

Caledonian Sleeper

Quarterly Report

Quarter 4, 2021/22

Rail Periods 10, 11, 12 and 13



CALEDONIAN
SLEEPER

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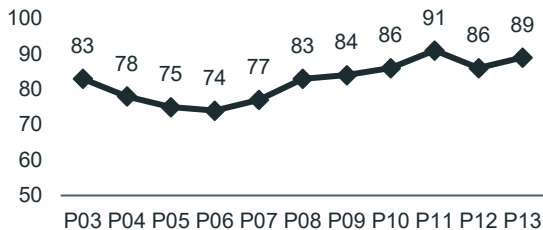
Caledonian Sleeper Passenger Satisfaction

Quarter 4: 12 December 2021 – 31 March 2022

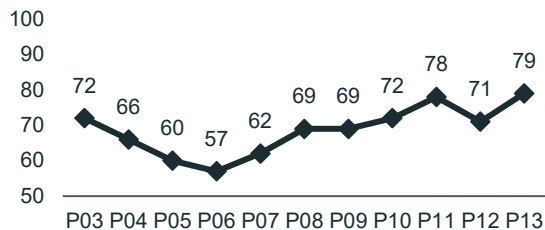
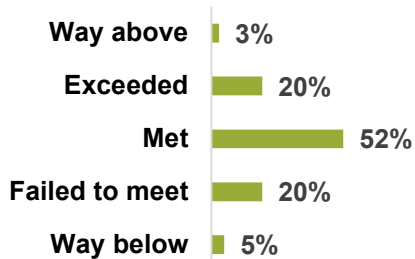
Overall journey experience



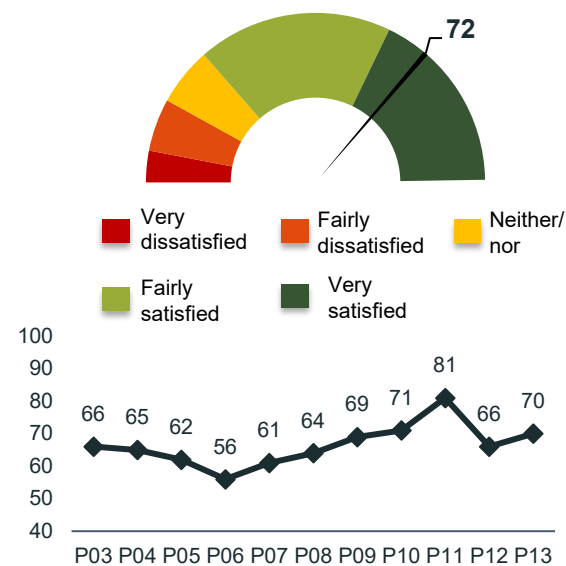
Ave – 3.7



Expectation



Overall satisfaction



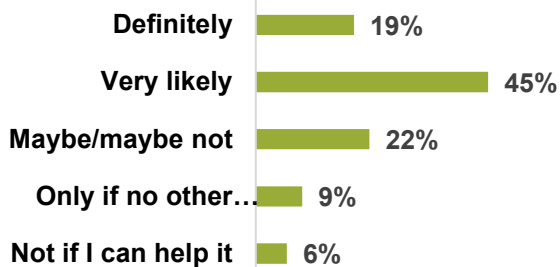
Net Promoter Score

8

43

28

Likelihood of future use



| | Lowlander | Highlander |
|-------------------------|-----------|------------|
| Journey experience | 87% | 89% |
| Met / Above expectation | 73% | 77% |
| Overall satisfaction | 72% | 72% |
| Net Promoter Score | 9% | 7% |
| Future Use | 62% | 66% |

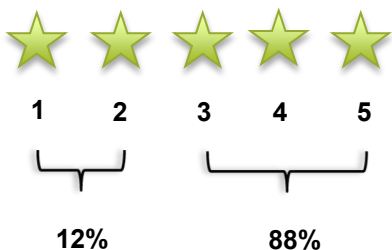
Sample size: 825 (Lowlander 403, Highlander 422)



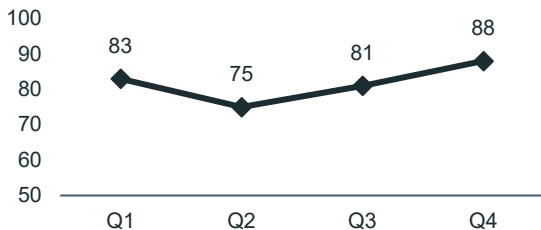
Caledonian Sleeper Passenger Satisfaction

Quarter 4: 12 December 2021 – 31 March 2022

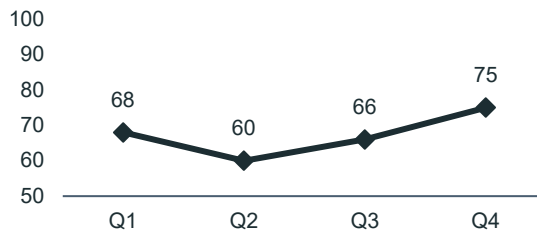
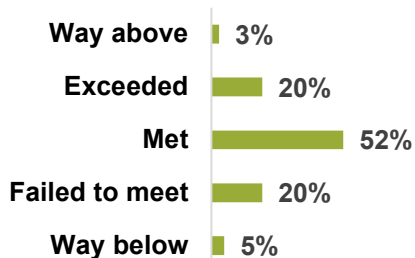
Overall journey experience



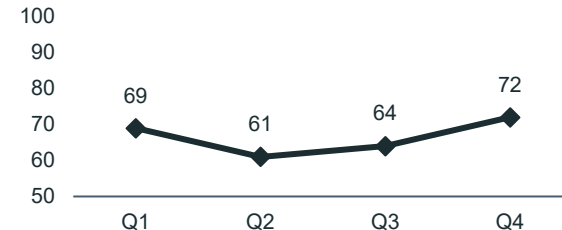
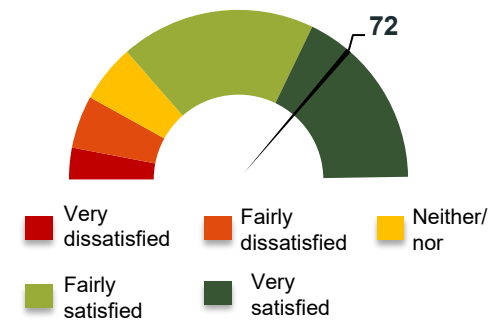
Ave – 3.7



Expectation



Overall satisfaction

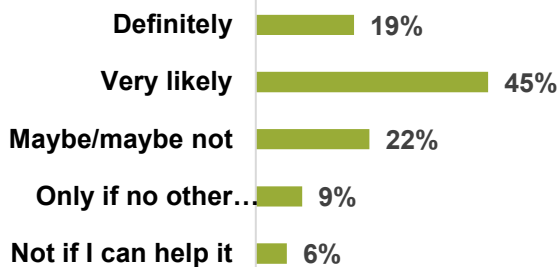


Net Promoter Score

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Likelihood of future use



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Sample size: 825 (Lowlander 403, Highlander 422)



Caledonian Sleeper Passenger Satisfaction

Quarter 4: 12 December 2021 – 31 March 2022

Expectations of the journey

Top five:

- 58% Looking forward to the experience
- 42% Sufficiently well informed about the journey ahead
- 32% Relaxed
- 32% Excited
- 32% Looking forward to bed

Bottom five:

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

Journey experience

(% 3 - 5 star rating)

88% Experience overall

Making me feel...

- 91% welcomed
- 85% looked after
- 86% relaxed
- 83% comfortable
- 69% I had a good night's sleep
- 89% Room rating
- 89% Club Car rating

Summing up the experience

Top five:

- 46% Practical
- 42% Efficient
- 36% Functional
- 28% Memorable
- 26% Relaxing

Bottom five:

- 3% Distressing
- 3% Chaotic
- 2% World Class
- 1% Reviving
- 1% Boring

Sample size: 825



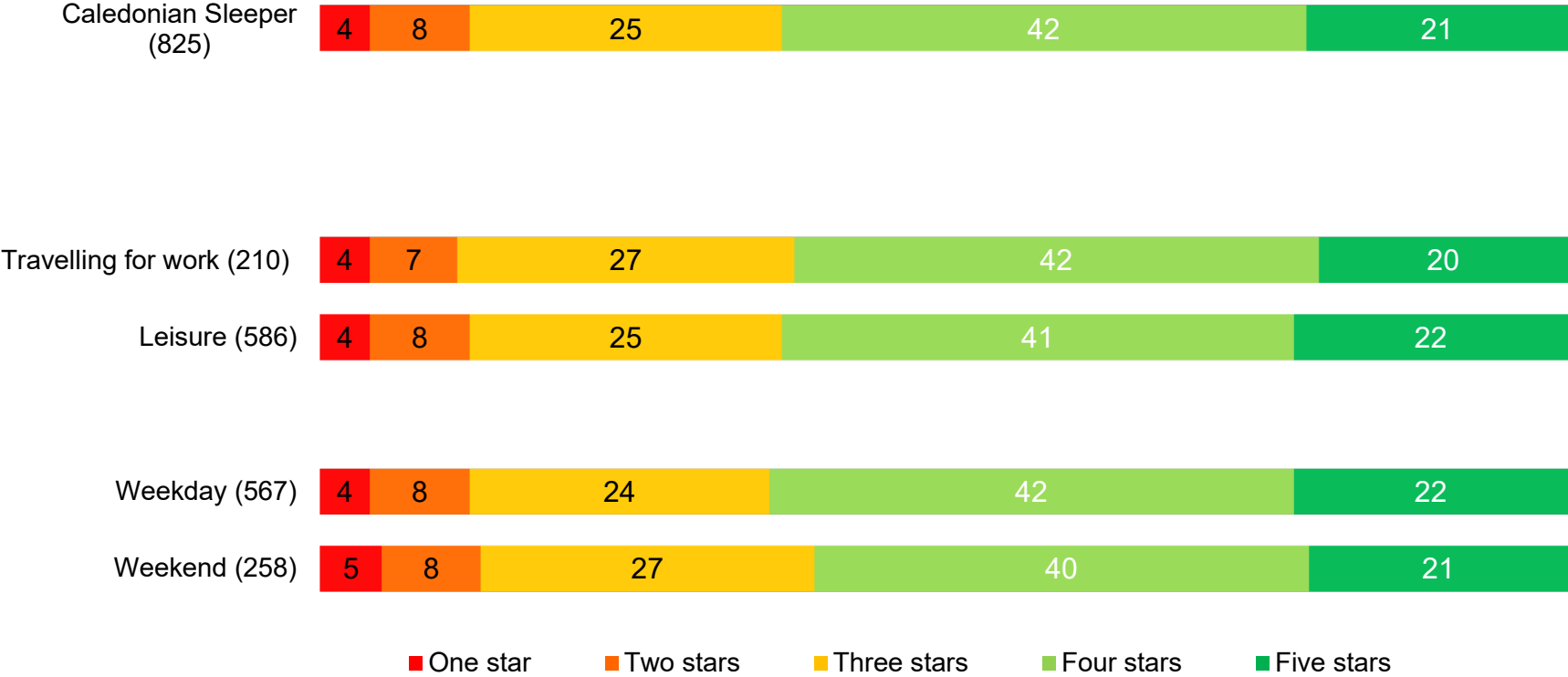
Caledonian Sleeper

On-board experience



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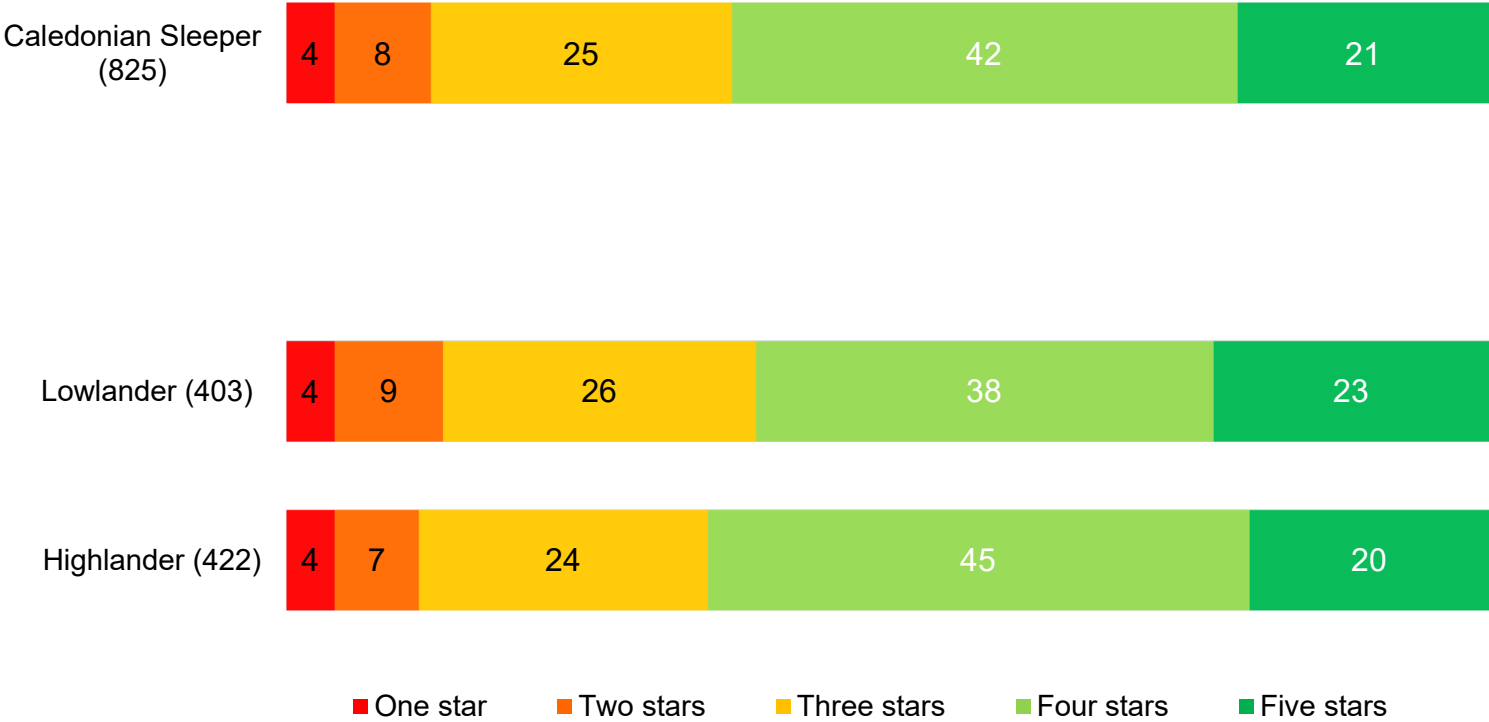
Overall rating of experience by passenger group



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



Overall rating of experience by route



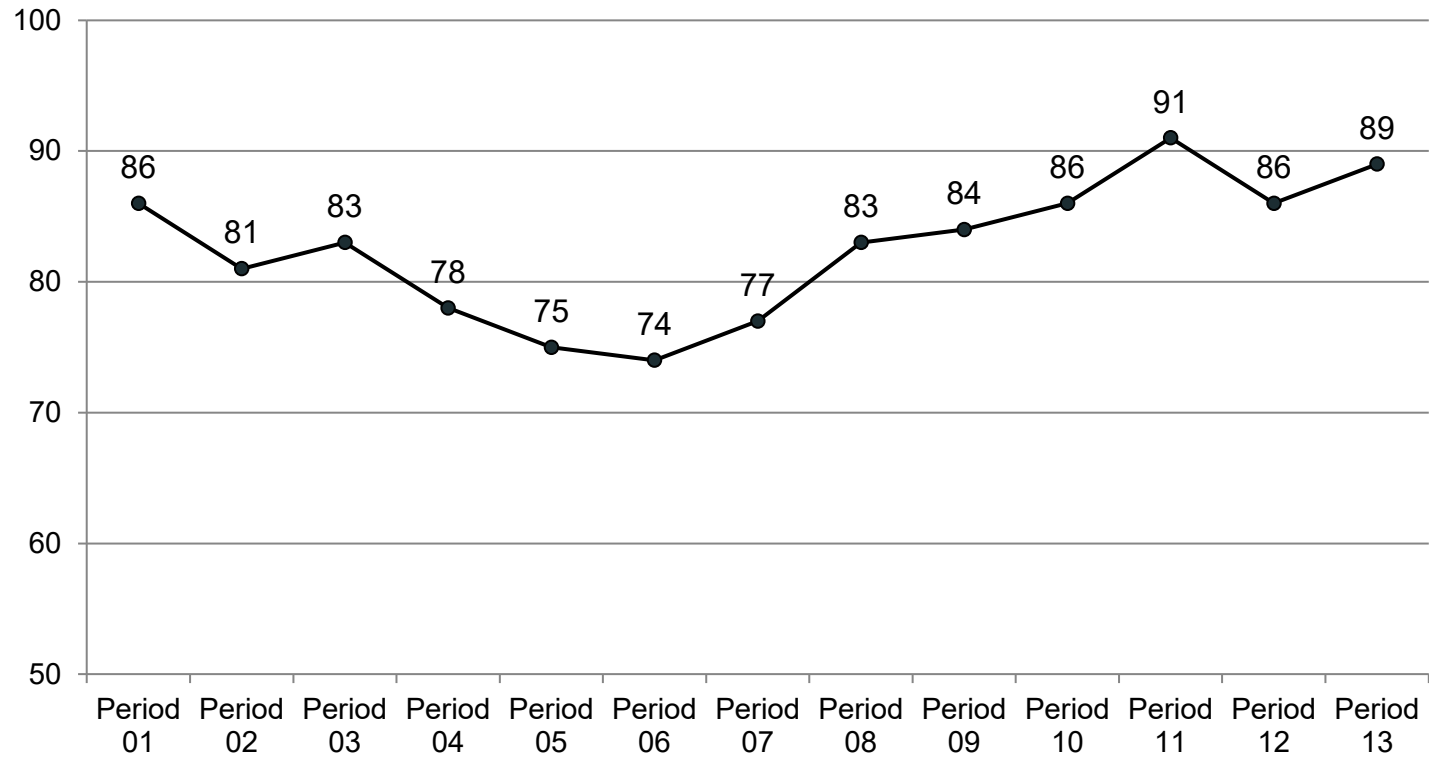
Q11a. How many stars do you give the Caledonian Sleeper for the experience overall?
Base: in brackets above.



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

This was our first Caledonian Sleeper experience and we therefore didn't quite know what to expect. Everything we experienced exceeded our expectations making answering this question somewhat difficult! One thing raised a comment from both my wife and myself though. The room was surprisingly light with the lights turned off. One light in the en-suite stayed on all the time and this light 'leaked' into the cabin. Maybe a soft rubber seal around the door would prevent this.

The main problem is the poor design of the room. The ladder is vertical as opposed to the old angled and has these metal rungs. It is painful and difficult to climb. The mirror over the basin is on the wall such that it is impossible to look into it without a contortion. There are no luggage racks and nowhere for breakfast when it comes. Very expensive (more one way than a BA club Europe return). And the train was an hour late so I was late for my first meeting.

It would be nice to get a meal in the restaurant car as the train leaves London. It would make the experience more special and exciting if this was available. To go straight to the bedroom with little opportunity to experience the train was a shame.

A hot vegan breakfast option.

Having the benefit of a 1st class lounge at Edinburgh before boarding AS ADVERTISED! Being able to board at 10:30pm not minutes before a 23:40 departure. Not having to wait in the cold before boarding minutes before departure thus negating much of the benefit of an en-suite room with a shower.

Make sure there is hot water. In C 5 on 22/01 there was not. I paid for a shower and would expect hot water. Lower the lighting. This is a night train, the lighting is too bright in the corridors and club car. Remove the antlers from the window. Windows are there to be looked through (as well as letting in light) so why do you cover part of some of the windows with stickers?

Over all my journeys, remove inconsistency of service - Glasgow trains diverted to Edinburgh, water heating unreliable, food service inconsistent. But staff uniformly excellent and, at its best, a brilliant experience.

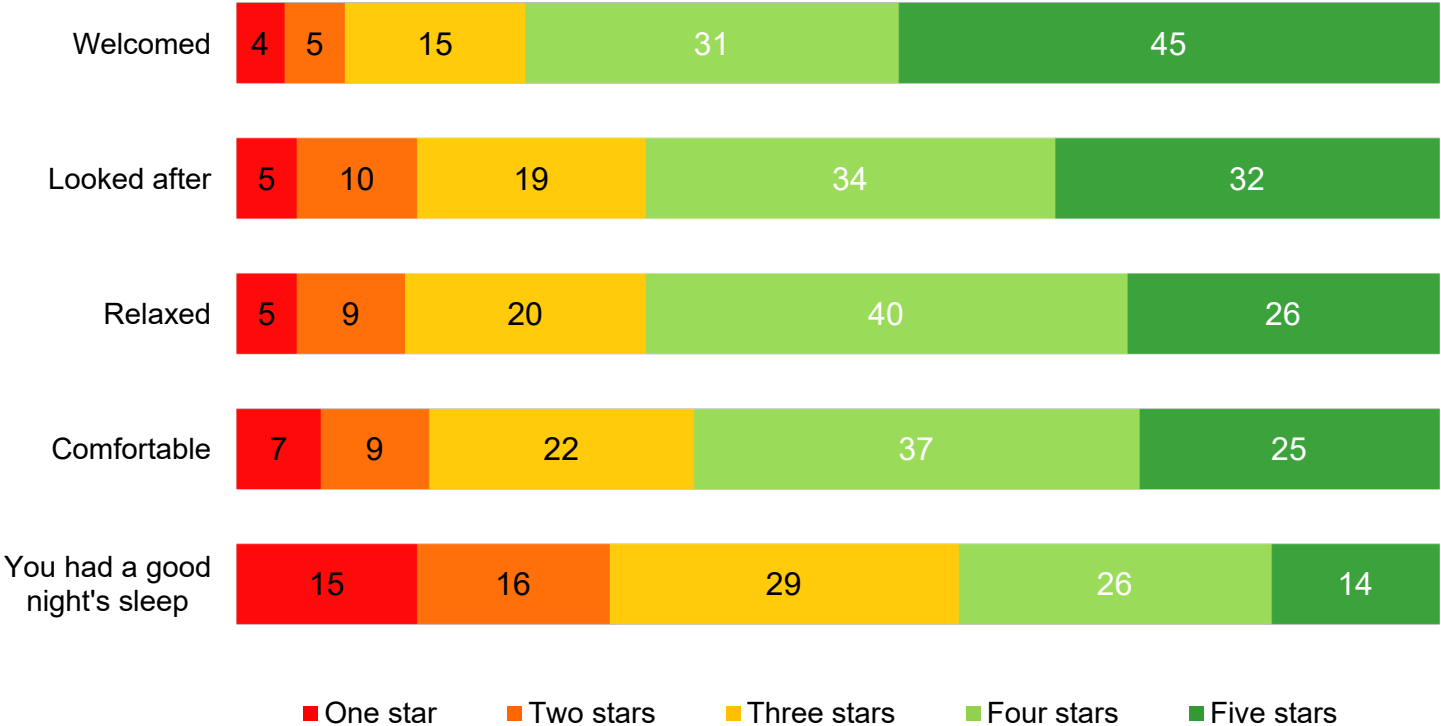
The alarm went on, and kept on ringing intermittently. Not enough water bottles for 2 passengers. Unavailability of hot food all these things could have been better for the whopping price I paid.

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 (825).



Rating of features of the journey – customer comments

Improve ventilation - we were too hot even with heating turned all the way down as soon as we boarded. Give more headroom on top bunk. Give more space for belongings. Restore shelves. Use cotton sheets - not sweaty polyester/plastic. Restore hook to keep door open when getting luggage in/out. Generally the new Classic room is more cramped and less comfortable than the old one.

The environment is naturally a cramped one. In particular when allocated single occupancy the upper bunk is still in place and the stepladder is in place which makes it difficult to use the bottom bunk. The old system of folding away the unused top bunk was much better. I routinely remove the ladder but I note that this is discouraged. It would be better, if the room is single occupancy, that the staff remove the ladder before it is occupied.

Hosts very variable and not much contact. Catering offer is opaque to say least. Who can use club car, for what, when.

Staff were friendly and approachable and took time to answer queries but I had a sense that the focus was on efficiency rather than effectiveness. For example when giving order for breakfast we were told it would be in the cabin rather than dining car and didn't have any choice in the matter.

The seats are non reclinable and very hard. This makes it very difficult to have a comfortable nights sleep which was very disappointing as I remember the old chairs were very comfy.

I worry about the reliability of the service because I've been on replacement buses more than once and a delay of six hours another time. So when it works, it's fantastic, but I do worry about whether it's going to work or not

There were not enough staff available during the boarding process to check people in and deal with issues.

Beds very hard and ensuite door latch broken so it rattled and kept opening. No way to turn the low level light off in ensuite. Staff talking very loudly at 05:30.

