

# Caledonian Sleeper

## Quarterly Report

Quarter 1, 2021/22

Rail Periods 1, 2, and 3



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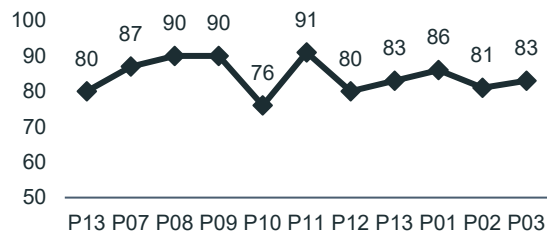
# Caledonian Sleeper passenger satisfaction

## Quarter 1: 1 April – 26 June 2021

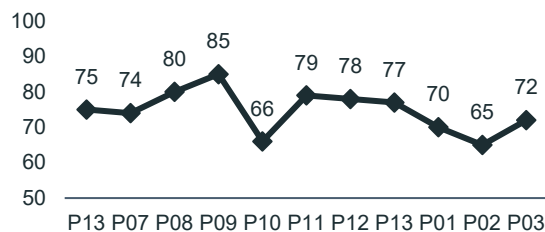
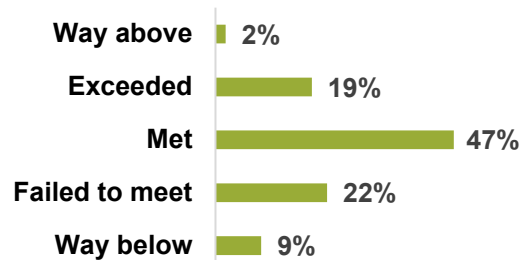
### Overall journey experience



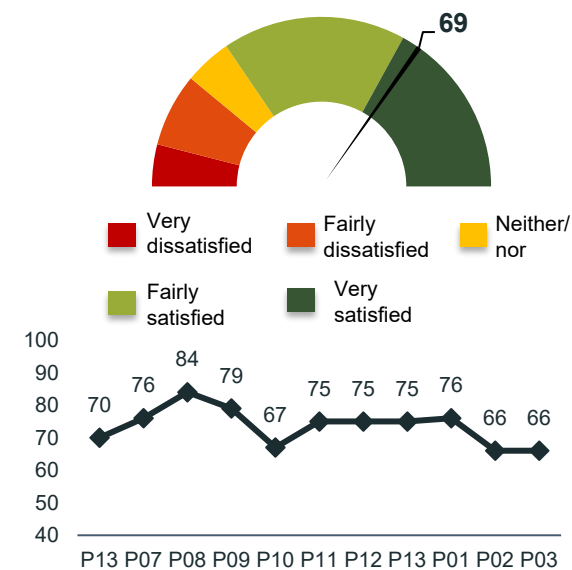
Ave – 3.6



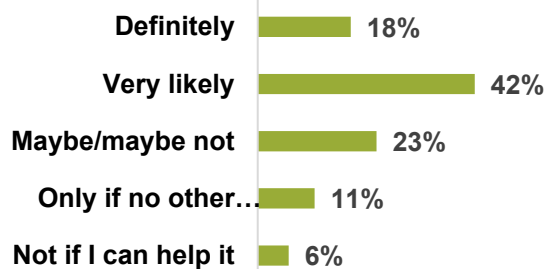
### Expectation



### Overall satisfaction



### Likelihood of future use



### Net Promoter Score

10

41  
31

	Lowlander	Highlander
Journey experience	81%	84%
Met / Above expectation	66%	71%
Overall satisfaction	66%	71%
Net Promoter Score	-3%	17%
Future Use	53%	64%

Sample size: 551 (Lowlander 197, Highlander 354)



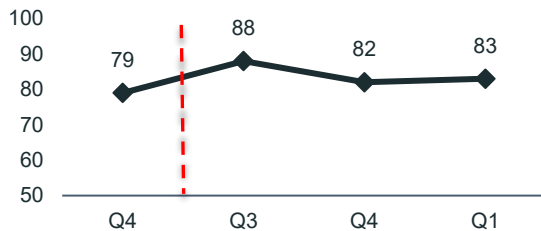
# Caledonian Sleeper passenger satisfaction

## Quarter 1: 1 April – 26 June 2021

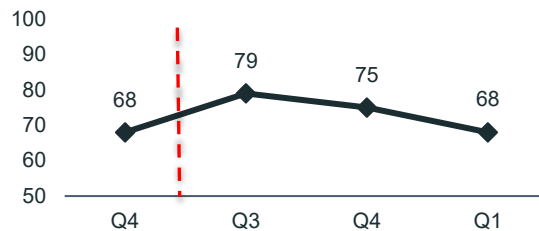
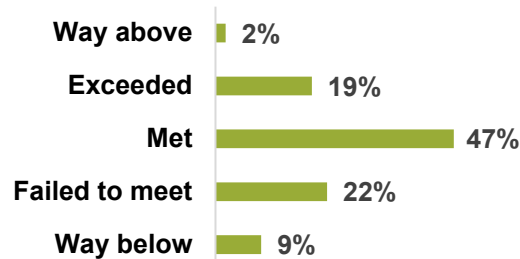
### Overall journey experience



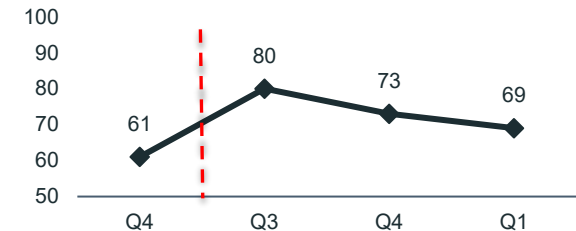
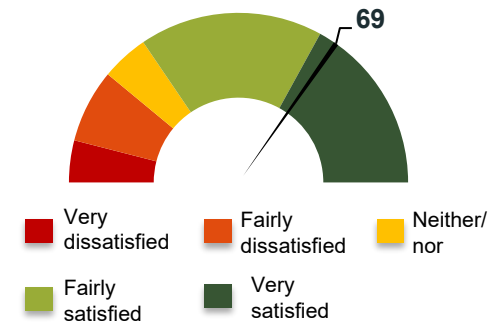
Ave – 3.6



### Expectation



### Overall satisfaction

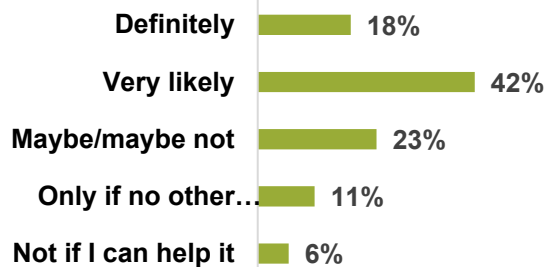


### Net Promoter Score

10

41  
31

### Likelihood of future use



	Lowlander	Highlander
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Overall satisfaction	66%	71%
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--- Break in fieldwork

Sample size: 551 (Lowlander 197, Highlander 354)



# Caledonian Sleeper passenger satisfaction

Quarter 1: 1 April – 26 June 2021

## Expectations of the journey

### Top five:

- 56%** Looking forward to the experience
- 39%** Sufficiently well informed about the journey ahead
- 36%** Relaxed
- 32%** Looking forward to bed
- 32%** Excited

### Bottom five:

- 7%** Worried we might be late
- 5%** Anxious or nervous
- 4%** Concerned I might have someone sharing my room/in the next seat
- 4%** Concerned about other passengers' possible bad behaviour
- 3%** Anticipating a sociable evening

## Journey experience

(% 3 - 5 star rating)

### **83%** Experience overall

### **Making me feel...**

- 88%** welcomed
- 83%** looked after
- 79%** relaxed
- 80%** comfortable
- 69%** I had a good night's sleep

### **85%** Room rating

## Summing up the experience

### Top five:

- 43%** Practical
- 39%** Efficient
- 37%** Functional
- 29%** Relaxing
- 24%** Memorable

### Bottom five:

- 5%** Chaotic
- 4%** Distressing
- 3%** World Class
- 2%** Reviving
- 2%** Boring

Sample size: 261



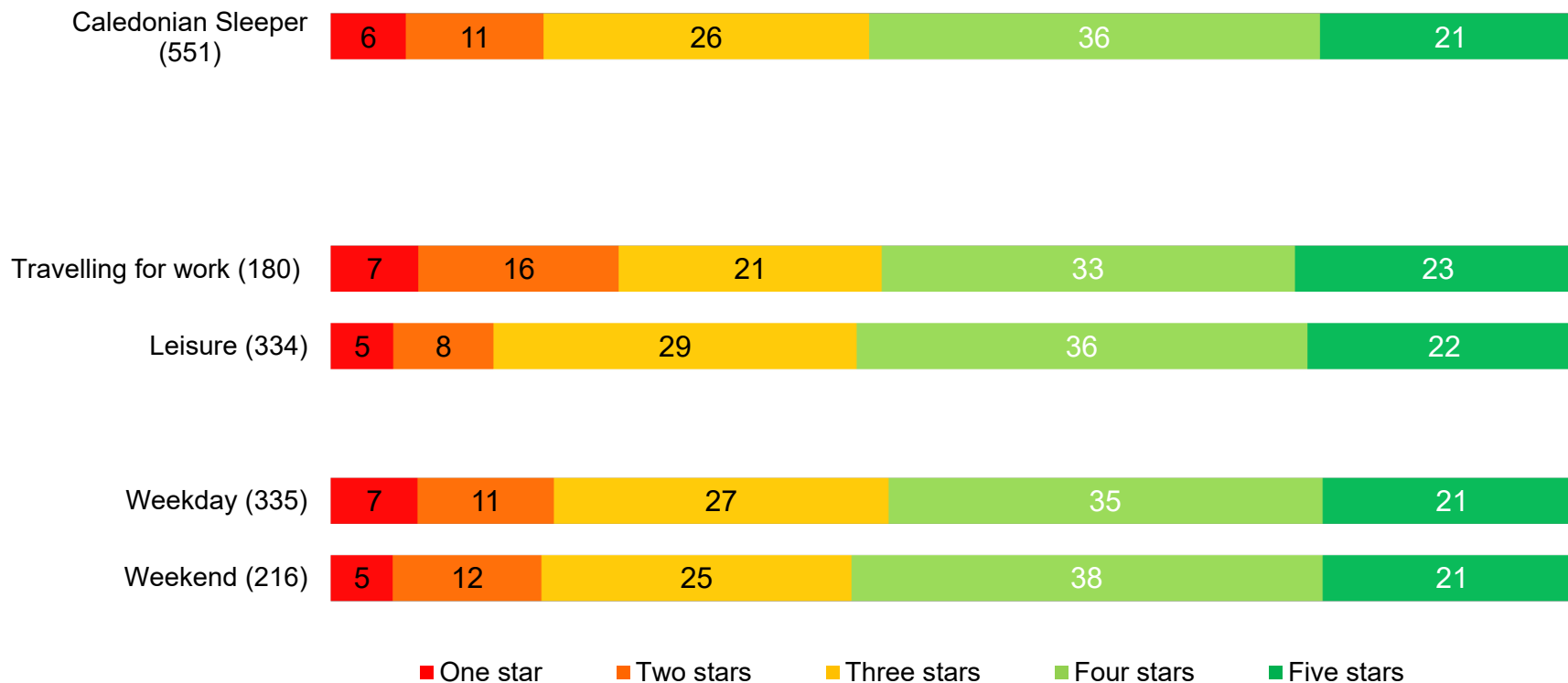
# Caledonian Sleeper

## On-board experience



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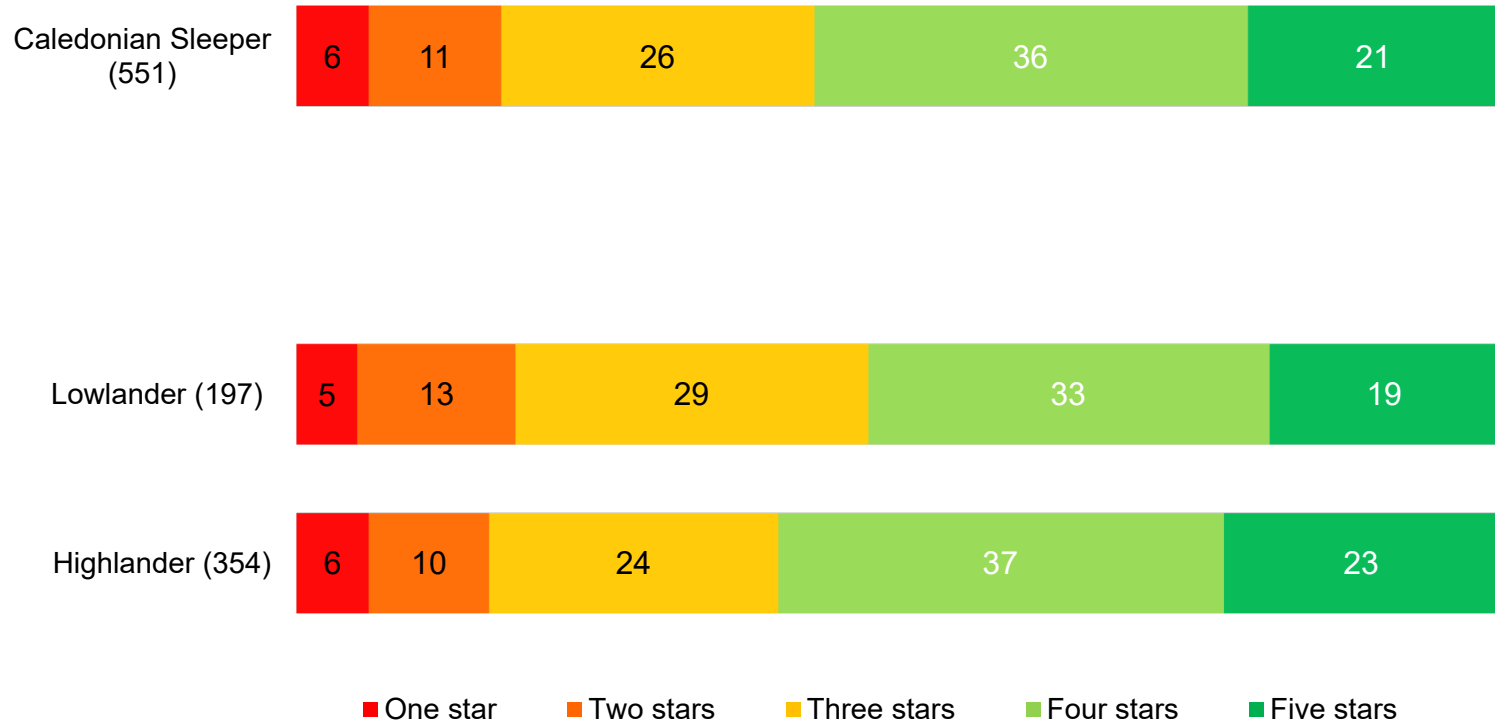
# Overall rating of experience by passenger group



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

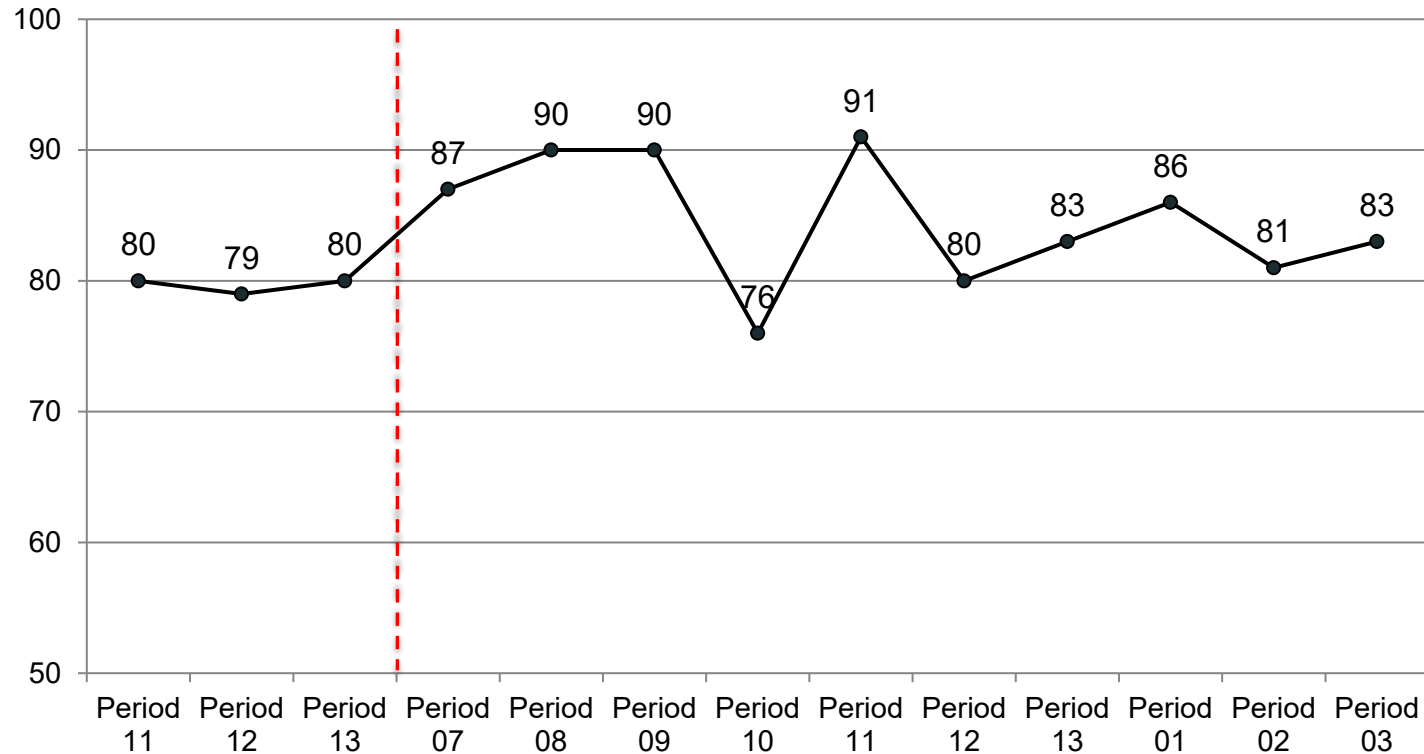




# Overall rating of experience - trend

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

*I love travelling on the sleeper. I have used it off and on for more than 20 years and very regularly over the last five up until the pandemic. It is an old friend. The staff are terrific, welcoming and helpful and on the rare occasions there is some problem they are quick to fix it. I miss the lounge experience at the moment but understand why it has to be closed. I valued very much the amount of information we are given. I honestly find it difficult to think of what would improve the experience, especially now we have new rolling stock with charging points and a bit more space in most cabins.*

*Always too hot - the heating cannot be turned down low and the duvet is too thick except for the coldest winter. But at this time of year it is too cold to have no bedding. There used to be the option of a blanket which would be just right. Also, I started using the sleeper decades ago thanks to cheap off-season travel and bargain berths. Now I can afford what I like but there needs to be something affordable for young people and families who are not well-off. The staff are wonderful, please treat them well and listen to them.*

*The lights were kept on... Where's the logic in that?! It's a 'sleeper' train. Come on people. No caffeine-free tea or coffee.... again, this is supposed to be a sleeper train. The leg rest was awful. The seats don't actually recline. Just the bottom, which leaves you in a horrible slouching position. The staff were fairly nice. Other than that, I will never travel again on this, nor will anyone that knows me as I will not recommend this. Such a shame. Was expecting something good and was failed at nearly every turn.*

*1. Not leave us standing on the platform for 45 minutes before departure while a technical fault was resolved. 2. Providing club rooms with en suite bathrooms - apparently these were unavailable because of a fault with the water. 3. Providing food and drink in the train - all that was served was a cup of tea / coffee with a muffin.*

*This was my first trip in a refurbished cabin. The ladder as it is now fixed across both bunks means it is difficult to get into the bottom bunk and very hard to get a good night's sleep. Because the bunk is narrow you need to be able to move and it is very restricting. I am 73 and found it very painful. Anyone slightly disabled would be in similar difficulty.*

*I have been seeking re-imbursement of 50% of my train ticket price for my train being delayed by 32 minutes. Notwithstanding various emails, I am now being ignored by the Caledonian Sleeper customer services team. It is really poor. That, plus the lack of sleep on the train means that I will not be using the sleeper again.*

