

Caledonian Sleeper

Quarterly Report

Quarter 2, 2022/23

Rail Periods 04, 05 and 06



CALEDONIAN
SLEEPER

Contents

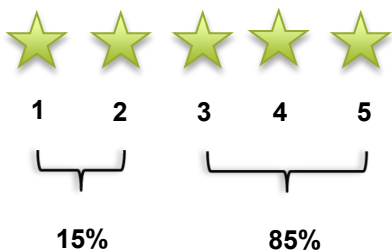
	Page
Summary: Caledonian Sleeper results, Quarter 2 2021/22	3
On-board experience	6
Overall opinions of the Caledonian Sleeper	13
Journey expectations	32
Making bookings	37
Boarding and station facilities	41
Accommodation and train facilities	48
Club car and catering	59
Arrival	72
Delay	74
Facilities for those with a disability or illness	78
Appendix: sample profile and methodology	81



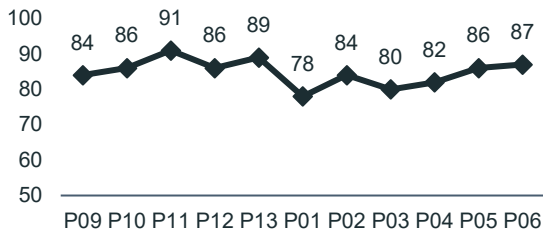
Caledonian Sleeper passenger satisfaction

Quarter 2: 26 June – 17 September 2022

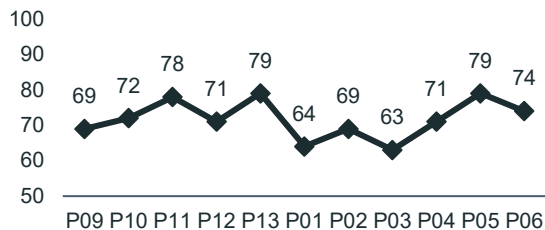
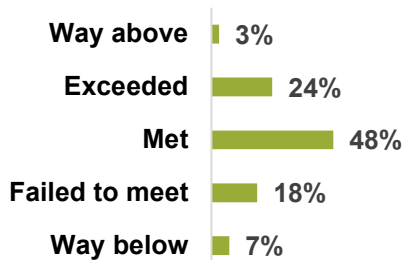
Overall journey experience



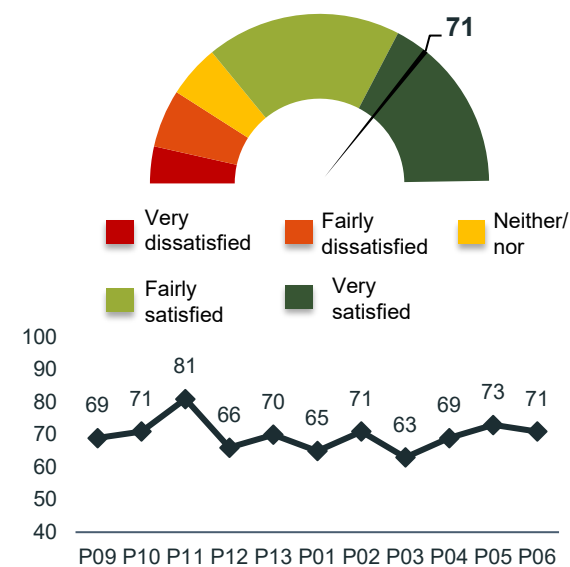
Ave – 3.7



Expectation



Overall satisfaction

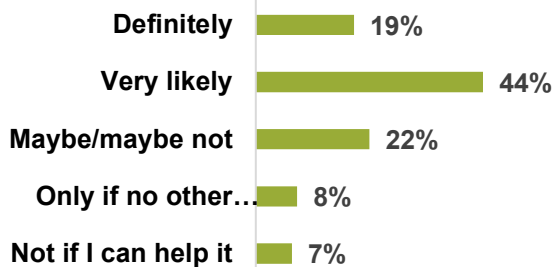


Net Promoter Score

16

45
29

Likelihood of future use



	Lowlander	Highlander
Journey experience	86%	84%
Met / Above expectation	75%	75%
Overall satisfaction	71%	71%
Net Promoter Score	13%	18%
Future Use	62%	64%

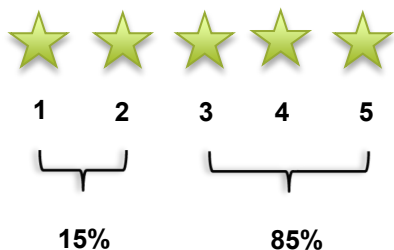
Sample size: 599 (Lowlander 281, Highlander 318)



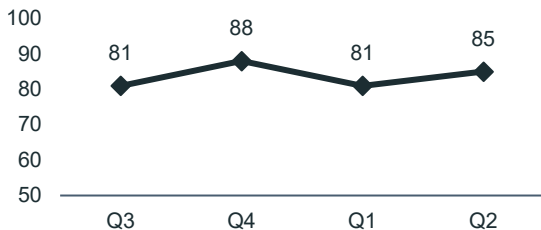
Caledonian Sleeper passenger satisfaction

Quarter 2: 26 June – 17 September 2022

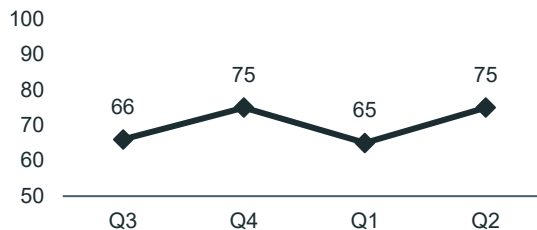
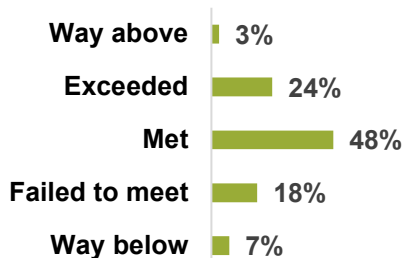
Overall journey experience



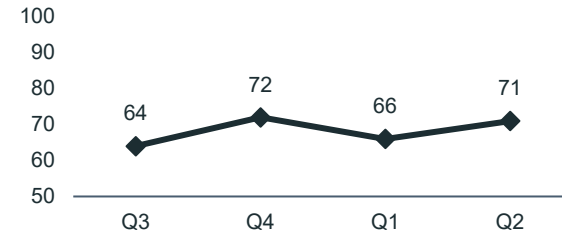
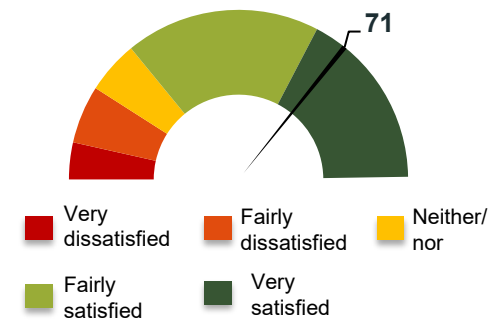
Ave – 3.7



Expectation



Overall satisfaction

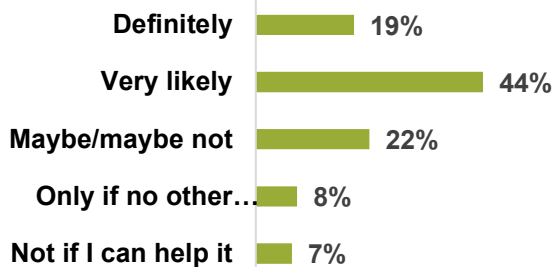


Net Promoter Score

16

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Likelihood of future use



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Sample size: 599 (Lowlander 281, Highlander 318)



Caledonian Sleeper passenger satisfaction

Quarter 1: 1 April – 25 June 2022

Expectations of the journey

Top five:

- 58% Looking forward to the experience
- 33% Looking forward to bed
- 32% Excited
- 31% Relaxed
- 30% Sufficiently well informed about the journey ahead

Bottom five:

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

Journey experience

(% 3 - 5 star rating)

85% Experience overall

Making me feel...

- 88% welcomed
- 81% looked after
- 82% relaxed
- 81% comfortable
- 71% I had a good night's sleep
- 88% Room rating
- 91% Club Car rating

Summing up the experience

Top five:

- 39% Efficient
- 38% Functional
- 35% Practical
- 31% Memorable
- 29% Relaxing

Bottom five:

- 5% Chaotic
- 5% Distressing
- 3% World Class
- 1% Boring
- 1% Reviving

Sample size: 599



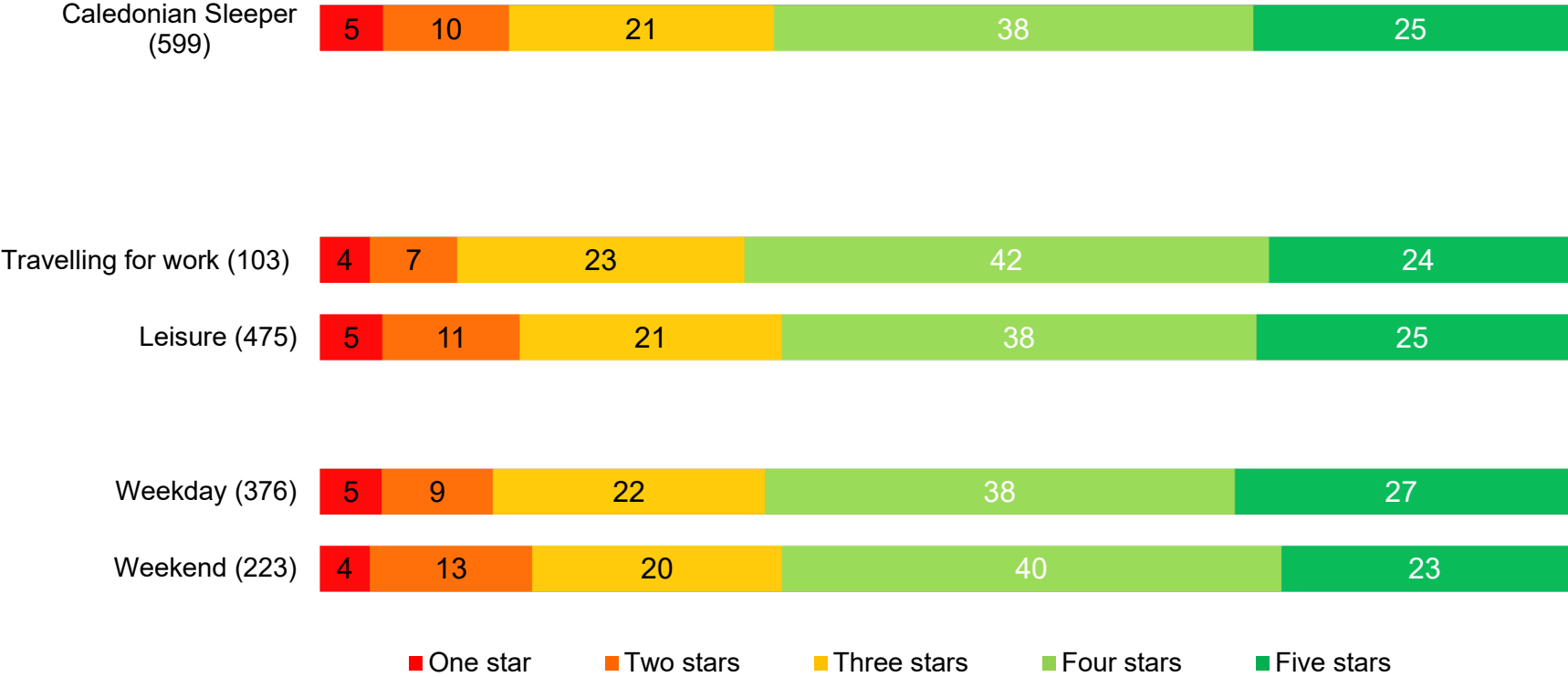
Caledonian Sleeper

On-board experience



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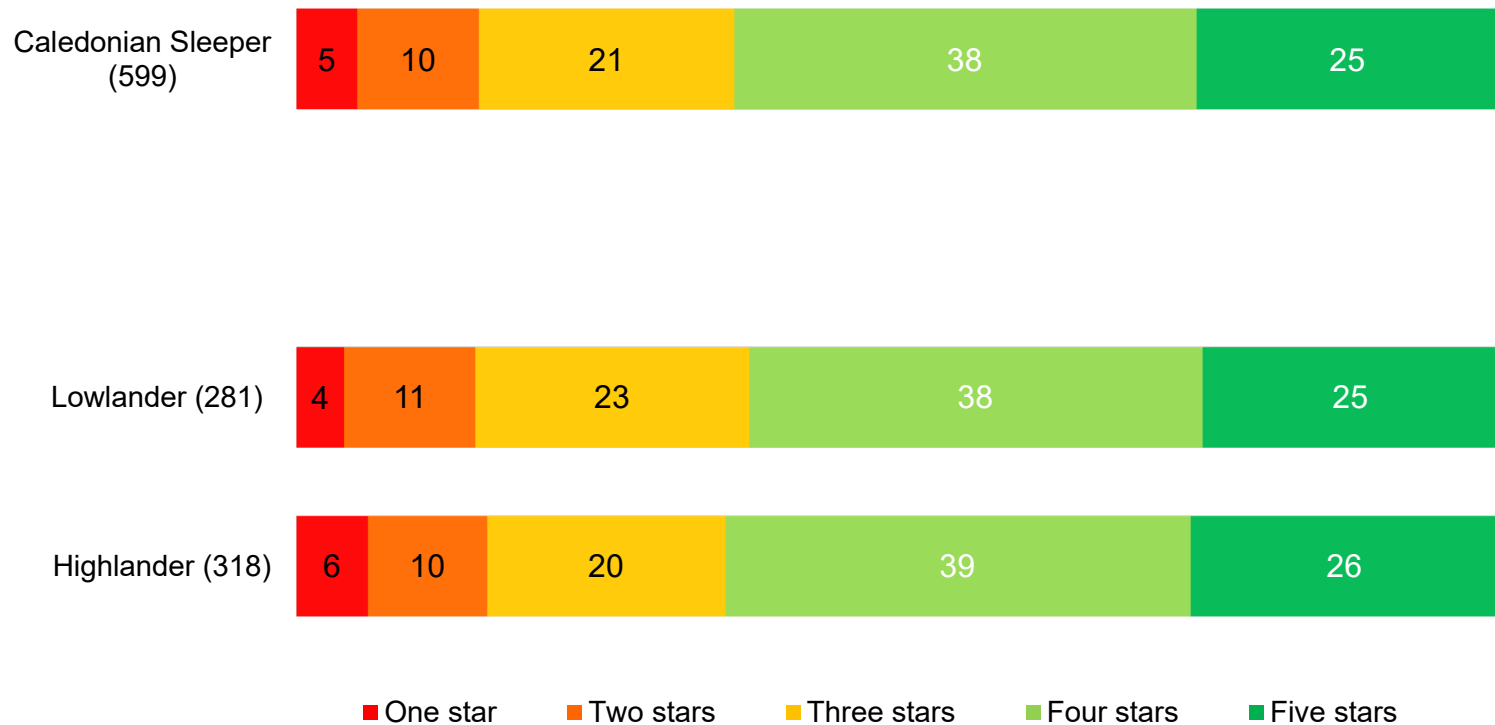
Overall rating of experience by passenger group



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



Overall rating of experience by route



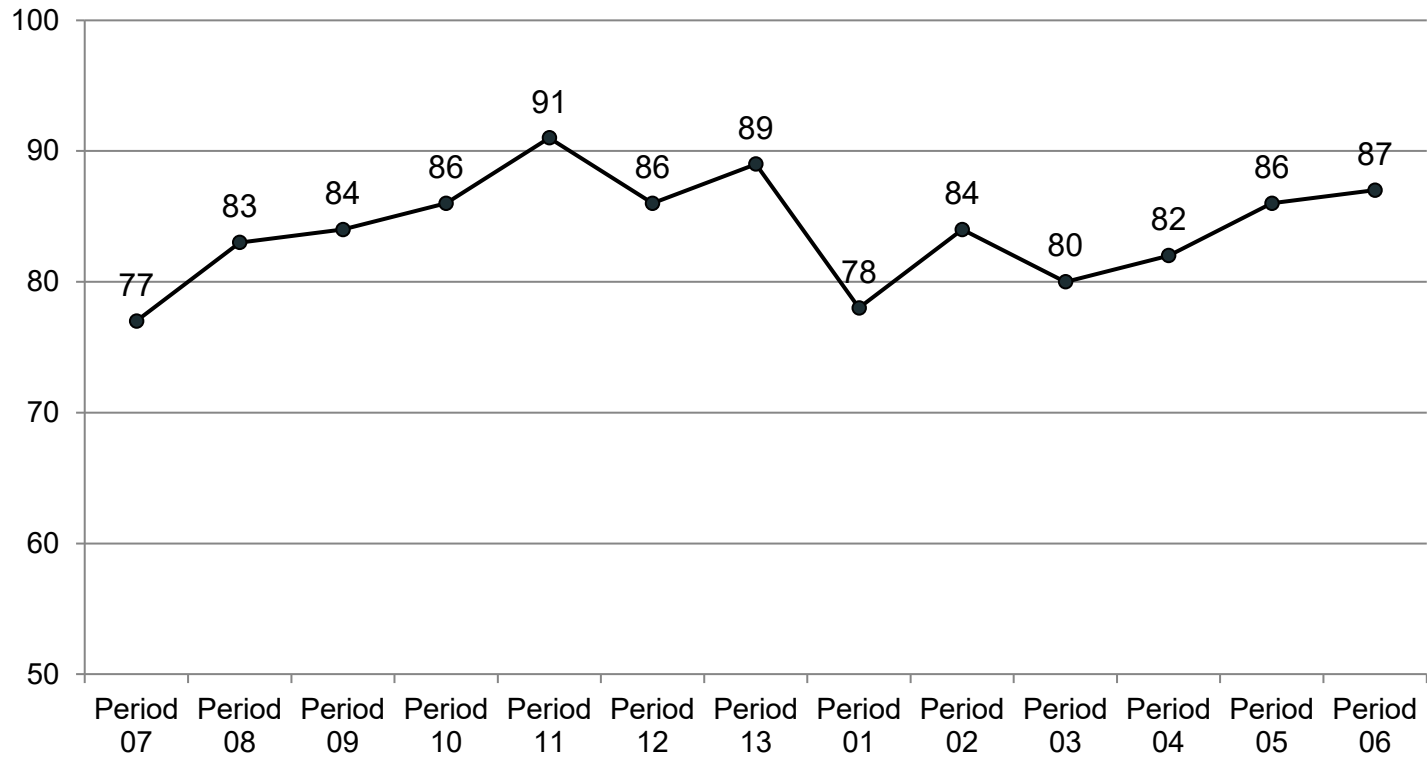
Q11a. How many stars do you give the Caledonian Sleeper for the experience overall?
Base: in brackets above.



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

The staff change very quickly save for a few regulars. Joining the train is a very formal affair. They just do their job and no more. If anything goes wrong they seem to be out of their depth. Over the year there are often shortages or services not available. All can be avoided with a little planning which seems beyond Serco. Definite feeling the accent is on making money rather than a high level of customer satisfaction.

I had a great experience. My only negative experience was that there was nobody around to pre-pay for breakfast the night before as I was already in my Pyjamas when I realised you had to prepay. There should be an option to pre-pay for breakfast on the online booking or people should come around the rooms in the evening with a card machine. Other than this the experience was great.

Ensure that travel meets the expectations the marketing. Hot food not available. Breakfast late and sausage in bun like leather. No priority boarding. No first class lounge available. These comments apply for both journeys.

It was pretty much a fantastic experience

On this occasion there were two staff at the top of the platform, asking each passenger if they were going to Edinburgh or Glasgow. As a regular user of the service I'd prefer not to be held in a queue at this stage (particularly on such a hot night) and be allowed to head straight to my carriage. It would be more efficient to have one of those staff further down the line assisting with onboarding what was a particularly large set of carriages for Edinburgh and have some sort of sign saying "first time travelling? Come speak with me" as there is often this mix of tourists taking the sleeper for the first time and those of us who use the service regularly who would prefer to just walk down the platform without this additional place to stop

The cost of the sleeper trip gives the impression in advance that the experience will be much more luxurious than it is. It was fine - clean, nice, but small and basic. But the cost suggest more. Therefore the only way to improve the rating would be to reduce the cost. Some of the toilets were out of order too, as they were on the way up, which isn't good enough.

The lack of hot food provided and the total failure to communicate this in advance, despite us specifically asking in their own departure lounge prior to boarding is inexcusable.

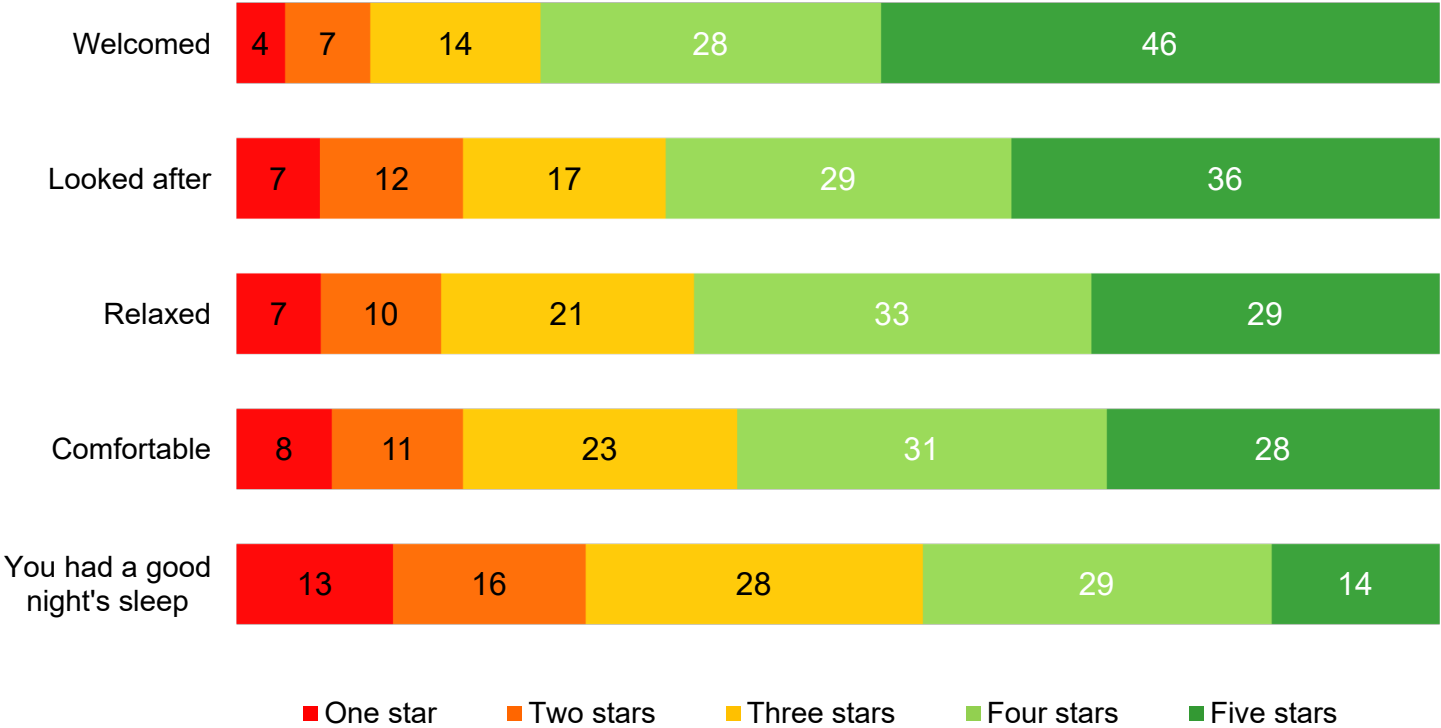
Not a lot. On the whole, it was a great experience. However in view of the cost also paying for food and drink is questionable.

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 (599).



Rating of features of the journey – customer comments

The check in process was very random - although I had a QR code on my phone it was a manual check in. My colleague whom I was travelling with did not get checked in at all

I was met at the barrier by my host who I didn't see again until she said I'd missed breakfast because I hadn't ordered it. She could have told me that there was a breakfast thing in my room I had to fill in. I found my own way to my room. Could someone show you your room and briefly mention the facilities? Or say I'm your host on the train if you need to know anything?

There were no announcements, nothing about how things worked, if there was food or drink available, nothing to say we'd arrived in London. Once boarded there was no communication whatsoever.

