

# Caledonian Sleeper

## Quarterly Report

Quarter 2, 2021/22

Rail Periods 4, 5, and 6



CALEDONIAN  
SLEEPER

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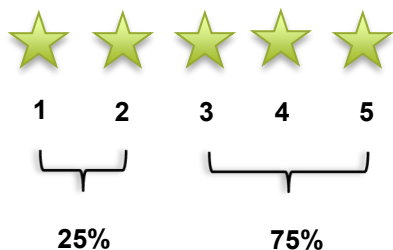
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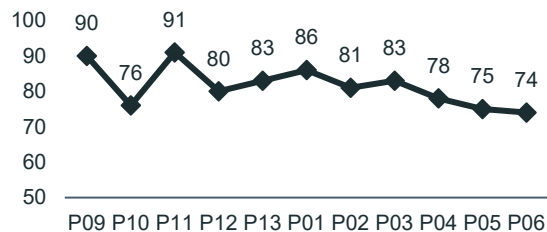
# Caledonian Sleeper Passenger Satisfaction

Quarter 2: 27 June – 18 September 2021

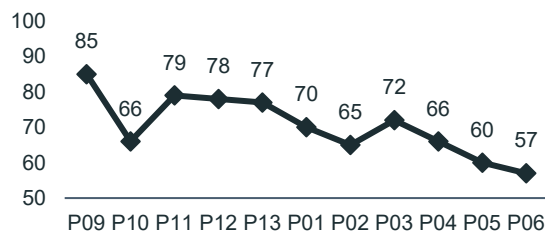
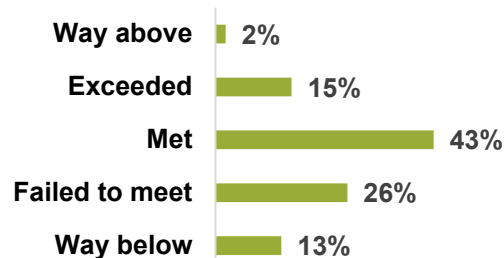
## Overall journey experience



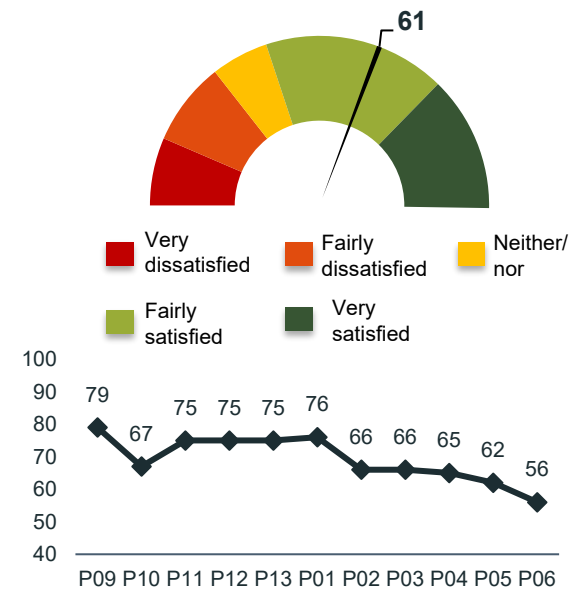
Ave – 3.4



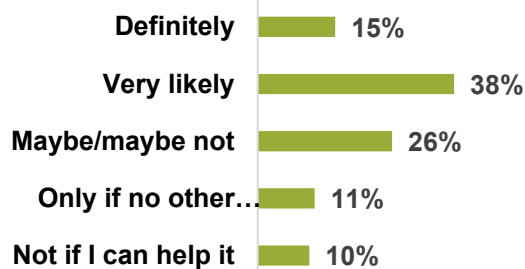
## Expectation



## Overall satisfaction



## Likelihood of future use



## Net Promoter Score

-5

36  
41

	Lowlander	Highlander
Journey experience	73%	78%
Met / Above expectation	55%	65%
Overall satisfaction	57%	64%
Net Promoter Score	-14%	2%
Future Use	46%	58%

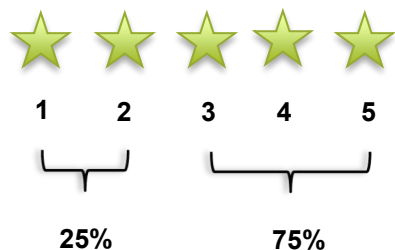
Sample size: 640 (Lowlander 267, Highlander 373)



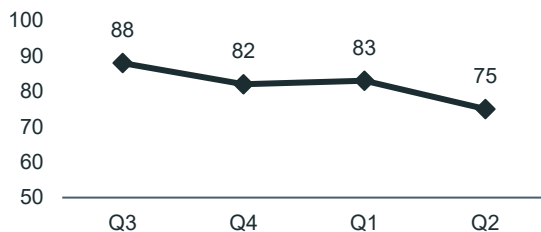
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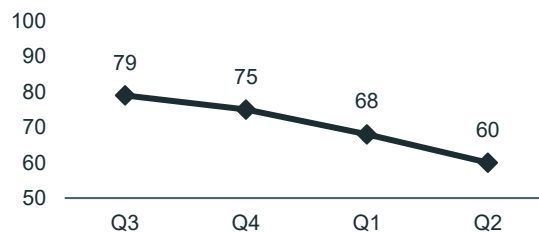
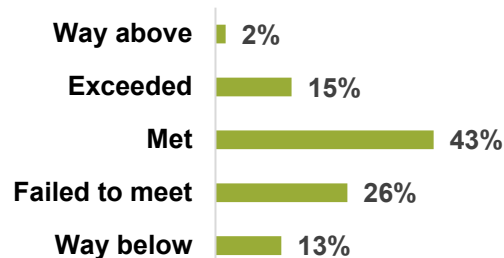
## Overall journey experience



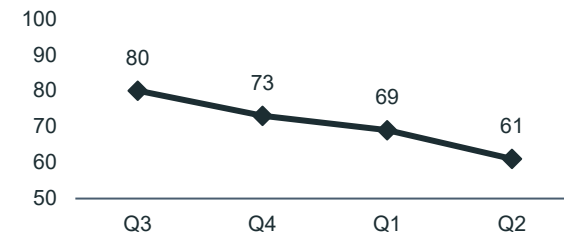
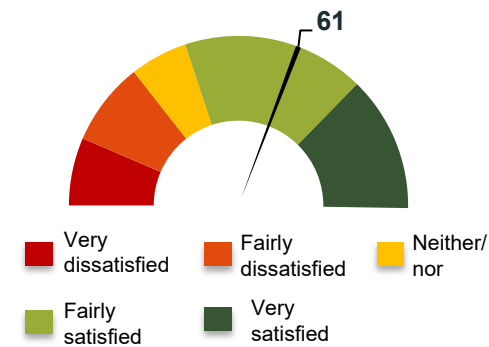
Ave – 3.4



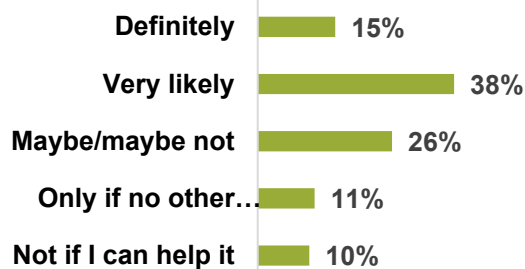
## Expectation



## Overall satisfaction



## Likelihood of future use



## Net Promoter Score

**-5**

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	Lowlander	Highlander
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Sample size: 640 (Lowlander 267, Highlander 373)



# Caledonian Sleeper Passenger Satisfaction

Quarter 2: 27 June – 18 September 2021

## Expectations of the journey

### Top five:

- 62%** Looking forward to the experience
- 38%** Excited
- 33%** Sufficiently well informed about the journey ahead
- 32%** Looking forward to bed
- 30%** Relaxed

### Bottom five:

- 7%** Carefree
- 6%** Anxious or nervous
- 6%** Anticipating a sociable evening
- 4%** Concerned I might have someone sharing my room/in the next seat
- 3%** Concerned about other passengers' possible bad behaviour

## Journey experience

(% 3 - 5 star rating)

### **75%** Experience overall

### Making me feel...

- 82%** welcomed
- 75%** looked after
- 76%** relaxed
- 77%** comfortable
- 67%** I had a good night's sleep
- 83%** Room rating
- 77%** Club Car rating

## Summing up the experience

### Top five:

- 33%** Practical
- 33%** Memorable
- 33%** Functional
- 32%** Efficient
- 30%** Disappointing

### Bottom five:

- 7%** Distressing
- 7%** Classy
- 2%** Boring
- 2%** World Class
- 1%** Reviving

Sample size: 640



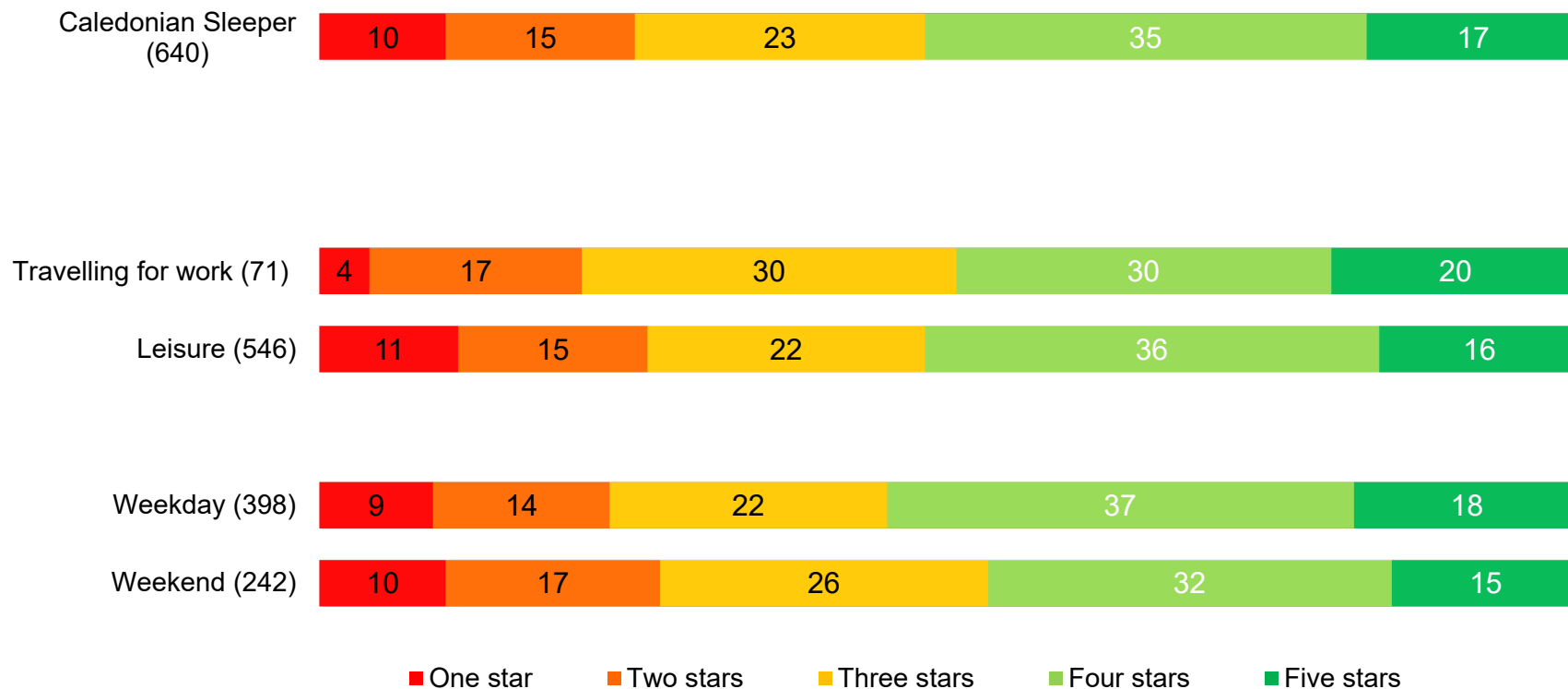
# Caledonian Sleeper

## On-board experience



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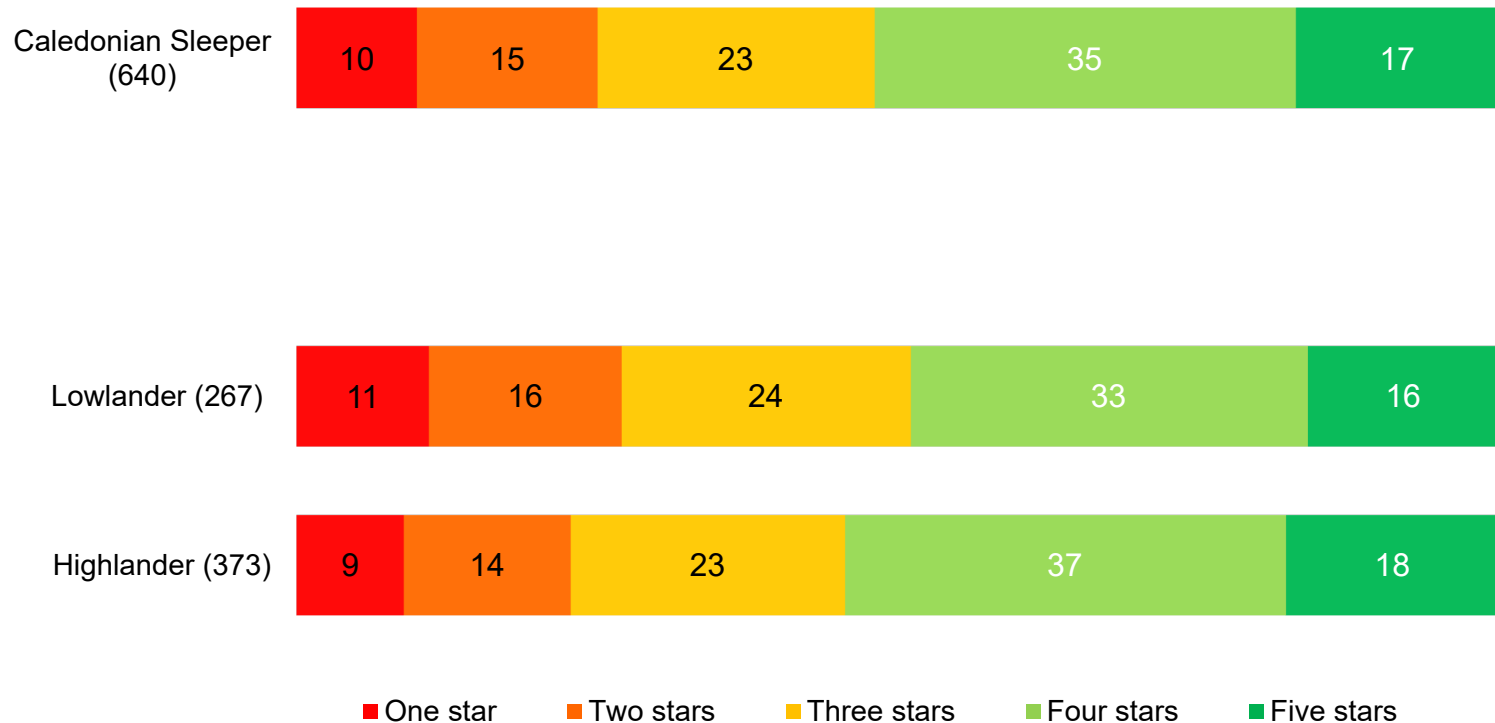
# Overall rating of experience by passenger group



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

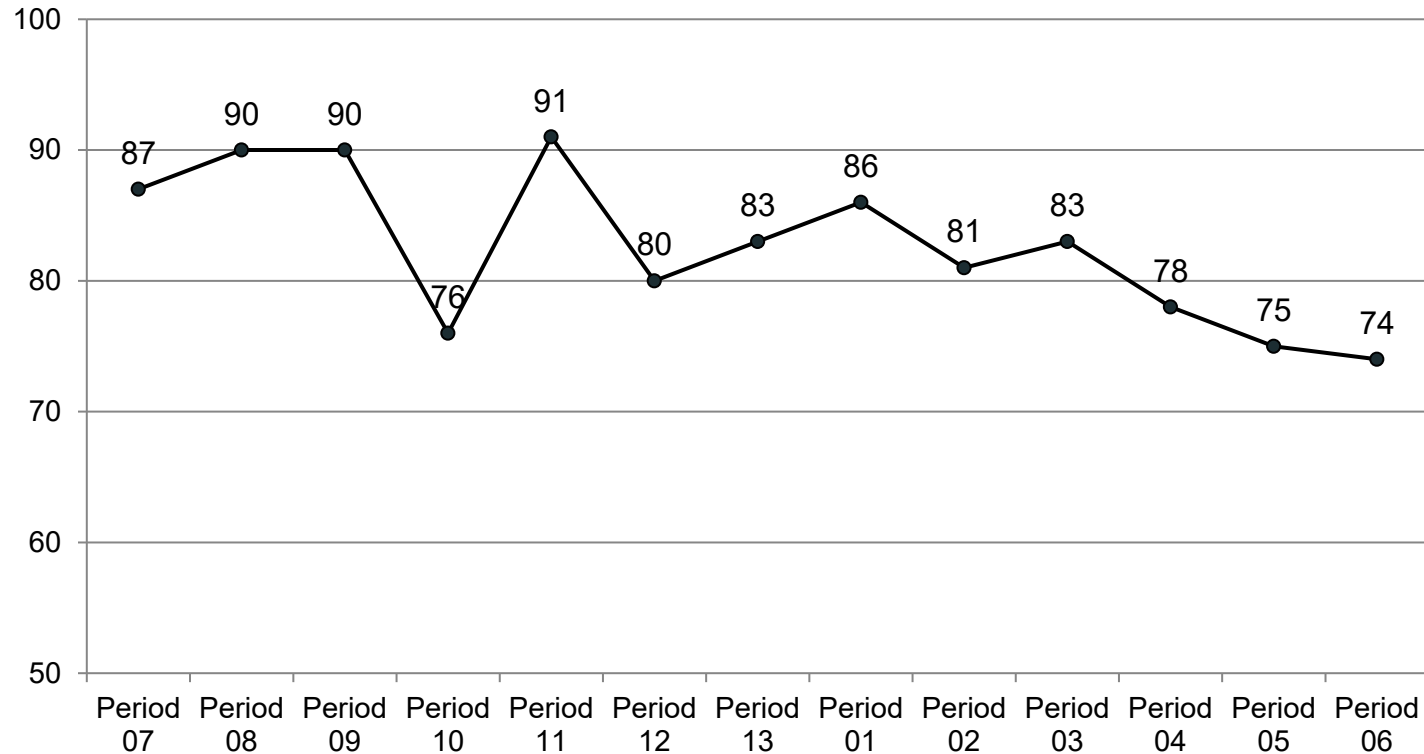




# Overall rating of experience - trend

*Rating of experience*

*Trend: % Three, four or five stars*



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



# Overall rating of experience – customer comments

*Shockingly bad advice from the Ambassador phone line: Wrong by 30 minutes too early for getting on the train so stood in the cold. Implied an evening meal was provided - it was not. Messages days in advance saying first class lounge could not be used due to staff illness - really?! Days in advance and unable to find staff replacement!!!! The lounge said on the door it closed at 9 so what on earth would have been the benefit. Too much wasted money on ancillary stuff in the cabin - two bags of shower stuff and pillow spray - for one night? How about turning this into food!!*

*The train was short staffed which meant that there was no food or drink available in the evening, and the breakfast was replaced by a cold drink and breakfast bar. For the price paid for a double room, this was highly disappointing and made us feel less looked after (even though the skeleton staff that was there was very good). At a minimum passengers should get a partial refund when the advertised service is not provided just like there is a refund when a train arrives late.*

*Compartment is too small, unlikely I'll use this again. Need hot water for shower. Train too loud and shaky in while sleeping. Would suggest removing weird fabric / backrest(?) attached to the wall as it's dirty and only takes up space. Would be better to have a sitting chair / space. Would be better to have storage space. All of the above seems like a fair expectation given price.*

*The experience was overall excellent. Clean, comfortable and on time. The customer stewards were knowledgeable, professional and welcoming. I took bike with me for a tour of Scotland and facilities for storing the bike were very good. The bacon sandwich at breakfast was underwhelming and could be improved. Ditto the coffee which was basic. A decent filter coffee would have been better! Overall though an excellent trip which I would repeat again.*

*The new sleeper coaches are far far worse, in terms of customer experience, than the ones they replaced. They are very noisy with a very poor ride quality. Unless these issues can be addressed, nothing else on a sleeper service much matters. There are many minor issues with the layout of the cabins, customer service etc, but these are of minor importance compared with the provision of a good night's sleep.*

*Make the water supply in the en-suite work so I can use the facilities to flush toilet wash hands and shower. Ensure boarding happens at time stated not 30 minutes later. Not infer that the club car is available when it is not.*

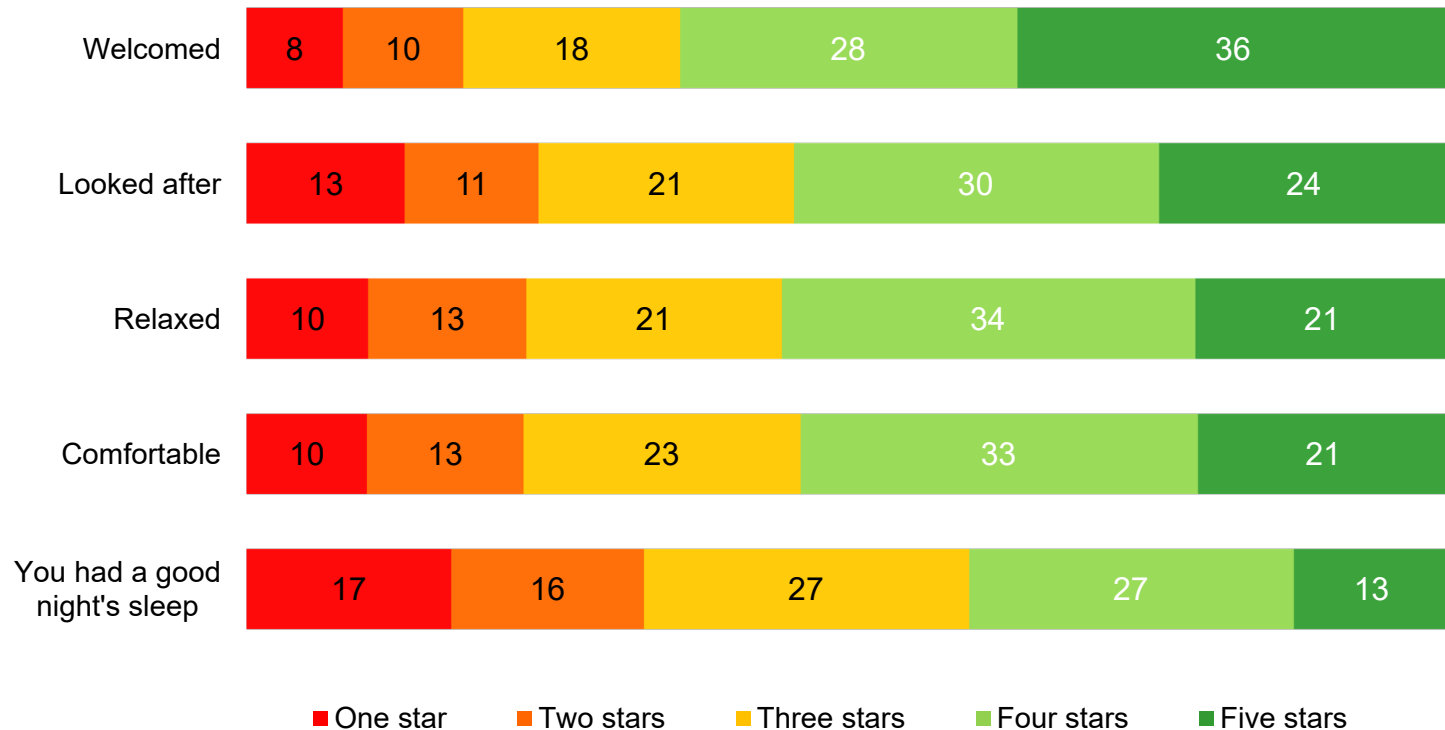
*The cabin was fine. The Club Car decor was luxurious, however, the service experience was disappointing. The food portion were really tiny for the price that we paid. For example, the lamb shank only comes in a really small portion of lamb. Also, why was the service chaotic and slow in general both during dinner and breakfast?*

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 (640)



# Rating of features of the journey – customer comments

*We got to Edinburgh station expecting to be able to wait in a lounge and we're told that this was closed because the staff had not turned up. When the platform for the train was announced at about 22.15 we thought that we would be able to board soon. We stood on the platform for over an hour with no staff to explain what was happening and could only board at 2330.*

*Host to welcome passengers and explain processes, such as breakfast, when on board. Host to explain how to use room service. Do they come to room? Do we call using host button? Same for breakfast- how do you order breakfast? No host came to room at all. Felt forgotten about and was unsure and worried about children missing breakfast. Unable to have drink/snacks in the evening as was waiting Host to come room but they did not. After I realised that maybe I should have called the Host button it was a bit too late to then order. A simple sentence in the welcome booklet just to explain the correct process would have alleviated the worry around what to do.*

*Nothing extra can be done here. The beds were comfortable and a big improvement on the old Caledonian sleeper stock. But at the end of the day you are on a moving train that is juddery and often noisy. That's part of the fun!*

*The seats are pretty uncomfortable in my experience, and the reclining aspect of them is kinda pointless since they only go back about 20 degrees. Got about 1 or 2 hours sleep on the journey max. Same on the return.*

*My husband is disabled and I am nearly 70 we had heavy luggage it would have been super if someone had offered to help us lift the heavy cases into our carriage but we managed.*

*Ensure that there are enough staff to make sure the Glasgow sleeper is not diverted to Edinburgh. It is concerning that this information reached me while I was on the train at the start of my journey and then changed back to Glasgow before I reached London. All very stressful.*

*The sleeper always feels very chilly even in the height of summer which makes it hard to fall asleep. If the temperature of the coach was warmer I would feel much more comfortable and have given more stars.*

*Explain what time breakfast will be/what the breakfast process is (do we dress and go to the dining cart, does breakfast arrive at the door, so we pre-order...? What happens if it comes to the door and we sleep through the knocking...?) Softer mattress - warmer heating - earlier access to the room so we could relax a bit before turning out the lights.*

*A nice smile when you boarded the train would have been nice and an update on the scheduled departure and journey time would have helped.*

*The light on switches are themselves very bright. The interconnecting door for family double cabin swings shut suddenly in the night when train goes round a bend-that could be very dangerous if a small child was there or especially had fingers there. Also wakes you up with sudden slam. Needs to be held back much better. Fix that and it's a great set-up.*

Q11d. You gave just a single/two stars for making you feel welcomed / looked after / relaxed / comfortable / you had a good night's sleep, What should Caledonian Sleeper do to improve this rating?



