

Caledonian Sleeper

Quarterly Report

Quarter 4, 2022/23

Rail periods 10, 11, 12 and 13



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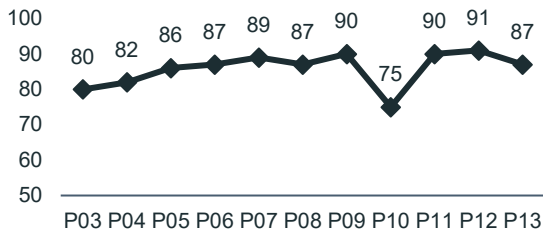
Caledonian Sleeper Passenger Satisfaction

Quarter 4: 11 December – 31 March 2023

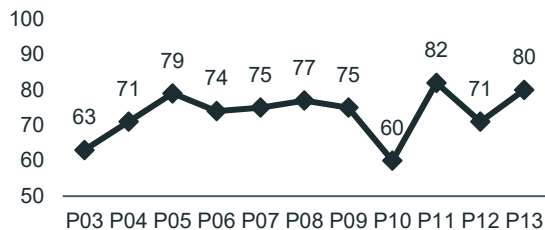
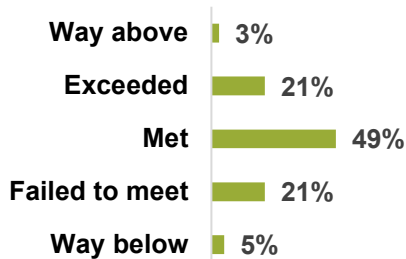
Overall journey experience



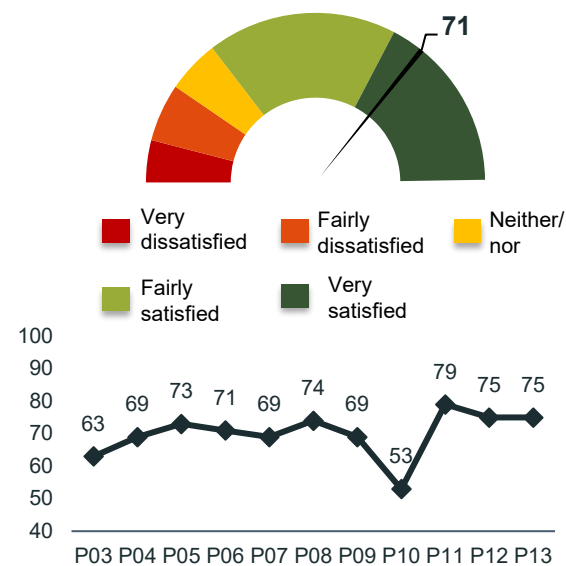
Ave – 3.7



Expectation



Overall satisfaction

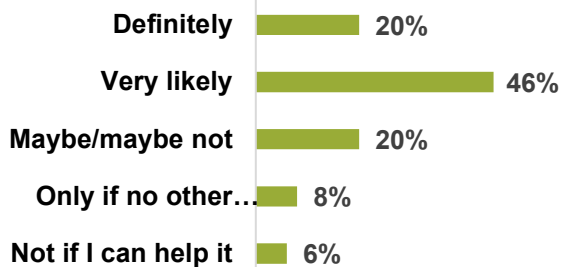


Net Promoter Score

18

45
28

Likelihood of future use



	Lowlander	Highlander
Journey experience	86%	85%
Met / Above expectation	72%	75%
Overall satisfaction	68%	73%
Net Promoter Score	15%	20%
Future Use	64%	67%

Sample size: 849 (Lowlander 381, Highlander 468)



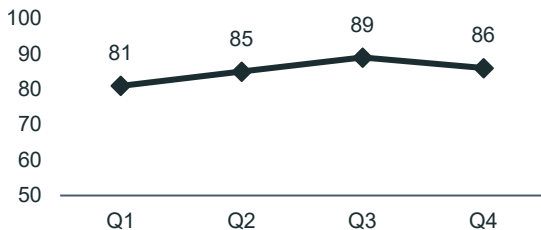
Caledonian Sleeper Passenger Satisfaction

Quarter 4: 11 December – 31 March 2023

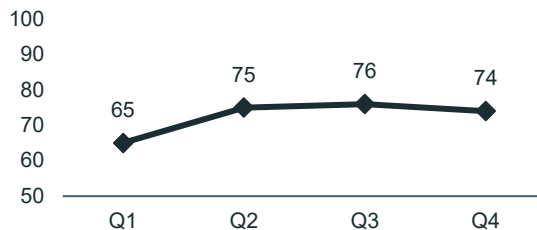
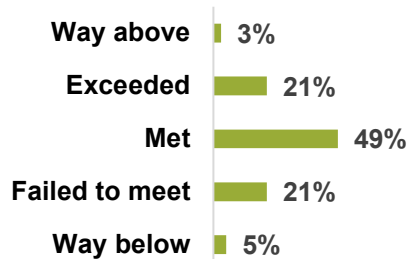
Overall journey experience



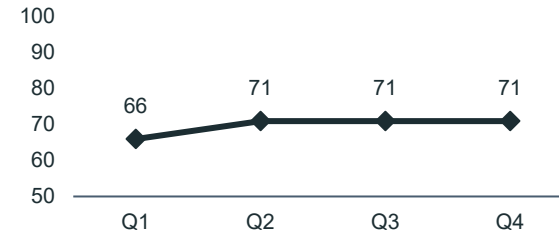
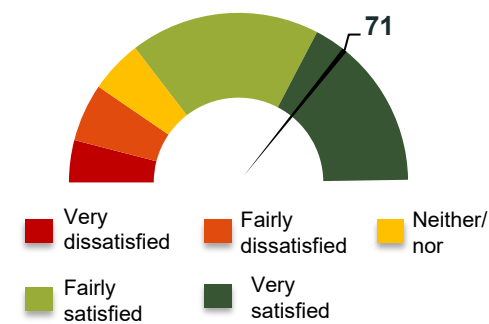
Ave – 3.7



Expectation



Overall satisfaction

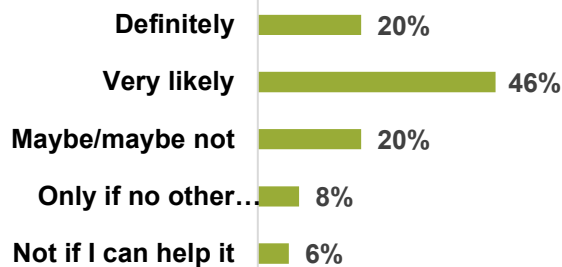


Net Promoter Score

18

👍 45
👎 28

Likelihood of future use



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Caledonian Sleeper Passenger Satisfaction

Quarter 4: 11 December – 31 March 2023

Expectations of the journey

Top five:

- 50% Looking forward to the experience
- 39% Sufficiently well informed about the journey ahead
- 31% Relaxed
- 29% Looking forward to bed
- 29% Not expecting a good night's sleep

Bottom five:

- 7% Carefree
- 6% Concerned I might have someone sharing my room/in the next seat
- 6% Concerned about other passengers' possible bad behaviour
- 5% Anxious or nervous
- 4% Anticipating a sociable evening

Journey experience

(% 3 - 5 star rating)

86% Experience overall

Making me feel...

- 92% welcomed
- 87% looked after
- 84% relaxed
- 83% comfortable
- 67% I had a good night's sleep
- 88% Room rating
- 93% Club Car rating

Summing up the experience

Top five:

- 42% Practical
- 41% Efficient
- 35% Functional
- 28% Relaxing
- 27% Memorable

Bottom five:

- 5% Distressing
- 5% Chaotic
- 3% World Class
- 2% Boring
- 1% Reviving

Sample size: 849



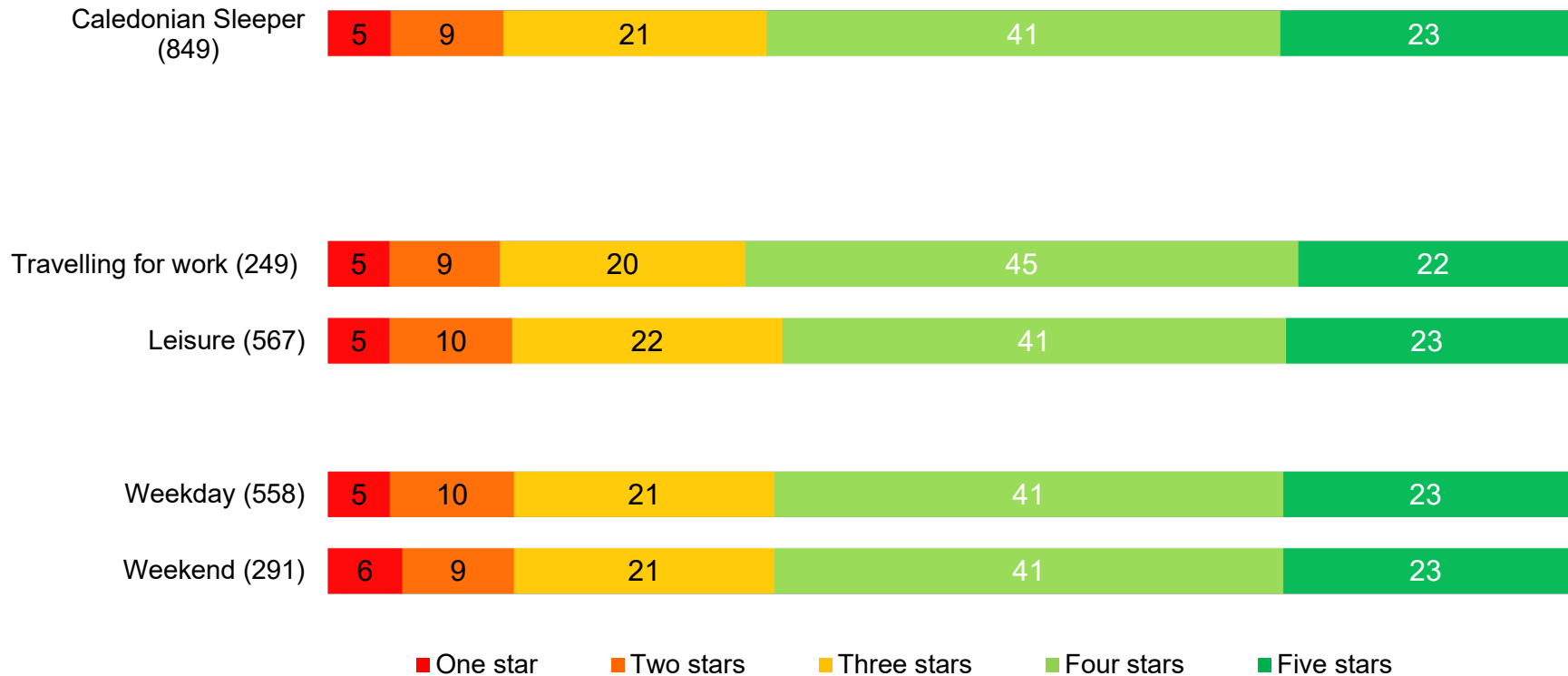
Caledonian Sleeper

On-board experience



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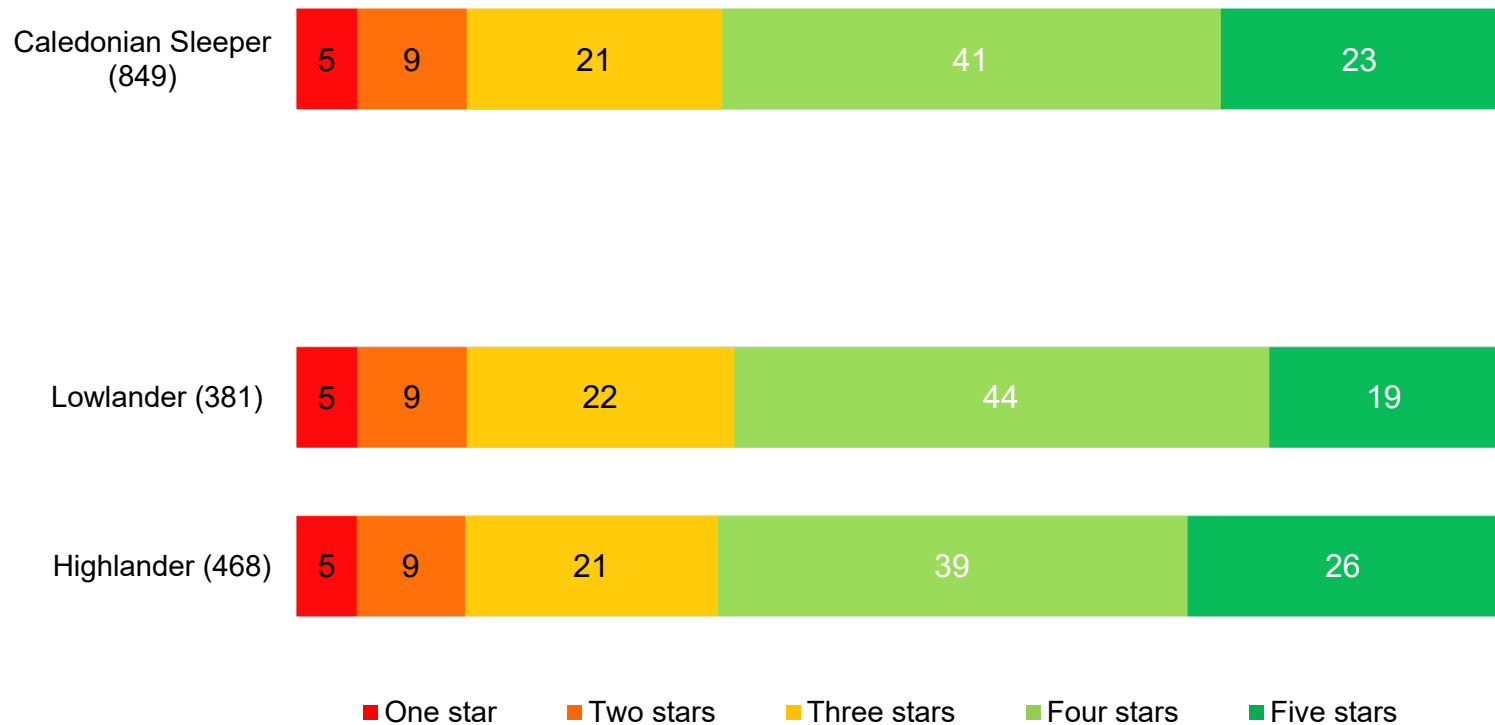
Overall rating of experience by passenger group