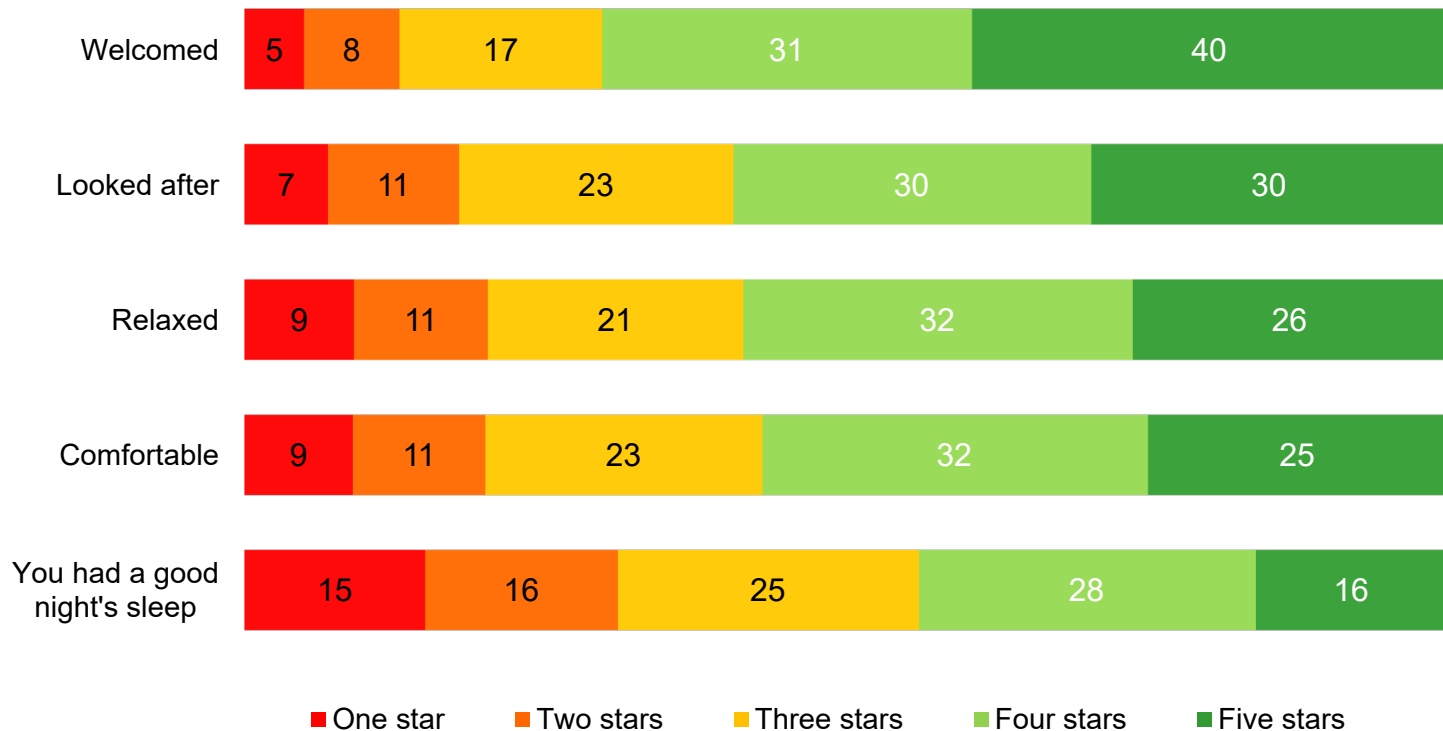
*Was delighted to be upgraded to club- a bit strange I was unable to book club in the first place though. The heating wasn't working. I had this experience before when the air con didn't work. I think you need to check it.*

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 (551)



# Rating of features of the journey – customer comments

*I was advised that boarding would be half an hour prior to departure which did not happen... the platform was announced much closer to departure time than expected and in the end I felt rushed and somewhat panicked as my coach was not clearly marked... I ended up at the wrong end of the train and had to run back with a large suitcase to my coach with literally 2 minutes to departure. I got on board flustered and not relaxed at all.*

*Difficult because of Covid restrictions. No Club Car available so had to sit on bunk beds in cabin to eat and before going to bed. Just wondering if the club car could have been made available but not for eating and drinking as not allowed but for seating socially distanced? We return 19 May so presume this facility will be available?*

*As these were new trains I was expecting more room/comfort than before. I actually found it more cramped than the old sleeper. The hot water wasn't working.*

*Bit more info before travel during Covid. We were told there would be no room service (emails with a link to the website) so carried drinks and snacks with us, which was heavy with all our luggage! However there was room service available when we arrived.*

*Greet guests as they board. Have an announcement welcoming guests and explaining the seating arrangements / journey. Don't offer coffee and tea without explaining it has to be paid for... ridiculous after paying so much for a ticket.*

*Showers in the lounge, and some tea or coffee complimentary on the train. Each person who either asked about the breakfast on the train Added that they were very busy and the whole attitude was that everything was "too much trouble".*

*I don't expect a good night's sleep because inevitably you are disturbed as the train moves. The only thing that would improve that is a big upgrade in rolling stock... which isn't realistic and I wouldn't expect it.*

*The boarding process is chaotic. No-one seemed to know where to go. No-one was checking tickets as people arrived on the platform to direct them to the right place. It all seemed rushed and disorganised.*

*Make sure there is hot water for the shower. If this is a known problem we should have been warned beforehand.*

*Main reason for not sleeping was person in next room was playing videos on their phone all night. The walls were thin and I didn't have the courage to ask them to keep the noise down. Perhaps reminding guests that others are attempting to sleep would help when boarding. Or a guard checking for noise and asking people to keep noise to a minimum.*

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?



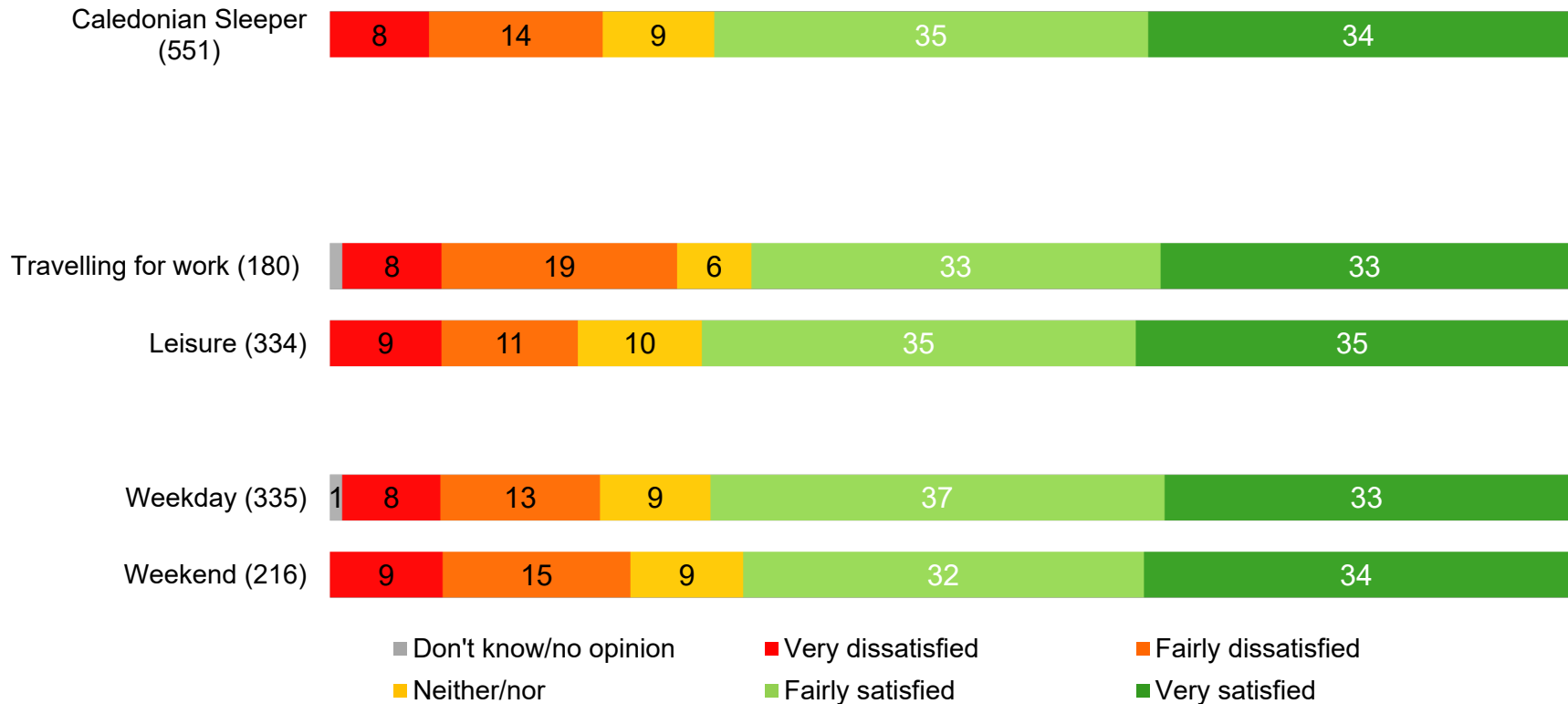
# Caledonian Sleeper

## Overall opinion of the Caledonian Sleeper



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# Overall journey satisfaction by passenger group

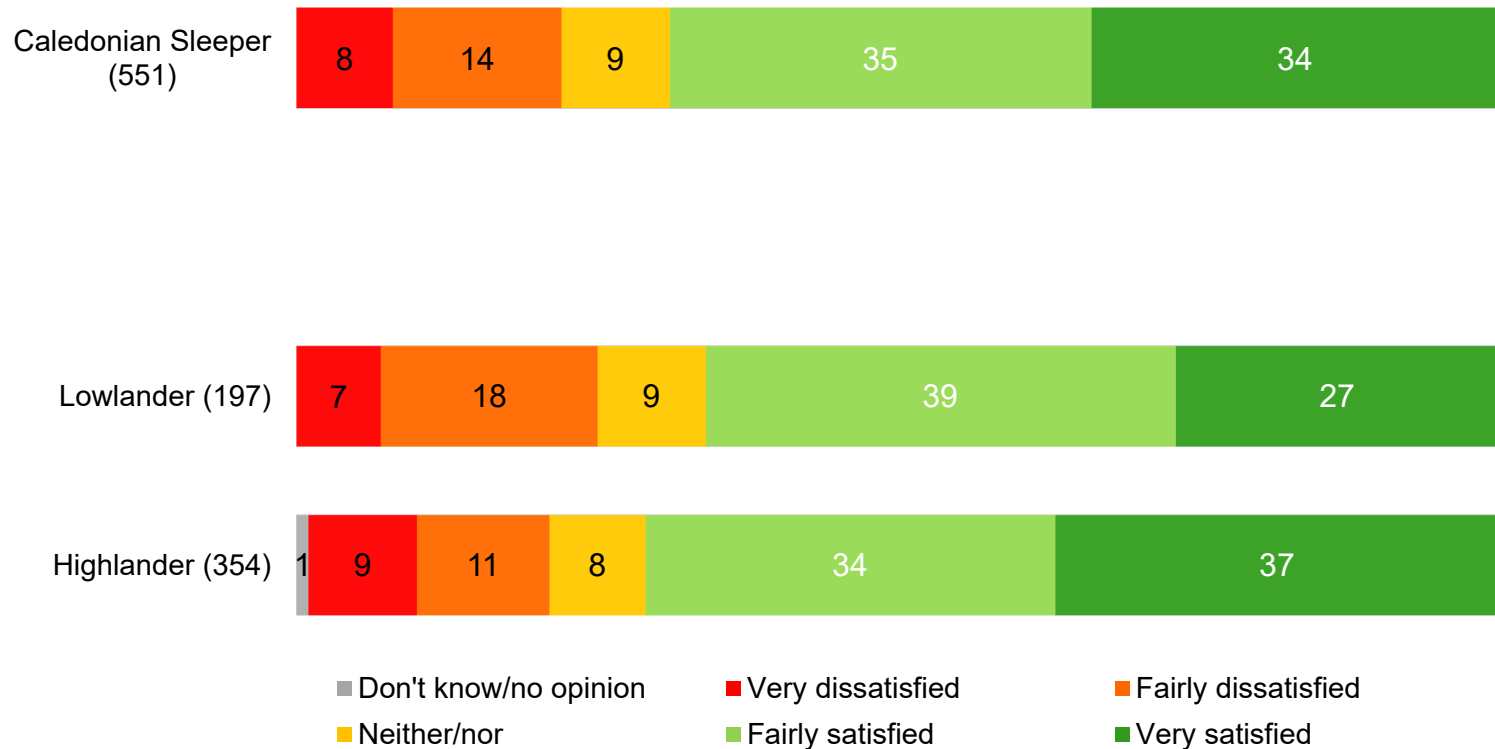


Q30. Taking everything into account about your journey from x to y, how satisfied were you with your journey?

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?

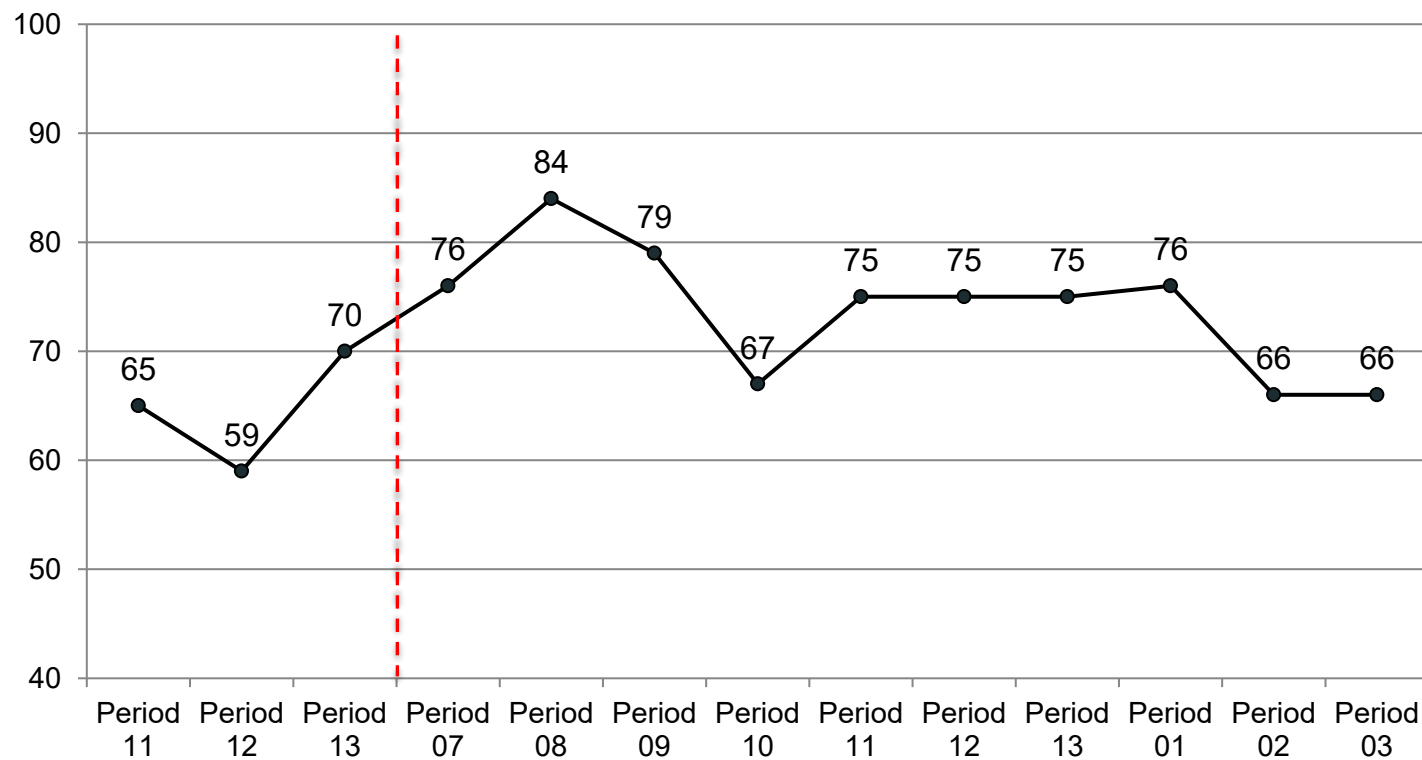
Base: in brackets above



# Overall journey satisfaction - trend

Overall journey satisfaction

Trend: % very/fairly satisfied



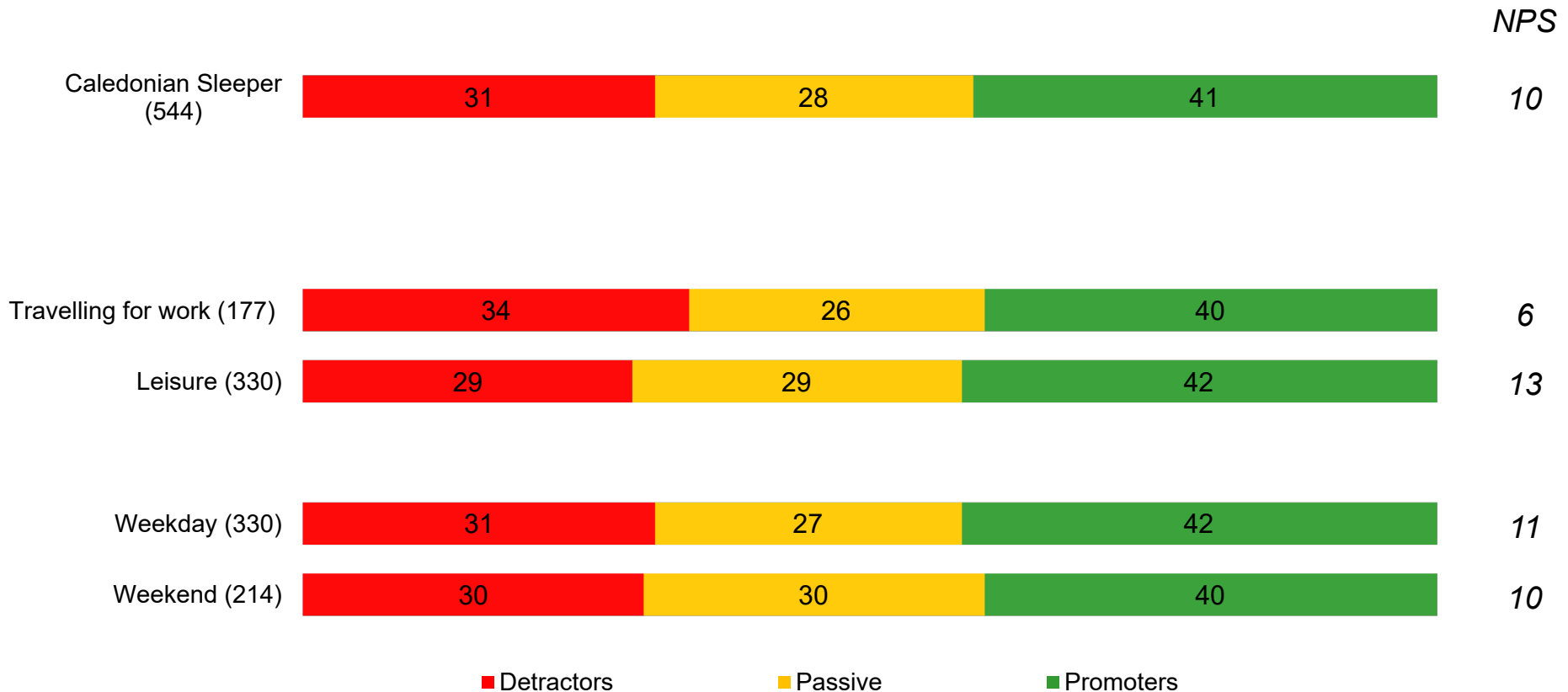
Q30. Taking everything into account about your journey from x to y, how satisfied were you with your journey?