Ensure the boarding time is correct (it stated 2230 but the staff informed us they arrive at 2230 and boarding doesn't start until 2300) Staff appeared stressed which unsettled us. If we have to wait 40mins on the platform to be able to board (we arrived at 2230... but couldn't get on the train until 2315), there should be more seating. 1st class lounge was closed and no alternative facilities of a complimentary tea or coffee on arrival due to lack of facilities.

Be a bit clearer about the timeline. I became quite worried about being late when we were only at Glasgow by 4am and then we did end up being over 4 hours late though most of that was being stuck at Preston. Staff weren't very well informed though they were lovely and it seemed people were getting most of their info from social media. Heating very changeable - sometimes boiling sometimes freezing and no Wi-Fi working.

Is supposed to be a night train. So It was very annoying that in the seated coach the main lights was always turn on. I think that it may be enhanced if it were more like a plane, when at night the main lights goes off and remain only a dim light.

Turn off the constant air conditioning for periods as it was terribly cold during the journey Also turn off the carriage lights to aid easier sleeping.

Our breakfast arrived 20 minutes later than we had requested, which made us stressed because we had to hurry to be ready in time. There was only (ice)cold water with which to wash ourselves. We could only fit one suitcase under the bed because of the ladder. It was painful to your feet to step on the ladder to get in the upper bed.

Nothing to do with service - just more difficult to get good quality sleep on a moving train. also the journey of the Lowlander is a little too short for a good night's sleep.

Improve comfort of mattresses and reduce unnecessary noise in rooms. I.e. rattly toilet doors. Heating control in room seemed to have no effect.

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?



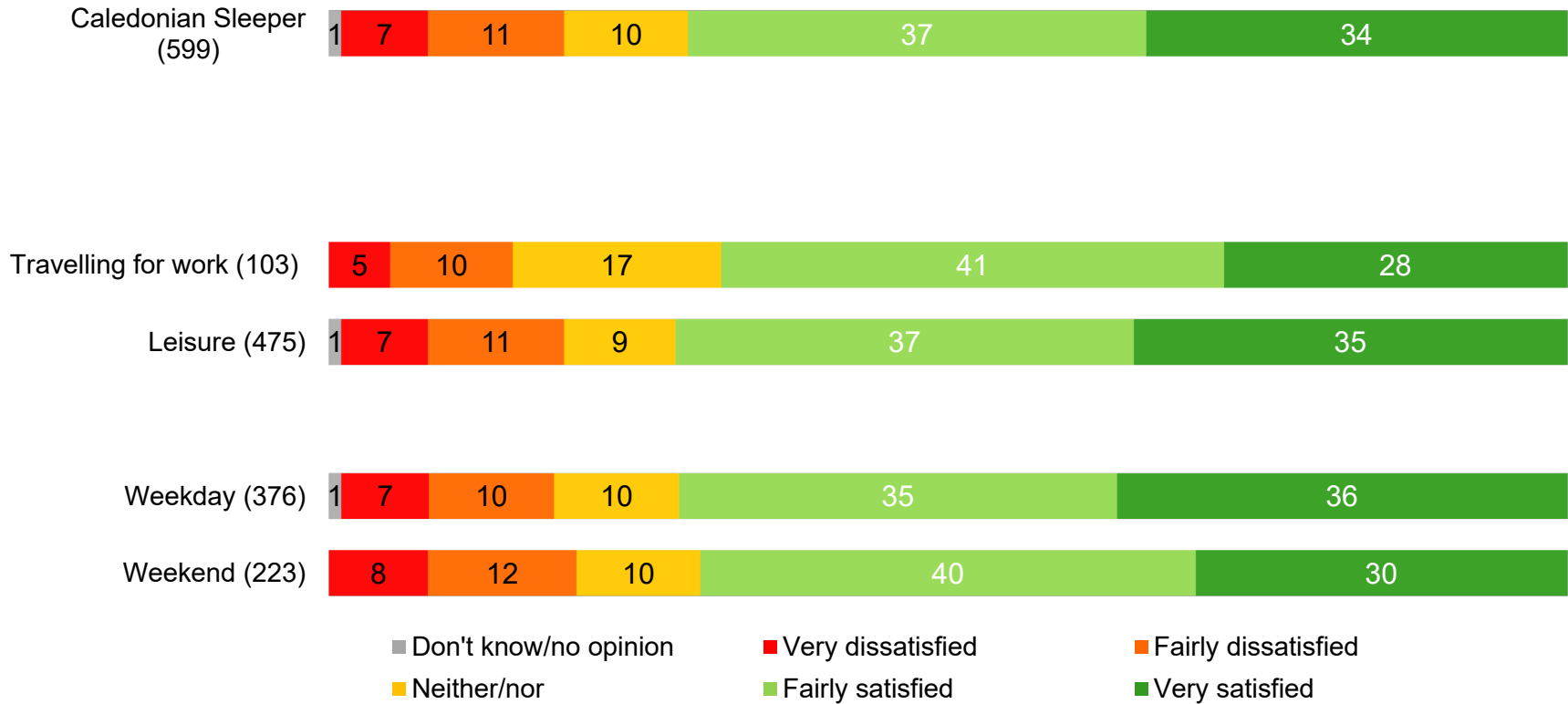
Caledonian Sleeper

Overall opinion of the Caledonian Sleeper



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Overall journey satisfaction by passenger group

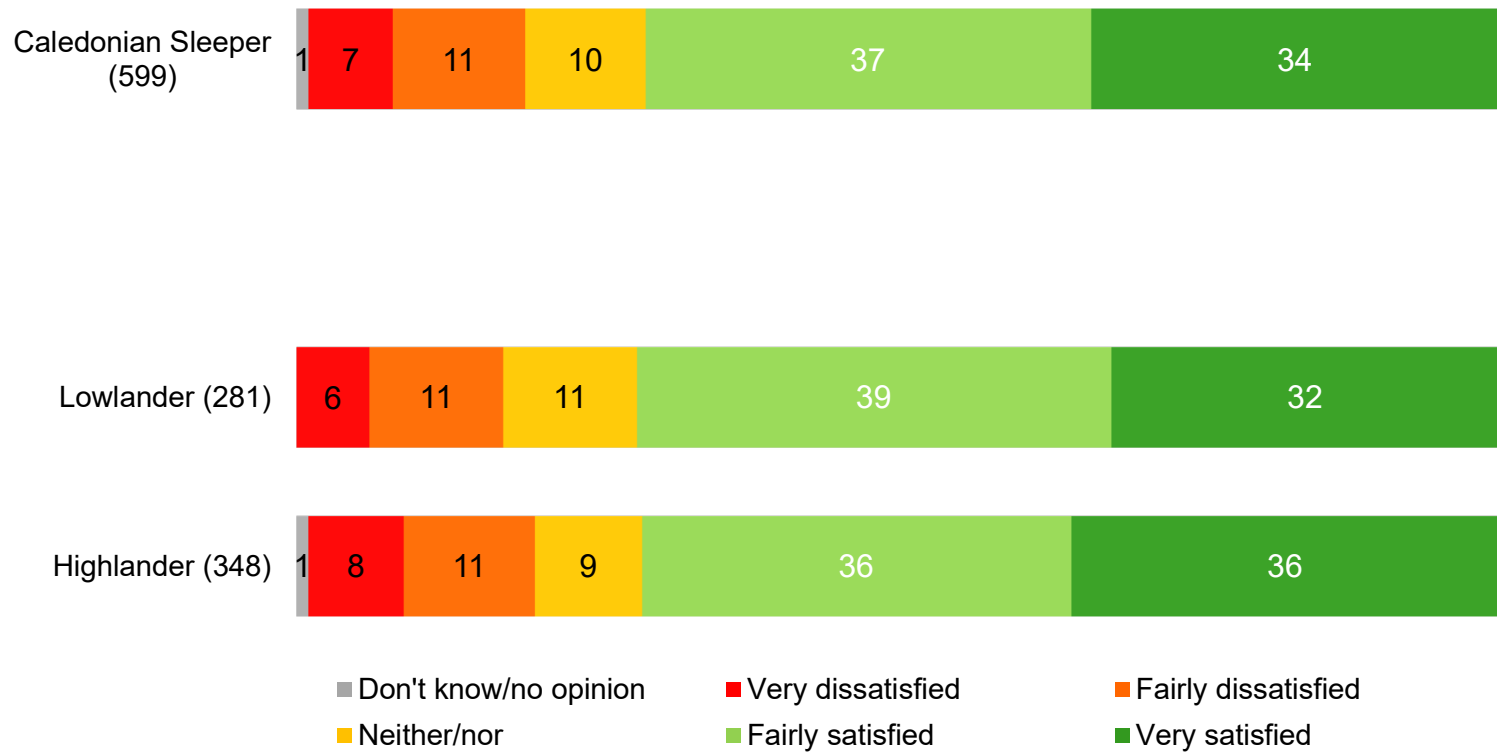


Q30. Taking everything into account about your journey from x to y, how satisfied were you with your journey?

Base: in brackets above.



Overall journey satisfaction by route



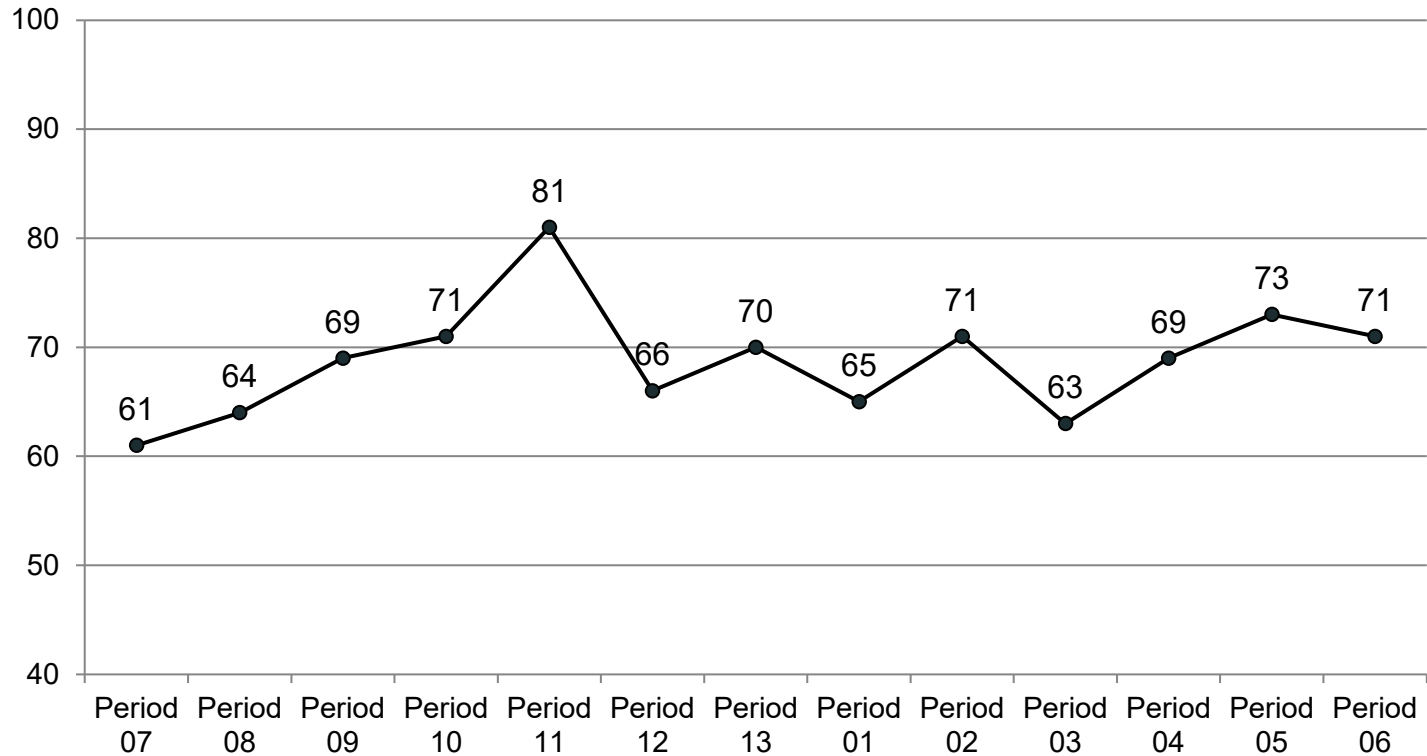
Q30. Taking everything into account about your journey from x to y, how satisfied were you with your journey?
Base: in brackets above.



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
(588)



16

Travelling for work (103)



11

Leisure (467)



17

Weekday (370)



17

Weekend (218)



12

■ Detractors

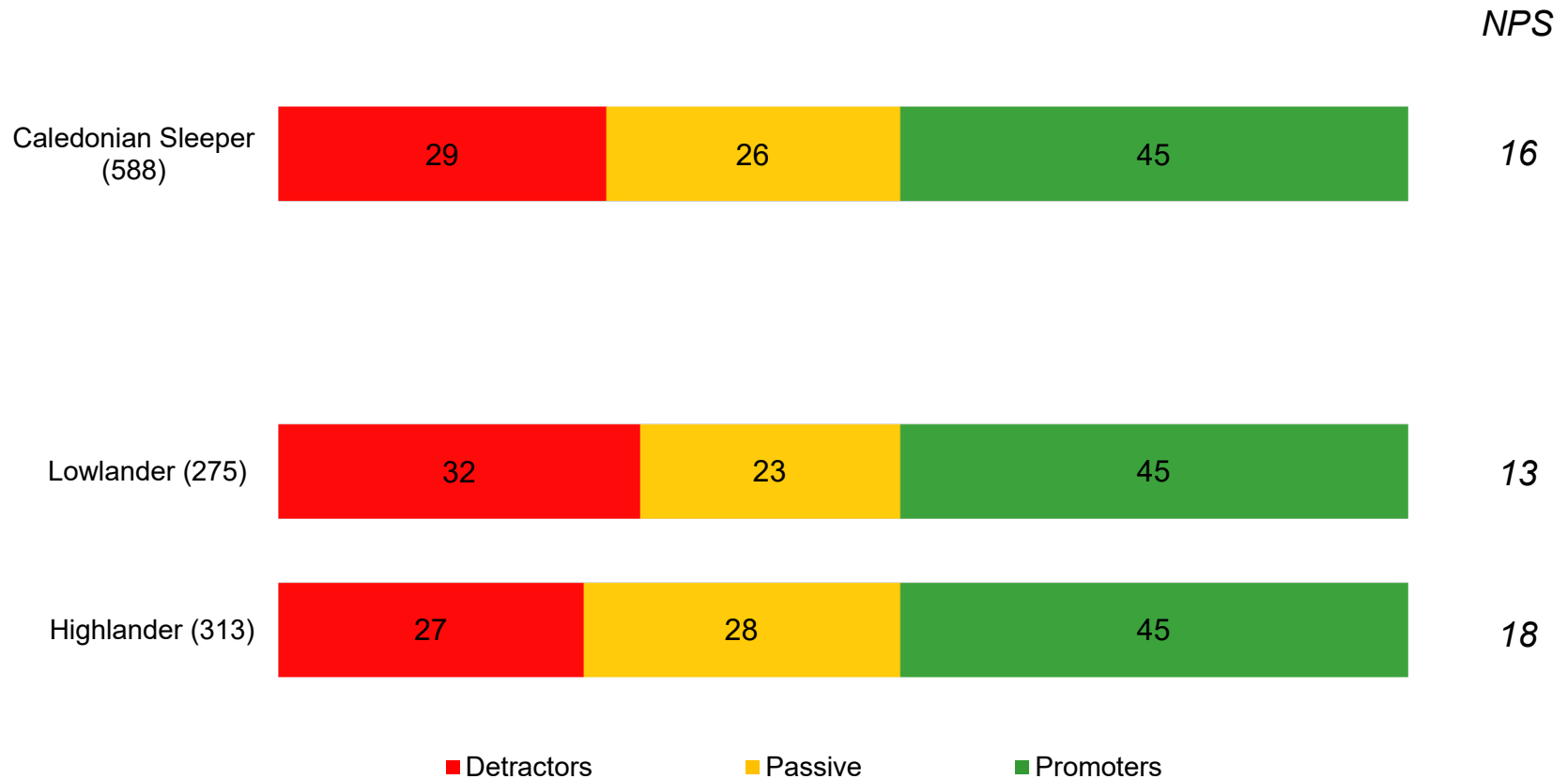
■ Passive

■ 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



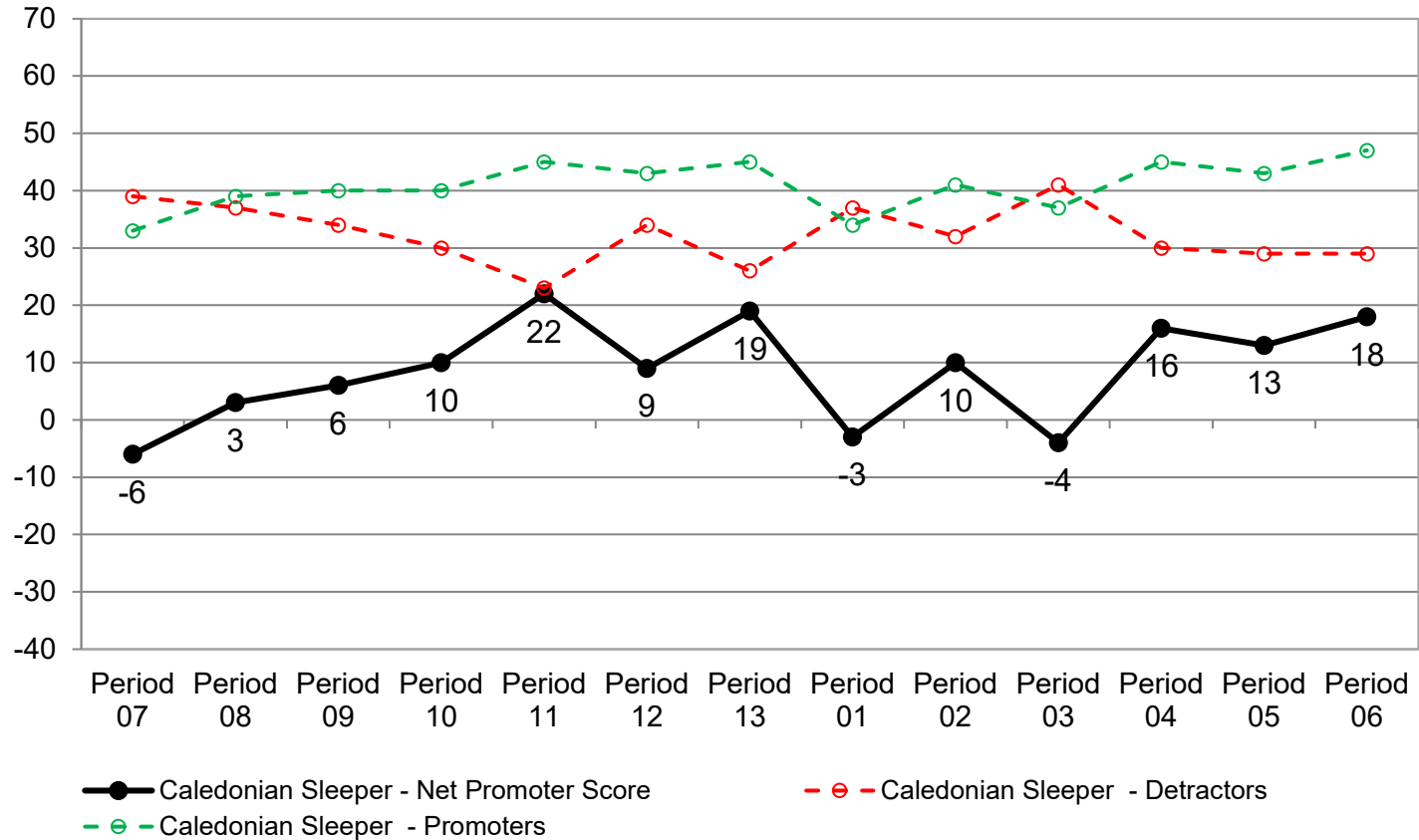
Q31a. On a scale of 0-10 where 0 means 'not at all likely' and 10 means 'extremely likely' how likely are you to recommend the Caledonian Sleeper to a friend or colleague?
Base: in brackets above – those with an opinion.



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)

It is such a unique, comfortable and practical way of travelling between my home (London) and my parents' home (Dunkeld & Birnam) as it is direct and allows me to not spend a day travelling, but instead a night in luxury, travelling. It's perfect. I would strongly recommend it to anyone who wants to travel in style and comfort between London and Scotland.

It's the best way of getting to Scotland's far flung points in an environmentally efficient way and for 1/2 person travel, the most cost effective and relaxing.

Very convenient and civilised method of travel. It was comfortable, efficient and relaxing. I would definitely do it again.

It was a lovely experience. Staff were lovely, food was great. Products in the room were great and it was a special trip for us and it worked really well.

Passive (7-8)

It was fine, OK value, more reliable than flying, expensive not great food, didn't get ordered breakfast.

Despite our reservations about the current coaches (as compared with the former ones) we still find this a very convenient way to start a holiday in Scotland, and would recommend it on that basis. It would depend on the needs of the person concerned.

It's not luxurious but is a practical way to travel a long distance overnight.

It is a time-saver, but we were basically on our own. Boarding was later than stated, there was no lounge to wait in, and no one ever asked if we needed anything. So, no amenities to speak of, other than a pleasantly clean cabin.

Detractors (0-6)

The train is not providing the level of service advertised. There is inadequate staff, lack of food and drink available and there are equipment problems. The staff does not seem to be trained adequately and/or dispirited resulting in subpar service.

The marketing of this service over promises, and the service massively under delivers.

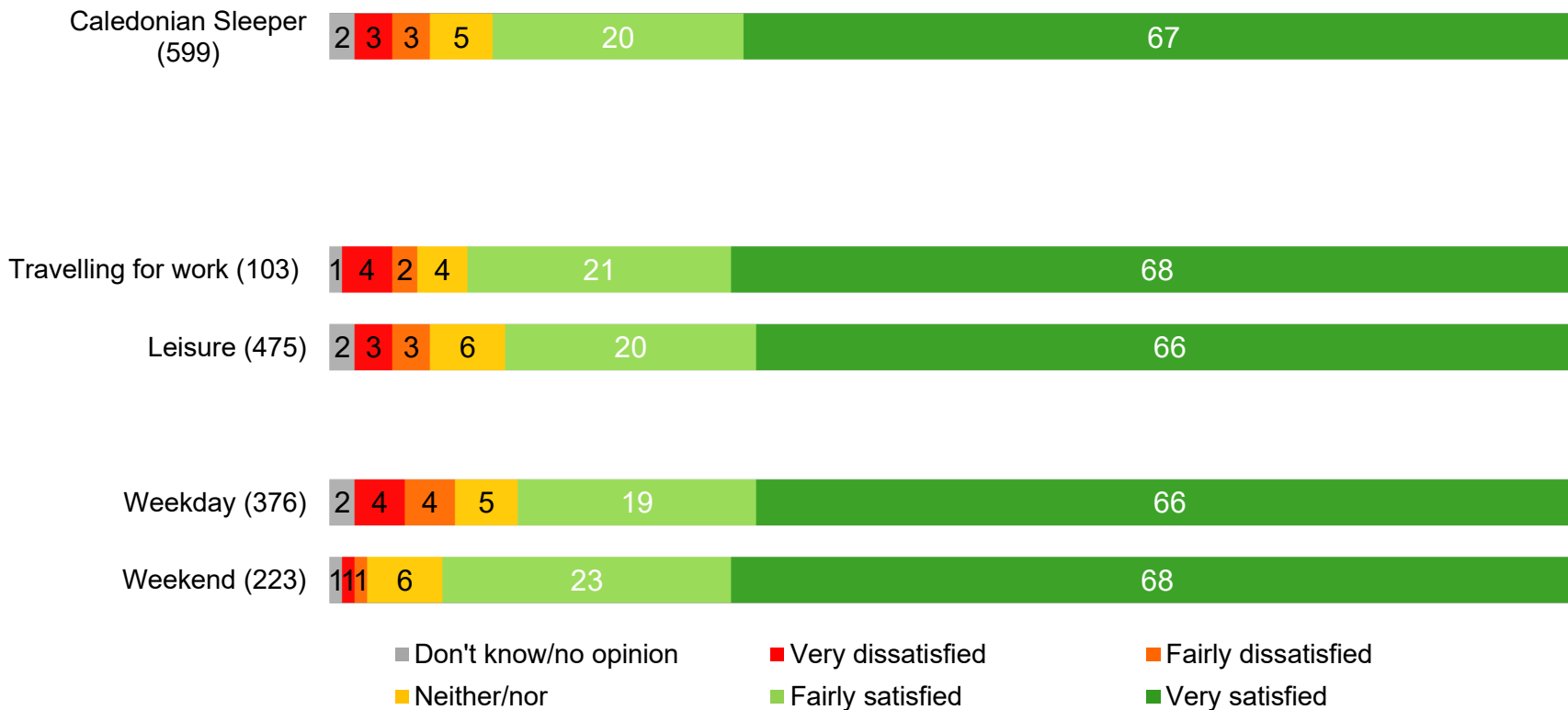
Basic training offer, certainly not luxury. I wouldn't necessarily mind that but it's marketed and priced as a luxury option which it definitely is not. Flying is simpler, cheaper, quicker, and similar/better levels of comfort for same price. Left with a feeling of being ripped off.