I use a CPAP [Continuous Positive Airway Pressure machine] to aid sleep apnoea. Unfortunately constant power interruptions meant I was woken almost hourly when the machine depowered.

The timings of the service are increasingly rushed, and as a result the boarding briefing is not very relaxing. You are thrown off at Euston as early as possible; must take breakfast as early as possible; subjected to a mandatory wake-up call as early as possible. A luxury hotel on wheels, in customer service terms, it is not.

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?



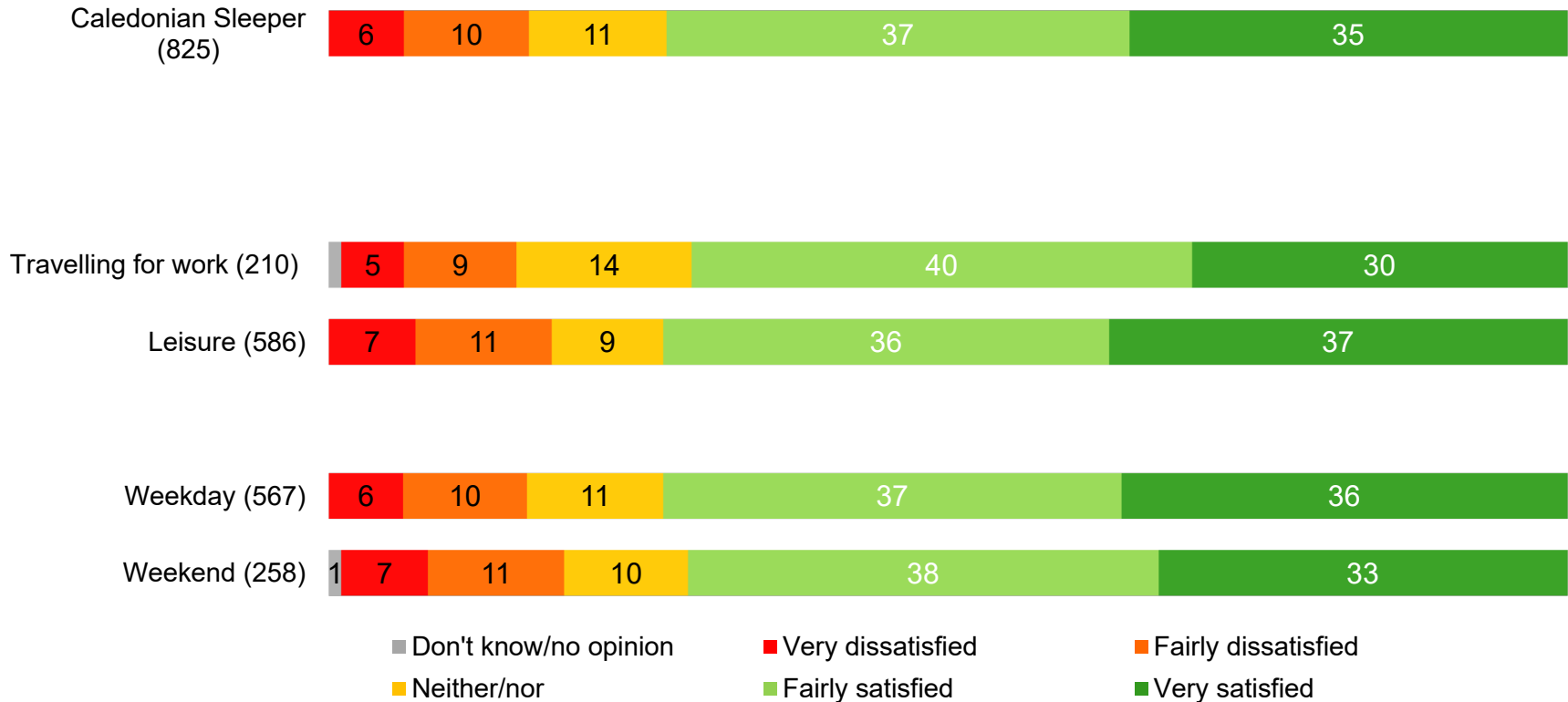
Caledonian Sleeper

Overall opinion of the Caledonian Sleeper



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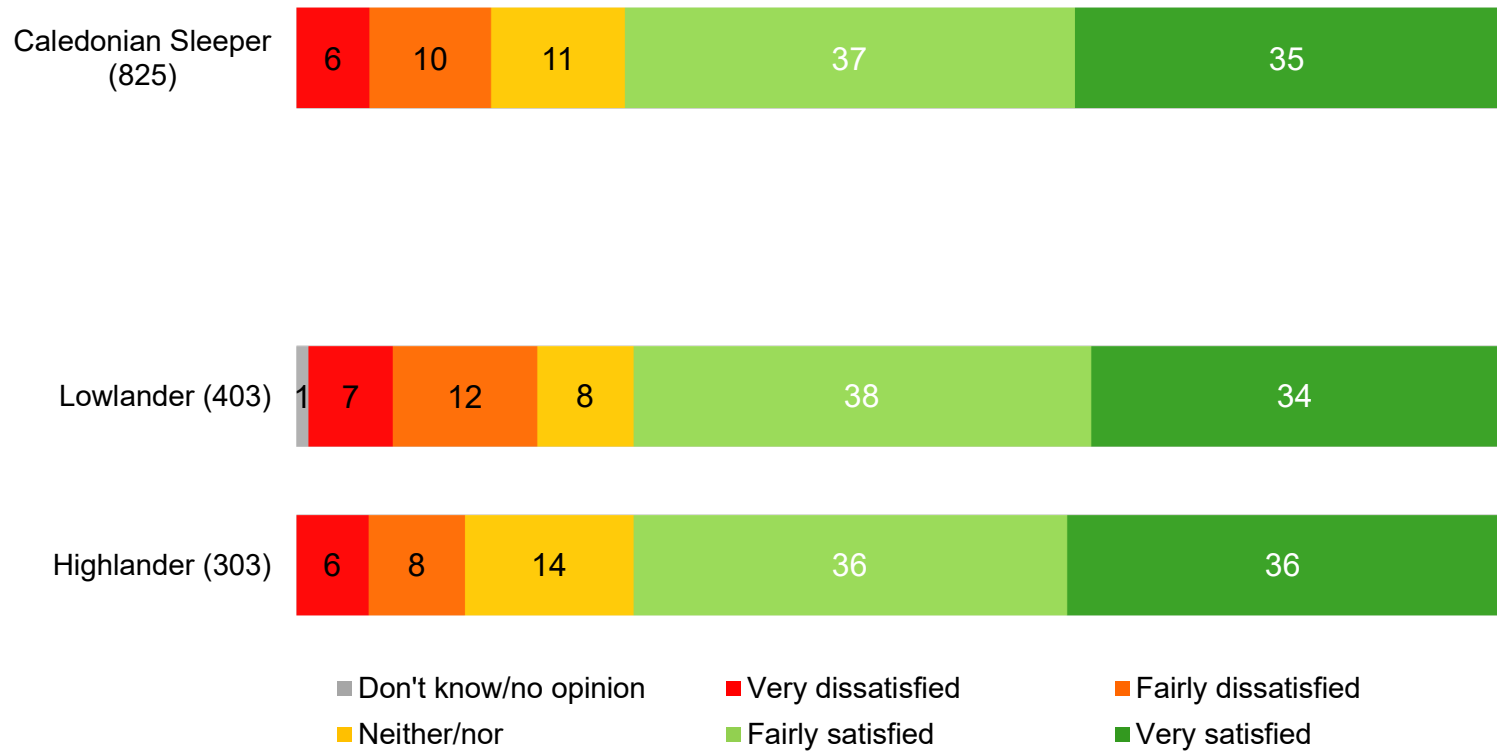
Overall journey satisfaction by passenger group



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



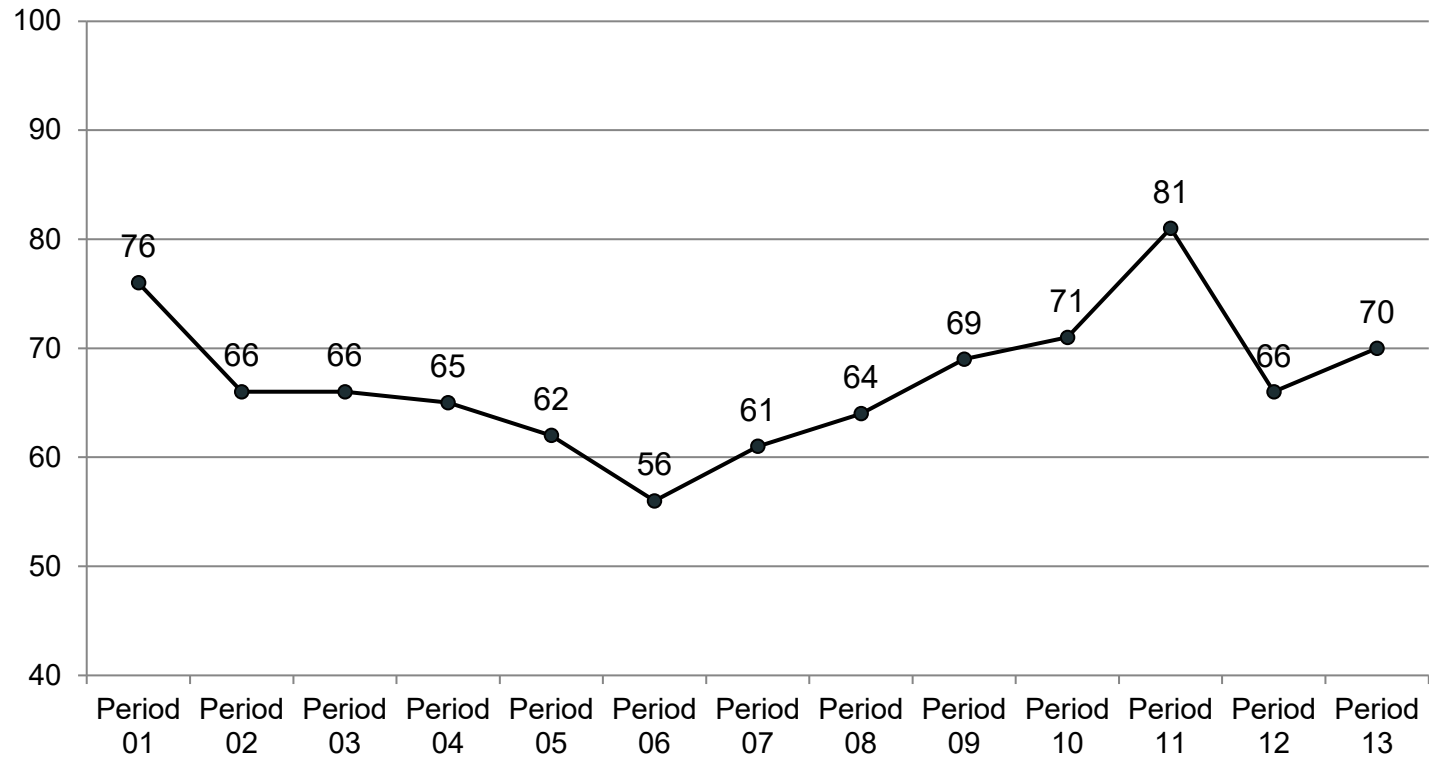
Q30. Taking everything into account about your journey from x to y, how satisfied were you with your journey?
 Base: in brackets above.



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

NPS

Caledonian Sleeper
(814)



15

Travelling for work (208)



9

Leisure (578)



18

Weekday (558)



17

Weekend (256)



12

■ Detractors

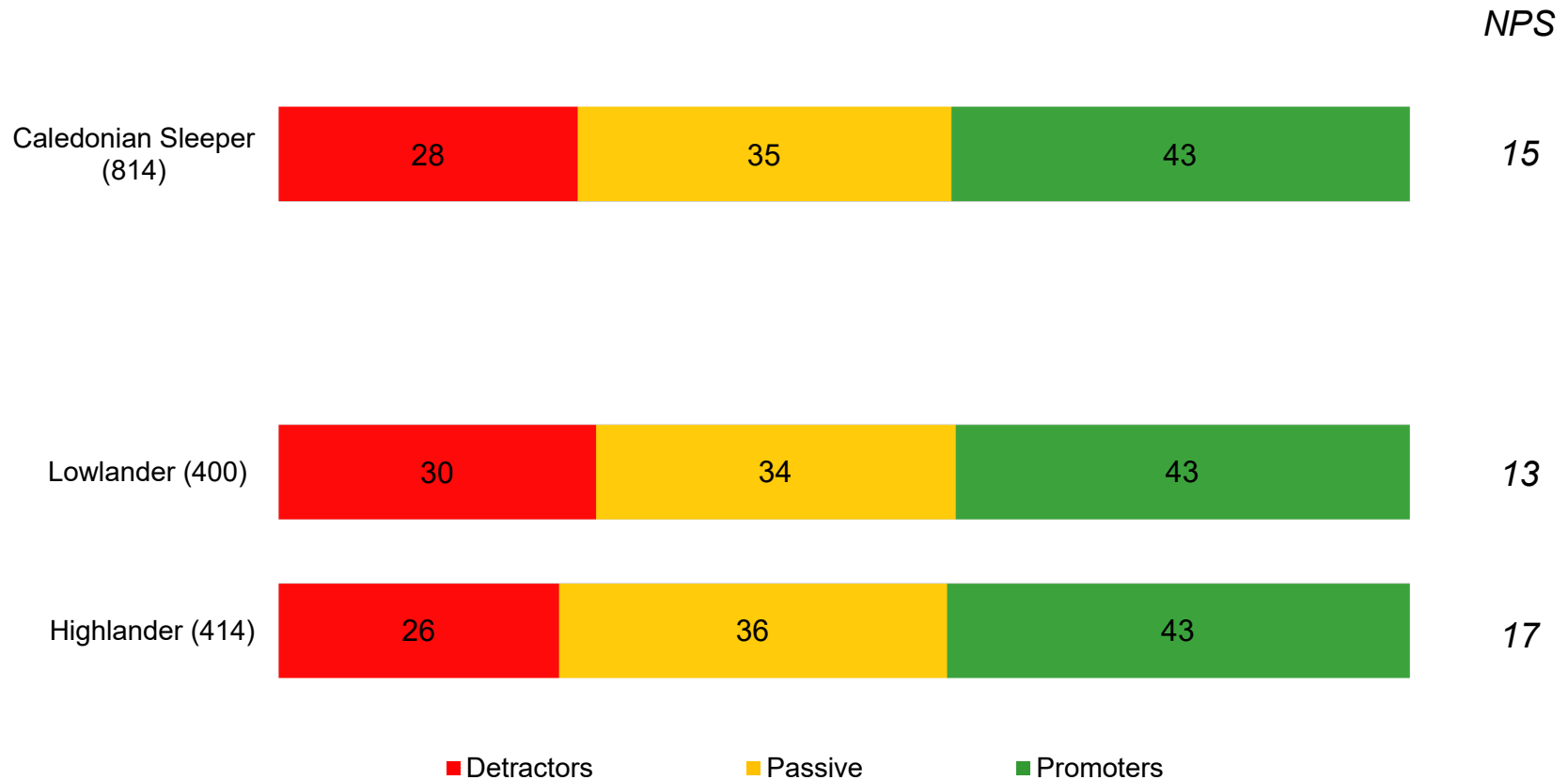
■ Passive

■ Promoters

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



Net Promoter Score by passenger group



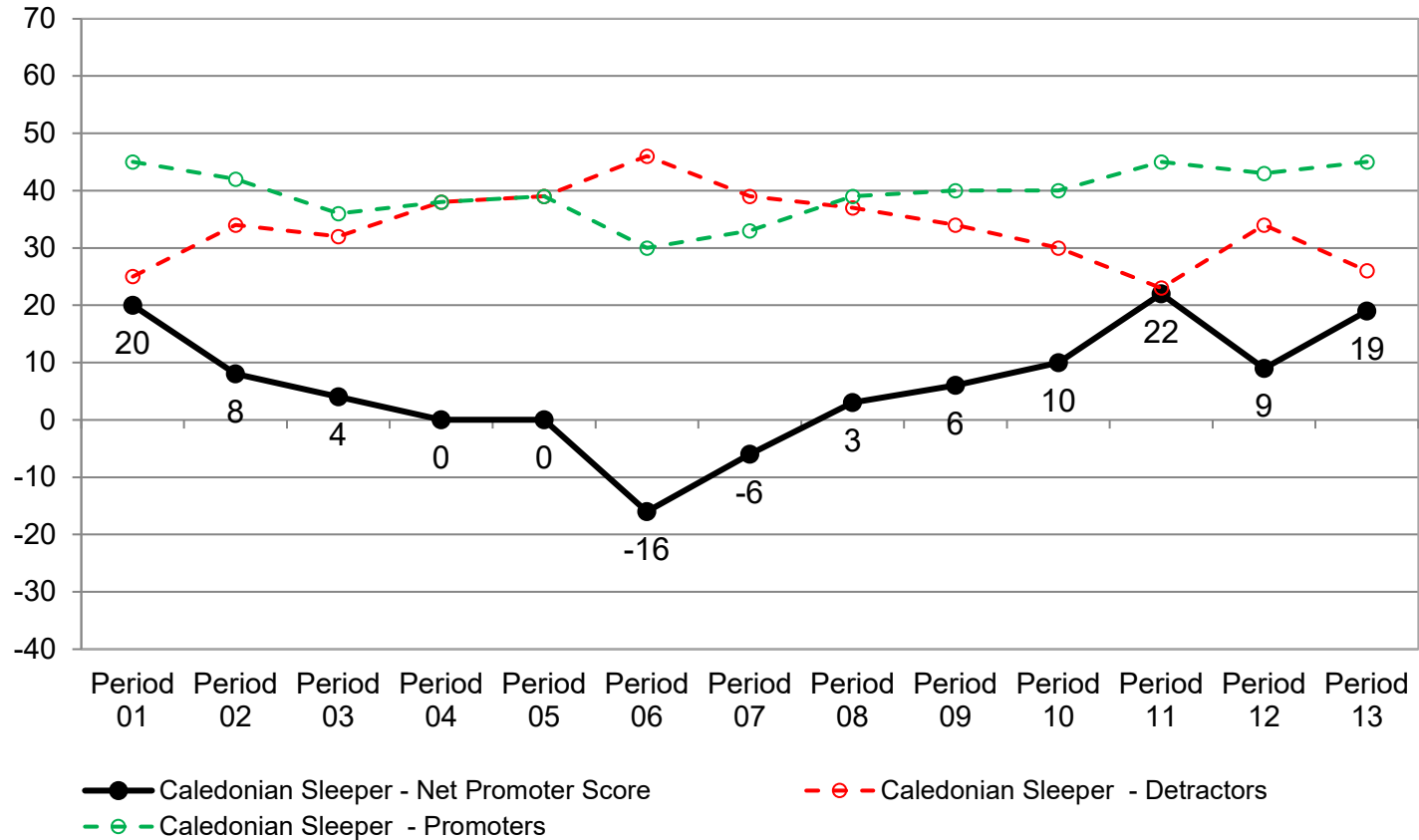
Q31a. On a scale of 0-10 where 0 means 'not at all likely' and 10 means 'extremely likely' how likely are you to recommend the Caledonian Sleeper to a friend or colleague?
Base: in brackets above – those with an opinion.



Net Promoter Score trend

Net promoter score

Trend: % promoters, detractors & Net Promoter Score



Q31a. On a scale of 0-10 where 0 means 'not at all likely' and 10 means 'extremely likely' how likely are you to recommend the Caledonian Sleeper to a friend or colleague?
 Promoters(9-10) Detractors (0-6)



Reason for Net Promoter Score – customer comments

Promoters (9-10)

Train is by far the best way to travel and the sleeper means that you can get to northern Scotland without losing a day. Also when it is light the scenery is so wonderful!

...because it is an efficient, interesting and good value money way to travel to Scotland (at least if you take the reclining seat - very good value for money).

Despite a delay, staff were excellent in looking after myself & my two young children. We were moved from seats to beds & offered all the assistance necessary.

Because it was a lovely experience and used the time well. We also felt a lot safer than we would have on a busy daytime train because of Covid.

Passive (7-8)

I'd recommend it but not as a family trip unless there was the option of early boarding. I'd also prepare them for very little sleep.

It could have been better, more staff to provide assistance when boarding, some organisation on boarding rather than a free for all scrum, better availability in the dining car. I had expected more of a first class experience especially when boarding.

It wouldn't suit everyone, but is a useful way of travelling between Scotland and England

Interesting experience but we had looked at YouTube videos so were aware of how tiny the cabin was and the lack of space for luggage. It would be the one thing I would advise travellers of.

Detractors (0-6)

I think it is now marketed to tourists. For regular London to Glasgow travellers it's expensive. It is marketed as a first class service and it isn't really first class. The price of the ticket is first class but the experience isn't. The cabins are more style over substance.

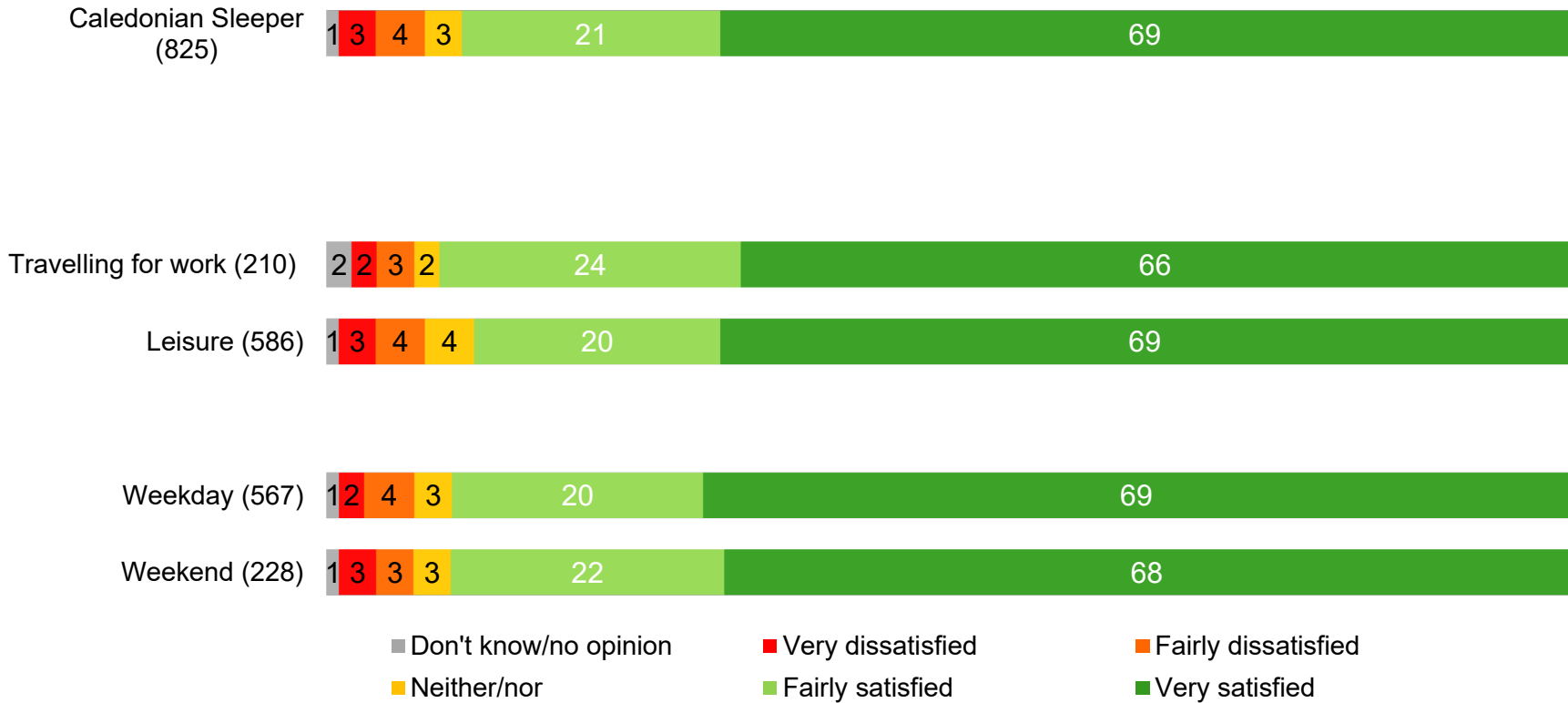
Service and quality not in line with the price, poor overall quality, rubbish night's sleep, food and service below par. Just not good value for money. Dissatisfied over expectations built up reading your online adverts.

Uncomfortable, poor food, and very, very expensive. It's simply way too expensive for what it actually is. Nobody is suggesting it should be palatial, but for £359 one way (seven times the price of a flight, for two) we expected so much more.

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?