--- Break in fieldwork





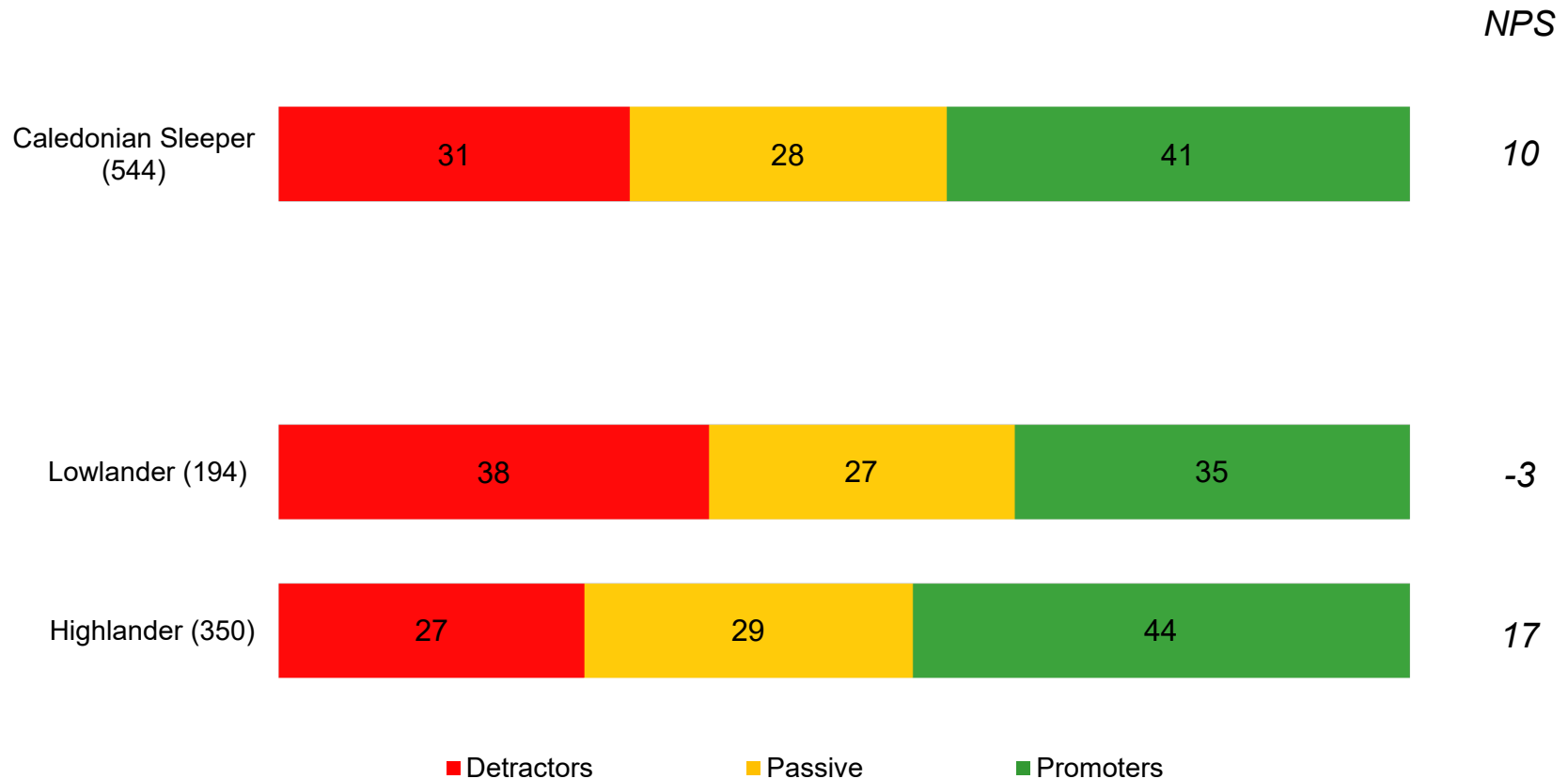
# Net Promoter Score by passenger group



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



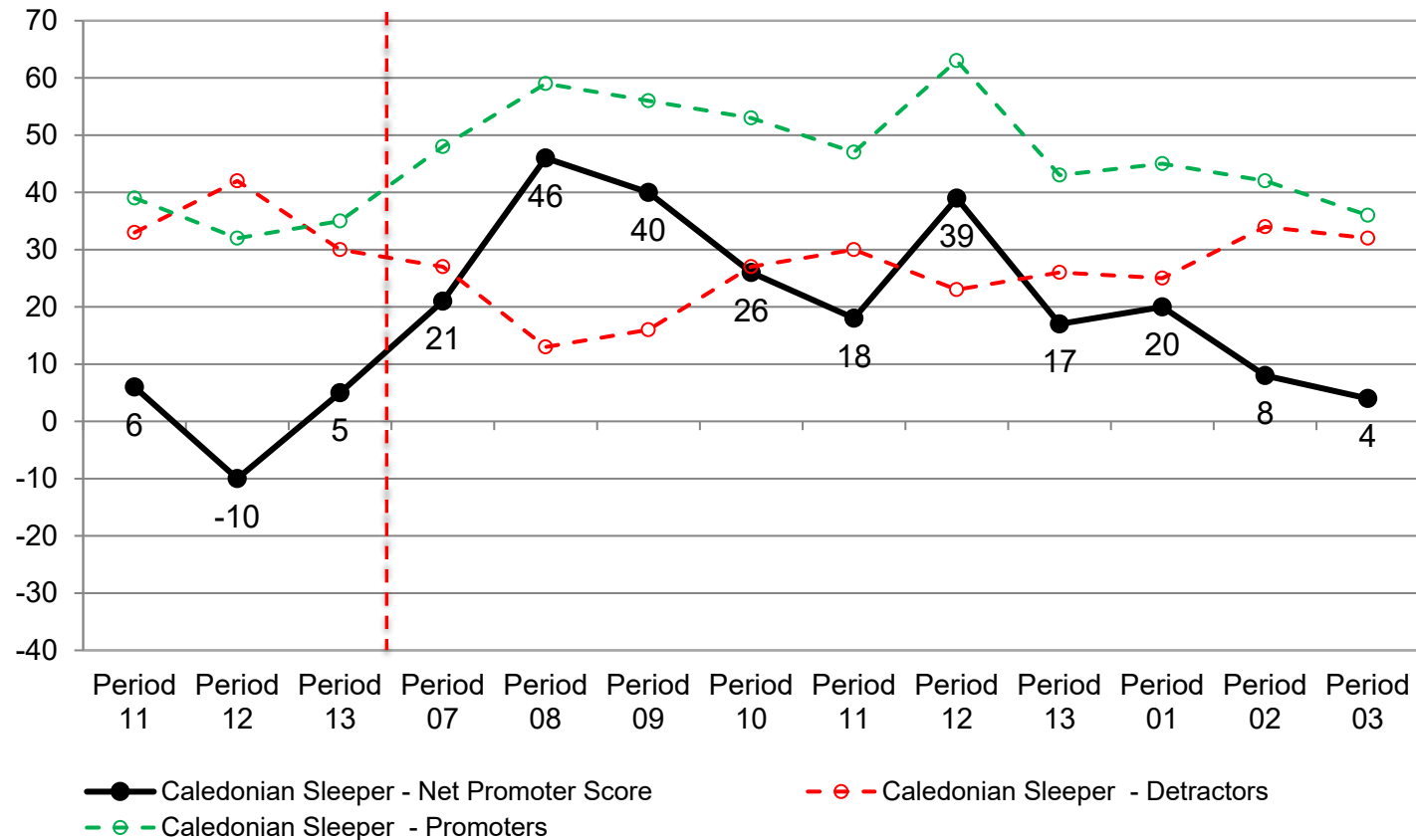
Q31a. On a scale of 0-10 where 0 means 'not at all likely' and 10 means 'extremely likely' how likely are you to recommend the Caledonian Sleeper to a friend or colleague?  
Base: in brackets above – those with an opinion



# 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)

We loved it - had a great break. already told all my friends and family always wanted to travel on the Caledonian Sleeper and it was great fun. Learnt how to sleep when going over points at busy junctions now too!

After 24 hours of traveling via airplane, being herded like cattle through airport security, practically strip searched and x-rayed in the name of freedom, crammed into a sardine tin for an extremely uncomfortable flight and then waiting in the freezing cold for 10 hours, exhausted, frustrated and wishing I hadn't bothered at all. All of that melted away into nothing when I boarded this incredible train. Polite, friendly staff directed me kindly to my seat. Being told I had been upgraded to a private room when the bathroom of my carriage had broken was the most pleasant surprise. The comfort I experienced on this journey made me feel sad when it was over, a feeling I have never once in my life felt about traveling via airlines. I cannot recommend traveling with Caledonian Sleeper highly enough.

## Passive (7-8)

I was overall satisfied except for these issues: - insufficient information about coach change in Edinburgh (when to leave the train, where to go, etc) - the train was late - the train didn't stop in Dumbarton, which is not a stop on request and where I wanted to leave - there was no spoken information about the station we were approaching (something like "we will shortly be arriving at...").

The general concept of taking the sleeper is good, and it worked for me. The cost of travel plus bed is comparable to a night in a decent hotel. Better than spending all day on the train, or having to try to sleep in a seat.

An efficient and comfortable journey in a nicely refurbished room, although it is expensive and departure / destination rail stations are less welcoming due to Covid-19 restrictions.

## Detractors (0-6)

Starting with the train being late. There was no announcement at the station the train was boarding, we happen to notice the information board. When boarding the staff asked for the carriage we were staying in, I showed them the ticket on my phone, they said that was no good. We were rushed and jostled, one member of your staff saying if we don't board we will be left behind, very threatening. Overpriced, shoddy service. I would actively discourage any friends of mine to use it.

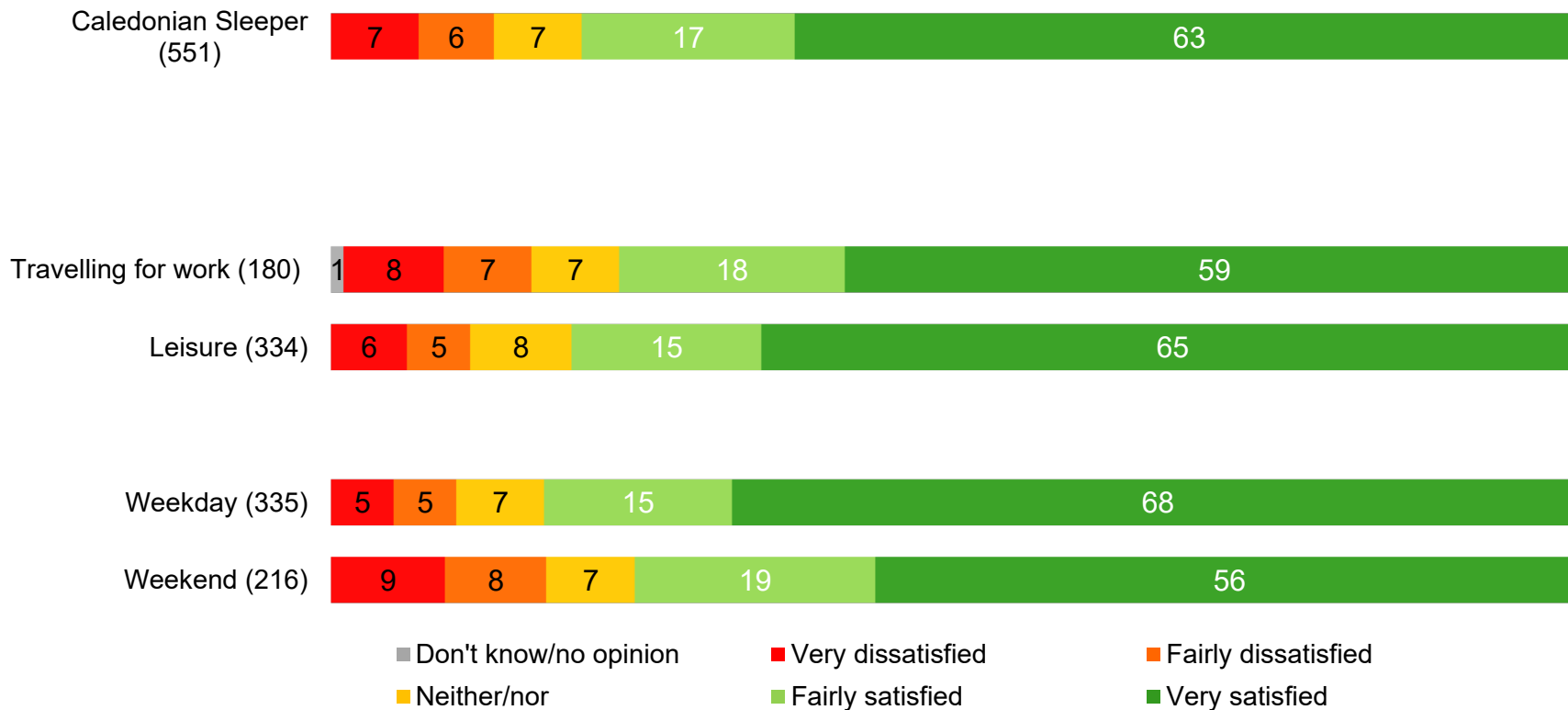
4 hours late. No food. No lock on room. Toilet didn't work (no flush) Shower didn't work (no water) No Wi-Fi. Return journey cancelled due to strike. Woeful communication whilst on the train. Staff not always wearing masks.

The new sleeper trains are very disappointing. A bad combination of pricey and disappointing. I used to use the sleeper a lot.

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

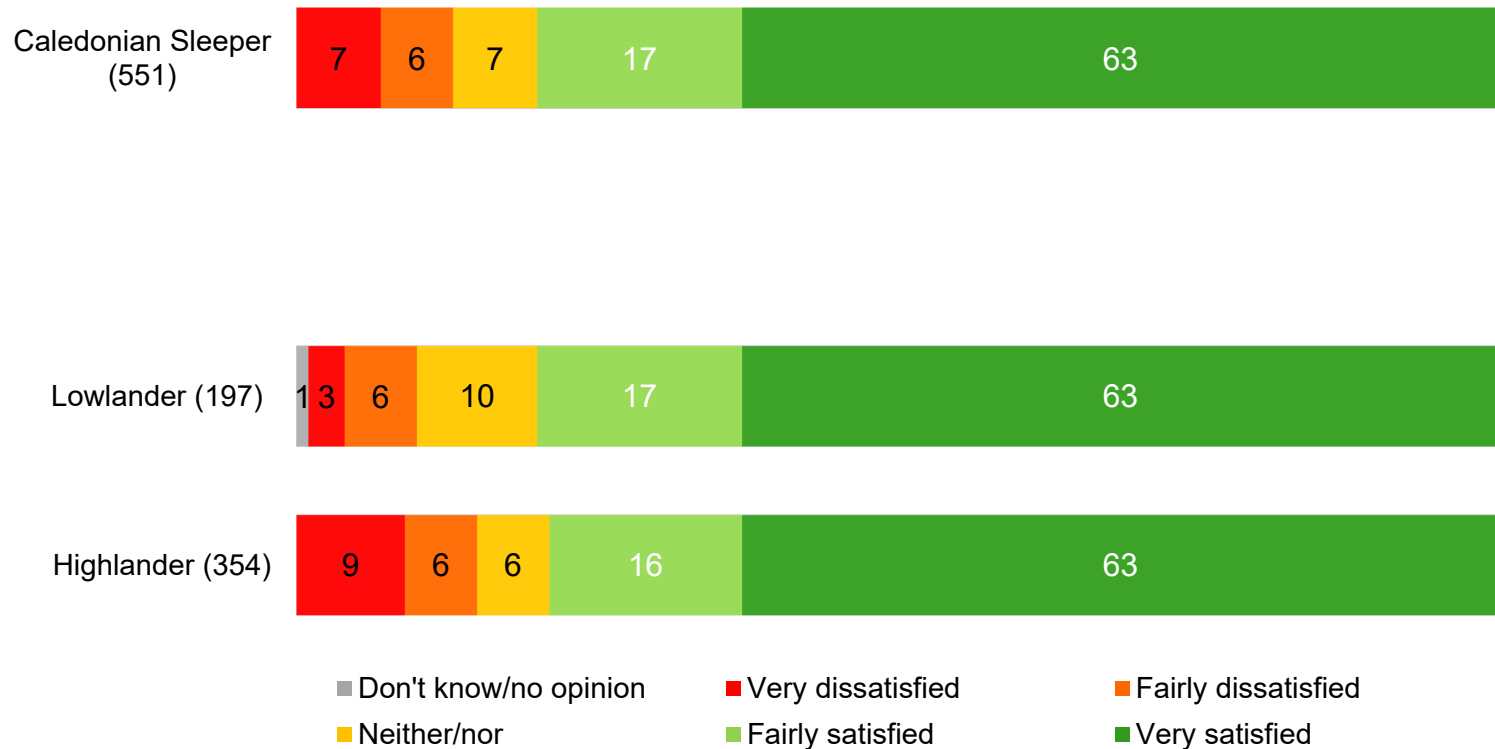


Q33a. Based on your recent journey on the Caledonian Sleeper how satisfied were you with the punctuality/reliability (i.e. the service departing/arriving on time)?

Base: in brackets above



# Punctuality and reliability by route



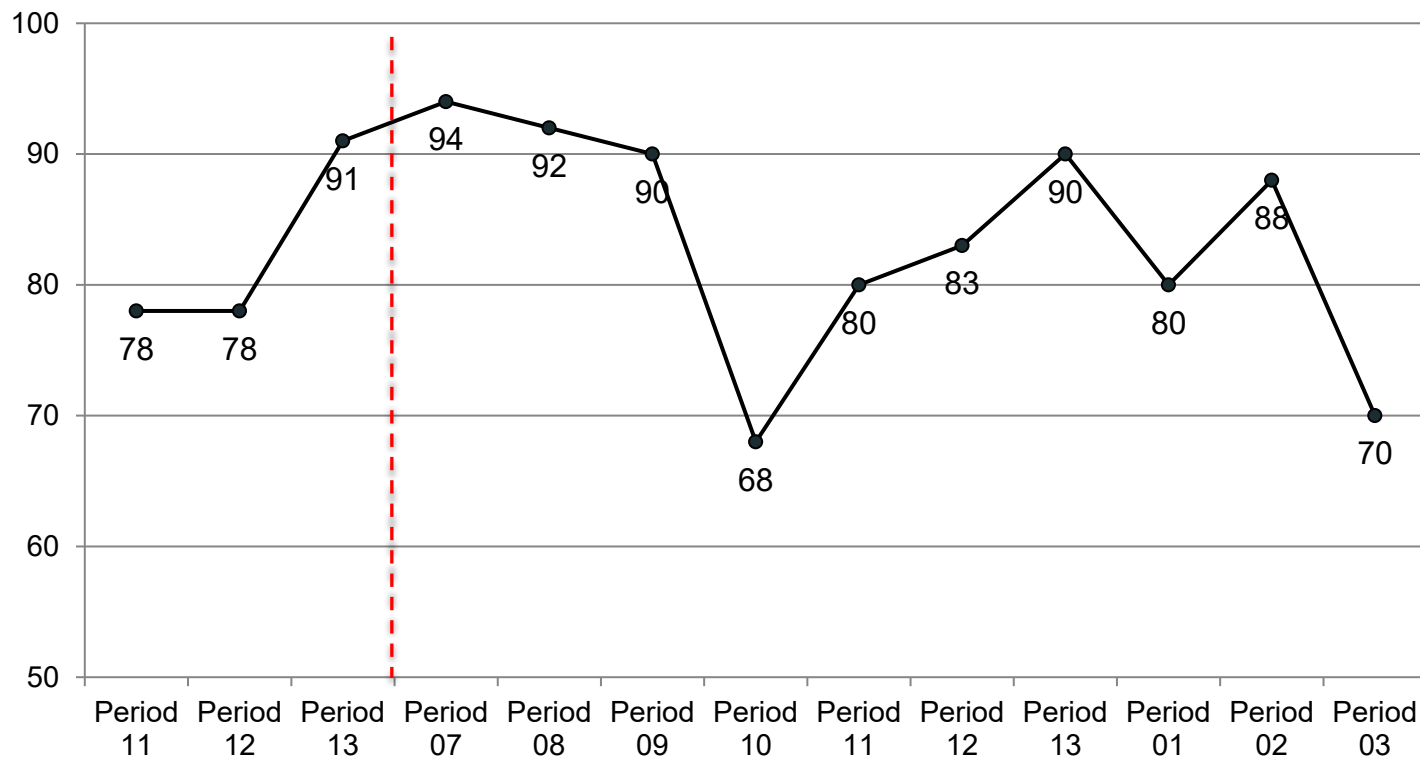
Q33a. Based on your recent journey on the Caledonian Sleeper how satisfied were you with the punctuality/reliability (i.e. the service departing/arriving on time)?  
Base: in brackets above



