels on the carriages were not working, so it was very hard to tell which carriage was which. I was not the only customer with this problem, it was indeed another customer who showed me which carriage to get on. This should be done by your staff when you're having difficulties with the panels.

None. They were very friendly and informative.

Explain clearly why my accommodation was downgraded

Provide more information on the platform of the train and details on where to go.

Would have been helpful if the staff were at the barrier, as we waited for over half an hour, not realising that we could have boarded the train, as no staff to inform us.

Could have been friendly and not cold - looked at me rather than his clipboard.

Provide somewhere to wait with the baby before boarding. We had first class tickets and website indicated somewhere would be open as a result

Being polite and not barking as if the public were as irritating as piles which we very well may be but the attitude makes us worse.

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



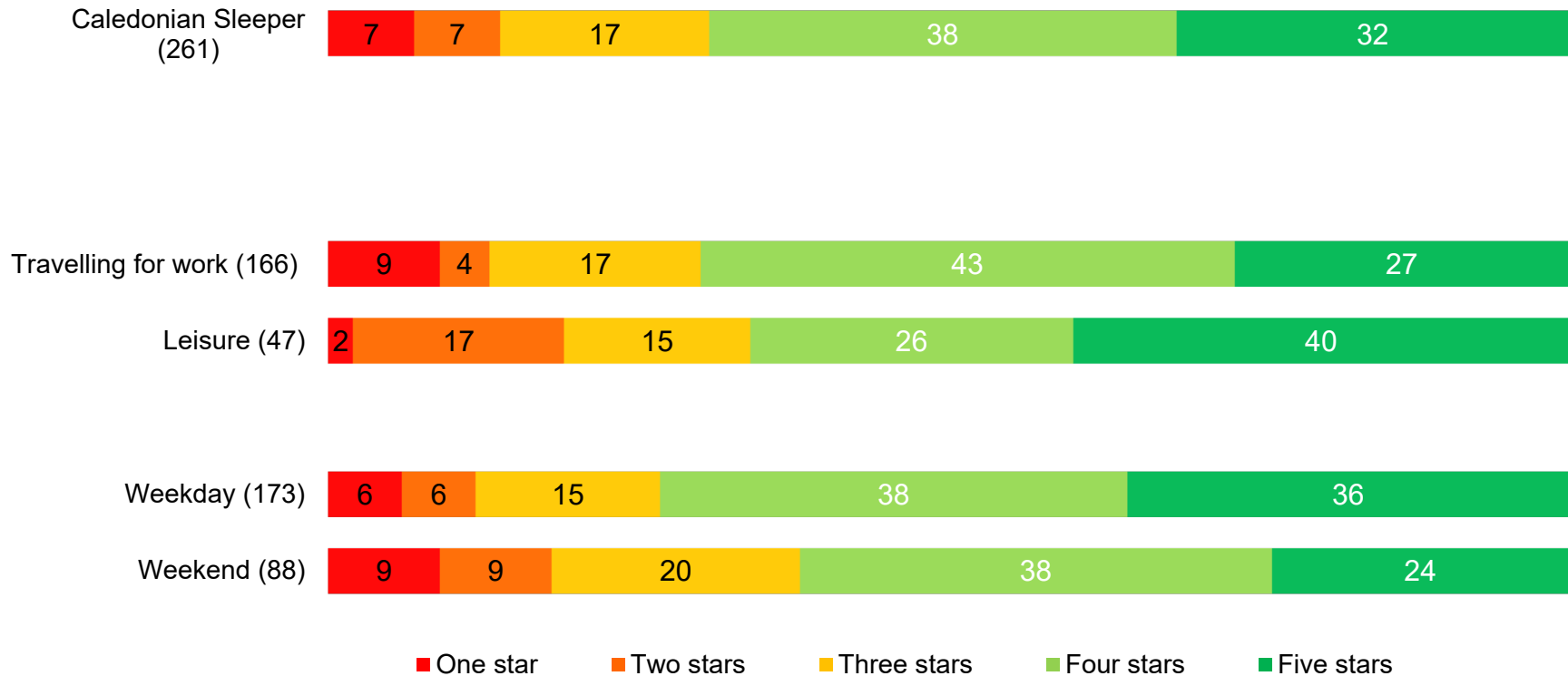
Caledonian Sleeper

Accommodation and train facilities



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SLEEPER

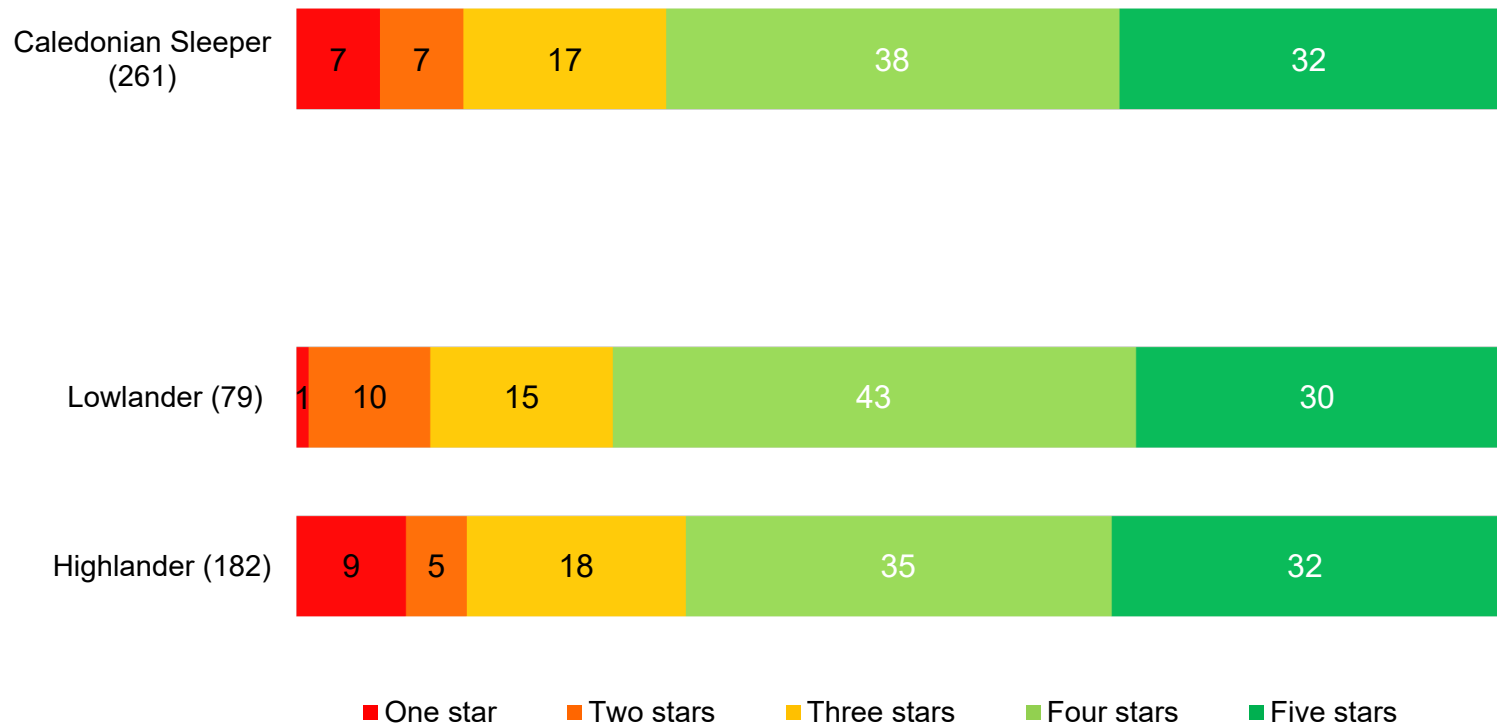
Overall rating of room by passenger group