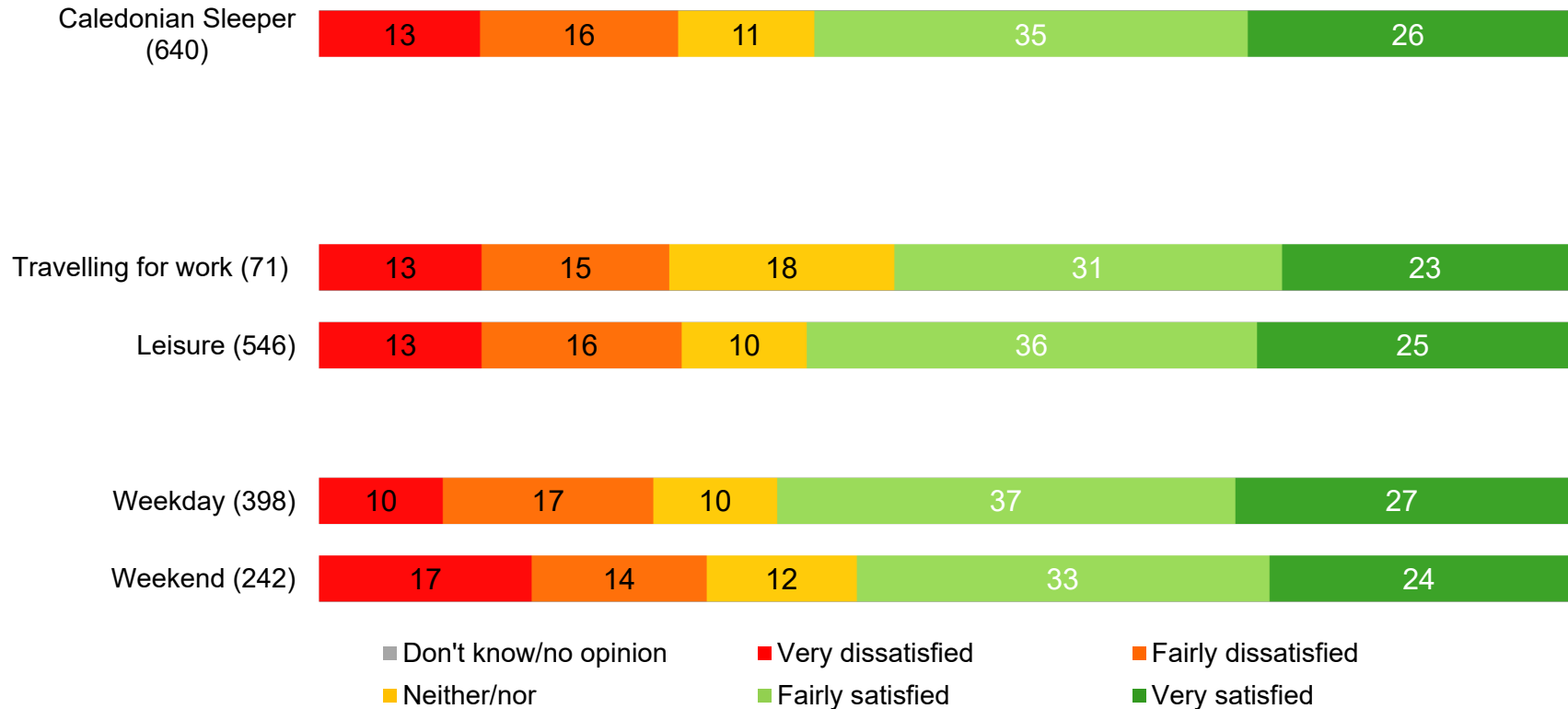
# Caledonian Sleeper

## Overall opinion of the Caledonian Sleeper



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# Overall journey satisfaction by passenger group

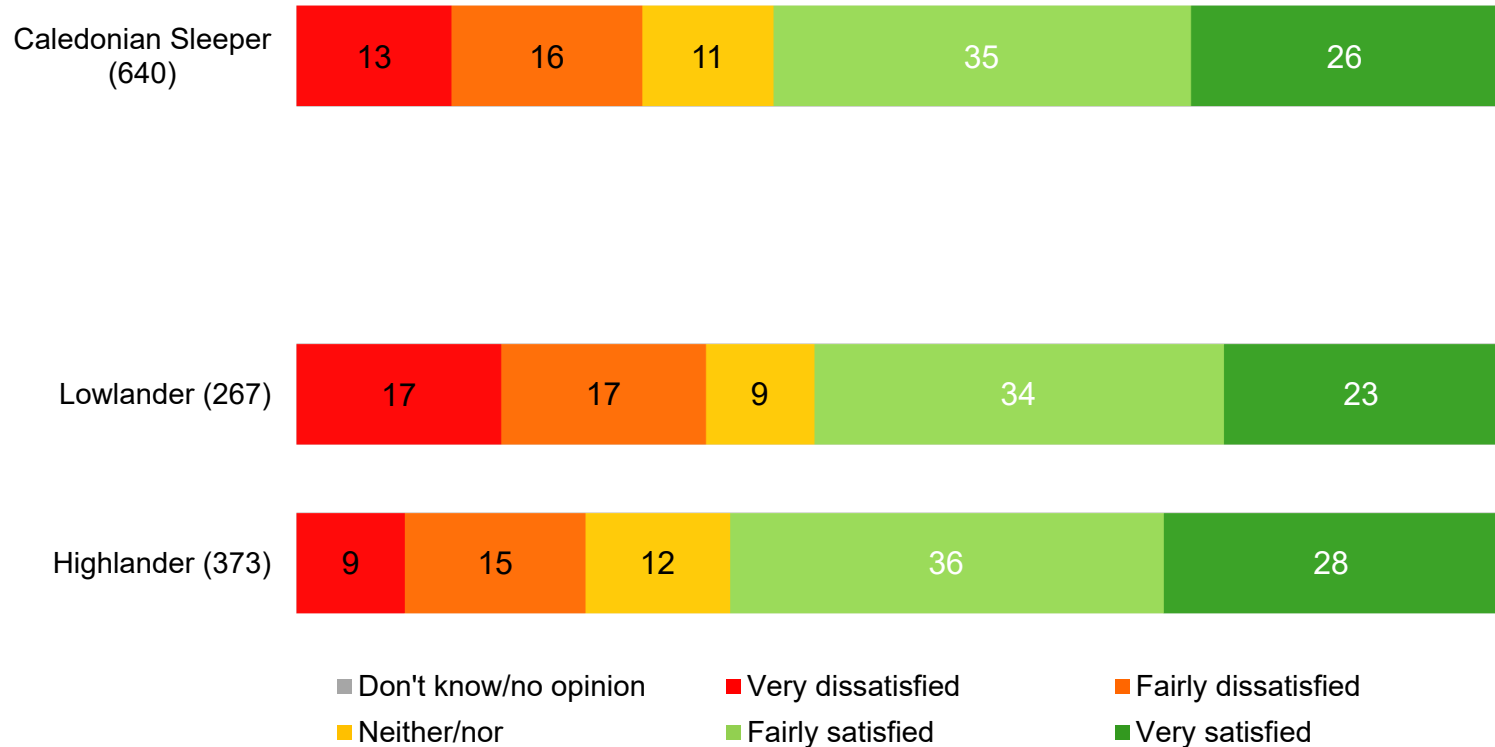


Q30. Taking everything into account about your journey from x to y, how satisfied were you with your journey?

Base: in brackets above



# Overall journey satisfaction by route



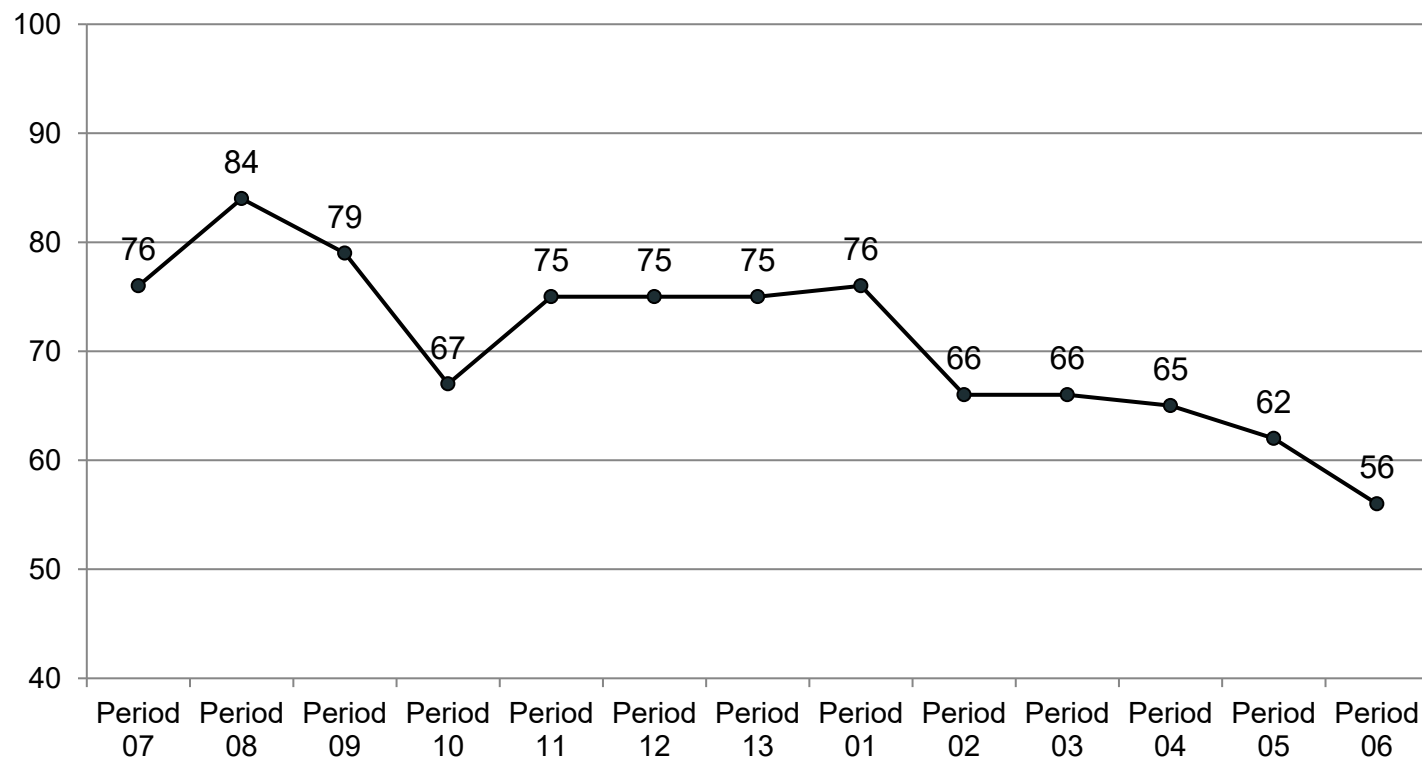
Q30. Taking everything into account about your journey from x to y, how satisfied were you with your journey?  
Base: in brackets above



# Overall journey satisfaction - trend

Overall journey satisfaction

Trend: % very/fairly satisfied

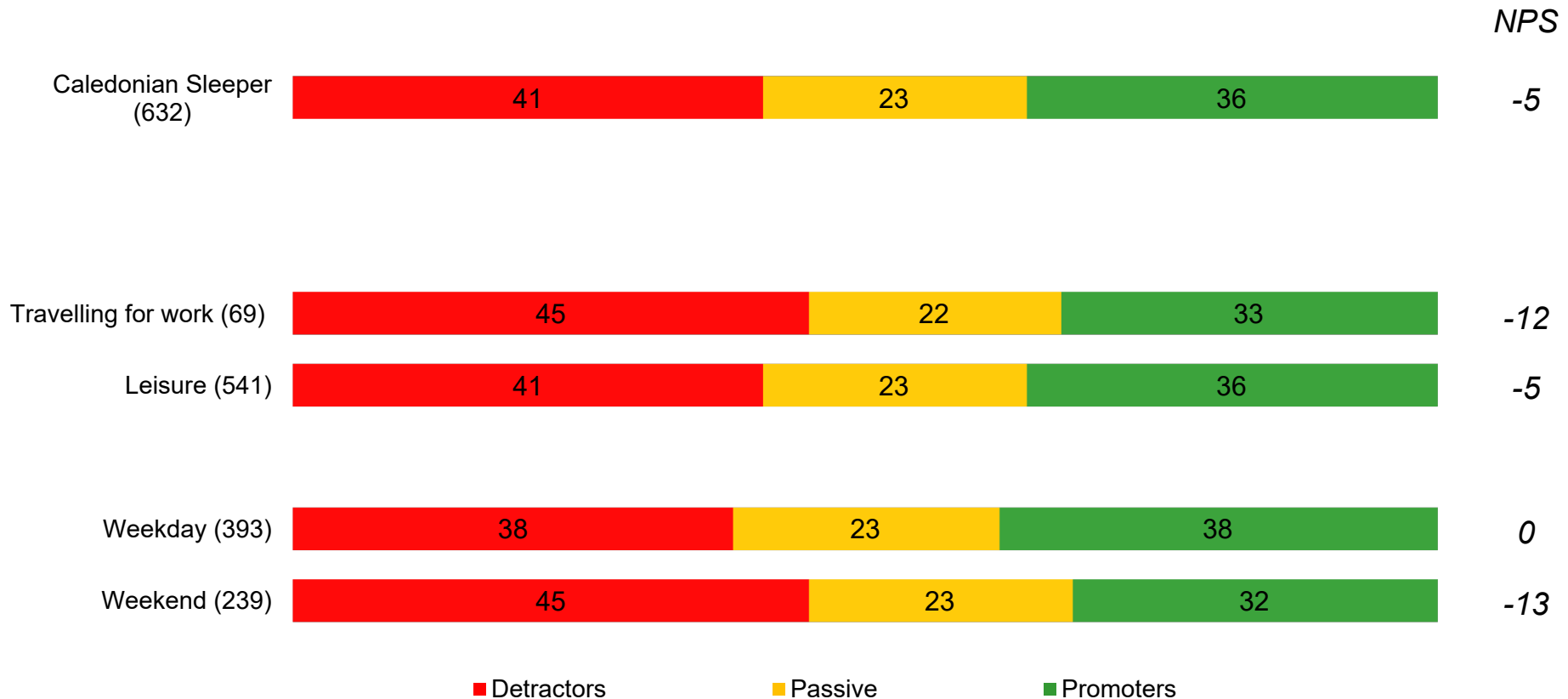


Q30. Taking everything into account about your journey from x to y, how satisfied were you with your journey?





# Net Promoter Score by passenger group

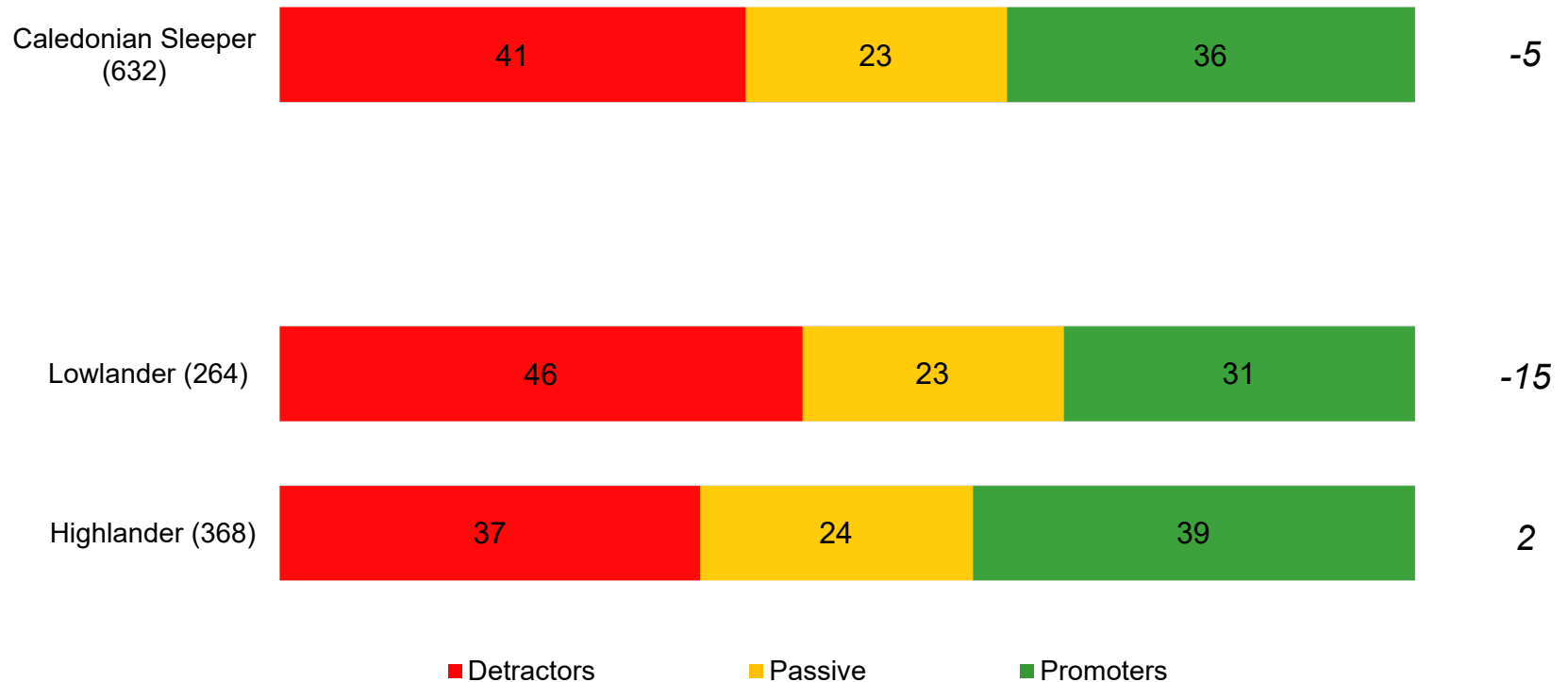


Q31a. On a scale of 0-10 where 0 means 'not at all likely' and 10 means 'extremely likely' how likely are you to recommend the Caledonian Sleeper to a friend or colleague?  
Base: in brackets above – those with an opinion



# Net Promoter Score by passenger group

NPS



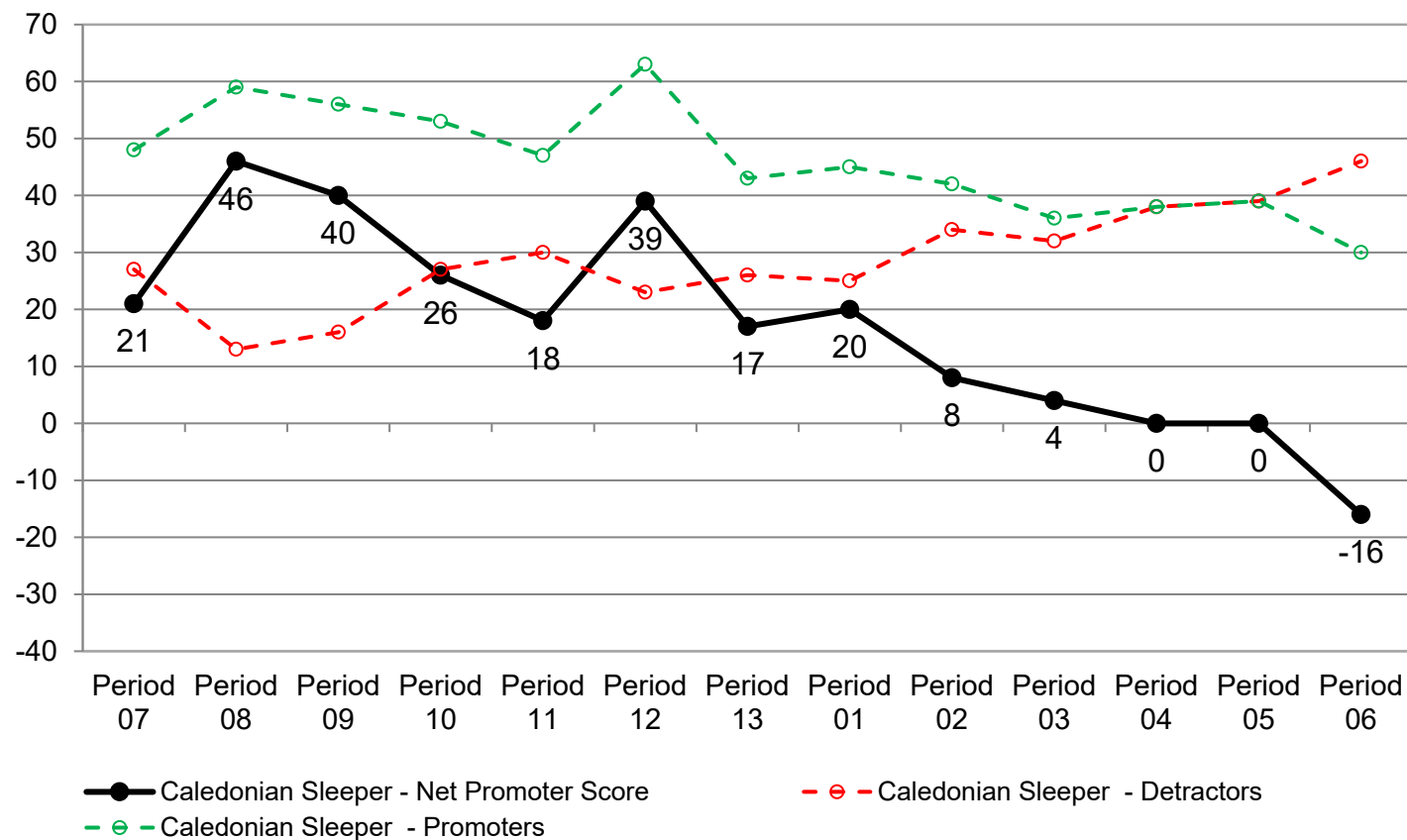
Q31a. On a scale of 0-10 where 0 means 'not at all likely' and 10 means 'extremely likely' how likely are you to recommend the Caledonian Sleeper to a friend or colleague?  
Base: in brackets above – those with an opinion



# Net Promoter Score trend

## Net promoter score

Trend: % promoters, detractors & Net Promoter Score



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

Promoters(9-10) Detractors (0-6)



# Reason for Net Promoter Score – customer comments

## Promoters (9-10)

*We have done this journey many - more than 5 - times and although I rarely get a good sleep my son usually does and we just love the whole experience. It is wonderful waking up, raising the blind and watching the Highlands emerge from the night. We really missed the lounge bar where we like to start the journey as we leave London - that's when we know our holiday has really begun!*