# Punctuality and reliability - trend

*Punctuality and reliability*

*Trend: % very/fairly satisfied*

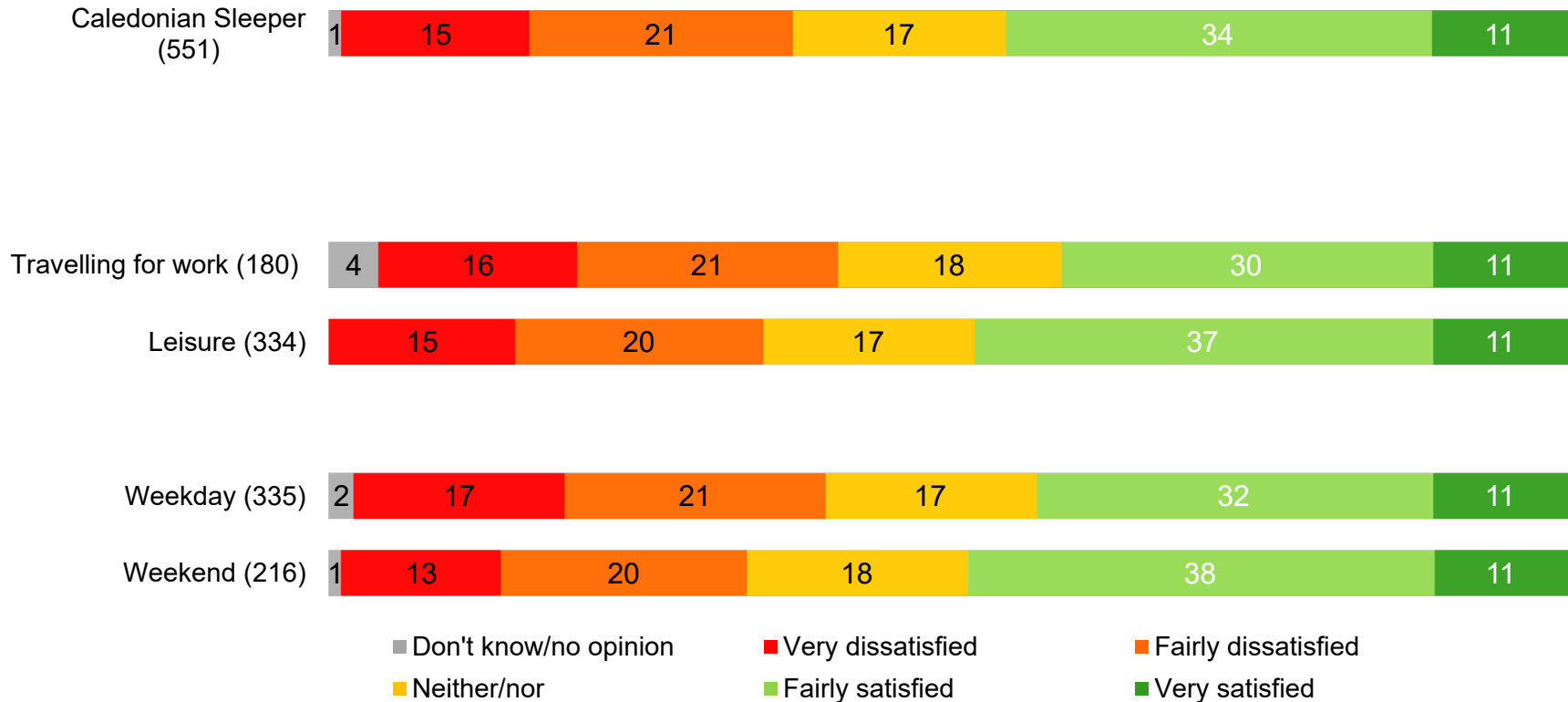


Q33a. Based on your recent journey on the Caledonian Sleeper how satisfied were you with the punctuality/reliability (i.e. the service departing/arriving on time)?

--- Break in fieldwork



# Value for money by passenger group

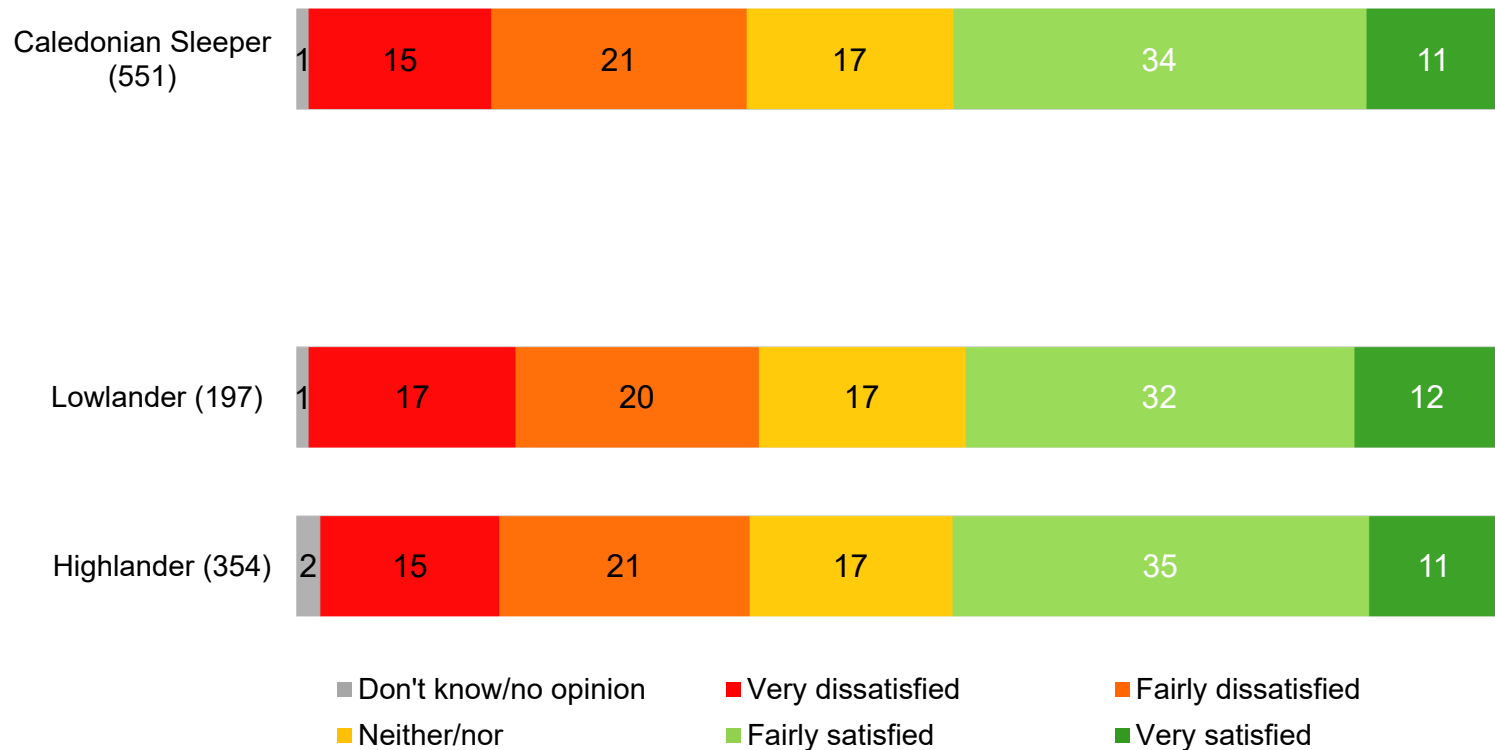


Q33a. Based on your recent journey on the Caledonian Sleeper how satisfied were you with the value for money of the price you paid?  
Base: in brackets above





# Value for money by route



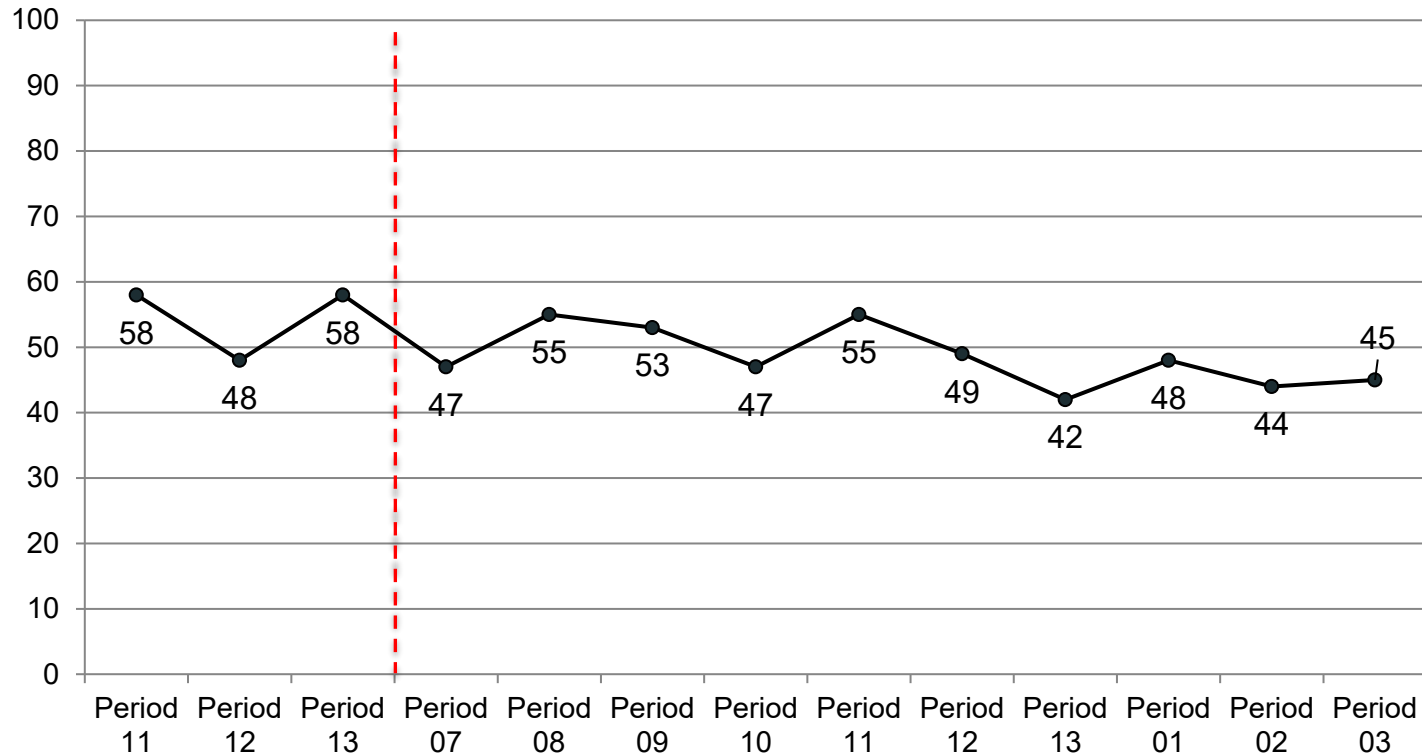
Q33a. Based on your recent journey on the Caledonian Sleeper how satisfied were you with the value for money of the price you paid?  
Base: in brackets above



# Value for money - trend

Value for money

Trend: % very/fairly satisfied

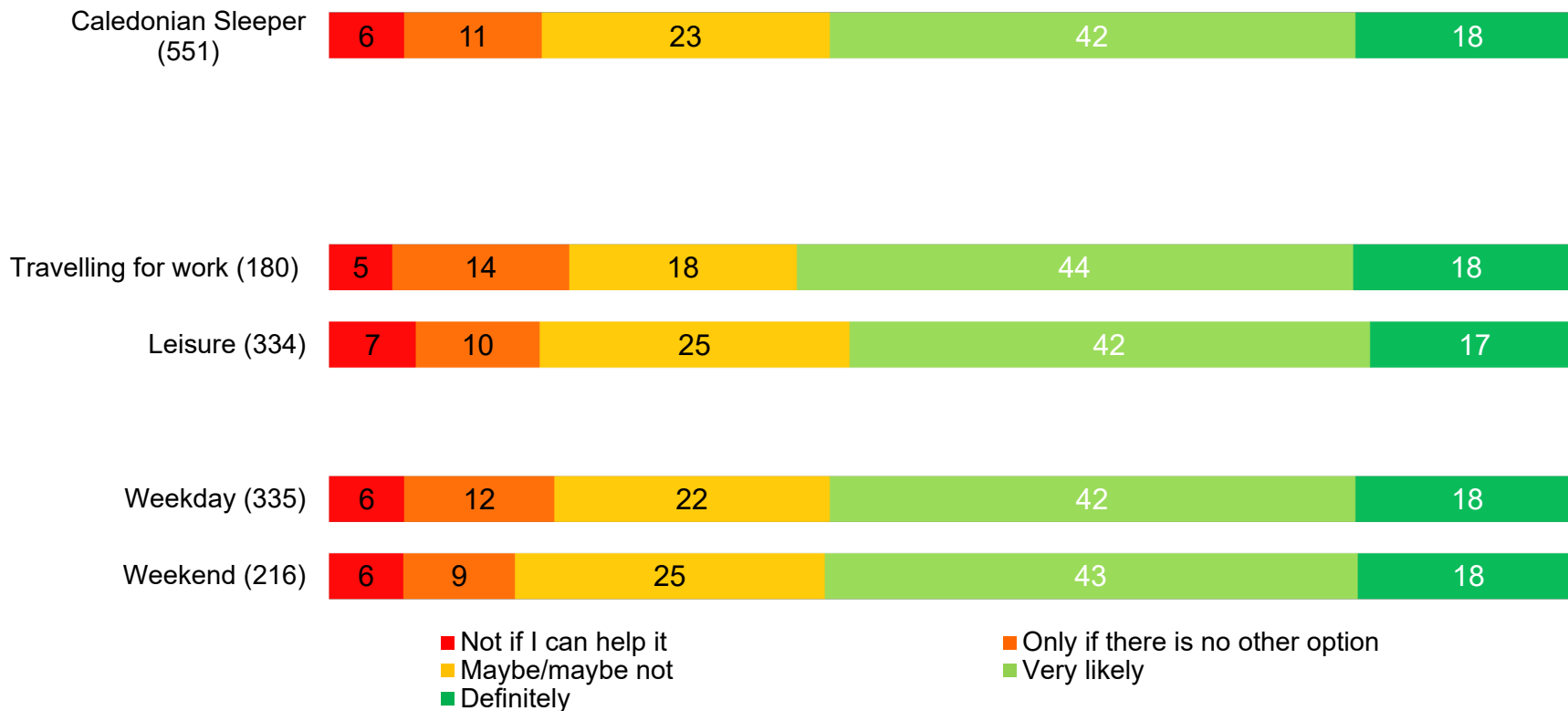


Q33a. Based on your recent journey on the Caledonian Sleeper how satisfied were you with the value for money of the price you paid?

--- Break in fieldwork



# Likelihood to use in the future by passenger group

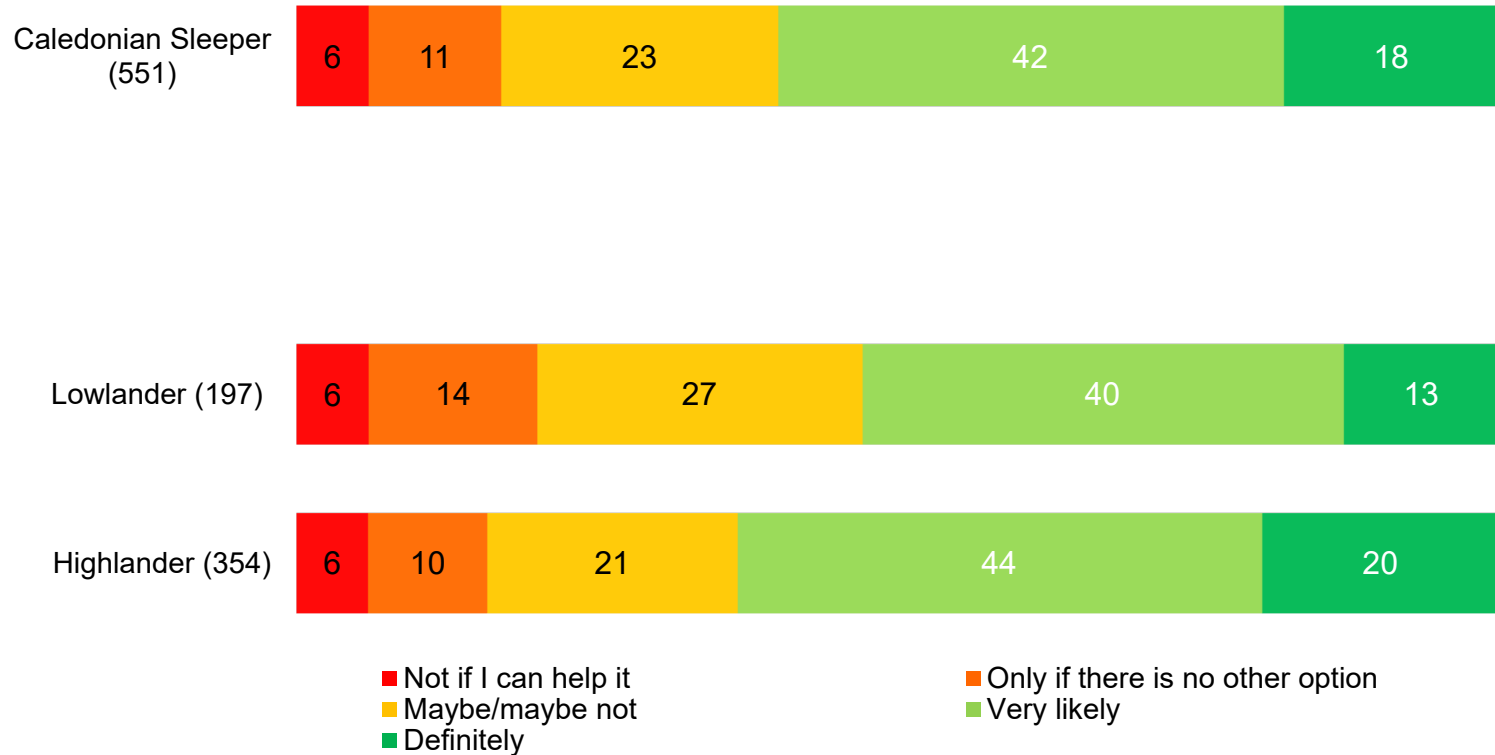


Q32a. How likely are you personally to choose the Caledonian Sleeper when travelling between Scotland and the London area (or vice versa) in the future?

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

*I traveled by Caledonian Sleeper because flights were in short supply. Travelling by this particular sleeper the poor design means you have to be a contortionist to get into your bunk, a masochist to climb the ladder, and would have a loving lifetime relationship probably destroyed on one journey on a Caledonian sleeper club class. Caledonian sleepers have obliterated the romance of overnight train travel.*

*It is sometimes convenient to be able to travel overnight so I'm leaving Edinburgh late and arriving in London early. But it's an expensive option and I get a very poor sleep on the train.*

*As stated previously, the train conductor gave me incorrect information that resulted in me missing my stop and ending up on the wrong side of Scotland! The seats also did not recline at all whereas I had received an email that stated I would be on a 'comfortable, reclining seat'.*

*I chose the sleeper because it picked up at an unusual station near me and saved on travel time. On the return journey they were unable to stop at my station, I am not aware why, so my lift who had been waiting was inconvenienced. I found the seats no more comfortable than usual train seats, and on my outward journey to London, the lights were never dimmed and the air-conditioning was full blast, making it extremely cold and uncomfortable. As a result, the comfort of the journey seemed a bit pot luck, depending on which crew were aboard. With these inconsistencies, I would have been as well taking the usual train.*

*It now charges a premium price, with restrictions on railcard discounts - yet does not reliably deliver a premium product (yet?) - to the extent that we will consider other modes of transport according to each journey.*

*Again, it was an amazing experience but the train leaves Edinburgh so late that by the time we boarded the train all we wanted to do was sleep.*

*For reasons outlined above. In particular the cost that far exceeds the value of what is provided. On this last occasion I only opted for the sleeper as Easy Jet cancelled the flight ( I guess due to Covid issues). The flight I had booked was costing less than £50.00 my journey on the sleeper (that arrived late) cost me £220.*

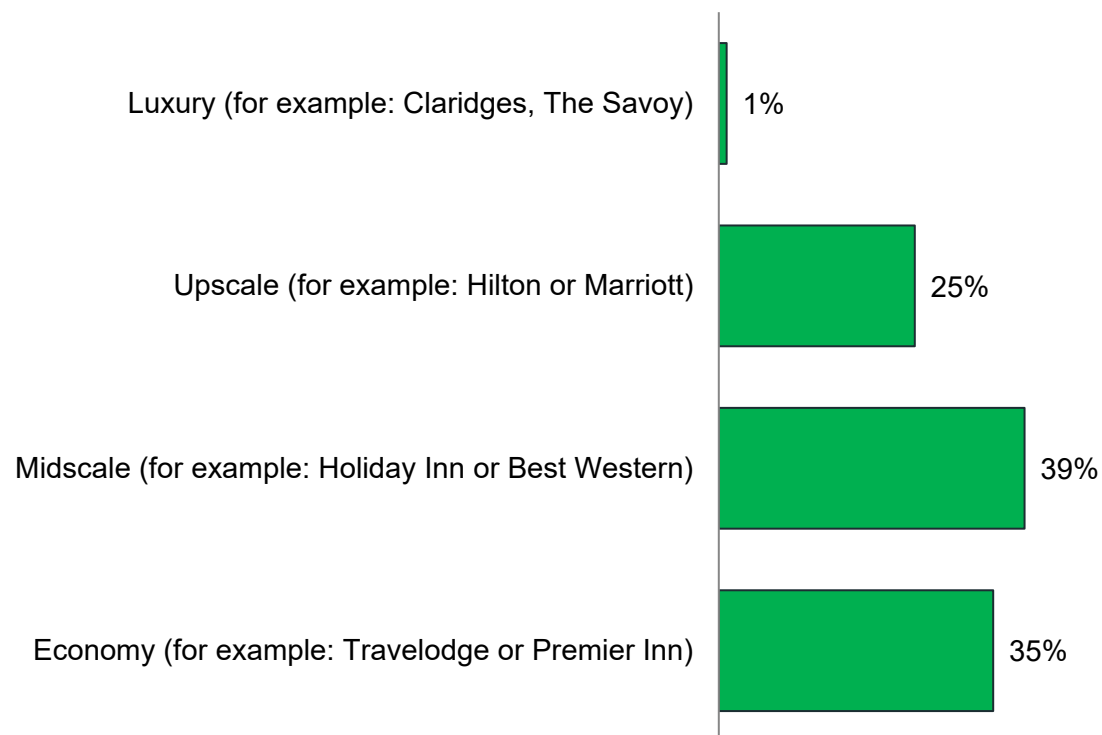
*Room very cramped. I have arthritis with limited range of movement in my hips so only way I could get into bed was by my husband detaching the ladder to upper bunk which meant it was less safe for him getting up to the top bunk. The old sleeper was much better in that respect. The amount of floor space was only about 60 cms which makes it difficult for two people to move around. Also corridors on train are very narrow. Breakfast was served a bit late but the train arrived early. I had ordered the granola but it came without a spoon. I asked for a spoon but it didn't come. By the time I left the train I felt irritable and harassed rather than refreshed.*

Q32b. Why do you say that?