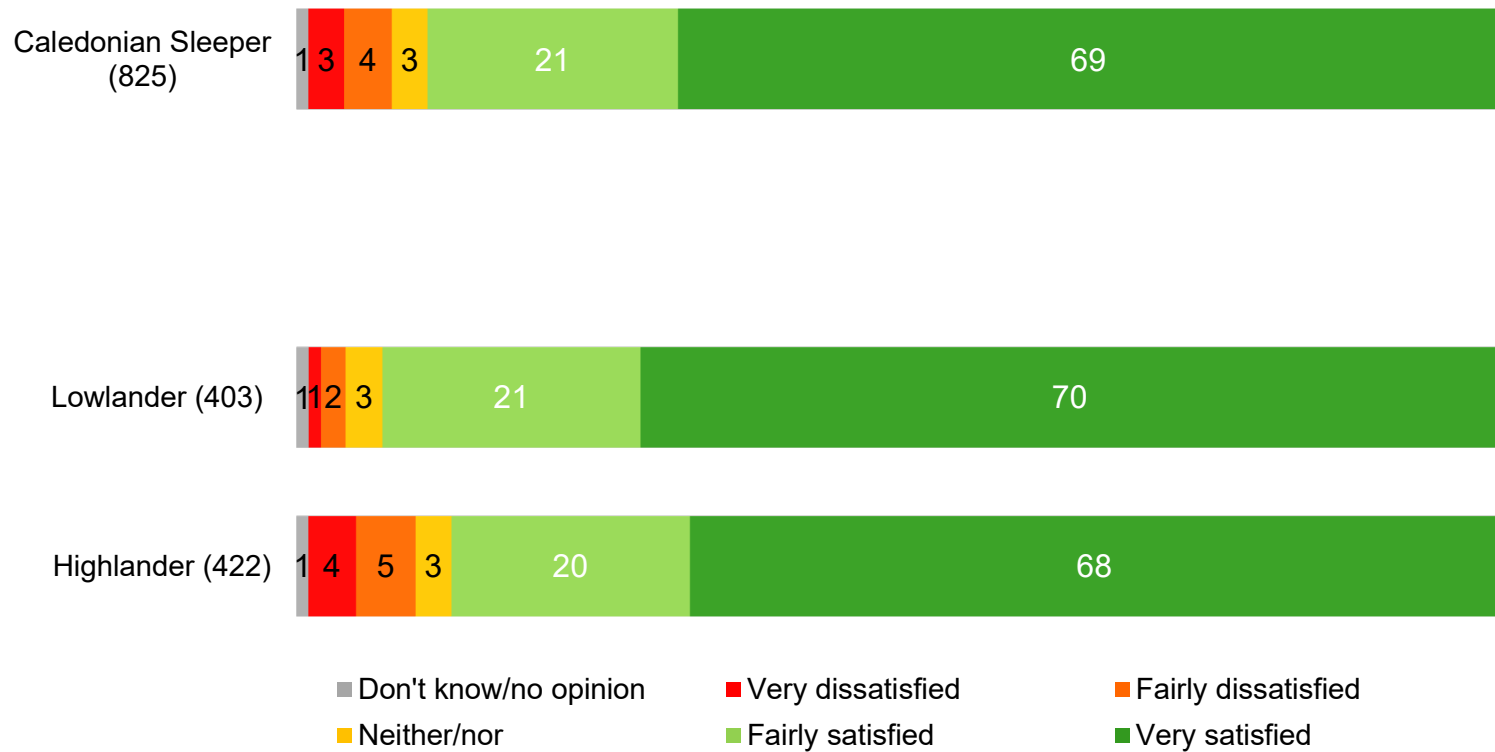
Punctuality and reliability by passenger group



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



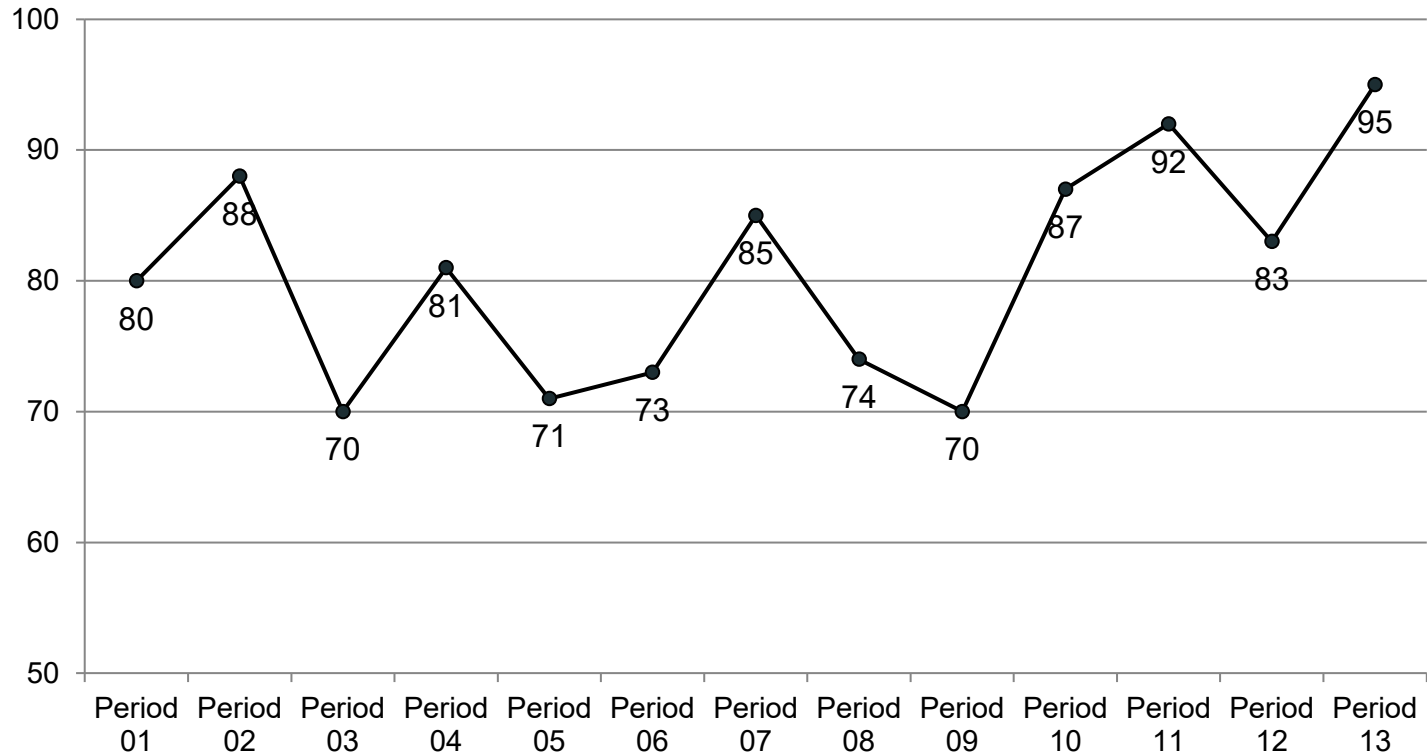
Q33a. Based on your recent journey on the Caledonian Sleeper how satisfied were you with the punctuality/reliability (i.e. the service departing/arriving on time)?
 Base: in brackets above.



Punctuality and reliability - trend

Punctuality and reliability

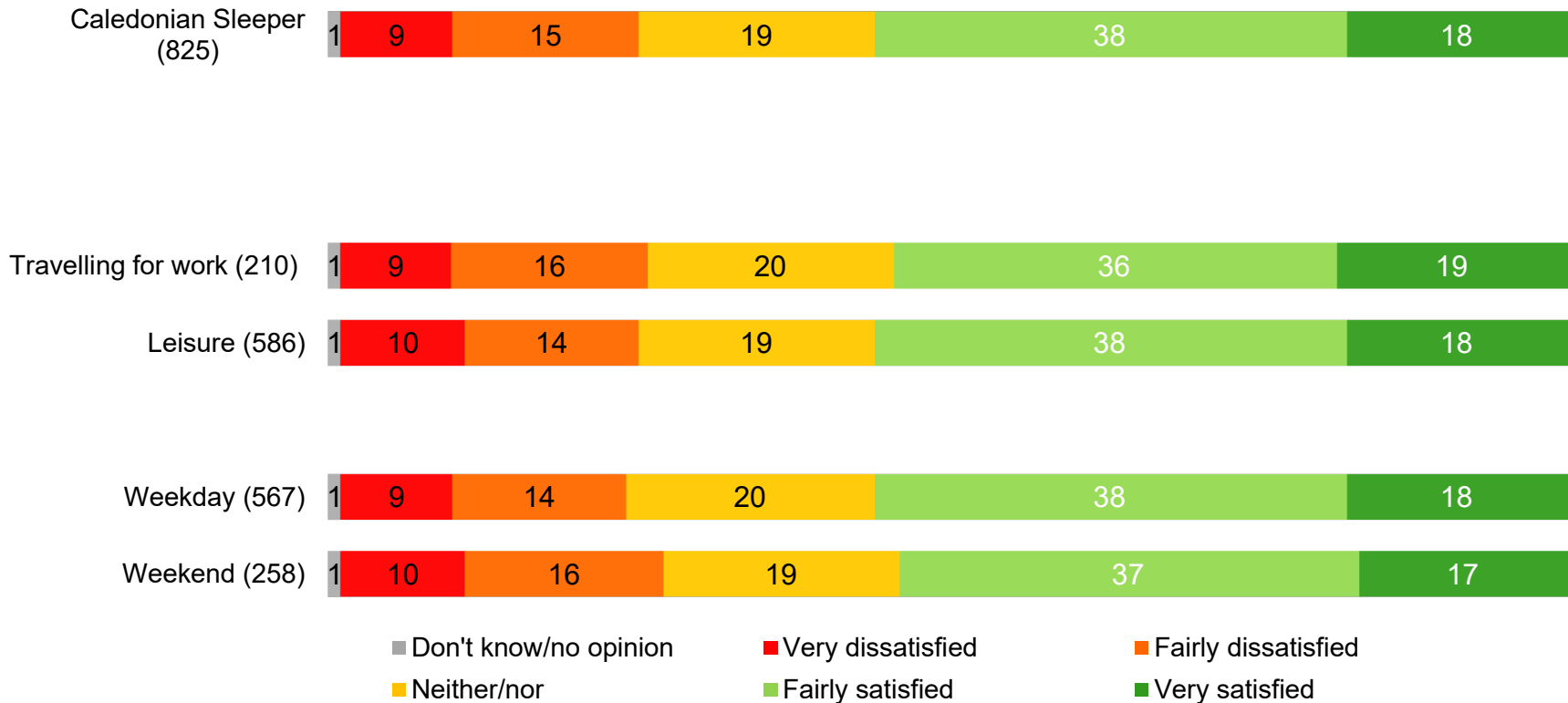
Trend: % very/fairly satisfied



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)?



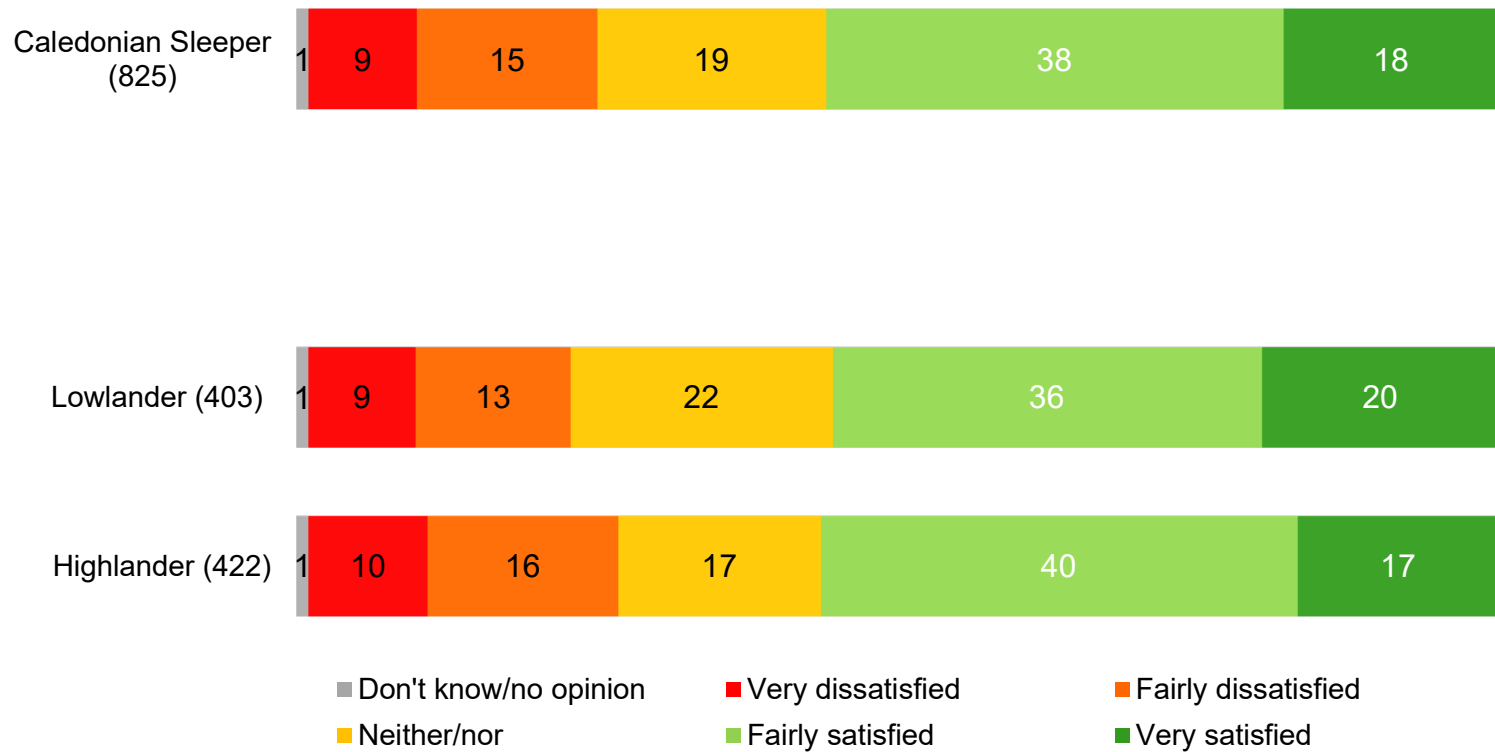
Value for money by passenger group



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



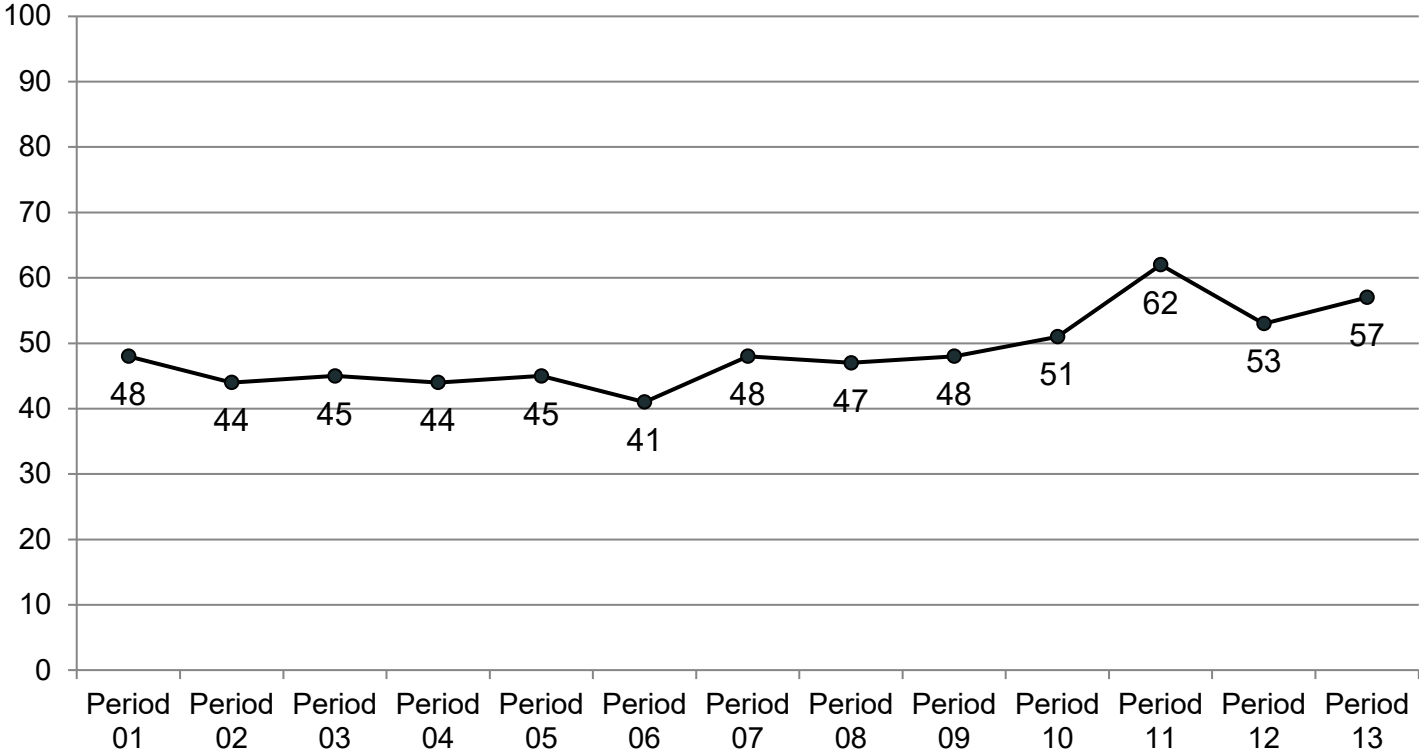
Q33a. Based on your recent journey on the Caledonian Sleeper how satisfied were you with the value for money of the price you paid?
Base: in brackets above.



Value for money - trend

Value for money

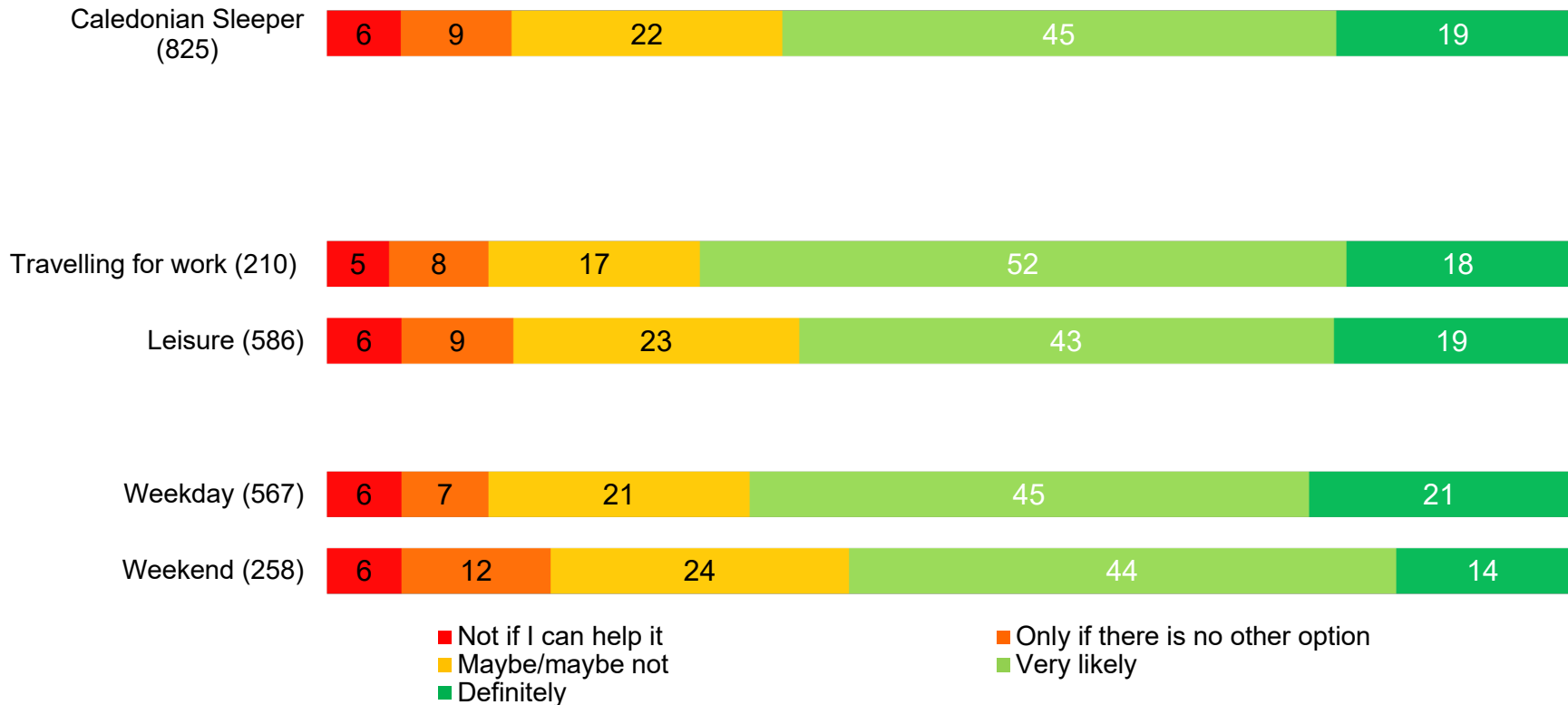
Trend: % very/fairly satisfied



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

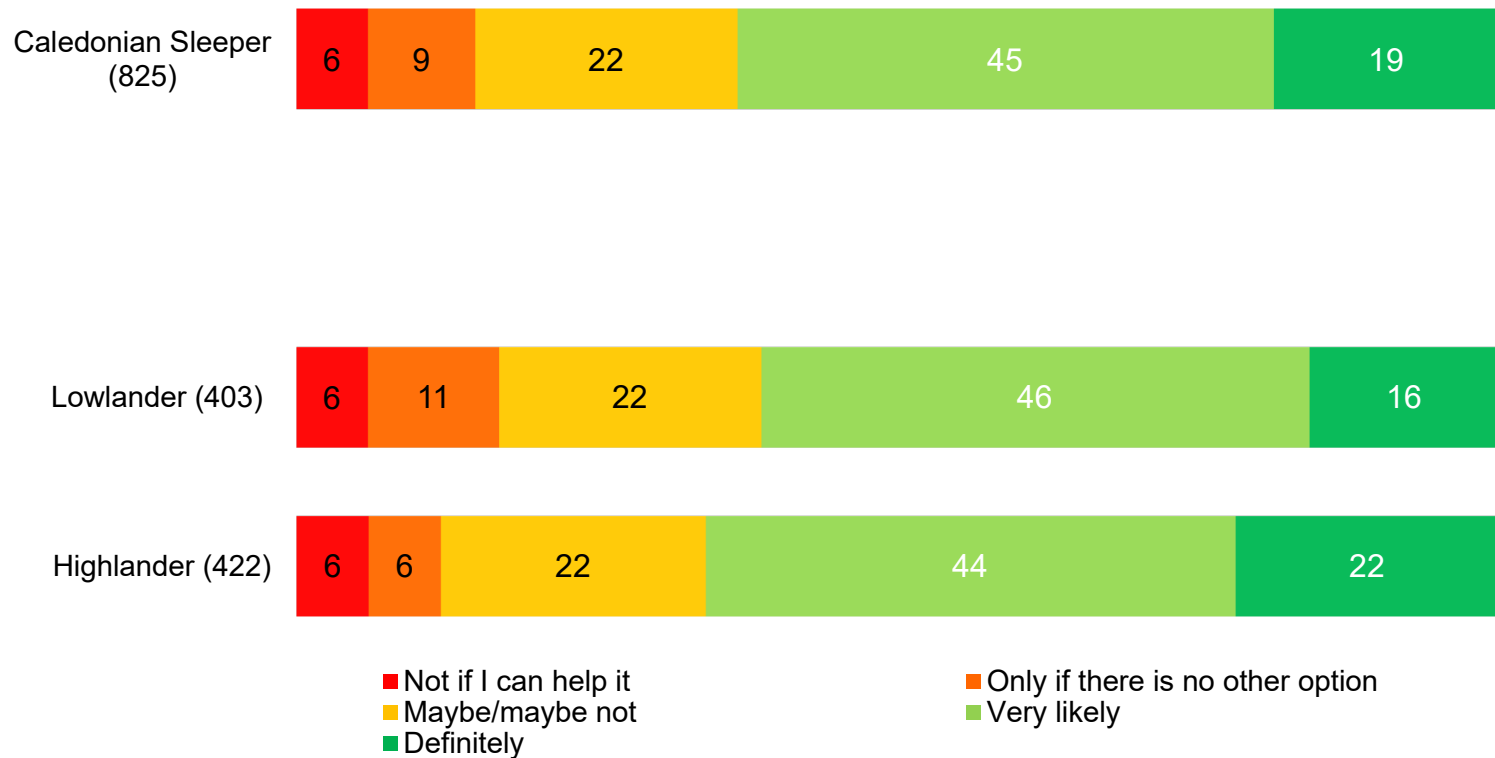


Q32a. How likely are you personally to choose the Caledonian Sleeper when travelling between Scotland and the London area (or vice versa) in the future?