*I've already been recommending the train to everyone! I had low expectations but it was much more comfortable than expected. I have a back injury and didn't think I could get to London on a regular train, and an airplane was out of the question (too much hassle, uncomfortable seats in the airport, etc). I booked this because at least I could lie down, but I didn't expect to be very comfortable. But it was actually very comfortable, and the helpfulness of the staff made the journey even better - they were outstanding.*

## Passive (7-8)

*Have been a long time user of the Sleeper and think it is a great service, but experience not predictable enough at moment to recommend fully - no lounge access at Edinburgh at the moment, was told no longer allowed to use lounge on arrival into London in the morning, breakfast was late (and on the way up the week before, staff shortage so unable to serve meals or breakfast).*

*Generally a great idea as avoid travel time by sleeping, and affordable. Minus points as seats give awful night's sleep and felt service was very poor this time around.*

*As a regular mode of travel, I don't think it works because of lack of sleep (which is a shame - we were hoping it might make my bi-monthly travel up to the office a bit more efficient and less tiring). However, as a one-off / bucket list sort of thing, I would recommend it.*

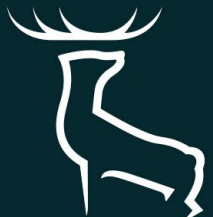
## Detractors (0-6)

*The total experience, lack of communication about the change of route and final arrival station in Glasgow was a serious inconvenience. The failure of the water in the room meaning no washing, shower or toilet flushing was totally unacceptable and the casual attitude of customer services to whom I spoke about the issue afterwards was very poor.*

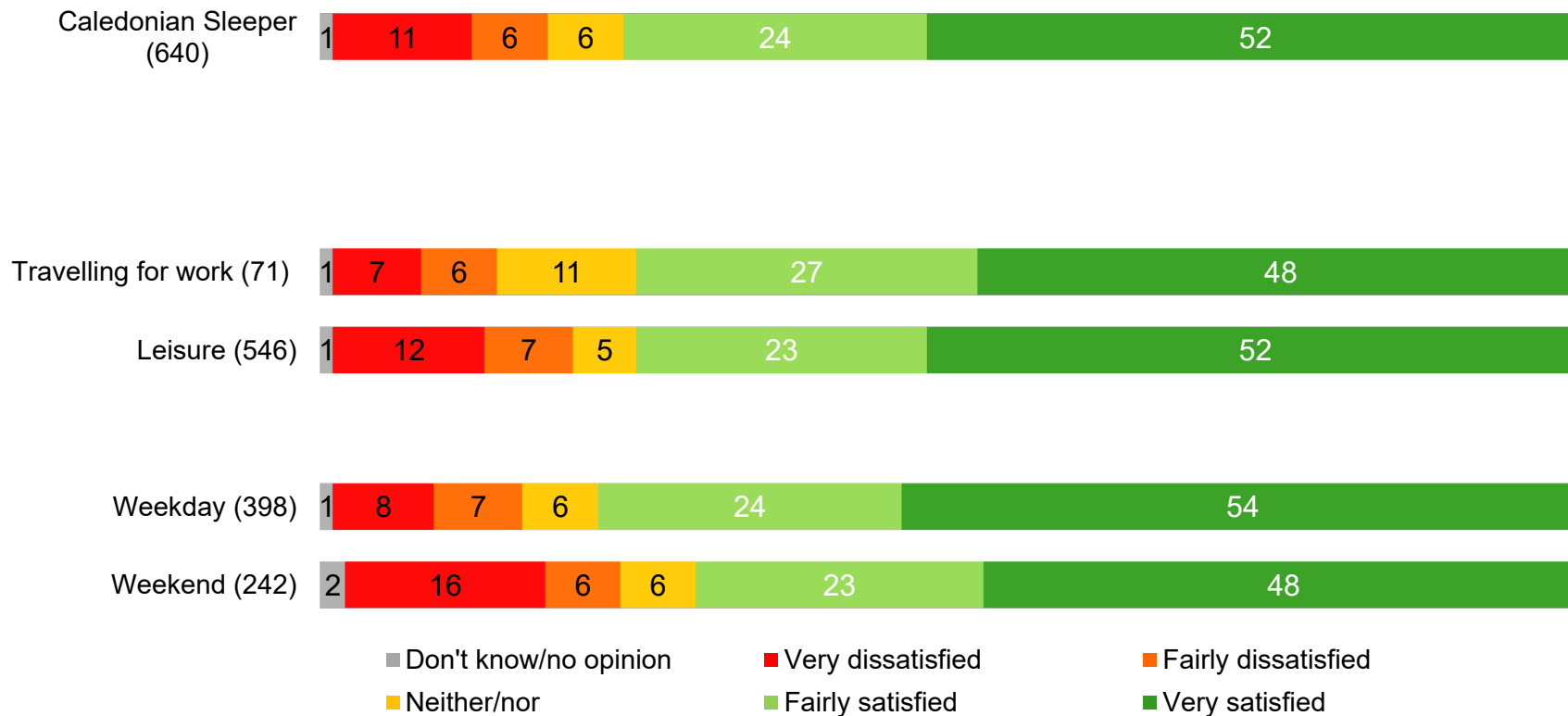
*It just didn't live up to expectations. I was expecting from the price and the website branding a luxury, unique experience but in fact it was very ordinary, utilitarian and not comfortable. I would probably choose the day train or flying next time as I can't see that this is worth the extra money at all. If the buffet car was open I think it would have been a bit better but no discount for not having that facility.*

*Poor information about platforms at Euston. No hot water/water at all in the shower/basin. Chaotic club car. Poor inaccurate information on procedures. Poor vegetarian breakfast choice. Poor luggage storage space. The staff and the fit out of the cabin and club car were the positives.*

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



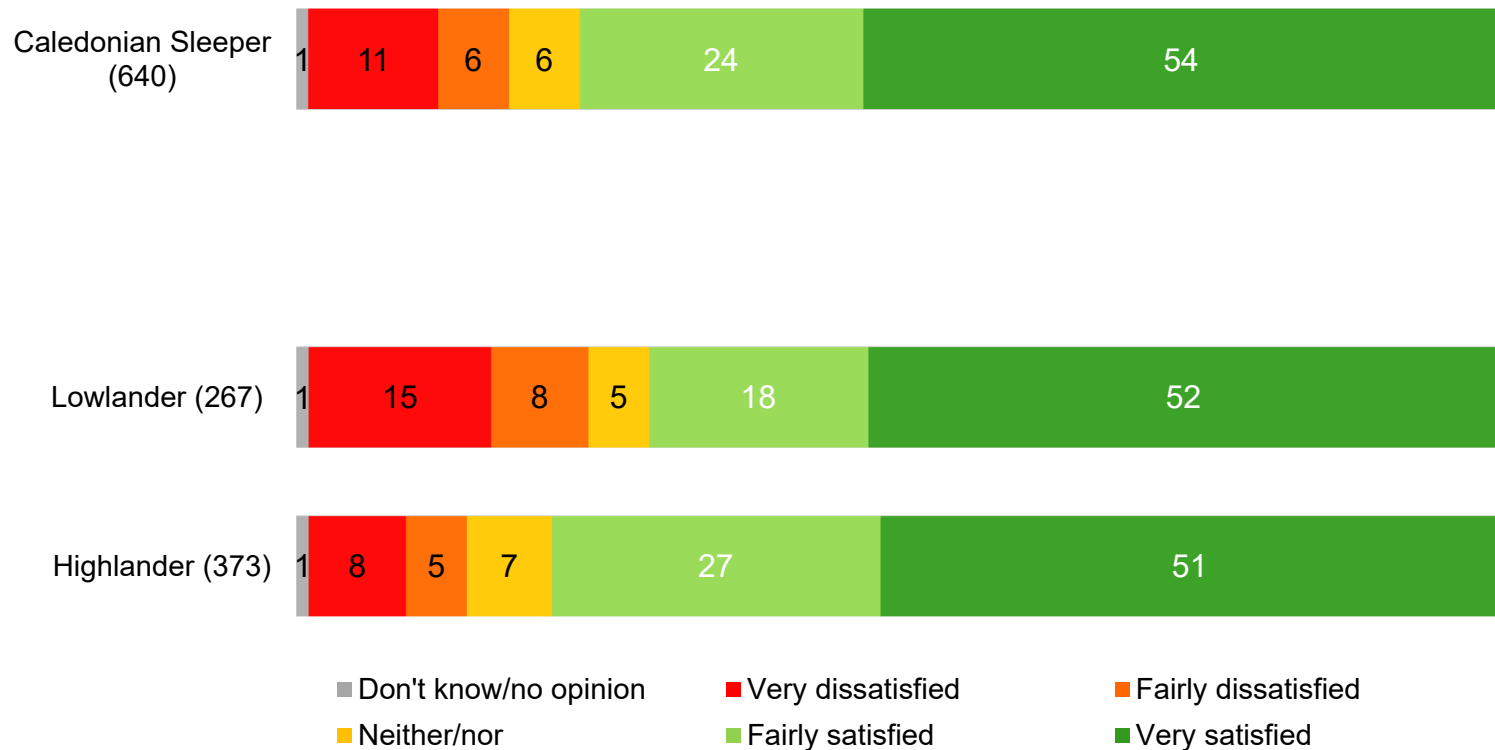
# Punctuality and reliability by passenger group



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



# Punctuality and reliability by route



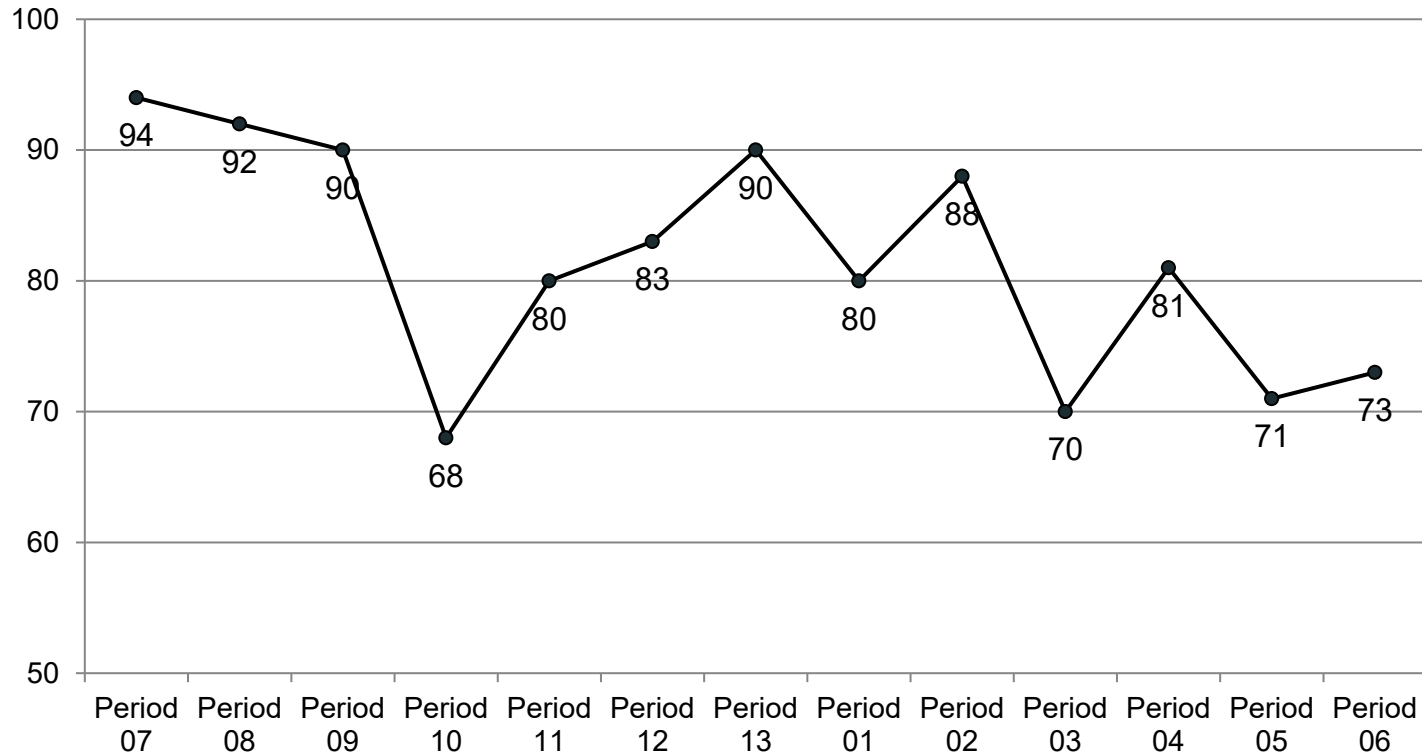
Q33a. Based on your recent journey on the Caledonian Sleeper how satisfied were you with the punctuality/reliability (i.e. the service departing/arriving on time)?  
Base: in brackets above



# Punctuality and reliability - trend

*Punctuality and reliability*

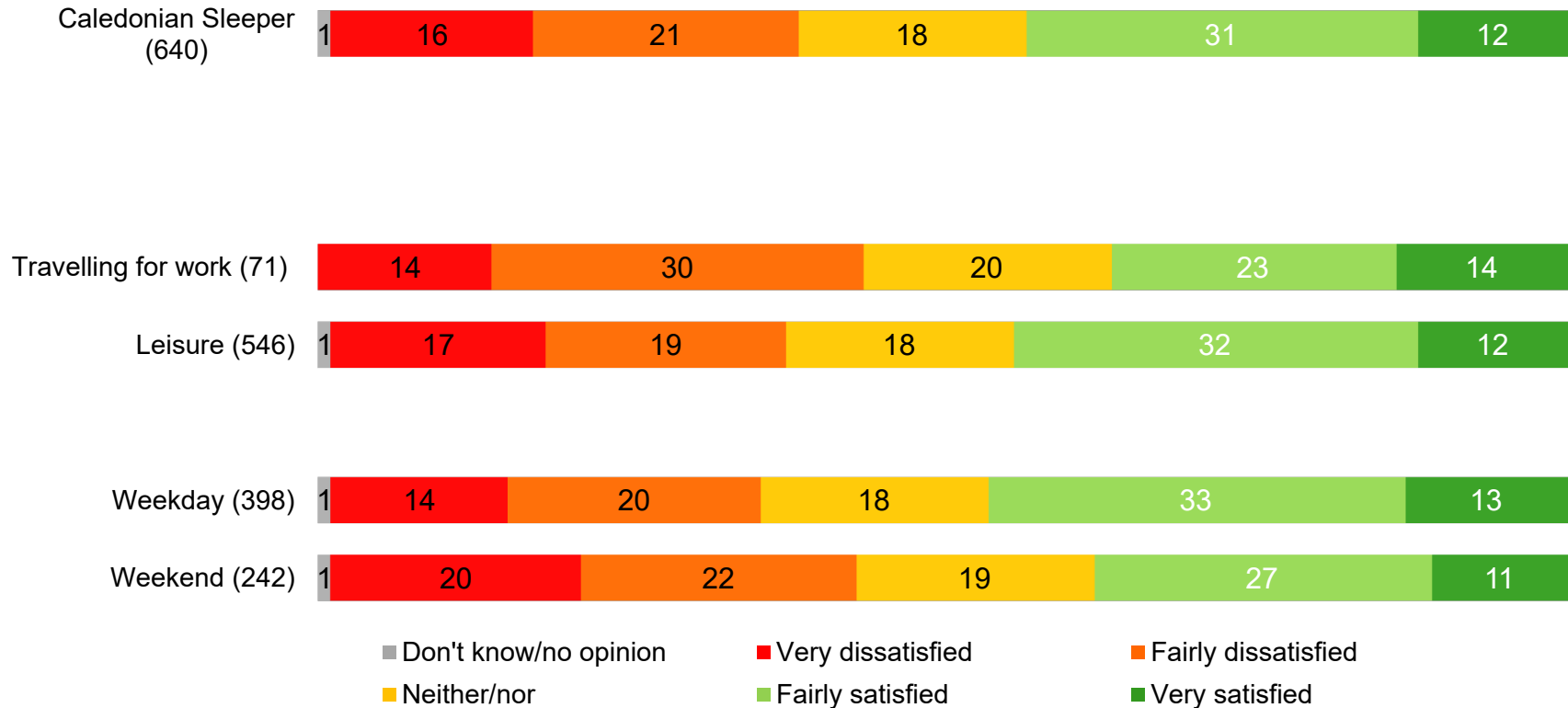
*Trend: % very/fairly satisfied*



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



# Value for money by passenger group

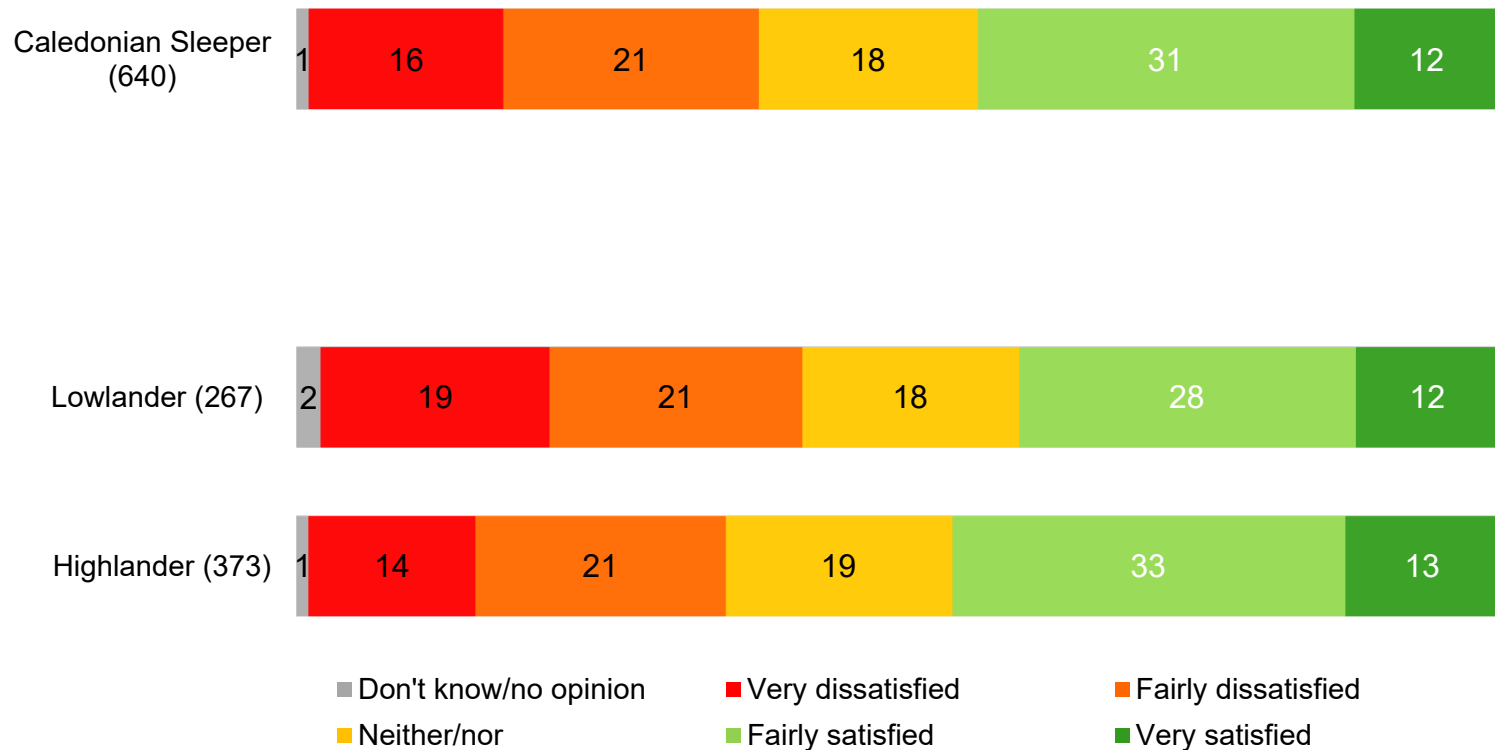


Q33a. Based on your recent journey on the Caledonian Sleeper how satisfied were you with the value for money of the price you paid?  
Base: in brackets above





# Value for money by route



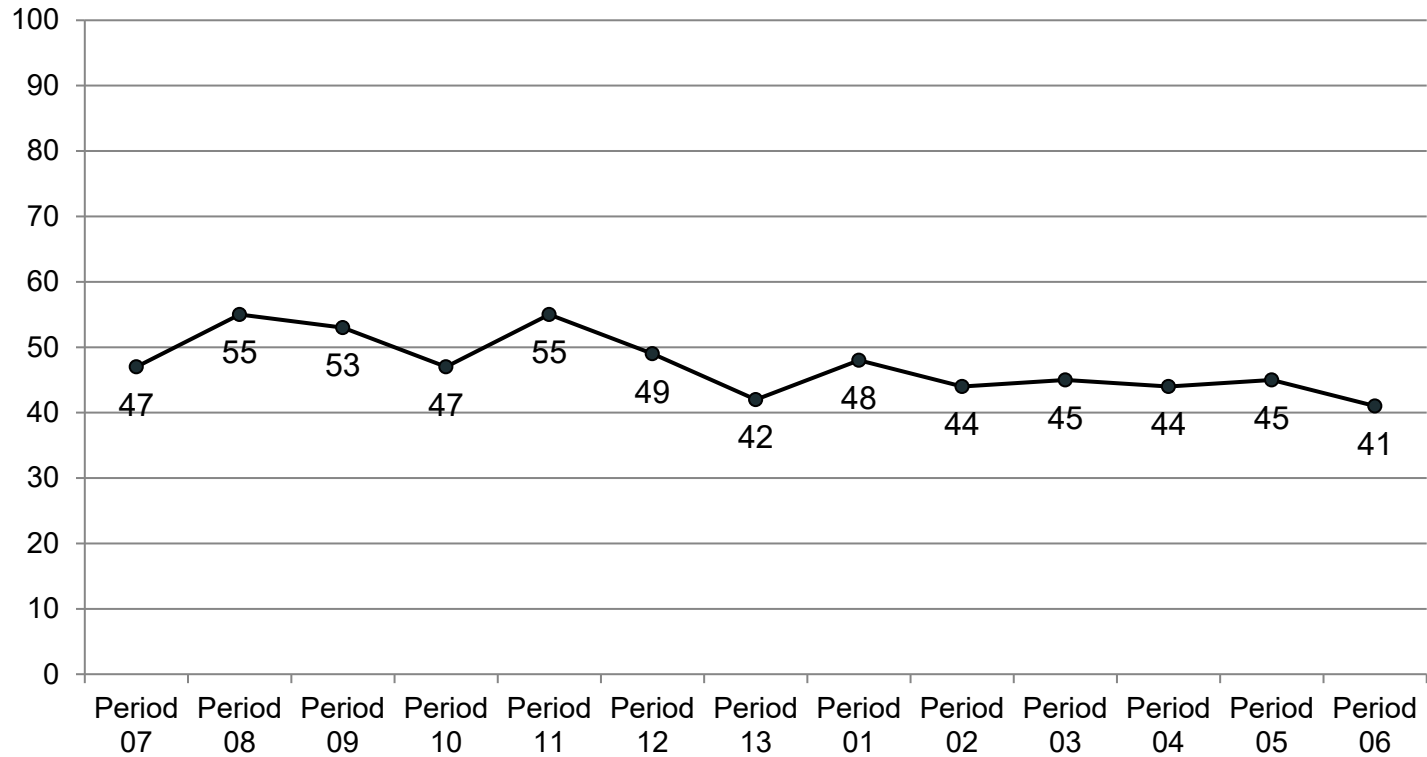
Q33a. Based on your recent journey on the Caledonian Sleeper how satisfied were you with the value for money of the price you paid?  
Base: in brackets above