# If Caledonian Sleeper were hotel chain

Quarter 1 2021/22 %



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

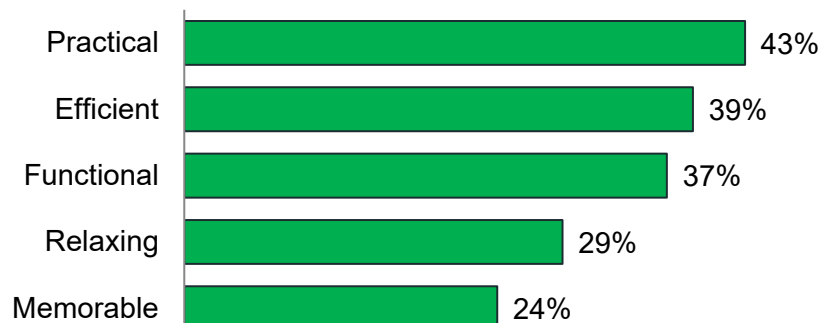
Base: All with an opinion (551)



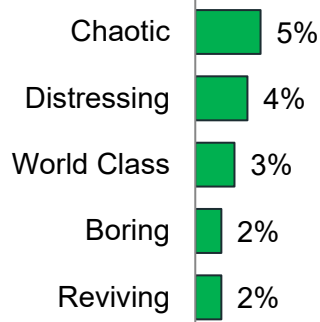
# Overall description of journey

Quarter 1 2021/22 %

## 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 (551)



# Caledonian Sleeper

## Journey expectations



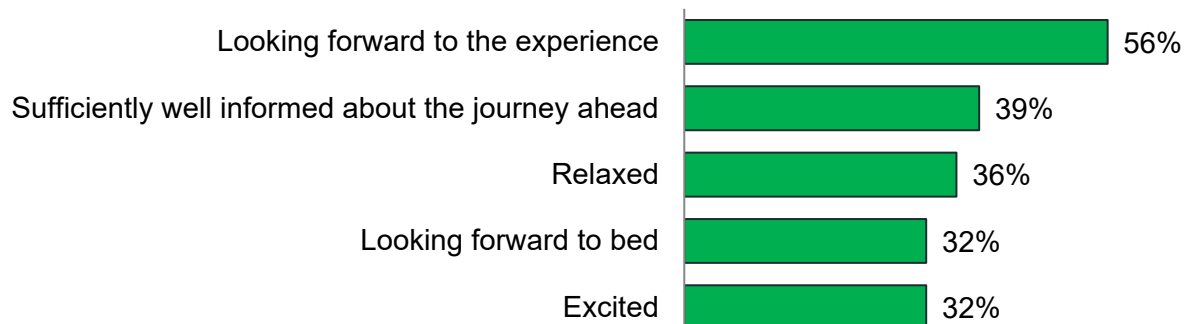
CALEDONIAN  
SLEEPER



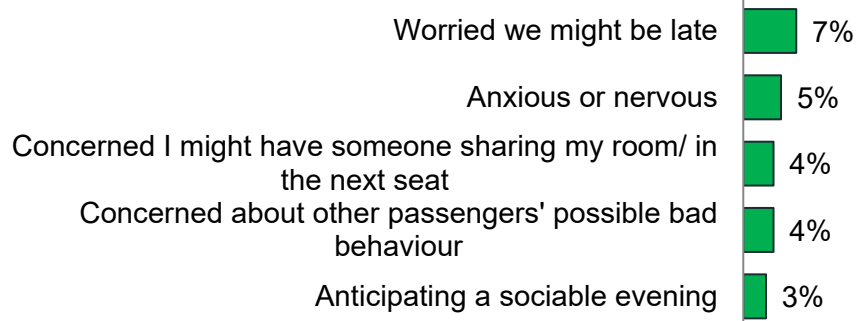
# Thoughts and feelings pre-journey

Quarter 1 2021/22 %

## Top five



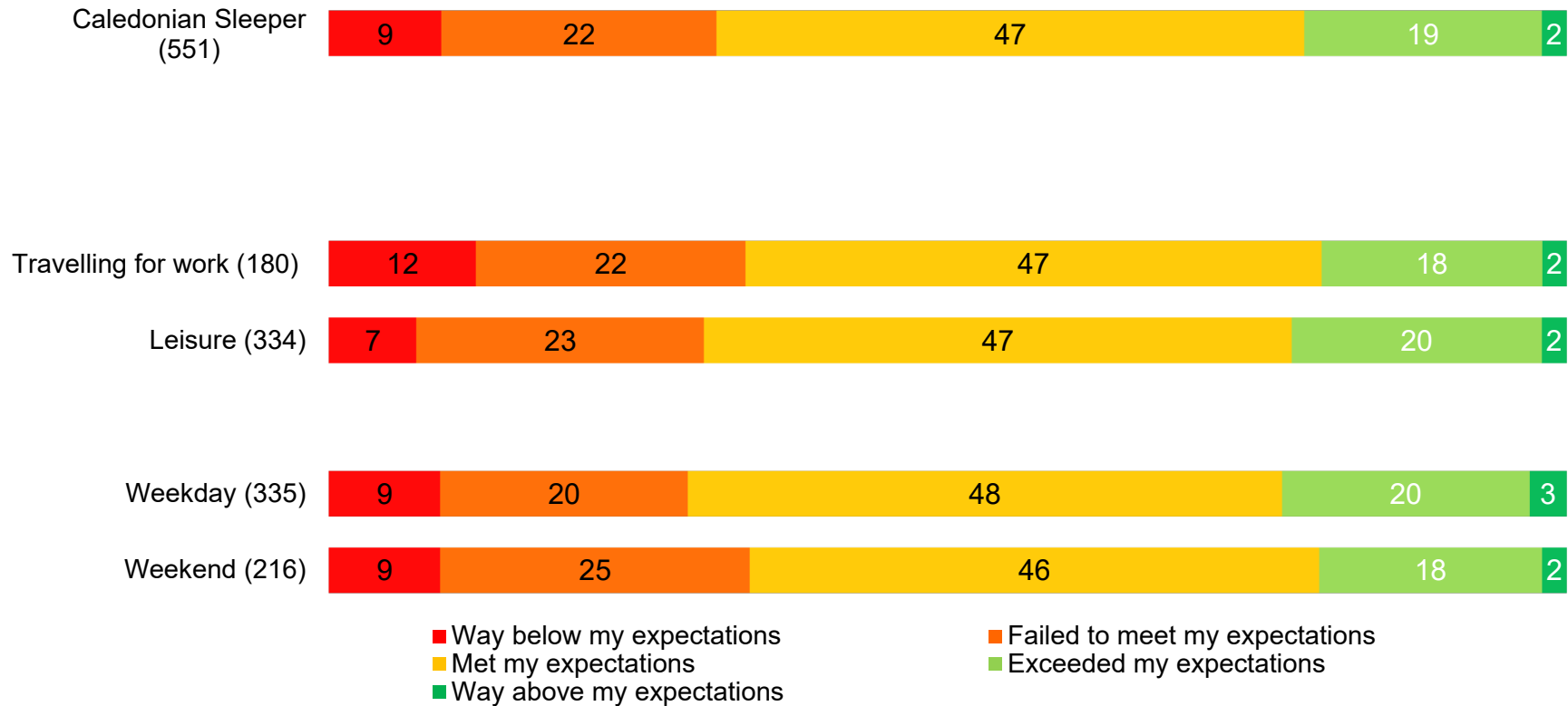
## Bottom five



Q4. Thinking about the day you travelled, what were your feelings or thoughts before your journey on the Caledonian Sleeper?  
Base: All (551)



# 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

Caledonian Sleeper  
(551)



Lowlander (197)



Highlander (354)



■ Way below my expectations  
■ Met my expectations  
■ Way above my expectations

■ Failed to meet my expectations  
■ Exceeded my expectations

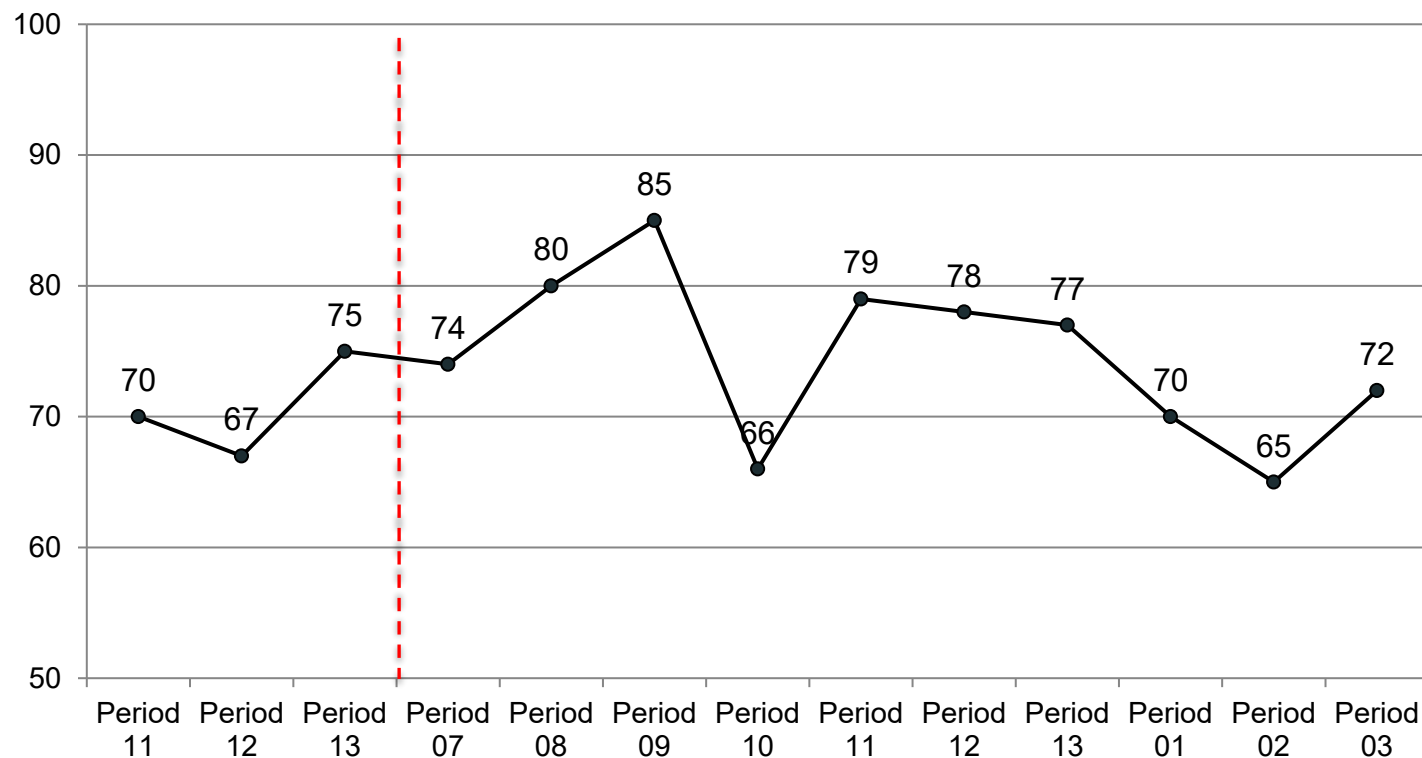
Q5. Overall, taking everything into account, how well did your journey on the Caledonian Sleeper live up to your expectations?  
Base: in brackets above



# 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

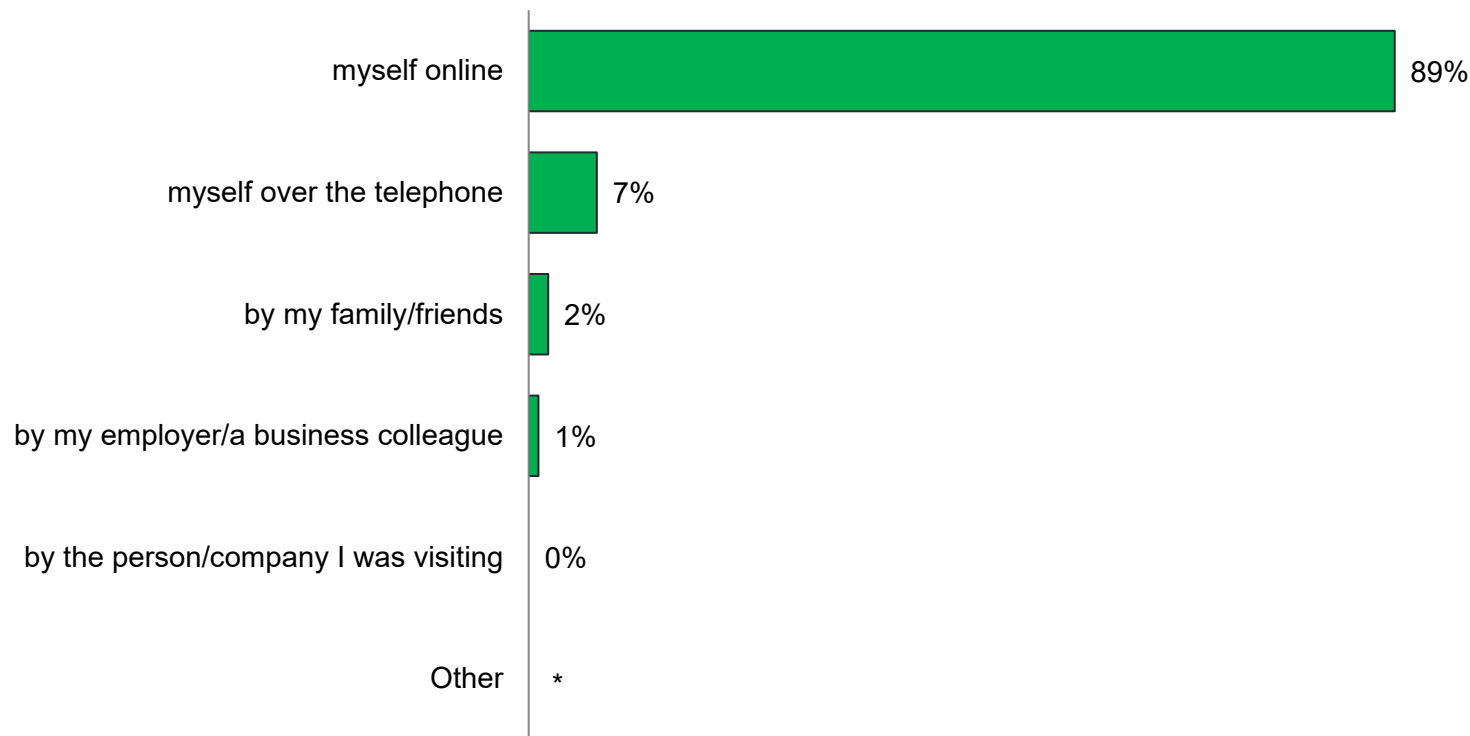


CALEDONIAN  
SLEEPER

# How booking was made

Quarter 1 2021/22 %

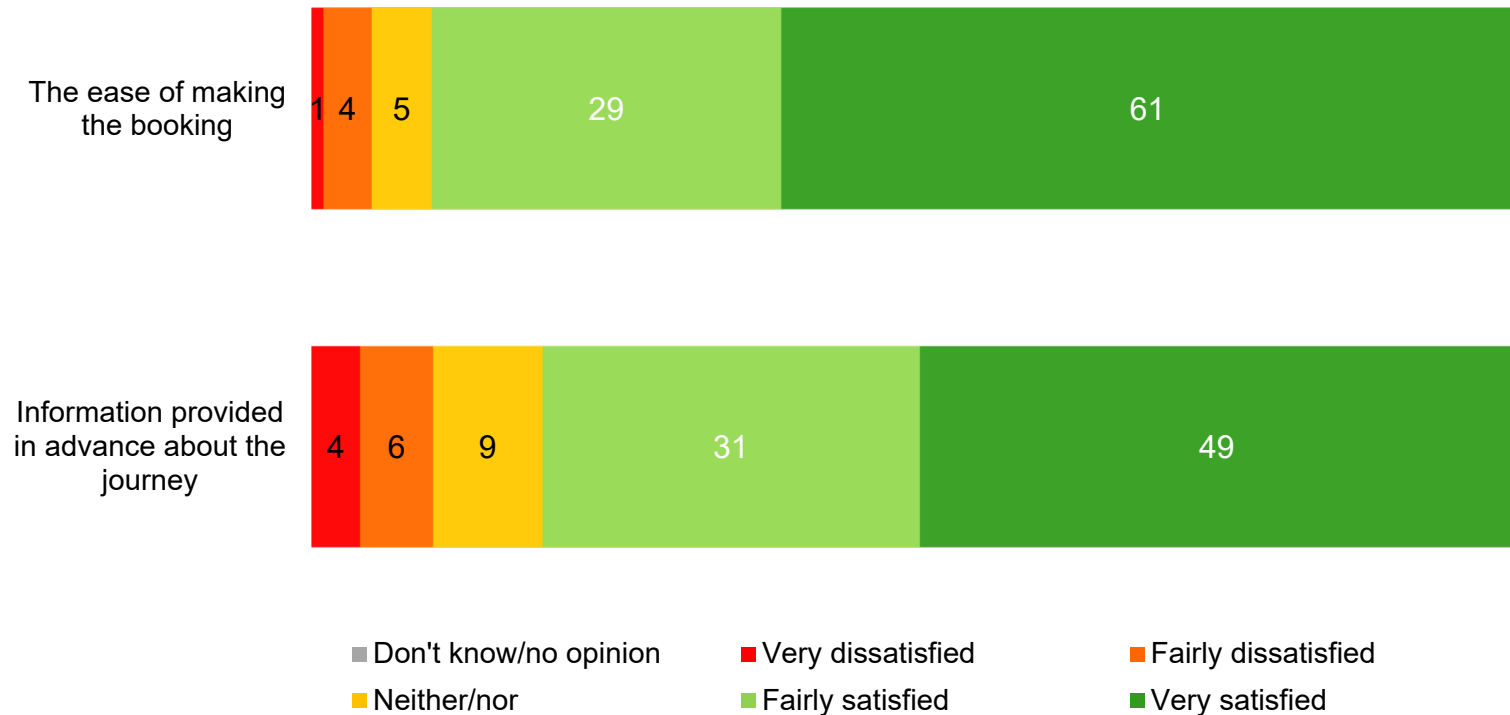
*It was booked/I booked it...*



Q12 Thinking about the process for booking this journey on the Caledonian Sleeper, who made this booking?  
Base: All (551) \* Less than 1%