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

Club was too expensive for what is the hotel equivalent of a tartan Ibis Budget on wheels. Disposable cups. Luke warm drinks. Limp breakfast. Problems with water. Cramped (although that can't be helped) too far to walk to lounge car given club is meant to be a first class offer. Very bright reading lights. Strange vinyl stuff on the window blocking the view. Just a weird mix of nice new train but details a little lacking. Needs a bit of thinking along the lines of 'how do we make sure this really is an honest £350 first class offer?'

Because although you have to get up early for a flight to London, it is worth getting a good nights sleep at home to then fly. The timing of the sleeper can't be beaten so a decision would be based on cost, timing and quality of sleep.

Because it needs to improve. It is expensive and currently it does not represent value for money. It does not live up to what you are led to believe from the publicity on the website. There needs to be more thought and more attention to detail.

We normally have a lot of luggage with us since we are on vacation from the states. We had 3 suitcases and 2 backpacks. Only one of us could stand up at a time. We had to rearrange the suitcases in order to even open the door. Also, I thought it would be great to be able to sit in the club car and do my work on my computer, but without dependable wifi, I would not want to take the chance again.

Will depend on the circumstances. Not sure I'd want to do an overnight again knowing I'd feel "jet-lagged" the next day.

I'm not sure that we can afford to travel again at current prices, especially if we can no longer use the First Class lounge in Euston, the food and beverage offering at the other lounges is reduced and our child is still of an age where interconnecting doors are necessary, which are only an option with the Classic rooms.

No lounge. No food or drink. Left on freezing platform (it was snowing) while watching staff chat in the warm. No staff member on platform to ask questions of. When they did leave train, they took their time walking really slowly to the coaches to help us.

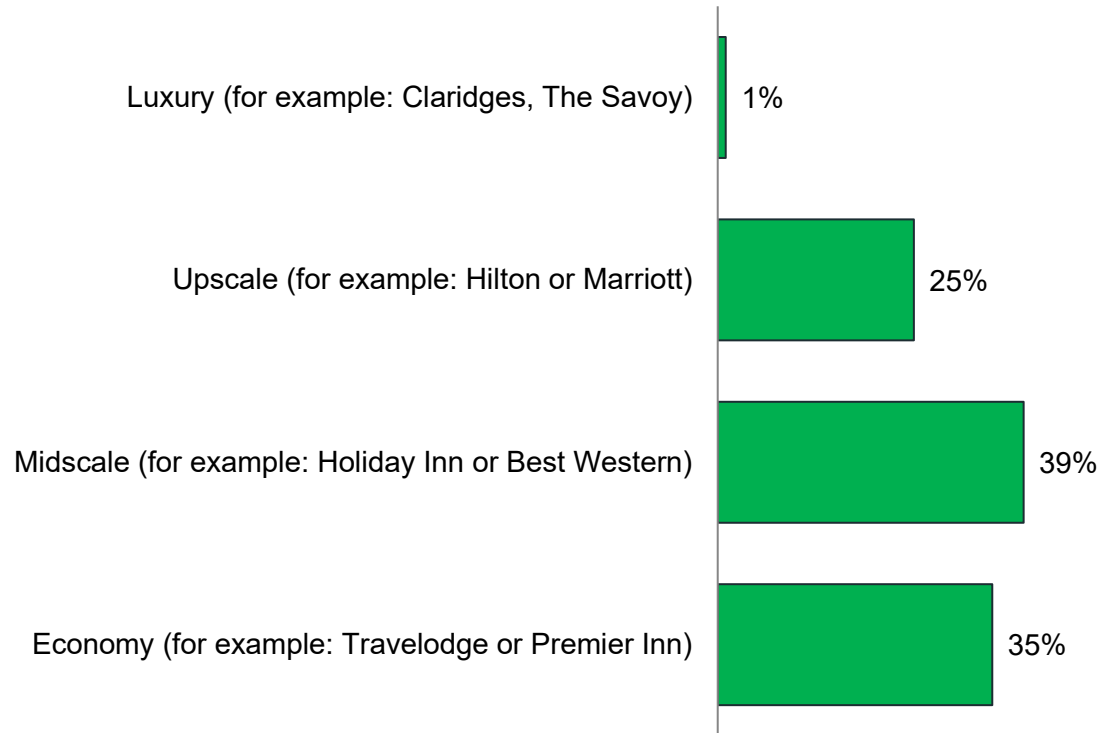
Because it's outrageously expensive and actively promotes elitism in transport options and makes people choose to fly, which is extremely damaging for the environment, and because it feels so utterly horrid to be part of something in which normal people are so entirely disregarded. It's basically like having a train on a very common route which only has expensive first class tickets - I can't quite understand how such a thing has been allowed to happen in the UK.

Q32b. Why do you say that?



If Caledonian Sleeper were hotel chain

Quarter 4 2021/22 %



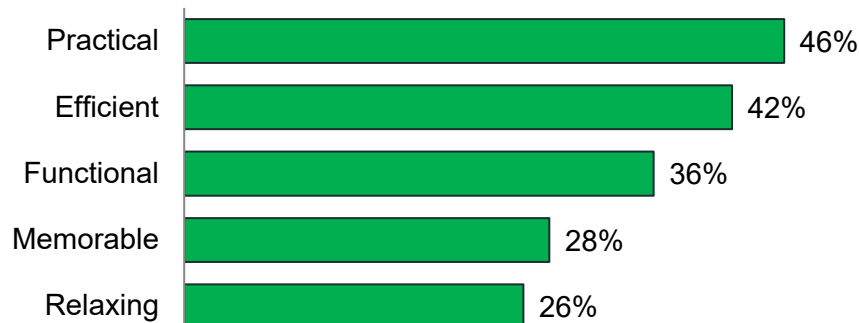
Q34. And just for fun, if Caledonian Sleeper were a hotel chain, what category would you put it into?
Base: all with an opinion (768).



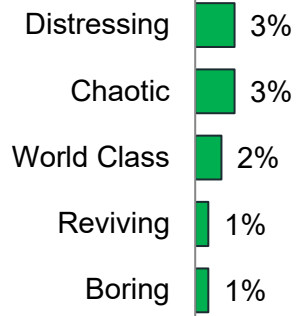
Overall description of journey

Quarter 4 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 (825).



Caledonian Sleeper

Journey expectations

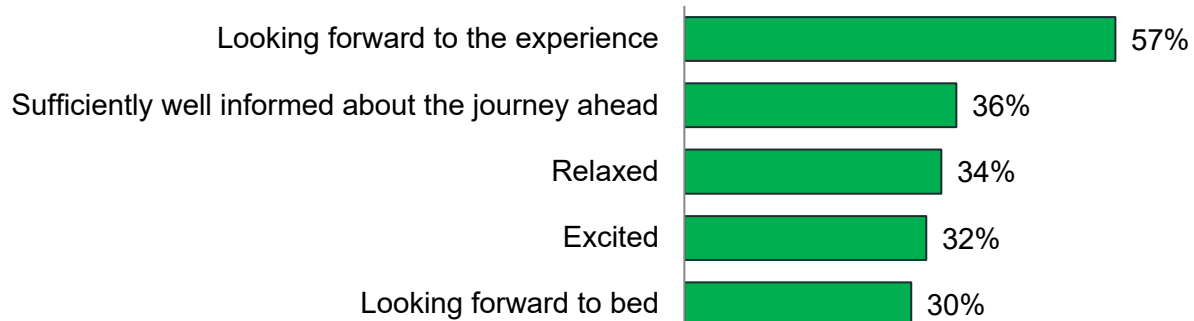


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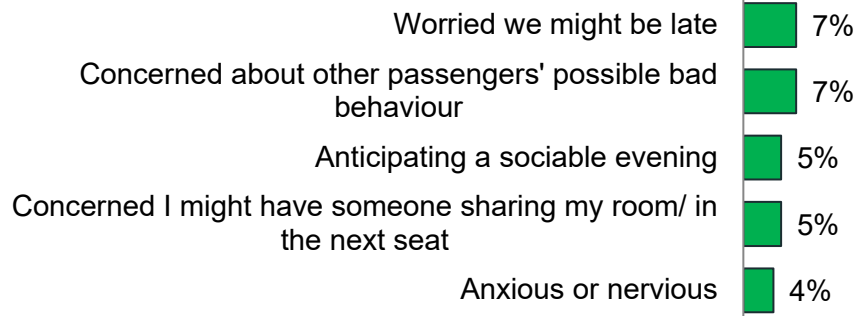
Thoughts and feelings pre-journey

Quarter 4 2021/22 %

Top five



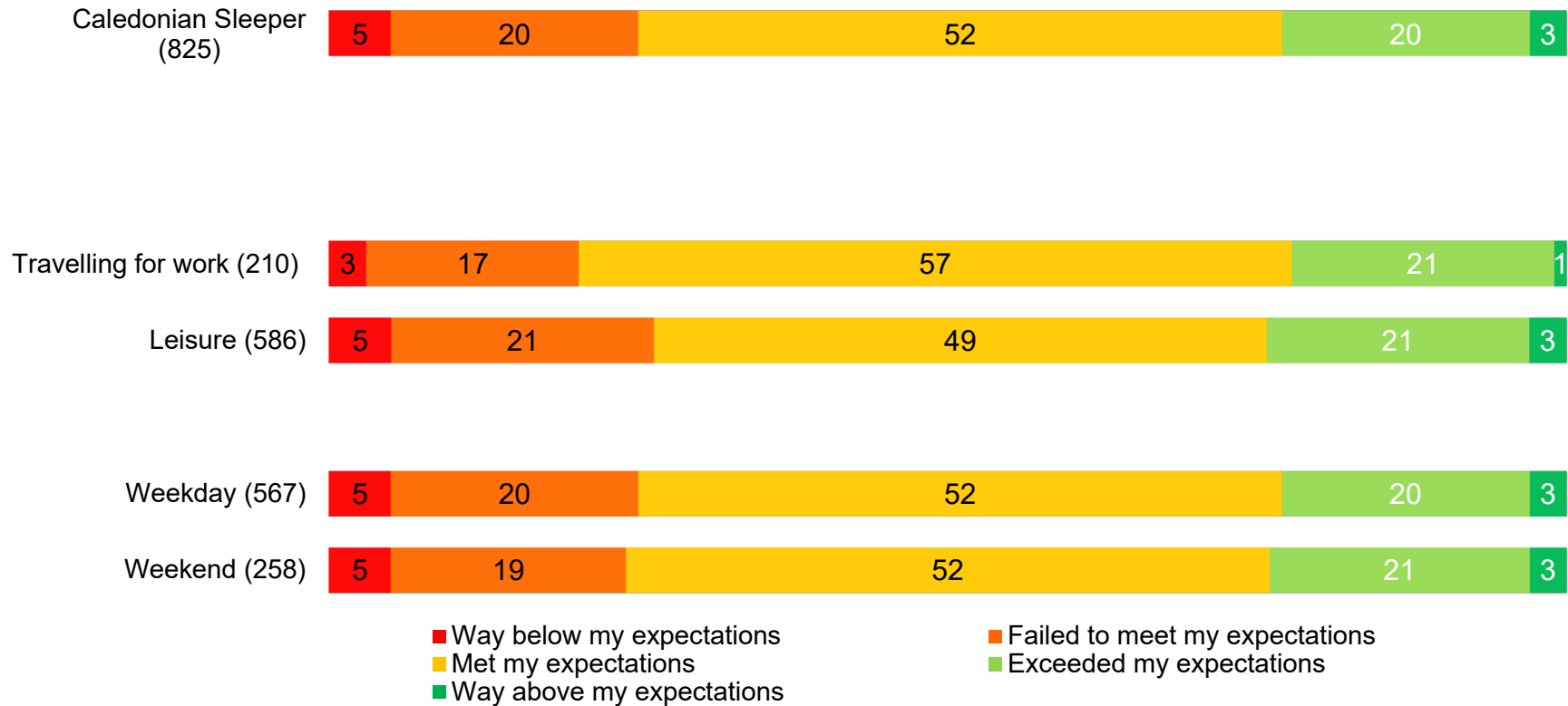
Bottom five



Q4. Thinking about the day you travelled, what were your feelings or thoughts before your journey on the Caledonian Sleeper?
Base: all (825).



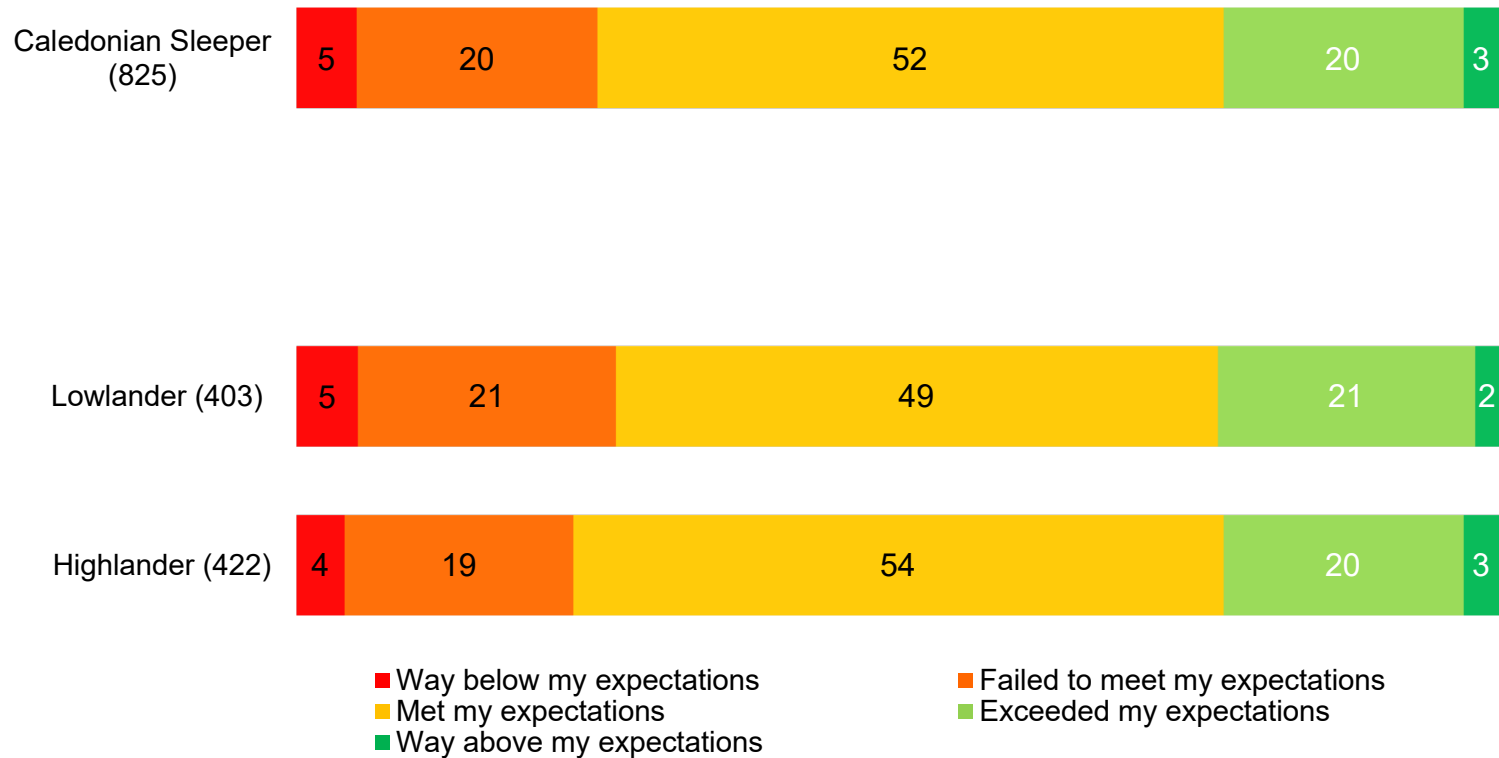
Met expectations by passenger group



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



Met expectations by route



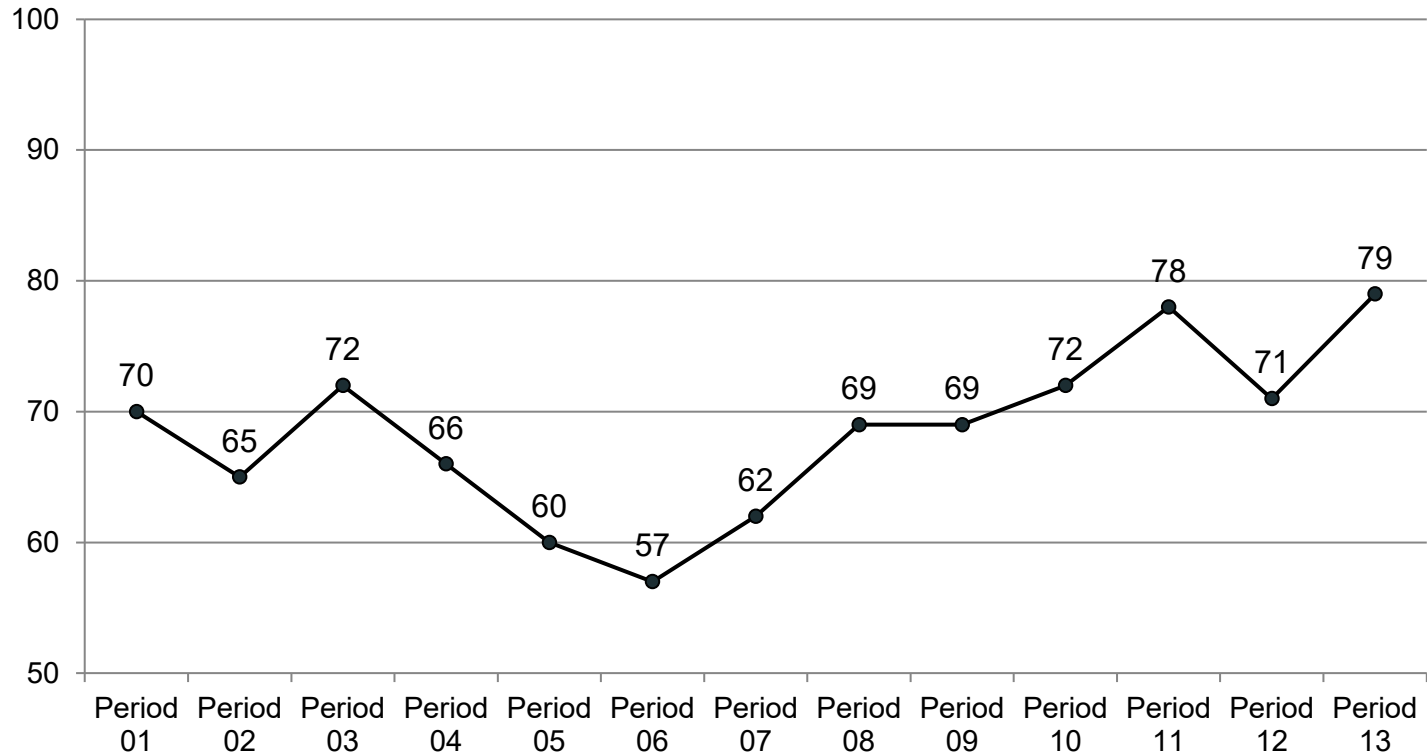
Q5. Overall, taking everything into account, how well did your journey on the Caledonian Sleeper live up to your expectations?
Base: in brackets above.



Met expectations - trend

Met expectations

Trend: % way above/exceeded/met my expectations



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



Caledonian Sleeper

Making bookings

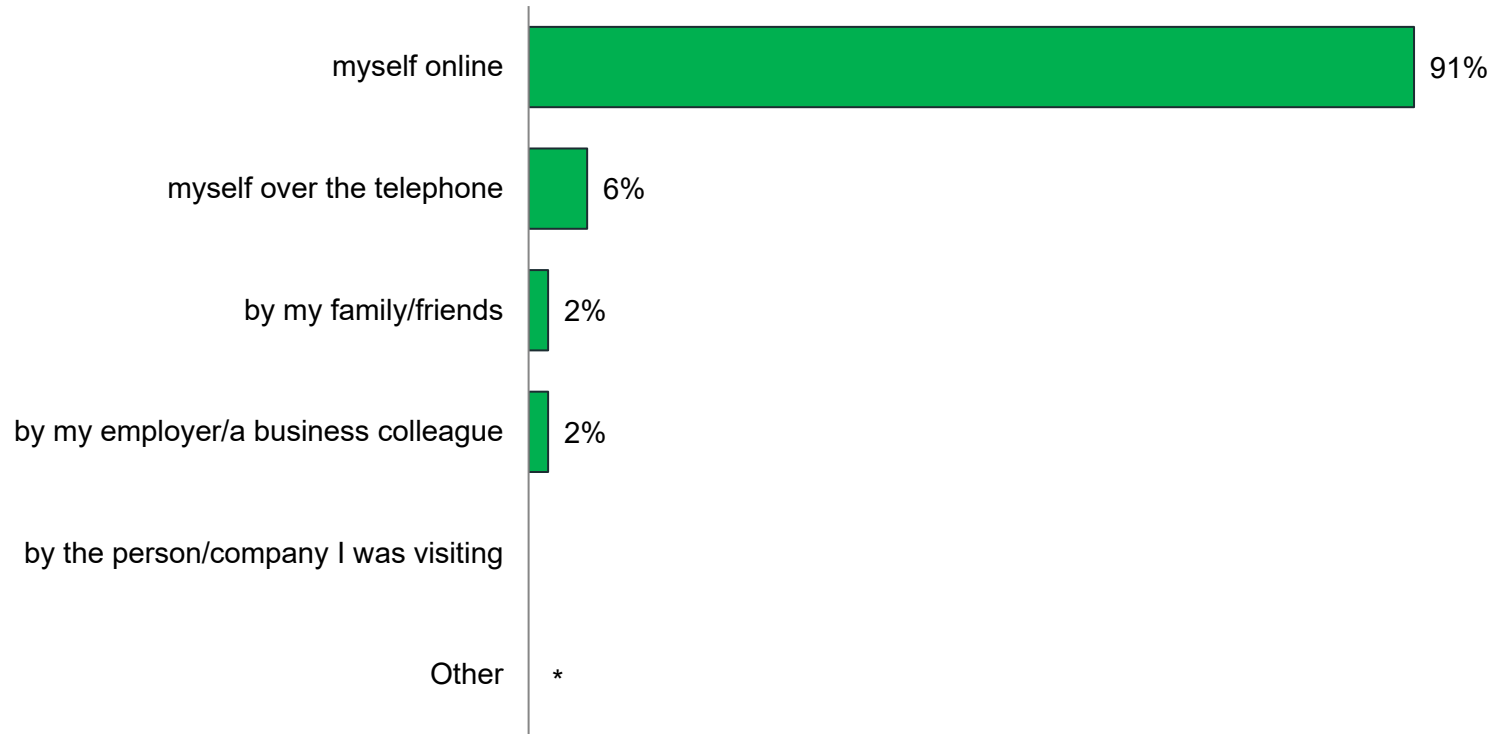


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How booking was made

Quarter 4 2021/22 %

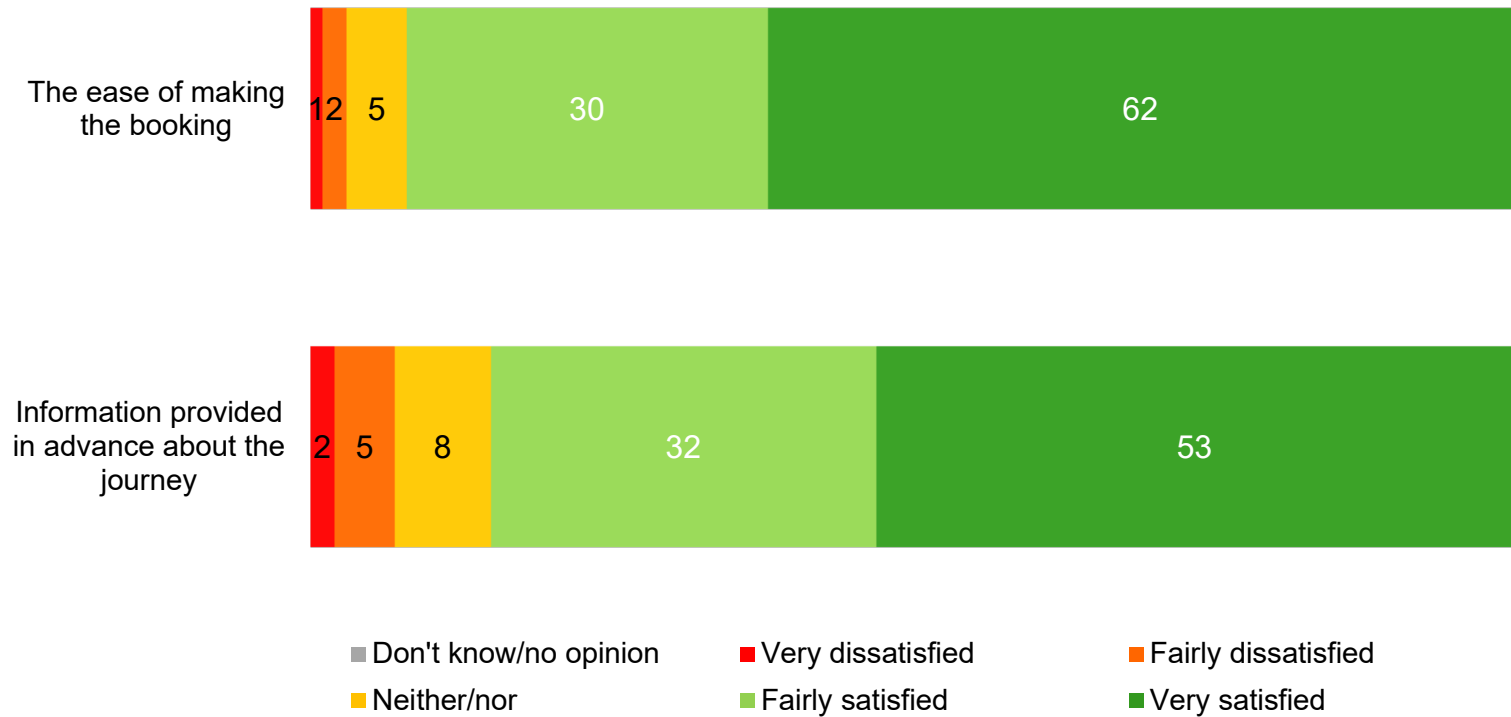
It was booked/I booked it...