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



Overall rating of room by route



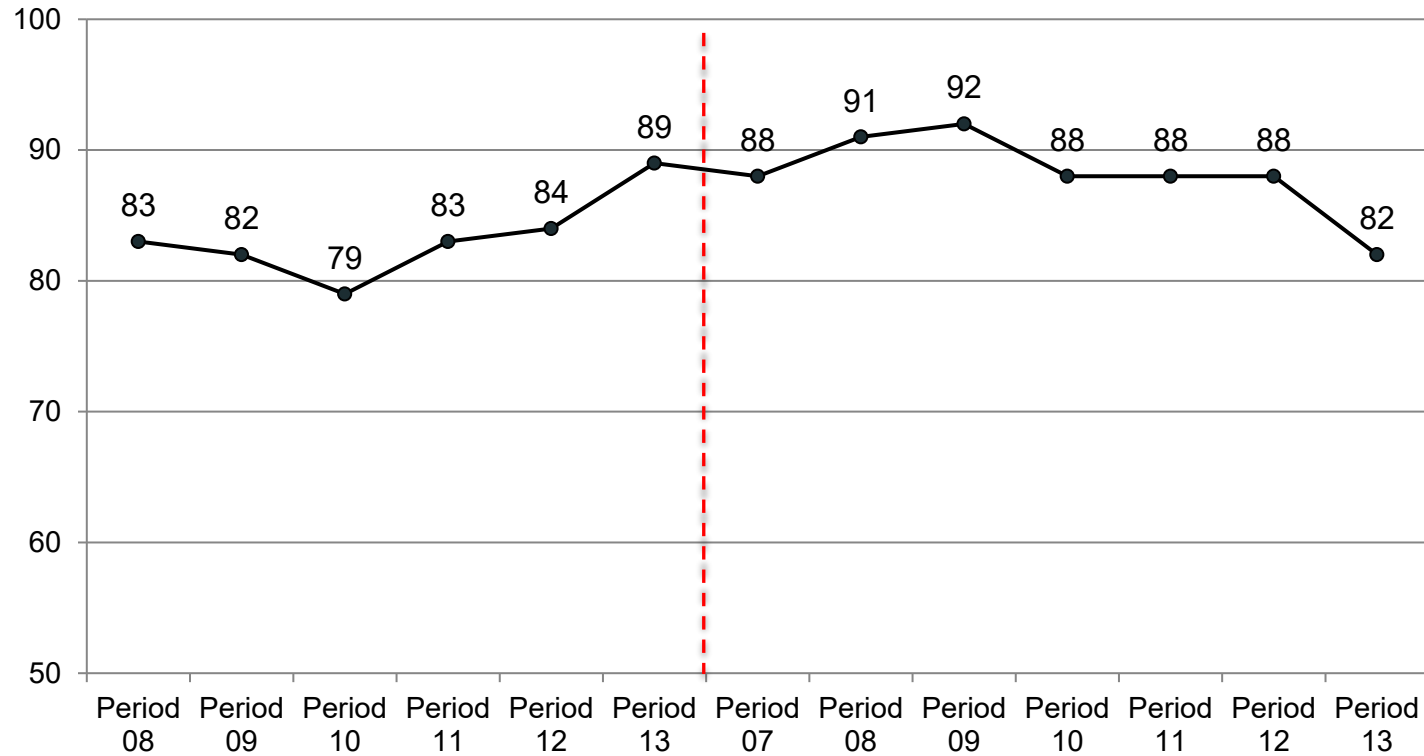
Q17a. How many stars do you give your room on the Caledonian Sleeper?
Base: All guests staying in a room/suite (in brackets above)



Overall rating of room - trend

Rating of room

Trend: % three, four or five stars



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

--- Break in fieldwork



Overall rating of room – customer comments

Carry out proper maintenance checks as if you were the customer. Fan bearing noise, excess light shine from switches, heating controls. To me these are mostly basic but not checked by your management.

Provide a fold out shelf for your book or cup of tea. A shelf at the end of the bed would be useful to put a bag on or somewhere for a wash bag. Make the light switch locator light above your head much much dimmer. A small piece of paper to use as a mat so you keep the floor clean from dirty feet. Remove the large wall bolster so you can actually lean against the wall and support ones back. As it currently is it is so uncomfortable you cant sit up for very long.

The basin was dusty and dirty and the toilet hadn't been cleaned properly. It was attention to detail.

Headroom for upper berth now very poor - can't sit up, difficult to get changed & to manoeuvre to get up/down - I seriously doubt any older passengers will be able to cope with it. Width of step on ladder to upper berth - painful without wearing shoes. No storage space for upper or lower berth - there used to be shelves for both berths and additional shelf by covering the sink. The interior is also smaller than before.

Again not cancel a club room if only issue is no hot water. I use crutches and the classic rooms are too narrow & having to go along corridor for toilet is an issue. I also need to remove ladder as there is not enough room to access the bottom bunk.

A tiny bit more space. The sink dominates the room and there was no shelf for the top bunk

Water to flush the toilet and warm water to shower!