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



Overall rating of experience by route



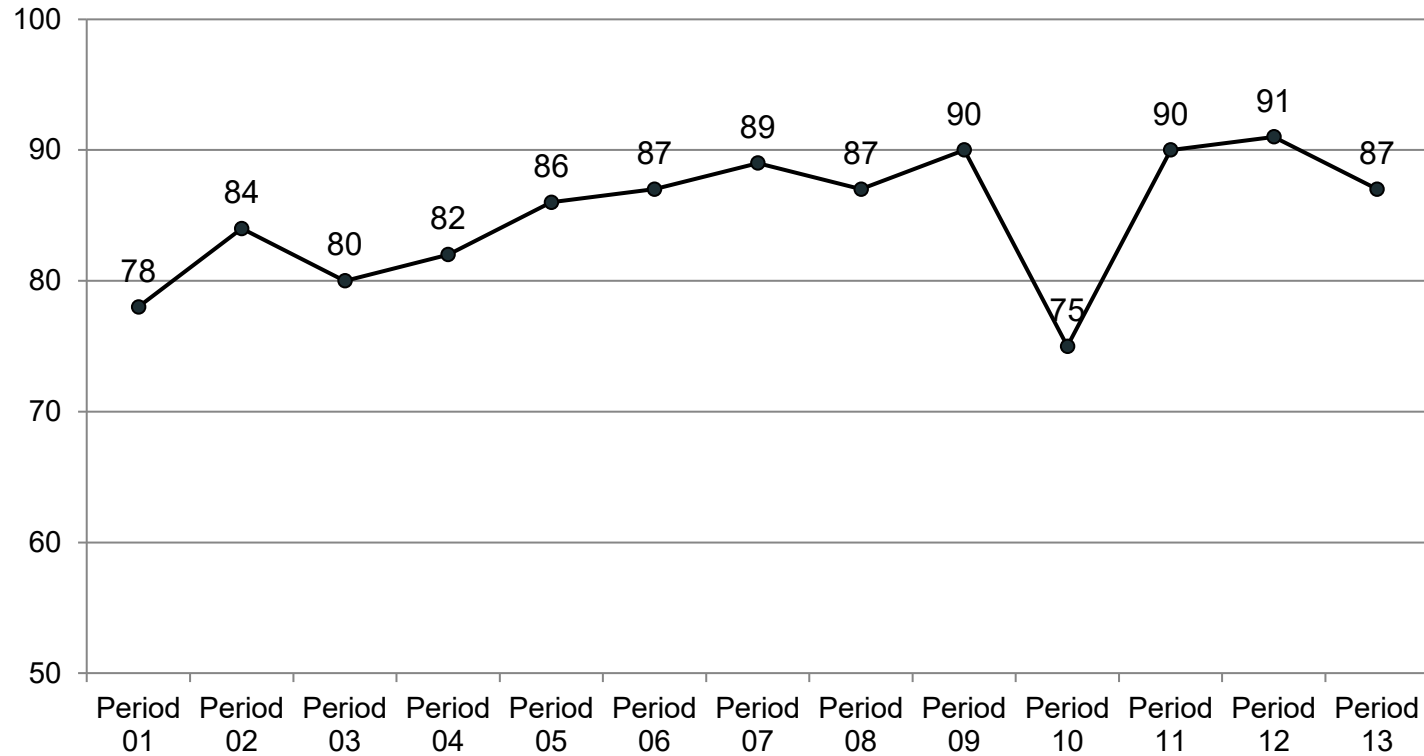
Q11a. How many stars do you give the Caledonian Sleeper for the experience overall?
Base: in brackets above



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

Club Car needs significant improvement. A number of items listed on the menu were unavailable, and the food we did order was terrible. The staff also seemed overwhelmed. The rooms with bunk beds were also ridiculously small/tight with no room for larger luggage.

The staff were helpful and polite. The disappointing aspect of the trip was the lack of food choice in the buffet. This was explained to us as high demand on the outward journey but that would really indicate very poor management. Not good enough given the cost of a ticket.

The main problem was that I was over the wheels at the carriage end and the continuous noise and vibration was not conducive to a good sleep and I could not get any hot water in the shower or sink. Regular checking to ensure that hot water is always available needs to be done and I appreciate that it is a major exercise but the carriage bogies really need to be improved.

I unfortunately had a number of issues with my room - not all of the lights worked, there was no toiletries in the shower (I had to go ask for some), and I couldn't fit my suitcase into the designated area as the ladder was down and said not to move it. More consistent checks on the state of the room before boarding or some indication of the issues prior to boarding would have been appreciated, especially for the price paid.

The seats are not fit for purpose for a 13 hour journey. They are not comfortable at all. Absolutely terrible. The fact we were not even able to eat in the restaurant car was a disgrace for the price we paid for our ticket, when we could have flown for 1/3 of the price.

Two days prior to the journey I was assured by the contact centre that the Inverness lounge would be available for a shower on arrival. I found the lounge closed because of staff shortages and was unable to shower before my meeting.

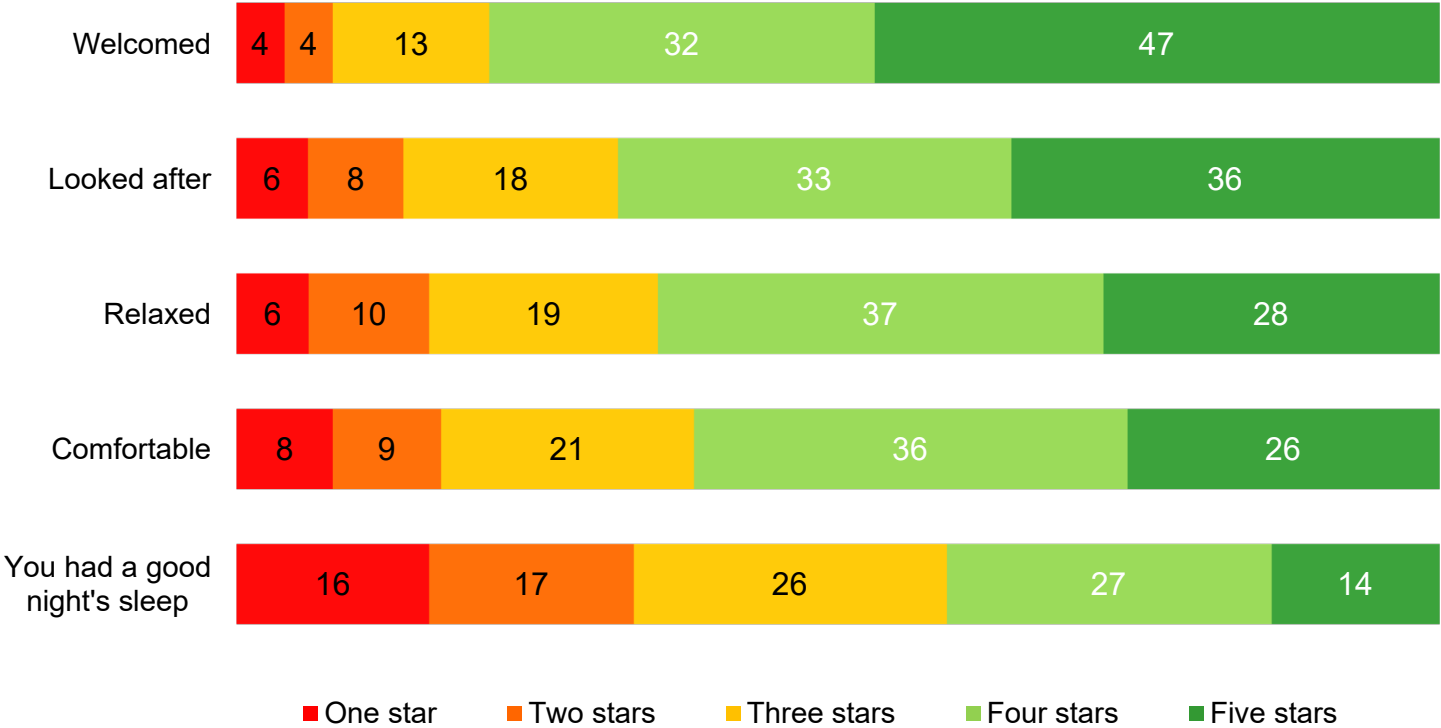
Shame that the bar and food carriage was closed. Would like to have been able to get on the train earlier.

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 (849)



Rating of features of the journey – customer comments

I arrived at Aberdeen, had my ticket checked and then got on the train and went to my room. That's no different to any train journey I make (with the exception of having a room). So how do you make me feel welcome when my only contact is when my ticket is checked?

Being authentic. Staff say the right words but do not actually behave like the 'hosts' they are meant to be. They are more like 'officials' or ticket inspectors than service givers.

We'd never been on the sleeper train before. We never saw staff on the train once we boarded except for the person that brought us breakfast. There was no information in our room about how to contact staff if we needed something.

Clear, consistent information about which part of the train travels to which destination. Information on concourse said we needed to be in the middle of the train for Dundee, but we were in coach A. All the train attendant said was 'it will be fine', so we weren't sure whether we would need to change/move at some point.

Knowing that I don't have to vacate the train so rapidly in the morning. I book the sleeper so that I can sleep. I'd like to be able to get at least 9 hours undisturbed rest.

There was absolutely nothing to make me feel looked after at all - I was told my room number on the platform in a crowd of other passengers and then handed a takeaway breakfast in the morning. The staff didn't have the opportunity to "look after" me. Not that I think there was anything wrong with this but I'm not going to give 5 stars for something that didn't exist.

I think it would be good to offer some sort of neck pillow/small head pillow as the seats were very uncomfortable to try and sleep in. The seats are also advertised as reclining yet no one was able to recline their seat.

Change position of fixed ladder to top bunk. Cover rungs of ladder to avoid pain in bare feet when ascending and descending. Ensure hot water is available for washing facilities.

It was our first experience and it was noisier and rougher than I expected. I guess there is little you can do about that! I expect that if I do it again I would know what to expect.

I don't know how you can improve sleeping on a chair. My only criticism would be that the lights could be dimmed more. It was very bright.