Q12 Thinking about the process for booking this journey on the Caledonian Sleeper, who made this booking?
Base: all (825). * Less than 1%.



Satisfaction with booking process



Q13a. How satisfied were you with..?
Base: all who booked themselves (799).



Improvements to information provided about the journey – customer comments

Would have been helpful to find out what time we could arrive at London Euston to enjoy the lounge facilities and also what time we could board. I had to search around the FAQs to get this info but even better would have been to get this info sent by email.

Provide a more current status of service related changes due to the pandemic. Between the website and the pre-departure emails, it wasn't clear if the club car was or wasn't going to be open and whether or not dining would or wouldn't be restricted to our rooms.

I wanted clarity that I didn't need to book a separate train ticket. I wanted to know what time I could get on the train.

Make it clear that a standard Caledonian Sleeper ticket is a seat rather than a bed. Also that it's a supplement to a purchased ticket.

I felt like I had to do a lot of searching and Googling to know what to expect. Information wasn't easily found and the website isn't that navigational. For example, it was a bit of a trick to find the journey map on the website and I wasn't aware that it made a stop at Edinburgh.

Information about any food in the evening was totally lacking. I could find no menu and no information about times it would be available, if it was even available. So I had to eat beforehand. Only on the train did it become clear that food was available in the evening. Also the information about the lounge at Euston seemed to change between booking and travel and it was only luck that I rechecked it. Also when I booked (and was looking at return options) it didn't say the Aberdeen lounge was closed.

The website doesn't make it clear how the food/drinks works e.g. what time the club car is available, what sort of thing you can order. Can you order to your room etc - so it's harder to plan your journey. It would also be good to have photos of the loo/shower and also a floorplan of the different room types. It wasn't easy to tell the difference. You could also say what's provided e.g. towels, toiletries, eye mask, bottled water etc.

Would have been nice to have been given some more information on what to expect. Example, room service before hand. Availability to upgrade room.

I received a text message saying that, due to high winds there would be a speed restriction and my arrival time would be 9am. This proved not to be the case and we arrived at the usual scheduled time. However, the change meant I had no pre-booked transport so had to wait for an hour for onward transportation. If I had not had the incorrect text message I would have kept my taxi booking. Very slapdash and inconvenient.

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



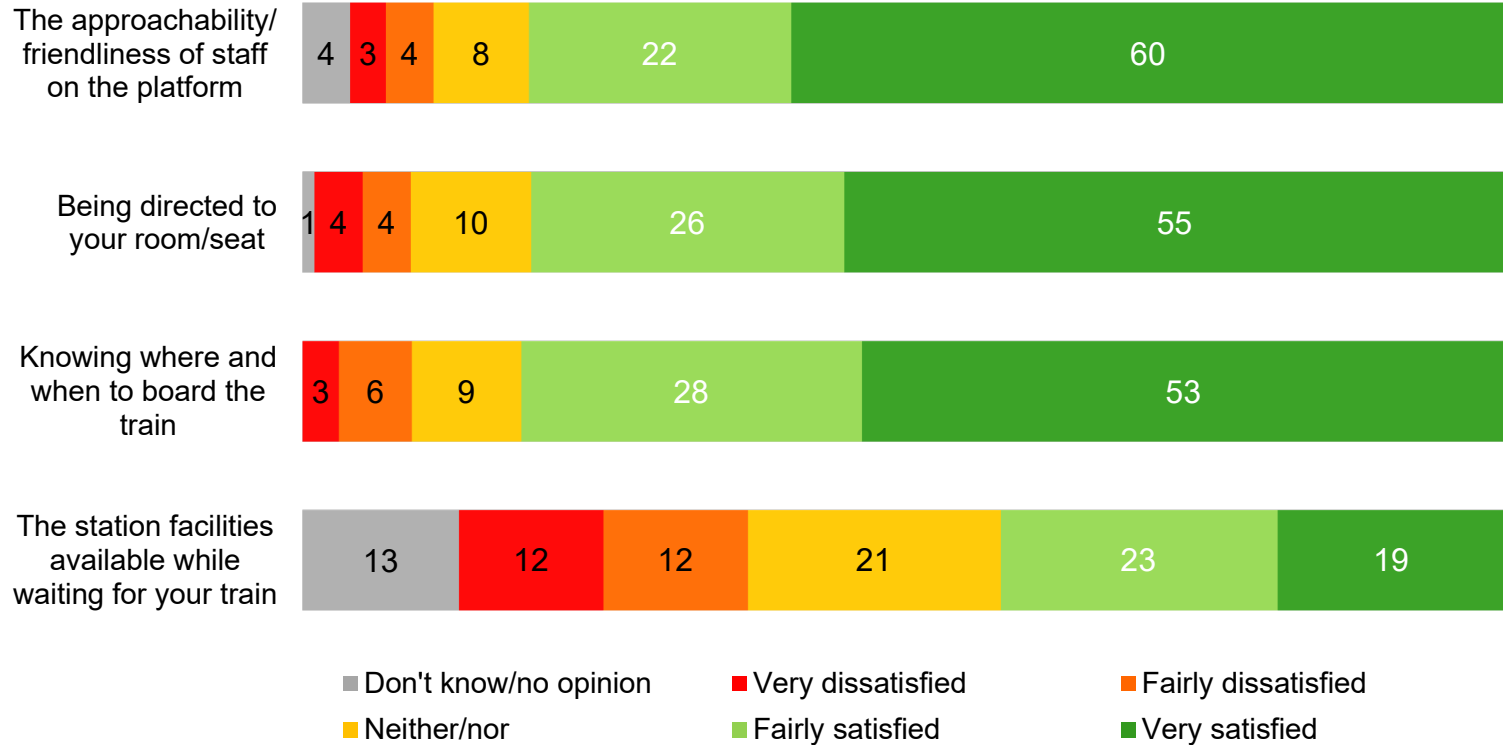
Caledonian Sleeper

Boarding and station facilities



CALEDONIAN
SLEEPER

Satisfaction with boarding process



Q14a. How satisfied were you with...?
Base: a(825).



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

By communicating with the station staff so that we were not called to board when the train was not ready. By telling passengers what was happening without being asked. By wearing masks.

There were no staff around. Not sure what they were doing.

There were no staff on the platform, we were left to find our own carriage & rooms which was the complete opposite to the experience we had in Euston where we were greeted by friendly staff. Staff on the sleeper that did eventually knock on our door to check we had tickets seemed harassed and rushed.

Those new to the sleeper don't know you have to check in on the platform, it doesn't say so on the ticket, or prominently on emails, or while booking. Yet they bark at you if you get it wrong. Even if you do know, it's not clear where check in happens, so if you dare to keep walking, thinking it will be at the carriage you know you're going to, you get barked at too. The staff are probably stressed out, trying to catch everyone before they get on the train. But the passengers can't be expected to know what they're doing.

We didn't know what time the boarding starts. Given the lounge was closed, we had nothing to do but wait on the platform for an hour or so.

Acknowledge you to start with and there should be people there to help people with disabilities.

Greet guests. Have distinctive uniforms. Be present (not taking amongst themselves and avoiding us).

Tell us what was going on! I only managed to speak to one member of staff at the expected time of boarding who told me where to stand on the platform and that there would be a delay in boarding. The rest of the team seemed to stay on the (locked) train.

If there were staff on the platform that would be great - there was nobody there until the very last moment! The train host onboard was excellent.

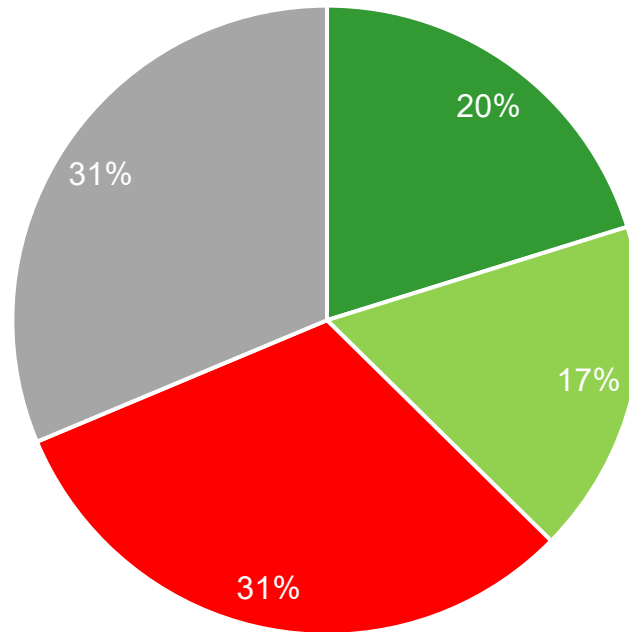
*Other than the conductor, supposedly, right at the front of the train, none of the on-train staff got out to meet the passengers getting on, 10pm at night no excuse; and when I did get on, no staff came to greet me/check my ticket/show me my room. I had to go and find her. She was very polite and helpful, but still could have said something, even just 'Follow me please, and I sort you after I've sorted them...'.
.*

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



Use of customer lounge

Quarter 4 2021/22 %



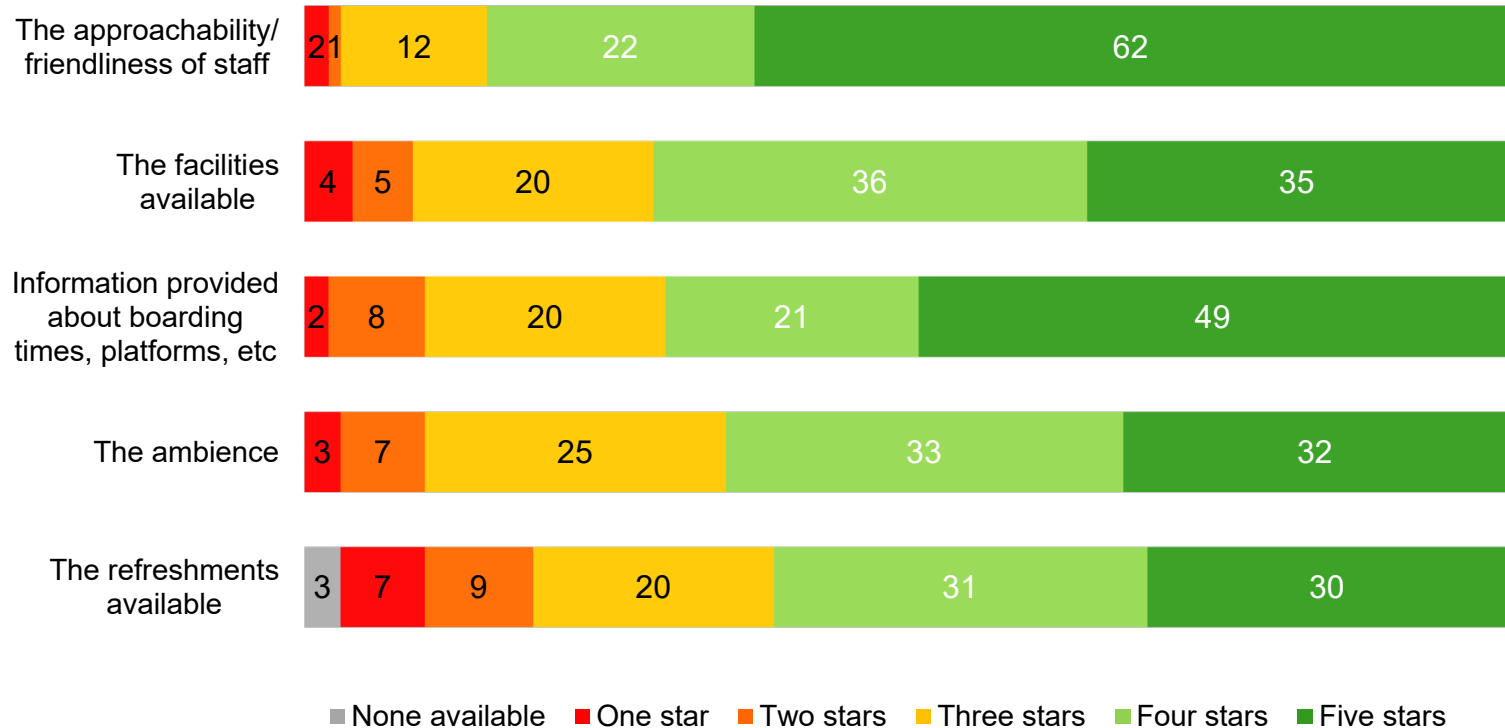
■ Yes - and I did ■ Yes - but I did not ■ No ■ Don't know

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 (754).



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 (153).



Additional information required in the Customer Lounge – customer comments

Why we couldn't board the train at 22:00 hours - the platform number.

The choice of free refreshments in the lounge was disappointing and the platform was not well advertised.

That the train was in fact not ready for boarding. The reason why. What action to take in our best interests from a travelling experience.

There were no staff in the lounge & there were no toilets, barely any refreshments & snacks had to be requested rather than left out.

No choice of snacks available. Staff said 'they have all gone'.

The attendant could have announced the train was boarding. The layout could have been modified to spread people out more (Covid). And to get more people in as some were turned away.

We could not go into the lounge, because the host said that the train was about to board and he was about to shut the lounge. The train did not board for another 50 mins.

We thought the choice of refreshments would be more varied and more substantial. A scone and a coffee was not what we were expecting.

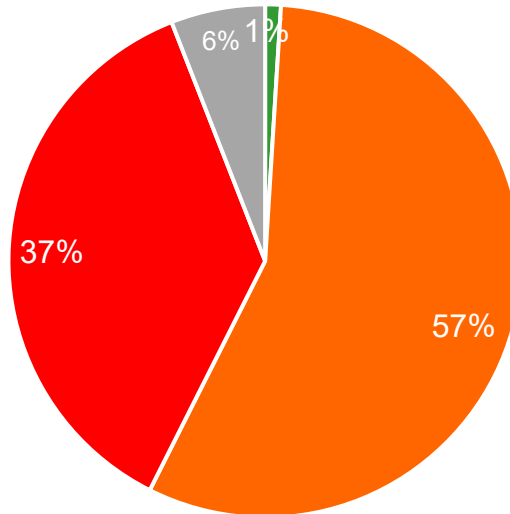
Q16b. What additional/better information would you like to have received?



Use of shower facilities on arrival

Quarter 4 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 (763).



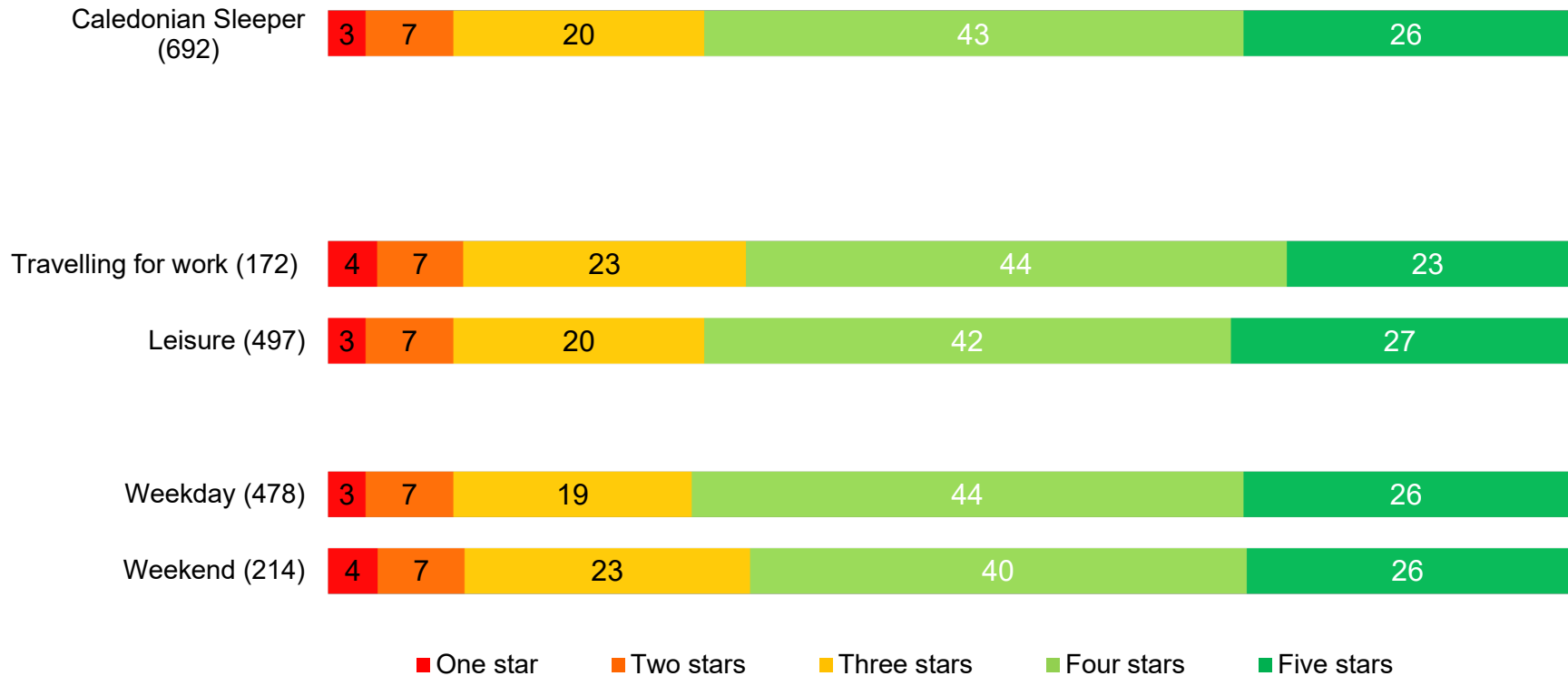
Caledonian Sleeper

Accommodation and train facilities



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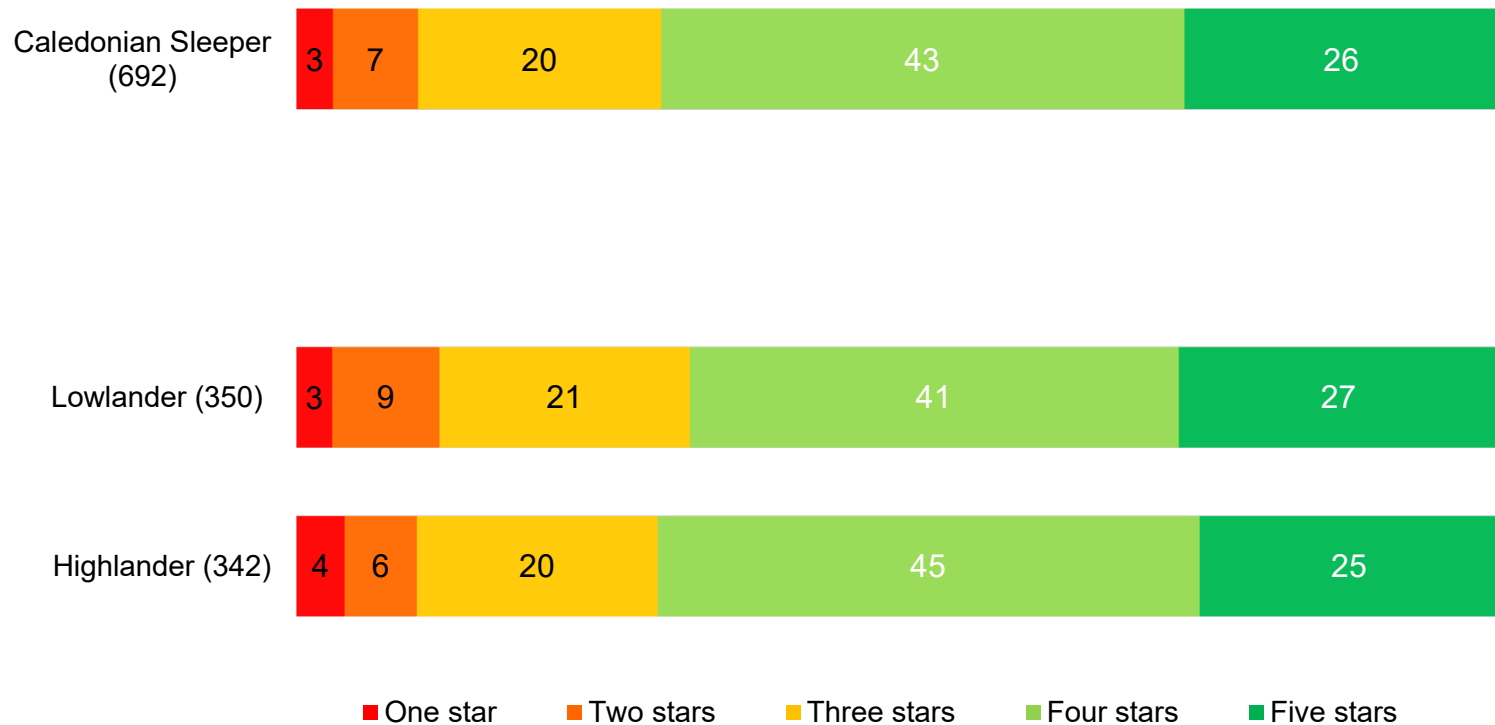
Overall rating of room by passenger group



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



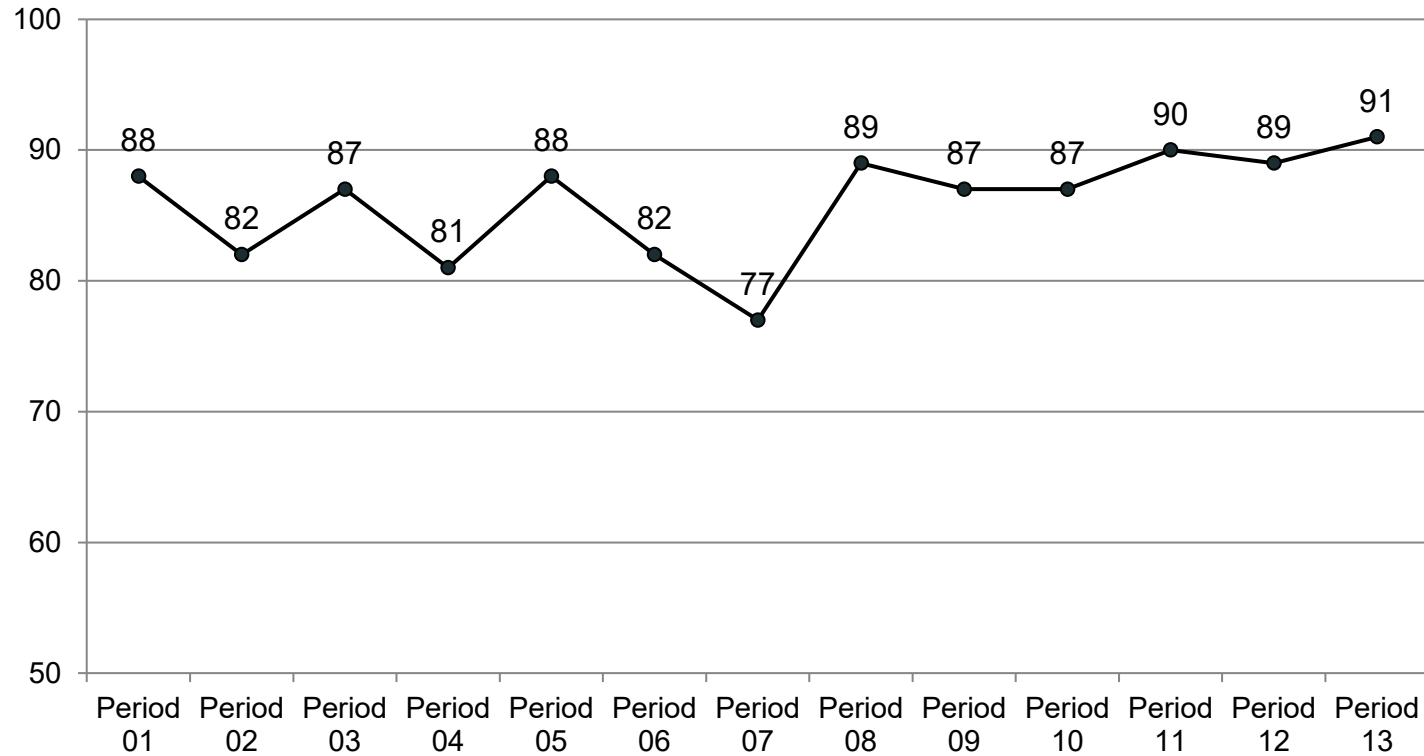
Q17a. How many stars do you give your room on the Caledonian Sleeper?
Base: all guests staying in a room/suite (in brackets above).