Room was more claustrophobic than I remembered and the upstairs bed was in place despite only 1 person booking. Folding up the unused bed/removing the ladder would create more space and make the room more comfortable.

There's nothing really you can change. It's a tiny room with zero storage. If there was storage for luggage it would have been more comfortable.

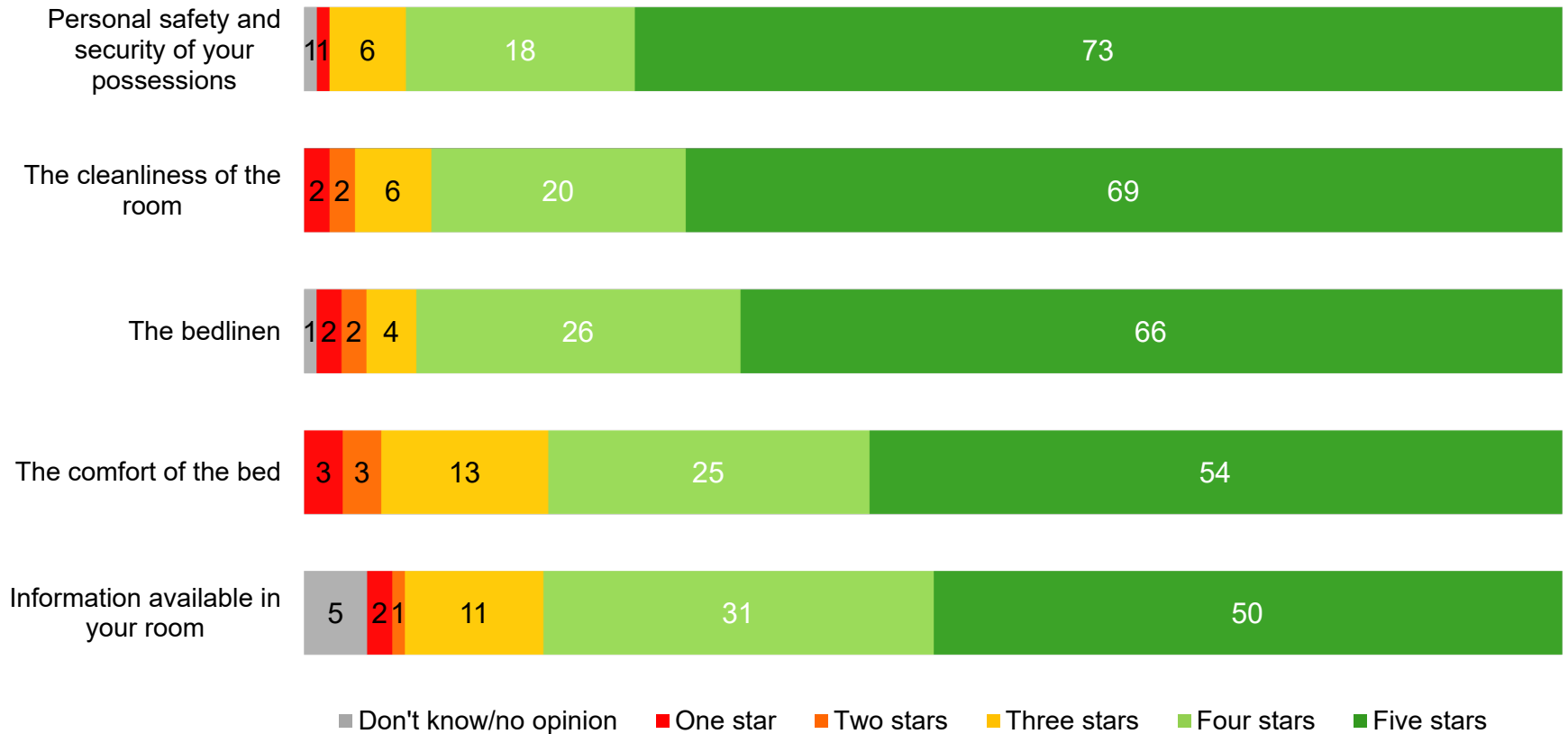
Return to the old carriages - wider beds, better designed wash basins, towels, lighting. It seems to cost more and more for less and less.

A better mattress! I'd hate to have to leave the cabin quickly in an emergency as navigating the ladder was awkward when sleepy (on the old sleeper I have had to 'detrain' at Perth at 5am due to loss of power, and I think I would have found this more difficult in the new cabin). The space under the bed was good - maybe advertise that in advance so that you can check luggage will fit.

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?



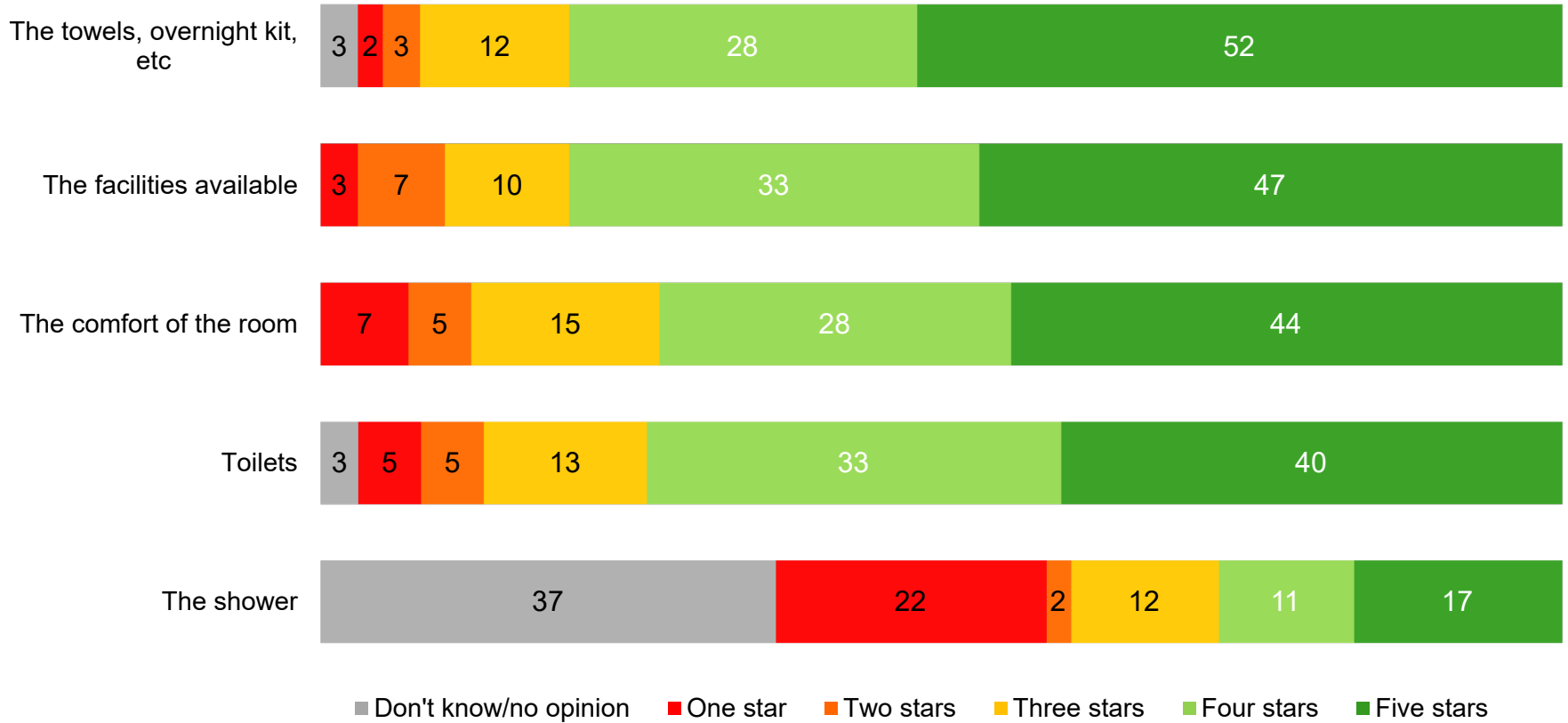
Rating of the features of the room – top 5