It would be cheaper/quicker/easier to have booked on the express LNER train and stayed the night in London. We would also have had a better night sleep.

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?



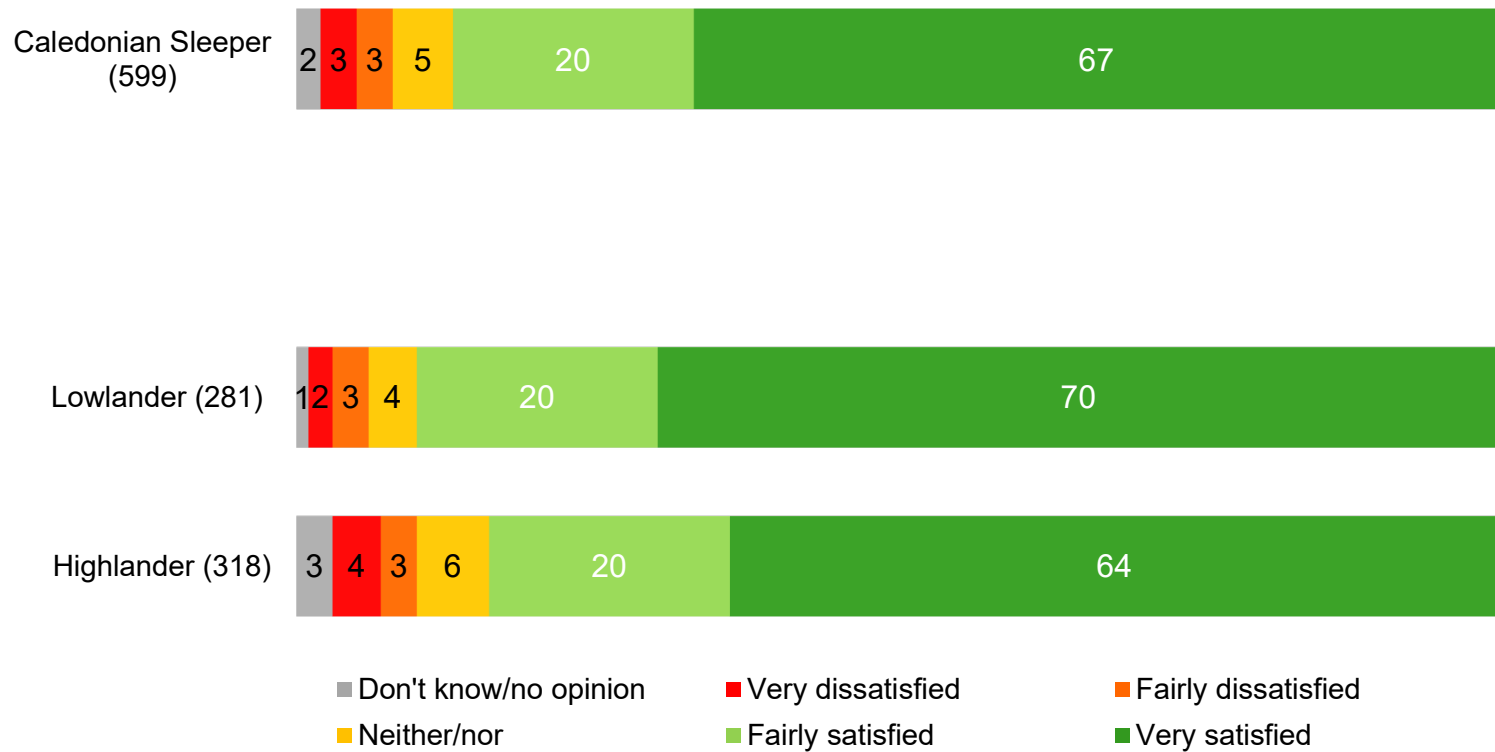
Punctuality and reliability by passenger group



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



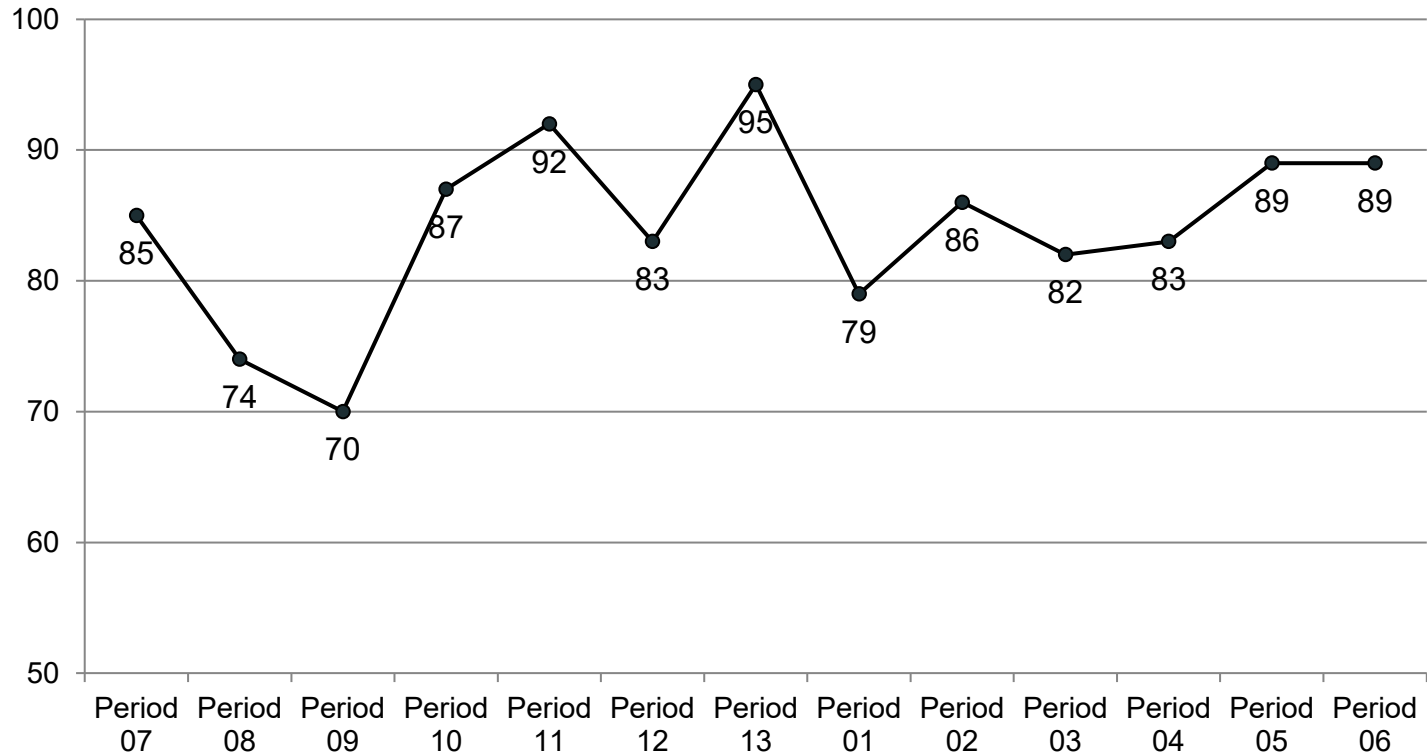
Q33a. Based on your recent journey on the Caledonian Sleeper how satisfied were you with the punctuality/reliability (i.e. the service departing/arriving on time)?
 Base: in brackets above.



Punctuality and reliability - trend

Punctuality and reliability

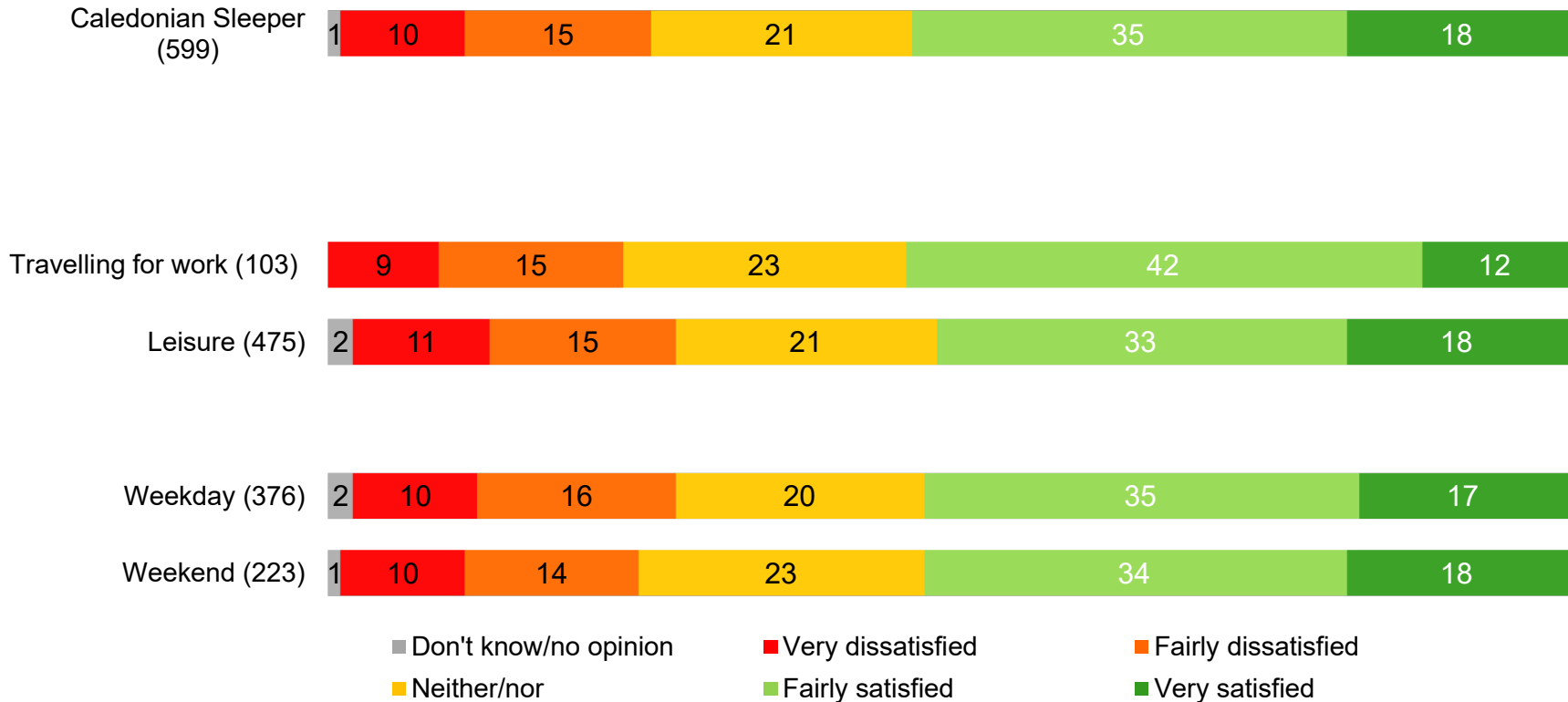
Trend: % very/fairly satisfied



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)?



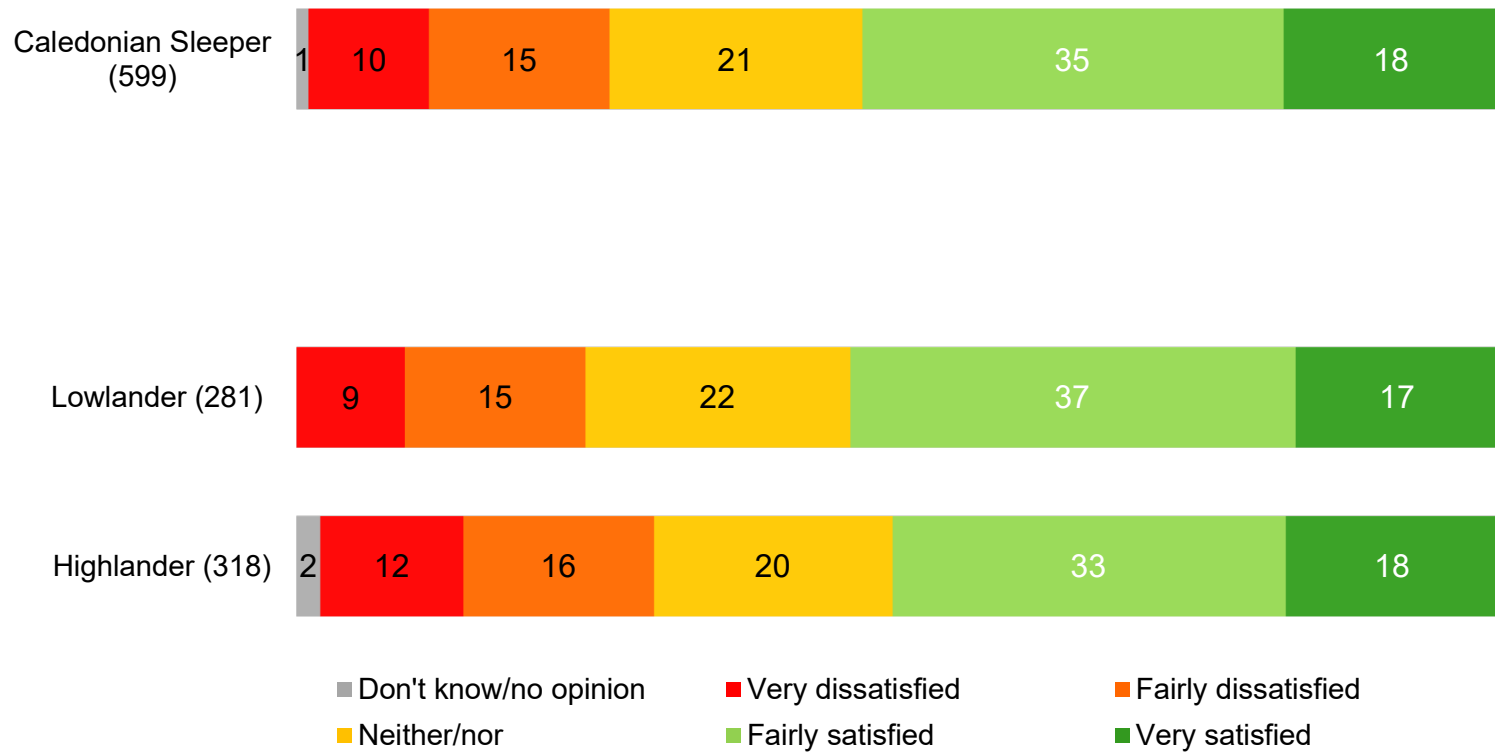
Value for money by passenger group



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



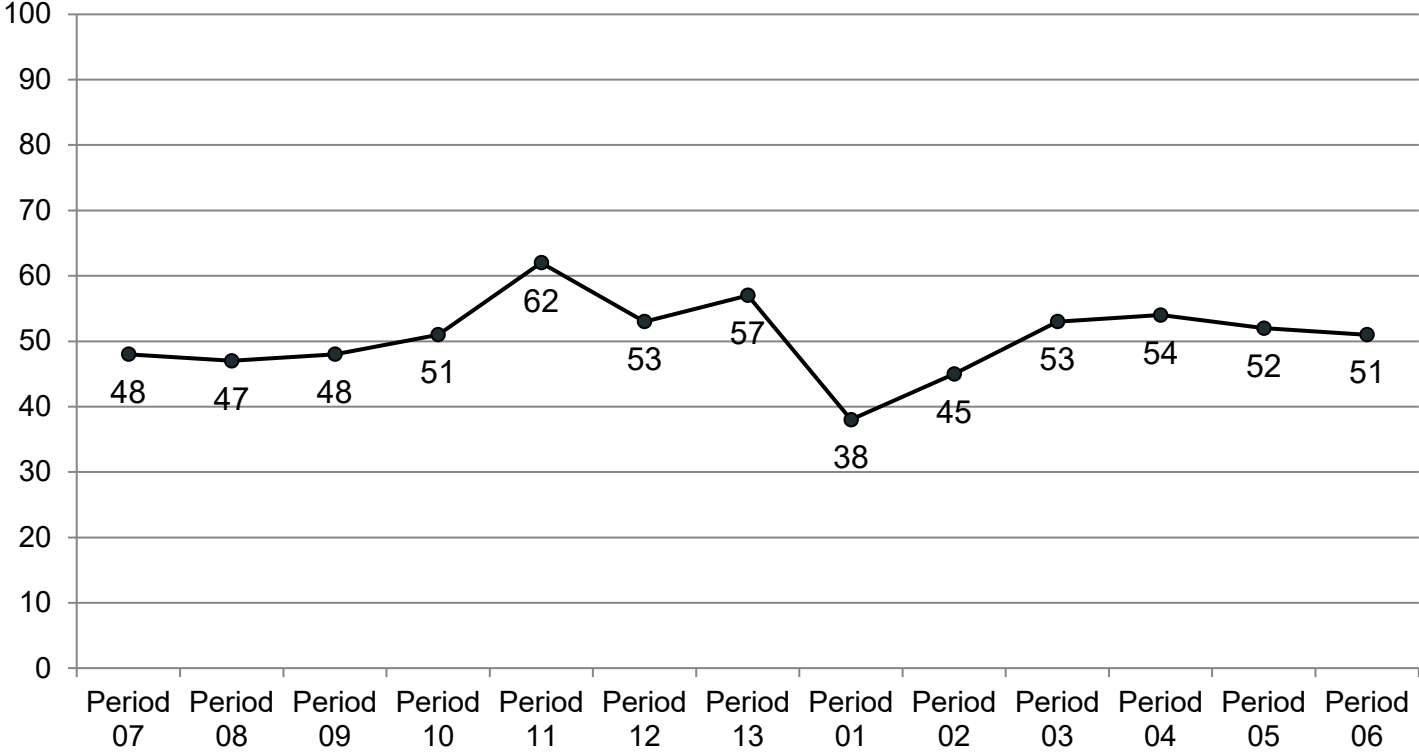
Q33a. Based on your recent journey on the Caledonian Sleeper how satisfied were you with the value for money of the price you paid?
Base: in brackets above.



Value for money - trend

Value for money

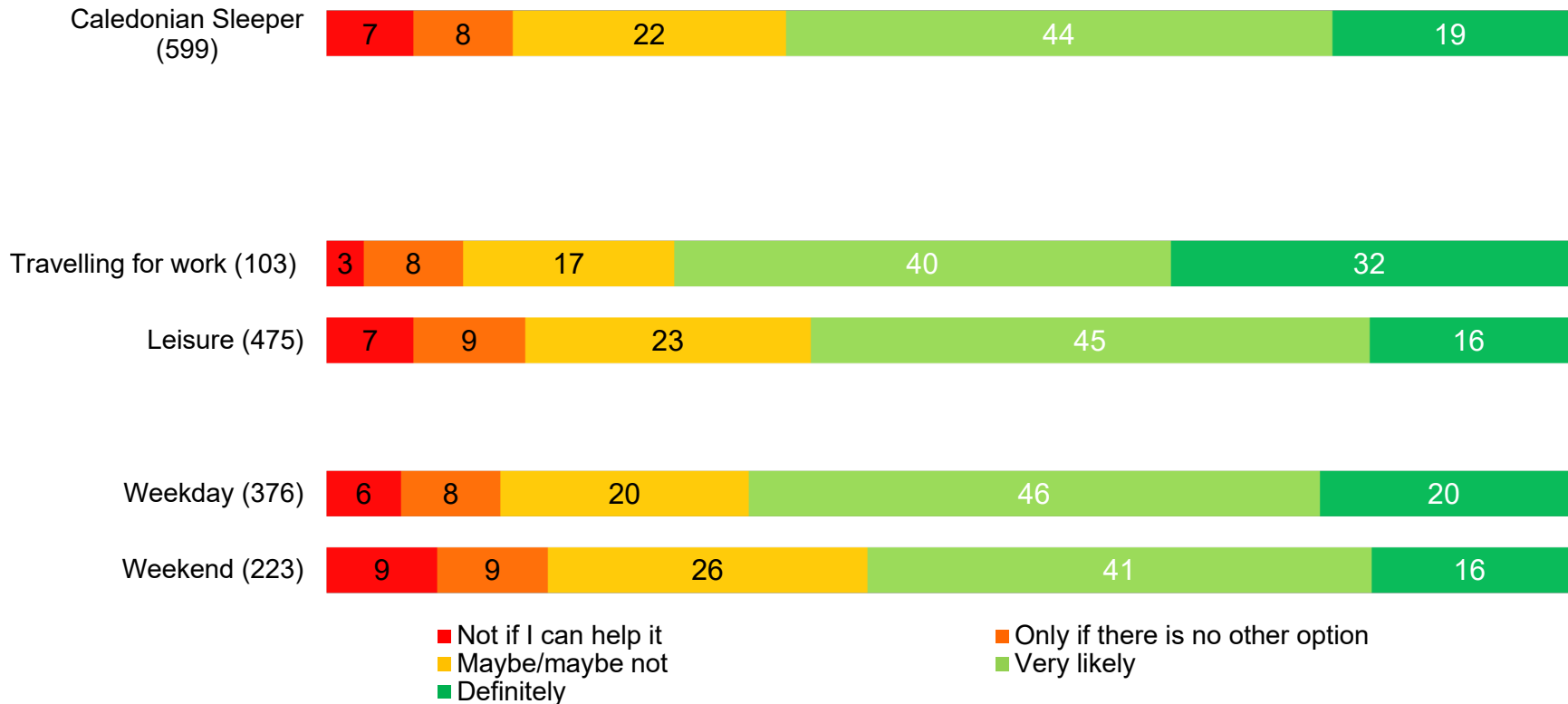
Trend: % very/fairly satisfied



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

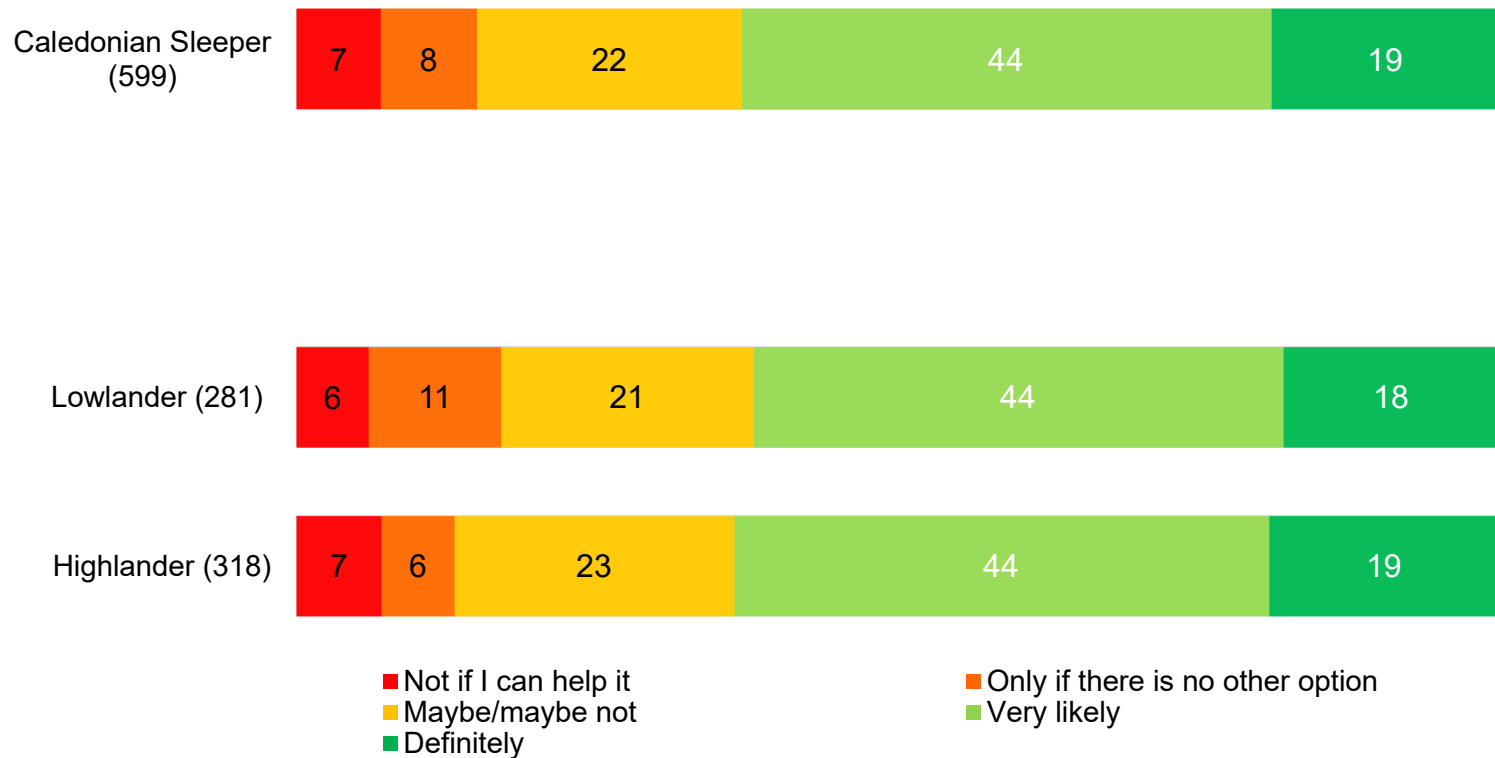


Q32a. How likely are you personally to choose the Caledonian Sleeper when travelling between Scotland and the London area (or vice versa) in the future?