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

Stop pretending it is an hotel, give me practical information. Also let me choose if I want the top bunk up or down. Making it difficult to remove the ladder was annoying.

Storage space is understandably limited, though in the odd number club rooms it is even more limited given the position of the en-suite door. Availability of excess luggage space would be useful.

The reading light is a tad bright. It could do with a dimmer setting than being interrogated by the KGB.

As previously mentioned. In addition the glossy pictures and write up should be more realistic to inform passengers that this is not a luxury experience of traveling and highlighting the size of the cabin along with realistic expectations of service and food in the lounge car. Overall I would have not paid £600 for this had I realised what the offer really entailed. Very over priced and throughly disappointing.

Quite claustrophobic sitting on lower bunk with top bunk close to head. Much better when top bunk removed if you booked single room. Fixed step position makes getting in/out of bed a bit more difficult.

Key cards were difficult to activate. Some passengers gave up and didn't bother as they intended to stay in their rooms. We left our room unlocked. This was also an issue on the London to Edinburgh journey.

1. Ensure hot water works. 2. Wifi was not working 3. Power sockets not working.

We really no longer need a full set of little bottles of things any more. Please just put shower gel and shampoo in the bathroom in a big dispenser. Waste is a big issue and the sleeper felt like it was behind where hotels are on this now.

I was used to the old cabins so these are a major improvement - luxury to have a loo and be able to lock cabin door. The sink blocked and was full of water but apart from that and the bright night light, I loved it. My 14 year old son loved it too. Duvet very warm, bed comfortable. If it was pitch black it would have been perfect.

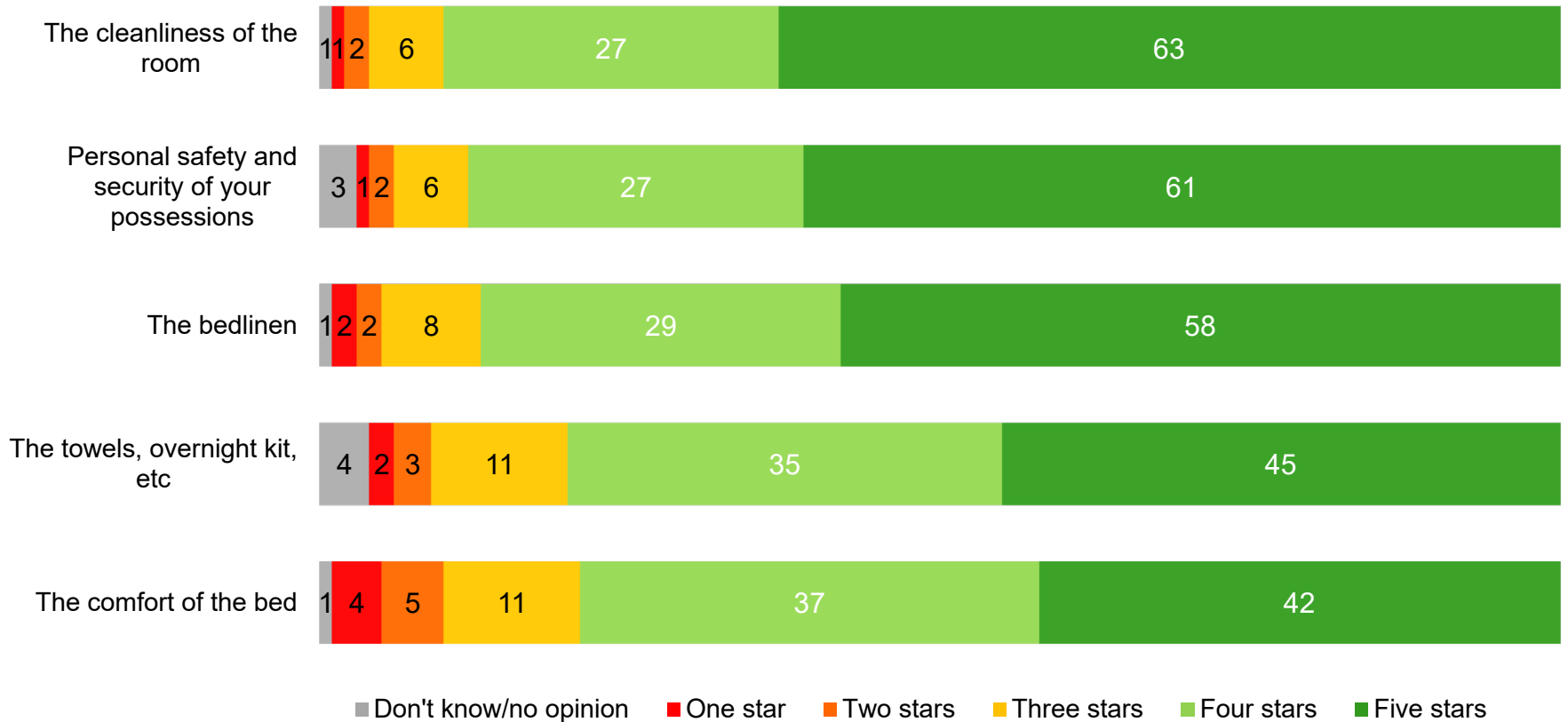
Provide for cooler temperatures in the room, the thermostat dial was on the lowest setting but it was still much too hot for sleeping with the duvet provided.

Lack of space was the issue - very cramped, especially when accommodating luggage also.

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?



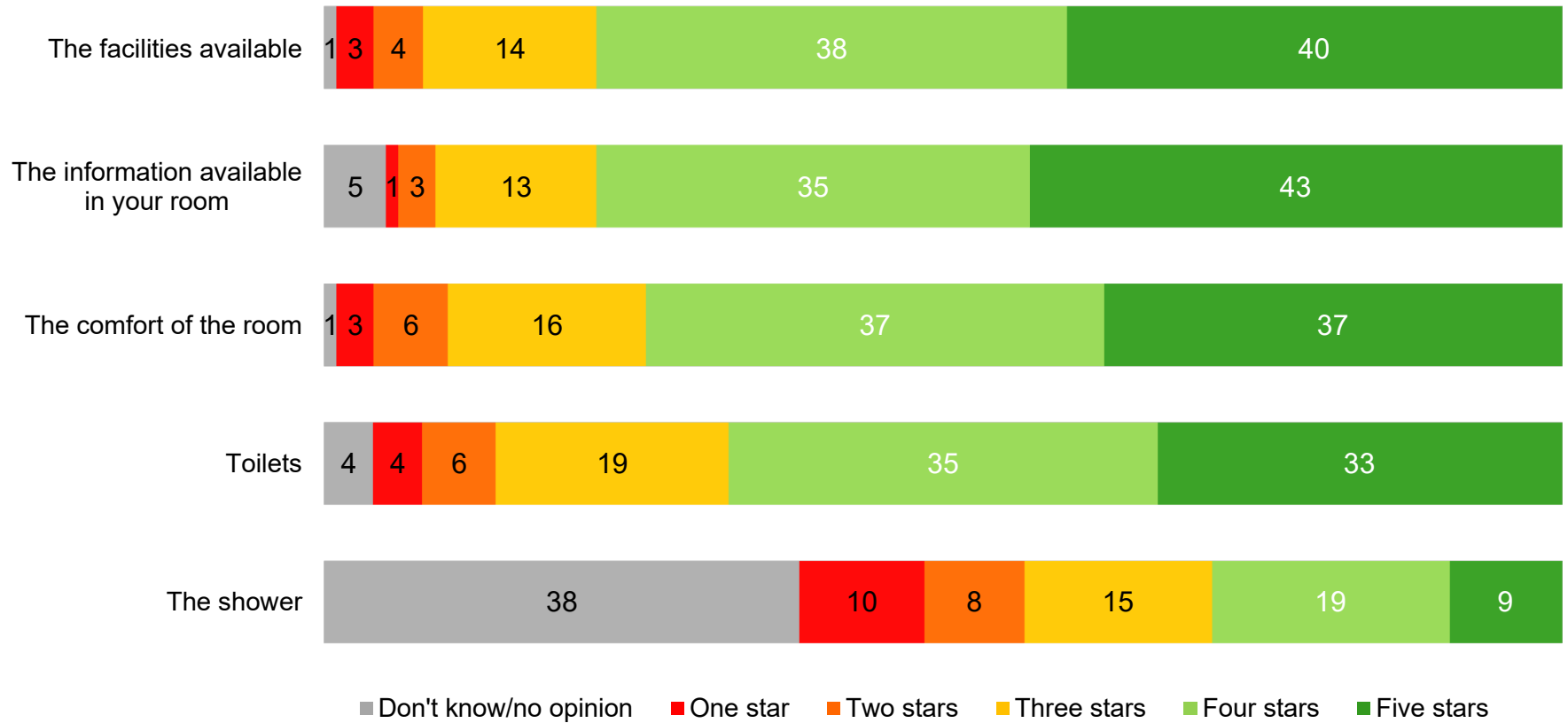
Rating of the features of the room – top 5



Q17b. And how many stars do you give the room for..?
 Base: all guests staying in a room/suite (692).



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

We needed to be able to put our open case under the bed, but the ladder made that impossible. There was almost no floor space with the case on the floor. Stopping the ladder before it got to the floor might do it.

Better control of temperature, ventilation and background lighting (when lights are switched off). The ladder rungs were very narrow and uncomfortable.

My room didn't lock when I left it so I didn't feel safe leaving my possessions in there.

The beds could be thicker. Also, it would be wonderful if the ladder were removed and the top bunk folded away when travelling alone.

Just some more hooks :-)

The night light on/off button remains illuminated even when the light itself is off. As this is right beside my head, it woke me up and was distracting.

I would have wanted some lightweight blankets to be provided.

Make the single bed broader. Provide stowage for the bunk bed ladder so it can be removed and stowed easily to give better access to lower bunk.

Give information about availability of other facilities both before boarding and on the train itself.

The overnight kit is of no use to me. It would be far better to get a toothbrush/toothpaste and a disposable razor with shaving cream. I normally leave the overnight kit unopened.

The automatic tap is hopeless - you wave your hands around underneath and after a while a dribble of water may or may not appear. The dryer is worse. A real pity that the refit used this useless technology, that has been in place on many daytime trains for years and doesn't work there either.

Shower took a long time to heat up and was very low pressure. Higher water pressure would solve this. I expect a shorter higher pressure shower would have used the same amount of water. I did want a log shower, just a good shower.

There wasn't any clear signage as to which direction the Club Restaurant car was situated. It also wasn't made clear anywhere that the Club Car would be open before departure.

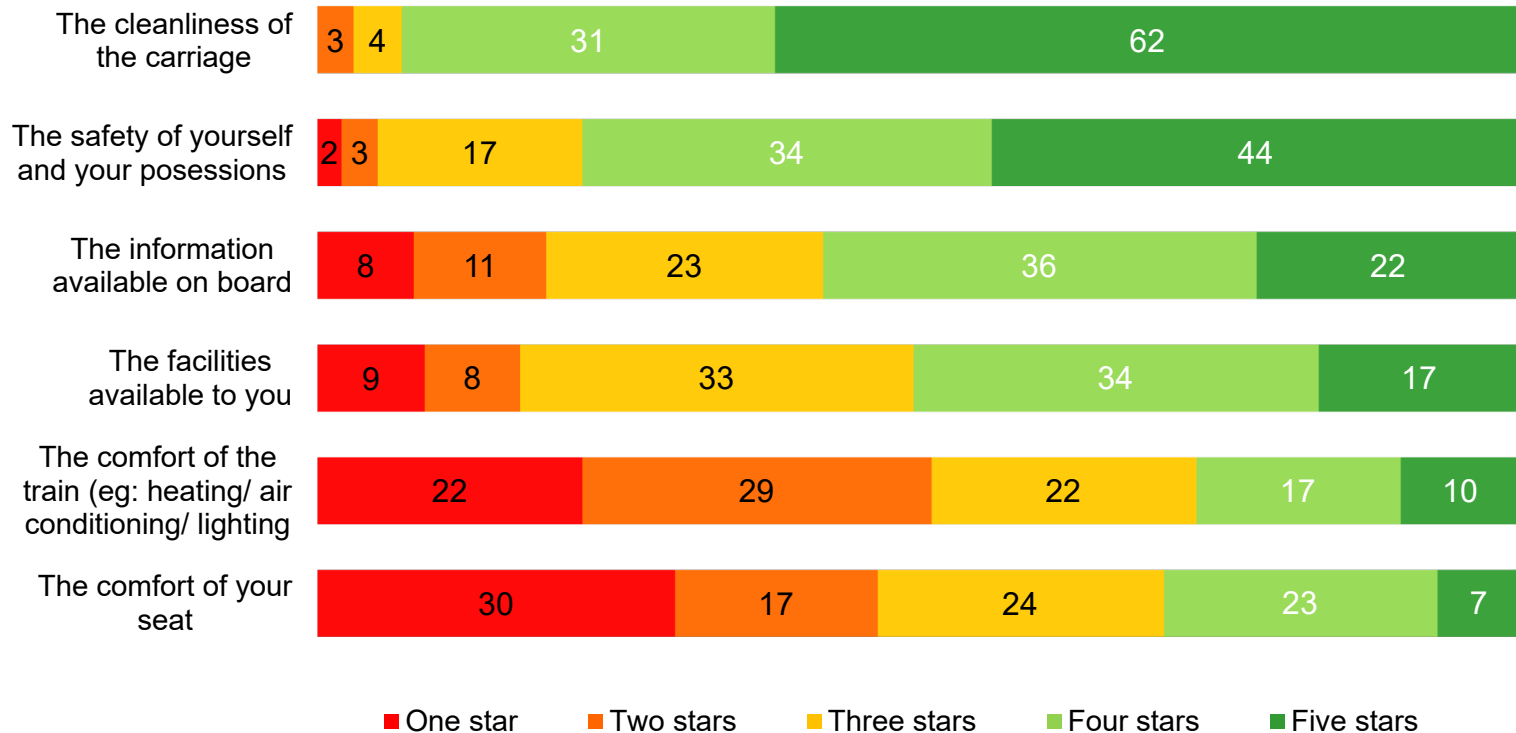
It wasn't up to the usual standard I felt: dust and hairs, and some sticky finger prints. Nothing devastating, but feels more important than usual at the moment.

Was not clearly stated that my room had no toilet. Some do, some don't. Mystery.

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?



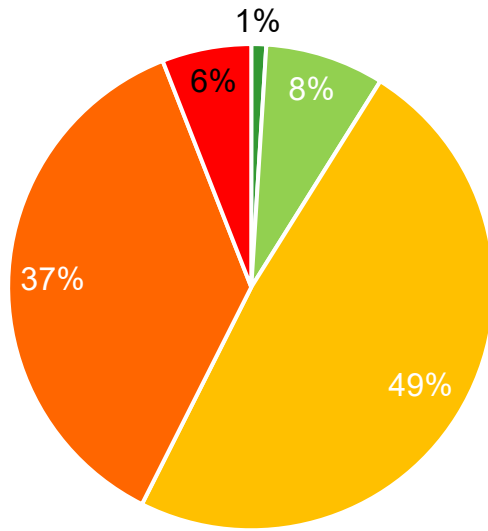
Rating of on-board features among seated guests



Q19. How many stars do you give the Caledonian Sleeper for..?
 Base: all seated guests (133).

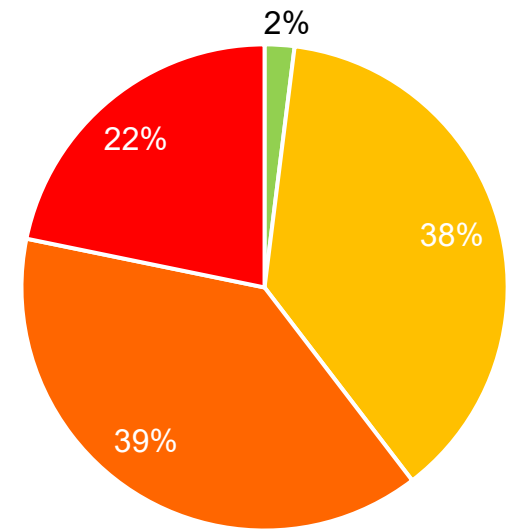


Quality of sleep



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 (692), seated guests (133).



Improving quality of sleep – customer comments

Caledonian Sleeper or their staff can't do much. The mistakes are in design, specification of soundproofing and materials used in construction. The train driver could perhaps be more careful - mostly track noise coming straight in to the cabin, wrong train speed?

Gone slower! Airflow noise, track noise, sudden and quite violent train movements made it feel like trying to sleep on a rollercoaster! I expected a meandering journey where I was gently rocked to sleep but it was quite the opposite!

Not sure you can do anything about the wobblest bits of track. I woke up going through Crewe. Letting people board the 2350 earlier would actually improve my sleep. Also saying what time breakfast would be and giving me the opportunity to decline breakfast for more sleep would have helped.

Enable the seats to recline far more. Enable all arm rests to go up. Stop cold air from being blown from vents constantly. Dim the lights more. Enable coach passengers to use the lounge. We may have booked a cheap seat to actually sleep in, but that felt like some awful class segregation. It is 2022! The cheap seat equals worse sleep than the cabins yes, but why should booking it deny us other facilities. It felt like keeping the plebs from the wealthy.

Reduce noise levels / improve noise insulation both on the train and on stations when train operations are taking place - e.g. Carstairs Junction.

Difficult to say. A thicker mattress. Better noise insulation.

*Turn the heat down
Alter the lights that are on all the time.
More sound insulation.*

The lights in the seated cabin were incredibly bright for an overnight journey. It's hard to wear an eye mask, face mask, and hat (it was cold), but the light was shining directly into my eyes.

Nothing really. I thought I would find the movement soothing but I just found I couldn't sleep at all, the noise and the stopping and starting all together made it impossible to sleep.

Our two children slept very well. The two adults less well. But the experience was what was expected.

Recliner seats, footrest, padded/comfortable arm rests, dimmer lights (they were very bright).

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



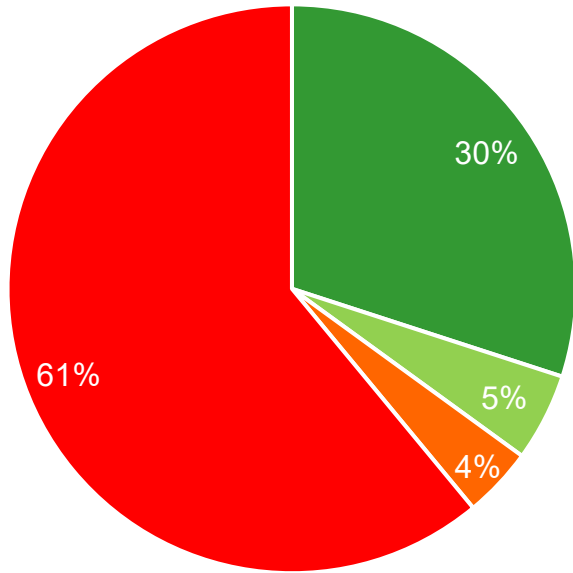
Caledonian Sleeper

Club car and catering



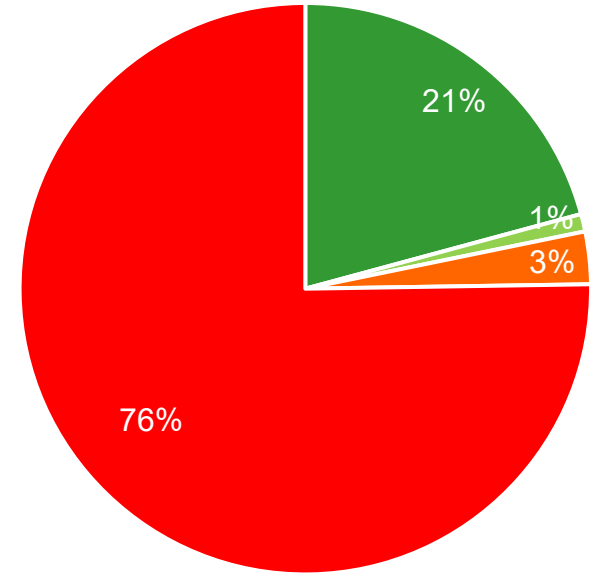
CALEDONIAN
SLEEPER

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

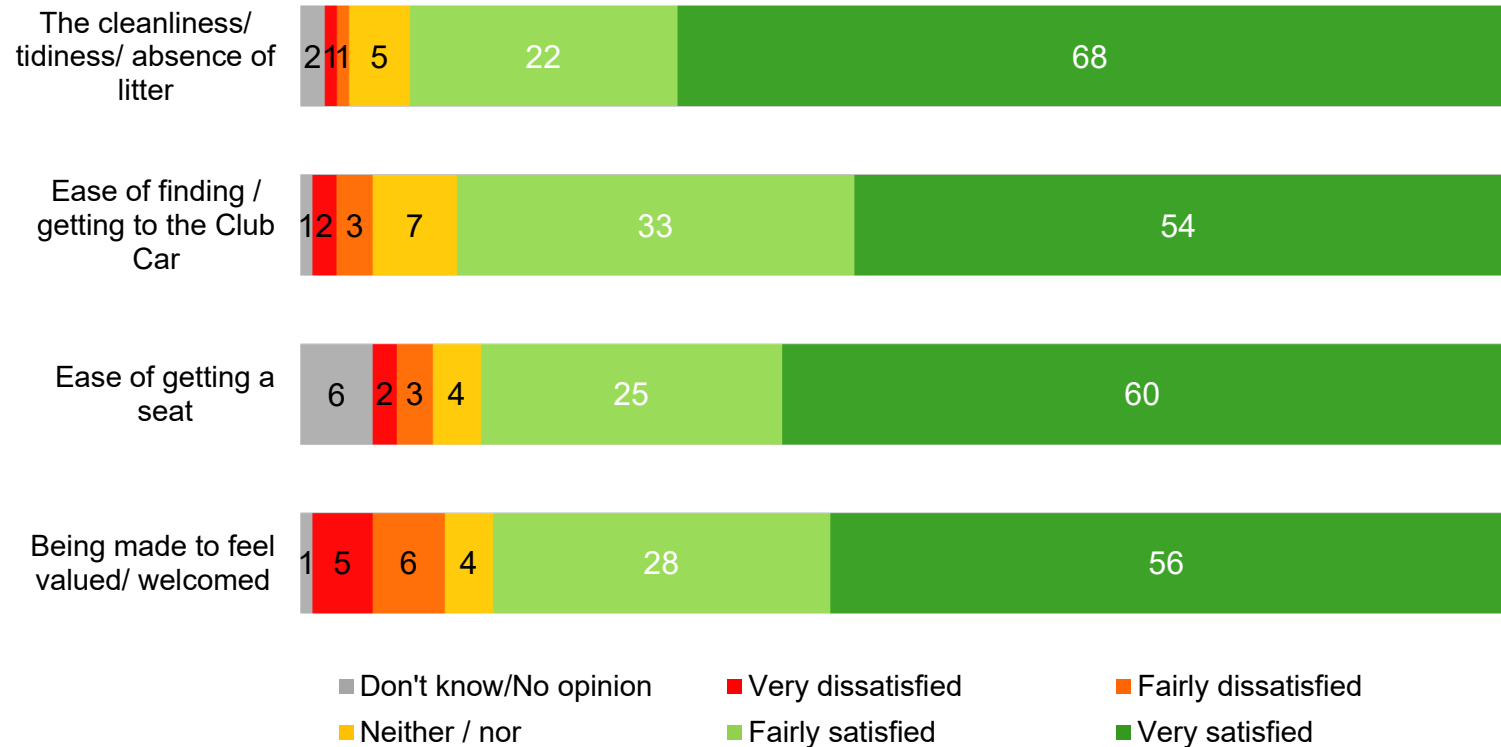


Morning Use

Q22a/b. Thinking about the evening/morning of your trip on the Caledonian Sleeper, did you visit the Club Car?
Base: all (692).