Q17b. And how many stars do you give the room for..?
 Base: All guests staying in a room/suite (261)



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 (261), room with en-suite shower (104)



Rating of features of the room – customer comments

Razors, toothbrush, shaving gel. What IS pillow spray for. Toothbrush toothpaste surely?

The toilet needed a wipe down when we got in the room. I'm hoping it was water stains, but a bit more care with the cleaning would have been appreciated.

[The shower] wasn't working, but we wouldn't have had the space to use it anyway.

Very weak water flow. Worse than on previous journeys in the same type of cabin. Not sure why that was.

The website says there are toiletries provided, but it was only a mask and earplugs.

I couldn't lock the door with the card.

Make sure they [the toilets] function. Two were out of order and there was no water which during a pandemic is useless.

[The bedlinen] didn't smell fresh.

It could have been a slightly thicker mattress, but it was fine for me regardless!

I had to upgrade my room from single bunk bed to the best available cabin because the books and other things were filthy during coronavirus. Unsafe.

There was water and soap marks all over the mirror next to the sink. It was obvious that it had not been cleaned and with the current Covid virus prevalence it was extremely concerning that the room had not been cleaned to an adequate standard.

It could have been a slightly thicker mattress, but it was fine for me regardless!

The air-conditioning wasn't very effective, and I didn't feel like any through flow of air. I was on my own, but I could feel it being too hot if there was a second person there. The room was very cramped, and I had a large bag with me. If the crew had offered to put the bag in a separate bit of the train, I would have had room to move around. This would have significantly improved the comfort I experienced.

There was no information on where to find staff or the location of toilets, since the one next to me was out of service.

There were hand and finger prints all over the room and the sink wasn't clean. In these times the least you expect is hygienic cleaning.

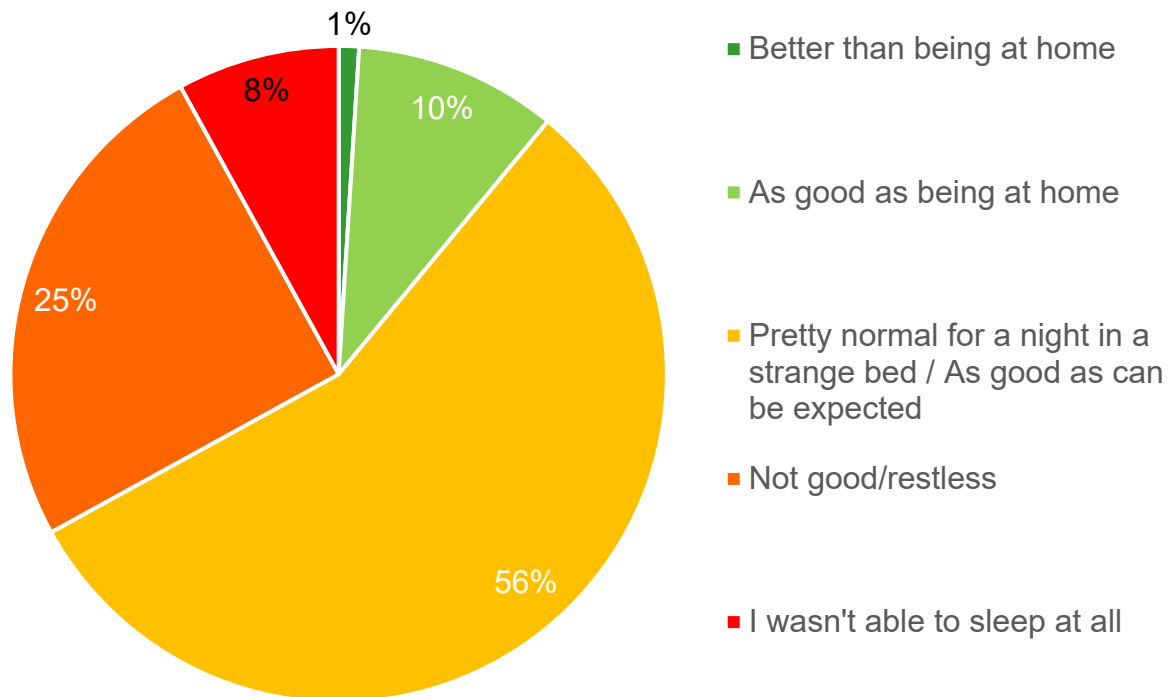
I couldn't find any temperature control in the room, and it was a bit too hot for me. I was also annoyed that the power outlets didn't work until the train was in motion, which was a long time after I boarded.

There wasn't any information in the room - it would be good to know what time the train would depart, the train stayed in the station for an hour before moving and we thought something was wrong and didn't relax until it started moving.