# Value for money - trend

*Value for money*

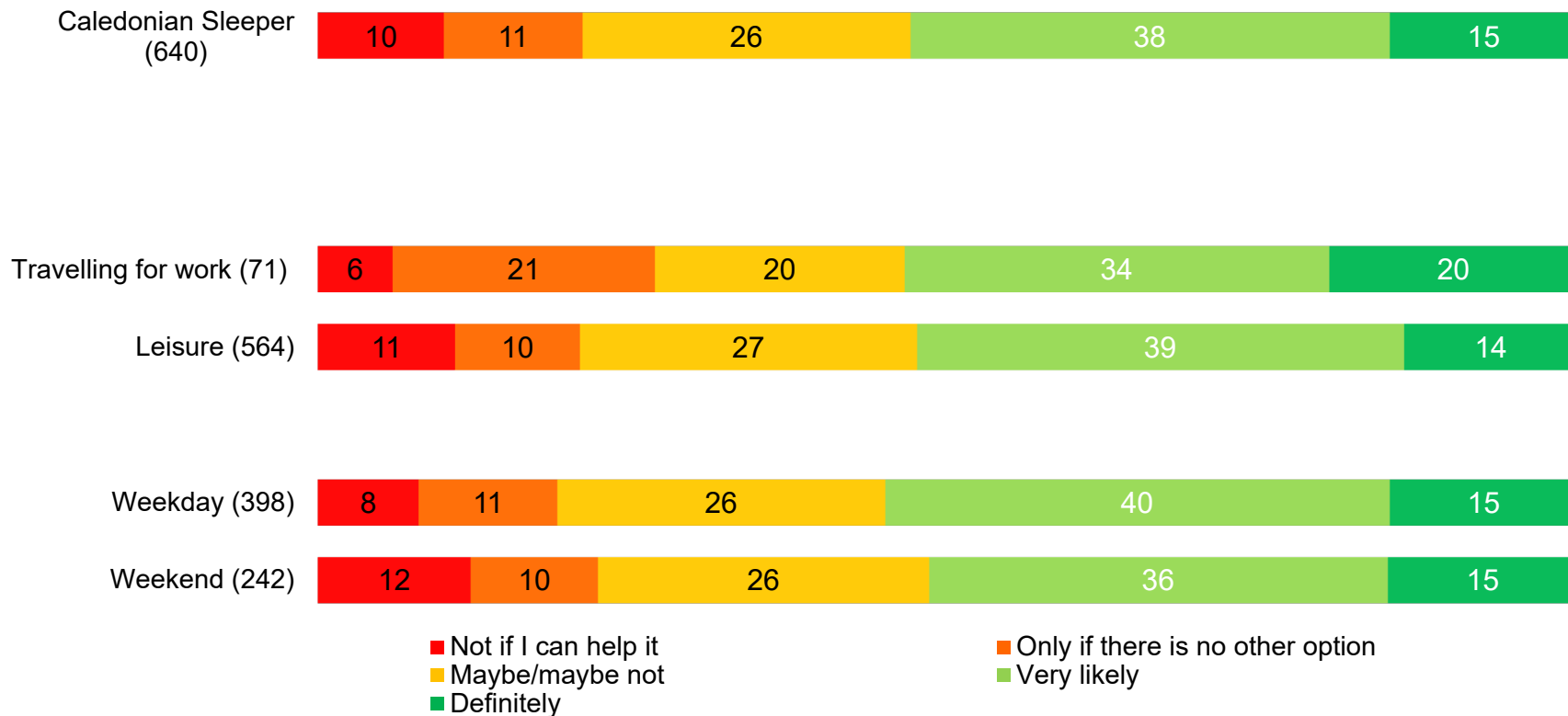
*Trend: % very/fairly satisfied*



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



# Likelihood to use in the future by passenger group

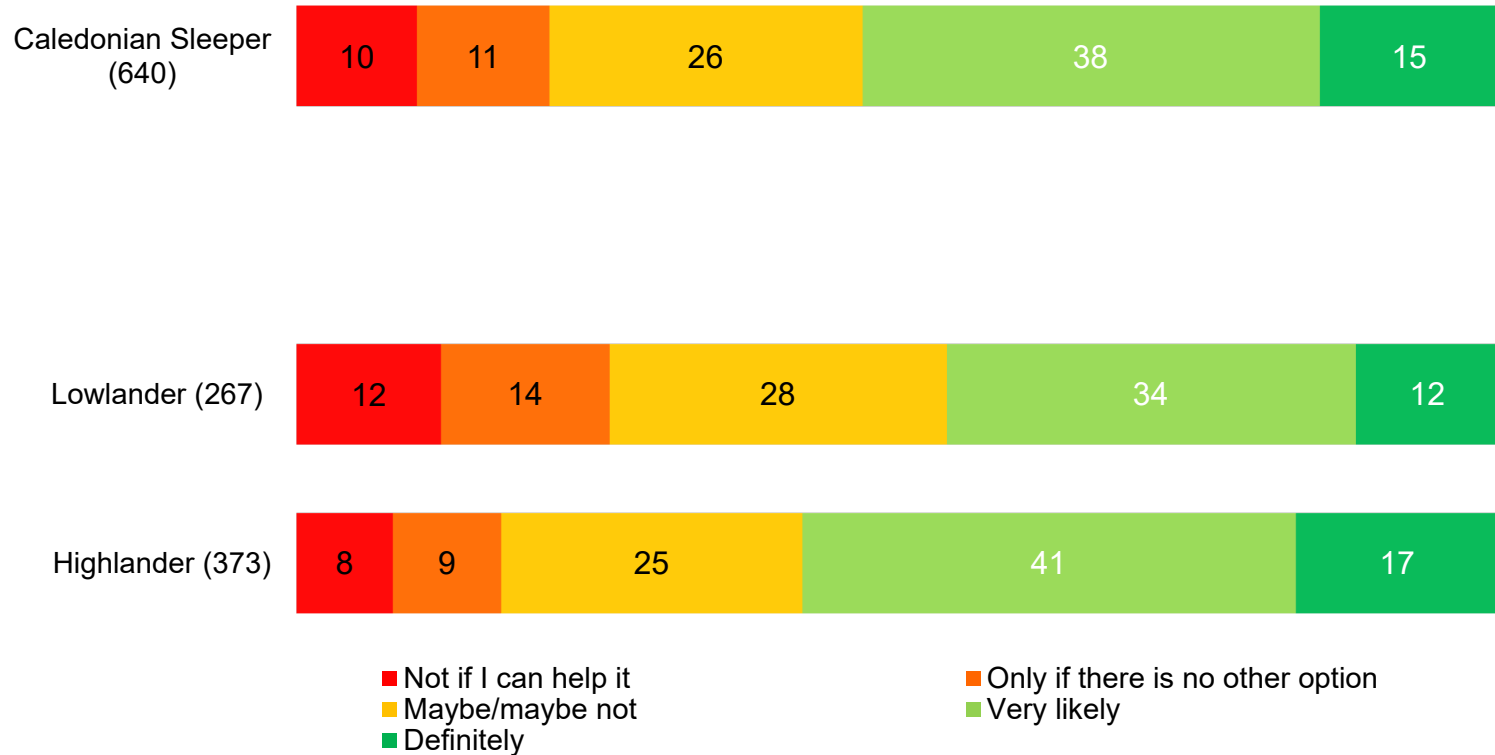


Q32a. How likely are you personally to choose the Caledonian Sleeper when travelling between Scotland and the London area (or vice versa) in the future?

Base: in brackets above



# Likelihood to use in the future by route



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

Base: in brackets above



# Reason for doubt – customer comments

*It wasn't worth the extra money vs flying or the day train. I chose it because I wanted to have a unique experience and it wasn't a nice enough one for me to want to repeat it. The only reason left would be to save time but as I slept so badly the next day was a bit of a write off anyhow. I would likely spend the money on going first class on the day train instead.*

*The train left at 23:50 and arrived at 07:30 so really only gave me 5 - 6 hours sleep. It would have been better if the train left early, let me board earlier, checkout later or went slower to make the journey longer so I could sleep longer. I also wonder why more trains don't offer bed services even during the day.*

*I was so looking forward to the experience, and stretched the budget for the full en suite club room - but it's cheaper and more relaxing to get the day train and go first class - I have found the experience of first class on day trains to be very good.*

*We were on board as part of our holiday. We looked at this as being an adventure- perhaps akin to taking the Blue Train from Jo'burg to Cape Town - how wrong we were. We also chose this route as a part of trying to be "greener", by not flying. The differences between expectation and actuality were profound. I can only say that, if this had been a hotel where we had booked a week, we would have walked out after the first night. From having to sit around at Euston waiting to get into the lounge to arriving early at an empty Inverness station it was a dispiriting experience and disappointing.*

*As I said before the sleeper is pretty expensive when compared with day train + guesthouse option, and with that option you're much more likely to get a good night's sleep. When the lounge car reopens I would like to travel to the highlands with friends and have breakfast with a view though.*

*I may not have the time allowance for an overnight journey as sometimes I work long shifts during the day which don't finish until after the train will have left. I would also consider flying instead as a shorter journey with a bit more faff might be worth it over a long journey with little sleep. If the seat reclined to at least half way, I would be much much more likely to try and book the sleeper.*

*At the moment the disappointment and inconvenience caused by the journey is too 'fresh' to consider using the service again. A real shame as the facilities were great, the room was clean, beds were comfortable but at the end of the day it is a train journey and has to be reliable.*

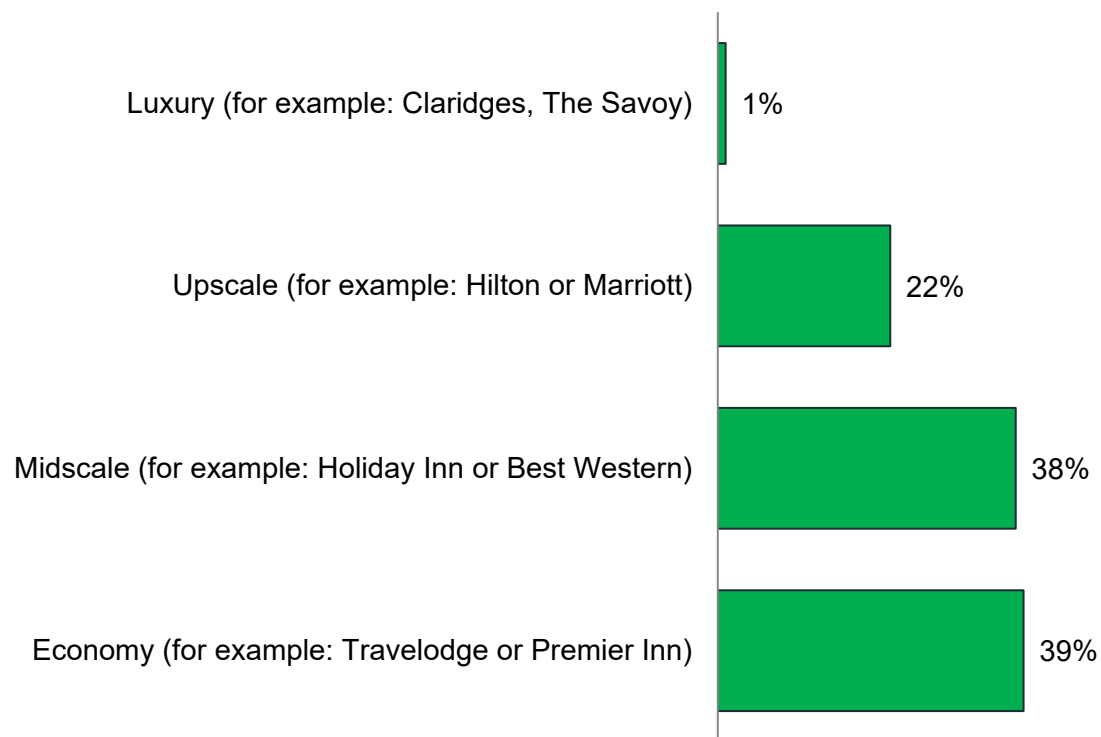
*If sleep were easier to come by then I think the rest of the stuff could be overlooked as being functional/necessary for efficiency. However, with only a couple of hours sleep, and very expensive value for money, less likely. What might sway it is that travelling in a separate compartment feels less risky for covid. I could fly (less time bunched up with lots of other people), but I would prefer to be more mindful of the climate and take the train.*

Q32b. Why do you say that?



# If Caledonian Sleeper were hotel chain

Quarter 2 2021/22 %



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

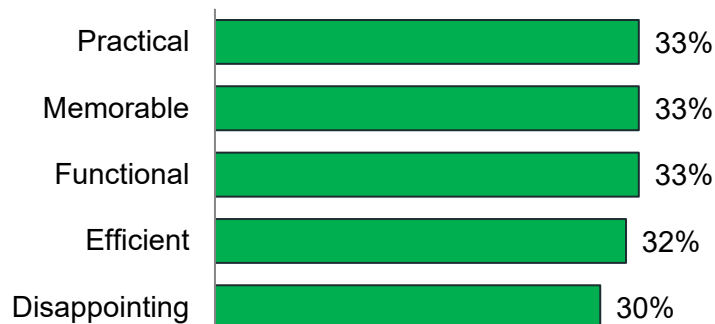
Base: All with an opinion (594)



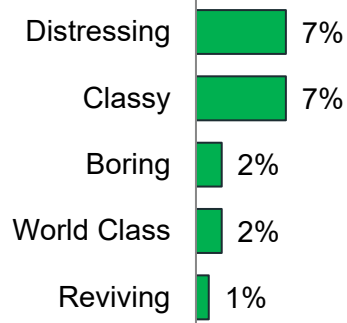
# Overall description of journey

Quarter 2 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 (640)



# Caledonian Sleeper

## Journey expectations



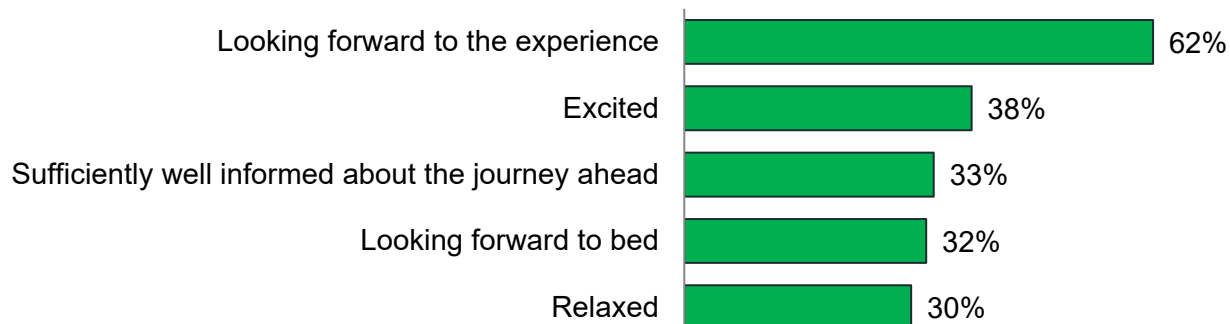
CALEDONIAN  
SLEEPER



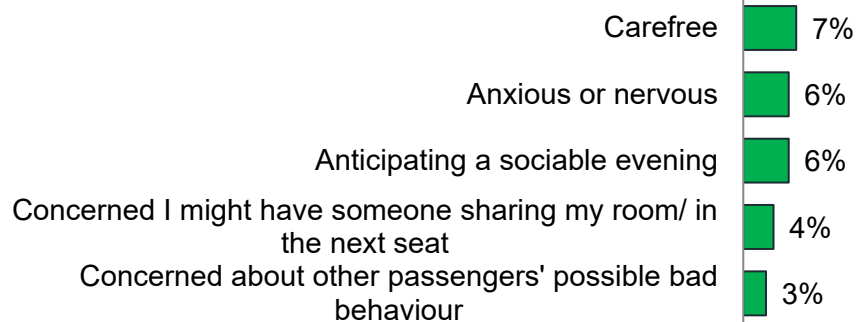
# Thoughts and feelings pre-journey

Quarter 2 2021/22 %

## Top five



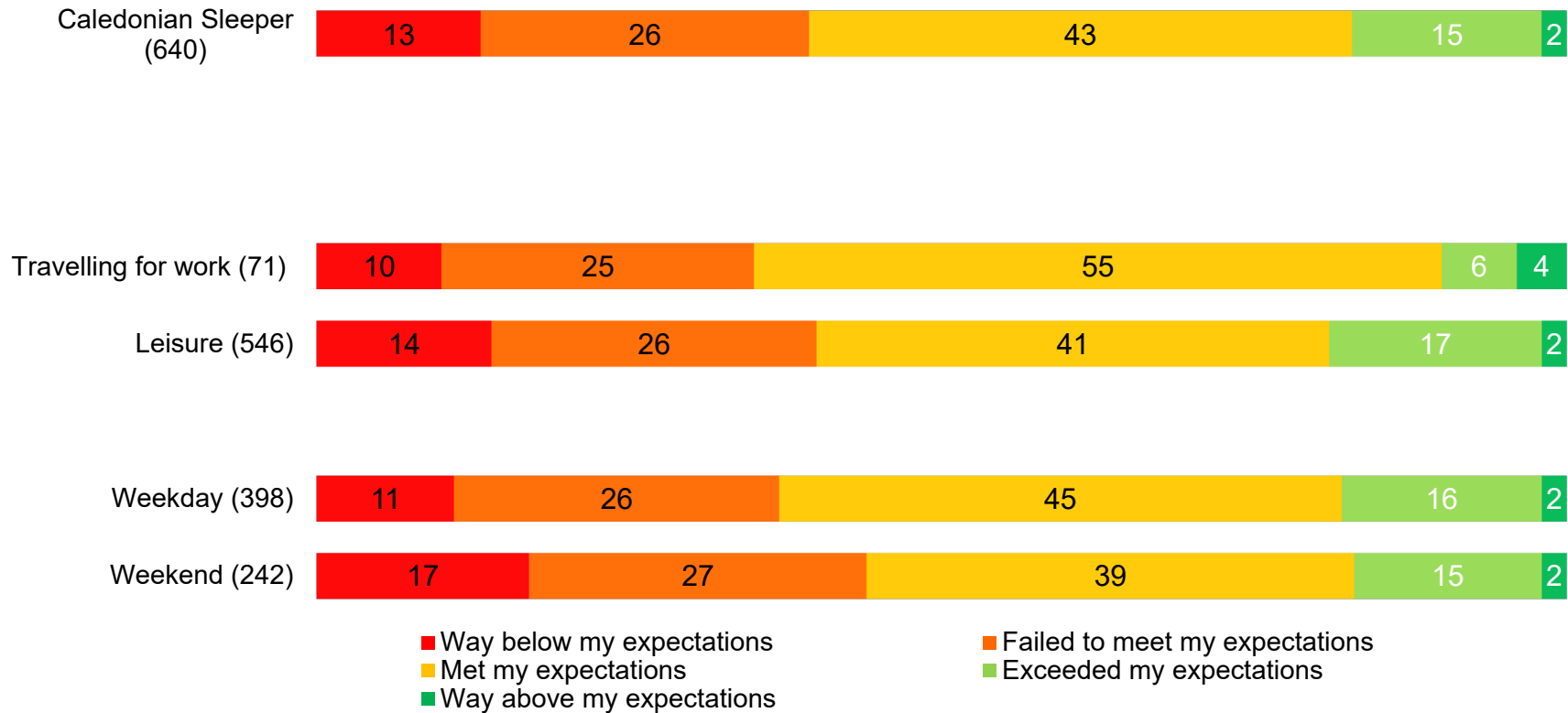
## Bottom five



Q4. Thinking about the day you travelled, what were your feelings or thoughts before your journey on the Caledonian Sleeper?  
Base: All (640)



# 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  
(640)



Lowlander (267)



Highlander (373)



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

■ Failed to meet my expectations  
■ Exceeded my expectations

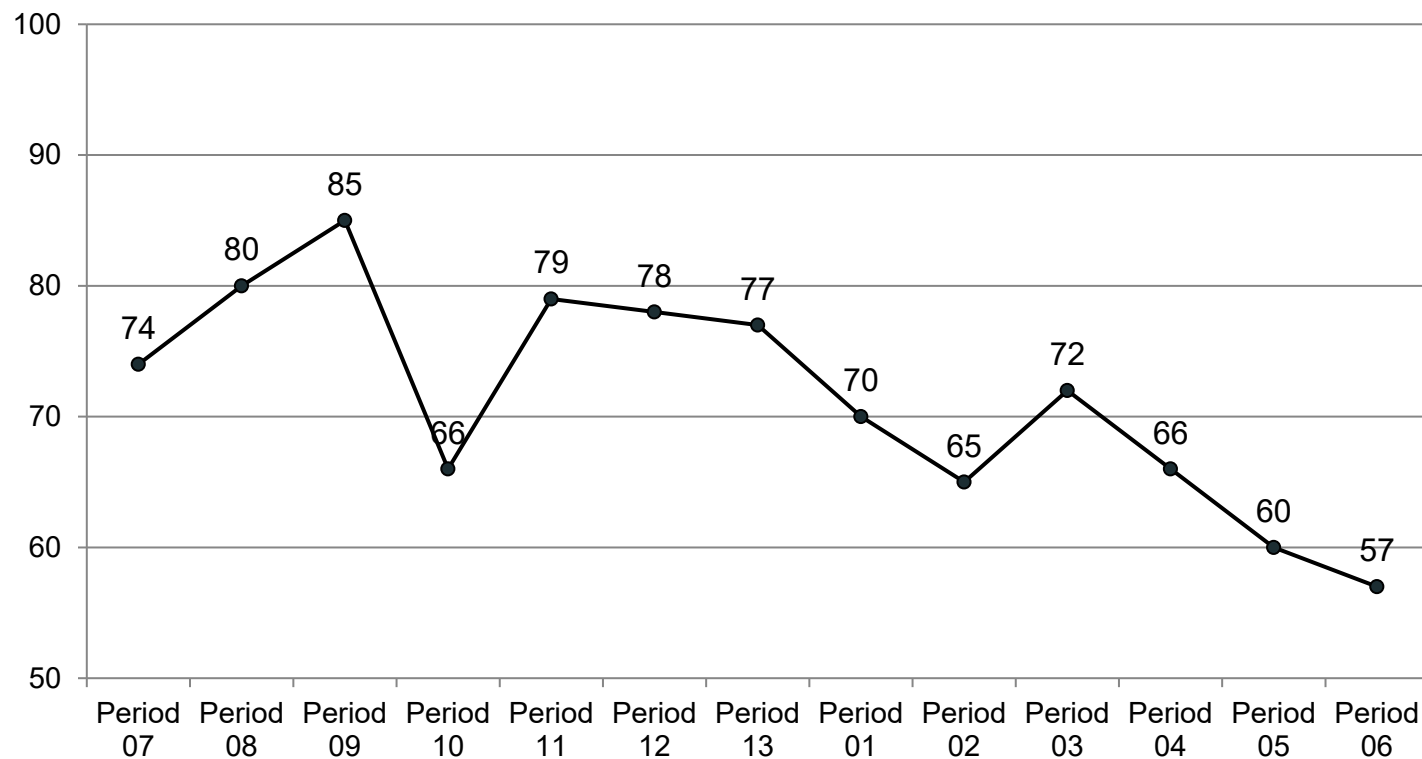
Q5. Overall, taking everything into account, how well did your journey on the Caledonian Sleeper live up to your expectations?  
Base: in brackets above