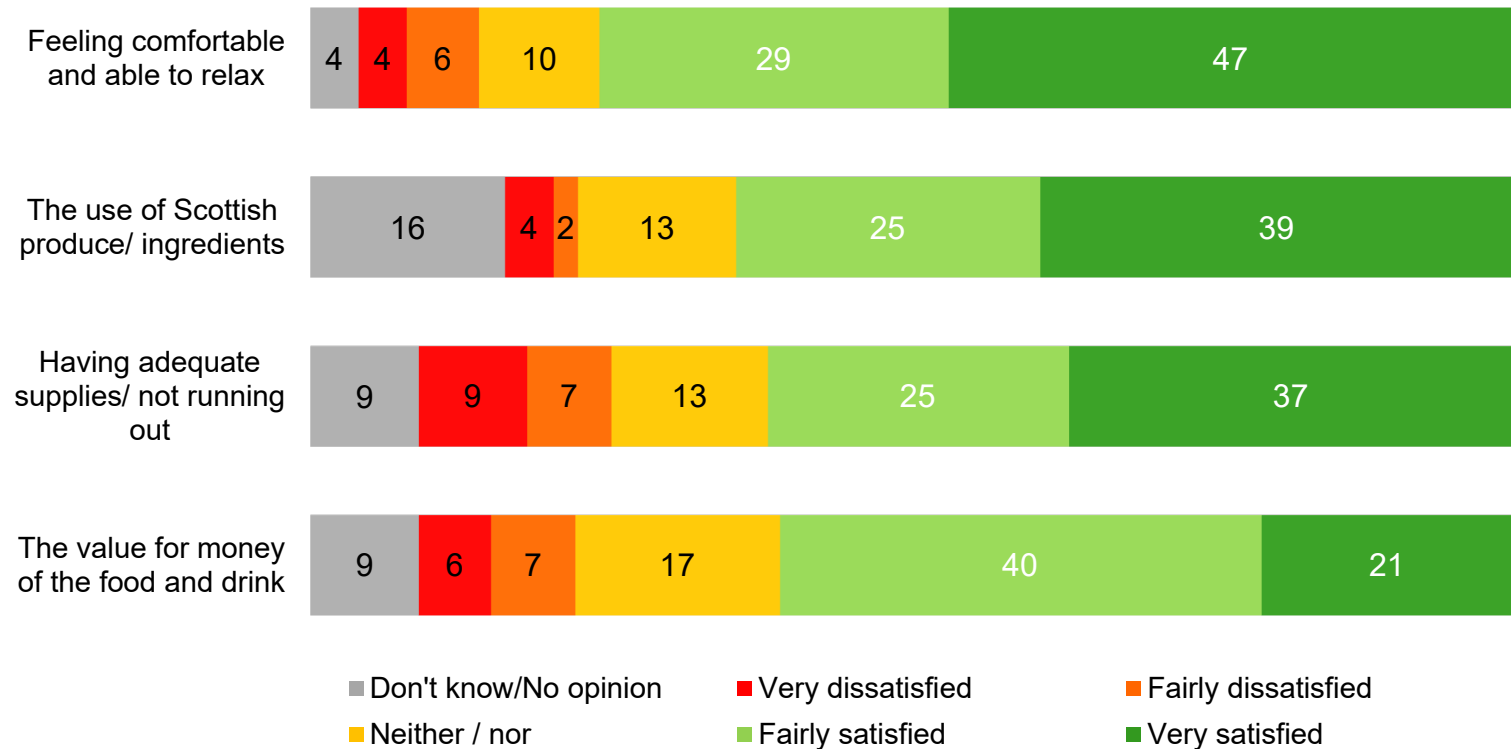
Satisfaction with features of the Lounge Car – top 4



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 (292).



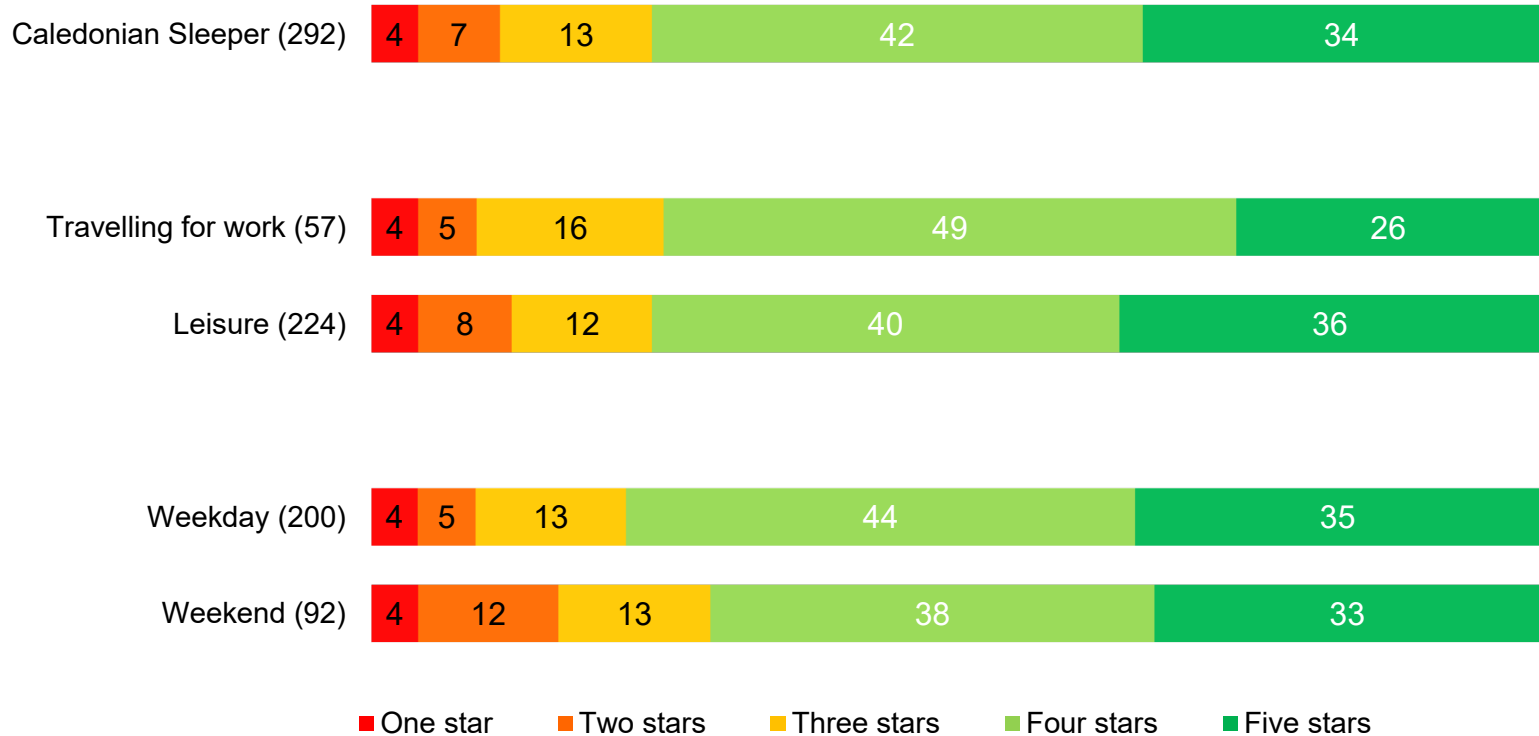
Satisfaction with features of the Club Car – bottom 4



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 (292).



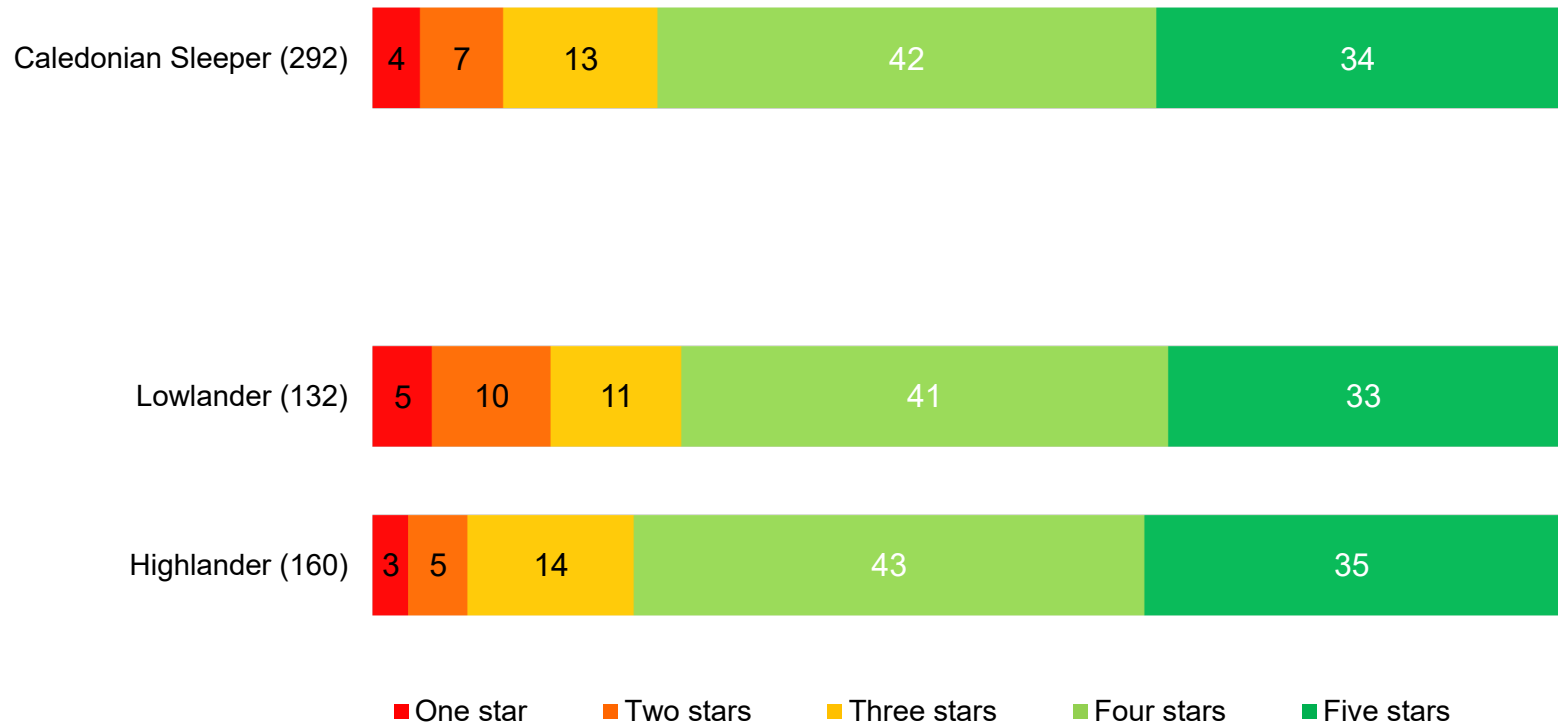
Overall rating of Club Car by passenger group



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



Overall rating of Club Car by route



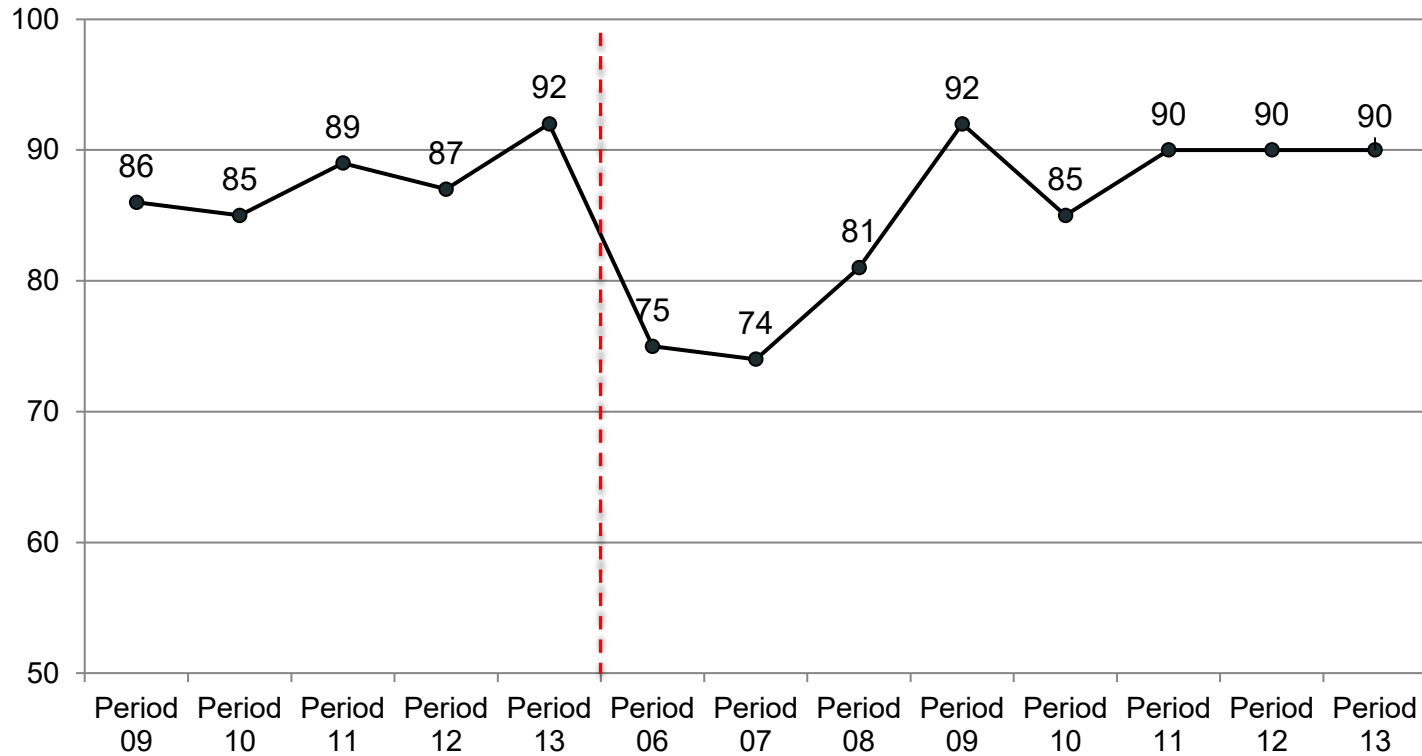
Q24a. How many stars overall do you give the Club Car on the Caledonian Sleeper?
Base: all users of the Club Car (in brackets above).



Overall rating of Club Car - trend

Rating of lounge car

Trend: % three/four/five stars



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

--- Club Car closed due to Covid



Rating of the Lounge Car overall – customer comments

More vegan options.

For a Classic passenger it's not really clear whether I was actually entitled to use the Club Car. (e.g. at breakfast I was asked if I had a booking but I don't think it was possible to make one).

Allow booking. Or if not do not allow some passengers to book and not others. Provide correct glassware. e.g. champagne flutes for champagne. Provide an ice bucket for white wines. Provide linen napkins. Do not use plastic cups. Make sure seats are clean and not stained. Use table cloths rather than tatty paper place mats. Do not provide a meaningless wine list. Do not allow phones to ring unanswered over the speaker system.

Provide information or signages from our rooms or the trains on how to get to the Club Car. I had to call the attendant to find out how to get the Club Car.

I had a lovely Scottish lager, unfortunately it was the last one, so better stocked would have been better. A better range of simple food for night time e.g. sandwiches, wraps etc.

All passengers with a room booking should have equal access to the Club Car. There was a lot of unknowns whether or not I could use the Club Car during my journey but it turns out there was plenty of seating available - contrary to what I was led to believe beforehand.

Allow passengers to sit in the Club Car in the evening without having to buy anything. When I tried to do this, was told it was not possible to sit there without buying something even though there were many free seats and was told I would need to return to my cabin. So to improve rating, provide a better service that is less rigid and make passengers feel like they are receiving a special service (given the cost of the tickets) - this was not the case here especially when there is nowhere to sit in the cabin and it seemed completely unnecessary to refuse use of a seat when the Club Car was virtually empty.

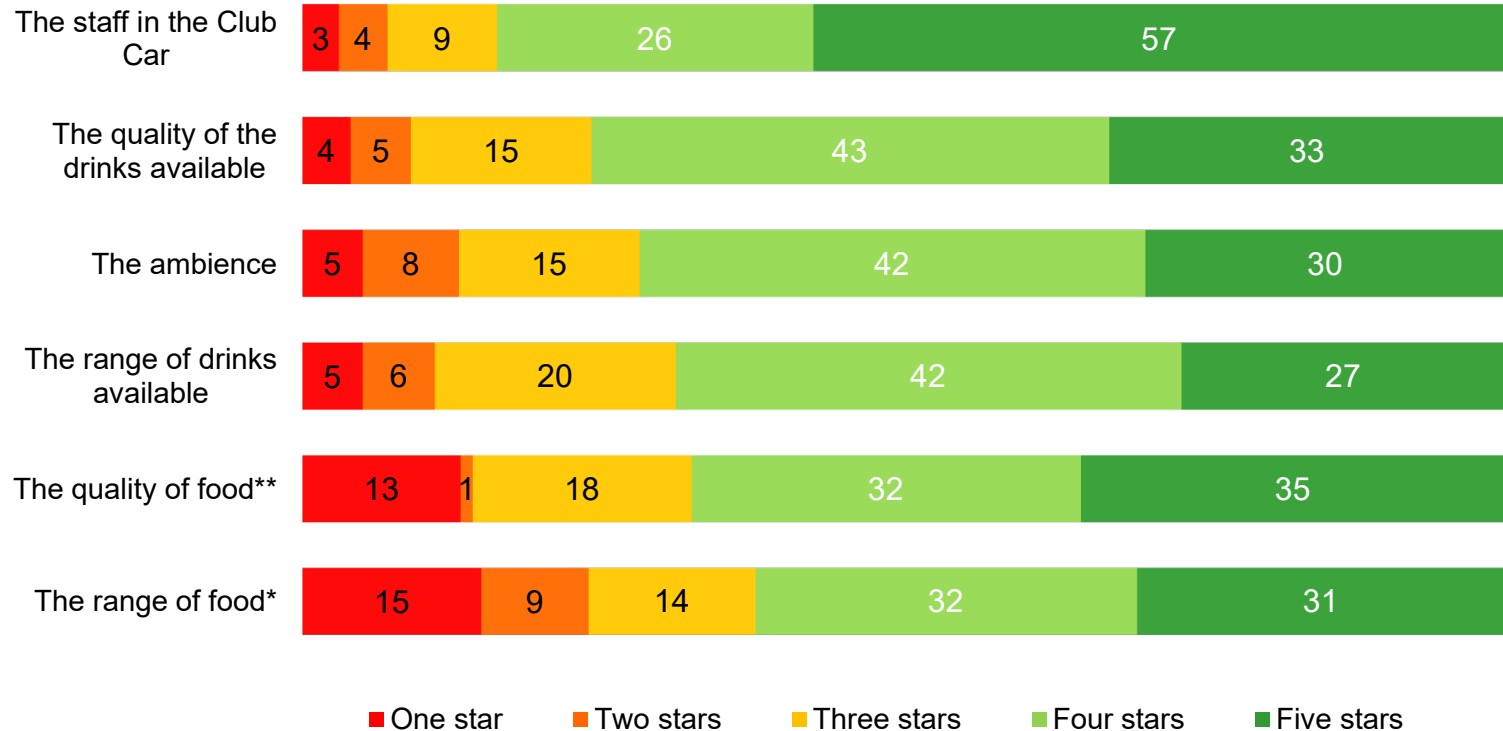
A little more choice of food - I know not easy in a small preparation area but I think it would be possible. Even if some items had to be pre-ordered. Also option to pre-book a time slot (perhaps a few hours before to stop people booking and not turning up), and info on availability of food/drink an hour beforehand to give you the knowledge that you weren't worrying about whether there would be food on board.

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 (292), *those who looked at the menu (175), **those who ate a meal (105).



Rating of features of the Club Car – customer comments

Just didn't feel welcome. Was desperate for a drink but they didn't seem to want to take orders like a restaurant. Ended up having to ask for my drink 3 times and it came some time after I got my starter. Constant background chatter mentioned previously was not relaxing or engaging.

Too bright! Seating very upright and uncomfortable.

Lack of availability of our first choices of drinks. Bearing in mind the club car manager said this was a busy Friday night service, I would expect what is on the menu to have been available on departure at the very least. Unfortunately the same applied to the food.

It was quite clinical it could do with a bit more old world charm like the old club car used to have.

[The staff should be] more attentive and less distracted by each other.

Lack of vegetarian and vegan options.

The wine was tolerable but not good. Beer was better.

A range of options would have been nice. More than one coffee type. Alternative milk options offered, e.g. oat milk.

Didn't have all the items on the menu, which is not large anyway.

Lack of availability. To be told that they only carry 2 of everything is a pretty poor excuse for first class service. Again, I would expect things to run out during the journey but our choices were not even available before the train left Euston.

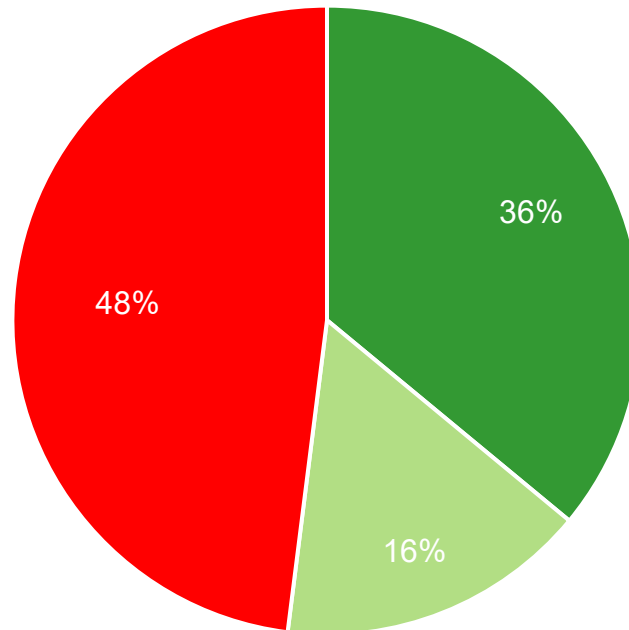
Improve the variety. Also not offer the full menu which contained dishes only available on the Lowlander when we were on the Highlander. Everyone in the club car chose something they couldn't have.

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



Breakfast

Quarter 4 2021/22 %

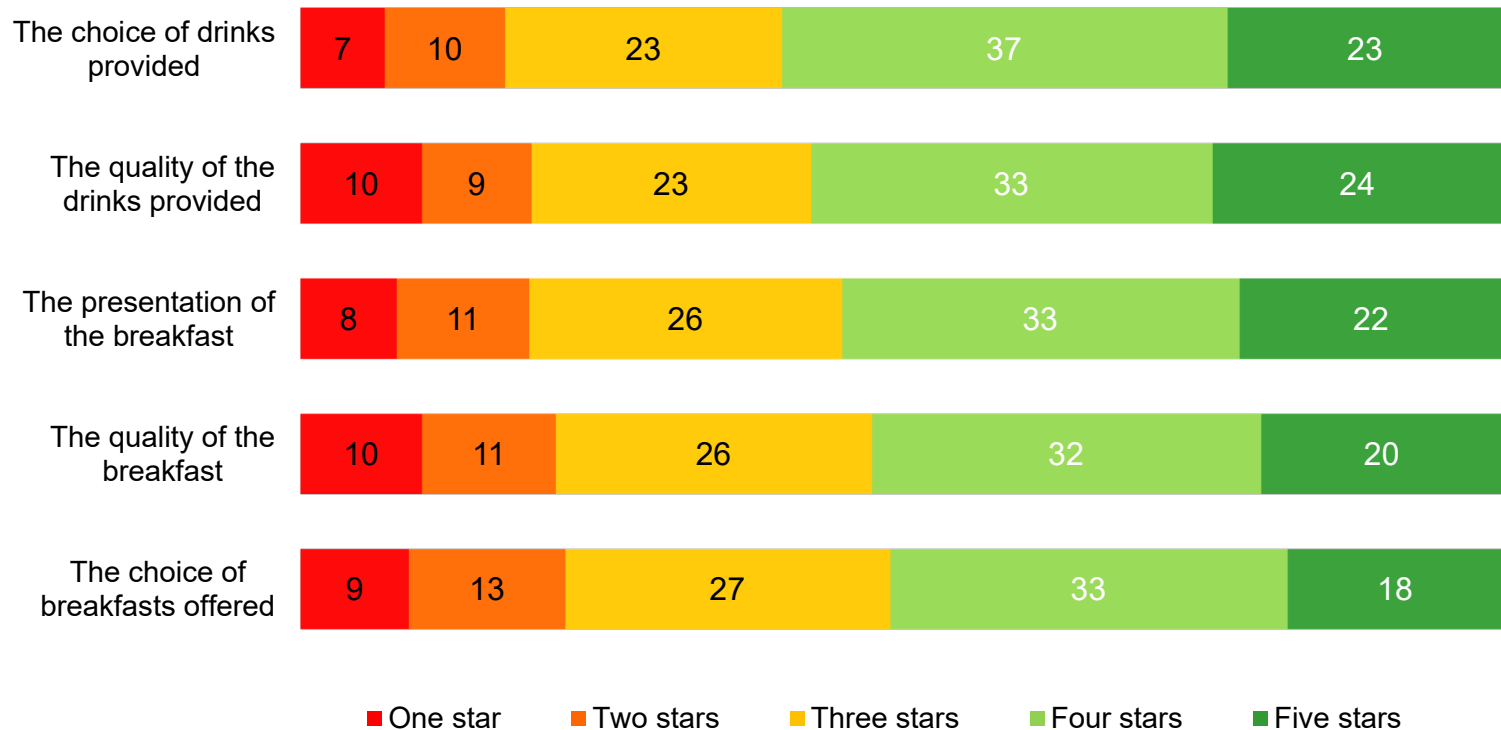


■ Yes - in my room ■ Yes - in the Club Car ■ No

Q25a. Did you eat a Caledonian Sleeper Breakfast on the train?
Base: all (825).