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 (261)



Improving quality of sleep – customer comments

Nothing, it wasn't their fault the coach journey was so uncomfortable which lead to me having a bad night's sleep.

Employ me to quality control your accommodation and services no seriously just better management checks not just the basic. Try to exceed customer's expectations without asking for opinion simple.

As already mentioned, the alarm that went off was a problem and the failure to communicate the time at which the train departs - this made me anxious. Also, in the adjoining rooms in standard, you can hear ABSOLUTELY EVERYTHING the person next door is doing. This is problematic. The adjoining door was also banging constantly throughout the night which was very hard to sleep through. It needed better wedged shut.

I could hear every word of the couple in the room next door. I don't know what could be done to improve this. I also heard when they were using the intercom to speak to train staff, which is what woke me at 4:30am and alerted me to the fact our train wasn't going any further. I didn't really get any sleep after that. The bunk and room itself were comfortable enough.

Nothing. It's a moving train, it's going to be noisy. The bed is comfortable and it beats doing a 12 hour journey in the daytime

Nothing because the problem is baked in - the train is loud and the bed is tiny.

A little bit of care and suggestions. The heating was on, it doesn't need to be and I woke stifling and dry. If the steward had alerted me to the controls I would have had a better night. Advisable to use the blindfold as well – I didn't find that in the bag until later.

Check for squeaky doors/fixtures regularly. Check the heating systems (I moved because of a faulty heating system, but can't say my new room was any better... adjusting the dial has zero impact).

Allow later checkout eg 10am - primary reason for not a good sleep is worry about getting up in time to get off the train.

Nothing. I knew the train wasn't moving and that we were still in Carstairs - thus not going to get to London until lunchtime, rather than 7am so I was worried about this - especially as there were no announcements telling me what was happening.

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



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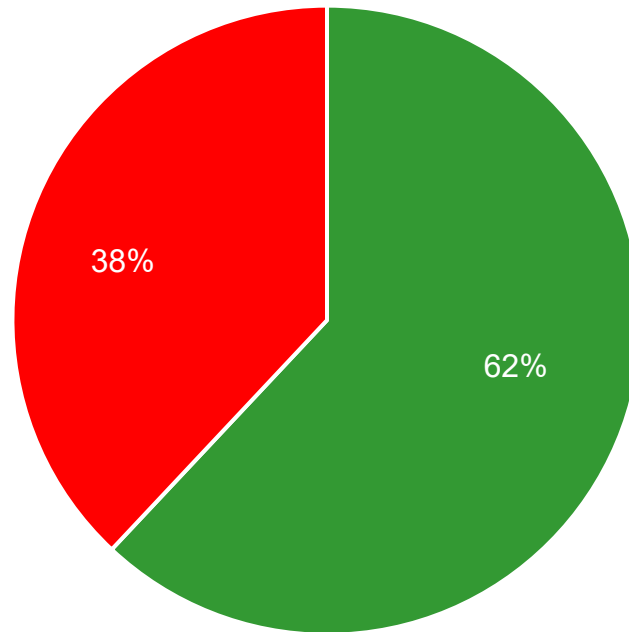
Club car and catering



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Breakfast

Quarter 4 2020/21 %

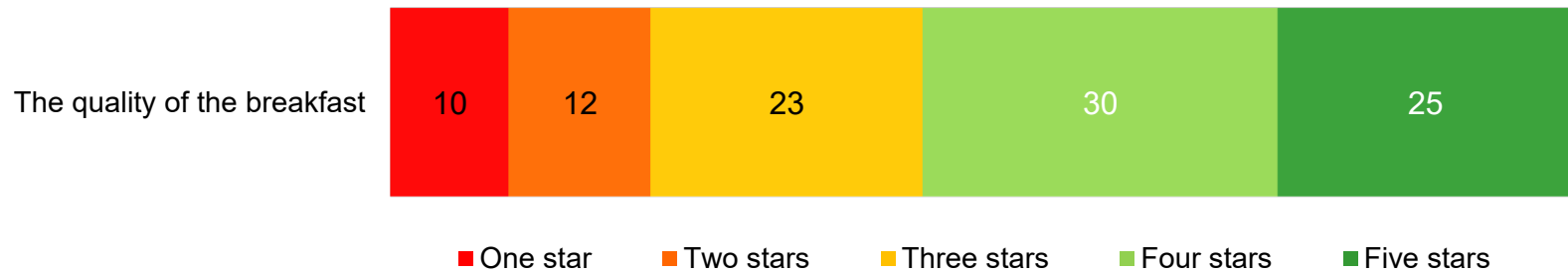


■ Yes - in my room ■ No

Q25a. Did you eat a Caledonian Sleeper Breakfast on the train?
Base: All (261)



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 (161)



Rating of features of the breakfast – customer comments

Breakfast on the Sleeper used to be 'a thing'. It has reduced over the years to being a utilitarian minimalist affair in a bag worse than the cheapest airline meal, served with minimal grace and lukewarm coffee in a paper cup. I'm afraid nothing speaks more to a corporate strategy of minimal input/maximal return on investment than the Sleeper breakfast. My recommendation is for passengers to be offered the choice of a premium service -- a full 'Scottish' or 'English' (depending on direction of travel) -- for which I'm sure they would be willing to pay extra.

The bacon sandwich was nice brought on board at Aviemore. But the price of the Caledonian Sleeper is enormously high for zero catering. To get a cup of hot water you put a tea bag into does not a feast make! No evening catering available either. Basically locked into your cell until morning. Let out for good behaviour! They could easily manage a proper tray with teapot etc. The Covid excuse worn thin for all this.

Given the current climate, the muffin should have been pre-wrapped. Warm drink would have been nice.

It was horrible. A muffin chucked into a paper bag not even wrapped and a drink. Covid or not. No excuse.

A dried up muffin, small bottle of (acidic) tropicana and a delicious cup of hot tea do not a breakfast make - especially when nothing is open in Edinburgh when one gets there. More pastries would have been good. Others might have had the bacon roll, but it didn't sound appetising.

I get that only a basic breakfast can be handed out, but it would be nice to offered more like a bacon roll, even if I did have to pay for it. The Club Room guests get a bacon roll so it would be nice for that to be offered to the entire train.

Not enough breakfast. Had to choose between coffee or orange juice

Tea was fine, muffin was rock hard and awful tasting and bacon roll was inedible,

Would be good to have a choice of something healthier (e.g. yogurt and fruit/granola) or a hot option (e.g. bacon roll) instead of just a muffin and water. It did not justify the price we paid. Difficult to understand why hot drinks were unavailable when they are available on most other train services.