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

Because of the expense. It's cheaper to take the day train. I only took the sleeper because when the train strike was called on 15th September it was my only option to rebook. (I had booked with LNER to travel on 15th but they would have been on strike). When strike was called off because of the Queen's death I kept the sleeper seat booking as I had a bus booked from Glasgow for my onward journey and wouldn't get a refund. I think the sleeper trains to Scotland are a very expensive service now sadly. Used to travel on the sleeper more when it was run by Scotrail as it was a lot more affordable.

There are better and more comfortable ways to travel to and from Scotland. I had imagined it being better than driving but the lack of sleep and length of time it took made it an awful experience.

I've had enough of the lucky dip element of travelling on the sleeper and the high cost for a poor nights sleep. You have also put the cost of a bed/cabin out of reach of most charging more than a good hotel for the night.

Getting to Scotland overnight is really great. It adds days to your holiday. However, your seated carriage is pretty rubbish, so there's a cost in terms of arriving tired and not looking forward to the journey home. I would love it if the sleeper compartments were affordable.

The Caledonian Sleeper has such potential, it's also a greener option than flying, However, after my recent experience I will wait to see if it becomes more reliably able to deliver on its promise.

I take the sleeper for southbound journeys if I need to be at an early business meeting in London. If I can't guarantee that the shower facilities will be available I can't take the risk.

It is always an option if needed to save some time, but flying is probably as competitive and convenient, no availability on the sleeper two weeks before was an issue. I checked back a few days before and there was one room available at the last minute but I was close to just booking a flight.

It would depend if I wanted to travel in a novelty way, I would book. But if I needed sleep, I would book another means of transport.

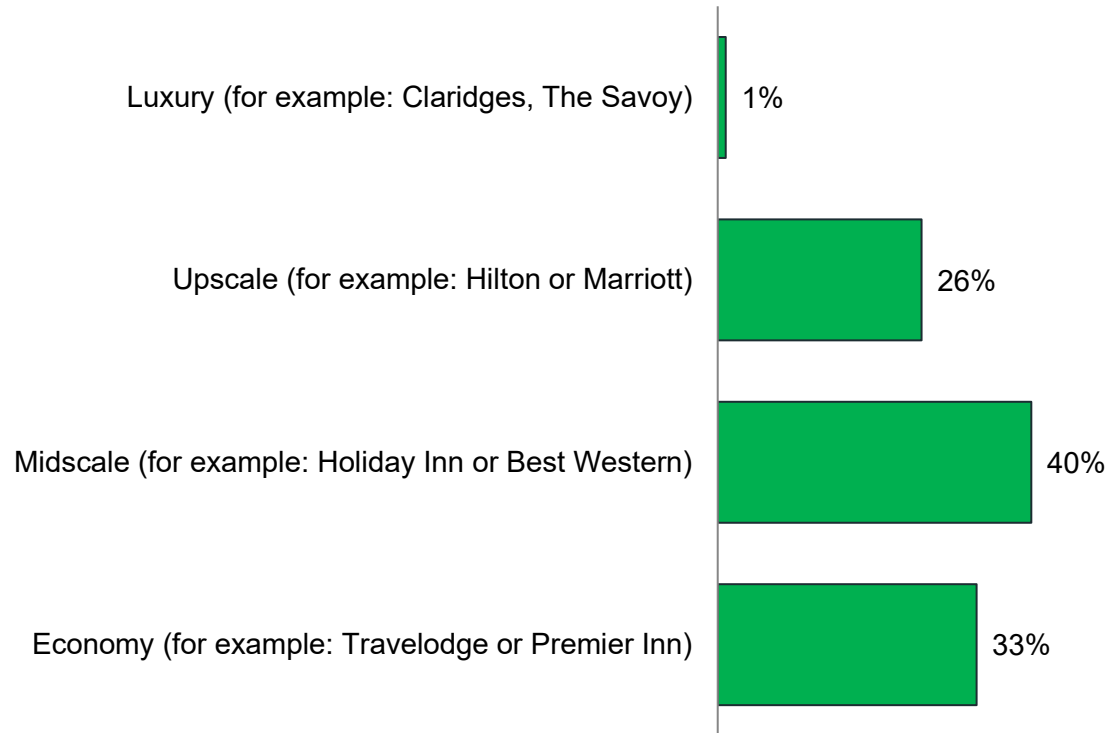
Once you know what to expect, and what not to, it's a practical way to travel to London from the Highlands. They could try a bit harder.

Q32b. Why do you say that?



If Caledonian Sleeper were hotel chain

Quarter 2 2022/23 %



Q34. And just for fun, if Caledonian Sleeper were a hotel chain, what category would you put it into?
Base: All with an opinion (540).



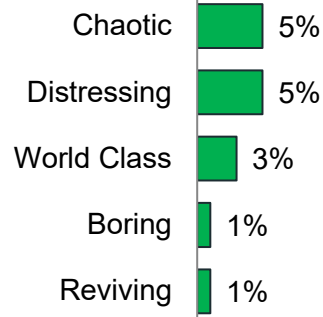
Overall description of journey

Quarter 2 2022/23 %

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 (599).



Caledonian Sleeper

Journey expectations

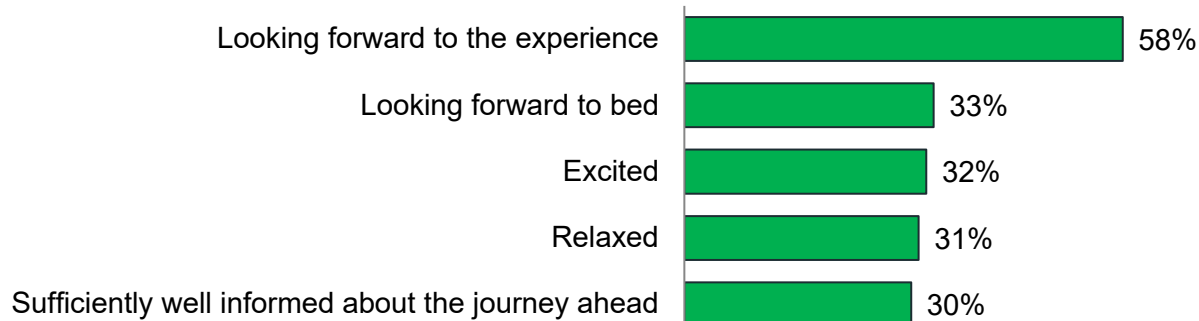


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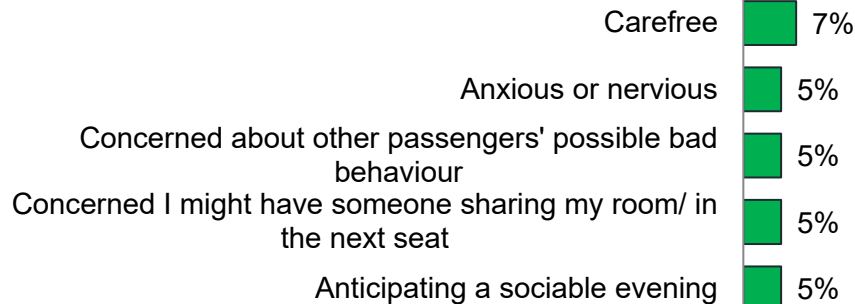
Thoughts and feelings pre-journey

Quarter 2 2022/23 %

Top five



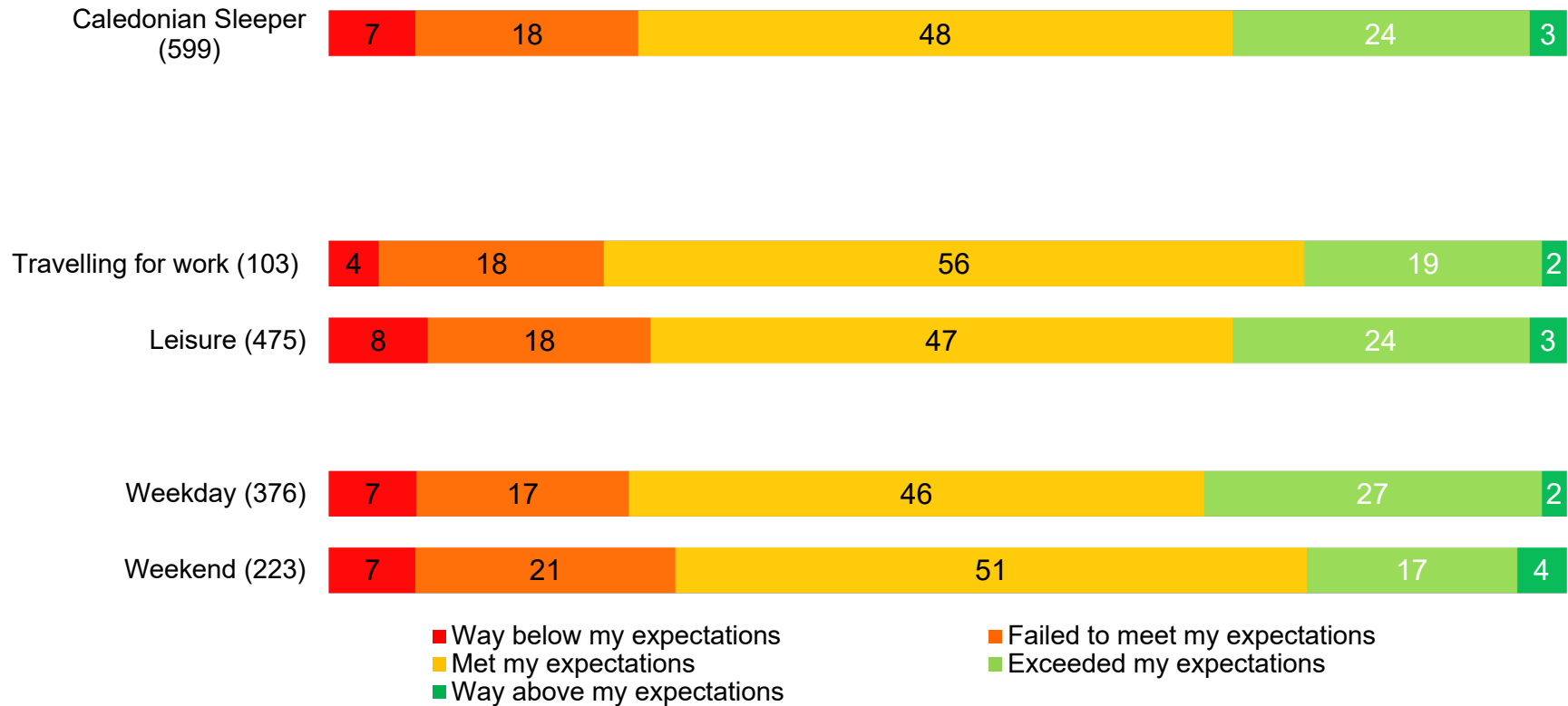
Bottom five



Q4. Thinking about the day you travelled, what were your feelings or thoughts before your journey on the Caledonian Sleeper?
Base: all (599).



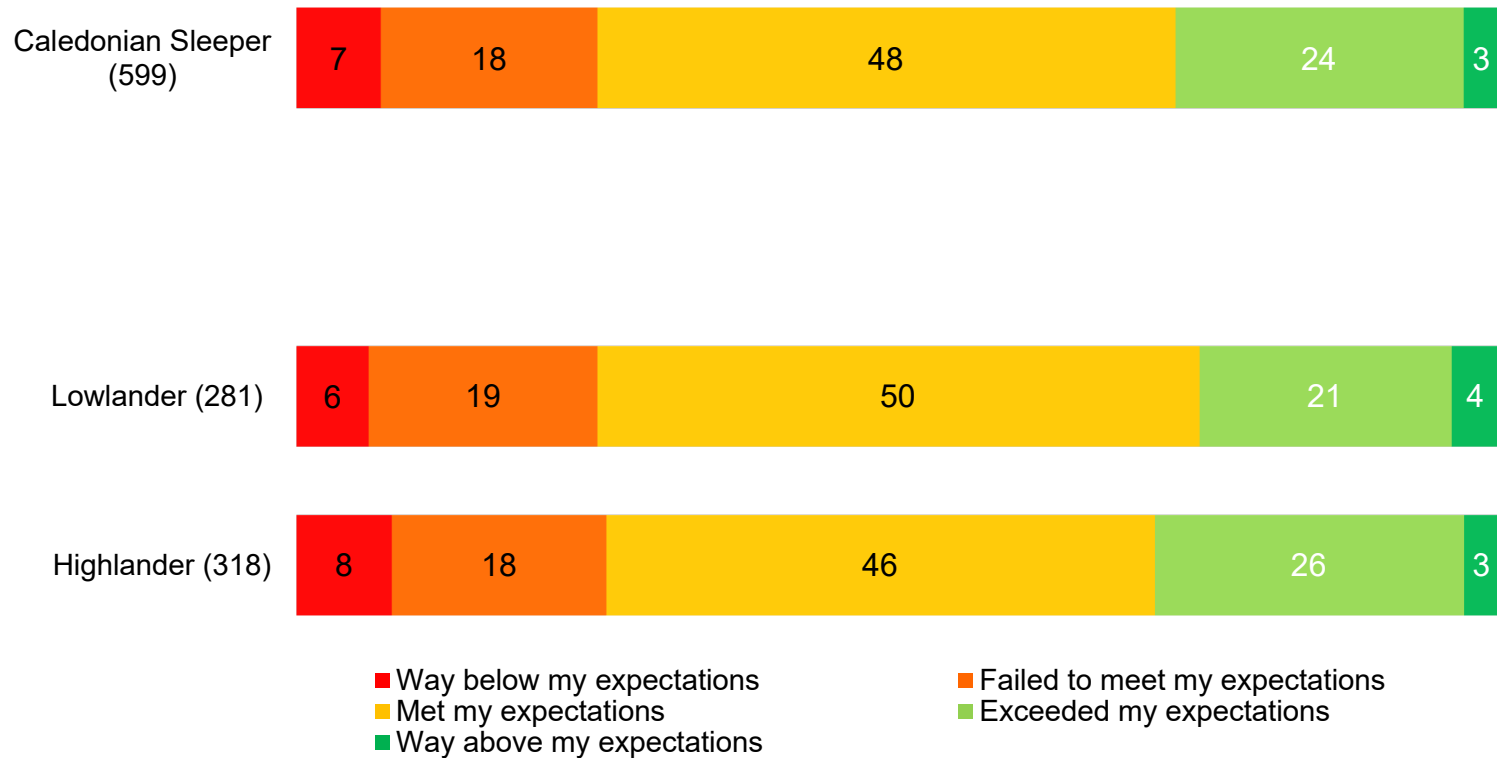
Met expectations by passenger group



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



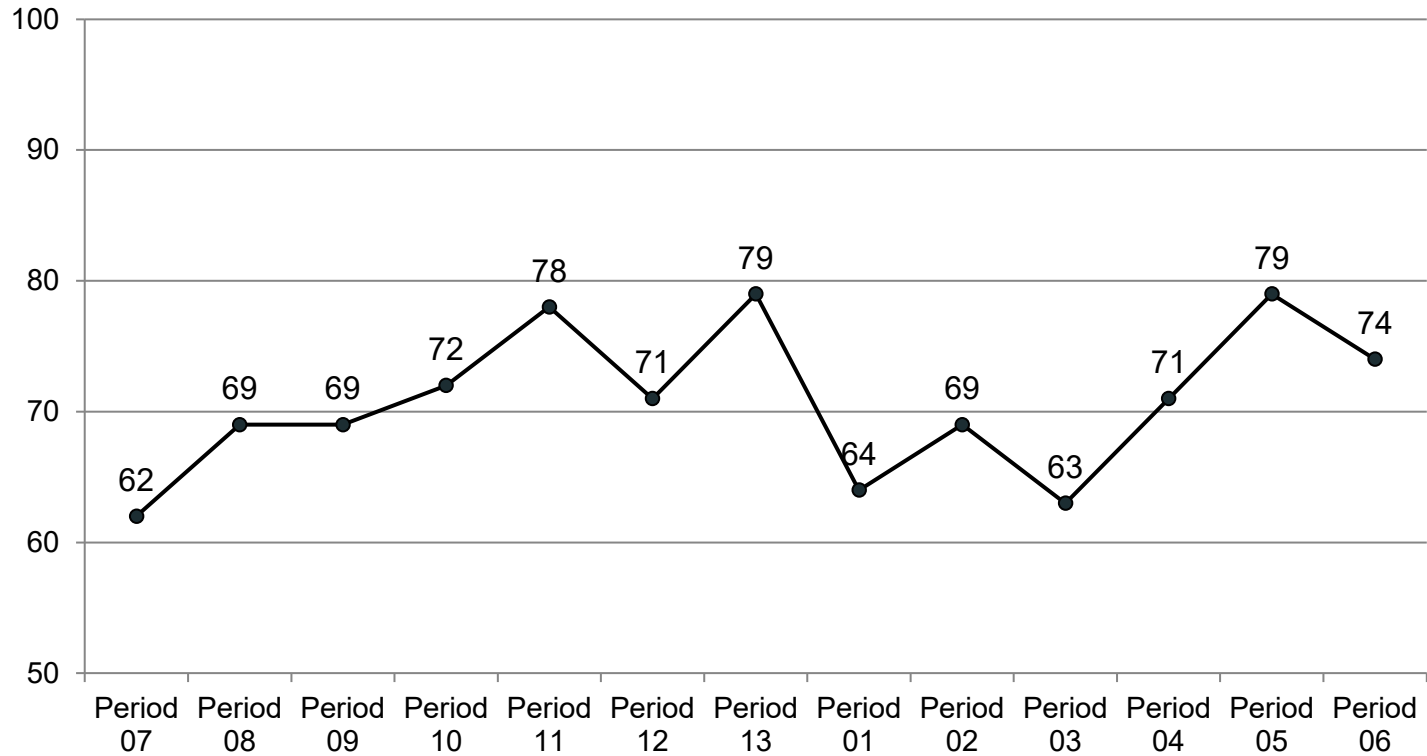
Q5. Overall, taking everything into account, how well did your journey on the Caledonian Sleeper live up to your expectations?
Base: in brackets above.



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

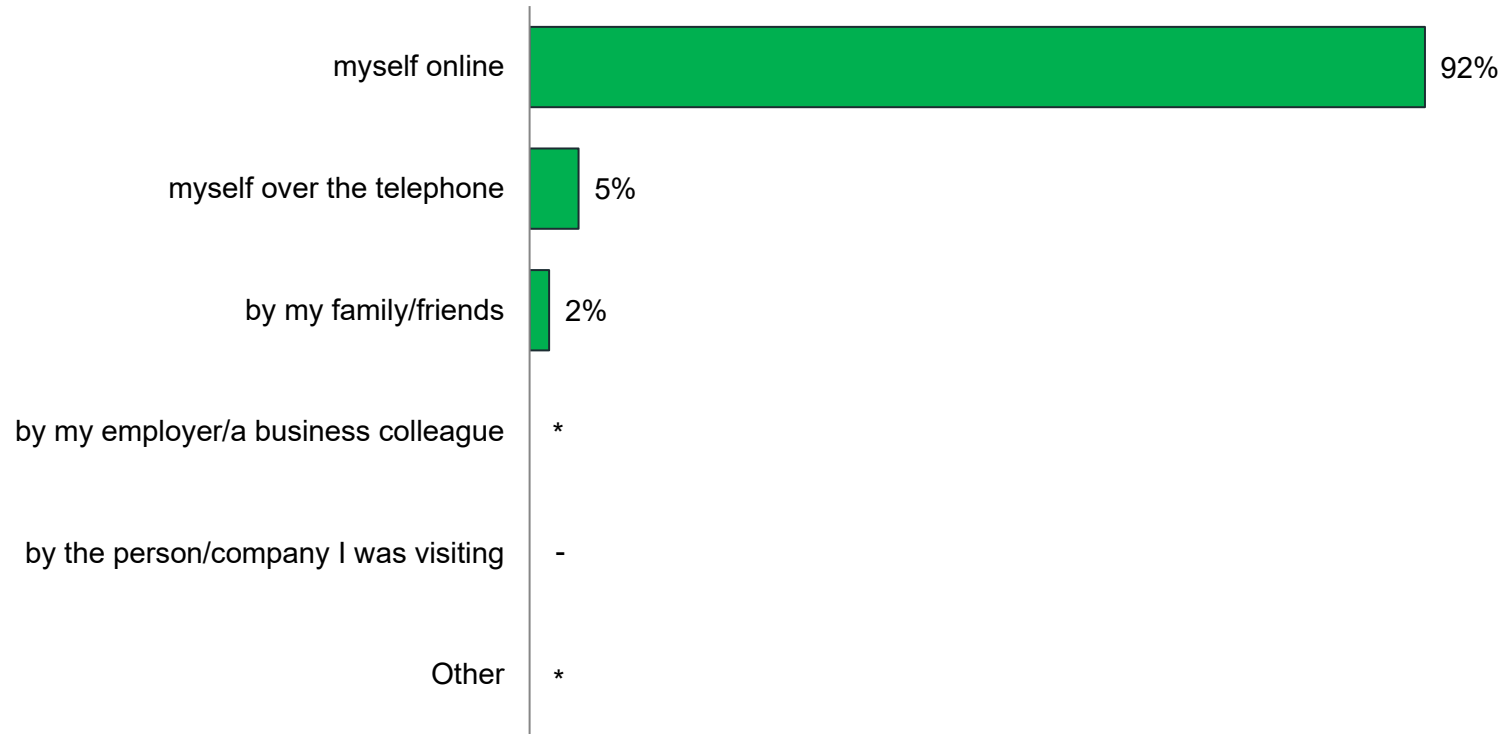


CALEDONIAN
SLEEPER

How booking was made

Quarter 2 2022/23 %

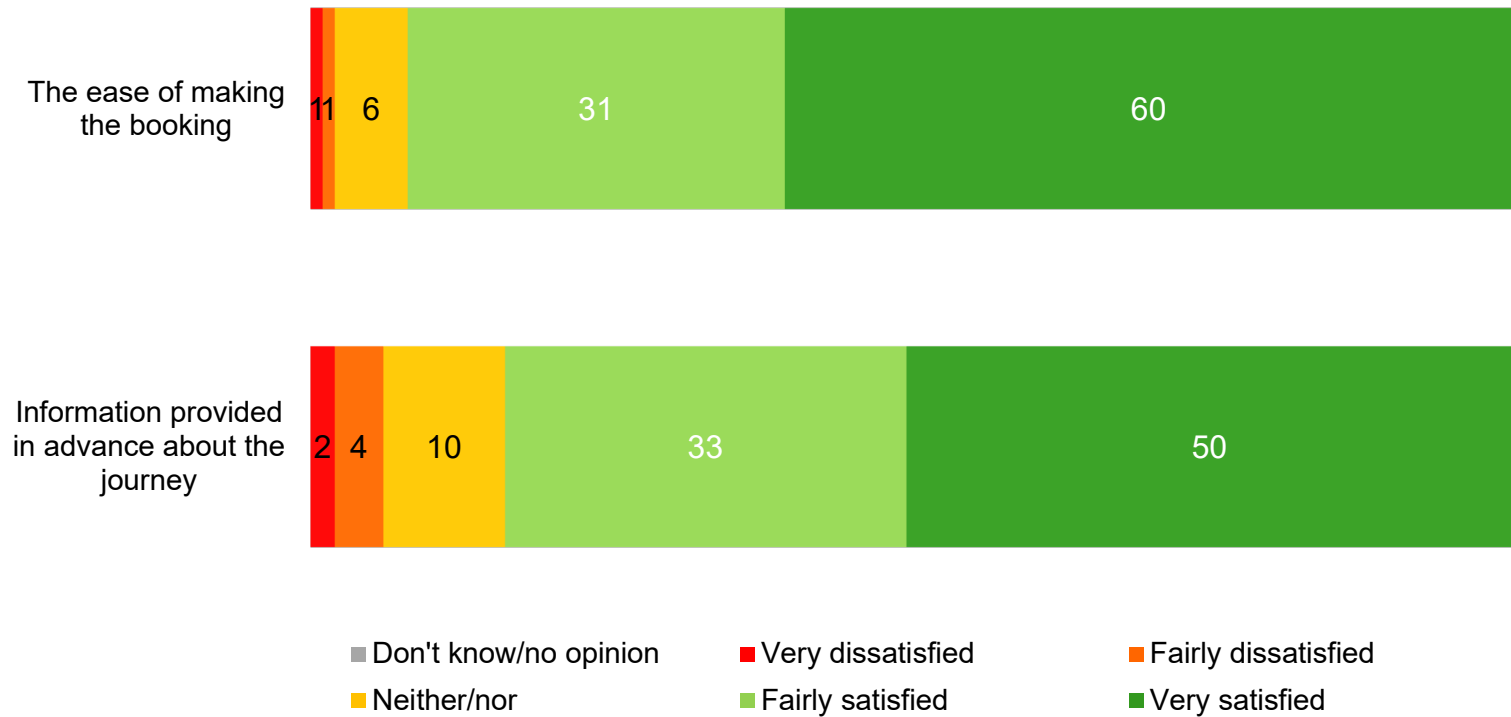
It was booked/I booked it...