# 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?



# Caledonian Sleeper

## Making bookings

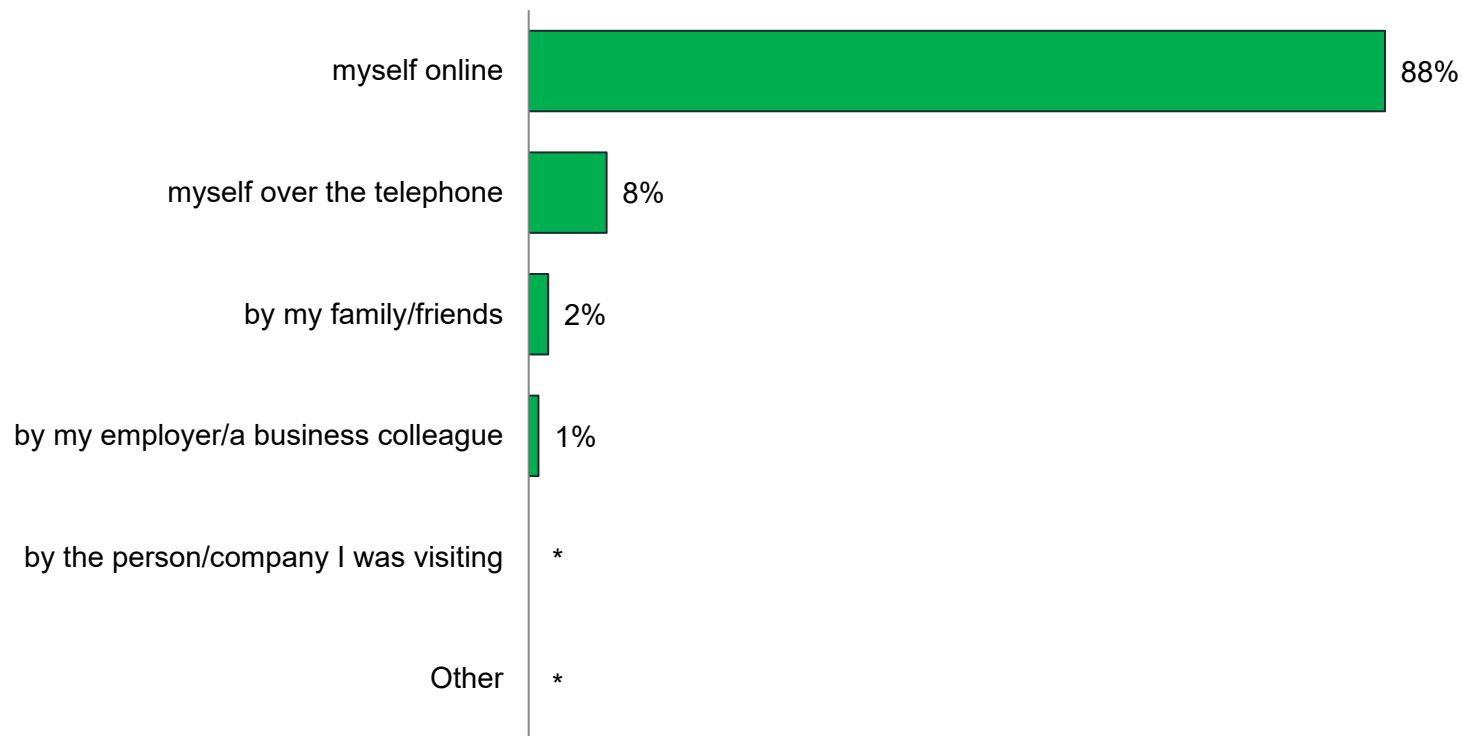


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# How booking was made

Quarter 2 2021/22 %

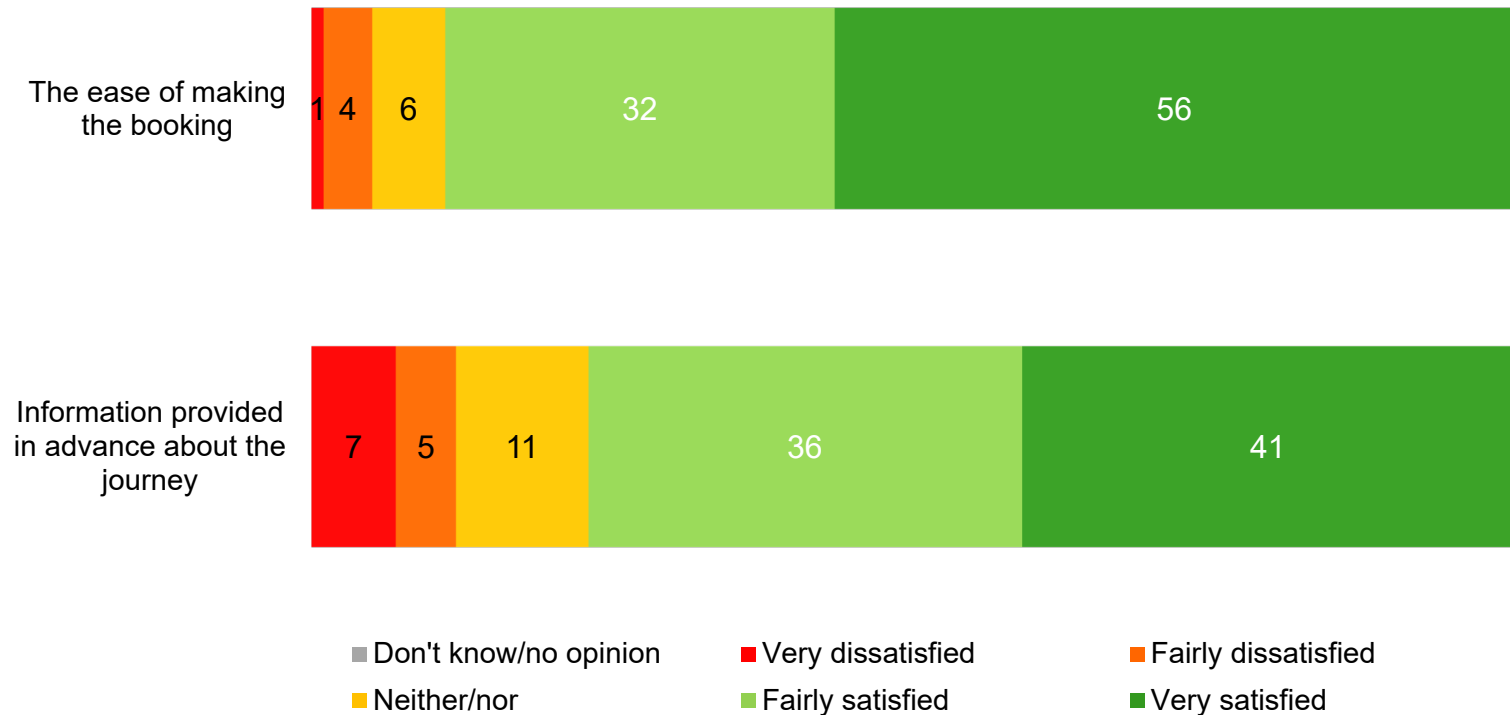
*It was booked/I booked it...*



Q12 Thinking about the process for booking this journey on the Caledonian Sleeper, who made this booking?  
Base: All (640) \* Less than 1%



# Satisfaction with booking process



Q13a. How satisfied were you with..?  
Base: All who booked themselves (617)



# Improvements to information provided about the journey – customer comments

*When we arrived at the train, having been told we would be boarding at 10:30pm, there were no staff members around. We waited for over half an hour with no communication from staff as to why we were waiting so long to board.*

*Provide information on how to check in and what to expect. Perhaps having a notice on the screens in the carriage would help.*

*It would be useful to know what happens when you get on the train - who do you see to show your ticket, how do you access your room, how do you order food etc*

*Made it clear what the check in procedure was. This was very unorganised. Made it clear where the Club lounge was - it wasn't easy to find. Also information regarding being able to take luggage into the lounge would have been helpful.*

*The branding is very luxury and I expected a more luxury experience even in standard class but it was much more utilitarian. There aren't good pictures of the rooms on the website so it isn't clear how tiny they are.*

*Provide timetable of all stops, whether taking on passengers or not. Had to research what the route was and use other location apps to determine where I was at any time. There could be an app for passengers travelling - keeping them up to date with progress and other information, eg delays. This could even take orders and payment to streamline the on board room service system.*

*If you're going to make guests get up at 4am to move bicycles around PLEASE TELL THEM REPEATEDLY during the booking process. I have now found reference to the bicycle move on the Cal Sleeper website - one line buried eight paragraphs down the bicycle page. (And on the way back to London we checked to see if we would have to move the bicycles - absolutely no mention, and yet again we had to get up in the middle of the night).*

*More information about the breakfast process. The website talks about "checking in" so we were mindful of looking out for a check-in desk (like Eurostar or airports).*

*Notification of the termination of the train at Edinburgh arrived by text only a few hours before departure. The message said we would catch an onward train at 5.30am. What it didn't say was that we would have to leave the Sleeper at 4.00am and would be woken at 3.30am so that was a bit of a shock once we eventually got onto the train.*

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





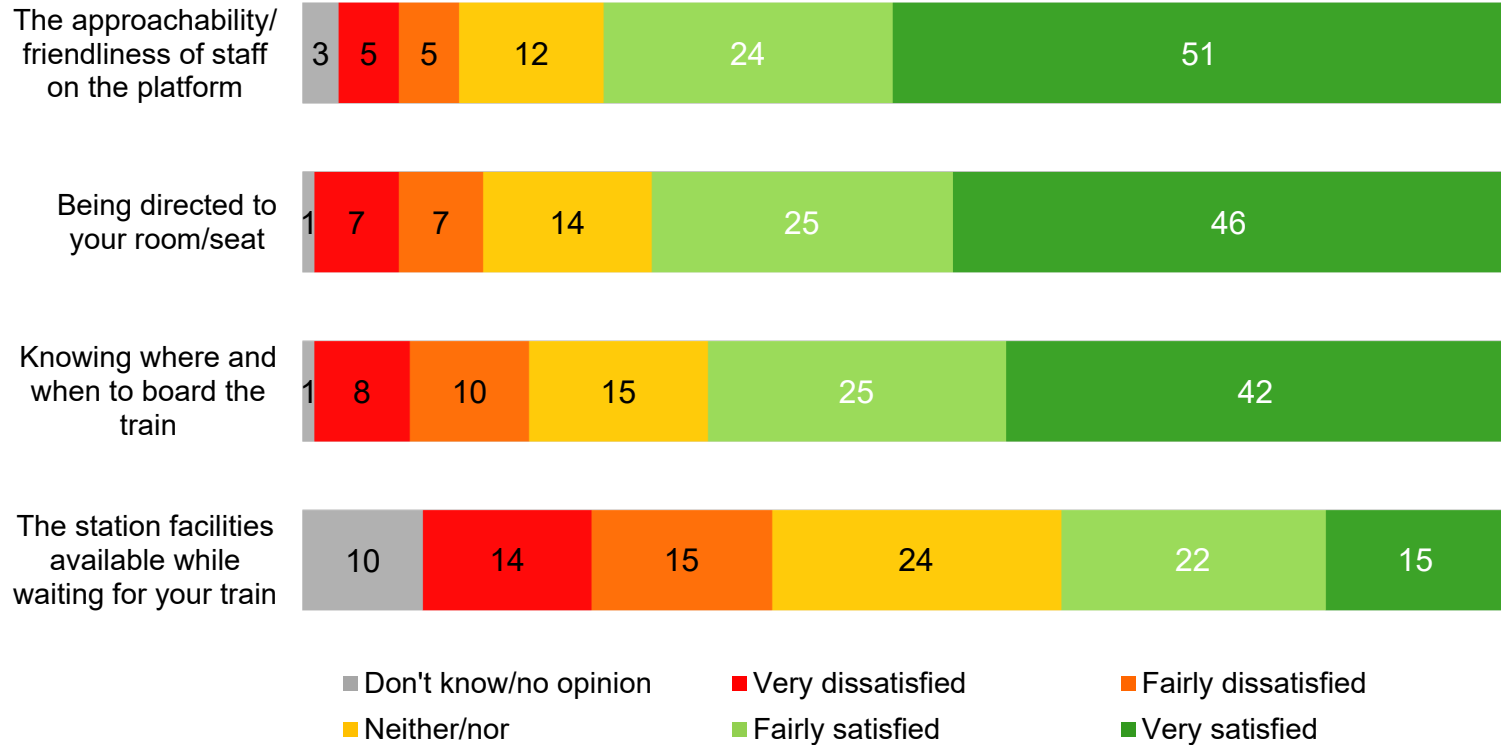
# Caledonian Sleeper

## Boarding and station facilities



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# Satisfaction with boarding process



Q14a. How satisfied were you with...?  
Base: All (640)



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

*Having some staff presence at Aviemore Station would have been a good start. I arrived an hour before the train was due. There was no visible staff presence and no amenities (including toilets). A group of teenagers were on the platform, one of whom was chain smoking and refused to stop. They proceeded to play football and kick a ball onto the tracks. No staff was around to challenge any anti-social behaviour. I made my own way to my room and onto the carriage.*

*Be more welcoming. I heard an attendant on the platform shout at a passenger for walking past her. Why? Having showed my ticket to get on the platform there was no indication that any passenger would be required to show a ticket again. There was no-one standing near my carriage to welcome me so I found my own way to my compartment. Eventually my host knocked on the door and said "You managed to get past me" - what? Rude and disorganised.*

*By being on the platform earlier and making it clear how and when boarding would happen.*

*No obvious staff.*

*We waited for 15 mins after the boarding time. There were no staff on the platform to talk to us at all.*

*No staff seemed to know what to do with us as our room had been changed due to a faulty coach. [We were] sent to another queue and then when arrived at front of queue they sent us back to the previous line.*

*Provide a fair queueing system. Ensure platform staff know what is happening onboard the train and ensure those staff can quickly communicate that to waiting passengers.*

*The first person could have told us where our coach is rather than being sent to two more staff where you have to queue up again - if one person checked all the tickets that would be more efficient than different people being responsible for different destinations. Being more helpful with showing us where to put our large luggage.*

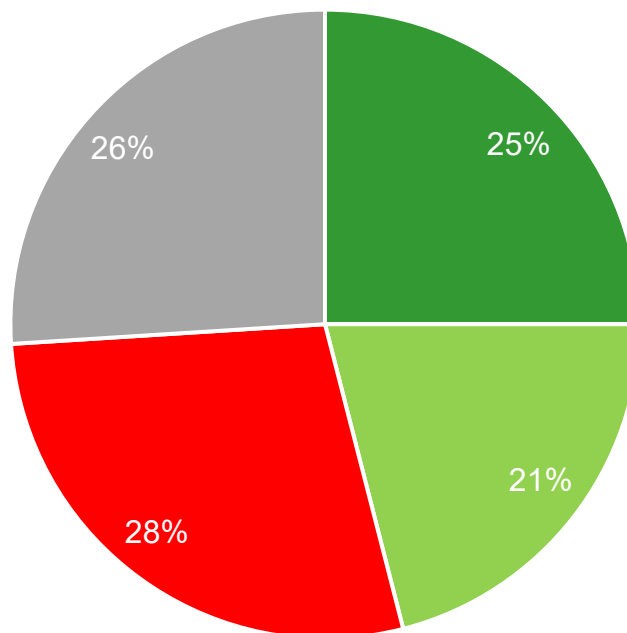
*I asked 3 different members of Caledonian Sleeper staff if there had been a late cancellation on a cabin instead of the seat I had booked because no cabins were available at time of booking - all asked for my seat number and NOT 1 came back to me - to say anything, all promised none delivered - not the sort of customer services I expect - I didn't have an issue if one wasn't available- but it be ignored by 3 separate members if staff is simply appalling.*

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



# Use of customer lounge

Quarter 2 2021/22 %



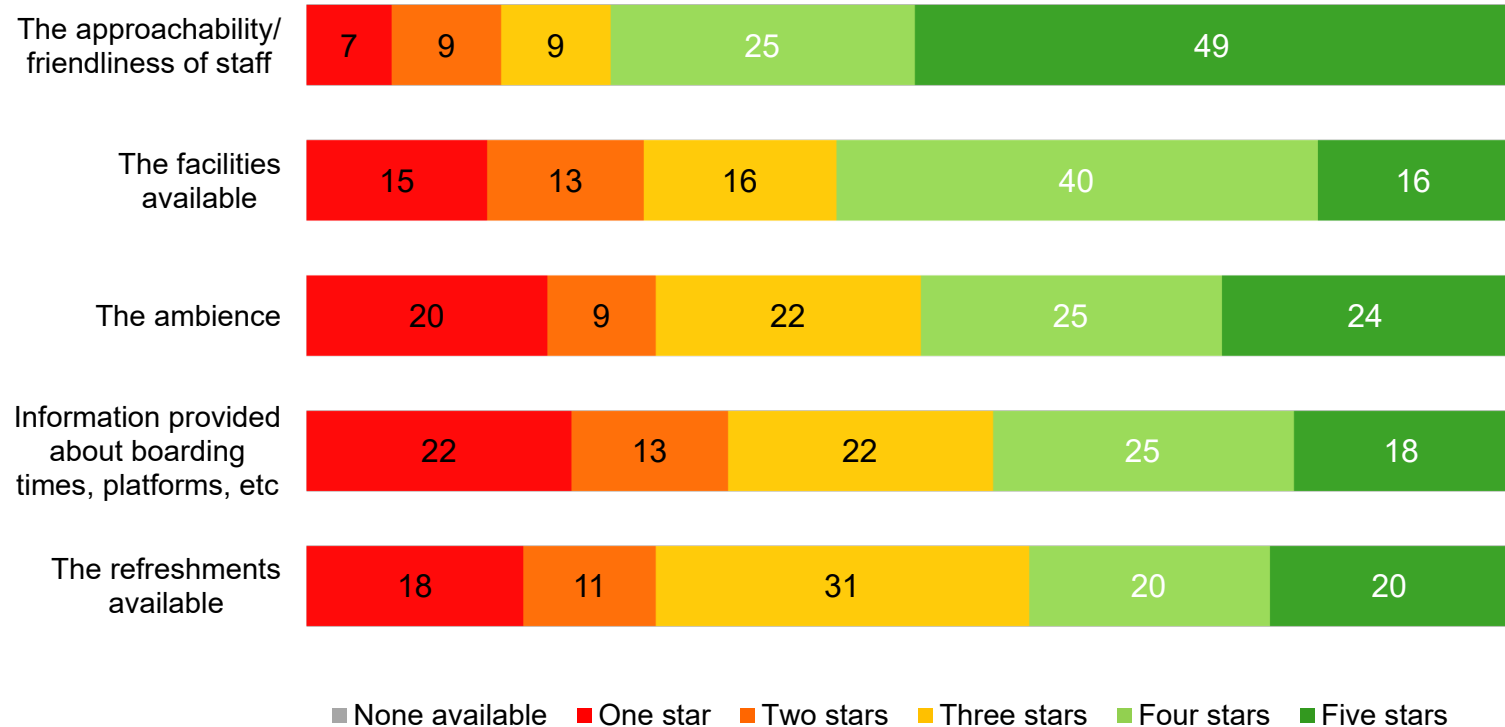
■ Yes - and I did ■ Yes - but I did not ■ No ■ Don't know

Q15. Were you entitled to use the customer lounge at the station in x?

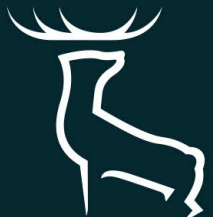
Base: All travelling from Aberdeen, Dundee, Edinburgh, Fort William, Glasgow, Inverness, Leuchars, London, Perth or Stirling (218)



# Rating of customer lounge at the station



Q16a. Thinking about your experience in the lounge at the station in x, how many stars do you give it for...?  
Base: All who used the customer lounge at the station (55)



# Additional information required in the Customer Lounge – customer comments

*It felt as if it was the first time any of the staff had ever worked on this service before. Everyone provided different (and incorrect) information about boarding / booking a meal in the dining cart / how to check in etc. There was also a ridiculous limit of 12 people in the lounge. We were incredibly lucky to make it into the lounge - but this understandably made passengers arriving after us very angry (and the rest of us feel very guilty that we'd managed to get into the lounge) as they voiced their frustration to staff. There is no mention on the website of lounge capacity limits, and these poor passengers were told they weren't even allowed to take refreshments from the lounge and then go and sit elsewhere in the station (being informed there 'was a Morrisons next door instead!'). If the lounge is part of the experience that you have paid for, you should therefore be allowed to use it.*

*Audio announcement (and updates) about delay. As it was we stood on concourse for over half an hour in ignorance*

*Advanced knowledge about boarding times and boarding process. Better visible departure screens.*

*Platform number would have been helpful. Was rushed out of there by the staff member who was very pushy, trying to get rid of me.*

*There was nowhere else for us to go for the more than 60mins we had from the lounge closing to when we could board the train.*

*We were refused entry to the lounge before 19:00, this wasn't clear in any of the promotional material nor on the website or tickets.*

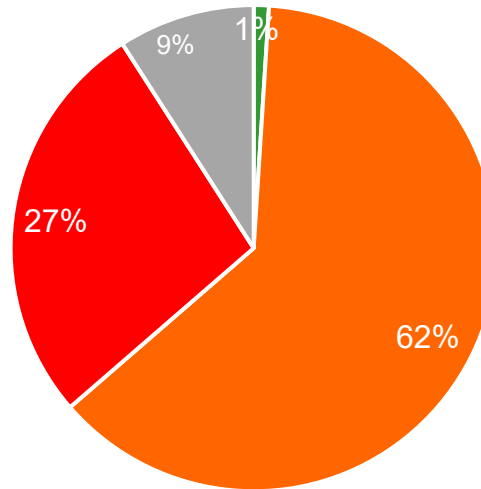
Q16b. What additional/better information would you like to have received?



# Use of shower facilities on arrival

Quarter 2 2021/22 %

- Yes
- No, I did not know that shower facilities were available
- No, I knew that shower facilities were available and chose not to use them
- Shower facilities were not available



Q28a. Did you use the shower facilities at the station on arrival that morning?

Base: All travelling to Aberdeen, Crianlarich, Dundee, Edinburgh, Fort William, Glasgow, Inverness, Leuchars, London, Perth, or Stirling (215)



# Caledonian Sleeper

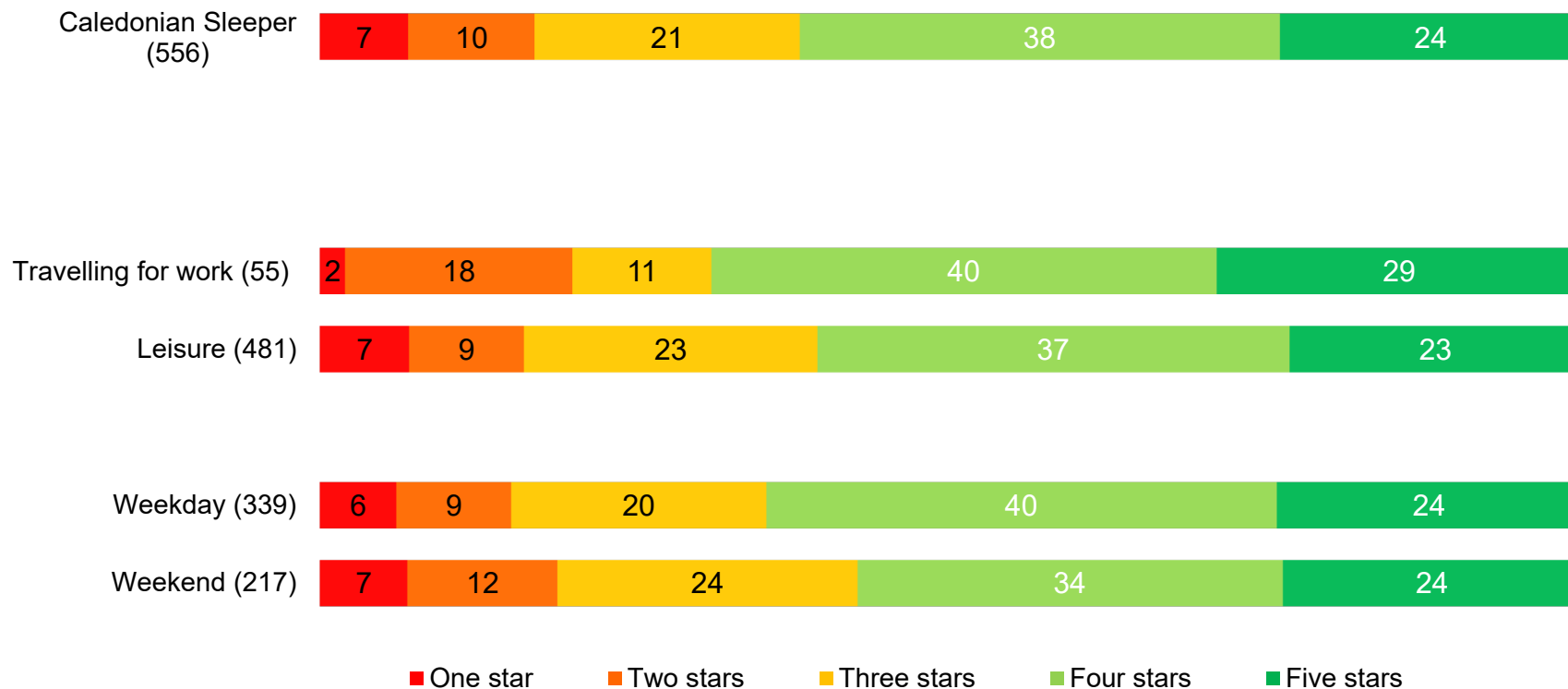
## Accommodation and train facilities



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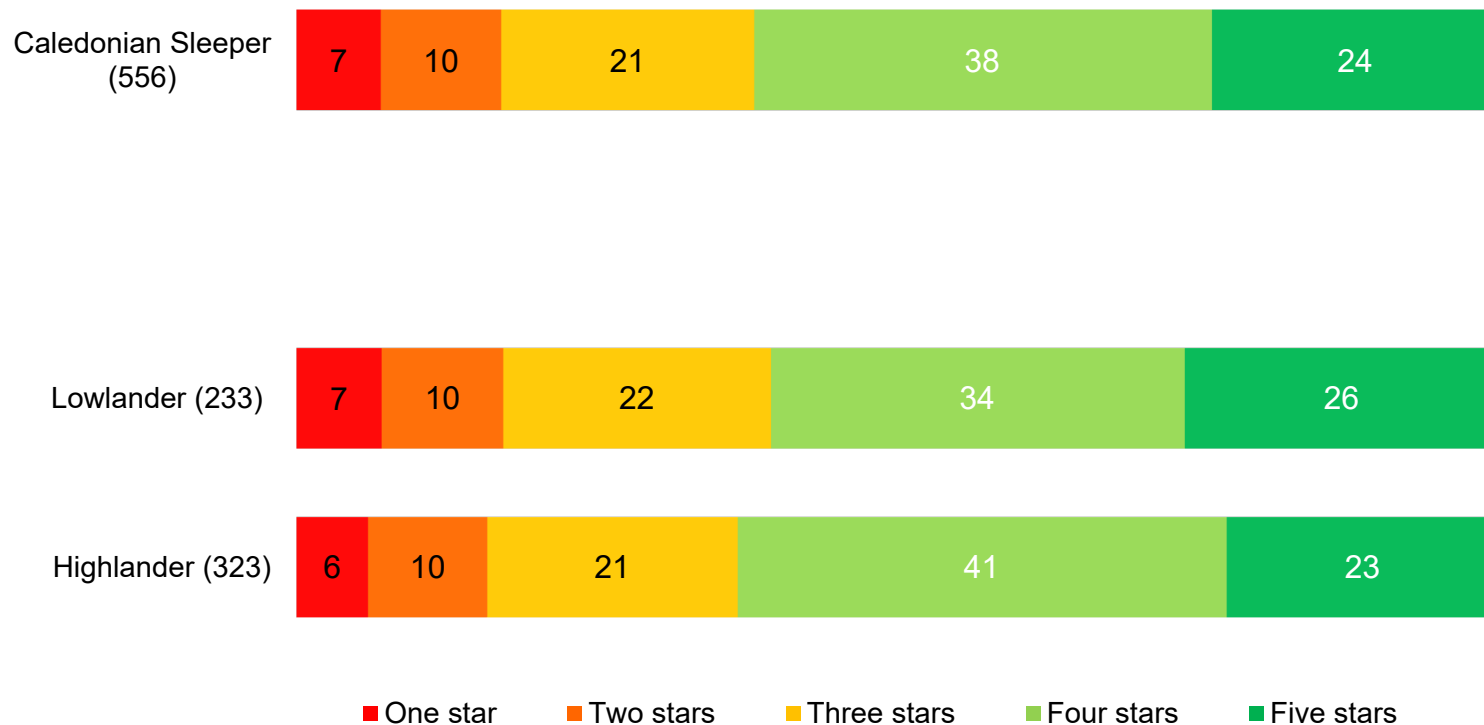
# Overall rating of room by passenger group