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



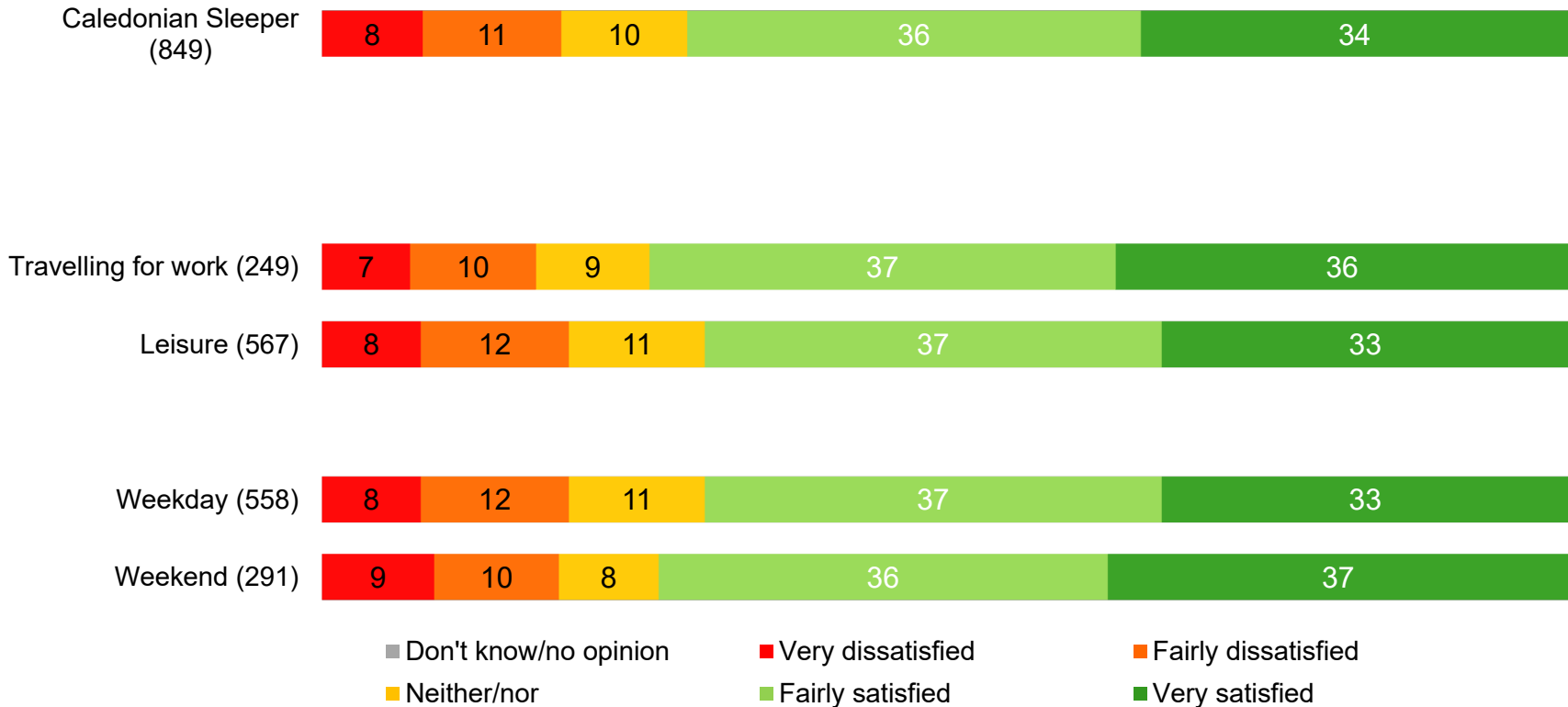
Caledonian Sleeper

Overall opinion of the Caledonian Sleeper



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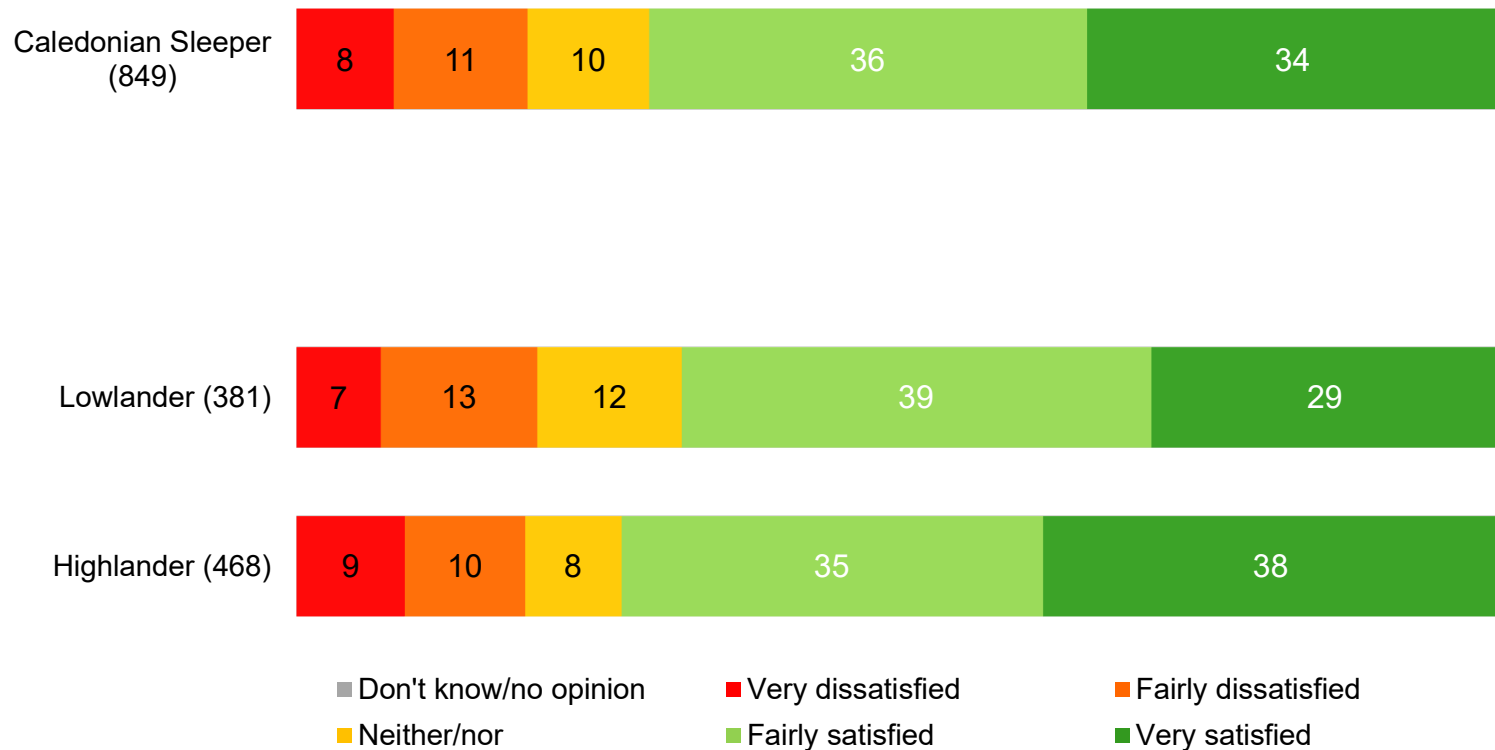
Overall journey satisfaction by passenger group



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



Overall journey satisfaction by route



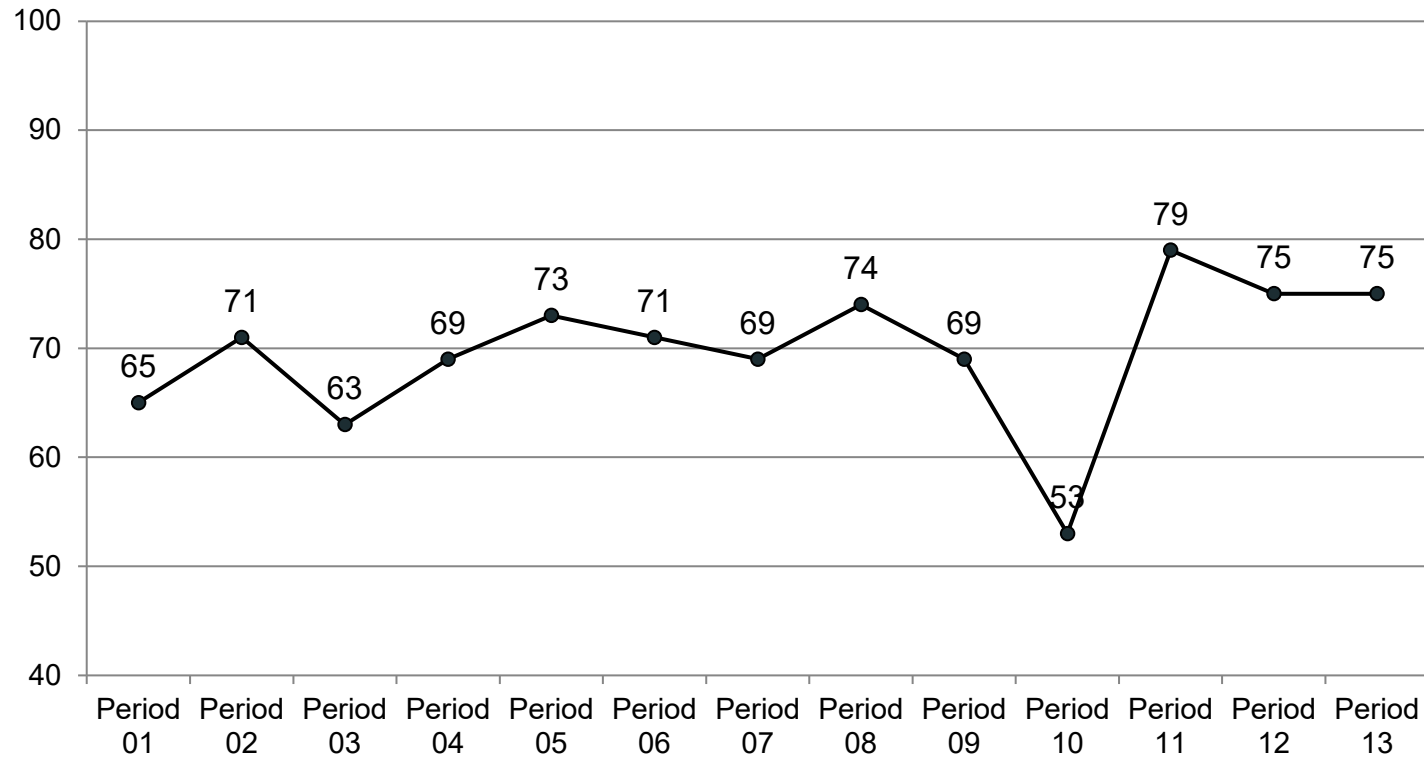
Q30. Taking everything into account about your journey from x to y, how satisfied were you with your journey?
Base: in brackets above