Q12 Thinking about the process for booking this journey on the Caledonian Sleeper, who made this booking?
Base: all (599) * Less than 1%.



Satisfaction with booking process



Q13a. How satisfied were you with..?
Base: all who booked themselves (582).



Improvements to information provided about the journey – customer comments

[Provide] info about what happens, layout of seating, when are the lights dimmed, what's the light level and sources of light in the night, info about how the bottom of the seat reclines but the back part doesn't and that you need to bring extra back support for this. Info about how the locker works as the written instructions weren't very helpful. Information about staffing levels and what impacts it has when short staffed. Info about the toilet

Information on what to do when you get to Euston Station (noting that many passengers are tourists unfamiliar with the British rail system). Announcements/written info on board to tell about what to expect/services available.

Don't advertise things that are not available i.e. lounge access. Boarding was not on time at 23:00 although was shortly after 23:15. Makes a difference when sitting around a station for a few hours.

I received that many emails that I didn't know which ones were important. Therefor I nearly missed that the train was now departing 30 minutes earlier than originally booked. Had my Dad not checked the board then we may have missed the train entirely.

As mentioned previously, more information about the whole experience from the station onwards. I was also annoyed at myself for not booking sooner as the price rose dramatically from the first time I looked to me coming back to make the booking.

It is frustrating when the rate you pay varies significantly for the same journey - especially when the system appears to inflate the price when a journey is enquired in consecutive searches (in other words, you find one price, then immediately refresh the search and the price has jumped significantly). This makes it very difficult to find the best deal (especially when you are flexible when you travel). A more transparent pricing policy would be better.

Information about catering was wrong. Website said dinner only available on trips from Scotland to London so we ate before boarding. Then found a nicer meal was being offered in the club car. Would be useful to know dimensions of luggage space under bunks.

Route information and times, train information (map with where the carriage, luggage hold, club car and toilets are), how to order room service etc.

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



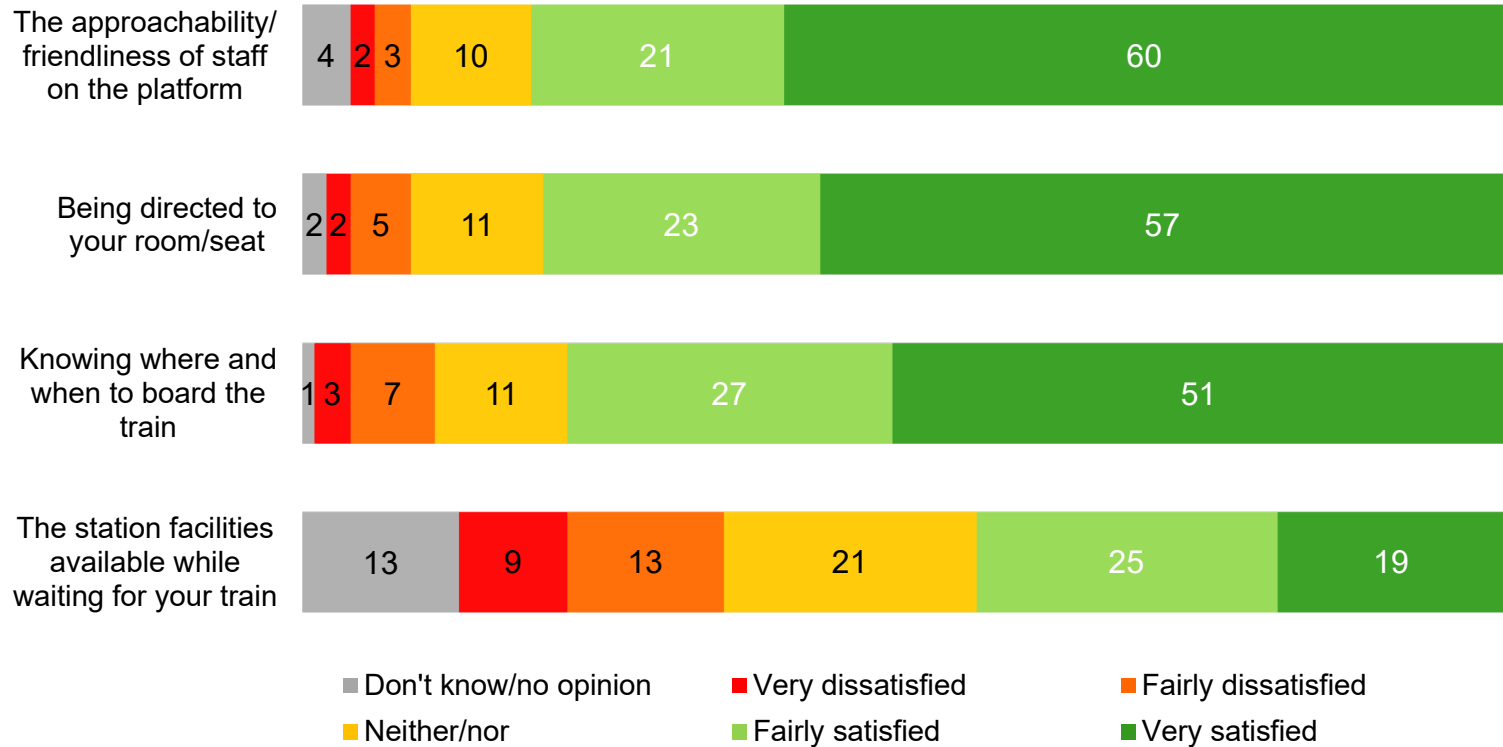
Caledonian Sleeper

Boarding and station facilities



CALEDONIAN
SLEEPER

Satisfaction with boarding process



Q14a. How satisfied were you with...?
 Base: all (599).



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

The staff seemed stressed which wasn't very welcoming. This feels like it was because passengers were scattered along the platform and had not been provided the right information. So if the check in process was better, this will probably improve the staff stress levels and in turn they will be more welcoming. However there was one member of staff (Asian middle-aged man... didn't get his name) who was accommodating and friendly even with the stress of the situation.

This service always stood out for the welcome you got on arrival to the platform. The staff member did an adequate job ticking my name off, but I did not feel welcomed. He told me I could board the carriage, but not that my seat was right at the other end of the carriage. I had to walk through an entire contraflow of people in the carriage, all with suitcases. Sloppy. He told me I could order a bacon roll, but not that I had to go to the dining car to do this. Or that I couldn't use the dining car. He stood there for a long time with his clipboard. He had time.

All sing from the same hymn sheet. Make it clearly known what travellers should do procedurally.

As mentioned previously, the check in process was very strange. Staff did not check in my colleague and this then presented an issue later on. Staff were quite grumpy and not welcoming.

They didn't have a list of who was boarding and so couldn't direct us to our cabins. They were panicking and running up and down the platform and phoning people - it was quite comical, if a little disturbing!

I asked a member of staff for some info about the Caledonian Sleeper but she was not helpful. Maybe the Crianlarich Station Staff could be given more info and training about dealing with customers when they ask questions about the Caledonian Sleeper.

Took a while for them to stop the conversation the three of them were having to ask me where I was seated. No real welcome just a get the job done kind of vibe.

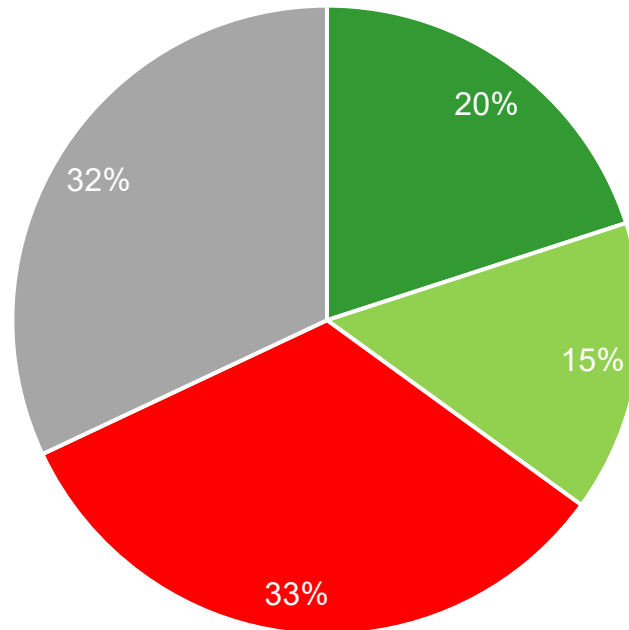
By giving us some information about when we could board the train - it says on the information that we can board from 11am. They didn't open the doors till 11.30. We were very tired standing around not knowing when we could board. Became agitated. Not good at this time of night, at end of holiday.

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



Use of customer lounge

Quarter 2 2022/23 %



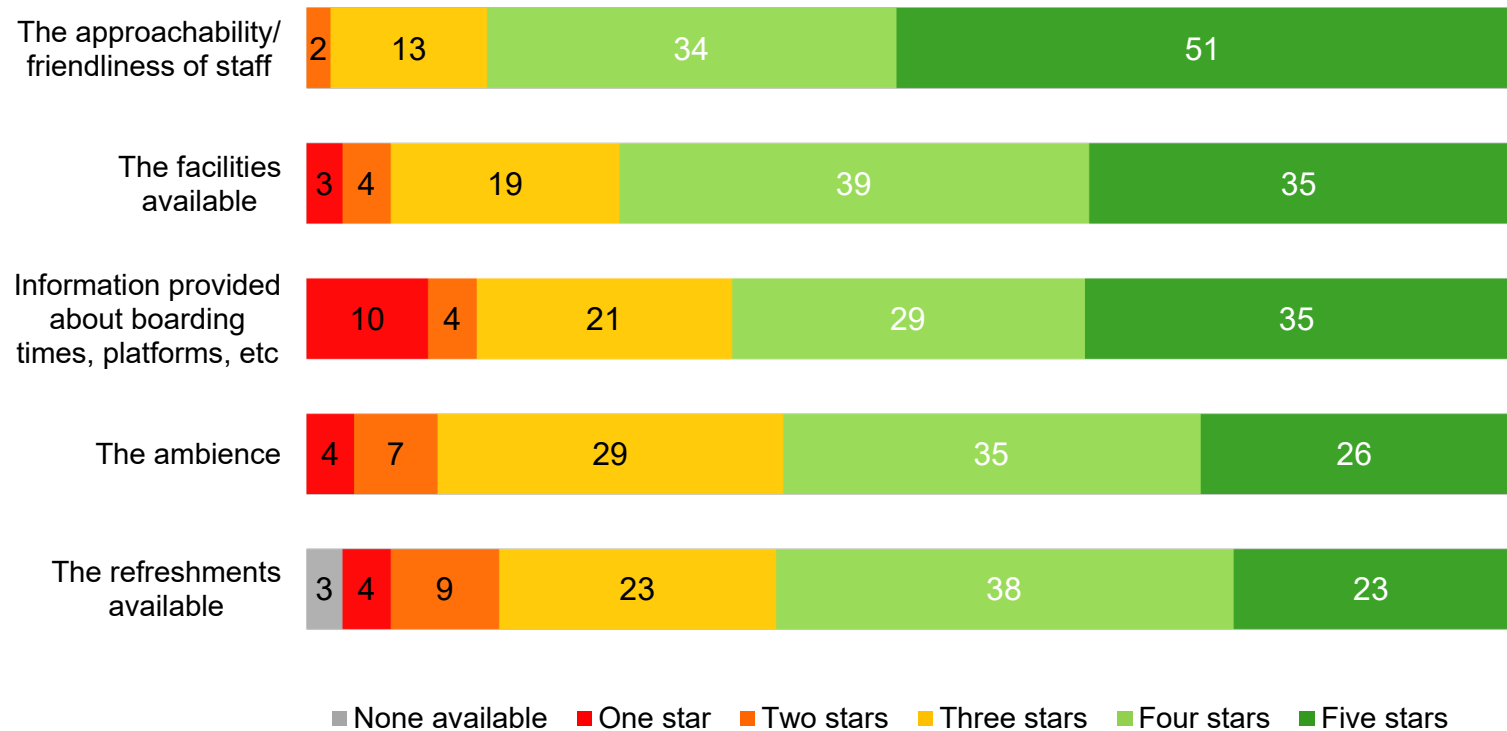
■ Yes - and I did ■ Yes - but I did not ■ No ■ Don't know

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 (112).



Additional information required in the Customer Lounge – customer comments

Arrival time updates with sufficient notice.

We were told there would be no problem getting hot food on the train, so did not eat in advance. On boarding we were told there was no hot food service. We were also not informed that the train was ready to board.

The information given was incorrect by the lounge staff regarding boarding the train early.

It was unclear as to the complimentary refreshment against the chargeable ones. I am used to the Paddington lounge where everything is complimentary without question. Train departure information displayed in the lounge is a single, small screen at ceiling level and not easy to see from any distance. An incorrect boarding announcement caused confusion and arrival on the departure platform too early.

Information about how to get dinner in the Club Car. Very fortunately, prior to boarding, I happened to watch a review that someone had put on YouTube and they said it was vital to "run to the Club Car for dinner or you won't get a seat at all". This is really poor...

Maybe some information as there was none at all regarding the train.

Make sure the station staff are fully aware of the train facilities available.

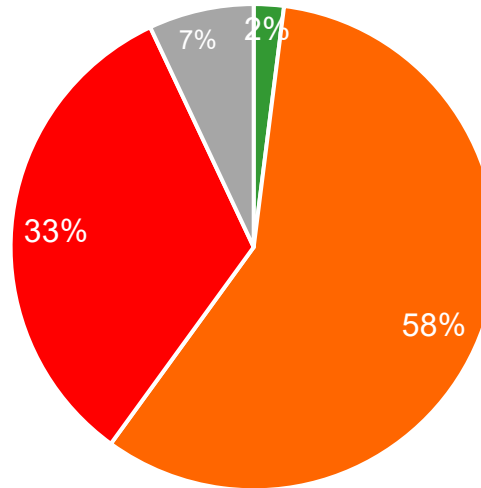
Q16b. What additional/better information would you like to have received?



Use of shower facilities on arrival

Quarter 2 2022/23 %

- 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 (568).



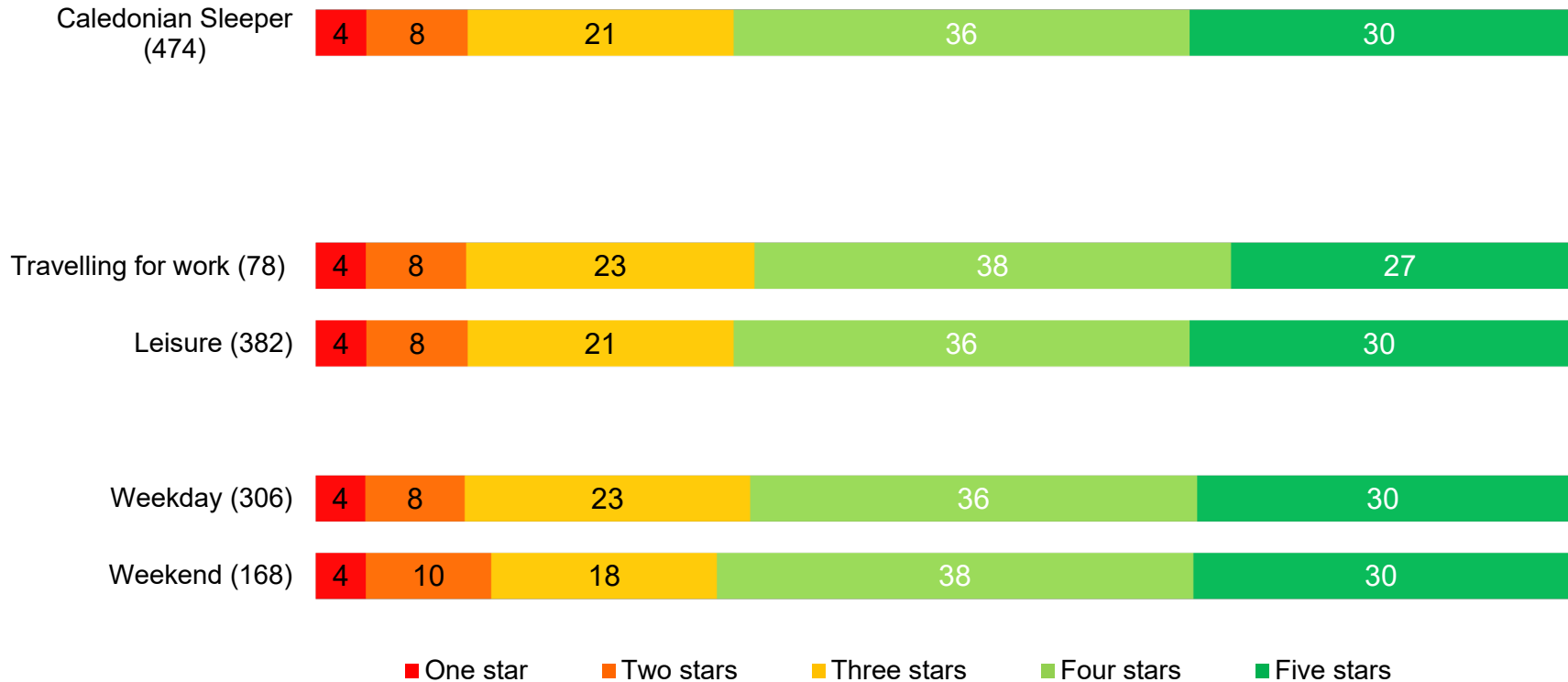
Caledonian Sleeper

Accommodation and train facilities



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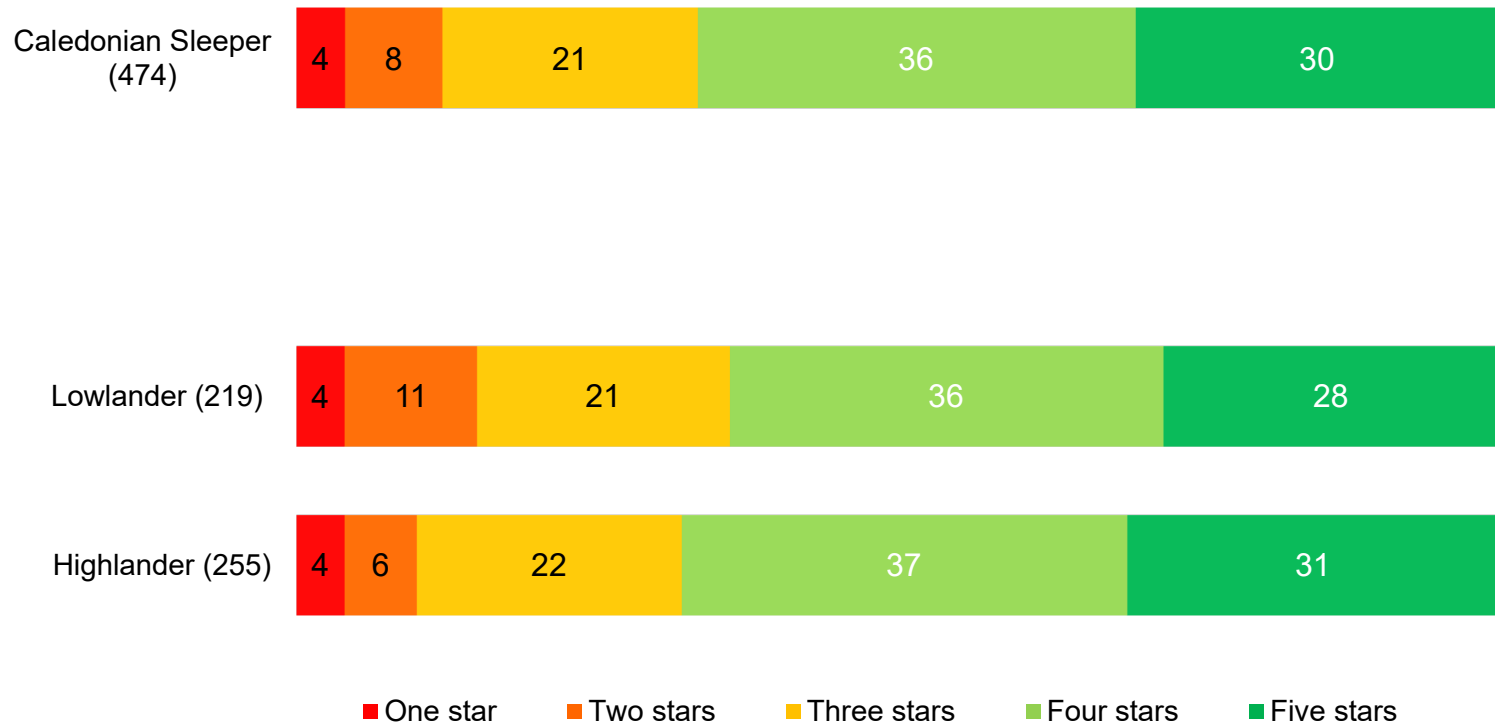
Overall rating of room by passenger group



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



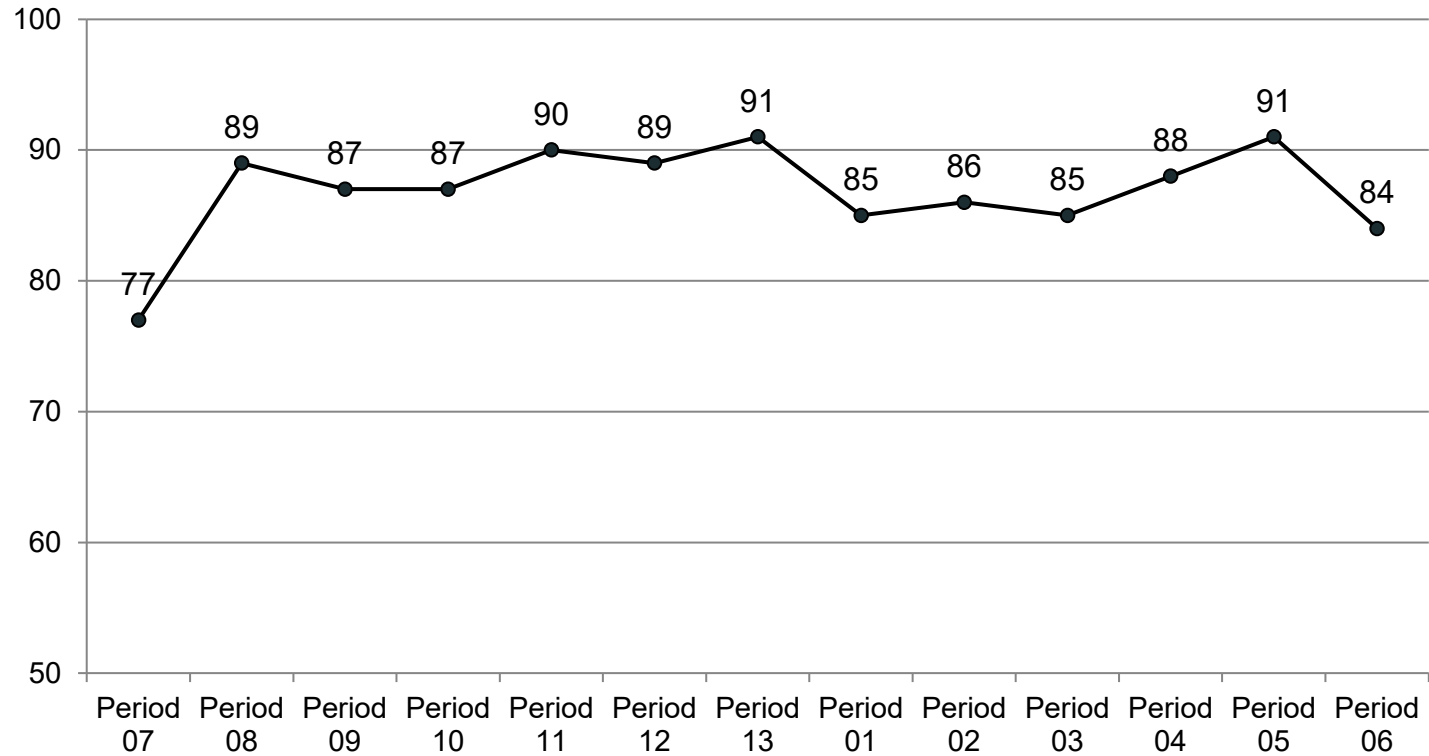
Q17a. How many stars do you give your room on the Caledonian Sleeper?
Base: all guests staying in a room/suite (in brackets above).