Rating of features of breakfast



Q25b. How many stars would you give for..?
Base: all eating a Caledonian Sleeper breakfast on the train (430).



Rating of features of the breakfast – customer comments

I ordered coffee, I got a cup of hot water and a sachet of instant coffee to mix into it. That's pretty rubbish, at least make the coffee and deliver it, most long haul airlines will make you an espresso at least these days.

For breakfast, I'm not sure if there even was a choice of drinks offered? I think I was only asked if I preferred coffee or tea, but I don't recall being offered a selection of juices or if sparking water was even an option.

Juices looked ok but taste nasty Instant coffee not acceptable ever, I understand that an espresso machine is not easy on a train, but cafetières of filter coffee would be much better.

Offer more vegetarian/vegan offer in terms of hot food.

The bacon rolls were a bit limp and unimpressive. I'd hoped for drinks a bit more/better than 'prepare them yourself' paper cups of boiling water and instant coffee granules.

Get rid of that awful porridge. The faux Scottish thing is embarrassing when you offer such bad quality. Gives the wrong impression. Some fresh fruit, toast, croissant would be better.

Quality of orange juice was very poor.

A wider choice perhaps including croissant\jam. Real coffee instead instant and better tasting orange juice.

Now all in cardboard cups makes it a cheap experience not what the aspersions of the service were.

In the marketing the cooked breakfast is presented in a proper dish, in either your room or in the lounge car, and looks appealing. The reality was it was only served in the lounge car, in an enclosed cardboard carton at our lounge car seat, and was limp and chewy. The tea was a paper cup of tepid water where I had to add the teabag and wait for it to brew in the not very hot water - which is not how you should have to brew tea. Not as a first class offer, or as any other customer given how easy it should be to get tea right.

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?



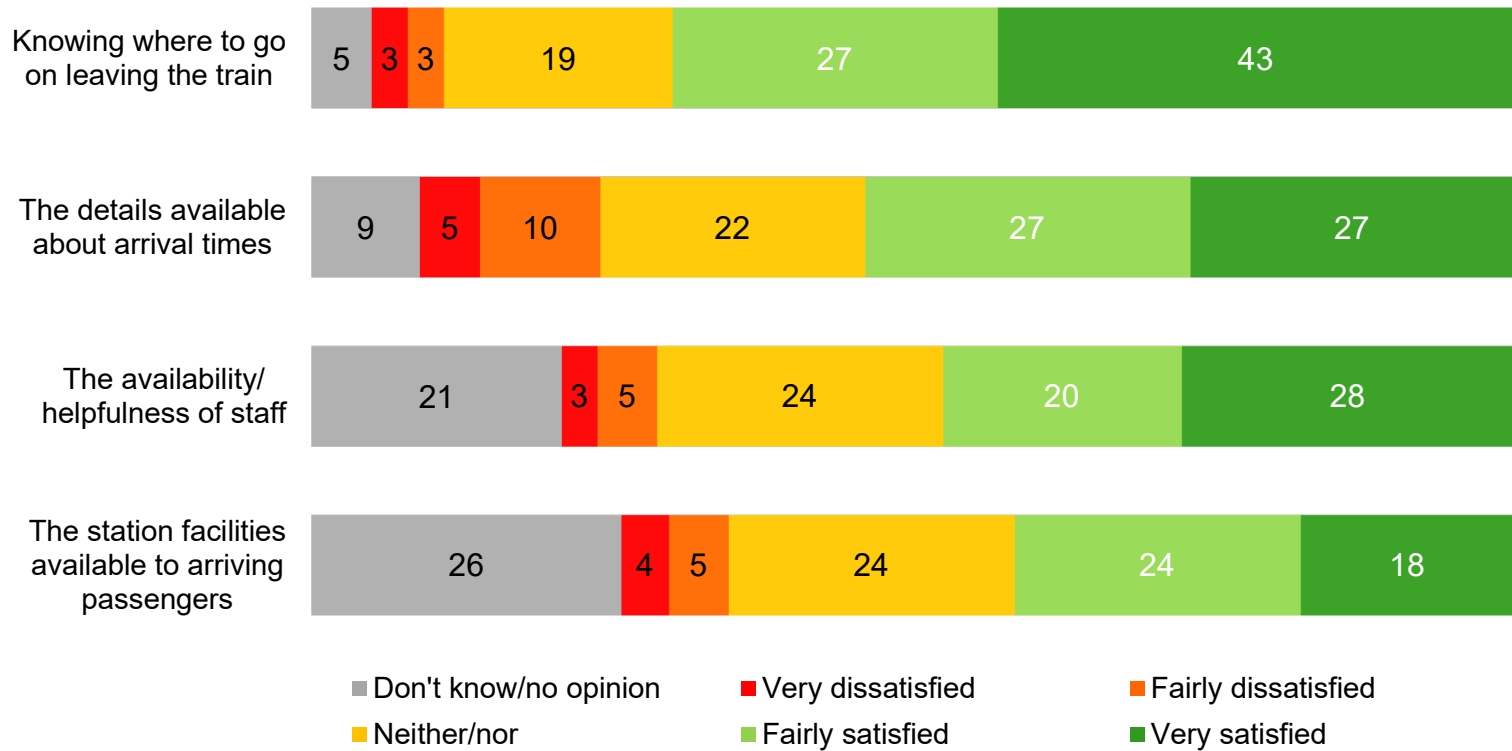
Caledonian Sleeper

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 (825).



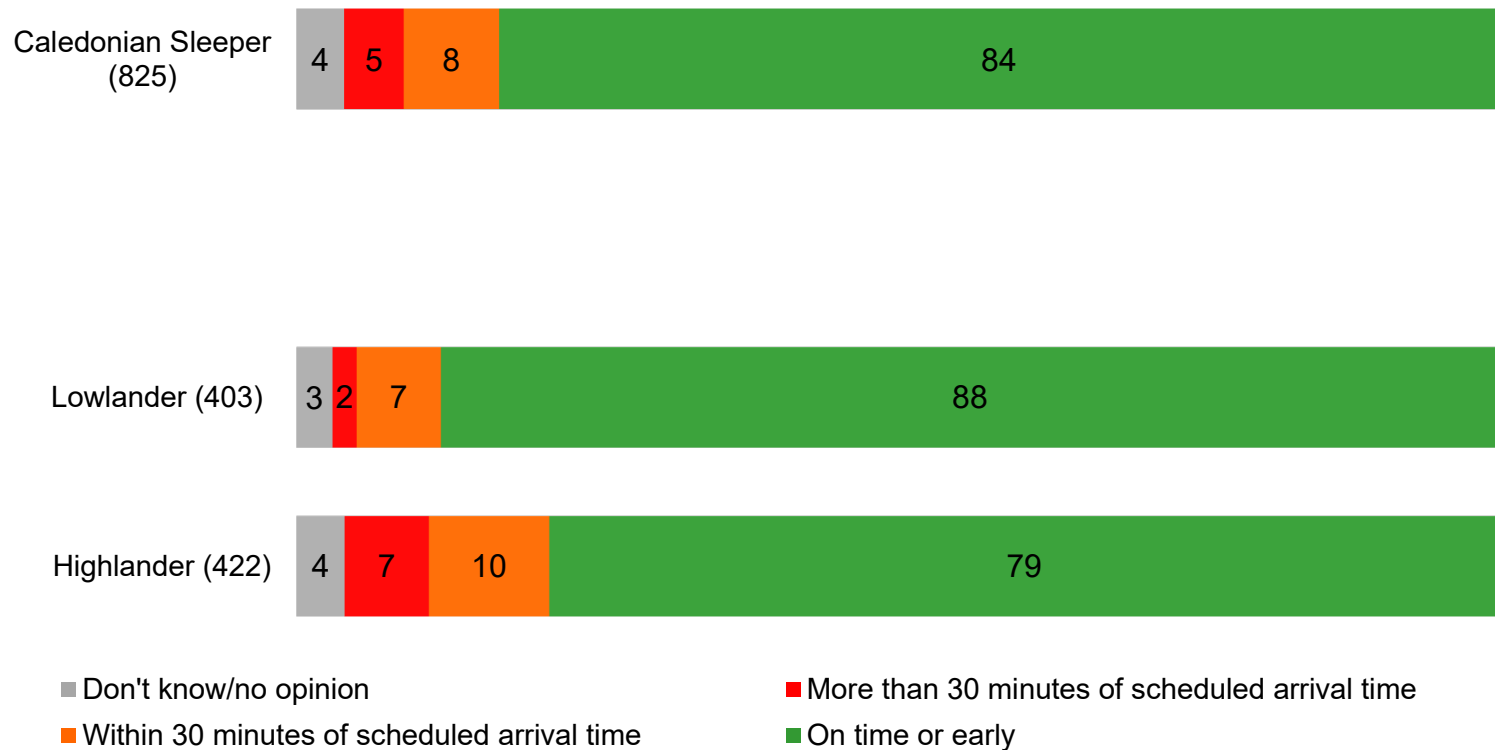
Caledonian Sleeper

Delay



CALEDONIAN
SLEEPER

Punctuality of service by route



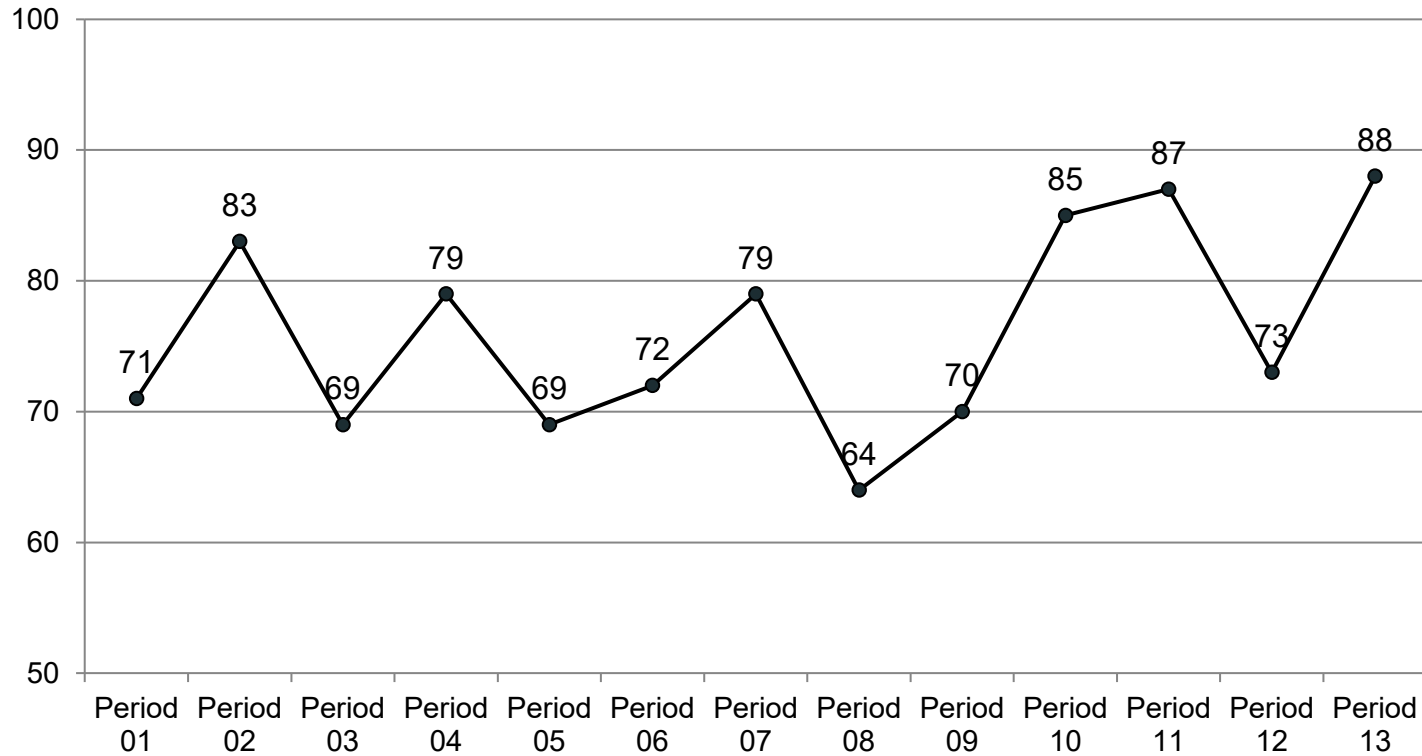
Q27a. Did your train arrive on time?
Base: in brackets above.



Punctuality of service - trend

Rating of experience

Trend: On time or early



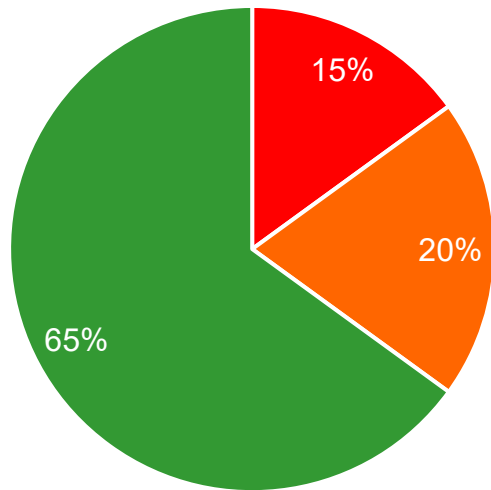
Q27a Did your train arrive on time?



Impact of delay

Quarter 4 2021/22 %

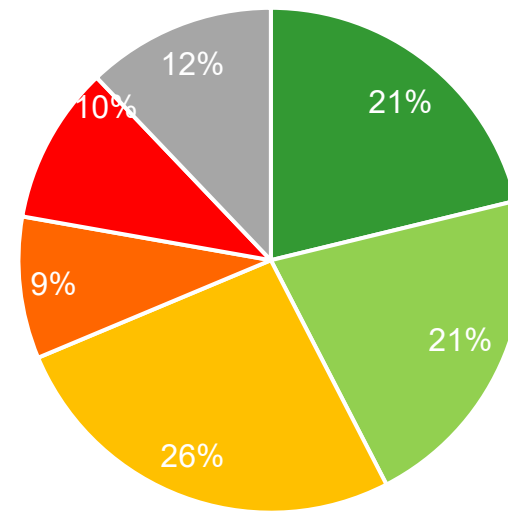
- Yes, it was a serious inconvenience
- Yes, it was a minor inconvenience
- No, it did not inconvenience me



Impact of the delay

Q27b. Did this affect your plans for the day?
Base: all who experienced a delay (106).

- Very well
- Fairly well
- Neither/nor
- Fairly poorly
- Very poorly
- Don't know/no opinion



How well delay was dealt with

Q27c. How well did Caledonian Sleeper deal with this delay in terms of keeping you informed and providing any assistance needed?
Base: all who experienced a delay (106).



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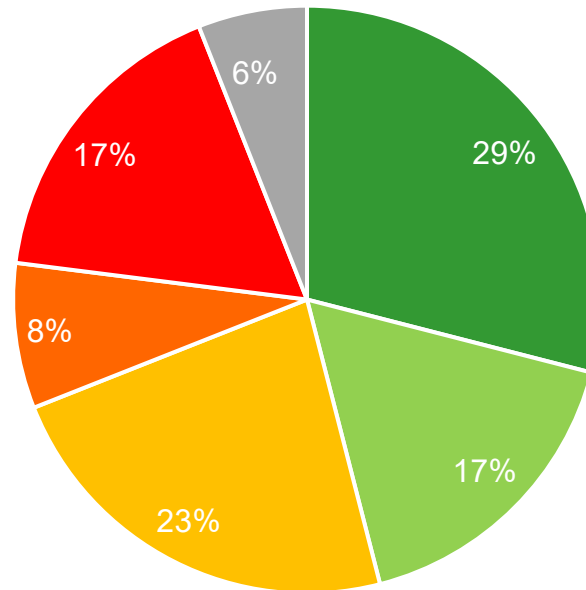
Facilities for those with a disability or illness



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Satisfaction that Caledonian Sleeper provides a service suitable to needs

Quarter 3 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 (48*). *Caution – low base.



Providing a service suitable to needs – customer comments

Get some proper gluten free food and educate your staff about what is gluten free and what isn't. This isn't a choice for me I have coeliac disease and if I eat gluten I will be unwell for about three weeks. About 1% of the UK population are expected to have coeliac disease although not all are diagnosed.

Normally I would travel with a sighted companion, but that does not mean the relationship is such I would want to share a room with them, never mind such a tiny room. I would not have felt safe as a visually impaired person trying to share such a tiny room with a stranger, and even navigating the room as it was, was challenging (small print information, etc.). A bit more space and better lighting would have been a welcome option.

Make sure the staff don't appear condescending to passengers with disabilities.

Have a room that is suitable for me to get around. I do not have the flexibility of a child to get around this room. Maybe some help with getting on to the train and off. A long walk for people with walking difficulties. A moving staircase would be good.

There's no option for a disabled cabin with at least its own toilet if not shower. I'm vulnerable and sharing a toilet with others is risky health wise. Improve communication with passenger assistance and allow for more communication between the sleeper and assistance and passengers and assistance. It can be very hit and miss and there are usually problems.

I'm part deaf. I could tell there was an announcement happening shortly after we left but I couldn't make out the words. I was also worried that I might miss any announcements over the night. Providing the gist of the information on text on the screens at the end of the carriage could help.

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



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Appendix



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Sample profile – journey details

| <i>Sample size</i> | <i>825 %</i> | <i>Sample size</i> | <i>825 %</i> | <i>Sample size</i> | <i>825 %</i> |
|-----------------------|--------------|--|--------------|-------------------------------|--------------|
| Age | | Journey Purpose | | Disability or Illness | |
| 16-34 | 14 | Travelling for work | 25 | None | 94 |
| 35-54 | 42 | Company business | 15 | Vision | >1 |
| 55+ | 42 | Personal Business | 6 | Hearing | >1 |
| Not stated | 3 | Regular travel between home and workplace | 4 | Mobility | 2 |
| Gender | | Leisure | 71 | Hidden disability | 2 |
| Male | 53 | Visiting friends/ relatives | 29 | Speech or language impairment | 0 |
| Female | 44 | Holiday/ short break | 38 | Mental health | >1 |
| Not stated | 3 | Attending a sporting/ musical/ theatrical/ charity event | 4 | Other | >1 |
| Working status | | Other | 4 | | |
| Full time | 60 | | | | |
| Part time | 16 | | | | |
| Not working | 3 | | | | |
| Retired | 15 | | | | |
| Student | 3 | | | | |
| Not stated | 4 | | | | |
| Residence | | | | | |
| UK | 95 | | | | |
| Non-UK | 5 | | | | |



Sample profile – journey details

| Sample size | 825 % | Sample size | 825 % | Sample size | 825 % |
|---------------------------------|-------|--|-------|---|-------|
| <u>Travelling party</u> | | <u>Return journey mode</u> (those making outward journey) | | <u>Travel to departure station</u> | |
| Alone | 53 | Caledonian Sleeper | 44 | Train | 32 |
| With a business colleagues(s) | - | Daytime train | 35 | Underground/ Tram/ Subway | 20 |
| With family (adults only) | 27 | Plane | 11 | Bus/ Coach | 8 |
| With family (adults/children) | 14 | Coach | - | Taxi | 18 |
| With friends | 5 | Own Car | 2 | Own car/ Dropped off | 17 |
| <u>Accommodation</u> | | Hire car | - | Hire car | 2 |
| Seat | 16 | Other | 2 | On foot | 16 |
| Room | 38 | Don't know | 4 | Bicycle | 1 |
| En-suite room (with shower) | 46 | <u>Outward journey mode</u> (those making return journey) | | Other | 1 |
| <u>Journey direction</u> | | Caledonian Sleeper | 60 | <u>Travel from arrival station</u> | |
| Outward | 65 | Daytime train | 27 | Train | 33 |
| Return | 35 | Plane | 10 | Underground/ Tram/ Subway | 18 |
| One way | - | Coach | 1 | Bus/ Coach | 8 |
| | | Own Car | 1 | Taxi | 15 |
| | | Hire car | - | Own car/ Dropped off | 13 |
| | | Other | 1 | Hire car | 4 |
| | | | | On foot | 25 |
| | | | | Bicycle | 1 |
| | | | | Other | 3 |



Sample profile – journey details

| <i>Sample size</i> | <i>825 %</i> | <i>Sample size</i> | <i>825 %</i> | <i>Sample size</i> | <i>825 %</i> |
|---------------------------|--------------|----------------------------------|--------------|--|--------------|
| <u>Service Day</u> | | <u>Accommodation type</u> | | <u>Transaction value</u> | |
| Weekday | 69 | 1 st class | 46 | £0-£49.99 | 4 |
| Weekend | 31 | Standard | 38 | £50-£99.99 | 19 |
| <u>Direction</u> | | <u>Party size</u> | | <u>Transaction value by quest</u> | |
| Northbound | 55 | Seated | 16 | £100-£149.99 | 15 |
| Southbound | 45 | Single traveller | 54 | £150-£199.99 | 21 |
| <u>Train Type</u> | | <u>Party size</u> | | <u>Transaction value by quest</u> | |
| Highlander | 51 | Two people | 37 | £200-£249.99 | 16 |
| Lowlander | 49 | Three or more people | 9 | £250-£299.99 | 12 |
| <u>Crew</u> | | | | <u>Transaction value by quest</u> | |
| Aberdeen | 7 | | | £300 or more | 15 |
| Edinburgh | 13 | | | £0-£49.99 | 7 |
| Fort William | 5 | | | £50-£99.99 | 32 |
| Glasgow | 10 | | | £100-£149.99 | 28 |
| Inverness | 13 | | | £150-£199.99 | 16 |
| London | 51 | | | £200-£249.99 | 17 |



Sample profile – journey details

| <i>Sample size</i> | <i>825 %</i> | <i>Sample size</i> | <i>825 %</i> | <i>Sample size</i> | <i>825 %</i> |
|--|------------------|--|------------------|--|------------------|
| <u>Return journeys between Scotland and London</u> | | <u>Number of journeys using Caledonian Sleeper</u> (making at least 2 journeys between Scotland and London) | | <u>When first travelled on Caledonian Sleeper</u> (previously travelling by Caledonian sleeper) | |
| 12 or more | 7 | 12 or more | (459) 3 | More than 20 years ago | 32 |
| 4-11 | 22 | 4-11 | 18 | 15-19 years ago | 8 |
| 2-3 | 27 | 2-3 | 32 | 10-14 years ago | 11 |
| First journey in last 12 months | 33 | 1 Journey | 32 | 5-9 years ago | 9 |
| First ever journey | 10 | None | 15 | 3-4 years ago | 8 |
| Have never made a journey between Scotland and the London area | 1 | | | In the last 1-2 years | 33 |



Methodology overview

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

Passengers who have recently travelled on the Caledonian Sleeper are invited to take part in the online survey. Fieldwork is continuous and started 13 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 10, 11, 12 and 13. **Fieldwork for quarter 4 2021/22 took place between 15 December 2021 and 19 April 2022.** This covered journeys made between 12 December 2021 and 31 March 2022.

825 questionnaires were completed in total.



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Quarterly Report

Quarter 4, 2021/22

Rail Periods 10, 11, 12 and 13



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