Overall journey satisfaction - trend

Overall journey satisfaction

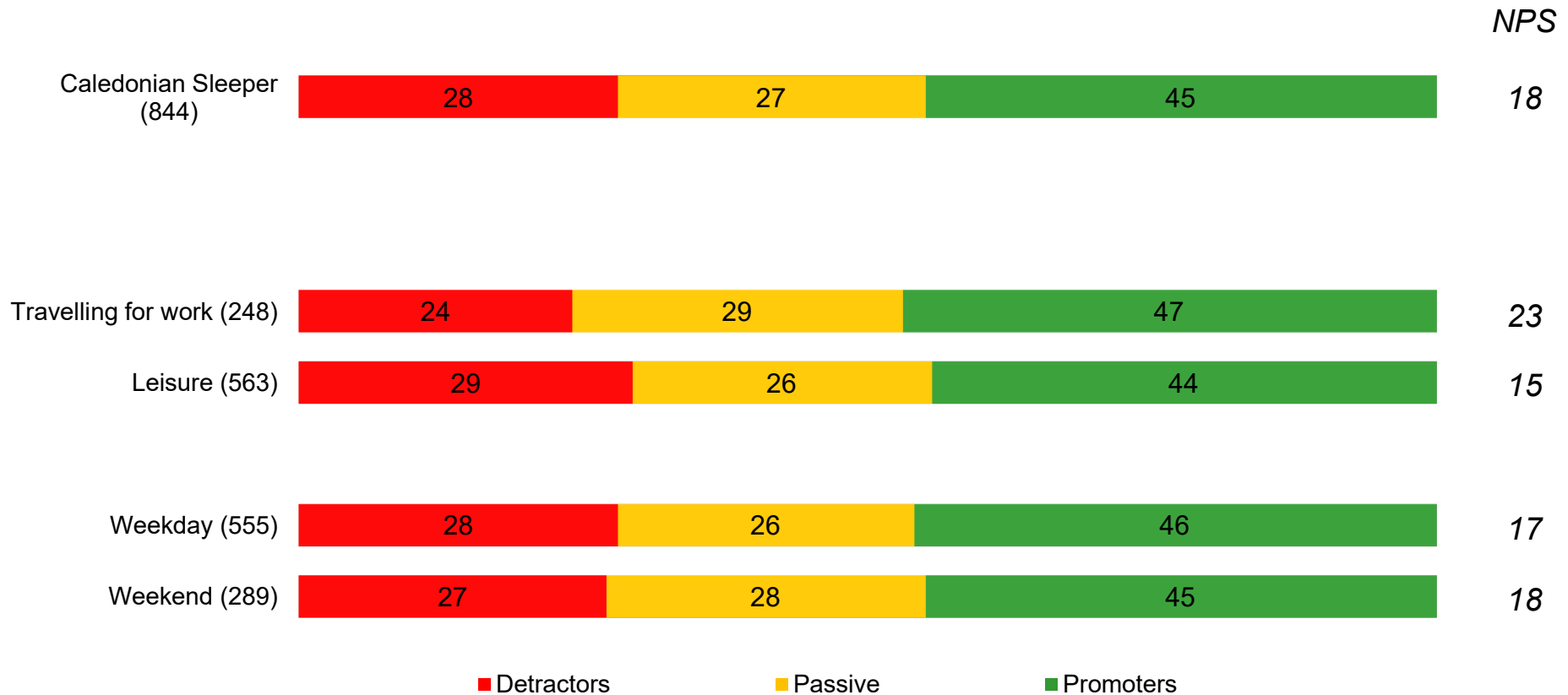
Trend: % very/fairly satisfied



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



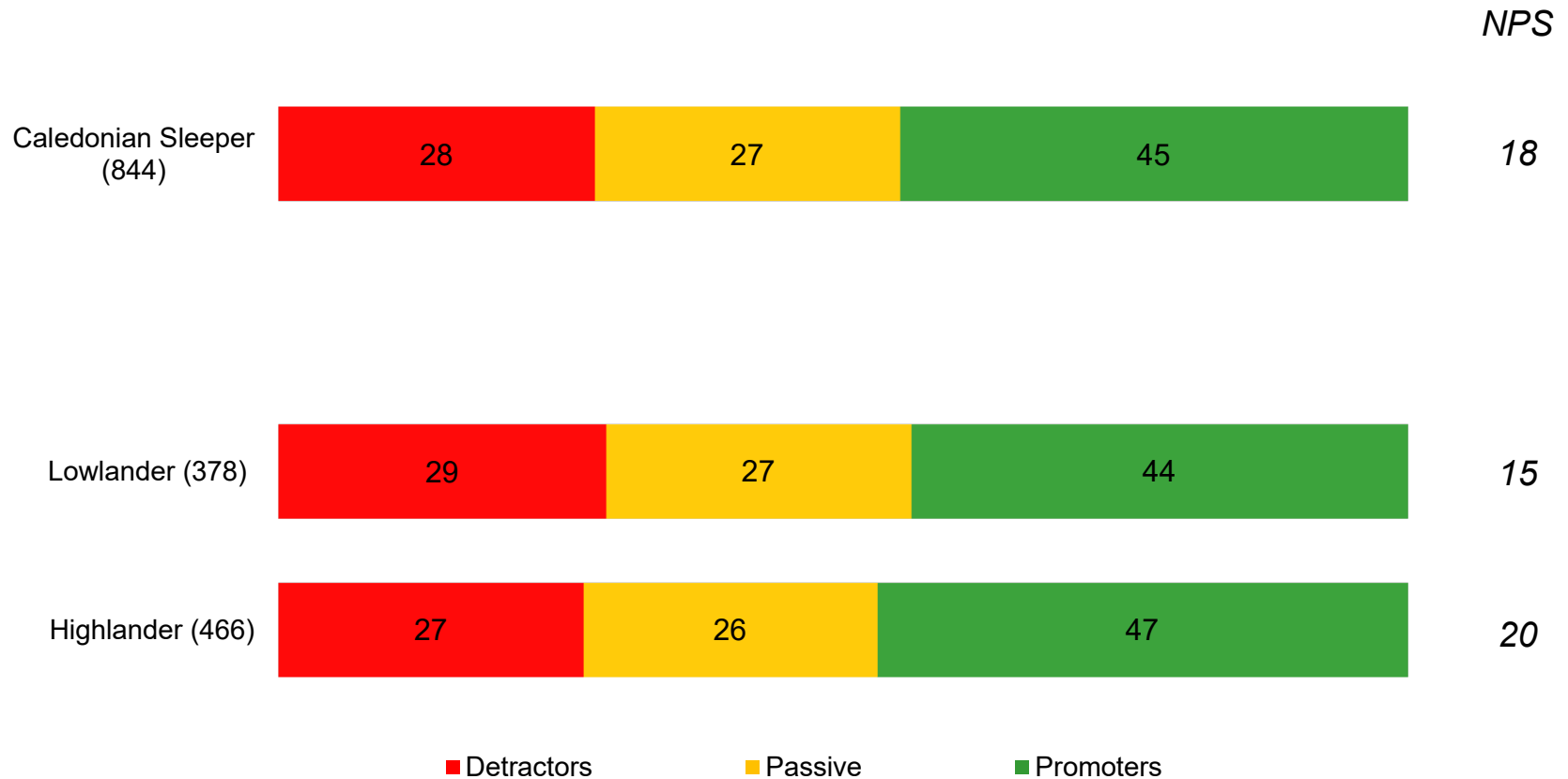
Net Promoter Score by passenger group



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



Net Promoter Score by passenger group



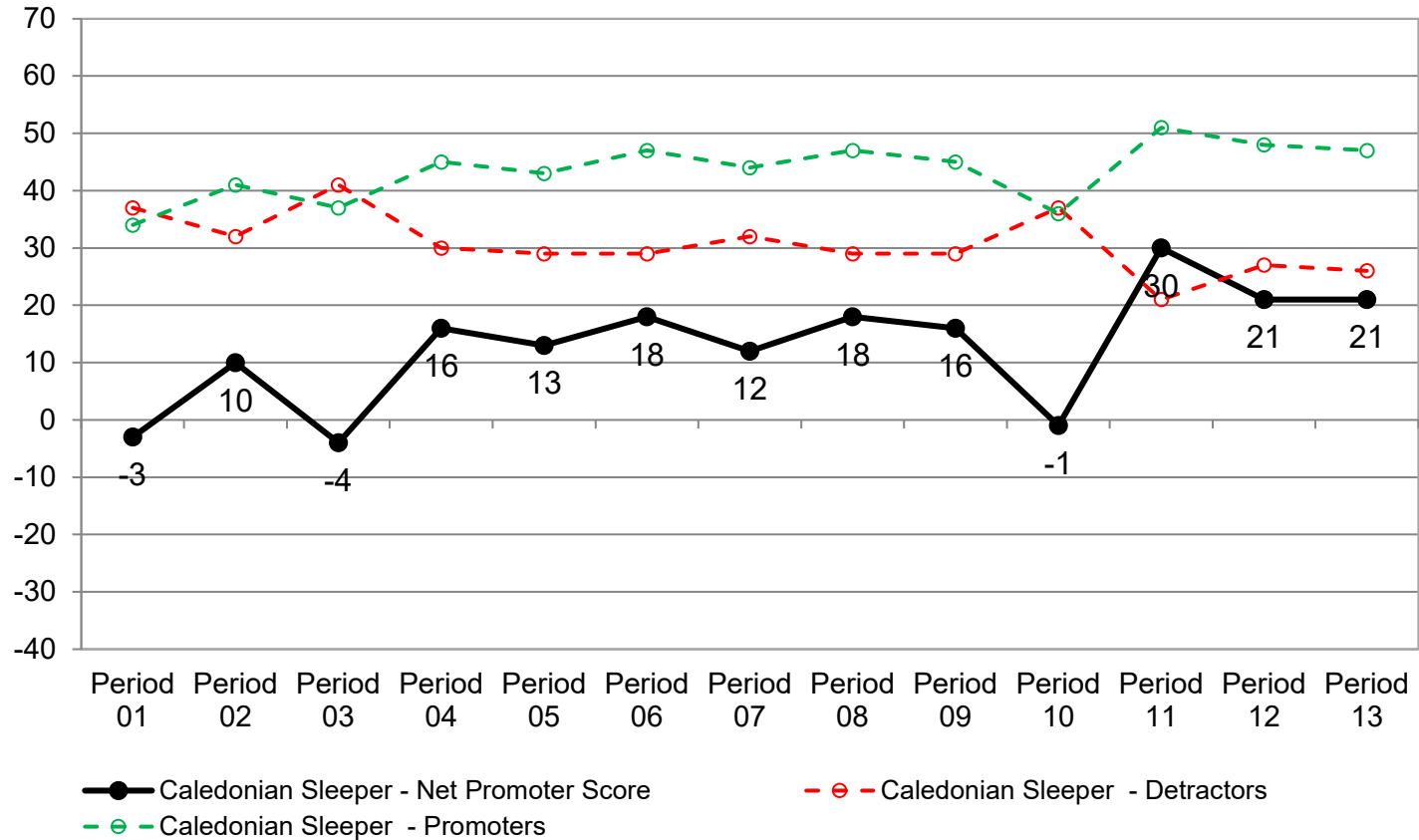
Q31a. On a scale of 0-10 where 0 means 'not at all likely' and 10 means 'extremely likely' how likely are you to recommend the Caledonian Sleeper to a friend or colleague?
Base: in brackets above – those with an opinion



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)

To travel between London and Glasgow on the sleeper is the best way for me. The train is reliable and direct, and quiet. there's no madness or surprises with other passengers getting on or off. Your luggage is secure and safe, and you can relax and sleep.

It is quite an experience, good use of time travelling overnight - in the summer the scenery in the Highlands is amazing as is awaking to the sunrise.

It's a really good way to get between scotland and England, I prefer not to fly if I can avoid it due to the carbon footprint. My children find it very exciting and fun.

It's such a great way to travel. No traffic jams, good for the environment. No time wasted in travelling, you can start your holiday refreshed.

Passive (7-8)

Environmentally better than the plane. Fairly pleasant way to travel a long distance but not luxurious. Functional.

I generally find it difficult to sleep once the train starts moving. I wouldn't blindly recommend it as I think it takes a lot of getting used to if you travel this way regularly. Someone who falls asleep easily, I would recommend it to. There is also the issue of the price - it is very expensive for a room, I would not pay it myself if it wasn't a business expense.

Not cheap. Gets the travel done efficiently.

Overnight travel allows you spend more time at home before travelling to a London for work but the seated carriage is a nightmare to seat due to the chairs not reclining nor the lights being dimmed.

Detractors (0-6)

You can fly up cheaper for the same amount of discomfort, however airport has opportunities to walk around, stay warm and feel safer. I found there to be no advantage for me going by sleeper which was very disappointing as it was a bucket list opportunity.

Given the high price for a sleepless night on a narrow bed, with luke warm water, you wouldn't really recommend.

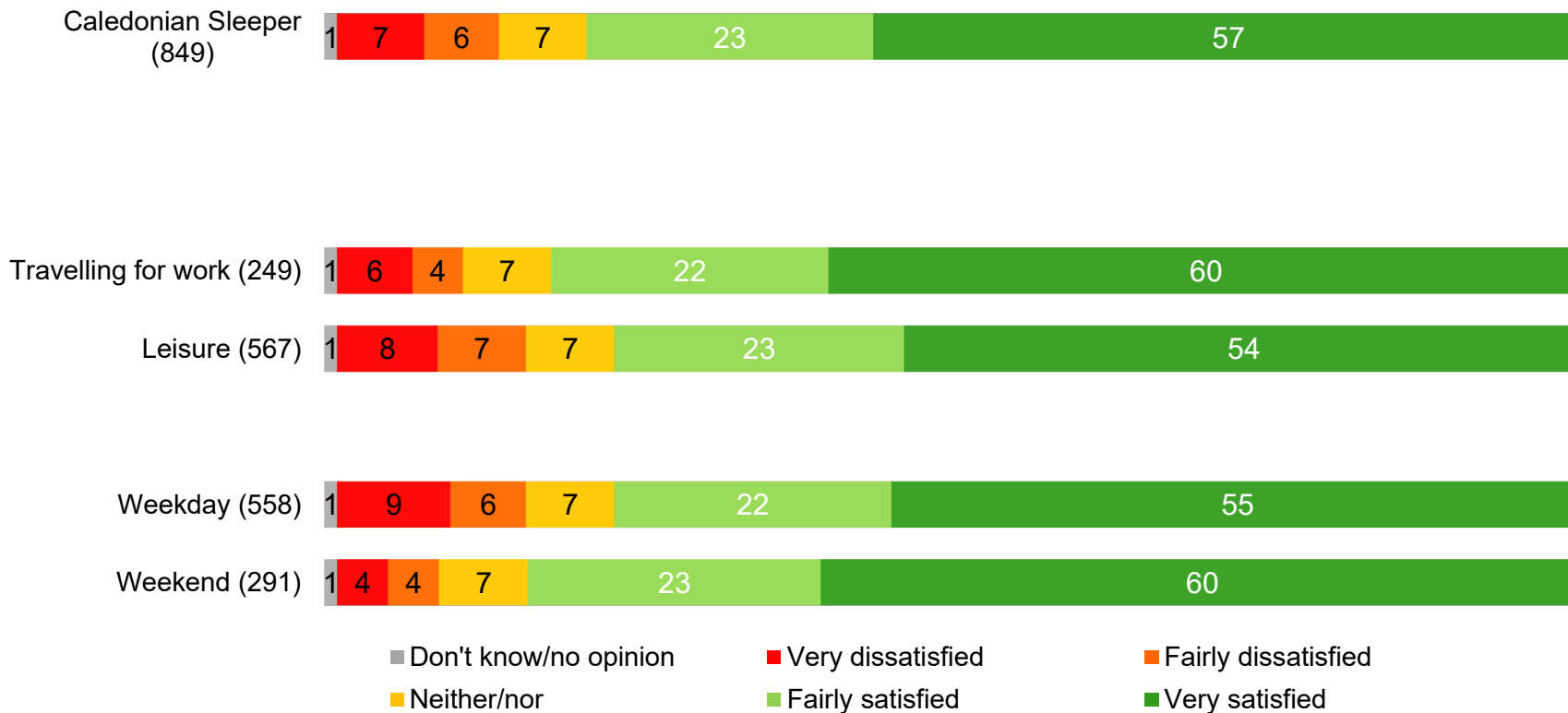
The journey was significantly delayed, the coach was not comfortable due to lack of heating and lights on. No information given about delay and arrival at a different station. No one offered hot drinks etc despite delay and cold. Very few staff moving through the coach to ask questions. Limited service to those in the seating coach.

Because it was dirty and couldn't even take a shower. For 400 pounds for a cabin I expected at least cleanliness.

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?