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



# Overall rating of room by route



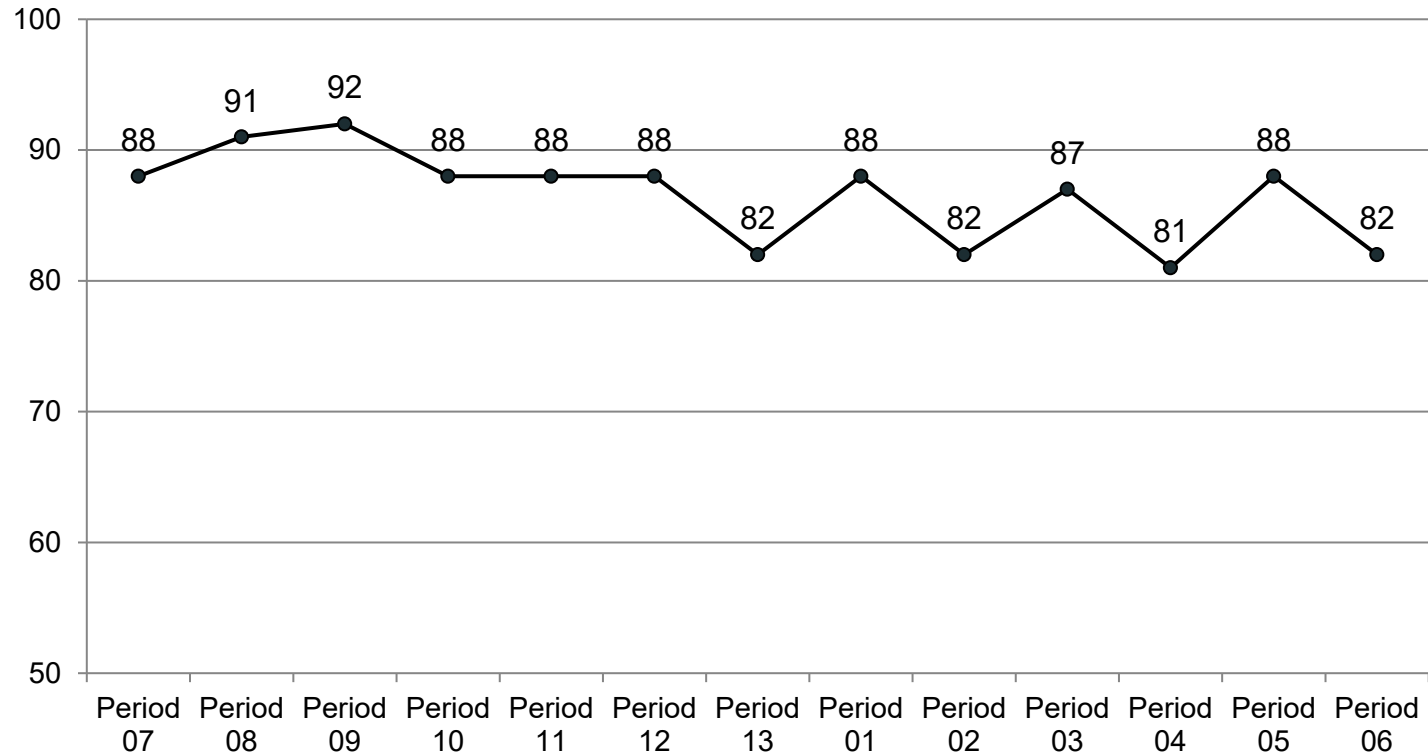
Q17a. How many stars do you give your room on the Caledonian Sleeper?  
Base: All guests staying in a room/suite (in brackets above)



# Overall rating of room - trend

Rating of room

Trend: % Three/Four/Five stars



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



# Overall rating of room – customer comments

*Make sure the room is clean, which it was not. On this occasion, a kirby grip was in the bed when I pulled back the cover. I would expect extra cleaning in the current pandemic.*

*Make it less stuffy, improve the air con and make more space. It is tiny compared to what the website shows.*

*The rooms are too small and the bunk beds too difficult to get into. We have travelled in a number of other sleepers across Europe and none have failed to live up to their marketing like this one.*

*There was no hot water in the shower, - the table was missing from the slot - the night light was too bright and directly above your head when trying to sleep - room was made up with 2 bunks despite me travelling solo. Made it uncomfortable to sit on lower bunk - the en-suite didn't smell too great These issues need sorting out. Also, I'm not sure the AC was working correctly, it was pretty cold and I turned the temp up but it didn't seem to do anything.*

*Nothing I paid for worked or was available. The toilet wouldn't flush, there was no running water after about five seconds, the wash hand basin wasn't clean, there was no pull out table. I had to use the bottled water supplied to get soap off my hands!*

*Next time, if there is a next time, we won't book en-suite as far too small, my husband had to sit on the loo in order for me to get around him. Didn't try shower as looked even more small and uncomfortable. May be OK for a single person but not a couple.*

*When in a solo room the ladder should be taken out for the upper bed, or the upper bed removed.*

*There seem to be lots of annoying noises like the door rattling when the train slowed down or the window seal squeaking when the train was moving at speed. Very hard to sleep.*

*Small, hot and cramped. Perfectly clean and overnight kit decent but would rather have been in a less claustrophobic environment.*

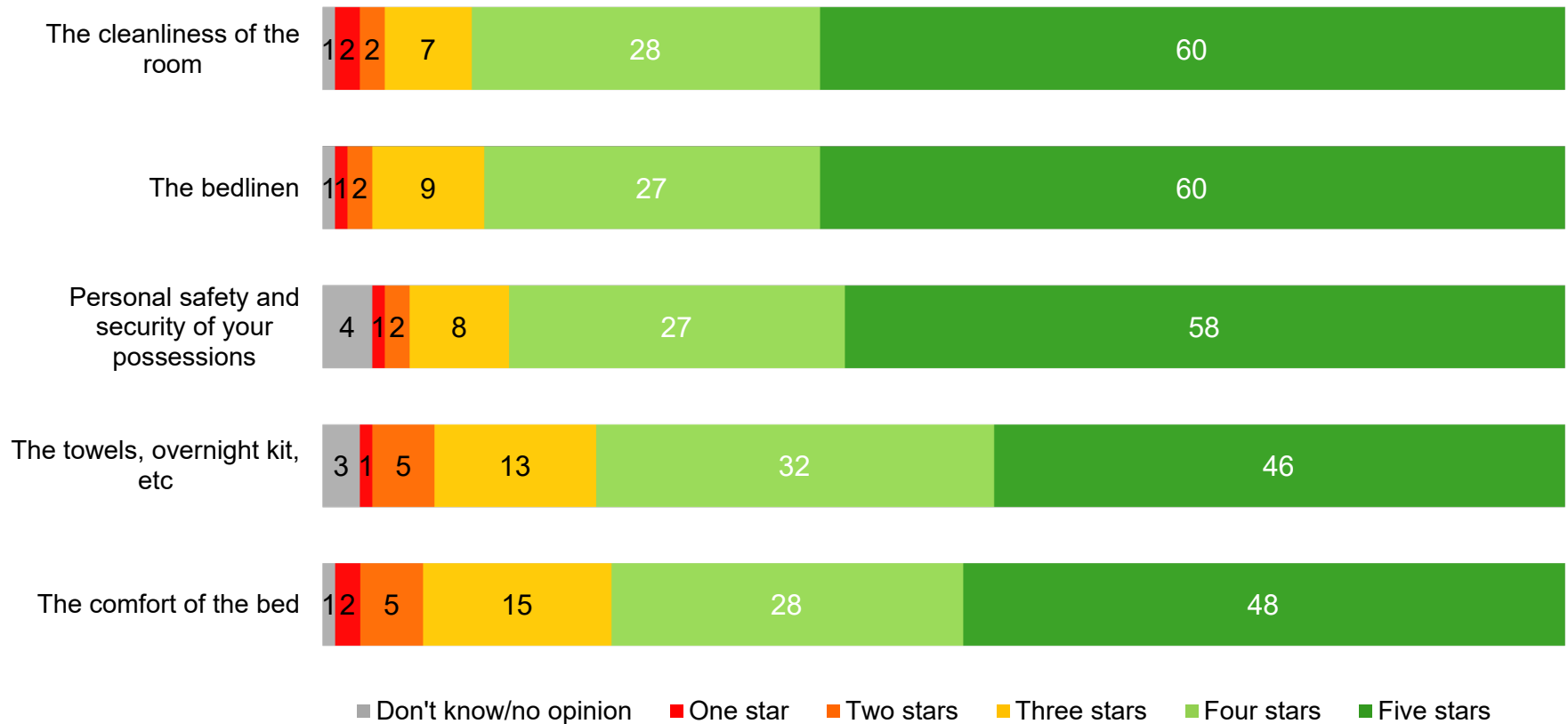
*Shower had no hot water. It would be useful to know the size of the luggage space under the lower bed in advance. Our bags were too big to fit under which with two of us in the cabin made things very cosy!!*

*There is very little room in the cabins to begin with and some indication of the space available for luggage including max sizes would be really useful prior to the journey. By sheer luck all our bags and cases fitted under the bottom bunk. It's a real fight to pull back the duvet on the top bunk. Personally, I think the provision of a shower is a waste of resources - I just can't image using it unless the train were stationary. The loo was a good design but the hand basin wasn't, good for storing instant coffee cups but not much else.*

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?



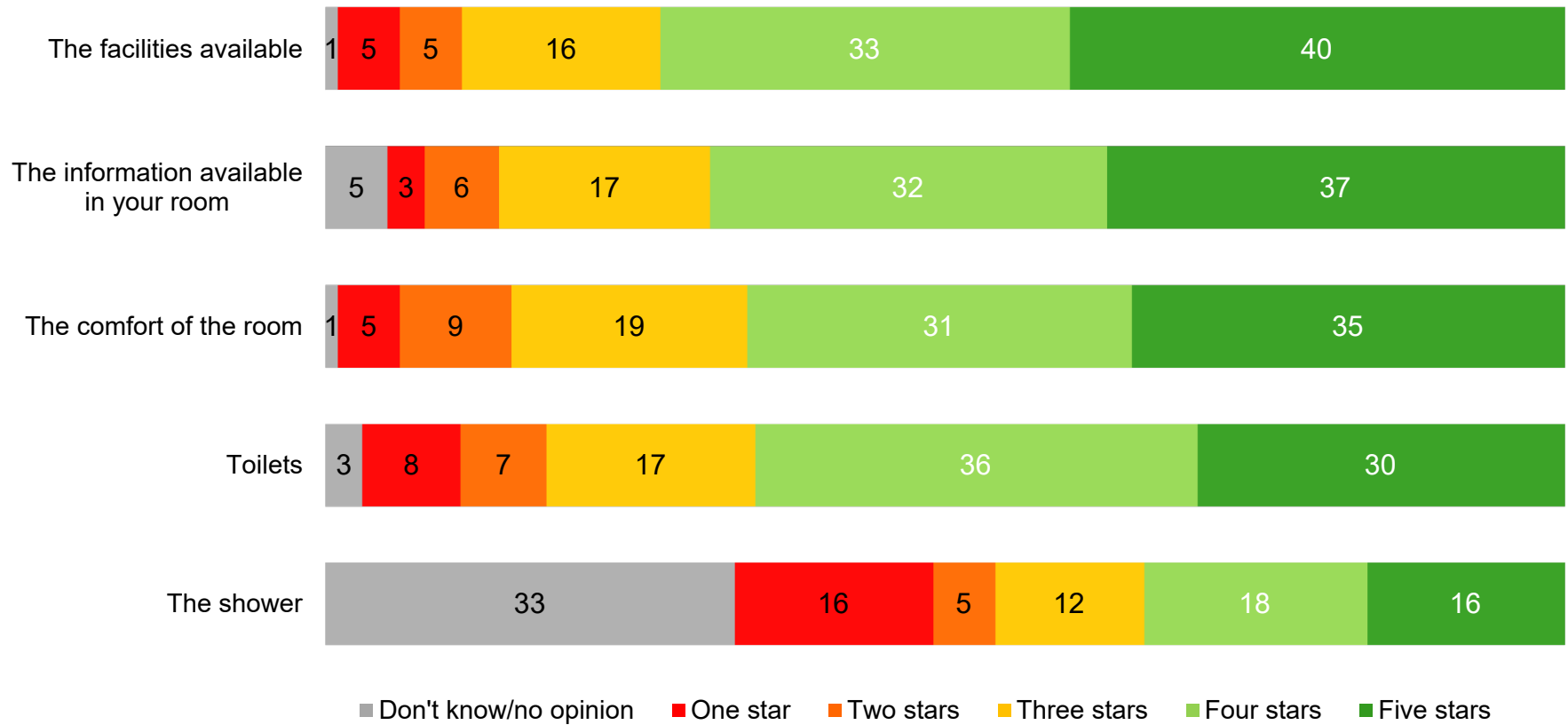
# Rating of the features of the room – top 5



Q17b. And how many stars do you give the room for..?  
Base: All guests staying in a room/suite (556)



# 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 (556), room with en-suite shower (307)



# Rating of features of the room – customer comments

More overhead shelving; something to cover the sink when not in use to provide a surface/table top.

The power sockets and charging points are awkward to reach and the location of the top bunk ladder makes it very difficult to get into the bottom bunk. And, as usual, the wifi was not working.

Would have been handy to have had a toothbrush and toothpaste.

I appreciated the mask and the water. But I would have appreciated a small cake of soap, which would surely have been easy to provide.

There was no information provided on the breakfast options in the room, and no information was communicated by staff either.

More information about the process of the journey

Actually clean the rooms and ensure no items remaining from the previous guests, like used and dirty ear plugs.

Toilet door was hard to lock and magnetic seat made seat difficult to lift.

Once you had a shower the whole toilet area was soaked for the rest of the journey, the bench is heavy and makes a loud bang against the neighbours wall.

Room was a bit warm. Would be good if the person in the top bunk could control the room temperature as well.

Ability to store luggage elsewhere, more comfy backrest on lower bunk, ability to raise top bunk when not needed. The rungs of the ladder are really narrow so they're painful to use. It would also be good to have somewhere to store the ladder when not in use. I think the old sleeper trains had hooks for this.

Sheet was on inside out and felt a bit rough or bobbly.

Not have them turn off after 5 seconds: tedious to keep pressing the button. I ran out of water after the second shower (showered twice because of covid). Shower gel did not smell very nice.

I don't know why but the water stopped soon after I began my shower and I had to stand half wet for what felt like about 5 minutes trying on and off before the water returned. I had begun to think I would have to give up. But it was all OK in the end.

The mattress was quite hard with very little give. I found that I could only lay on my back to get the most comfort.

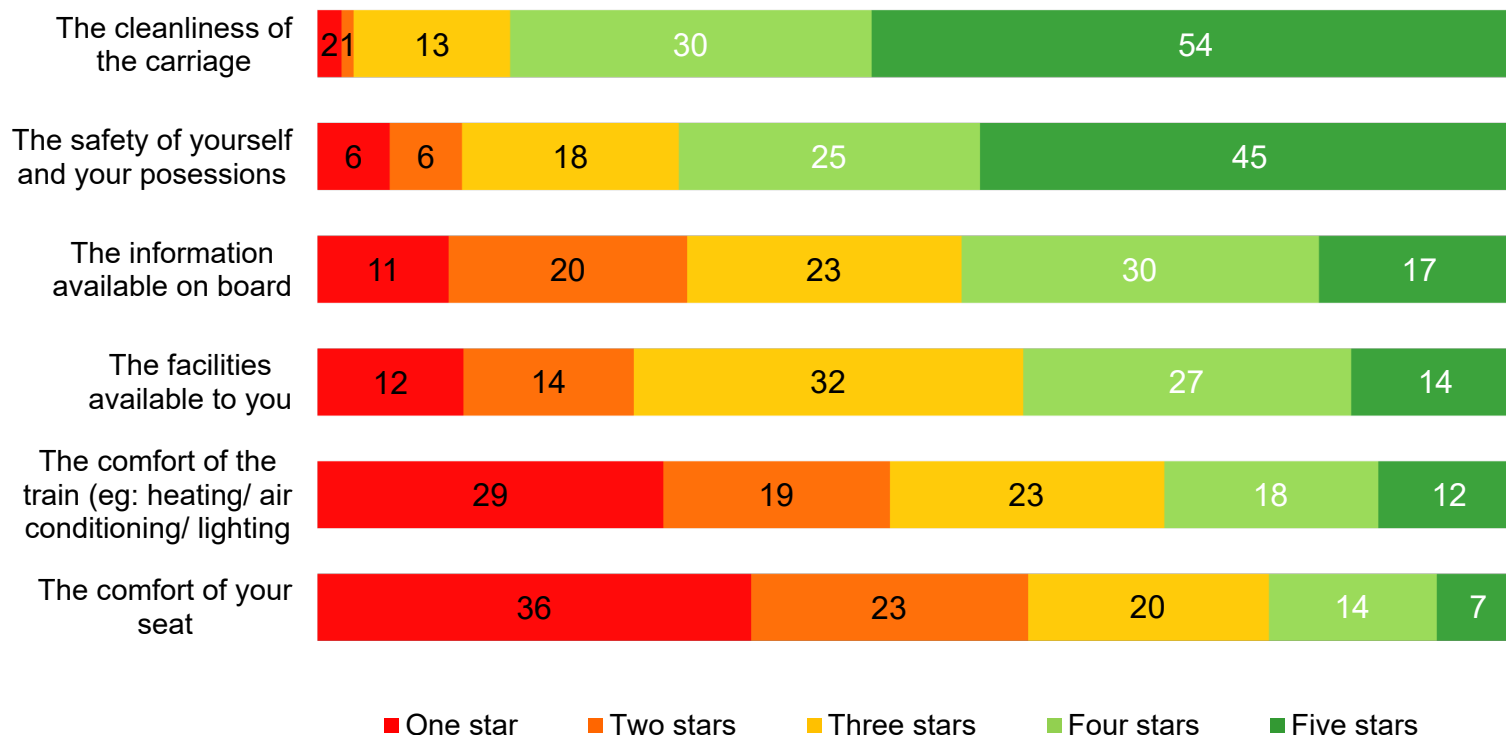
As the beds are narrow the middle of the mattress has worn thin with everyone sleeping in the same place. It is quite hard underneath so when the train goes over bumps you hit the hard bed bottom.

Neither the wifi nor the door lock worked on the outbound trip. There was effectively nothing stopping people from simply walking into our room which made me anxious at breakfast.

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

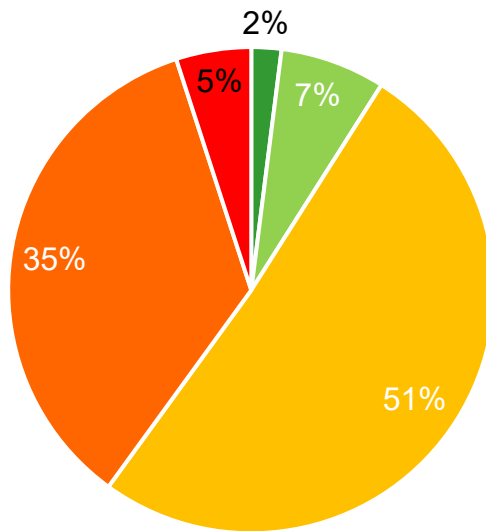


Q19. How many stars do you give the Caledonian Sleeper for..?  
Base: All seated guests (84)



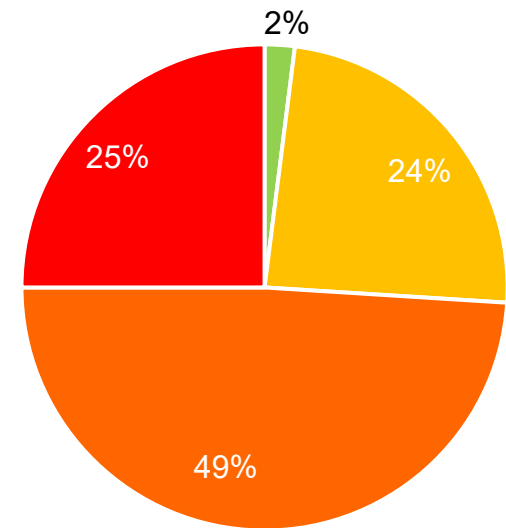


# Quality of sleep



*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 (556), seated guests (84)



# Improving quality of sleep – customer comments

*As mentioned previously, turn down the lights in the sleeping car at a certain time like 11pm. Also of it is possible to provide a small pillow or blanket, or perhaps remind passengers to bring one.*

*We had a bunk room with a connecting door to an adjacent room. This connecting door rattled with the slightest provocation and even wedging the welcome guide into the door only helped marginally. It must be possible to add more padding surely! Also, the door opening alarms were enabled and audible at every stop throughout the night.*

*I slept poorly because of the short journey mainly. The movement of the train is to be expected and takes some getting used to but I did sleep a light restless sleep. Some strange noises such as water sloshing around above my head, a loose screw rolling around in the metal panel above as the train went around bends and a rattling panel where a little distracting. I could have used the sleep kit, but was too tired to look for it once up in the top bunk without disturbing my partner.*

*Get seats that recline! I'd be fine with having a seat recline in front of me like on a megabus as i would also recline away from it. As everyone that had a free seat next to them on the journey was just curled up across the two seats, the upright seat sleeping position clearly isn't very comfortable for many people.*

*Not have freezing air conditioning - it was hot outside when we left London but it was never adjusted.*

*Ear plugs were given but still noisy but loved the experience of sleeping on the train.*

*Only the bright light next to the bed although I did want to turn up the heat at one point and I wasn't sure if I used the dial correctly.*

*Probably not very much, but the temperature control didn't seem to do much when I turned it up so it was a bit chilly. The track north of Glasgow seemed noticeably less smooth than later on but changing that is probably a major project.*

*Full blast Aircon when waiting at Edinburgh is not fun. All overhead lights and the ones in the windows should be switched off. The lights built into the seats are fine for when they're needed.*

*Better quality seats, like those found on LNER MK4 coaches in first class, although I understand there are health and safety rules that have been put in-place Which would probably make those unable to be used.*

*Nothing really. I could hear man on phone in next room which was annoying. Staff were lovely. But room just too small.*

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



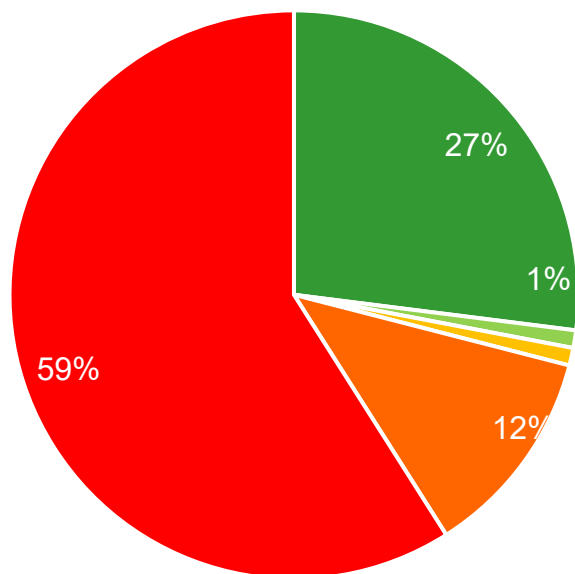
# Caledonian Sleeper

## Club car and catering



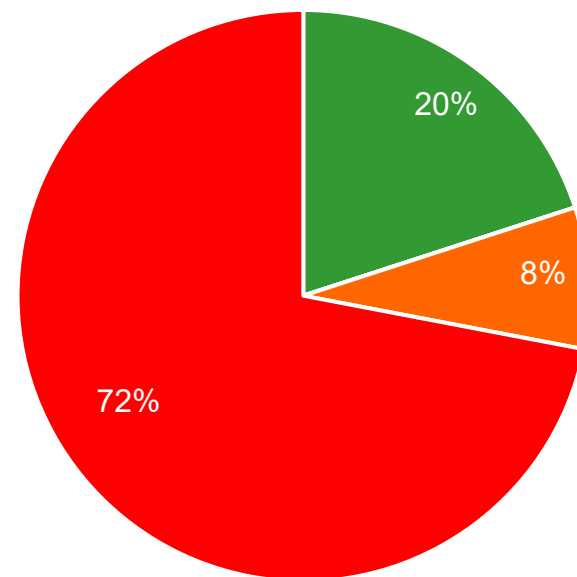
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SLEEPER