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



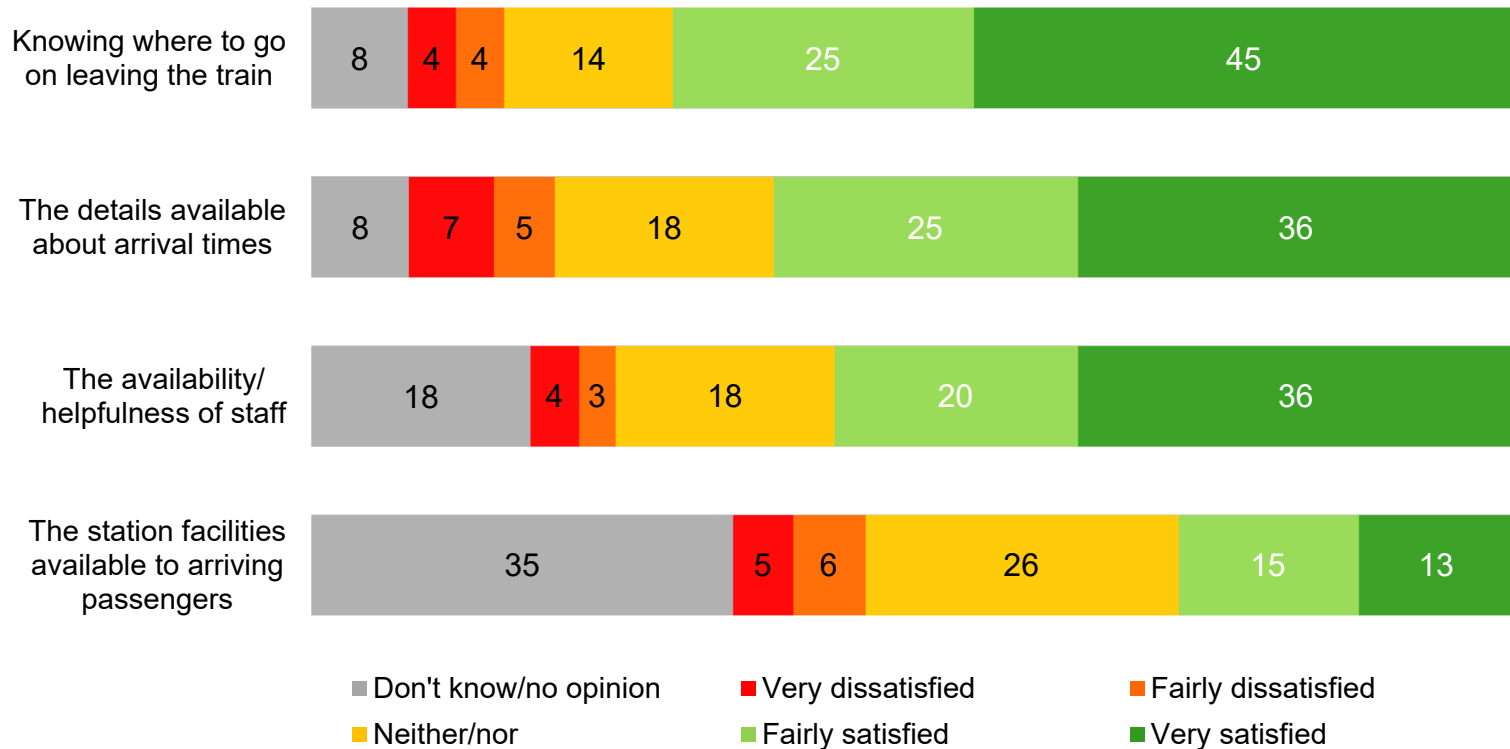
Caledonian Sleeper

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 (261)