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

The room power was disrupted. I was left in shower with no water to rinse off soap. The toilet stopped working and the Air Conditioner did not work. No key card to lock door. Repeated complaints finally resulted in a reassignment to another couch and room.

As a lone traveller aged 72 I could not climb ladder to top bunk. The fixed ladder on the bunks was a problem for me to get in and out especially as I suffer from regular cramps A adjustable ladder would be better for ease of getting into bottom bunk.

Lighting was a bit of a mystery to me, probably me. I would have welcomed the option to adjoin one ensuite room with another non-ensuite room so a family can travel together with just one toilet needed and an adjoining door for ease of caring.

Not much they can do. The design of these coaches is very poor in comparison to previous trains. The rooms are just too small for two adults. The upper berth ladder needs a complete redesign. However it would be a simple matter to install some stowage for small items around each berth.

Have working bathrooms when we have paid for this facility.

Move the ladder to the upper bunk to improve access to the lower.

The room was quite nice. As I alluded to earlier, the ladder was surprisingly uncomfortable to climb and descend in bare feet - I don't remember this being an issue on the 'old' Caledonian Sleeper nor on other similar trains I've enjoyed elsewhere.

The rooms are very small the shower was cold and there is no tea making facilities in the room.

Provide information about where extra luggage can be stored. Keeping our 3 bags made the space rather tight.

I like the new rooms, air con good and nicely fitted out. like the new beds and linen. didn't even try having a shower - no way that was going to work! (seen the YouTube videos and besides, what's the point if I can have a shower in the lounge before/after). Overall really pleased with the new rooms.

It is very hard to move around and get a case into and out of the corridor and room. The pictures show an accessible room which is much more spacious and therefore misleading.

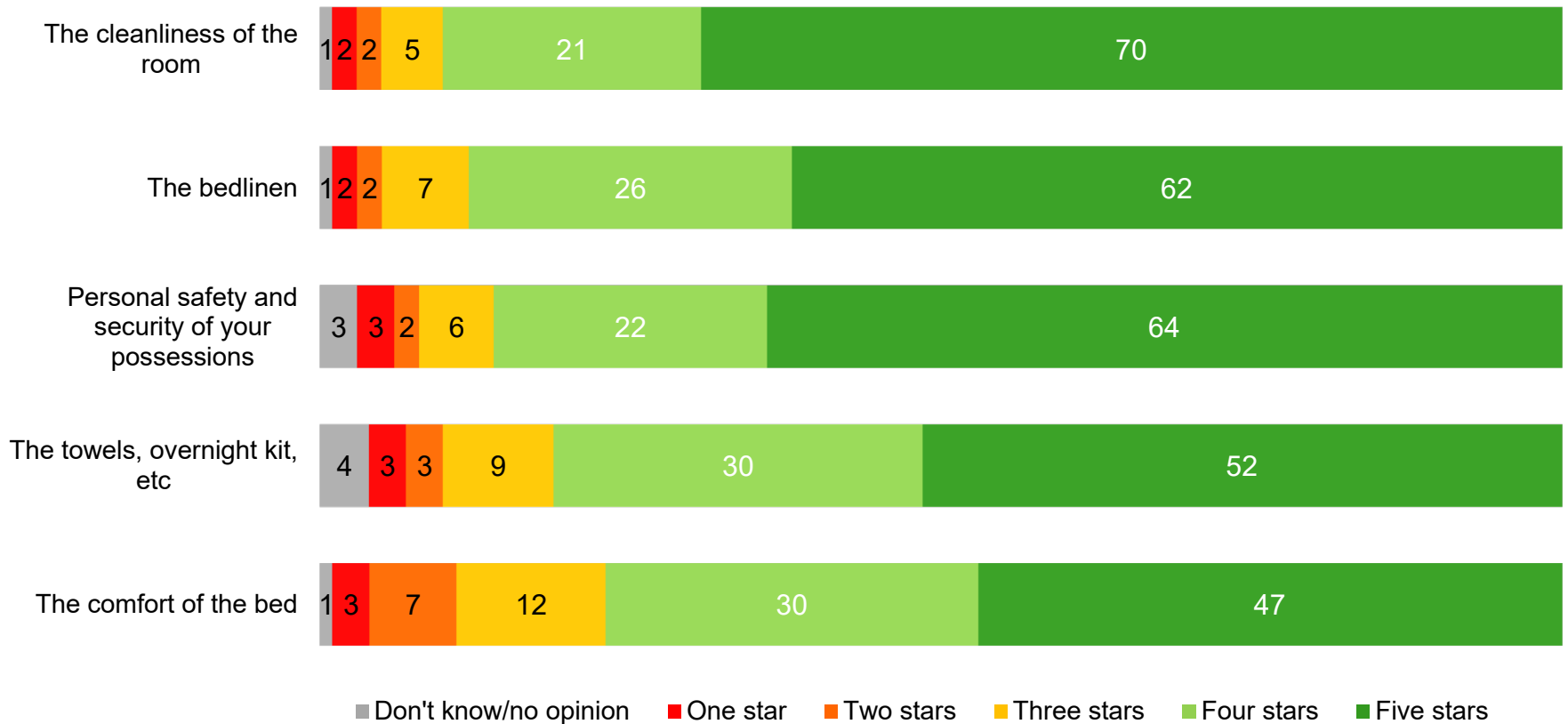
More comfortable/ larger bed and mattress. More room. Better A/C, more sound proofing between neighbours.

Can't see any improvements given the space constraints. I thought it was all very efficient and comfortable.

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?



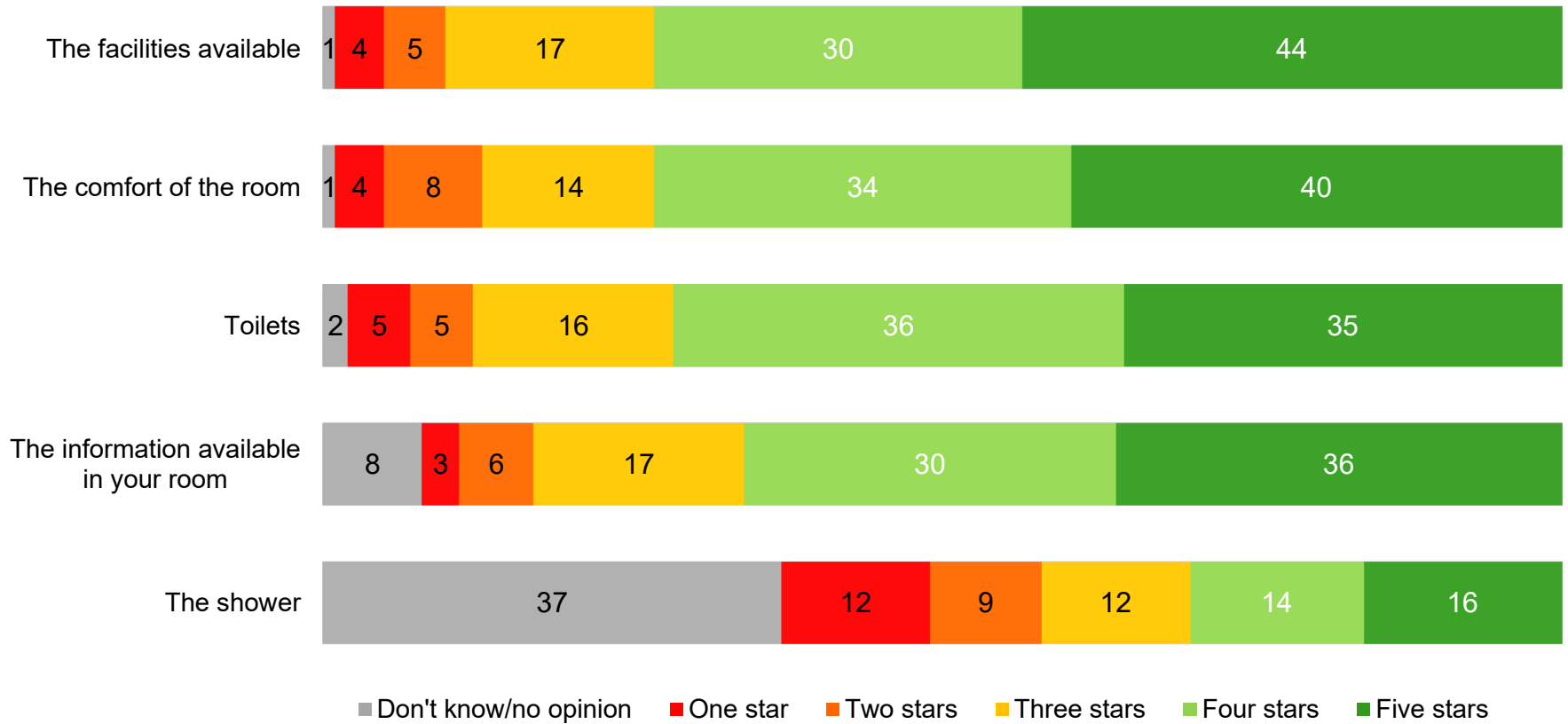
Rating of the features of the room – top 5



Q17b. And how many stars do you give the room for..?
 Base: all guests staying in a room/suite (474).



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 (474), room with en-suite shower (275).



Rating of features of the room – customer comments

There needs to be more space for storing and arranging personal possessions inside the cabin. The overall usability needs more thought such as the mirror not being easy to look into and the ladder being fitted in the way of the lower bed. Some useful features of the old rolling stock would be good to reinstate such as the hook for keeping the door open and the fold up lid for the sink.

Sink didn't look as though it had been cleaned very well. Also spots of what I would assume to be toothpaste up the side of the window.

The mattress was very thin and it squished right down so I could feel the bunk underneath. Something more supportive would have been nice.

I appreciate space is at a premium, but the shower was just too small and pokey to be comfortable (banging elbows etc)!

I found the lighting to be very bright and harsh, could do with some softer ambient lighting in there for a more relaxed atmosphere.

The linen has the feels synthetic and scratchy, so using 100% cotton with at least 200 thread count.

There was no hot water available for us, so could only have a cold shower. With warm water shower would be fine.

Plug sockets to work One of the USB sockets was not working.

The rooms are too small to accommodate 2 people plus luggage. on this journey, platform staff were very helpful in directing us to a separate coach where bigger pieces of luggage could be stored, but this has not always been available on previous journeys when we asked.

I am worried about plastic and waste as they [the toiletries] seem unnecessary? I travel a lot by sleeper and have too many of the products at home now I feel it could be a filled dispenser maybe?

Once in the room it would be reassuring to have a welcome book with the timings of stops, confirming the time you can remain on the train until and what the process is for ordering and paying for breakfast.

A leaflet or card that would say welcome and tell us what to do/ expect regarding food drinks ordering paying as well as when to wake up.

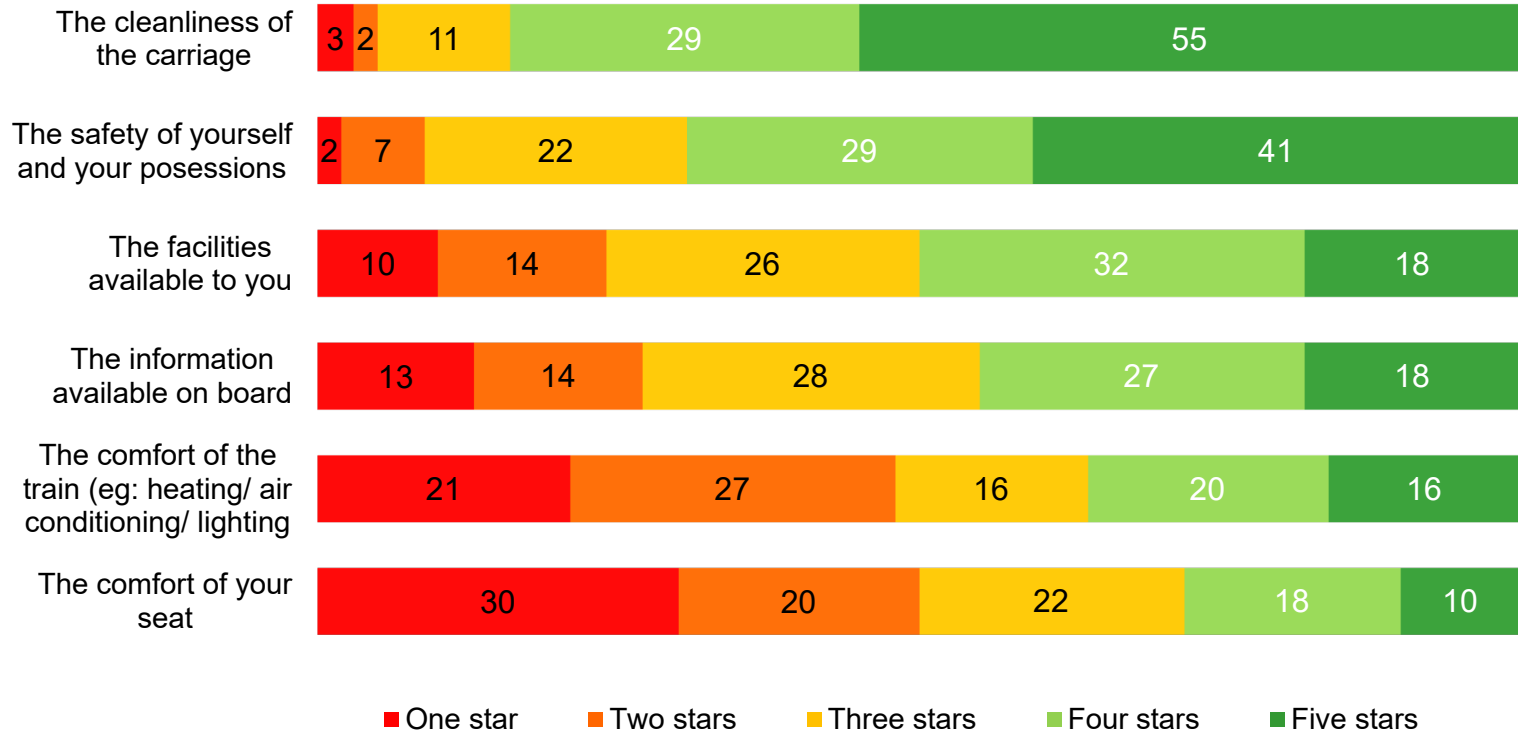
There were no key cards available for the journey, therefore if I had wanted to go to the lounge car my room would have been unlocked and possessions available for anyone to enter and steal.

Ensure that each coach has a working toilet. We had to walk to the far end of the next coach, which, for an elderly person who has to use the facility a number of times in the night, is very tiresome.

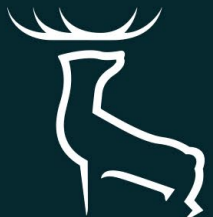
Q17d. You gave just a single/two stars for the facilities available/information provide/comfort of the room/cleanliness of the room/personal safety and security of your possessions/bedlinen/comfort of the bed/towels and toiletries/toilets/shower, what should Caledonian Sleeper do to improve this rating?



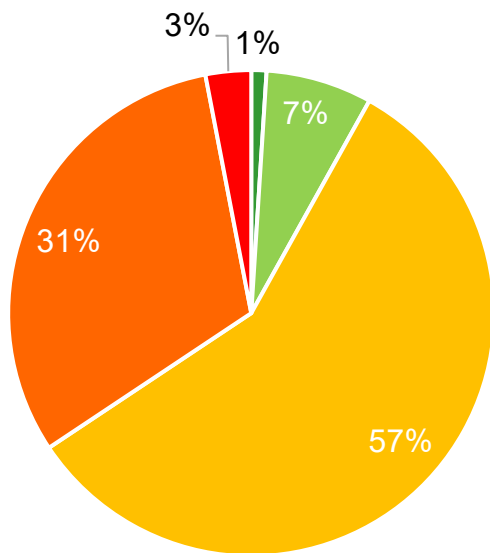
Rating of on-board features among seated guests



Q19. How many stars do you give the Caledonian Sleeper for..?
 Base: all seated guests (125).

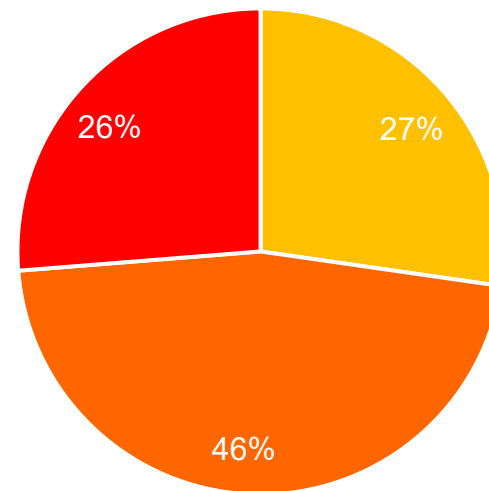


Quality of sleep



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 (474), seated guests (125).



Improving quality of sleep – customer comments

Your seats are uncomfortable and not really reclining seats. It's possible to sleep across two seats for a period, until you get stiff. During our trip, we camped and slept in mountain bothies, so we aren't really very demanding people, but your seats are poor and do not live up to your advertising. You clearly have very old rolling stock and you haven't chosen to update it. To improve sleep, you need seats that actually recline, as you promise. Not the ones that you actually provide.

Initially, the room was very hot. In addition to the standard train noise (acceptable), there was a constant phone sound going in what must have been the attendant's room next door to our room. This was ongoing and annoying. Some of the buttons in the room also had very bright lights.

Better seats. Better recline. Better footrest. Much like virgin first class seats. Headrest needs to wrap around your head almost so you have something to lean your head against.

There were periods during the night that shunting was happening, and then other periods when we seemed to be going full line speed., both extremes seems to disturb my sleep - but my expectation of a good nights sleep was low. My wife slept better.

Not much - it is a noisy train. However there is too much light from emergency signs in the room. The earplugs are somewhat useful though perhaps a better quality could be provided.

The cabin was freezing , my mum found a staff member who gave us a blanket to share . We put on all the clothes we had available in our rucksacks and were still cold. The lights stayed on full all night long which was very unrelaxing. Also I dont see why the Toilet needs to announce itself so loudly . The seats are far too upright and you cant adjust anything - the headrest was padded above my head so only made things worse rather than better. The height of the seat meant I had a lot of pressure on my legs and no footrest . I don't see how they are designed to relax let alone sleep in . No information given about using the lockers and I was too tired to work it out . Clearly they were short staffed and the staff did seem lovely but only priority is the fancy cabin customers.

Don't think could do anything as its movement/noise that stopped me sleeping. Might see if can find small noise cancelling earphones for another time. The bed/pillow is comfortable & the room was a good temperature.

The carriage was too cold, there were no blankets available - staff did not at any stage ask passengers if the conditions were comfortable.

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



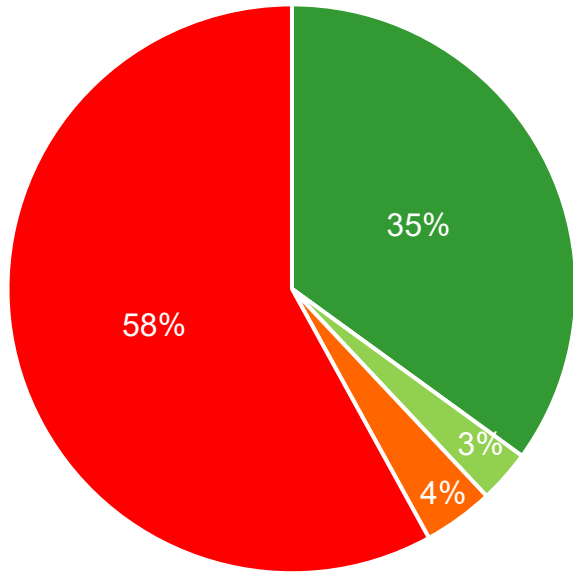
Caledonian Sleeper

Club car and catering



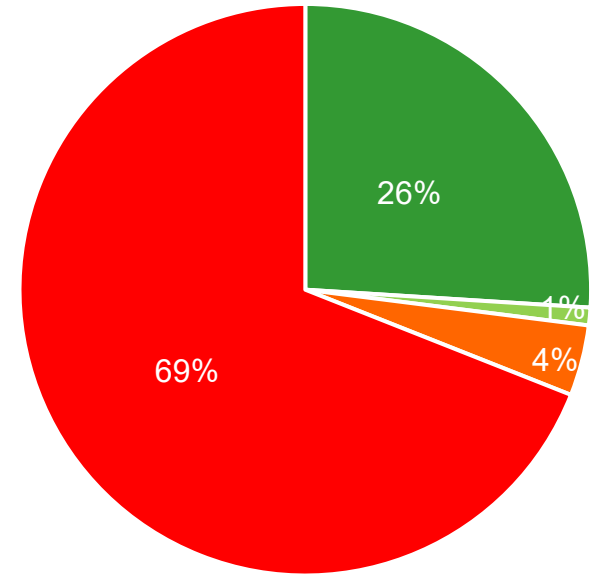
CALEDONIAN
SLEEPER

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

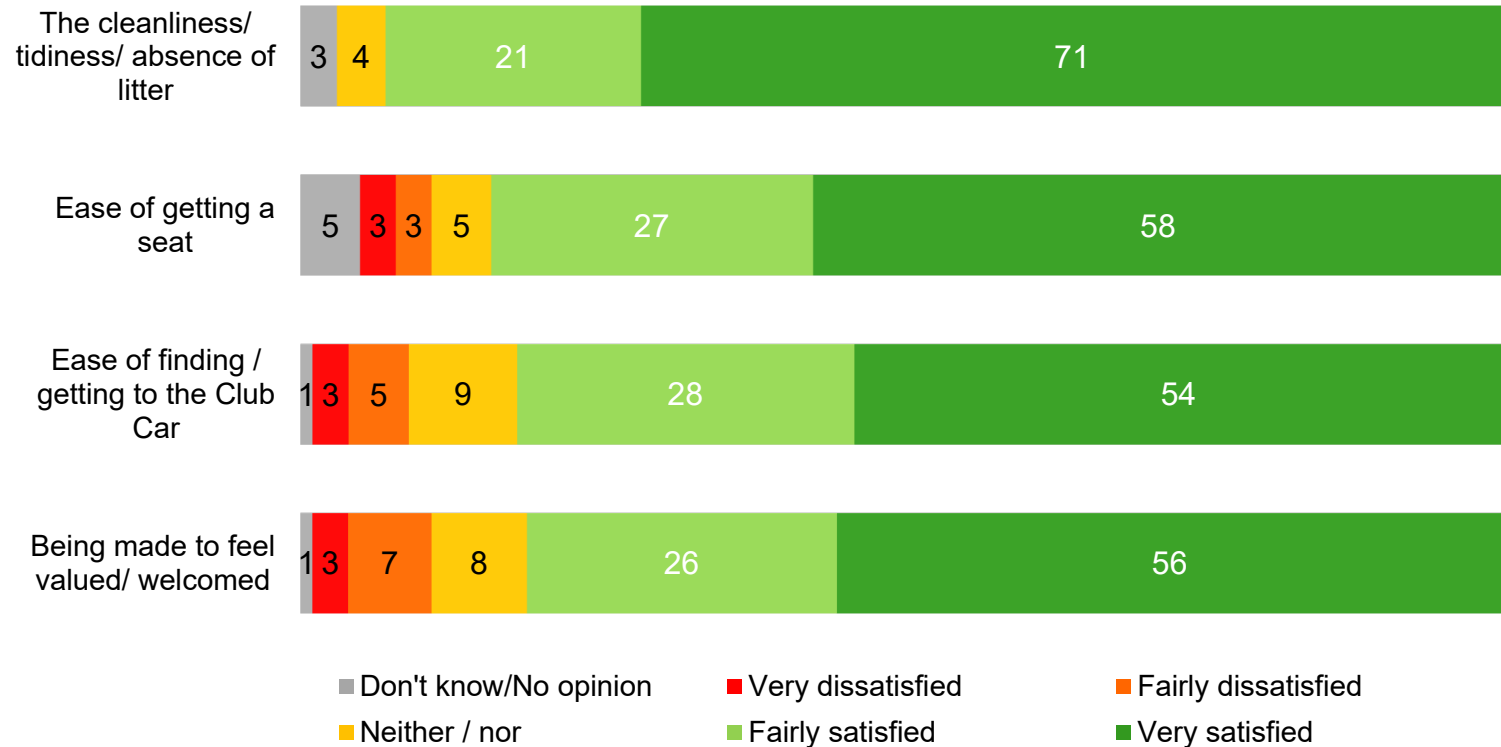


Morning Use

Q22a/b. Thinking about the evening/morning of your trip on the Caledonian Sleeper, did you visit the Club Car?
Base: all (474).