# Satisfaction with booking process



Q13a. How satisfied were you with...?  
Base: All who booked themselves (531)



# Improvements to information provided about the journey – customer comments

*Very unclear what's included with breakfast. The website led me to believe breakfast was included when in fact it was only a hot drink and a cereal bar.*

*Explain why seated passengers are required to change carriages in Edinburgh, whereas passengers with beds are not. Explain exactly what will happen during carriage changing.*

*I got an impersonal text sent at 10.30pm the Friday night (2 days before travel) to say there would be no hot water for shower or basin. I appreciate these things happen, and I appreciate the automatic application of a 30% discount, but the text message was badly formatted (errant line breaks in the middle of sentences etc) and not addressed to me personally. These things could have been done better!*

*Please inform seated guests that although it is a sleeper train, the seated compartment is fully lit with LED lighting all night.*

*Because of track issues at Dalwhinnie - I was not sure what was happening - no information re getting bus was sent - Communication could be better.*

*The information provided regarding train boarding time, departure time and carriage letter were incorrect. We were told upon arrival that we didn't have a room. We were also told to hurry despite arrival at very start of boarding time.*

*Wasn't that clear/easy to understand what facilities would be made available. Misinformed that Euston lounge would be open - it wasn't - and left stuck in a cold station with a young baby as a result. Whilst at Euston lack of any representation from Caledonian Sleeper to assist.*

*Conflicting information about journey times on the website and in the email I received. The booking system is not good. Would be good to see a range of dates and prices at once so it's easier to book the cheapest train. Also something to show all services and availability for bikes. It would be helpful if the website remembered your search so if you need to amend a search you do not need to input all the details again.*

*We were advised of an earlier than scheduled departure. However when we arrived at Euston we were made to wait for ages before boarding and then the staff appeared to be a bit all over the place.*

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





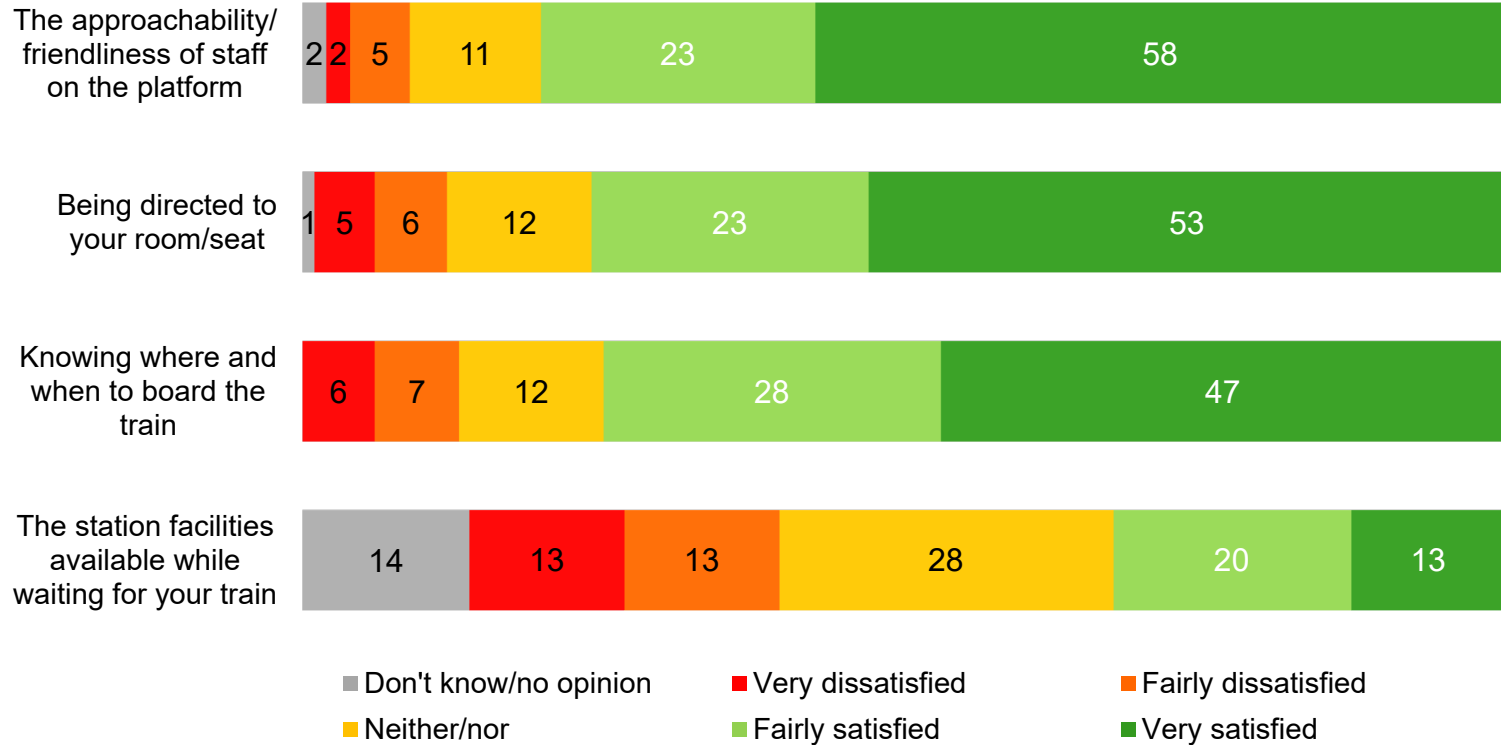
# Caledonian Sleeper

## Boarding and station facilities



CALEDONIAN  
SLEEPER

# Satisfaction with boarding process



Q14a. How satisfied were you with...?  
Base: All (531)



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

*They made us wait for a long time to enter the train. We were in a queue for about 15min standing on the platform but not being allowed to board. This was apparently to try spread us out due to the Covid-19 restrictions but it did the opposite, we all ended up standing in a huddle waiting to board.*

*More staff present, only one staff member on platform.*

*We boarded at Euston and there were a lot of passengers. Needed more staff and separate queues for different parts of train.*

*Shouted or written instructions about which queues to join. Awareness that it is much easier to walk down the platform with heavy cases than to walk down the narrow corridors on the sleeper. Generally being more understanding and polite. (The staff on the train were great; it was the platform team that was excessively abrupt).*

*Firstly pointed me to the correct room as we had moved. Secondly explain there isn't room for luggage in the room and not tell me the luggage compartment is the other end of the train once I'm in the room!*

*Not judge me for not knowing which of the emails was the ticket (which she then ignored!). Started check in on time.*

*The station was packed, felt vulnerable in today's Covid world. We had no idea where to go, and when we asked a member of staff they were less than helpful.*

*Everyone seemed pressured and a bit grumpy. Although I knew where my carriage was I had to wait until someone was free to point it out to me. All too much of a scamper. Also unimpressed by the response to my request for milk instead of a caffeinated drink in the morning.*

*One of the people who were on the platform could've spoken to the people waiting and directed us properly to the people we needed to speak to with our tickets. Somebody really should have told us how to find our cabins or rooms and how far down the platform we would need to go.*

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



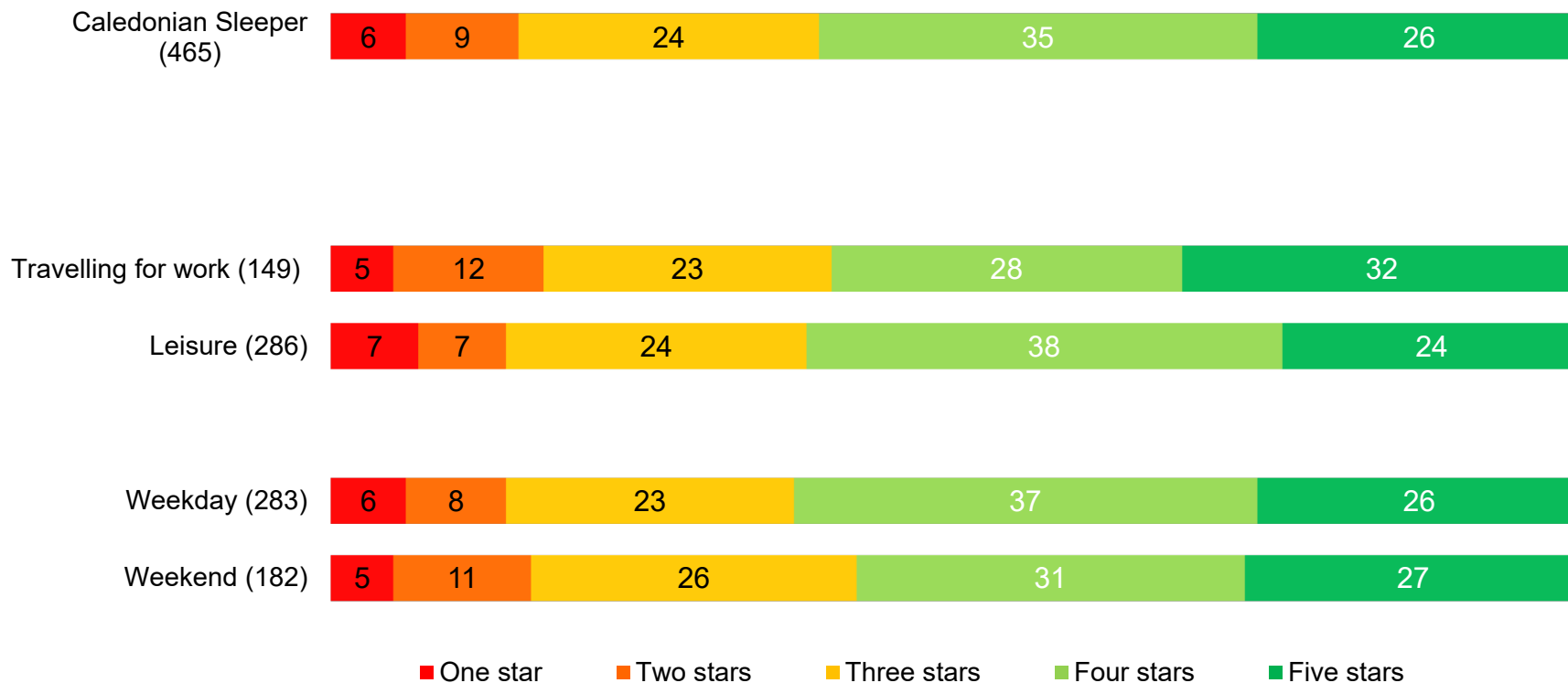
# Caledonian Sleeper

## Accommodation and train facilities



CALEDONIAN  
SLEEPER

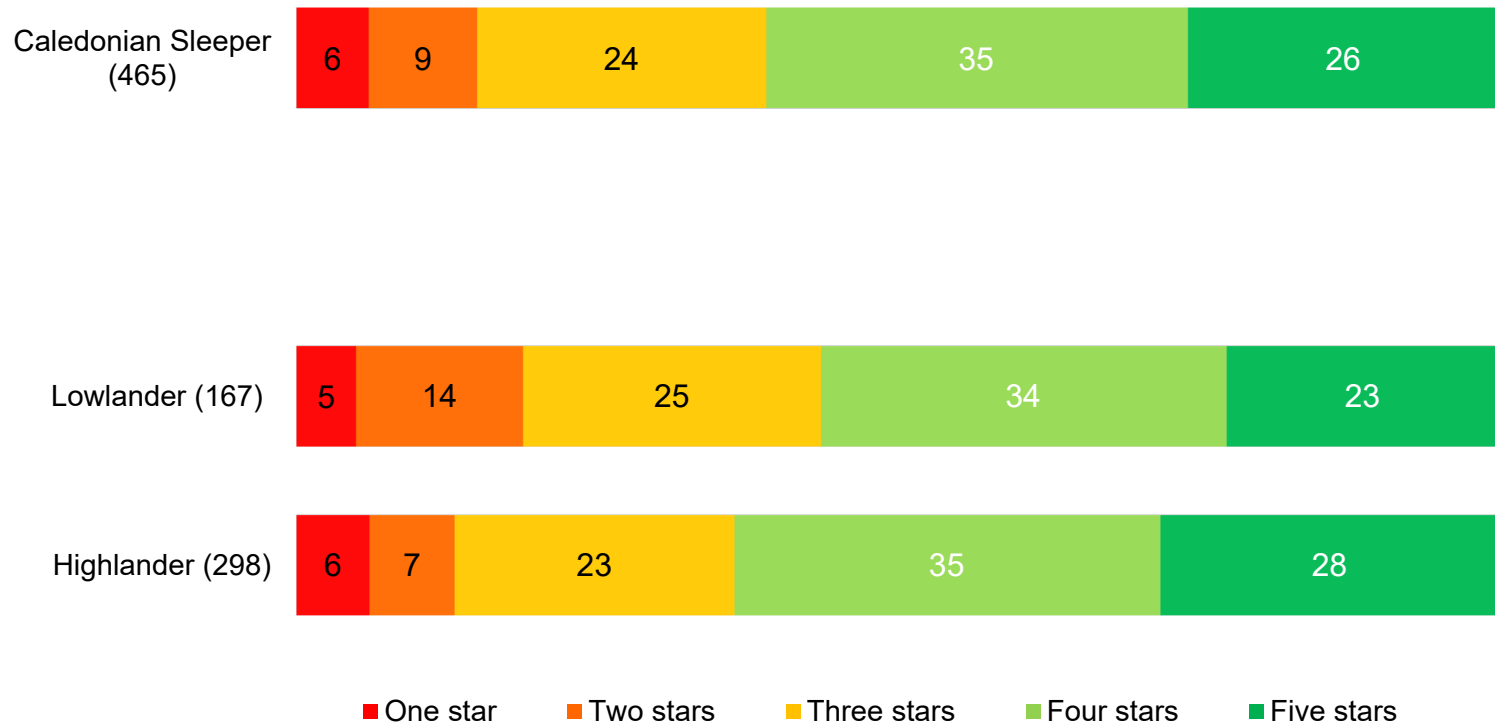
# Overall rating of room by passenger group



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



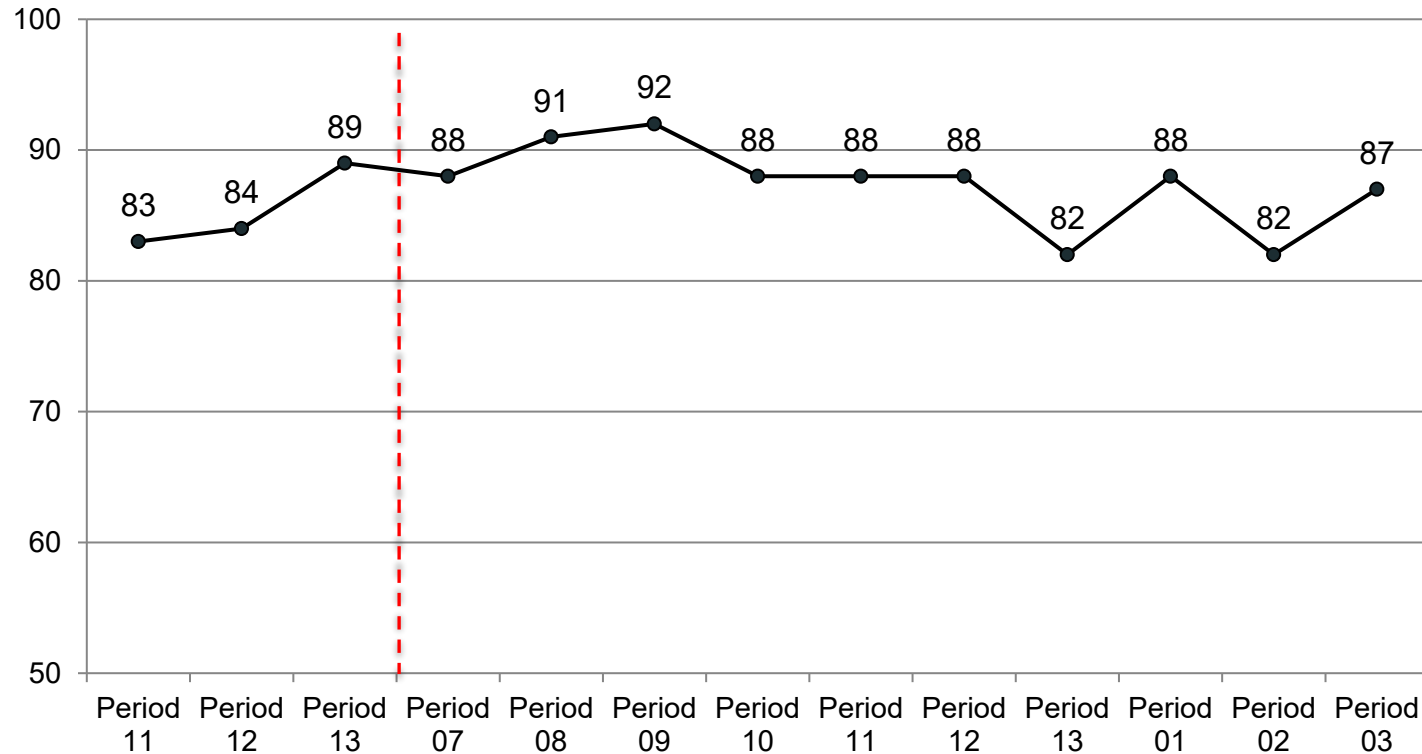
Q17a. How many stars do you give your room on the Caledonian Sleeper?  
Base: All guests staying in a room/suite (in brackets above)



# Overall rating of room - trend

Rating of room

Trend: % Three/Four/Five stars



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

--- Break in fieldwork



# Overall rating of room – customer comments

*As stated before, improve the water supply, and get the heating/cooling to work. And this is a regular problem, not just this room this time.*

*Temperature control does not cool the room sufficiently. Ensure rooms especially the sinks are properly cleaned!*

*Extremely small, very difficult to open a suitcase. Window was tiny making it difficult to look out properly. No option to turn off the call button when pressed in error.*

*Had no bathroom, was locked could not go in then. The room was uncomfortable with a small window. Air con not working so was hot in cabin.*

*Hardly any water from tap evening and morning. Hardly any water from shower in the morning. Not enough for a proper wash. Noticed that tap water ran ok in middle of night so clearly some plumbing capacity problem. Heating was not working in room 6.*

*Room was way too warm, even after I adjusted the temperature. Wasn't told that I could remove the ladder which would've made me a little more comfortable. Night light was bright and not possible (as well as I could tell) to be turned off.*

*Lock on my room was broken. Was told not to worry about it as there are never any thefts on the train. Was unable to use shower or toilet as the plumbing/water ran out due to the huge delay.*

*Remove the upper bunk for solo occupancy. It would give the room more space. Why has this been changed?*

*The water supply to our room was very poor. Water out of tap kept stopping, toilet only flushed occasionally and the shower was a poor, intermittent trickle. We did complain the person who brought breakfast, who said she would report it.*

*Tap was dripping and soaked my handbag which I left in it - this NEVER happened in the ancient carriages - If tray is out the exit from bottom bunk is blocked. Shower is a mad waste of time - the space is hopeless. Loo was good. Excess number of bits and bobs in bags - in this day and age the waste is inexcusable. People should have own kit, with CS supplying only those who request it. At least there are coat hangers now ...*

*Make access to and from the top bunk easier. Ladder is sheer and difficult to climb up and down.*

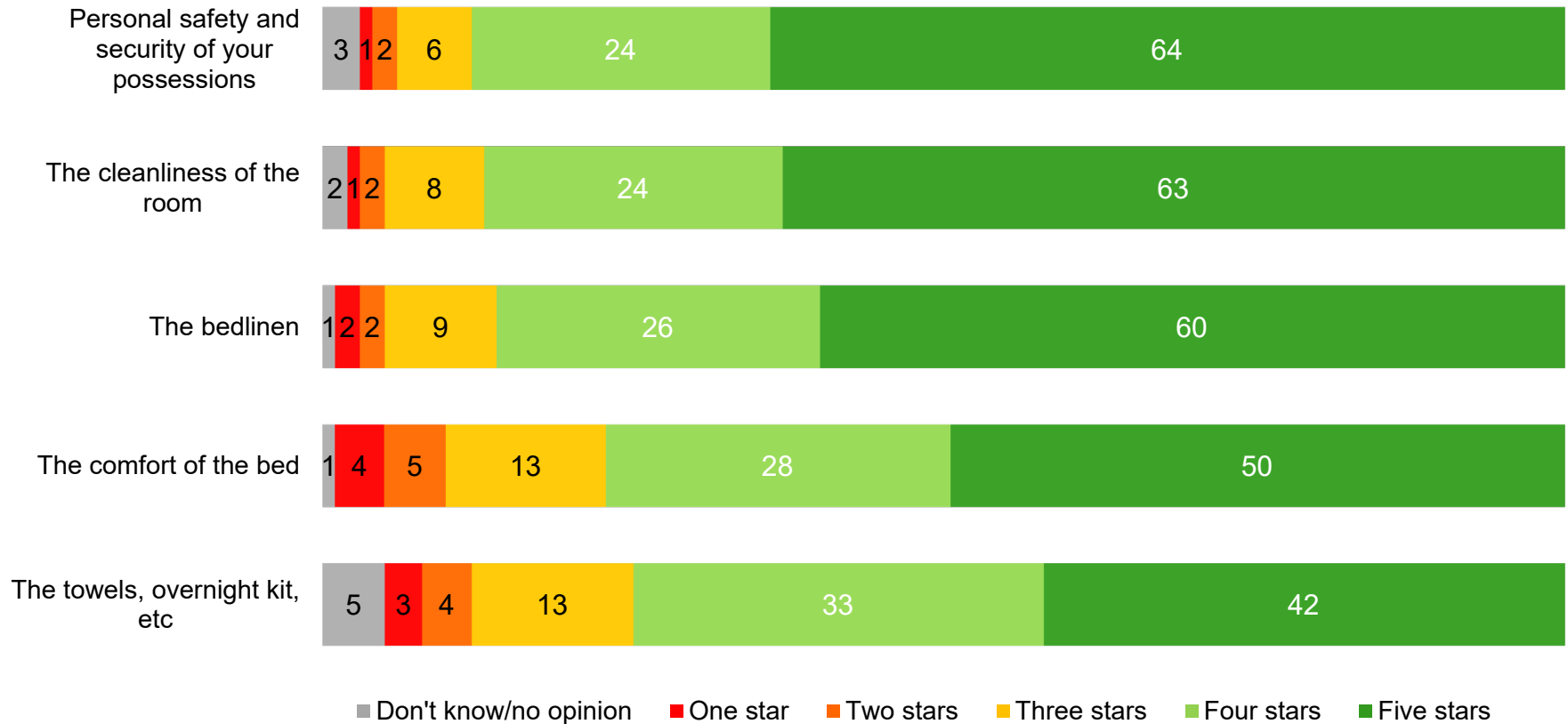
*Too cramped. Not enough space over top bunk. No table in our room so we had to move after getting settled in which was hassle in nightwear!*

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?