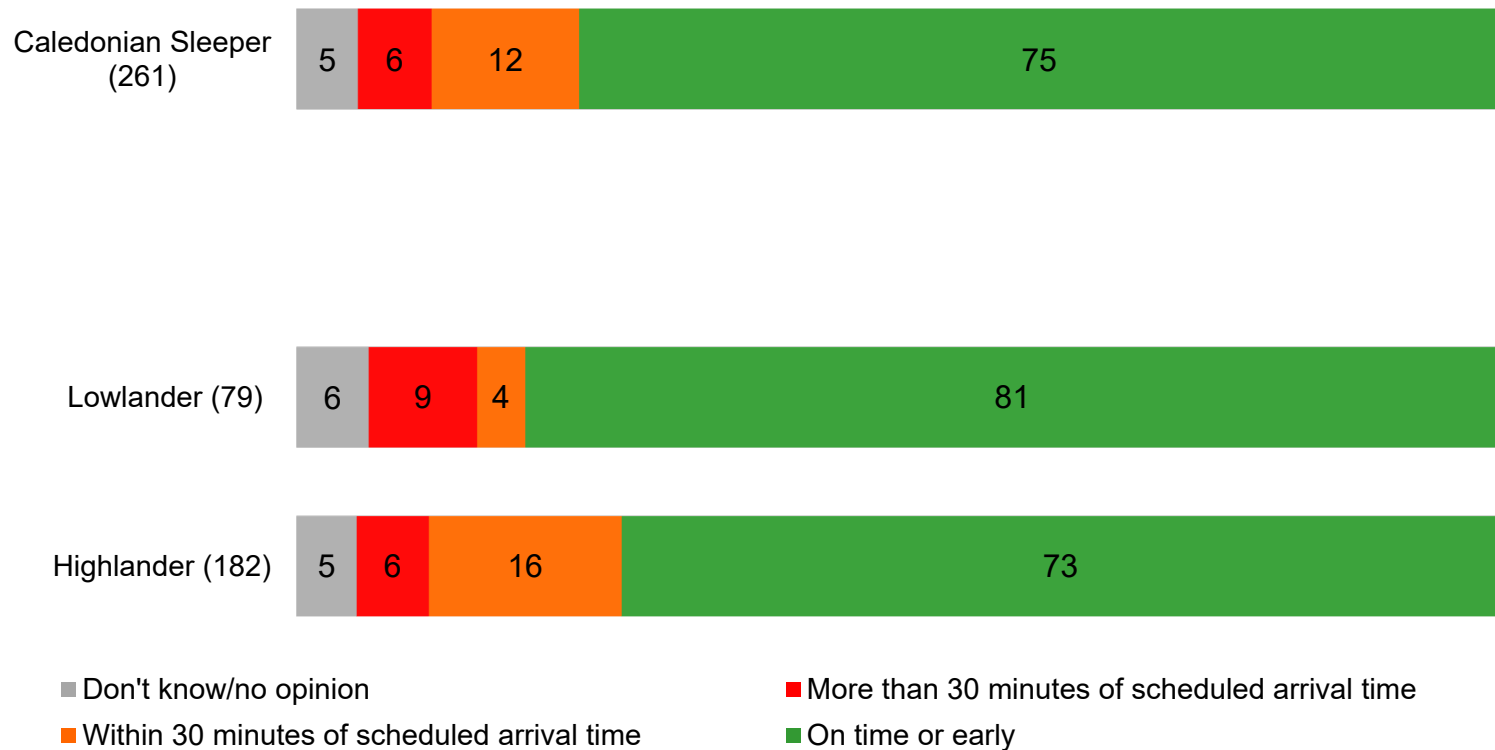
Caledonian Sleeper

Delay



CALEDONIAN
SLEEPER

Punctuality of service by route



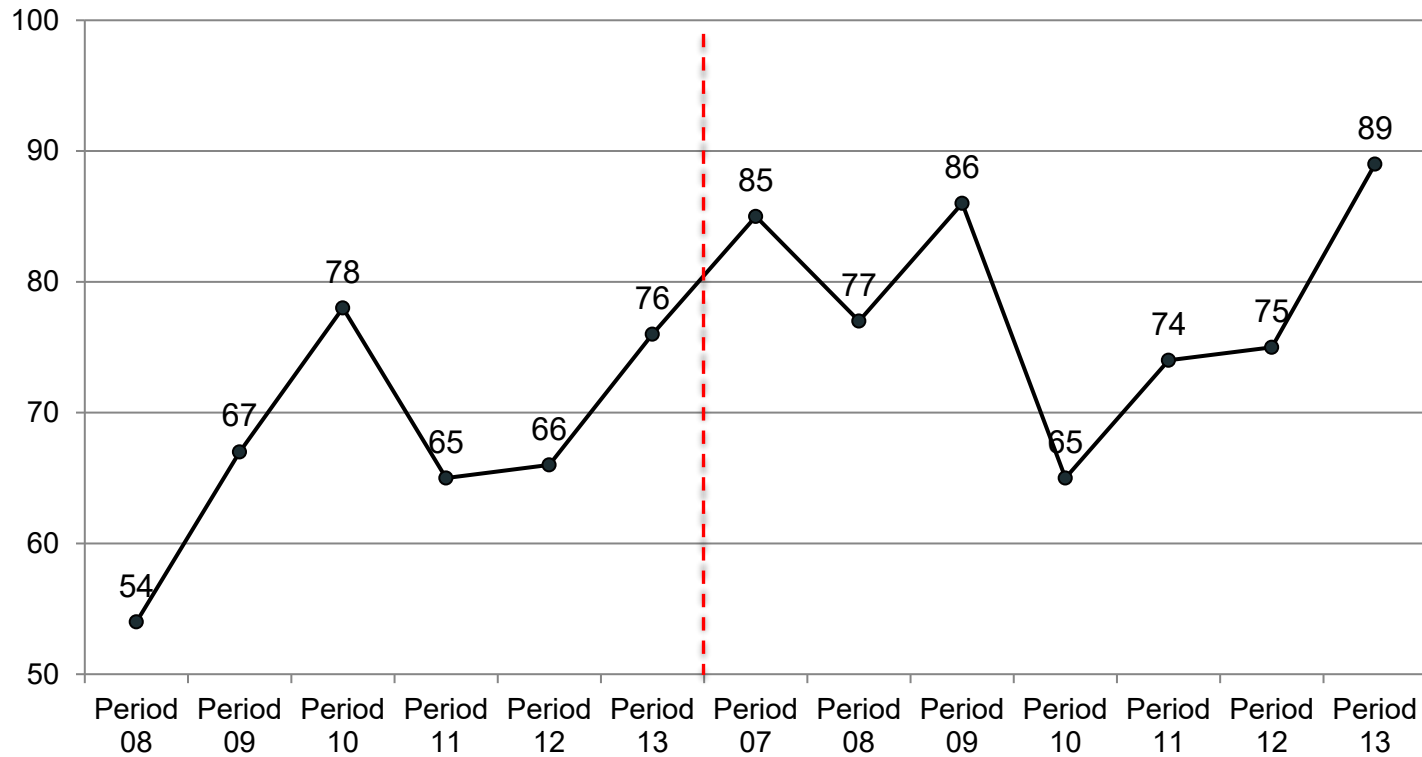
Q27a. Did your train arrive on time?
Base: in brackets above



Punctuality of service - trend

Rating of experience

Trend: On time or early



Q27a Did your train arrive on time?

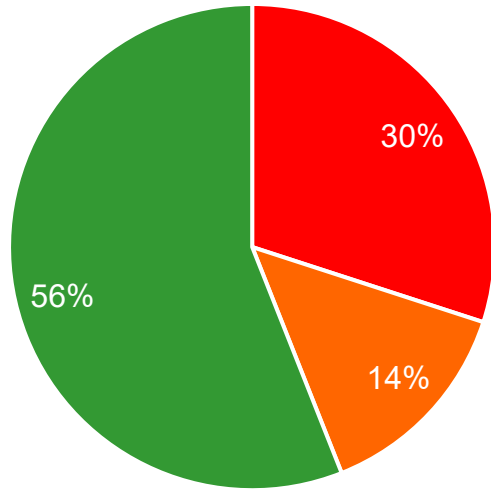
--- Break in fieldwork



Impact of delay

Quarter 4 2020/21 %

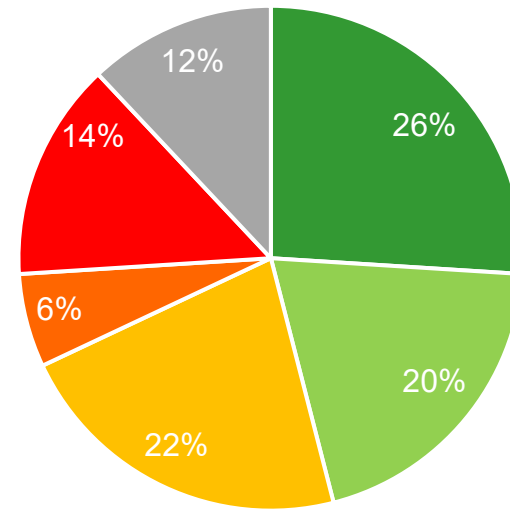
- Yes, it was a serious inconvenience
- Yes, it was a minor inconvenience
- No, it did not inconvenience me