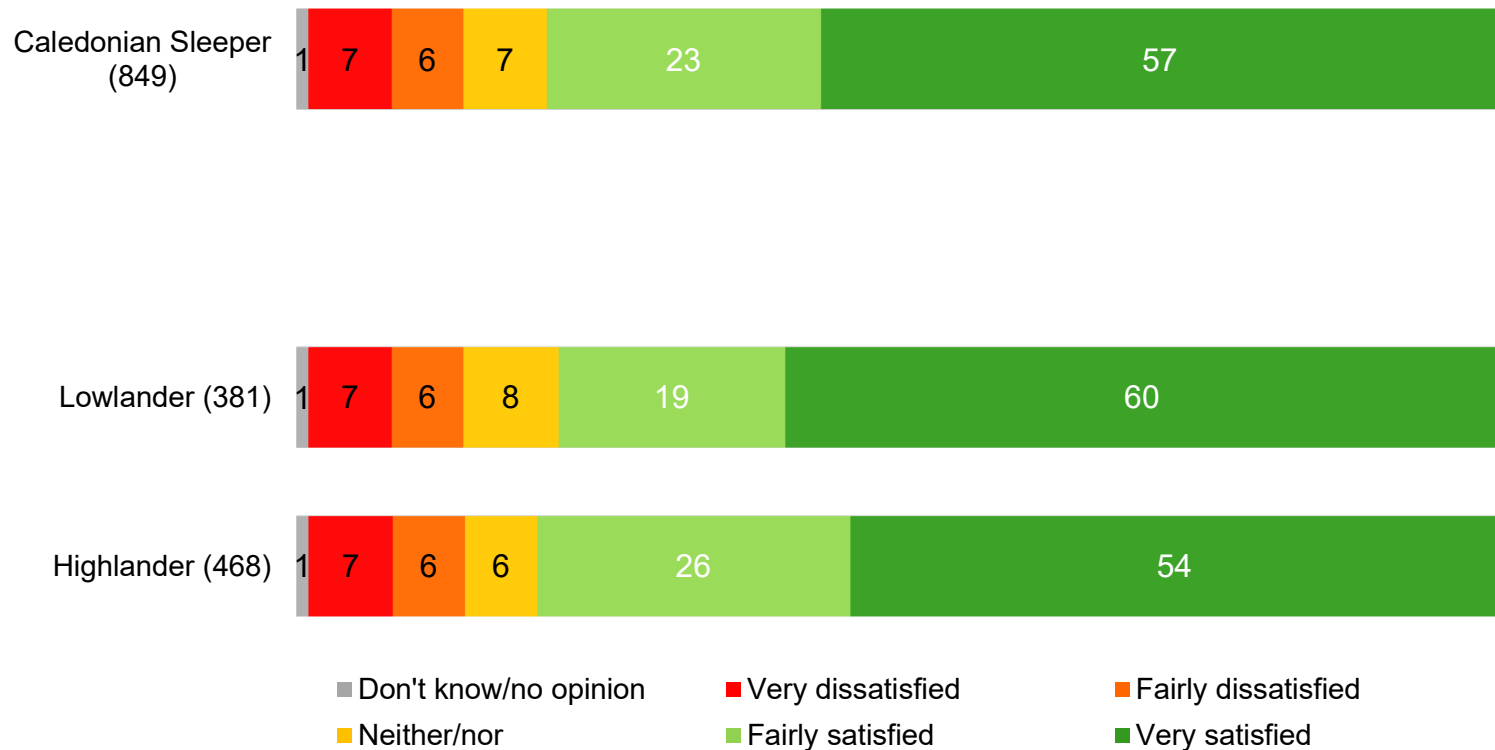
Punctuality and reliability by passenger group



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



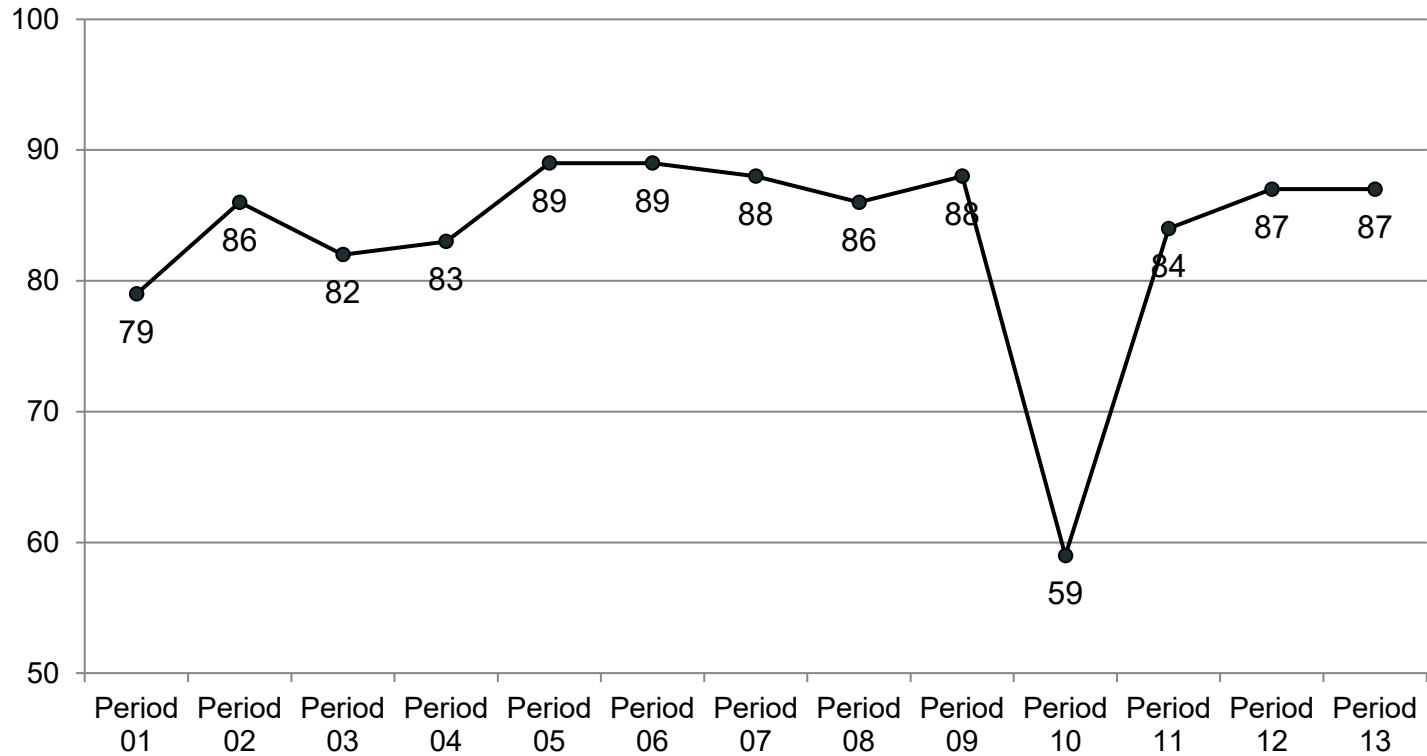
Q33a. Based on your recent journey on the Caledonian Sleeper how satisfied were you with the punctuality/reliability (i.e. the service departing/arriving on time)?
 Base: in brackets above



Punctuality and reliability - trend

Punctuality and reliability

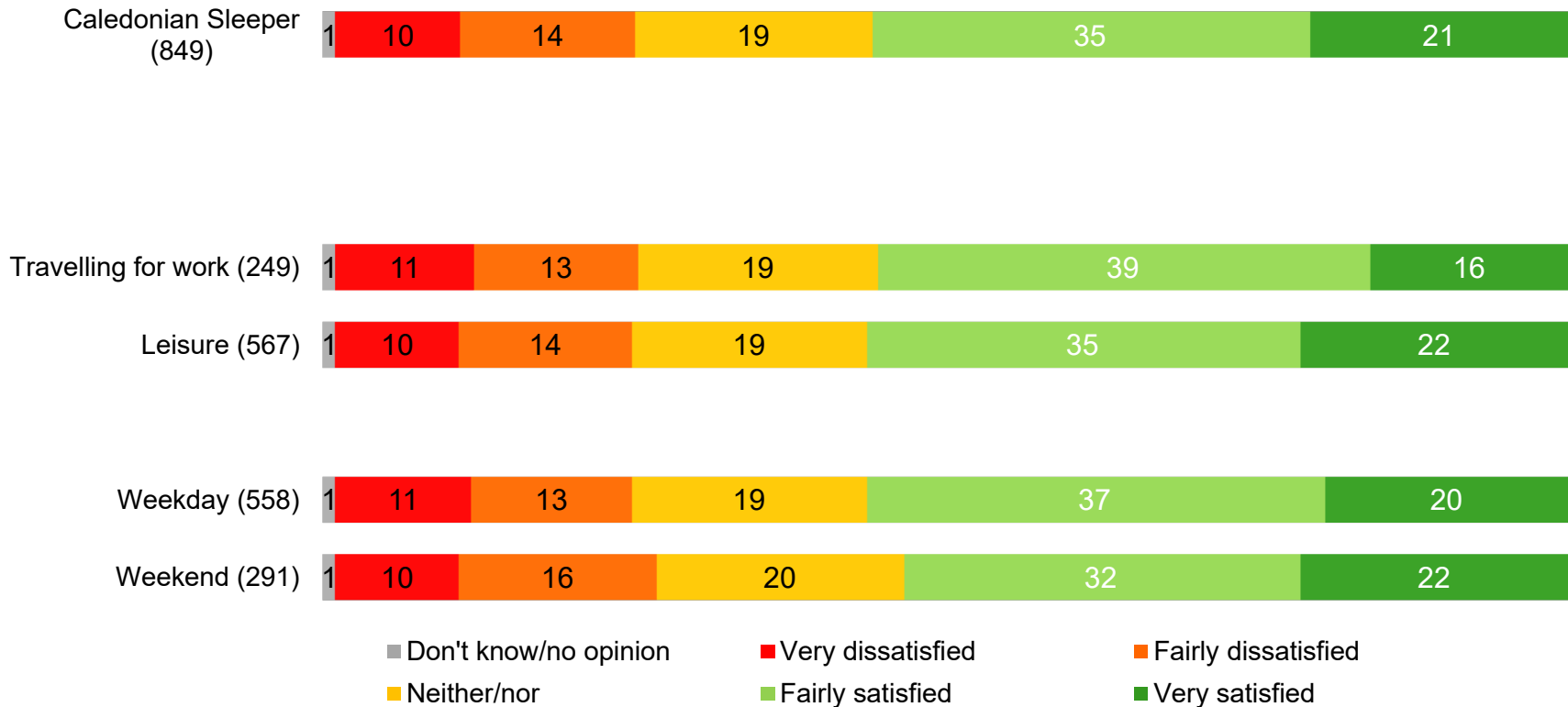
Trend: % very/fairly satisfied



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)?