# Visiting the Club Car



*Evening Use*

- Yes, to sit/ spend time there
- Yes, to buy something to take away
- I was unable to get a seat, so I just took away something
- I wasn't able to get a seat, so I went away without buying anything
- No, I didn't visit the lounge car

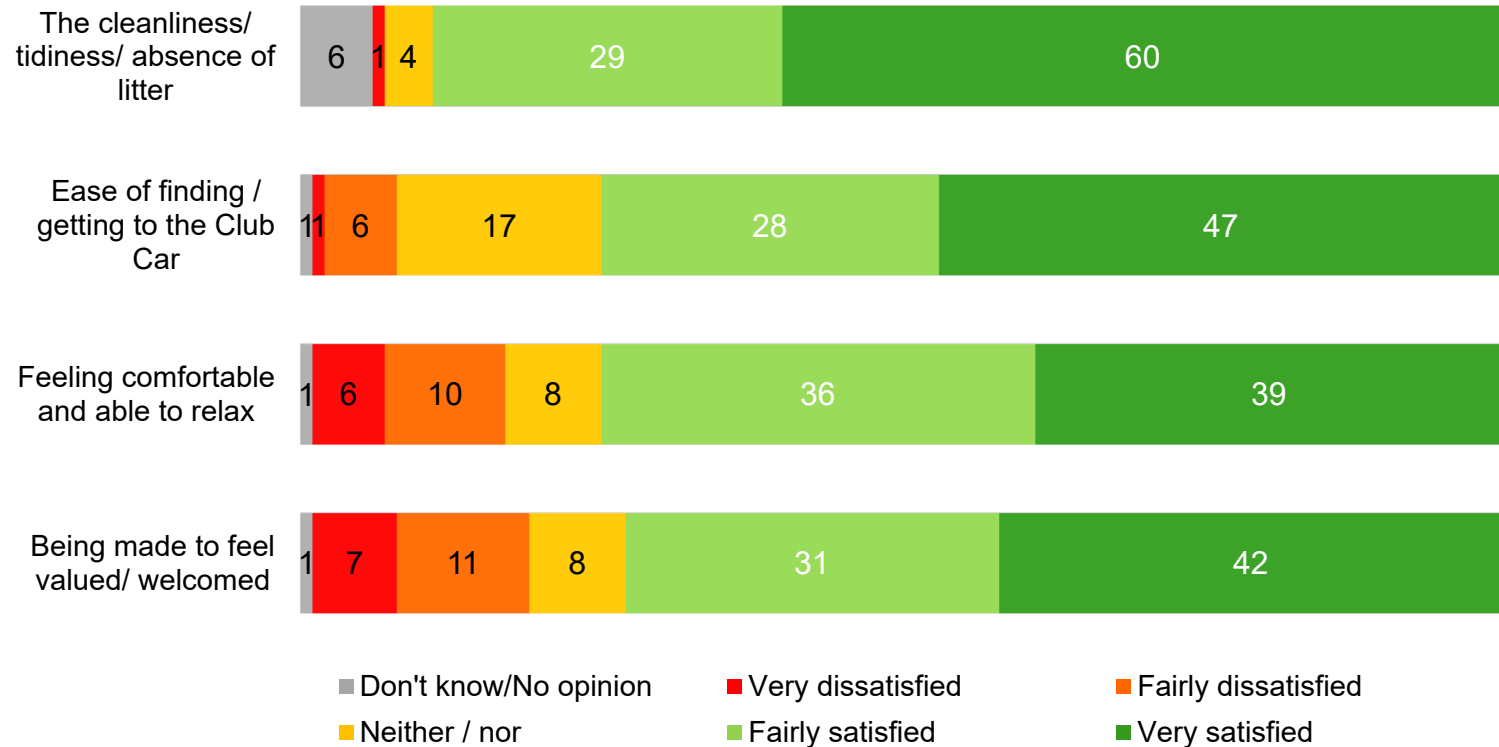


*Morning Use*

Q22a/b. Thinking about the evening/morning of your trip on the Caledonian Sleeper, did you visit the Club Car?  
Base: All (204)



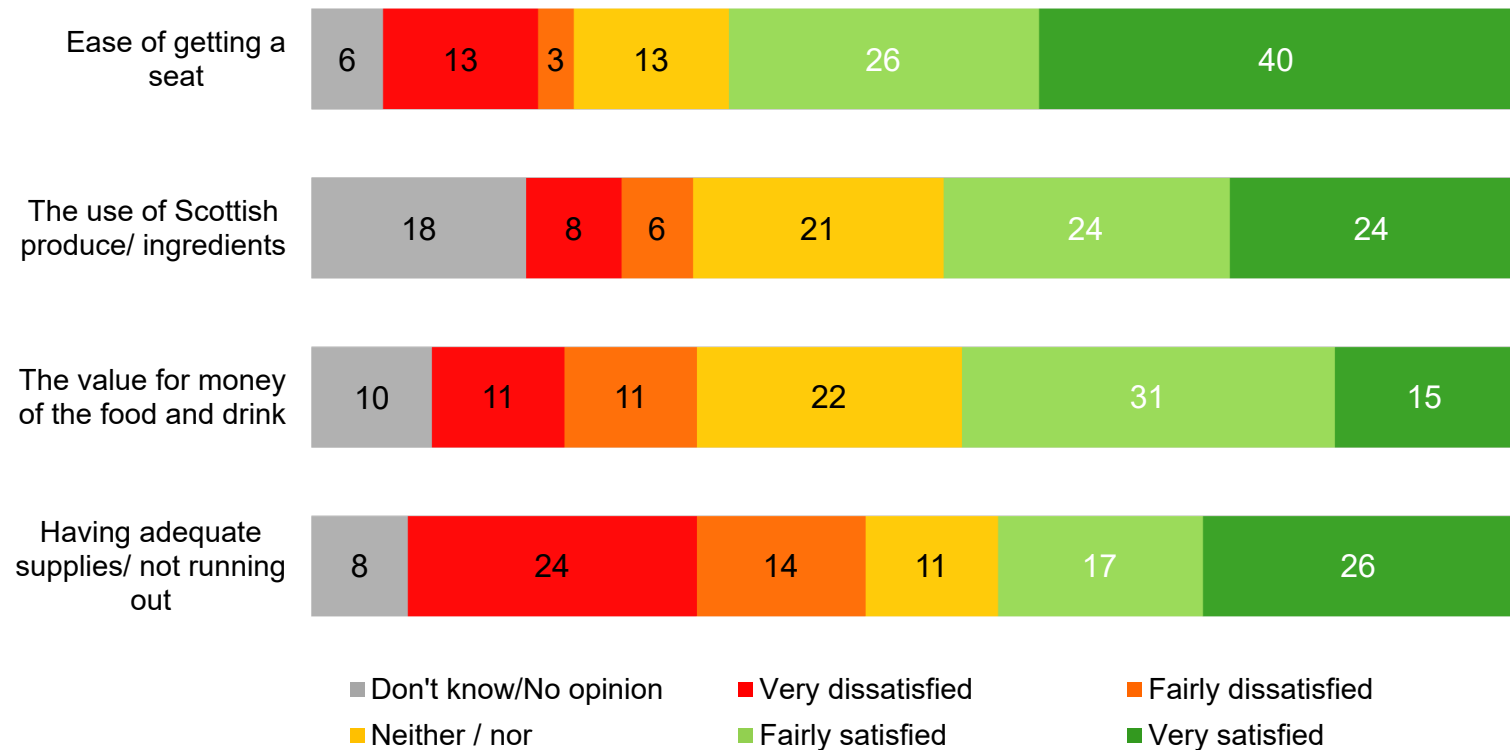
# Satisfaction with features of the Lounge Car – top 4



Q23. Thinking about your experience of the Club Car on the Caledonian Sleeper, how satisfied were you with..?  
 Base: All those using the Club Car (72)



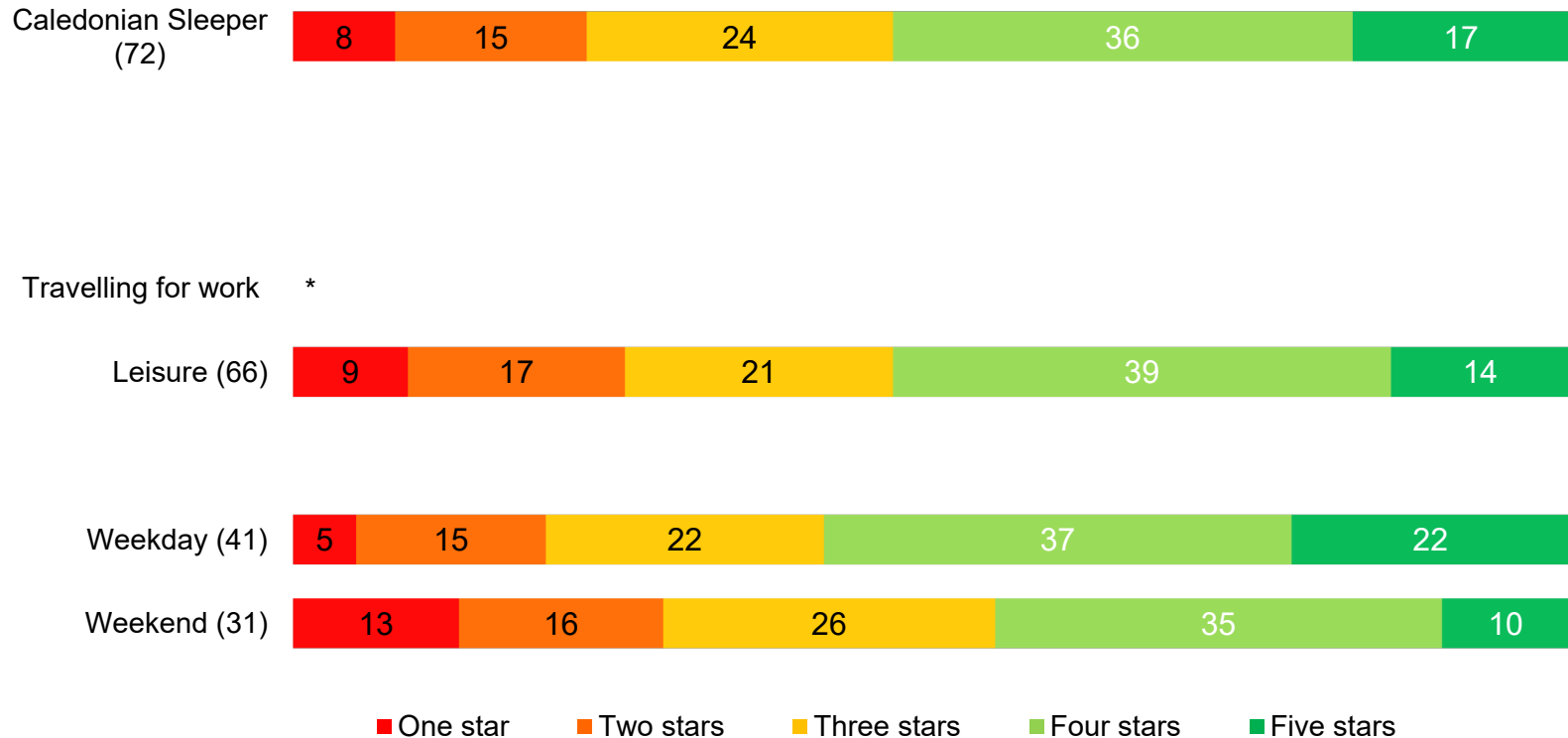
# Satisfaction with features of the Club Car – bottom 4



Q23. Thinking about your experience of the Club Car on the Caledonian Sleeper, how satisfied were you with..?  
Base: All those using the Club Car (72)



# Overall rating of Club Car by passenger group



Q24a. How many stars overall do you give the Club Car on the Caledonian Sleeper?  
Base: All users of the Club Car (in brackets above). \* not shown as very low base



# Overall rating of Club Car by route

Caledonian Sleeper  
(72)



Lowlander \*

Highlander (56)



■ One star   ■ Two stars   ■ Three stars   ■ Four stars   ■ Five stars

Q24a. How many stars overall do you give the Club Car on the Caledonian Sleeper?  
Base: All users of the Club Car (in brackets above). \* Not shown as very low base

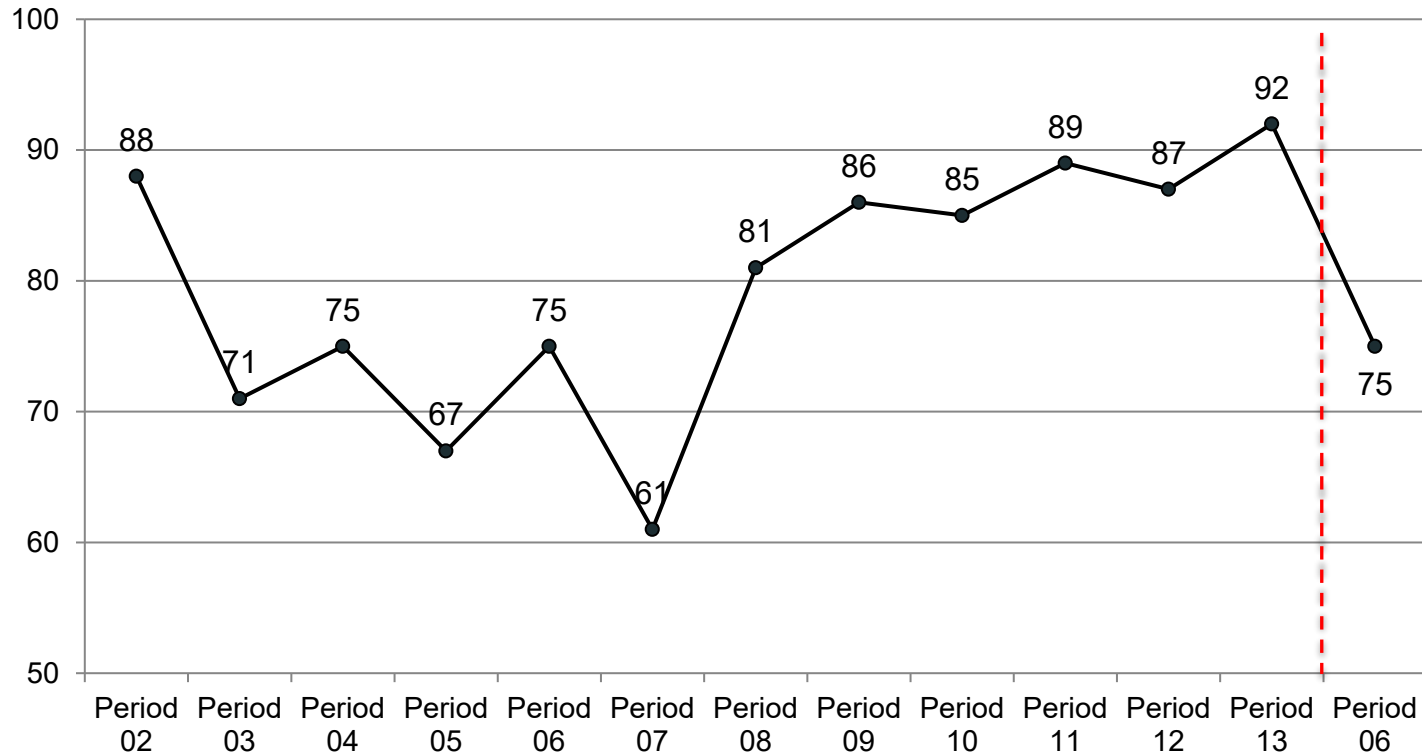




# Overall rating of Club Car - trend

Rating of lounge car

Trend: % Three/Four/Five stars



Q24a. How many stars overall do you give the Lounge Car on the Caledonian Sleeper?

--- Club Car closed due to Covid



# Rating of the Lounge Car overall – customer comments

*There was no beer at all. Apparently that was all drunk on the journey up. Surely some one could have gone to Morrison's across the road during the 11 hours the sleeper was parked at Fort William to restock?*

*There was no booking process or priority for club passengers. We only got a table by one of our party going to the club car, whilst the rest put luggage in the rooms. There were lots of unhappy people trying to get seats or sit in ours when we went to the toilet.*

*Staff need to be in the carriage checking on people - the food portions need to be larger and a slightly more expanded menu, including choices at dinner / breakfast for vegans would be a huge step forward (and common in all restaurants now). Staff need to deliver a premium experience - this was not.*

*Have hot food available and a reasonably wide choice of both food and drinks.*

*Several of the things we chose on the menu were no longer available and we were amongst the first to have our orders taken. I got the impression that the stocks are shared across journeys and availability of our journey was affected by the preferences of the passengers of previous journeys.*

*Firstly, introduce a booking system as it was incredibly stressful just trying to get a seat (and we were misinformed by several staff at Fort William about the ability to book - turns out you just had to keep turning up at the Club Car and crossing your fingers in the hope there would be space!) When we eventually walked down the train for the seventh time, there was finally space for us. We sat down, were given menus, and then when the staff member came to take our order, they informed us that unfortunately they had run out of ALL HOT FOOD!!!*

*The club car was a major disappointment. One of principal reasons for taking the train from Inverness was to enjoy a drink and a snack in the club car while viewing the Scottish scenery as night fell. The club car lacked charm and functionality. Rather than old world character it had the feel of a brightly lit cafeteria. Many of the seats backed the windows and seemed designed for large groups. The bright lights made it impossible to view the passing scenery. In other countries I have enjoyed club cars that felt more like a cosy pub, with an upstairs floor, dimly lit with large windows and a glass dome. I have spent hours in these cars socializing, while enjoying a drink, food, and the ever changing scenery. There were also problems with a very limited selection of food and beverages, but I believe this was a temporary situation caused by the recent return to full service. The club car design is a more lasting problem.*

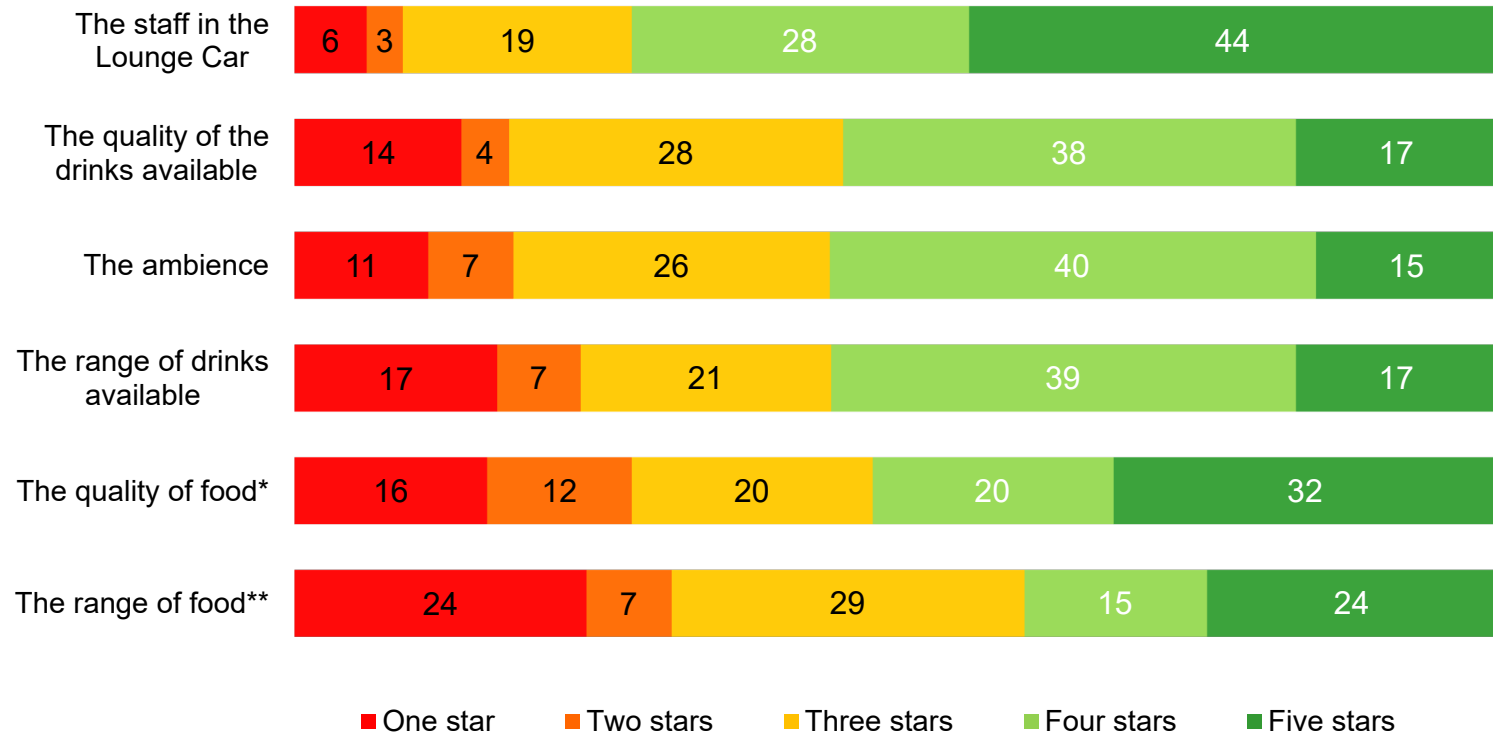
*The club car ran out of seats quickly on our trip and people could not get a seat, high demand. Possibly Not practical really but could do with a second coach as a lounge car in addition to the club car.*

*The ambience could be better - it felt like a carriage of any modern train, but could be made to feel more luxurious or more in keeping with brand e.g. tartan etc*

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



# Rating of features of the Club Car



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

Base: All using the Club Car (72), \*those who looked at the menu (41), \*\*those who ate a meal (25)



# Rating of features of the Club Car – customer comments

*Not have staff doing admin while people are in the car. Lay tables ready for guests to have breakfast.*

*I was travelling with a child, options on snacks and drinks limited.*

*Ran out of a lot of snacks and drinks. No hot food available due to staff shortages and was told we couldn't eat our own food in club car. Even after receiving a text saying no hot food available that evening.*

*The lighting is too bright should be dimmed or smoother coloured lighting for better ambience.*

*There was a poor selection available, with lots of items out of stock - there was hot food on the menu in the car but we were told to go to the other end of the train. If it's not served there, it shouldn't be on the menu there.*

*A passenger manager would be helpful to coordinate offering.*

*Wife is a veggie and there was limited availability of suitable meals.*

*On this occasion, there was a reduced selection of drinks, as they had sold out of several things on the Northbound trip from London.*

*Educate on dietary requirements e.g. gluten free options. We didn't feel we were served breakfast very professionally - some staff made us feel we were in the way.*

*There was a VERY limited availability of food, only snacks and no hot food.*

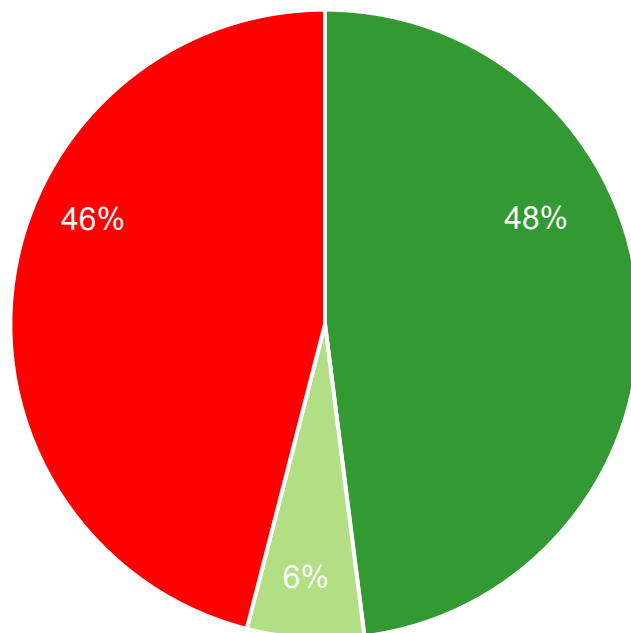
*Ensure that sufficient staff and stock are available. Given that all we could have were drinks and cold snacks, we weren't impressed.*

Q24d. You gave just a single/two stars for the ambience of the Club Car / staff in the Club Car / range of hot and cold drinks available / quality of the drinks available / range of food available / quality of food available, what could Caledonian Sleeper do to improve this rating?