Impact of the delay

Q27b. Did this affect your plans for the day?
Base: All who experienced a delay (50)

- 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 (50)



Caledonian Sleeper

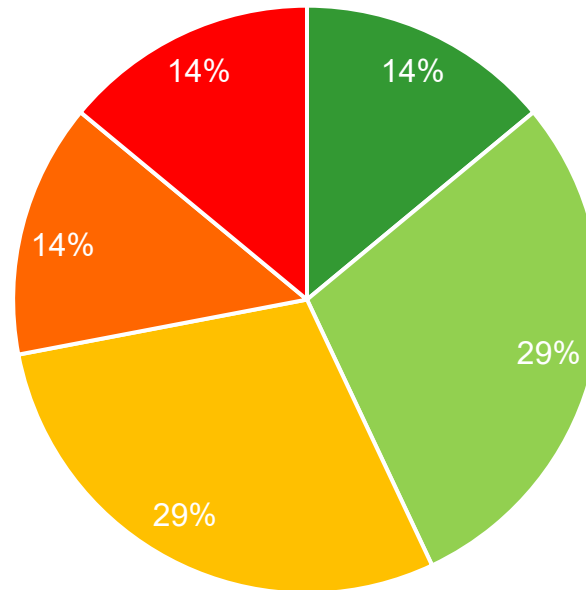
Facilities for those with a disability or illness



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Satisfaction that Caledonian Sleeper provides a service suitable to needs

Quarter 4 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 (7*) *Caution – very low base



Providing a service suitable to needs – customer comments

Old people cannot travel comfortably in the top bunk. 2 singles or a double would be preferable.

Heating. Hot Water. Internet.

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>261 %</i>	<i>Sample size</i>	<i>261 %</i>	<i>Sample size</i>	<i>261 %</i>
<u>Age</u>		<u>Journey Purpose</u>		<u>Disability or Illness</u>	
16-34	21	Travelling for work	64	None	97
35-54	36	Company business	27	Vision	>1
55+	40	Personal Business	26	Hearing	-
Not stated	3	Regular travel between home and workplace	11	Mobility	2
<u>Gender</u>		Leisure	18	Hidden disability	>1
Male	54	Visiting friends/ relatives	16	Speech or language impairment	-
Female	42	Holiday/ short break	2	Mental health	-
Not stated	4	Attending a sporting/ musical/ theatrical/ charity event	-	Other	-
<u>Working status</u>		Other	18		
Full time	63				
Part time	13				
Not working	3				
Retired	13				
Student	4				
Not stated	5				
<u>Residence</u>					
UK	95				
Non-UK	5				



Sample profile – journey details

Sample size	261 %	Sample size	261 %	Sample size	261 %
<u>Travelling party</u>		<u>Return journey mode</u> (those making outward journey) (177)		<u>Travel to departure station</u>	
Alone	75	Caledonian Sleeper	45	Train	30
With a business colleagues(s)	1	Daytime train	15	Underground/Tram/Subway	12
With family (adults only)	17	Plane	6	Bus/coach	5
With family (adults/children)	3	Coach	0	Taxi	23
With friends	3	Own Car	5	Own car/dropped off	31
<u>Accommodation</u>		Hire car	1	Hire car	1
Seat only	-	Other	7	On foot	10
Room	60	Don't know	22	Bicycle	2
En-suite room (with shower)	40	<u>Outward journey mode</u> (those making return journey) (84)		Other	-
<u>Journey direction</u>		Caledonian Sleeper	51	<u>Travel from arrival station</u>	
Outward	68	Daytime train	20	Train	26
Return	32	Plane	20	Underground/Tram/Subway	14
One way	-	Coach	-	Bus/coach	4
		Own Car	5	Taxi	23
		Hire car	1	Own car/dropped off	21
		Other	2	Hire car	5
				On foot	15
				Bicycle	2
				Other	5



Sample profile – journey details

<i>Sample size</i>	<i>261 %</i>	<i>Sample size</i>	<i>261 %</i>	<i>Sample size</i>	<i>261 %</i>
<u>Service Day</u>		<u>Accommodation type</u>		<u>Transaction value</u>	
Weekday	66	1 st class	39	£0-£49.99	-
Weekend	34	Standard	61	£50-£99.99	6
<u>Direction</u>		<u>Party size</u>		<u>Transaction value by quest</u>	
Northbound	50	Seated	-	£100-£149.99	32
Southbound	50	Single traveller	76	£150-£199.99	28
<u>Train Type</u>		Two people		£200-£249.99	18
Highlander	70	Three or more people		£250-£299.99	10
Lowlander	30			£300 or more	6
<u>Crew</u>				<u>Transaction value by quest</u>	
Aberdeen	8			£0-£49.99	0
Edinburgh	13			£50-£99.99	11
Fort William	1			£100-£149.99	46
Glasgow	3			£150-£199.99	26
Inverness	32			£200-£249.99	16
London	43				



Sample profile – journey details

<i>Sample size</i>	<i>261 %</i>	<i>Sample size</i>	<i>261 %</i>	<i>Sample size</i>	<i>261 %</i>
<u>Return journeys between Scotland and London</u>		<u>Number of journeys using Caledonian Sleeper</u> (making at least 2 journeys between Scotland and London)		<u>When first travelled on Caledonian Sleeper</u> (previously travelling by Caledonian sleeper)	
12 or more	13	12 or more	(195) 8	More than 20 years ago	34
4-11	32	4-11	16	15-19 years ago	6
2-3	30	2-3	32	10-14 years ago	9
First journey in last 12 months	21	1 Journey	31	5-9 years ago	8
First ever journey	3	None	13	3-4 years ago	10
Have never made a journey between Scotland and the London area	1			In the last 1-2 years	32



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 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 2020/21, combining rail periods 10, 11, 12, and 13. **Fieldwork for quarter 4 2020/21 took place between 16 December 2020 and 13 April 2021.** This covered journeys made between 13 December 2020 and 31 March 2021*.

261 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 4, 2020/21

Rail Periods 10, 11, 12, and 13



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