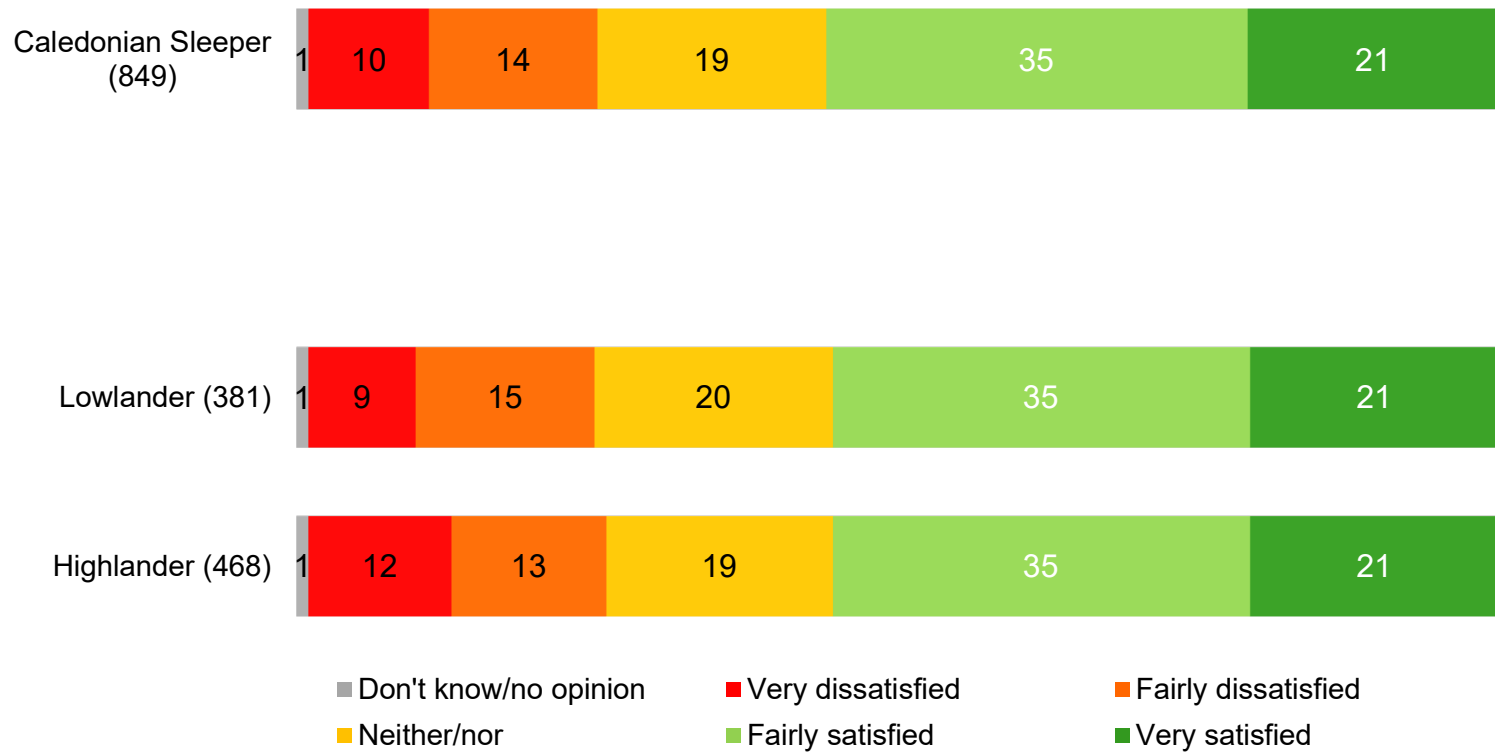
Value for money by passenger group



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



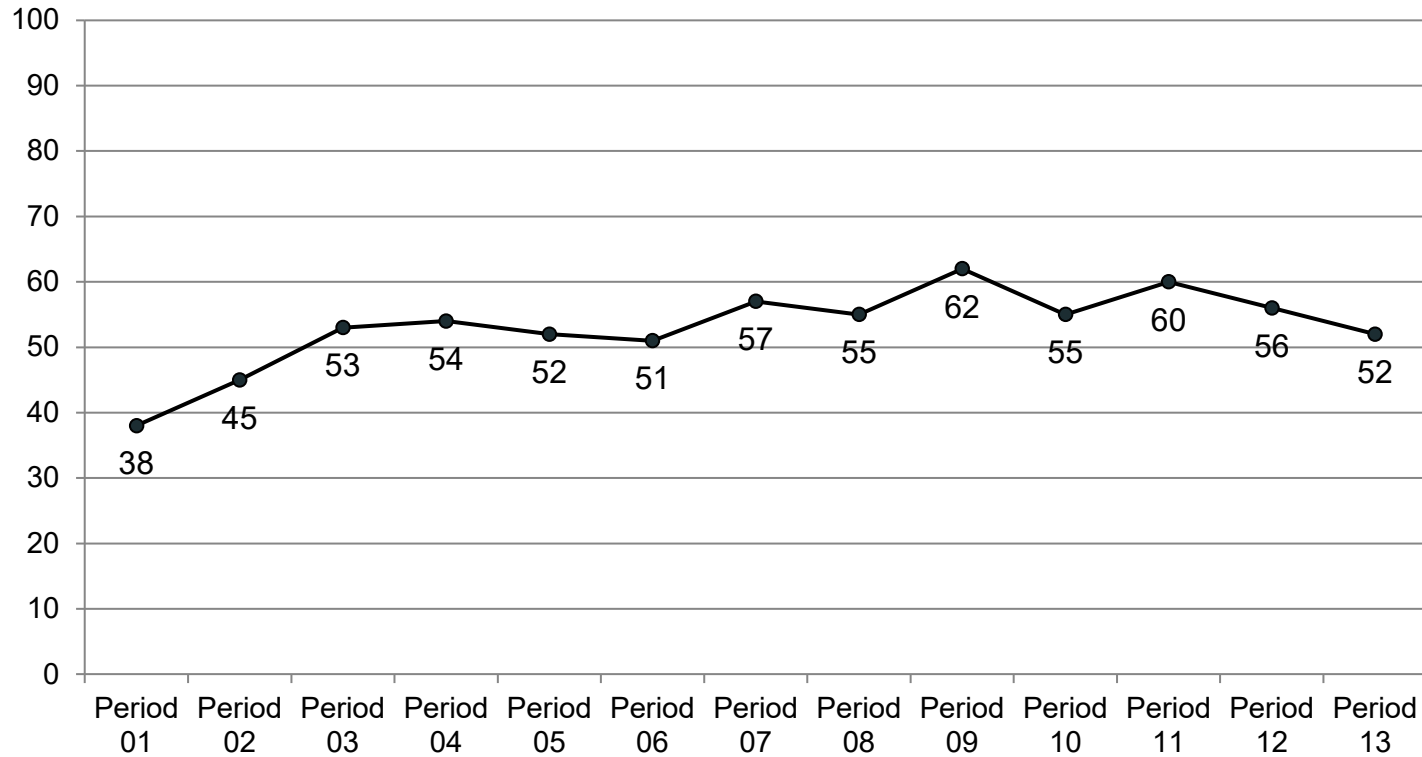
Q33a. Based on your recent journey on the Caledonian Sleeper how satisfied were you with the value for money of the price you paid?
Base: in brackets above



Value for money - trend

Value for money

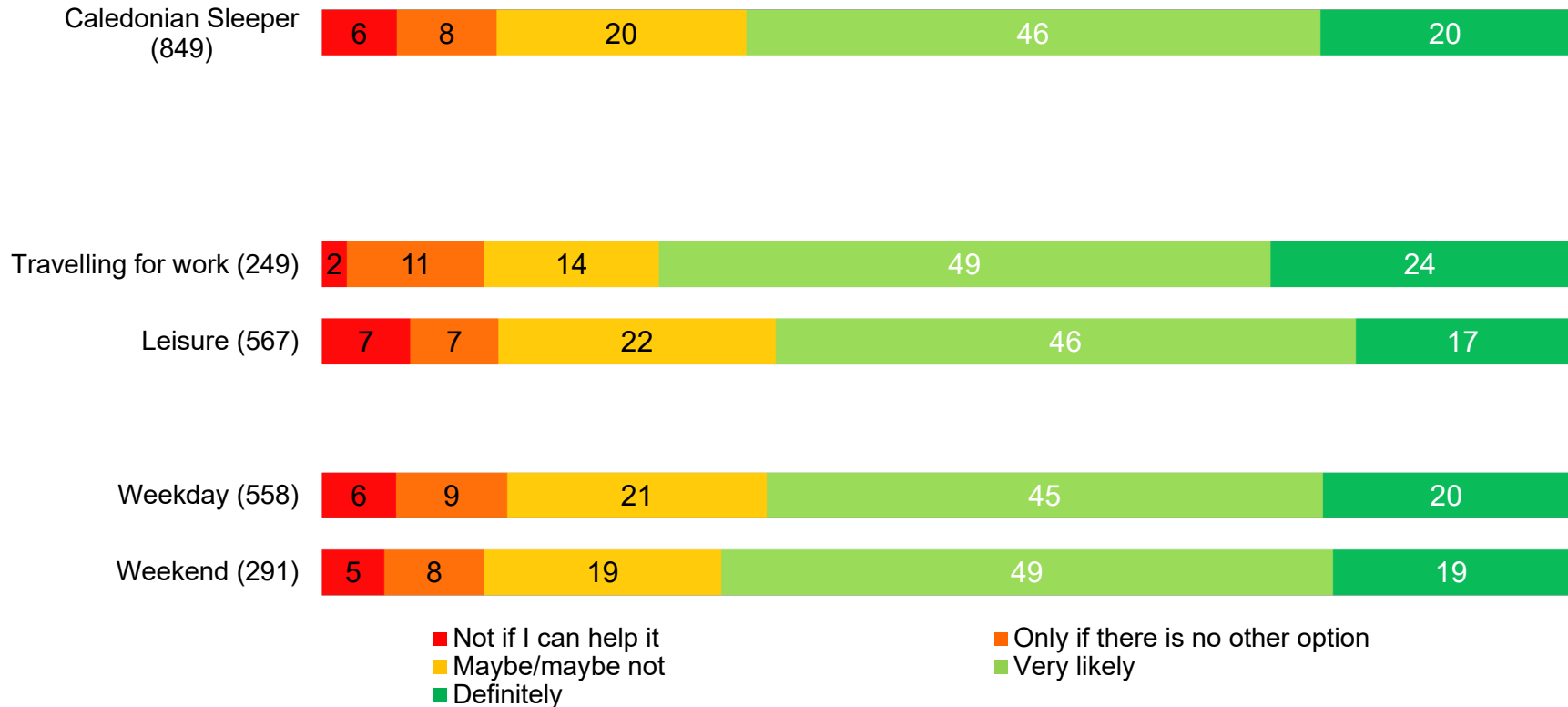
Trend: % very/fairly satisfied



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

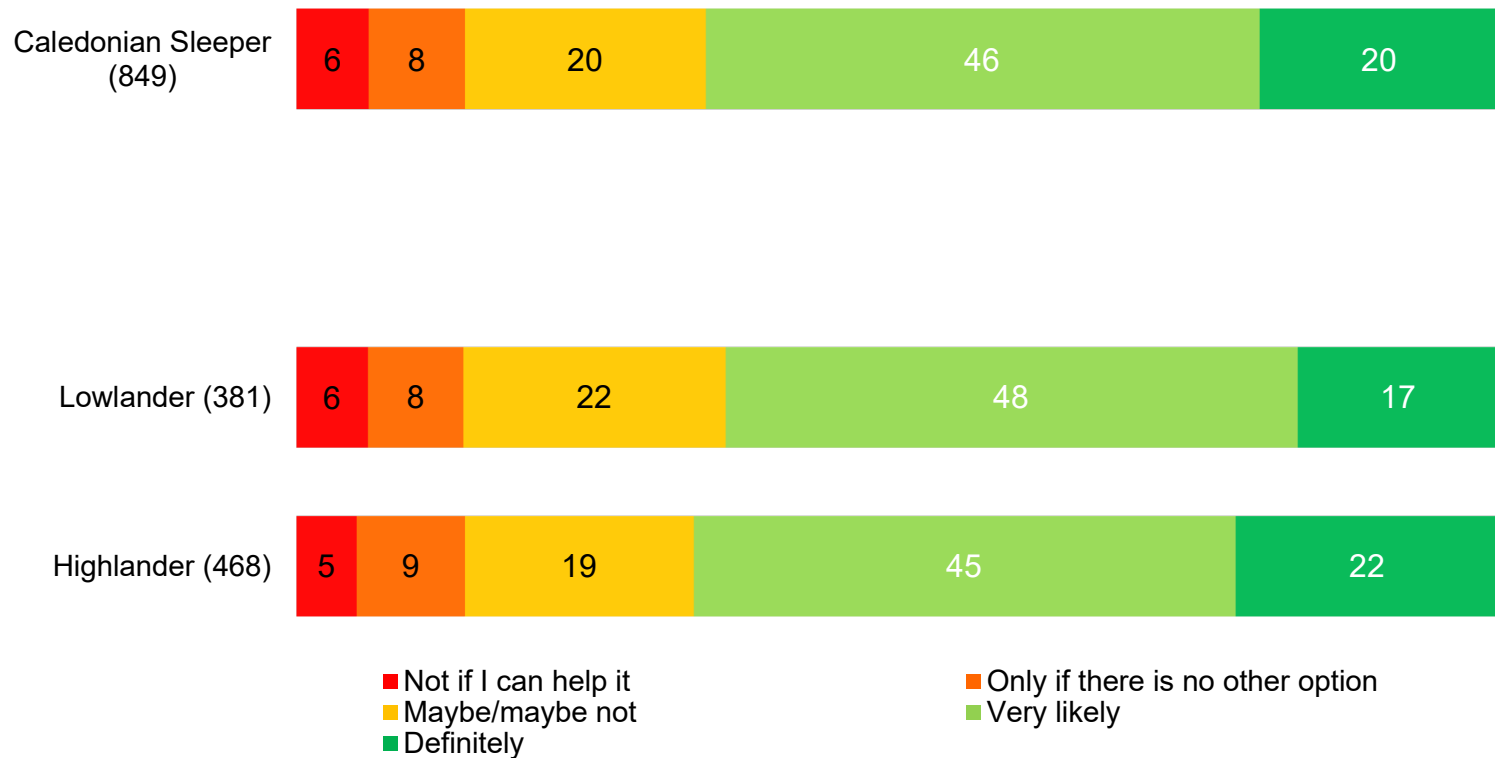


Q32a. How likely are you personally to choose the Caledonian Sleeper when travelling between Scotland and the London area (or vice versa) in the future?

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

Flying is much quicker, cheaper and more pleasant (although bad for the environment, which is why I was trying to avoid it). The usual 6h train is more comfortable, cheaper and at least you can use the time to do some work or relax. Either of these options means I'm not horribly tired the next day because I don't miss a night's sleep (which is what happened on the Caledonian Sleeper).

If the Caledonian improve the facilities available in the train, and actually provide a luxury experience, then I'll return. The staff were amazing, providing luxury service but only have standard facilities to work with.

There is no romanticism, no nostalgia nor adventure in the current Serco sleeper. I continue to use it simply so I don't need to take a flight earlier in the day and hotel in London, but really that's the only reason. The new rolling stock is far from an advancement. At least there was an excuse for things being broken in the old rolling stock.