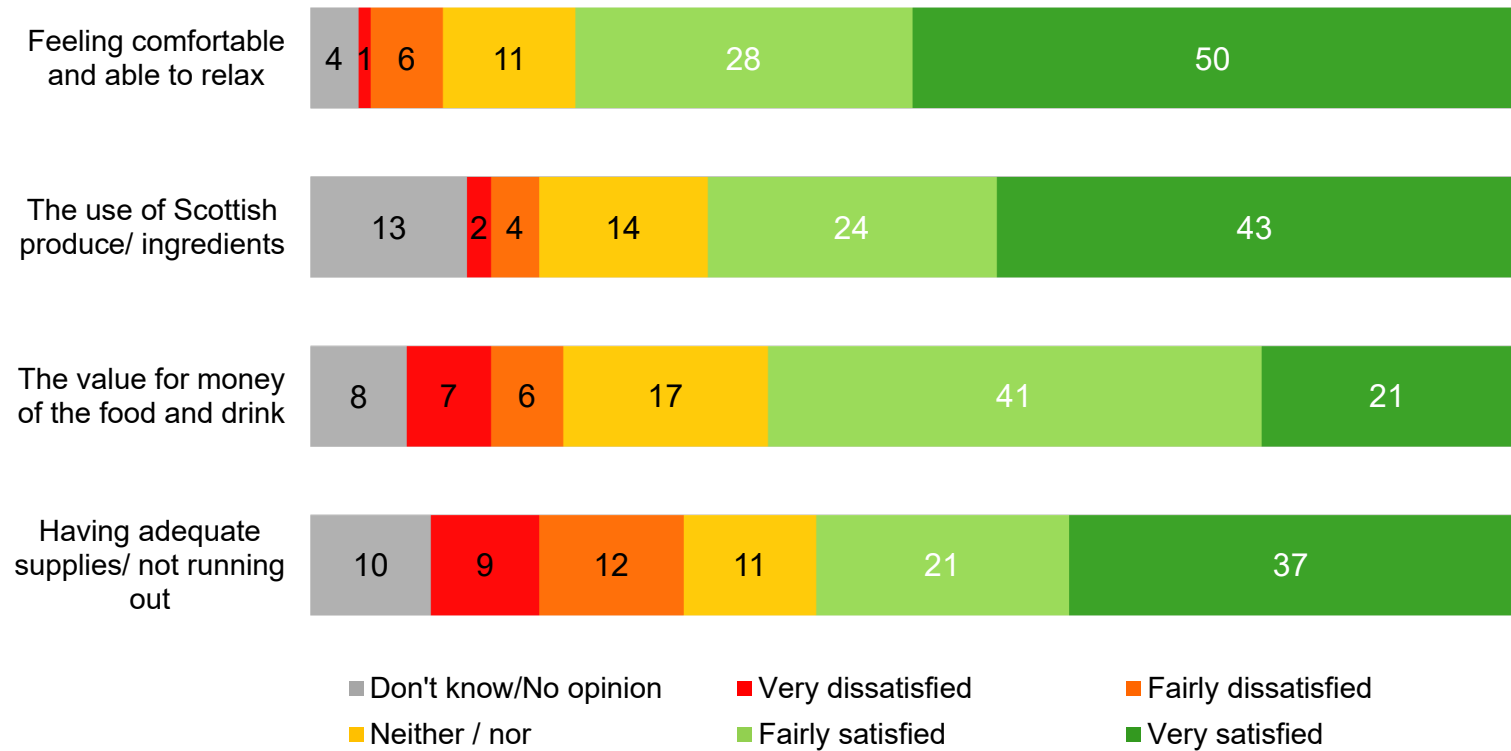
Satisfaction with features of the Lounge Car – top 4



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 (230).



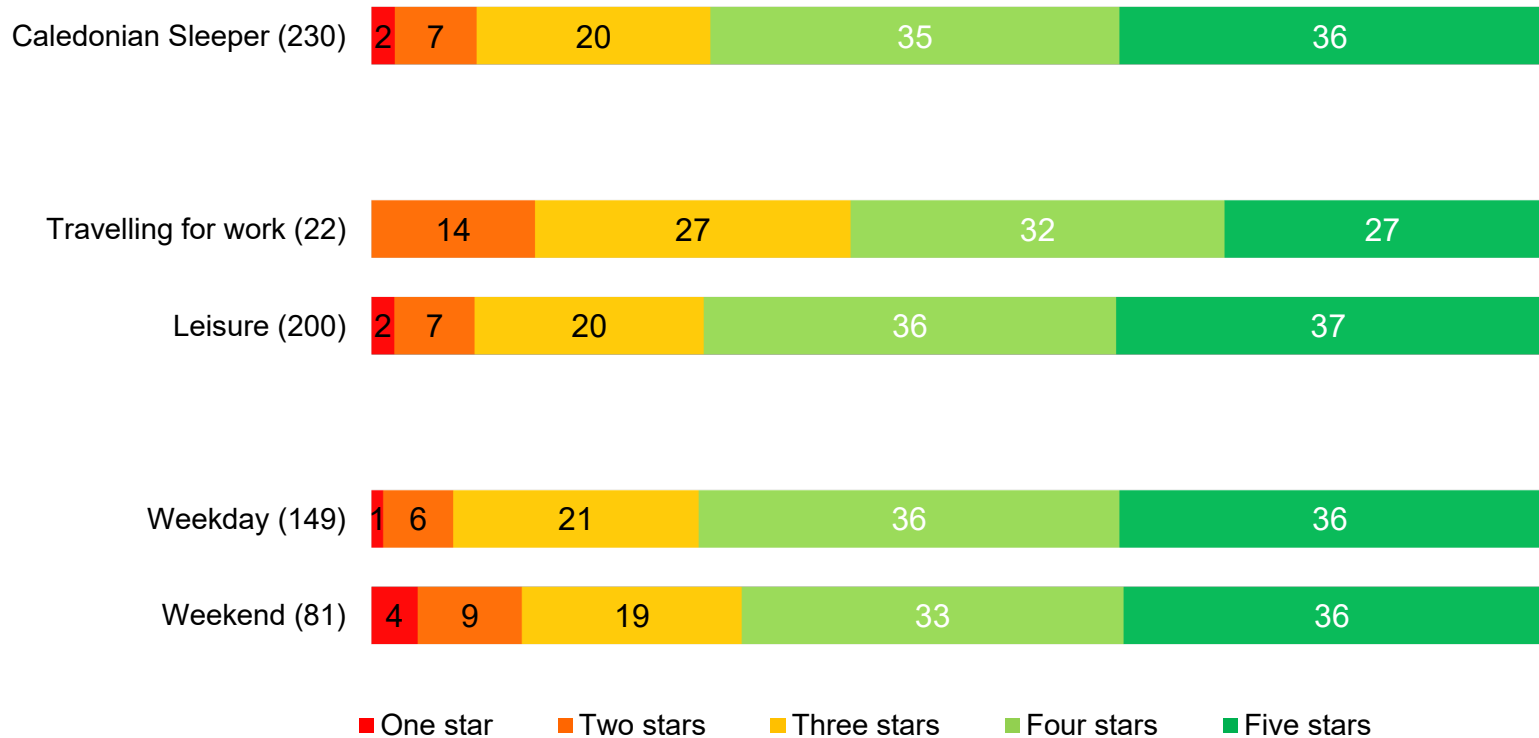
Satisfaction with features of the Club Car – bottom 4



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 (230).



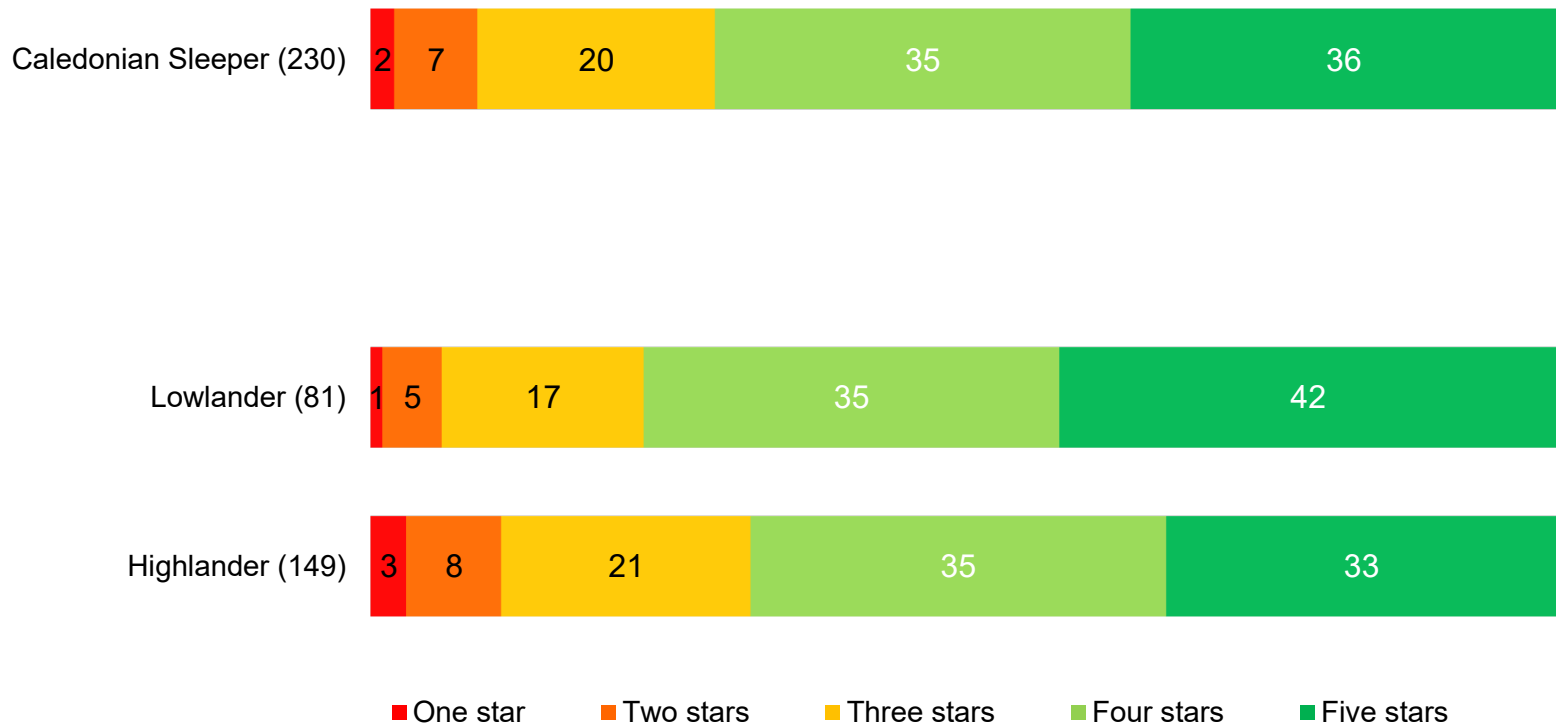
Overall rating of Club Car by passenger group



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



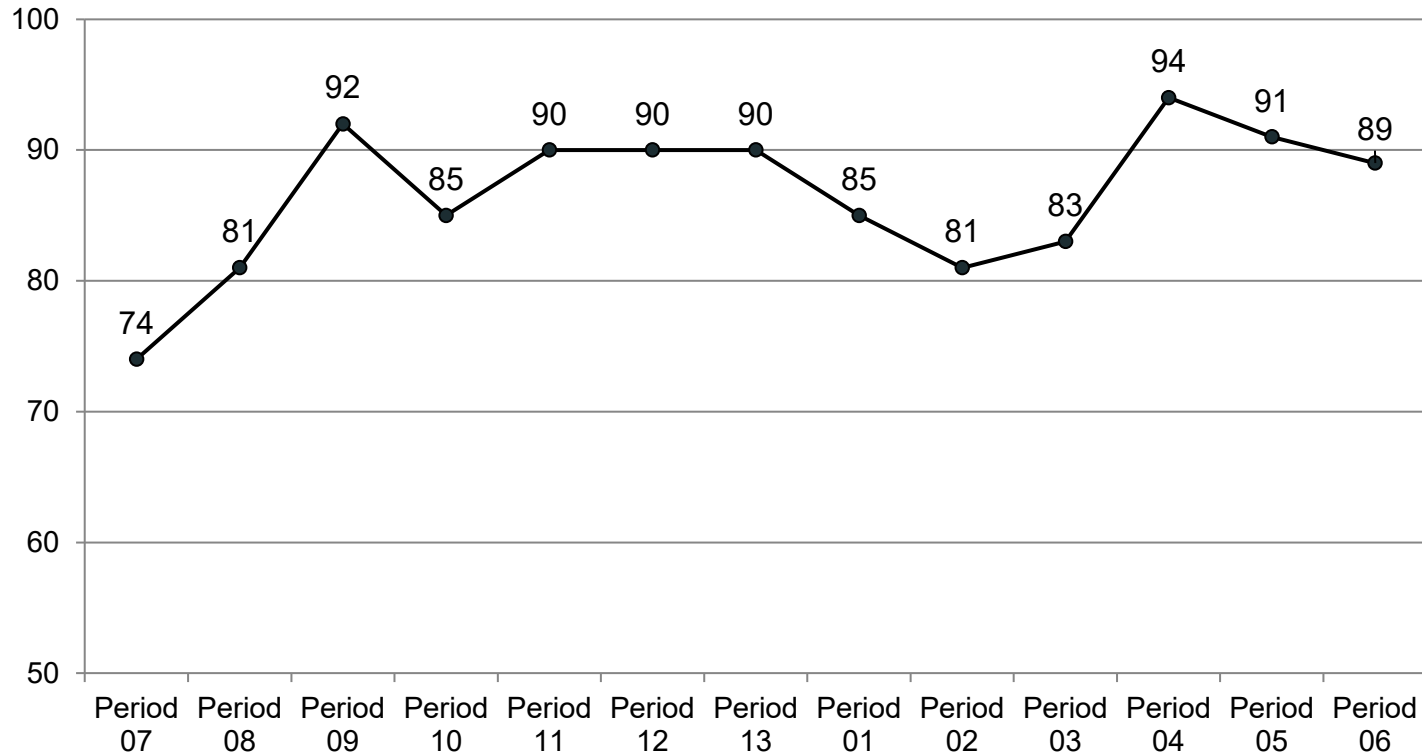
Q24a. How many stars overall do you give the Club Car on the Caledonian Sleeper?
Base: all users of the Club Car (in brackets above).



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?



Rating of the Club Car overall – customer comments

There was no welcome whatsoever, the club car was the complete opposite end to where my coach was. The food had virtually no gluten free. It was eatable, but far too expensive and fussy.

Staff were amazing. Food quality, choice and quantity is pitiful. Nothing like what is marketed online.

It had no atmosphere and was more like a canteen than a lounge or up market bar.

There was no food available. A couple with two small kids, one disabled, were distraught as they had not eaten and were expecting a meal. They were told by the surly waiter that they only had crisps. After the club car had emptied the waiter announced that they could have hot food. It was available all along but the waiter was lying in order not to have to cook it for a busy club car.

I think it is very unfair that it is initially only available for certain guests. You tickets are not cheap so to feel that we have to be stuck in our room because others have paid more money is unfair. I feel all passengers should have access to some sort of seating that is not sat on their bed in a tiny room.

The whole dichotomy between ordinary mortals and club car VIPs makes it a bit awkward.

The menu listed a lot of whisky's but over 50% were not available, so I guess better stock management.

Unexpectedly, this was one of the best bits of the experience. The ambience was good. The choice fair. The service was a little bit slow.

The club car experience was great. The only thing I'd add is that the lighting was very bright, and a bit more ambient/dimmer lighting would make the experience even more magical.

It was less welcoming. I was sent away as I only wanted a drink. I was standing up and waiting to get a drink. I was offered a seat by someone who was eating and had a nice chat. But I do think it would be better to have more opportunities to just order a drink & snack. Also a coffee in the morning even if it is offered for free. I would have happily paid for the drink to have it at my own convenience.

The staff member on the outward journey was very attentive but he was rushing around making it hard to relax. I realise he was very busy though! Just a little calmer walking through the carriage would've made it more relaxing.

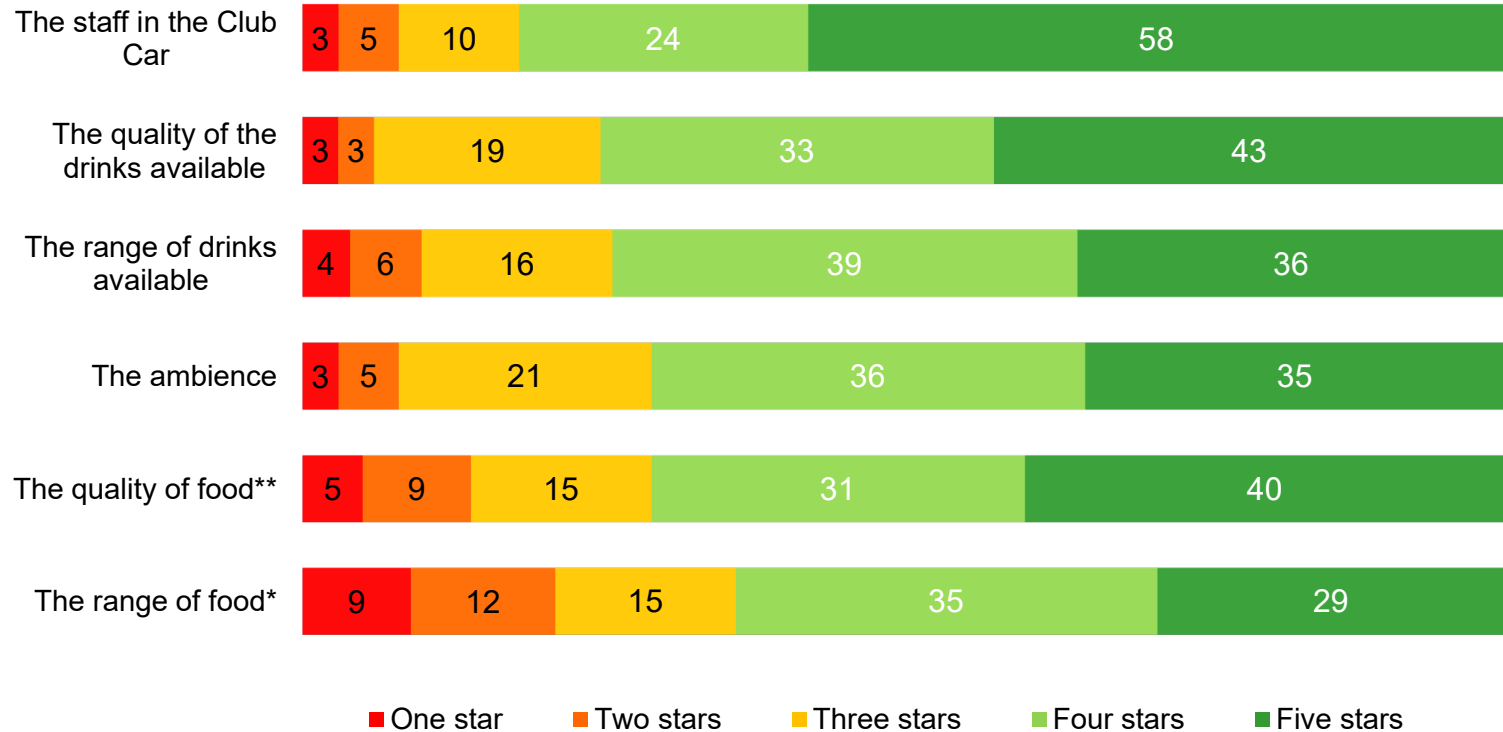
Actually provide the vegan alternatives, and actually have a working club car for breakfast.

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 (230), *those who looked at the menu (137), **those who ate a meal (78).



Rating of features of the Club Car – customer comments

Maybe some background music and dimmed lights during the evening to allow us to see the views more easily - you get a lot of reflection as the sun goes down. Individual reading lights for passengers who want them.

Both the requested gin and the requested wine were out of stock from the very start of the journey. So the advertised range was not available.

Very short of red wine. Not the first time this has occurred and on this journey we rushed to the Club car to make sure we got some for my husband. They were very short of red wine even at the very beginning of the evening.

It feels a little bit like a cafeteria. It was very clean, and the people were wonderful. But, it was very utilitarian. If that were less so, the ambience would be better. The views out the windows were really nice though, and so it was a very pleasant experience.

Coffee was mediocre wasn't clear what else was available - appeared to be a cappuccino machine but not clear if you helped yourself or there was service.

The juice was fairly ordinary, sickly sweet bottled concentrate. I would have hoped for something better given the cost of the journey

It was all microwaveable food. Understandable being on a train, and adequate, but shouldn't be marketed as good quality food offer, this was simple non-chef fast food.

The staff were welcoming enough but I got the impression I was intruding on their private space.

[The staff] didn't seem too friendly or welcoming but were probably just busy.

Unfortunately all the starter options had run out. I was looking for a light meal but heavy main courses were the only option, so I had to make do with a bag of olives.

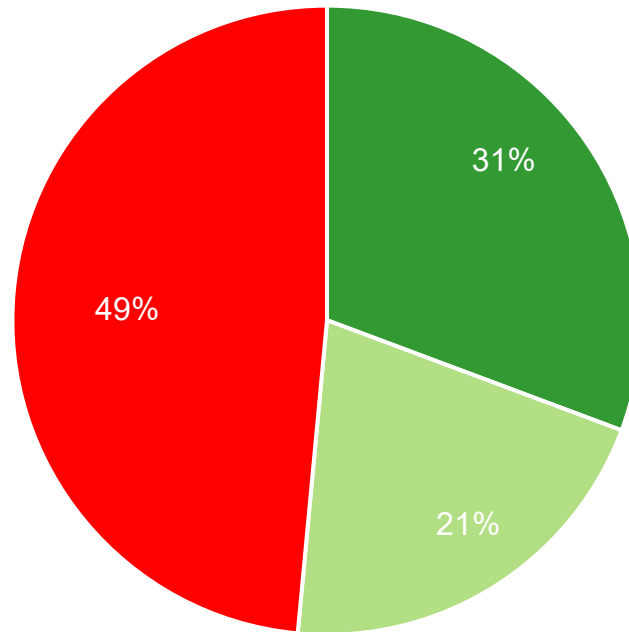
No hot food available Improve cold and hot food offering - microwaves are not adequate!