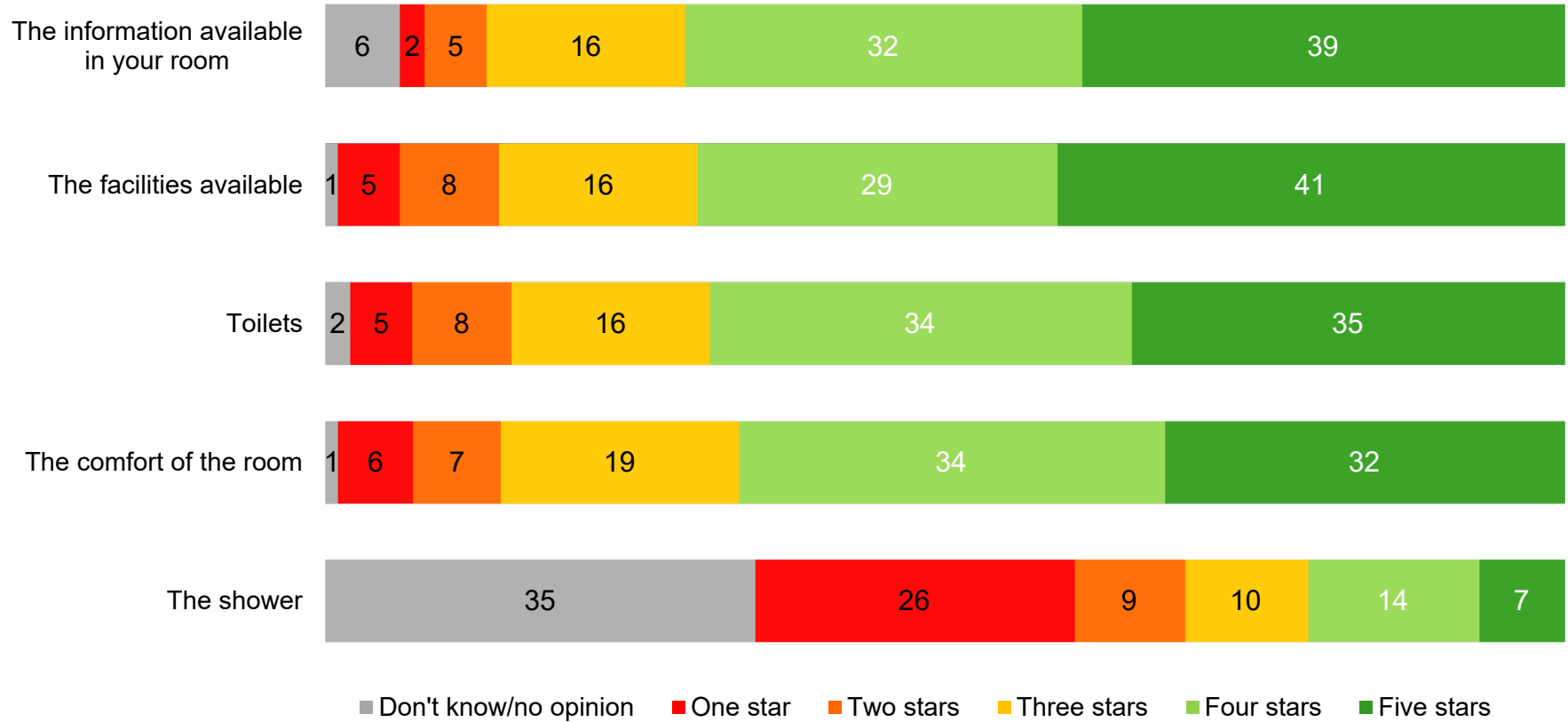
# Rating of the features of the room – top 5



Q17b. And how many stars do you give the room for..?  
 Base: All guests staying in a room/suite (465)



# 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 (465), room with en-suite shower (220)



# Rating of features of the room – customer comments

The air conditioning did not work properly and so I was extremely cold on arrival in Inverness.

The bunk bed room has a fixed ladder in a most awkward place - right in the middle of where you would get into bed on the bottom bunk. There is nothing particularly special about the facilities offered compared with the old trains.

There were anomalies in the notes. Also too many pre departure emails.

I would have liked more information on whether we could order hot breakfast.

Fold away the top bunk when you've booked a single room. Its makes the room claustrophobic and there's nowhere to sit.

Get the hot tap and hot shower water working.

I found the mattress too thin. It meant I had a disturbed night's sleep. Which I'm sure I did not experience on the old style sleeper.

Provide a way for the guest to lock the door from the outside.

The floor was stained, first thing I noticed. It would need deep clean or light washable mat to stop stains happening.

The sheet tends to part company with the mattress, and the quilt is a bit short, and thin. It appears that a low quality product has been used for the sheet. As far as the quilt is concerned, another six inches at least in length is a must.

The bed is very narrow and it is difficult to manoeuvre around the ladder to access the lower bunk - unless you are very petite . The ladder is fixed and can't be moved - there may be a way of sliding it and locking it into preferred position.

I do not require overnight kit etc as I have travelled so often. The towel was fine.

Not much - it is a very cramped space and we always debate whether to bother or shower when we arrive. On this trip the hot water wasn't working - but you informed us in advance and gave us a credit on the fare, which was reasonable.

The toilet in our carriage needed to be working as there was a queue for the toilet in the next carriage.

Very cramped single WC at end of corridor. While this may not need to serve all the rooms in the carriage if some are en-suite, it was still not what I was expecting from the new train layout. The old 1960's trains had much more space and were set in pairs.

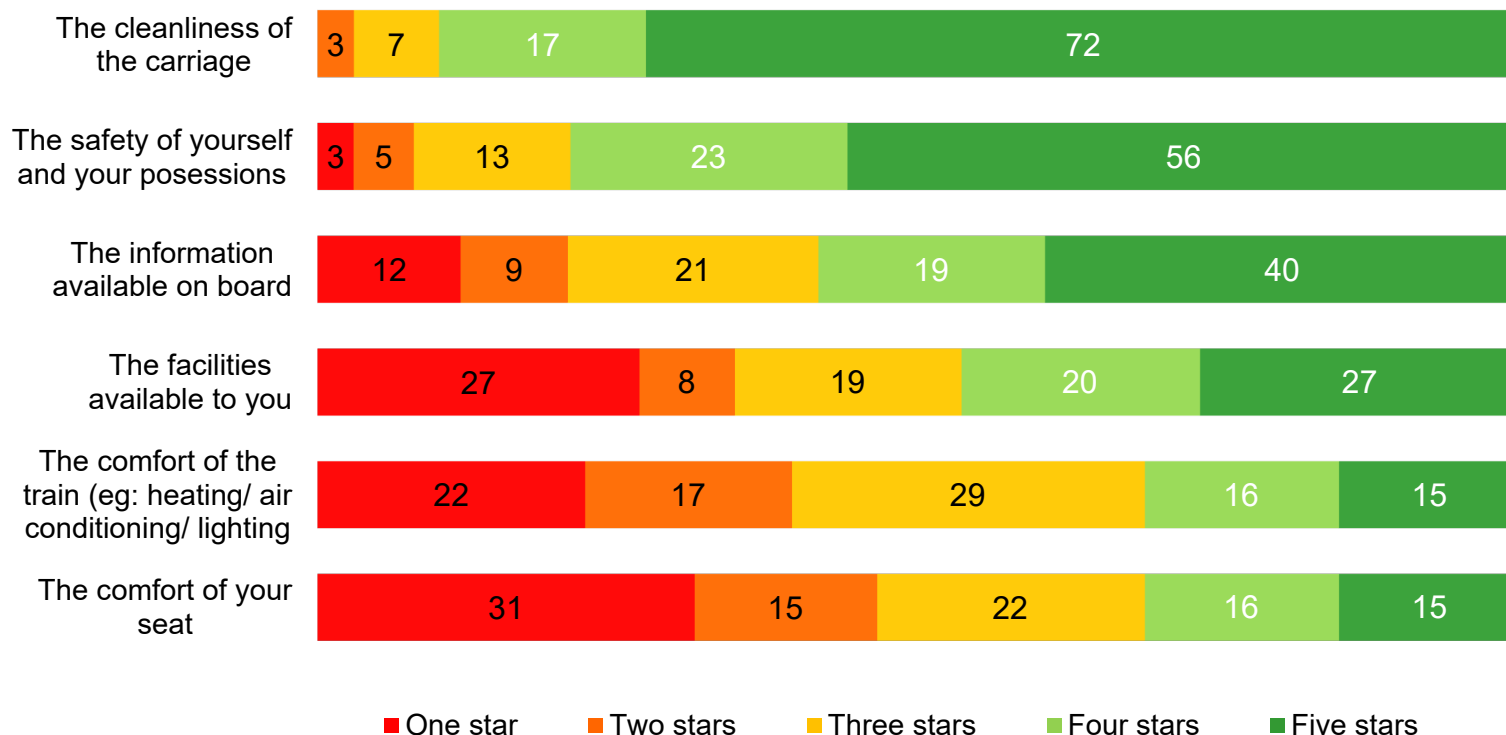
Decent wash kit as Scotrail used to have with toothbrush and tooth paste, soap and a flannel. Pillow spray in a confined space is unacceptable. Hand/Body wash is pure detergent.

No hot water was available on the day of travel. I received a 30% refund which was appreciated but it was still disappointing that the facilities were not working appropriately.

Q17d. You gave just a single/two stars for the facilities available / information provided / comfort of the room / cleanliness of the room / personal safety and security of your possessions / bedlinen / comfort of the bed / towels and toiletries / toilets / shower, what should Caledonian Sleeper do to improve this rating?



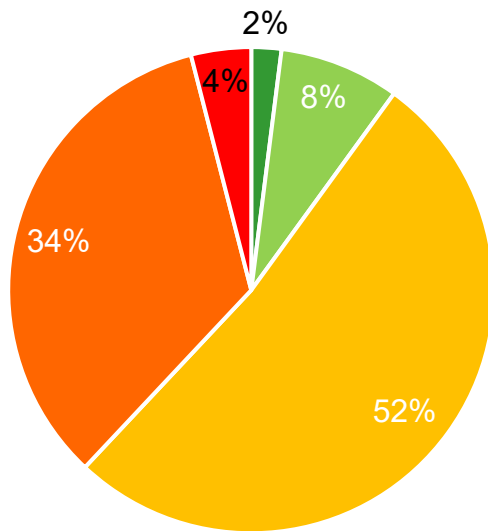
# Rating of on-board features among seated guests



Q19. How many stars do you give the Caledonian Sleeper for..?  
Base: All seated guests (86)

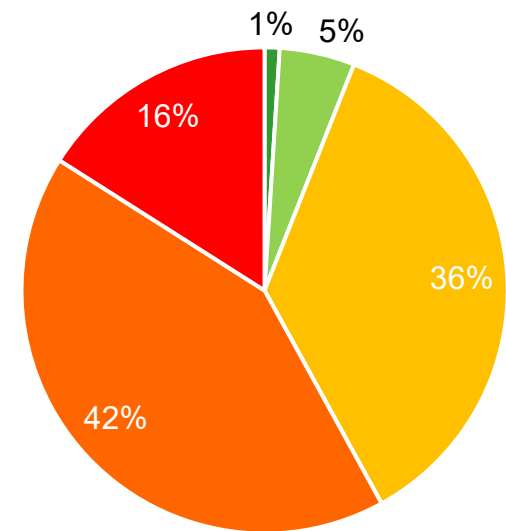


# Quality of sleep



*Room/Suite*

- Better than being at home
- As good as being at home
- Pretty normal for a night in a strange bed / As good as can be expected
- Not good/restless
- I wasn't able to sleep at all



*Seated guests*

Q18 / Q20. How would you describe the quality of sleep that you enjoyed on board the Caledonian Sleeper?  
Base: Those in a room/suite (465), seated guests (192)



# Improving quality of sleep – customer comments

*Was in a classic room by myself and in the old trains, it was possible to put the top bunk up. I kept on knocking my arm against the ladder and was reluctant to sleep on the top bunk as I am ordinarily a restless sleeper so didn't want to roll out.*

*More comfortable seats that recline, better foot rest position and supporting head rest Lights dimmed Temperature control.*

*Increase the length or the width of the beds so that a person taller than 190cm could at least lie diagonally. Move the ladder to the upper bed to one side of the bed because otherwise it always gets in the way of the person on the lower bed, making it more difficult to sit and move around. Improve the quality of the tracks so that the train does not wobble sideways.*

*Temperature in room being better, not having rattling sounds. The train also seemed to go much quicker than I recall the old sleeper train going. That may be my memory playing tricks. I felt that we were stationary for periods but when travelling it was fast, bumpy etc.*

*The train was not ready for boarding at the advertised time and required some amount of fiddling around (powering off and on) to get the car lettering correct before people were allowed to board. My son was very tired and frustrated by the time we boarded, so it took longer to get him settled than usual. The first class lounge staff also directed us to the platform suggesting we could board early - which was not the fault of the Caledonian Sleeper staff - but added to the effect here. In addition to the noise of shunting/etc at Carstairs, there were some people - although not clear if it was staff or not - walking up and down the coach talking which I think woke my son up, giving us about an hour's less sleep than hoped for.*

*They could have given me the correct information about when my stop was and they could have woken me up when I needed to change carriage/train.*

*End berths are very shaky. Quiet talking in corridors would be appreciated.*

*Kept me warm! It was unbearably cold. No blankets/duvet. Just appalling. It was so cold we slept in our clothes and coats.*

*Provide sleeping pill.*

*Caledonian Sleeper: Yes, not have those uncomfortable seats. And some decent catering. Staff: The train manager could have turned the air conditioning off and put the heater on for one thing. Dimming the lights more would have been nice.*

*Improve the chairs (I really cannot believe that those chairs are designed to be slept in) and dim the lights.*

*Turn the lights off in the carriage. Fix the air conditioning. Put seats in that are genuinely reclining.*

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



# Caledonian Sleeper

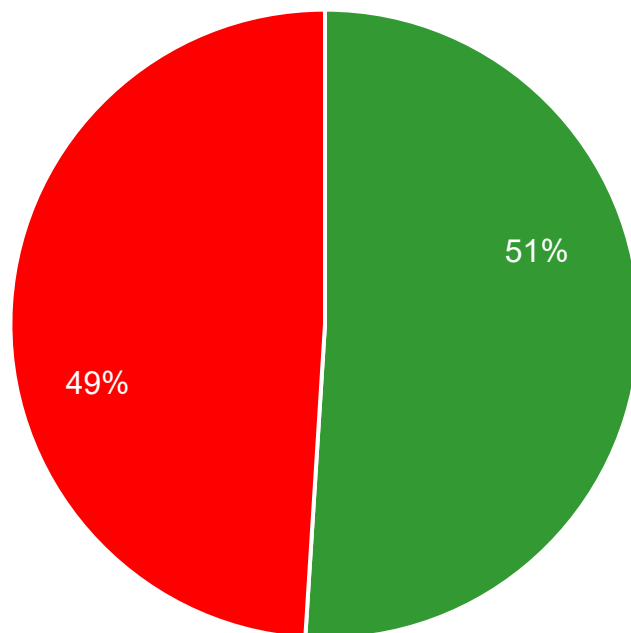
## Club car and catering



CALEDONIAN  
SLEEPER

# Breakfast

Quarter 1 2021/22 %



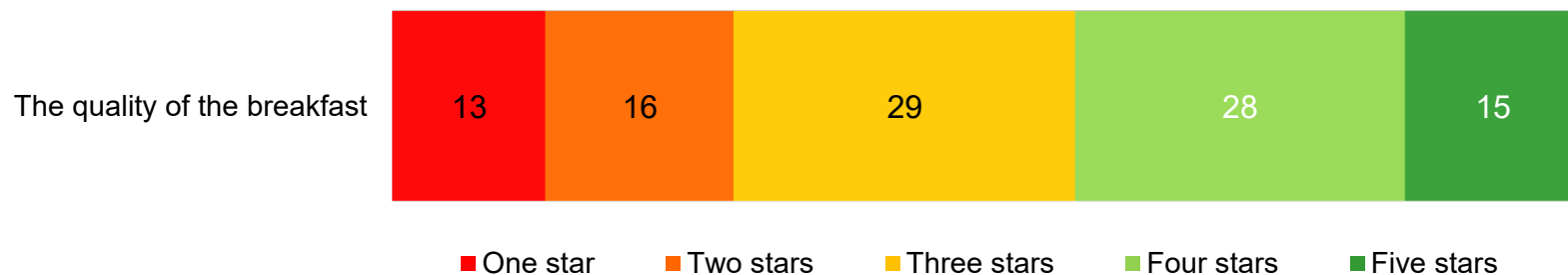
■ Yes - in my room ■ No

Q25a. Did you eat a Caledonian Sleeper Breakfast on the train?  
Base: All (551)





# 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 (283)



# Rating of features of the breakfast – customer comments

We asked for a vegan breakfast before boarding and direct to the host but they had trouble finding one, once the granola option was found it was delivered with a non vegan muffin and dairy milk for the coffee in the bag- the staff were brilliant at trying to make up for this but it's not difficult to supply special dietary needs. Also the coffee was a sachet of instant- real coffee is so easy to supply these days! The tickets are very expensive, the breakfast quality should be higher, instant coffee shouldn't even be considered!

Include more than just a small flapjack and coffee for people paying over £200 for a standard cabin. Charging an extra £6 for a bacon roll seemed really mean and more what I would expect on a low cost airline, not an expensive train service. By contrast, the bed and breakfast service on northlink ferries (also serco) offered a choice of breakfast options and the ticket was much cheaper.

Just didn't seem fitting for a club room booking. Token effort really. Don't think covid gets it off the hook for that.

Offer a vegan option!

Decent tea and coffee - the ones in use at the moment are particularly poor quality. More bottles of water. Ice. Why put menus in the cabin, if there is no food?

Very limited options ( ie no choices) and no decaf options ( vegetarian and pregnant!) even with covid I feel there could have been more choice even porridge pots/ yoghurt/ fresh fruit options.) but the staff were very helpful bringing hot water so I could make my own porridge I had bought with me.