# Breakfast

Quarter 2 2021/22 %

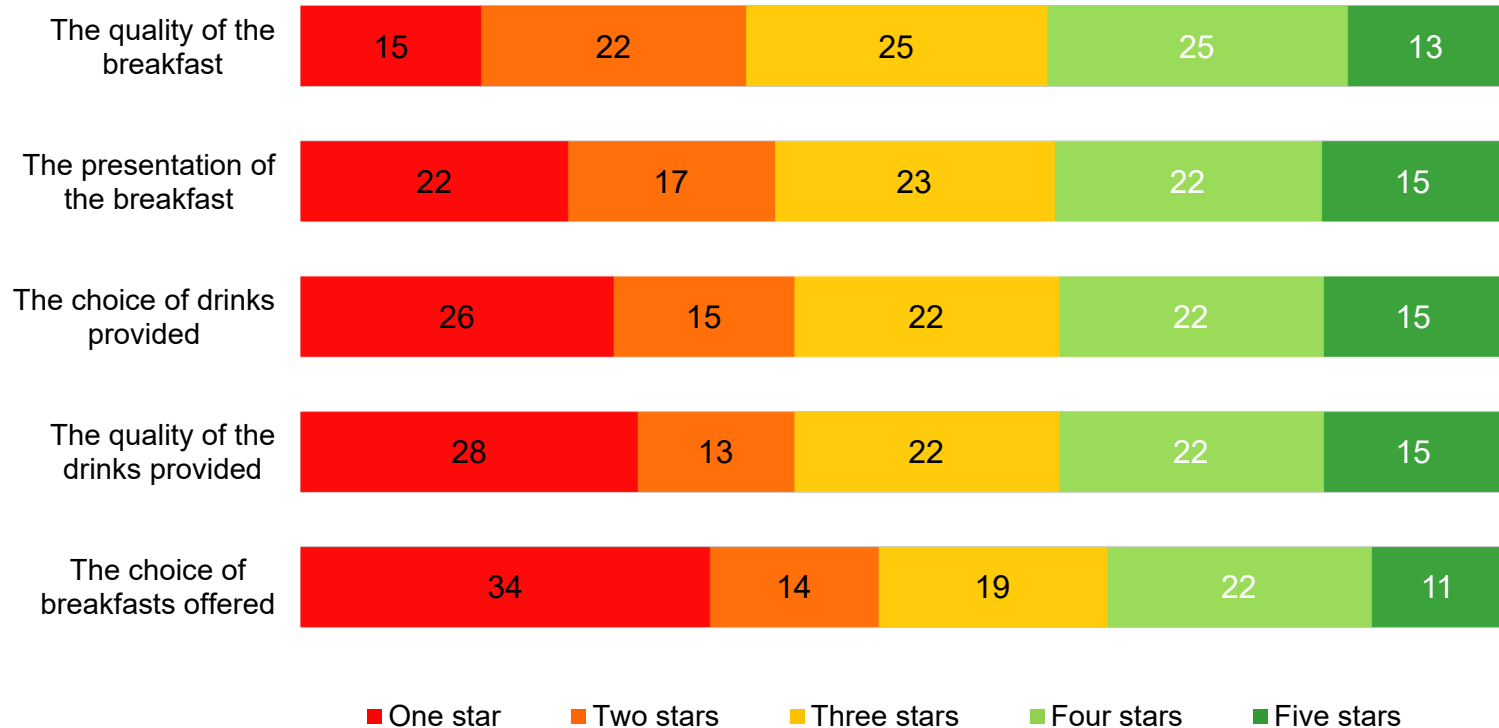


■ Yes - in my room ■ Yes - in the Club Car ■ No

Q25a. Did you eat a Caledonian Sleeper Breakfast on the train?  
Base: All (640)



# Rating of features of breakfast



Q25b. How many stars would you give for..?

Base: All eating a Caledonian Sleeper breakfast on the train (130)



# Rating of features of the breakfast – customer comments

*As mentioned in an earlier point, we did not expect paper bags and takeaway cups in a £400 per night room. (Yes I know travel is included, but for reference, our first class return journey cost £50 each - let's say it was a £200 a night room, I would still not expect paper bags and take away cups with sachets of instant coffee as the main gig).*

*There was really no presentation. I struggle to give any more stars for some paper cups in a paper bag.*

*There is a single vegetarian and vegan option. Given the half dozen options in the menu this is very disappointing. While the granola was fine and hardly compared to what I imagine a highland breakfast would offer.*

*It was very disappointing given the cost of the room. The quality was simply not good, I'd have been disappointed with it at any hotel and for almost £500 a night I think it's reasonable to expect a lot better.*

*We were very surprised - and disappointed - being given a sachet of instant coffee and a cup of hot water. If we had known we would have brought our own - freshly brewed - coffee in a flask (or ordered tea instead).*

*We ordered coffee and when it arrived we're shocked to learn it was a styrofoam cup with hot water and a pack of instant with it. We paid £370 for our room and were served a breakfast that was no better than airline fare.*

*As stated before, to not have dairy alternatives for hot drinks is crazy nowadays - and to not offer a vegan-friendly breakfast limits the offer for people who have paid full price for the experience. The portions were not very big either.*

*Allow me to choose what on the breakfast cards... not what the host can maybe remember. I like an orange juice in the morning and that was not available to me.*

*I hope that the quality is just as a result of Covid restrictions. Coffee was very poor, large cup of hot water, small sachet of coffee.*

*There was no proper hot choice for vegetarians / vegans. It may have been possible to have the eggs royal without the salmon but this wasn't offered as a choice.*

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



# Caledonian Sleeper

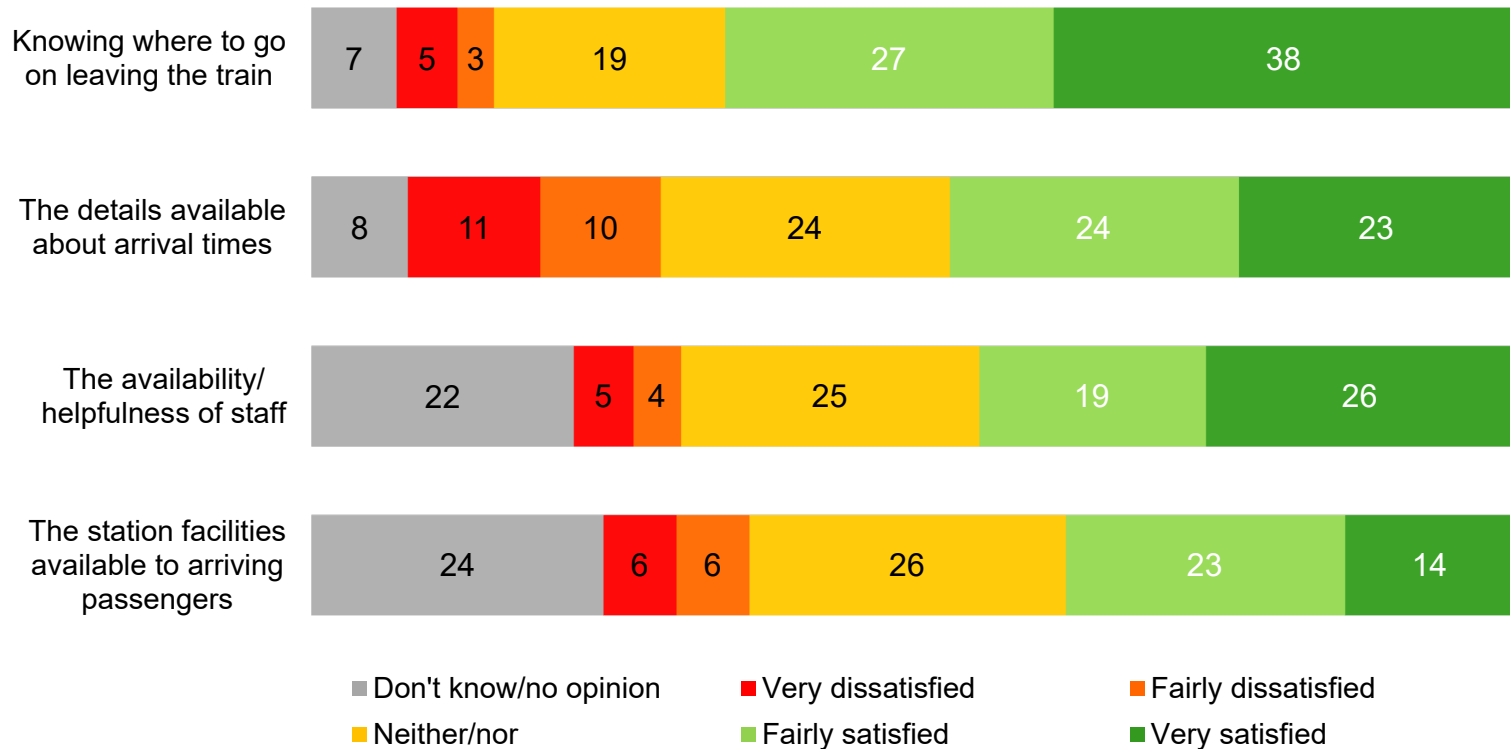
## Arrival



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# Satisfaction with features of arrival at the destination



Q26. Thinking about arrival in x in the morning, how satisfied were you with..?  
Base: All (640)



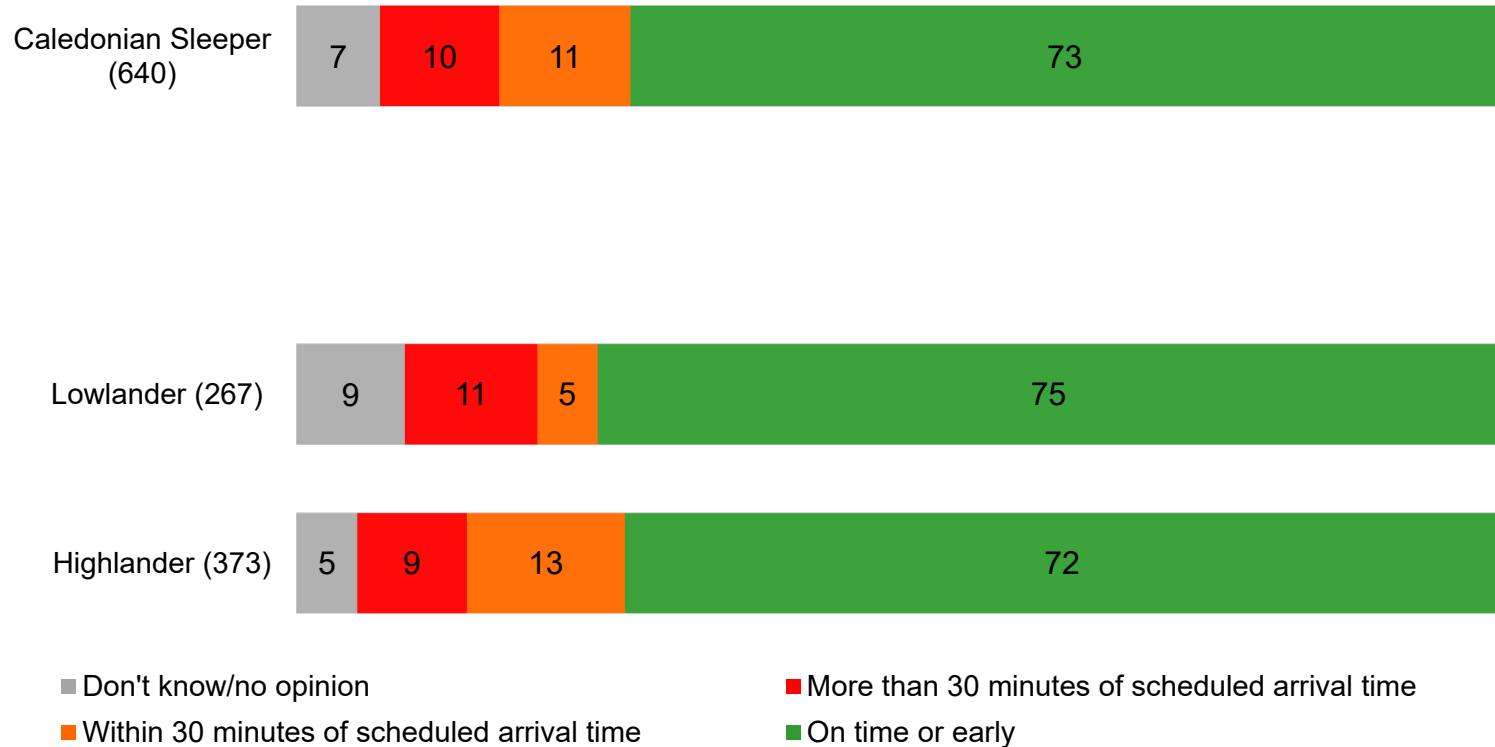
# Caledonian Sleeper

## Delay



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# Punctuality of service by route



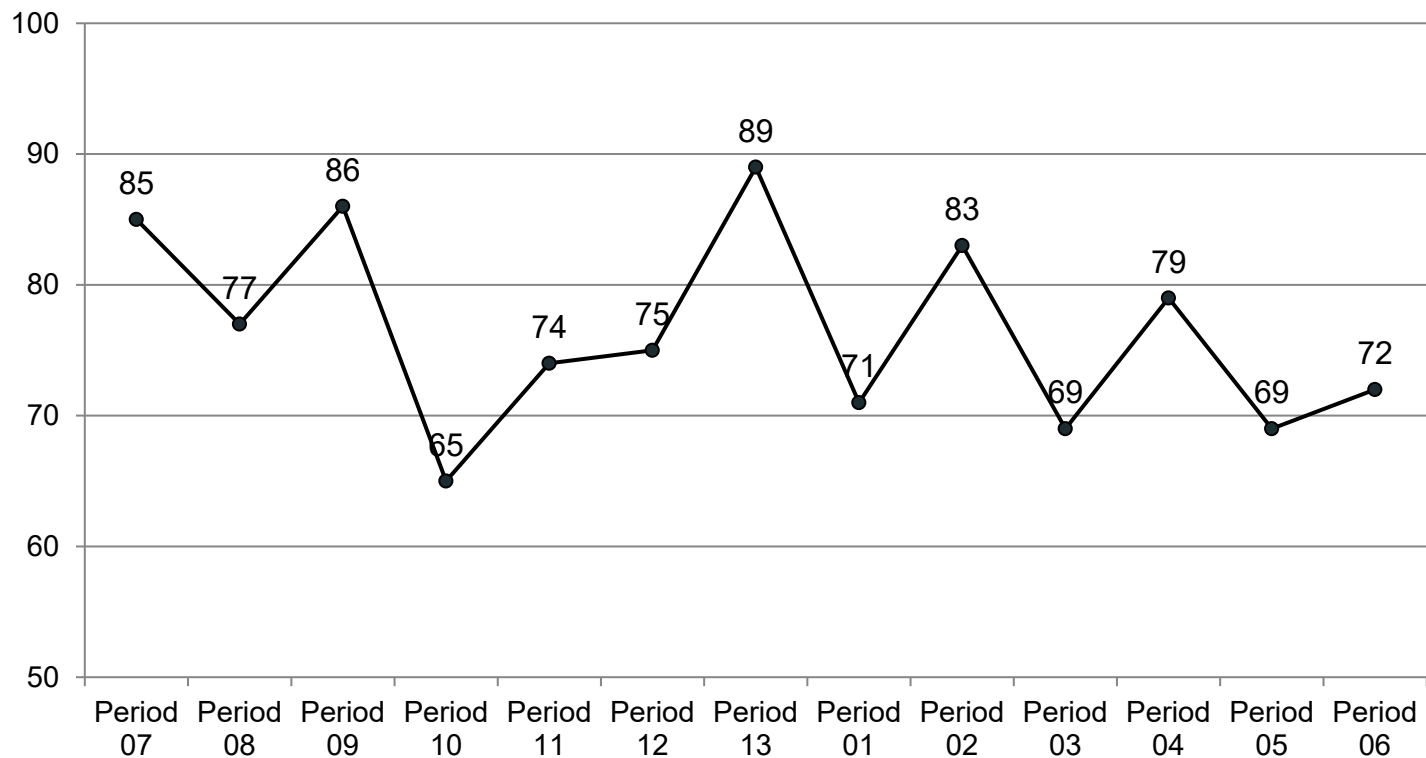
Q27a. Did your train arrive on time?  
Base: in brackets above



# Punctuality of service - trend

*Rating of experience*

*Trend: On time or early*



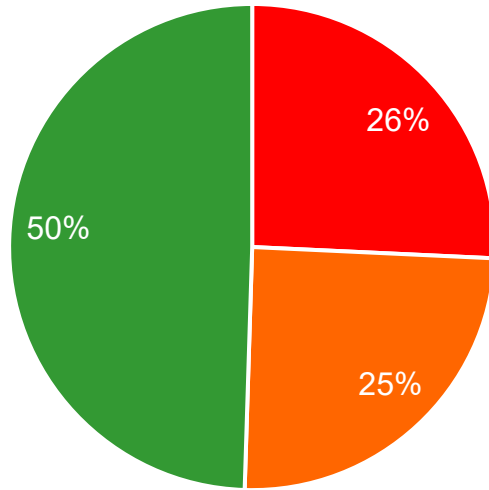
Q27a Did your train arrive on time?



# Impact of delay

Quarter 1 2021/22 %

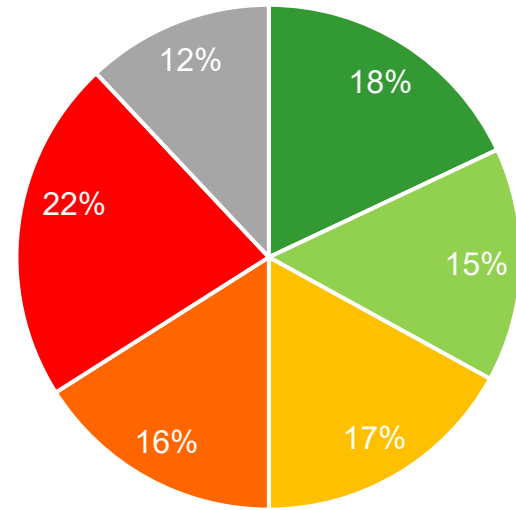
- Yes, it was a serious inconvenience
- Yes, it was a minor inconvenience
- No, it did not inconvenience me



*Impact of the delay*

Q27b. Did this affect your plans for the day?  
Base: All who experienced a delay (129)

- 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 (129)



# Caledonian Sleeper

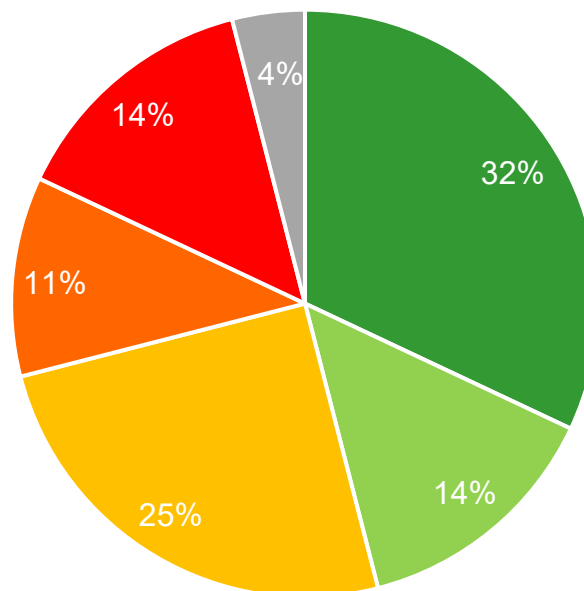
## Facilities for those with a disability or illness



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# Satisfaction that Caledonian Sleeper provides a service suitable to needs

Quarter 2 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 (28\*) \*Caution – low base



# Providing a service suitable to needs – customer comments

*Some sort of better dietary option, or better advertising for such if it was possible. En-suite accessible rooms would have been useful. We were refused one request, without explanation, we made that would have made the room more comfortable.*

*Sort out plugs near bed for CPAP [Continuous Positive Airway Pressure] machine.*

*I was given food I didn't ask for (I was given wrong order) and couldn't eat there was no soap in the toilet in the middle of a pandemic!! I was taken to the wrong destination last minute forcing me to either get public transport ( I am vulnerable and was trying to avoid..) on a busy train peak time and during the festival and my family had to get up at 4:30am to pick me up at Edinburgh. It's unacceptable.*

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





# Caledonian Sleeper

## Appendix



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# Sample profile – journey details

Sample size	640 %	Sample size	640 %	Sample size	640 %
<b><u>Age</u></b>		<b><u>Journey Purpose</u></b>		<b><u>Disability or Illness</u></b>	
16-34	17	Travelling for work	11	None	96
35-54	39	Company business	6	Vision	>1
55+	41	Personal Business	3	Hearing	>1
Not stated	2	Regular travel between home and workplace	2	Mobility	2
<b><u>Gender</u></b>		Leisure	86	Hidden disability	1
Male	50	Visiting friends/ relatives	20	Speech or language impairment	0
Female	48	Holiday/ short break	64	Mental health	>1
Not stated	2	Attending a sporting/ musical/ theatrical/ charity event	2	Other	>1
<b><u>Working status</u></b>		Other	4		
Full time	60				
Part time	15				
Not working	1				
Retired	18				
Student	2				
Not stated	4				
<b><u>Residence</u></b>					
UK	97				
Non-UK	3				



# Sample profile – journey details

Sample size	640 %	Sample size	640 %	Sample size	640 %
<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	34	Caledonian Sleeper	52	Train	37
With a business colleagues(s)	1	Daytime train	28	Underground/ Tram/ Subway	21
With family (adults only)	38	Plane	12	Bus/ Coach	7
With family (adults/children)	18	Coach	0	Taxi	19
With friends	10	Own Car	3	Own car/ Dropped off	12
<b><u>Accommodation</u></b>		Hire car	>1%	Hire car	4
Seat only	13	Other	3	On foot	17
Room	39	Don't know	2	Bicycle	4
En-suite room (with shower)	48	<b><u>Outward journey mode</u> (those making return journey)</b>		Other	3
<b><u>Journey direction</u></b>		<b><u>Travel from arrival station</u></b>			
Outward	57	Caledonian Sleeper	58	Train	35
Return	43	Daytime train	25	Underground/ Tram/ Subway	16
One way	-	Plane	8	Bus/ Coach	7
		Coach	-	Taxi	16
		Own Car	3	Own car/ Dropped off	10
		Hire car	-	Hire car	10
		Other	6	On foot	21
				Bicycle	3
				Other	4



# Sample profile – journey details

<i>Sample size</i>	<i>640 %</i>	<i>Sample size</i>	<i>640 %</i>	<i>Sample size</i>	<i>640 %</i>
<b><u>Service Day</u></b>		<b><u>Accommodation type</u></b>		<b><u>Transaction value</u></b>	
Weekday	62	1 <sup>st</sup> class	48	£0-£49.99	4
Weekend	38	Standard	14	£50-£99.99	11
<b><u>Direction</u></b>		Seated	39	£100-£149.99	8
Northbound	53	<b><u>Party size</u></b>		£150-£199.99	13
Southbound	48	Single traveller	41	£200-£249.99	18
<b><u>Train Type</u></b>		Two people	50	£250-£299.99	20
Highlander	58	Three or more people	9	£300 or more	26
Lowlander	42			<b><u>Transaction value by guest</u></b>	
<b><u>Crew</u></b>				£0-£49.99	6
Aberdeen	9			£50-£99.99	20
Edinburgh	11			£100-£149.99	31
Fort William	9			£150-£199.99	20
Glasgow	11			£200-£249.99	21
Inverness	16				
London	44				



# Sample profile – journey details

<i>Sample size</i>	<i>640 %</i>	<i>Sample size</i>	<i>640 %</i>	<i>Sample size</i>	<i>640 %</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>	
			(203)		(544)
12 or more	3	12 or more	4	More than 20 years ago	30
4-11	8	4-11	10	15-19 years ago	6
2-3	21	2-3	42	10-14 years ago	8
First journey in last 12 months	53	1 Journey	34	5-9 years ago	9
First ever journey	11	None	9	3-4 years ago	8
Have never made a journey between Scotland and the London area	3			In the last 1-2 years	40



# 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 second quarter of fieldwork for the year 2021/22, combining Rail Periods 4, 5, and 6.

**Fieldwork for quarter 2 2021/22 took place between 30 June and 5 October 2021.** This covered journeys made between 27 June and 18 September 2021.

**640 questionnaires were completed in total.**



# Caledonian Sleeper

## Quarterly Report

Quarter 2, 2021/22

Rail Periods 4, 5, and 6



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