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 2022/23 %

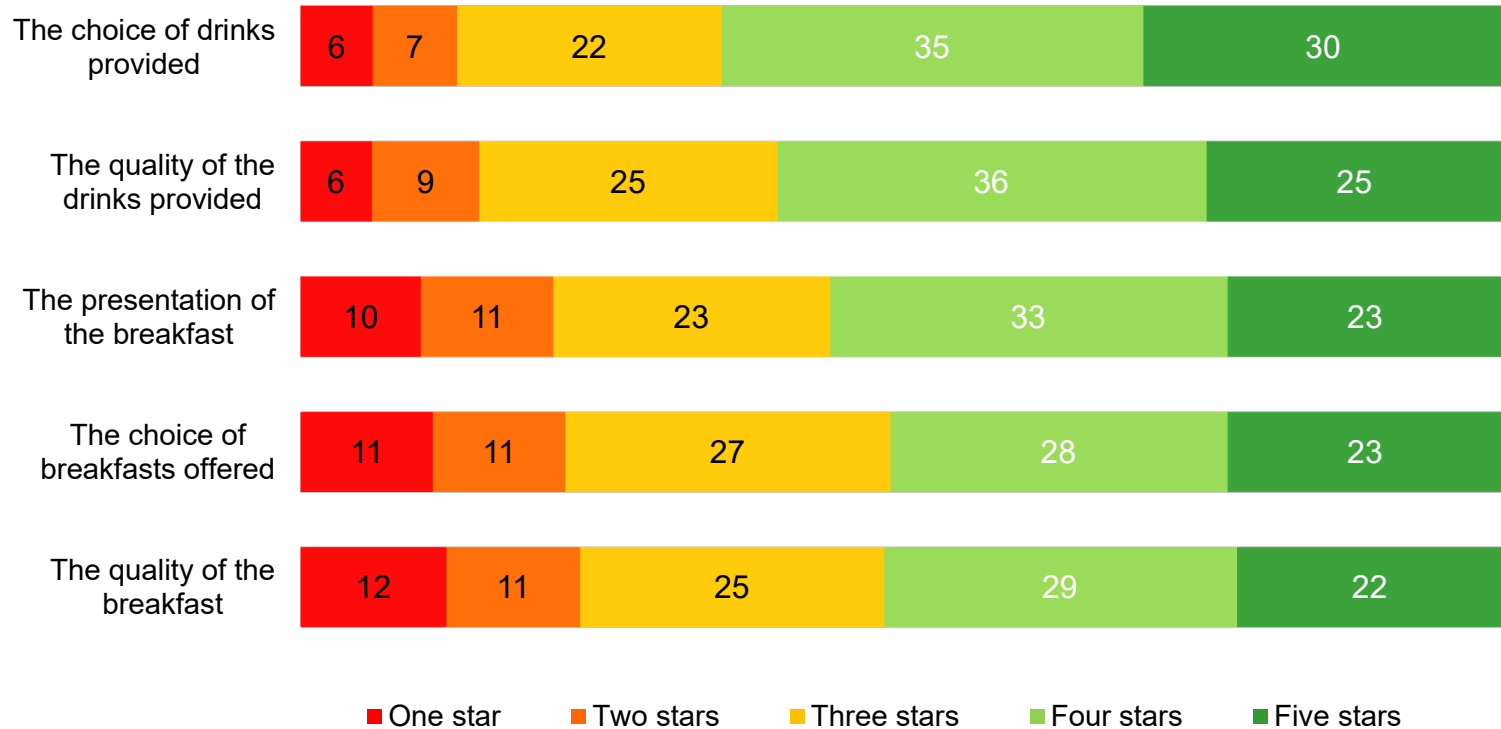


■ Yes - in my room ■ Yes - in the Club Car ■ No

Q25a. Did you eat a Caledonian Sleeper Breakfast on the train?
Base: all (599).



Rating of features of breakfast



Q25b. How many stars would you give for..?
Base: all eating a Caledonian Sleeper breakfast on the train (344).



Rating of features of the breakfast – customer comments

The vegan selection was more of a dinner option. Suggest speaking with a few vegans about appropriate choices for breakfast. As well, if a breakfast bar is supposed to be available then it is best to provide one.

Make cappuccinos or cafe lattes available for room service breakfast.

Serving UHT milk and tea in a Paper cup is not the First Class service I paid for. Provided no vegan milk.

Should be able to have juice AND tea/coffee, not one or other

I only had the option of breakfast in my room as the club car was closed, it was a very average sausage sandwich and orange juice from concentrate and it arrived just before arriving in Edinburgh.

Proper coffee - for the price of the ticket I'd expect better than instant.

Presentation was basic, in carrier bags or cardboard carriers. The yoghurt pot had an inadequately small implement to eat it with. No cups were provided for fruit juice, so the implication was that it should be drunk straight from a plastic bottle.

Options were very limited as some items unavailable. For the cost of the ticket expected cooked options and better quality. Granola & yoghurt had been prepared for sometime and was quite stoggy.

Poor vegetarian selection. Vegan pot was more a main meal/snack, not a breakfast typical in UK. Porridge was very poor quality. Described to be "like glue" by my daughter.

Cook decent ingredients and put it on a plate. I have enjoyed dozens of train breakfasts which managed to achieve this.

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?



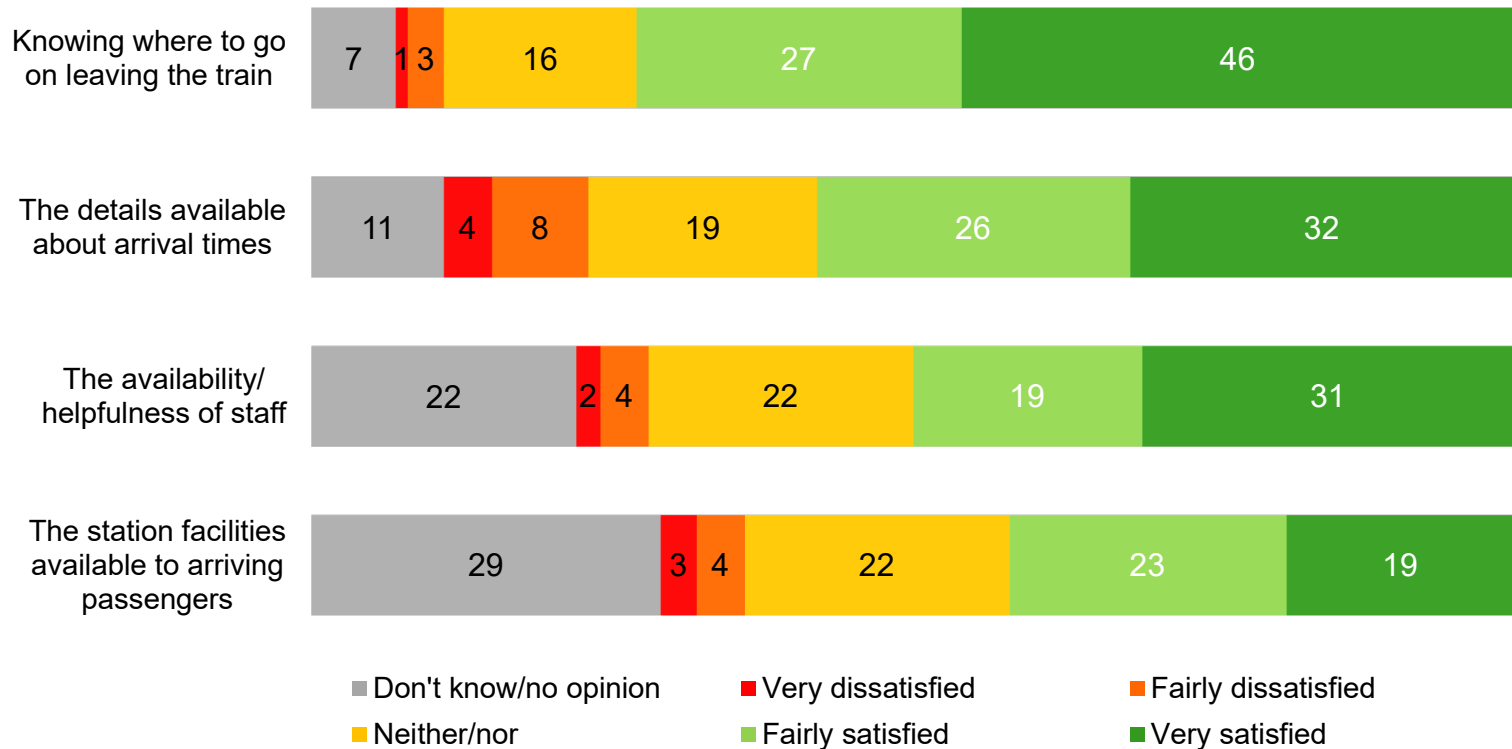
Caledonian Sleeper

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 (599).



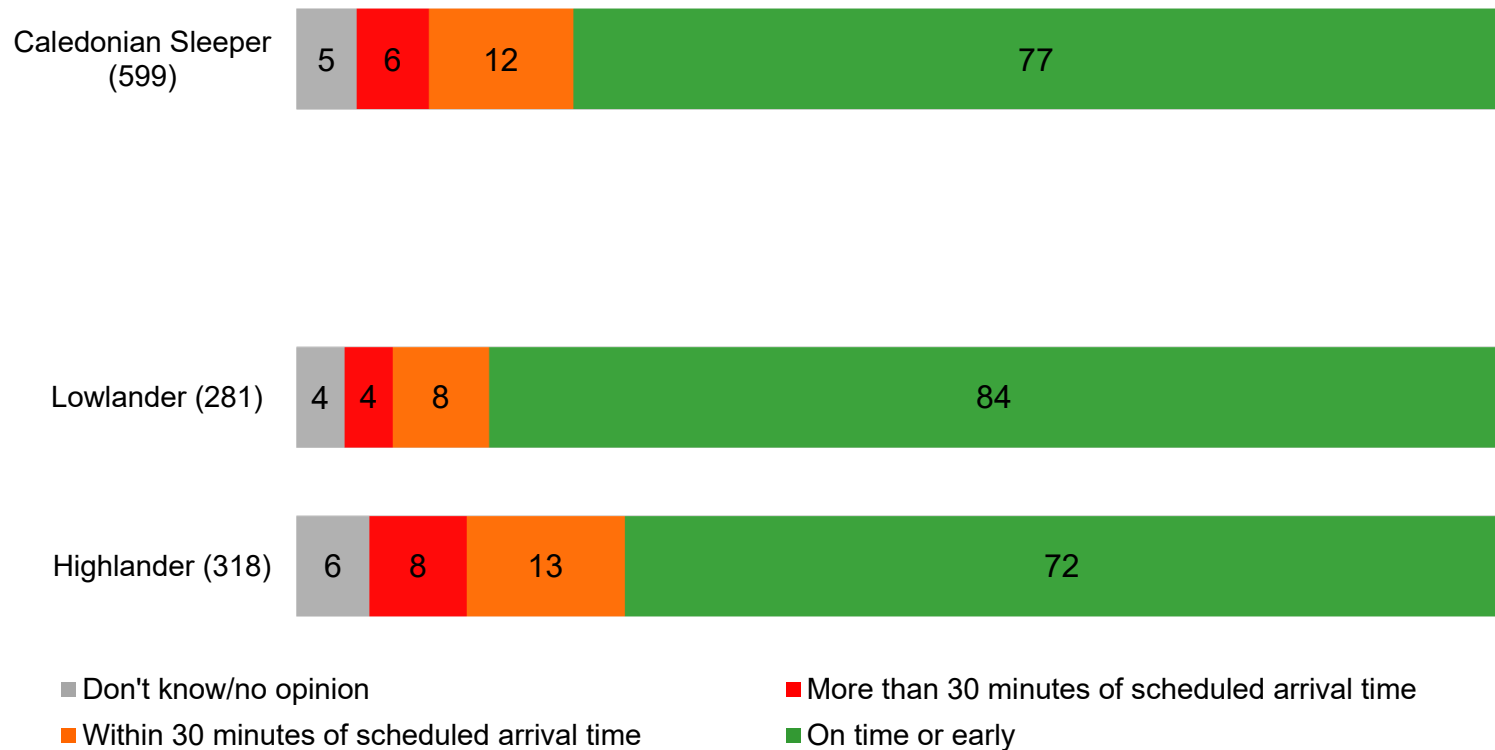
Caledonian Sleeper

Delay



CALEDONIAN
SLEEPER

Punctuality of service by route



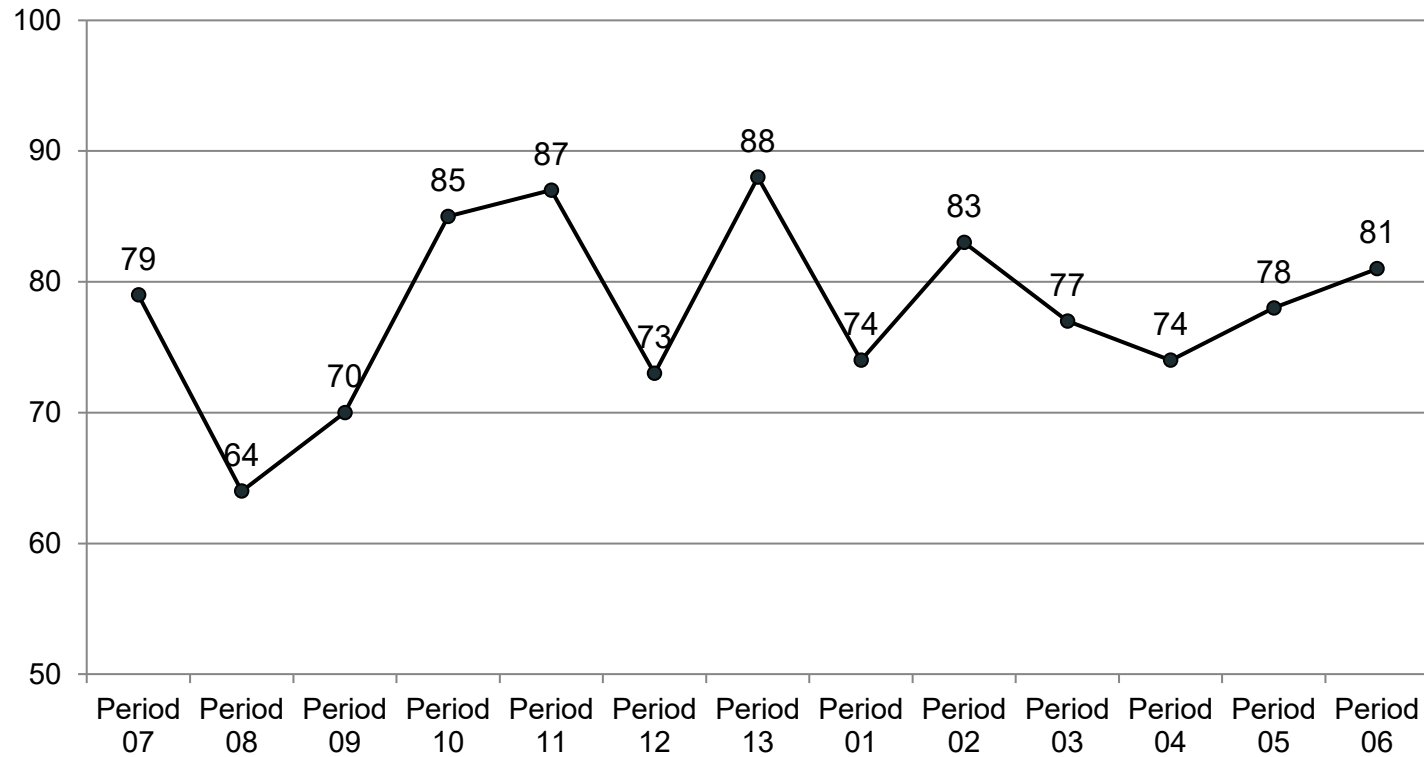
Q27a. Did your train arrive on time?
Base: in brackets above.



Punctuality of service - trend

Rating of experience

Trend: On time or early



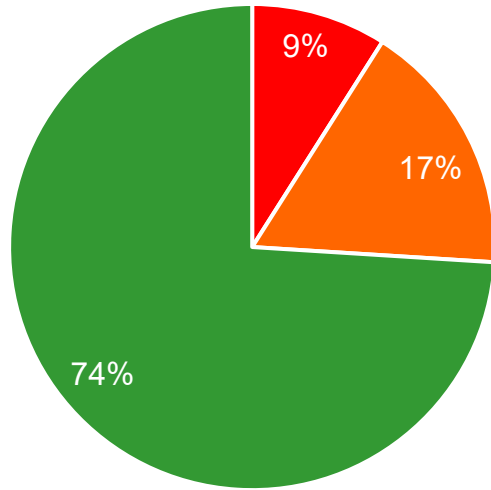
Q27a Did your train arrive on time?



Impact of delay

Quarter 2 2022/23 %

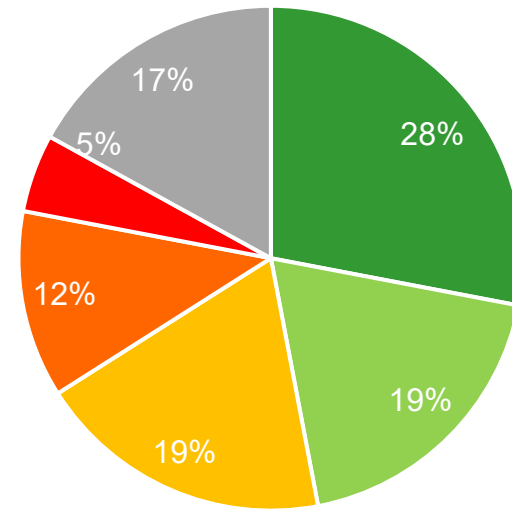
- Yes, it was a serious inconvenience
- Yes, it was a minor inconvenience
- No, it did not inconvenience me



Impact of the delay

Q27b. Did this affect your plans for the day?
Base: all who experienced a delay (105).

- 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 (105)



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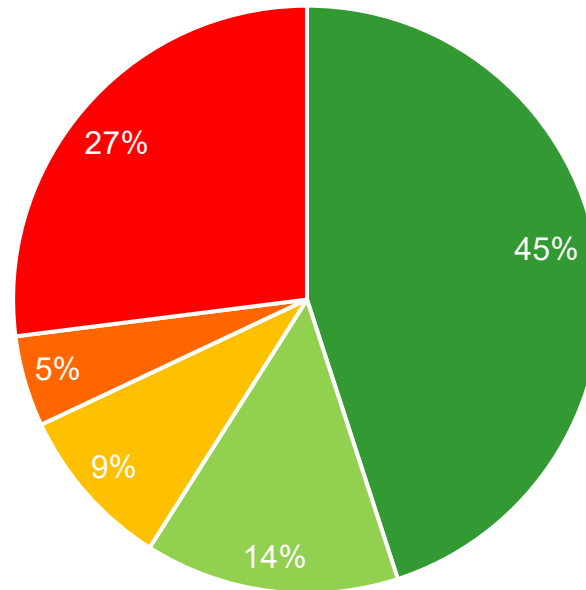
Facilities for those with a disability or illness



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Satisfaction that Caledonian Sleeper provides a service suitable to needs

Quarter 2 2022/23 %



- Very satisfied
- Fairly satisfied
- Neither/nor
- Fairly dissatisfied
- Very dissatisfied
- Don't know/no opinion

Q40b. How satisfied are you that Caledonian Sleeper provides a service which is suitable to your personal needs?
Base: all those who have a disability or illness that affects their ability to travel on the Caledonian Sleeper (22*). *Caution – low base.



Providing a service suitable to needs – customer comments

Firstly improve the gluten free menu. Secondly staff need to be better trained to deal with people with disabilities. Thirdly, be more relaxed with breakfast times, and have a longer time once arrived to be able to eat breakfast in a civilised way.

Ensure that in room facilities are working.

Retrain staff in customer care for people with disabilities.

Learn to assist passengers in distress before escalating.

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>599</i> <i>%</i>	<i>Sample size</i>	<i>599</i> <i>%</i>	<i>Sample size</i>	<i>599</i> <i>%</i>
Age		Journey Purpose		Disability or Illness	
16-34	20	Travelling for work	18	None	97
35-54	42	Company business	11	Vision	>1
55+	36	Personal Business	5	Hearing	1
Not stated	3	Regular travel between home and workplace	2	Mobility	1
Gender		Leisure	80	Hidden disability	1
Male	49	Visiting friends/ relatives	16	Speech or language impairment	>1
Female	48	Holiday/ short break	60	Mental health	1
Not stated	3	Attending a sporting/ musical/ theatrical/ charity event	4	Other	1
Working status		Other	4		
Full time	66				
Part time	12				
Not working	2				
Retired	15				
Student	2				
Not stated	4				
Residence					
UK	78				
Non-UK	22				



Sample profile – journey details

<i>Sample size</i>	<i>599 %</i>	<i>Sample size</i>	<i>599 %</i>	<i>Sample size</i>	<i>599 %</i>
<u>Travelling party</u>		<u>Return journey mode</u> (those making outward journey)		<u>Travel to departure station</u>	
Alone	41	Caledonian Sleeper	39	Train	30
With a business colleagues(s)	1	Daytime train	39	Underground/ Tram/ Subway	24
With family (adults only)	33	Plane	16	Bus/ Coach	7
With family (adults/children)	17	Coach	-	Taxi	14
With friends	7	Own Car	2	Own car/ Dropped off	11
<u>Accommodation</u>		Hire car	1	Hire car	5
Seat	21	Other	7	On foot	21
Room	33	Don't know	2	Bicycle	3
En-suite room (with shower)	46	<u>Outward journey mode</u> (those making return journey)		Other	2
<u>Journey direction</u>		Caledonian Sleeper	53	<u>Travel from arrival station</u>	
Outward	59	Daytime train	33	Train	36
Return	41	Plane	7	Underground/ Tram/ Subway	20
One way	-	Coach	2	Bus/ Coach	9
		Own Car	-	Taxi	15
		Hire car	1	Own car/ Dropped off	8
		Other	2	Hire car	5
				On foot	25
				Bicycle	3
				Other	4



Sample profile – journey details

<i>Sample size</i>	<i>599 %</i>	<i>Sample size</i>	<i>599 %</i>	<i>Sample size</i>	<i>599 %</i>	
<u>Service Day</u>		<u>Accommodation type</u>		<u>Transaction value</u>		
Weekday	63	1 st class	45	£0-£49.99	4	
Weekend	37	Standard	34	£50-£99.99	14	
<u>Direction</u>		Seated	21	£100-£149.99	6	
Northbound	49	<u>Party size</u>		£150-£199.99	15	
Southbound	51	Single traveller	45	£200-£249.99	14	
<u>Train Type</u>		Two people	40	£250-£299.99	21	
Highlander	53	Three or more people	15	£300 or more	26	
Lowlander	47	<u>Transaction value by quest</u>				
<u>Crew</u>		£0-£49.99				7
Aberdeen	3	£50-£99.99				25
Edinburgh	12	£100-£149.99				26
Fort William	10	£150-£199.99				19
Glasgow	13	£200-£249.99				23
Inverness	13					
London	49					



Sample profile – journey details

<i>Sample size</i>	<i>599 %</i>	<i>Sample size</i>	<i>599 %</i>	<i>Sample size</i>	<i>599 %</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	6	12 or more	(230) 7	More than 20 years ago	30
4-11	15	4-11	22	15-19 years ago	4
2-3	18	2-3	25	10-14 years ago	9
First journey in last 12 months	39	1 Journey	33	5-9 years ago	9
First ever journey	18	None	17	3-4 years ago	8
Have never made a journey between Scotland and the London area	5			In the last 1-2 years	41



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 2022/23, combining Rail Periods 04, 05 and 06. **Fieldwork for quarter 2 2022/23 took place between 29 June and 3 October 2022.** This covered journeys made between 26 June and 17 September 2022.

599 questionnaires were completed in total.



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Quarterly Report

Quarter 2, 2022/23

Rail Periods 04, 05 and 06



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