As explained earlier, when one pays an extremely high price, one expects a commensurate service. Our experience did not live up to our expectations. The journey does not represent good value or good experience. Insufficient thought has gone into the design of the existing train. It seems cost cutting was the main priority. I hope when the train is upgraded, this might be rectified.

I have chosen the Caledonian Sleeper train thinking we would be having a peaceful/ restful evening and would be able to access high standard of facilities but this did not happen.

Poor overall experience for the cost involved. We did not arrive at the destination refreshed at all.

Cost - £300 each way for first class travel, and having your own loo (which didn't work on return trip) is pretty shocking.

I would like to use it but it depends on the practicalities - better to use it on holiday when it doesn't matter so much if I don't sleep well rather than having to work all the next day.

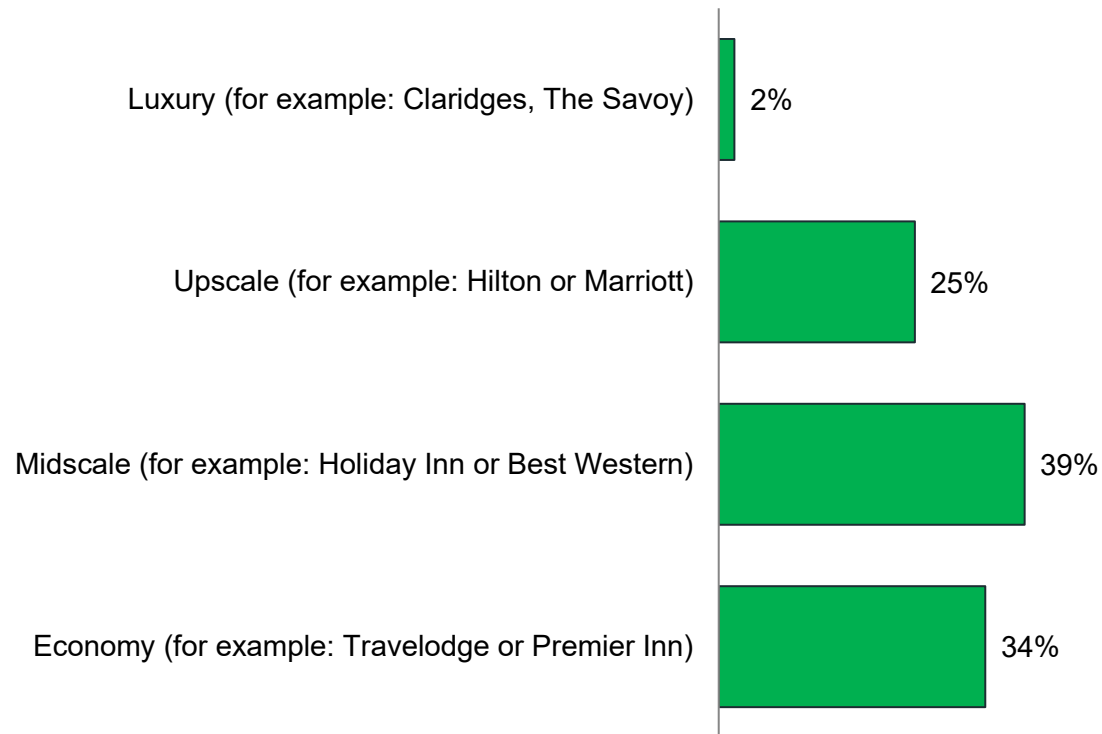
I would choose the sleeper if I did not have a day to spare to travel, as it is efficient, however if I had the time I'd choose to travel during the day so I can enjoy the views on the journey.

Q32b. Why do you say that?



If Caledonian Sleeper were hotel chain

Quarter 4 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 (802)



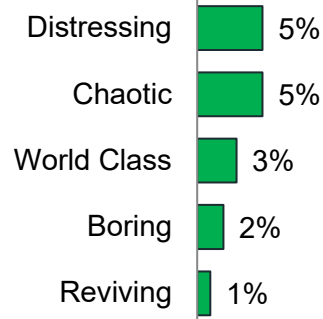
Overall description of journey

Quarter 4 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 (849)



Caledonian Sleeper

Journey expectations

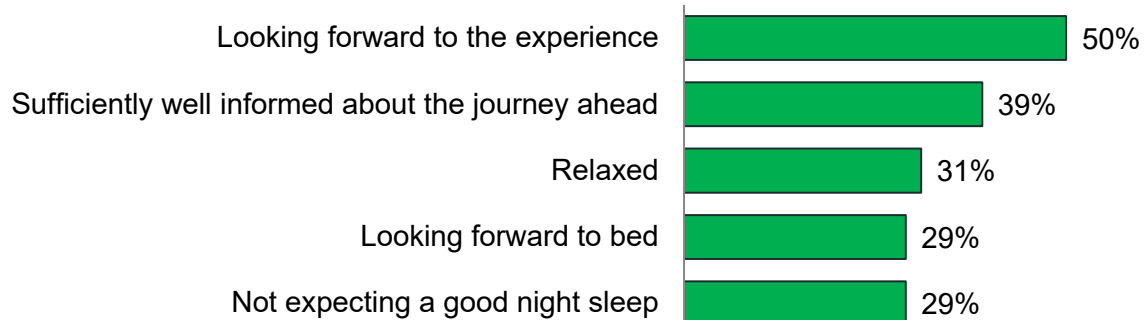


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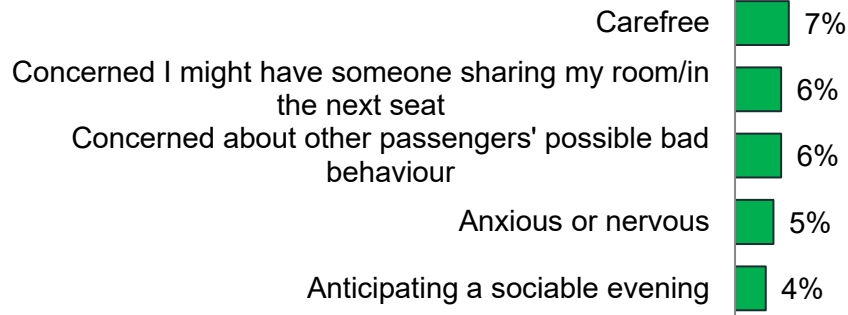
Thoughts and feelings pre-journey