More variety. Better quality bacon rolls - eg fry or grill the bacon rather than microwaving it, and don't microwave the roll. Allow breakfast to be eaten in the bar carriage with appropriate social distancing.

Worst food ever. Totally inedible. No reasonable vegetarian offer. Was delivered and hour earlier than planned (waking me up). Coffee was quite literally disgusting. A tiny sachet of dried coffee and a lukewarm paper cup of water. Just awful. And no restaurant facilities at all.

Covid restrictions really aren't an excuse for such a poor quality breakfast. You can't open the dining car area, but the kitchen can still function. And a Pret style better range of cold or hot choices could easily have been provided.

Other businesses are able to provide quality food despite covid restrictions. I can see no excuse for serving instant coffee sachets and a mug of hot water. Also we were not given any fruit juice and had to request a second coffee sachet as they only gave us one sachets for the two of us originally.

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



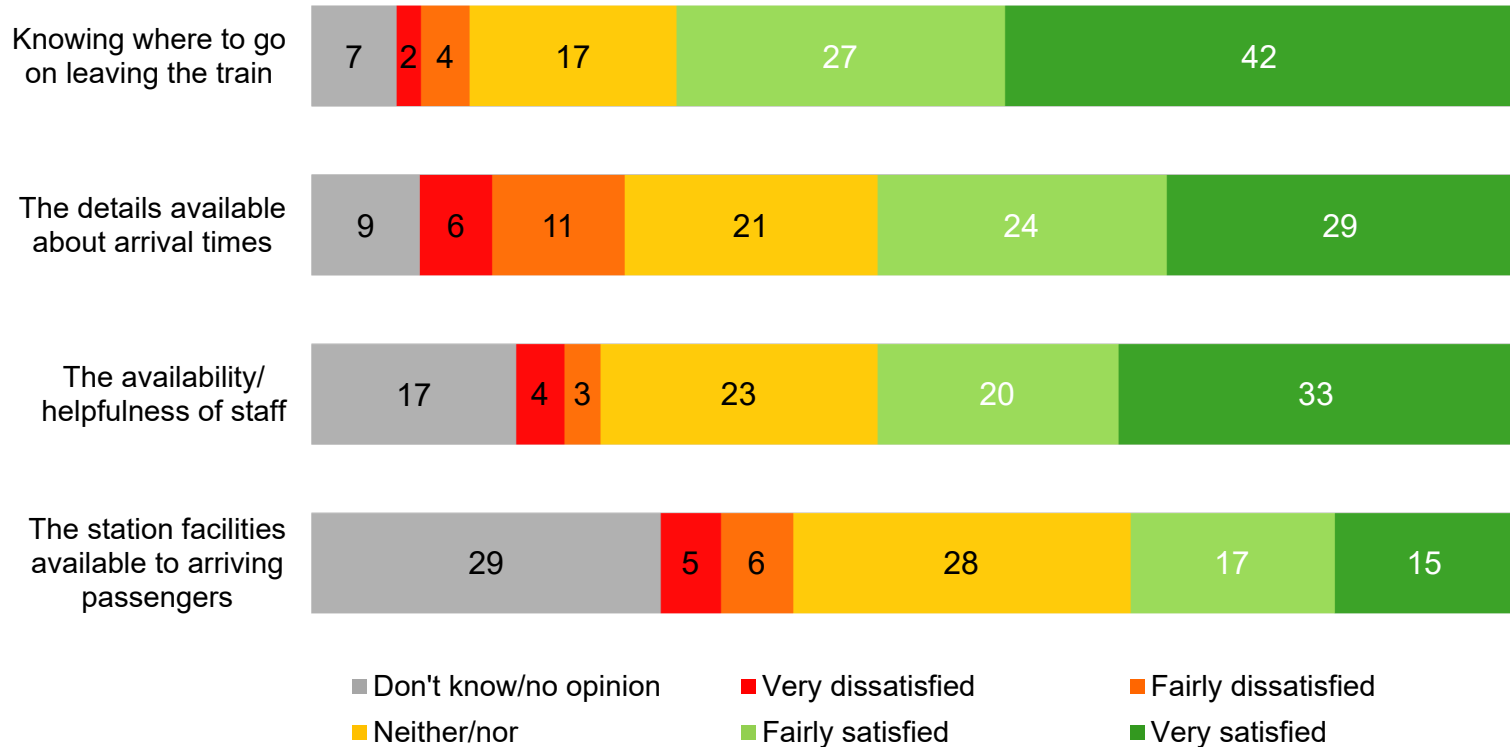
# Caledonian Sleeper

## Arrival



CALEDONIAN  
SLEEPER

# 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)



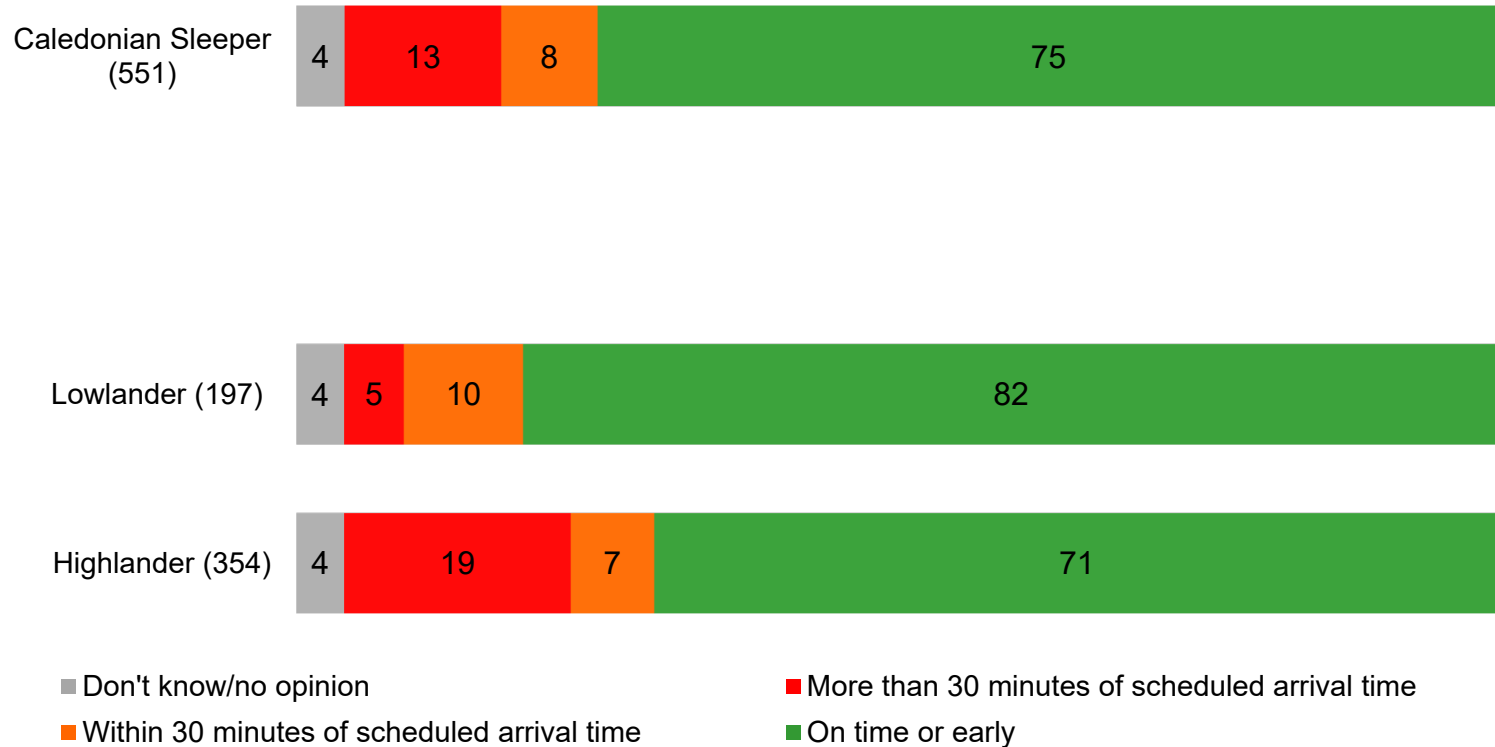
# Caledonian Sleeper

## Delay



CALEDONIAN  
SLEEPER

# Punctuality of service by route



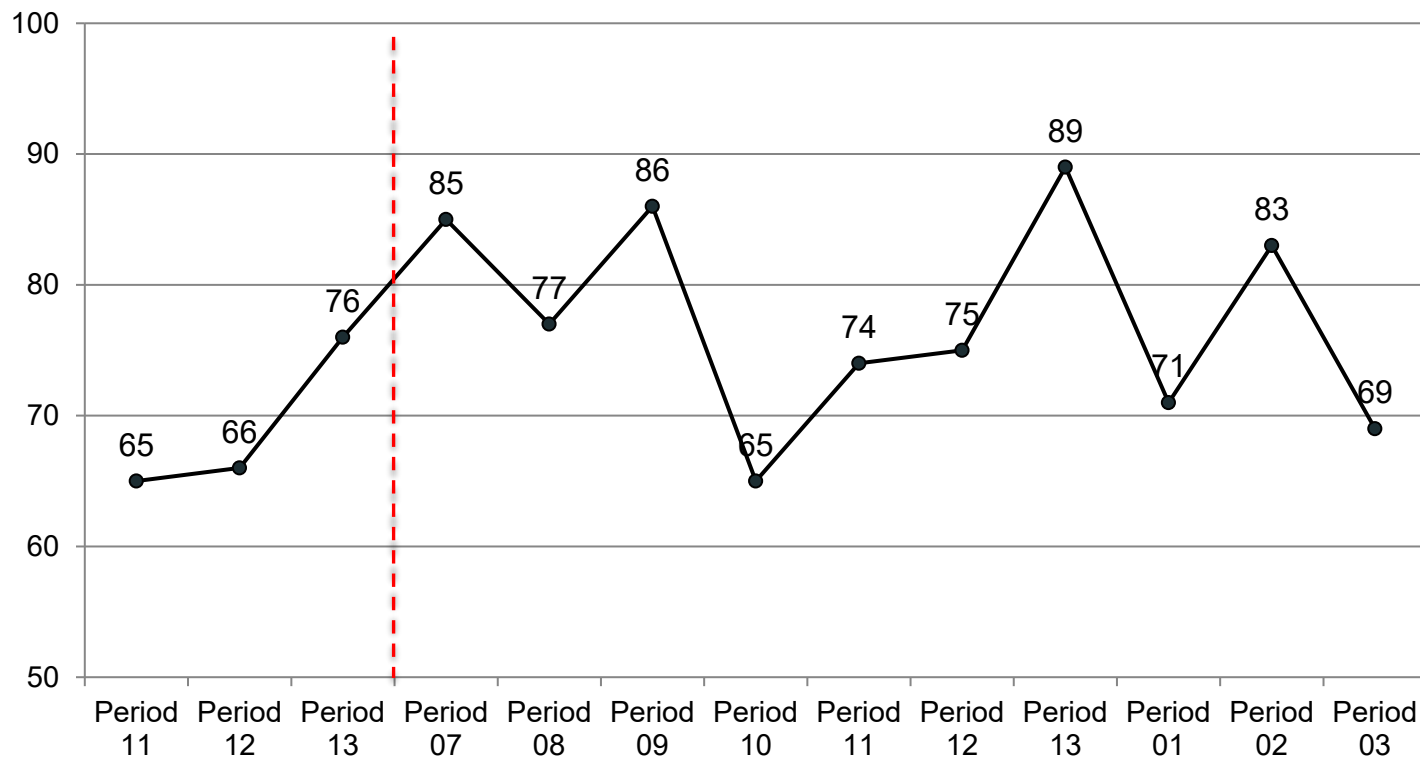
Q27a. Did your train arrive on time?  
Base: in brackets above



# Punctuality of service - trend

*Rating of experience*

*Trend: On time or early*



Q27a Did your train arrive on time?

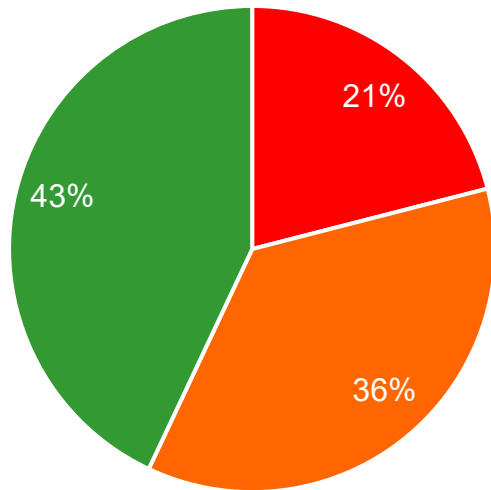
--- Break in fieldwork



# Impact of delay

Quarter 1 2021/22 %

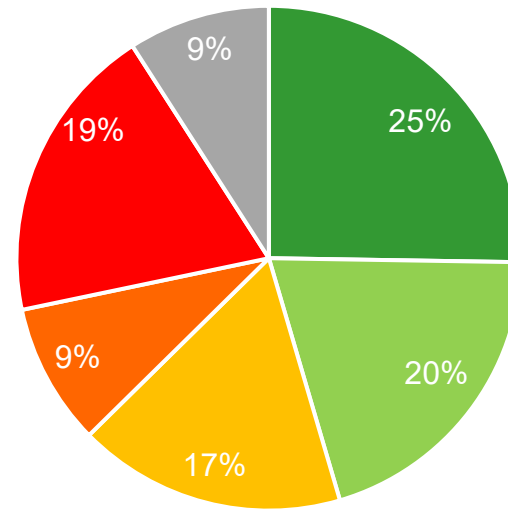
- Yes, it was a serious inconvenience
- Yes, it was a minor inconvenience
- No, it did not inconvenience me



*Impact of the delay*

Q27b. Did this affect your plans for the day?  
Base: All who experienced a delay (116)

- 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 (116)





# Caledonian Sleeper

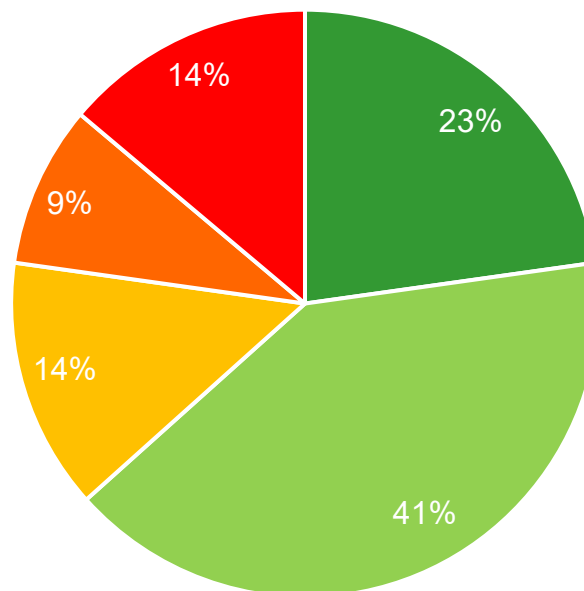
## Facilities for those with a disability or illness



CALEDONIAN  
SLEEPER

# Satisfaction that Caledonian Sleeper provides a service suitable to needs

Quarter 1 2021/22 %



■ 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 (22\*) \*Caution – low base



# Providing a service suitable to needs – customer comments

*Re-introduce the ladder system in the rooms that was on the old sleepers so that the ladder is moveable and hooks onto the upper bunk so that it is easier to get into the lower bunk.*

*Get rid of the ladders!*

*Hearing loss meant we did not get information re lengthy delay until the morning. Then had to go into passageway for further announcements.*

*Have staff in the platform, they used to be there! More communication - delayed an hour and no reason?! Host button not answered. Fix problems with carriages eg toilets not working. No running water.*

*If assistance is booked and confirmed your charming staff need to let Network Rail know about the booking.*

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



# Caledonian Sleeper

## Appendix



CALEDONIAN  
SLEEPER

# Sample profile – journey details

<i>Sample size</i>	<i>551 %</i>	<i>Sample size</i>	<i>551 %</i>	<i>Sample size</i>	<i>551 %</i>
<b><u>Age</u></b>		<b><u>Journey Purpose</u></b>		<b><u>Disability or Illness</u></b>	
16-34	17	Travelling for work	33	None	94
35-54	39	Company business	16	Vision	>1
55+	43	Personal Business	12	Hearing	>1
Not stated	2	Regular travel between home and workplace	5	Mobility	2
<b><u>Gender</u></b>		Leisure	61	Hidden disability	2
Male	54	Visiting friends/ relatives	23	Speech or language impairment	>1
Female	44	Holiday/ short break	37	Mental health	>1
Not stated	2	Attending a sporting/ musical/ theatrical/ charity event	1	Other	>1
<b><u>Working status</u></b>		Other	7		
Full time	63				
Part time	14				
Not working	2				
Retired	17				
Student	2				
Not stated	3				
<b><u>Residence</u></b>					
UK	97				
Non-UK	3				



# Sample profile – journey details

Sample size	551 %	Sample size	551 %	Sample size	551 %
<b><u>Travelling party</u></b>		<b><u>Return journey mode</u> (those making outward journey)</b>		<b><u>Travel to departure station</u></b>	
Alone	56	Caledonian Sleeper	43	Train	31
With a business colleagues(s)	1	Daytime train	26	Underground/ Tram/ Subway	22
With family (adults only)	26	Plane	14	Bus/ Coach	4
With family (adults/children)	9	Coach	0	Taxi	23
With friends	7	Own Car	3	Own car/ Dropped off	16
<b><u>Accommodation</u></b>		Hire car	1	Hire car	2
Seat only	16	Other	7	On foot	17
Room	44	Don't know	6	Bicycle	3
En-suite room (with shower)	40	<b><u>Outward journey mode</u> (those making return journey)</b>		Other	1
<b><u>Journey direction</u></b>		<b><u>Travel from arrival station</u></b>			
Outward	68	Caledonian Sleeper	53	Train	32
Return	32	Daytime train	30	Underground/ Tram/ Subway	15
One way	-	Plane	8	Bus/ Coach	6
		Coach	-	Taxi	19
		Own Car	6	Own car/ Dropped off	12
		Hire car	-	Hire car	11
		Other	3	On foot	16
				Bicycle	4
				Other	4



# Sample profile – journey details

<i>Sample size</i>	<i>551 %</i>	<i>Sample size</i>	<i>551 %</i>	<i>Sample size</i>	<i>551 %</i>
<b><u>Service Day</u></b>		<b><u>Accommodation type</u></b>		<b><u>Transaction value</u></b>	
Weekday	61	1 <sup>st</sup> class	39	£0-£49.99	4
Weekend	39	Standard	16	£50-£99.99	12
<b><u>Direction</u></b>		Seated	45	£100-£149.99	11
Northbound	59	<b><u>Party size</u></b>		£150-£199.99	18
Southbound	41	Single traveller	63	£200-£249.99	19
<b><u>Train Type</u></b>		Two people	33	£250-£299.99	16
Highlander	64	Three or more people	1	£300 or more	21
Lowlander	36			<b><u>Transaction value by guest</u></b>	
<b><u>Crew</u></b>				£0-£49.99	4
Aberdeen	7			£50-£99.99	17
Edinburgh	9			£100-£149.99	26
Fort William	9			£150-£199.99	24
Glasgow	9			£200-£249.99	29
Inverness	17				
London	48				



# Sample profile – journey details

<i>Sample size</i>	<i>551 %</i>	<i>Sample size</i>	<i>551 %</i>	<i>Sample size</i>	<i>551 %</i>
<b><u>Return journeys between Scotland and London</u></b>		<b><u>Number of journeys using Caledonian Sleeper</u> (making at least 2 journeys between Scotland and London)</b>		<b><u>When first travelled on Caledonian Sleeper</u> (previously travelling by Caledonian sleeper)</b>	
			<b>(257)</b>		<b>(500)</b>
12 or more	4	12 or more	2	More than 20 years ago	33
4-11	18	4-11	16	15-19 years ago	7
2-3	25	2-3	35	10-14 years ago	9
First journey in last 12 months	44	1 Journey	35	5-9 years ago	9
First ever journey	6	None	12	3-4 years ago	7
Have never made a journey between Scotland and the London area	2			In the last 1-2 years	34





# 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 first quarter of fieldwork for the year 2021/22, combining Rail Periods 1, 2, and 3.

**Fieldwork for quarter 1 2021/22 took place between 7 April and 13 July 2021.** This covered journeys made between 1 April 2020 and 26 June 2021.

**551 questionnaires were completed in total.**



# Caledonian Sleeper

## Quarterly Report

Quarter 1, 2021/22

Rail Periods 1, 2, and 3



CALEDONIAN  
SLEEPER