Quarter 4 2022/23 %

Top five



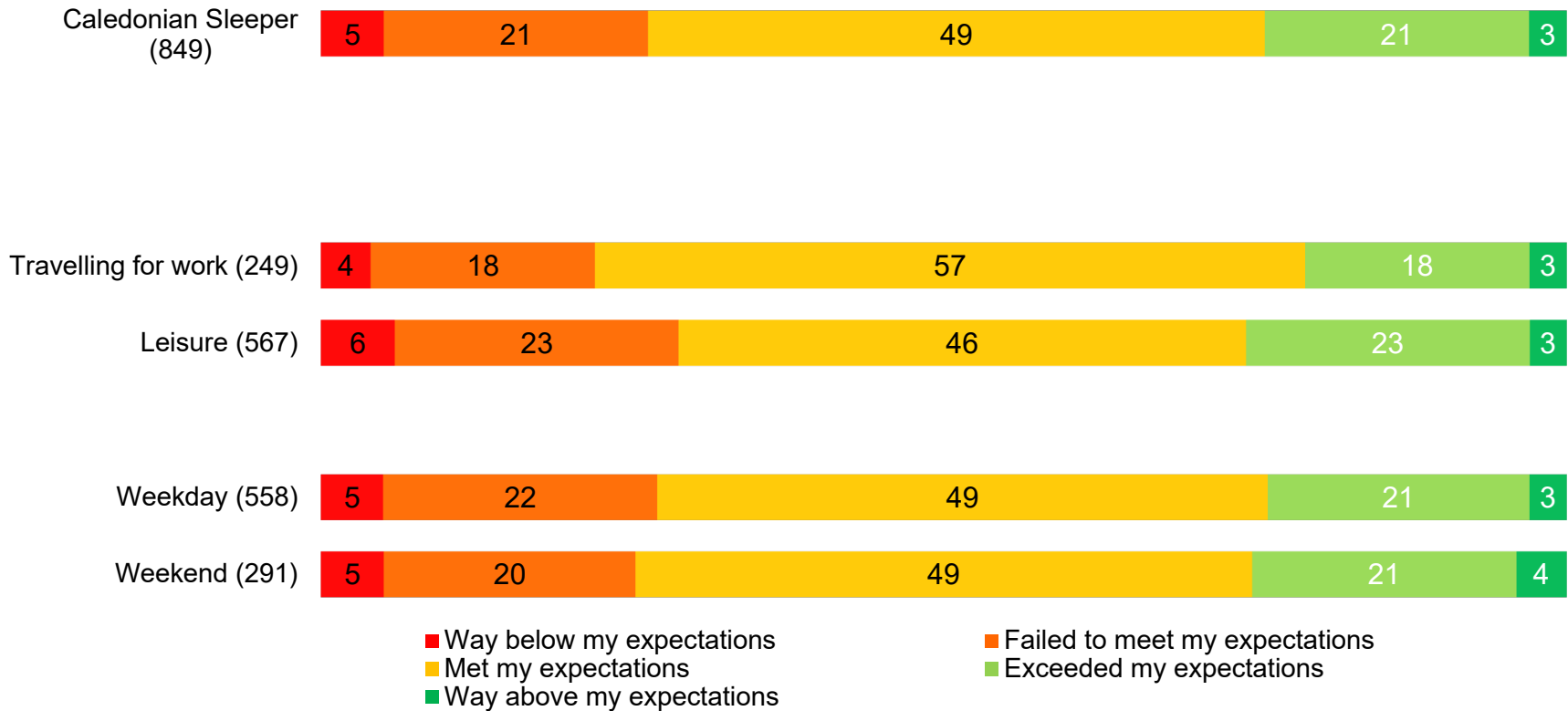
Bottom five



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



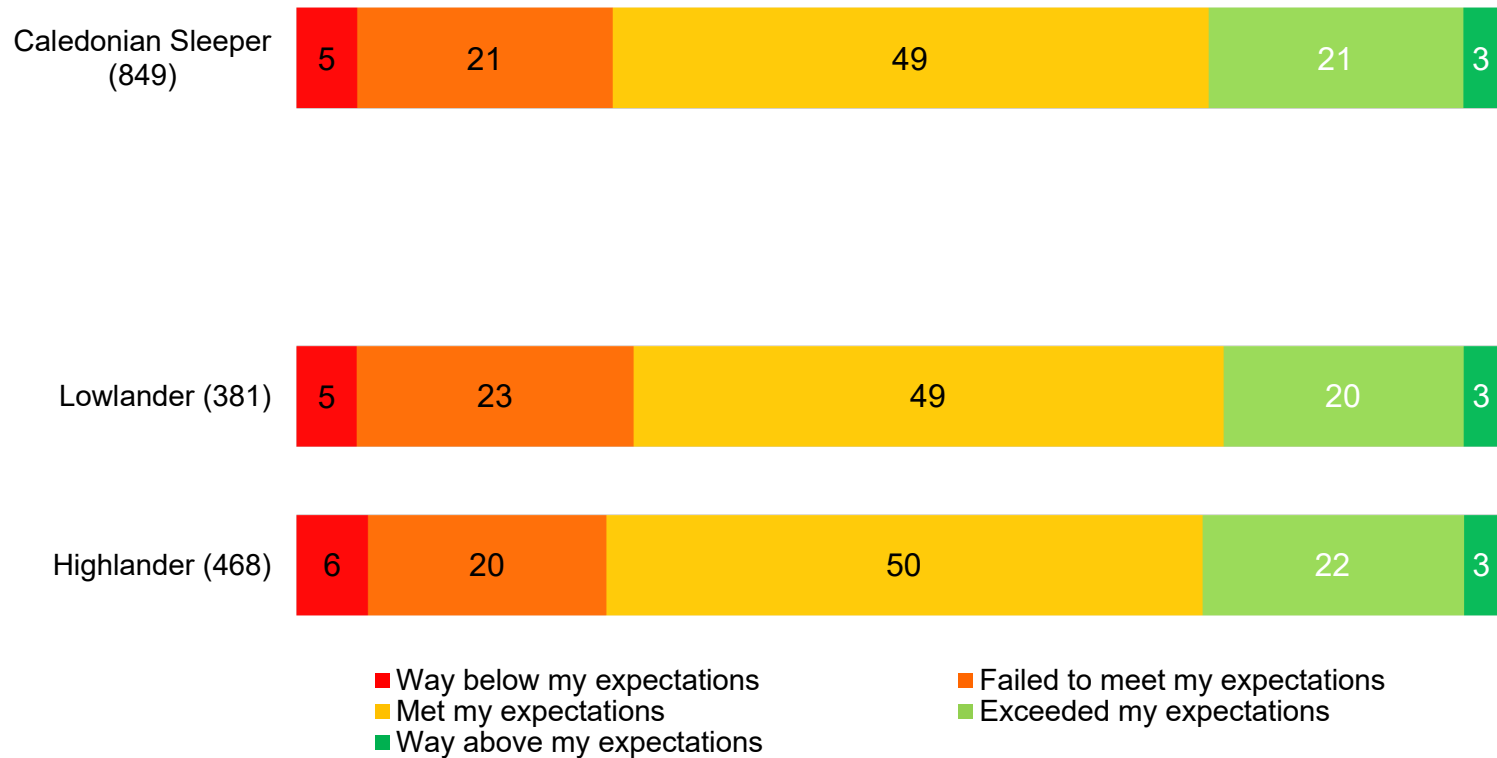
Met expectations by passenger group



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



Met expectations by route



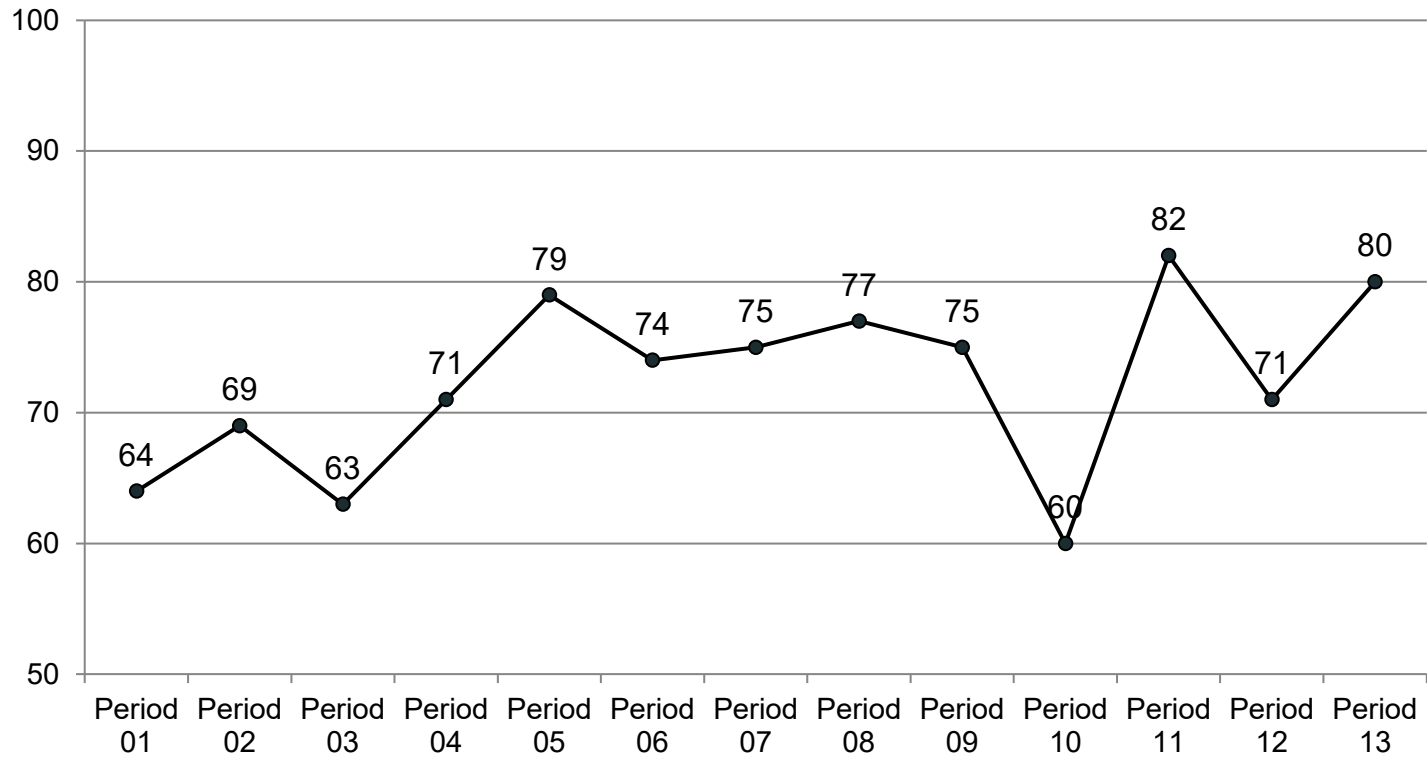
Q5. Overall, taking everything into account, how well did your journey on the Caledonian Sleeper live up to your expectations?
Base: in brackets above



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

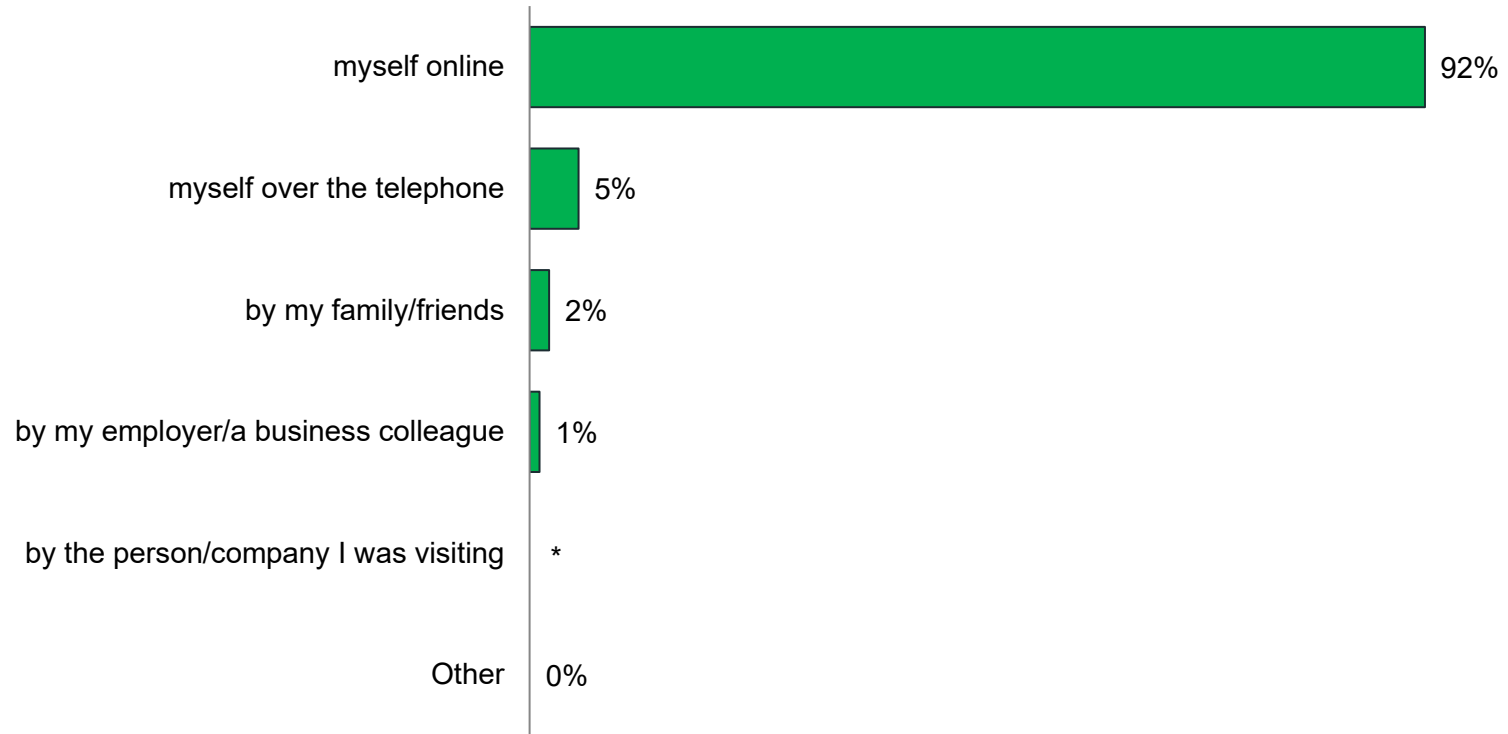


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How booking was made

Quarter 4 2022/23 %

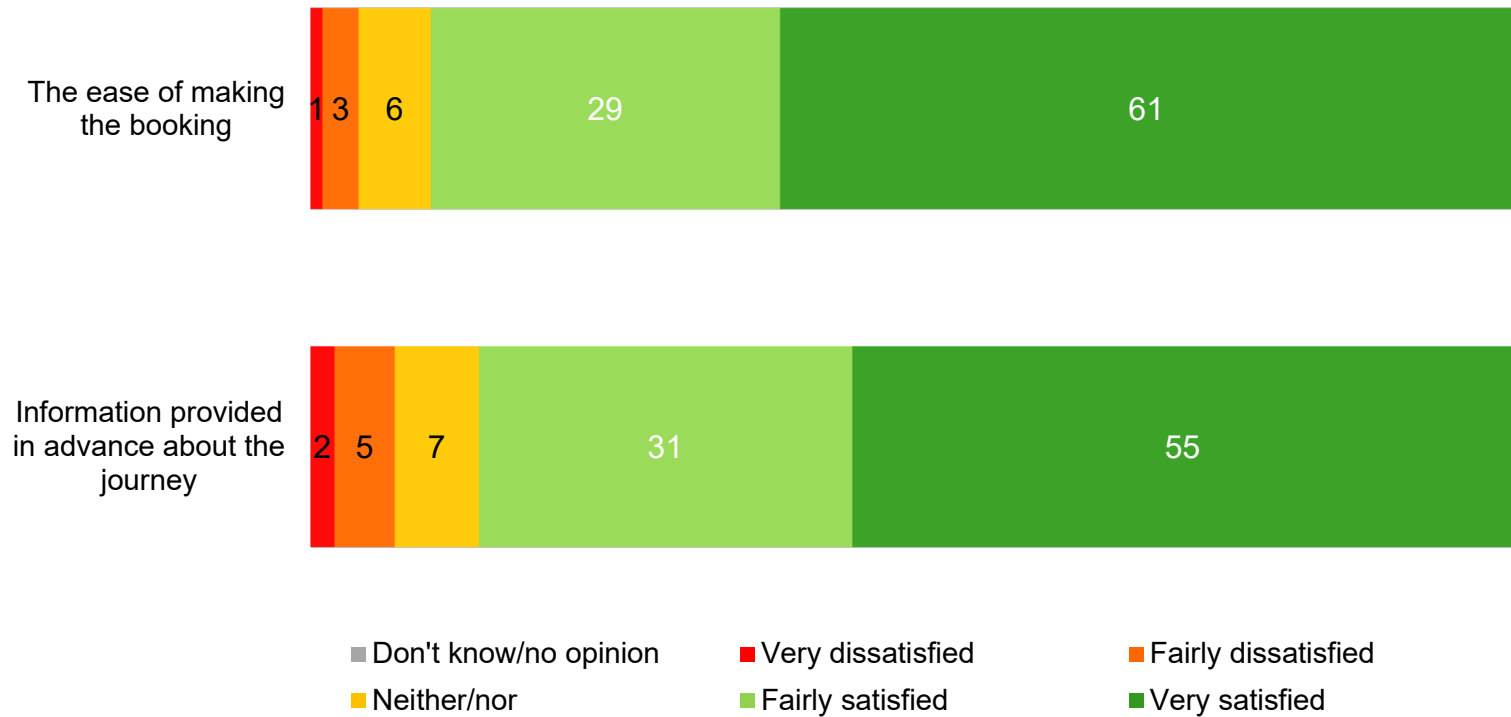
It was booked/I booked it...



Q12 Thinking about the process for booking this journey on the Caledonian Sleeper, who made this booking?
Base: All (849) * Less than 1%



Satisfaction with booking process



Q13a. How satisfied were you with..?
Base: All who booked themselves (822)



Improvements to information provided about the journey – customer comments

STOP SENDING SO MANY EMAILS. If I make a booking for two people, you don't need to send me the same email twice. Stop sending me emails as if I didn't book a return. Send ONE email when I book and ONE reminder. Overwhelming and infuriating, and looks extremely unprofessional.

Make it clear there is no luggage car and that was no space in the cabin to store anything other than a small take-on each. Make it clear that whilst Club Travellers were invited to eat breakfast in the dining car, there would in all probability be no space to do so.

On the timetable page it tells you about what time the train is due to arrive and what time you must vacate your room/seat by which I found very informative. It would be helpful if that info could be provided again on the confirmation email and texts I received after booking (Which were both brilliant to get by the way!)

For a start, you don't make it clear which London station the departure will be from during the booking process - it just states "London". I had to Google this info. The Sleeper lounge in Dundee has been closed on both my visits to Dundee. Meaning there's nowhere warm to sit when waiting for the train to arrive. You should provide info about where we can use an alternative.

Every time I've wanted to board at the stated time the train has been late. I get there 10-15 mins before the train leaves now. The emails are a bit jumbled - it's hard to see all the details or find the Apple Wallet card for adding to my phone.

I tweeted to check the boarding time as the departure time was brought forward. The tweets were answered over 2 hours after we departed. The phone lines closed at 5 or 6 pm. I had to use live chat, which you never know if its a bot or a member of staff so it feels quite an unreliable platform.

Having never travelled on the Caledonian Sleeper before, there was little information about the service of food /drink on the website and how the evening meal was provided. Was it necessary to book?

Fewer non-specific emails. Spam is unwelcome and makes it difficult to find the important messages.

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



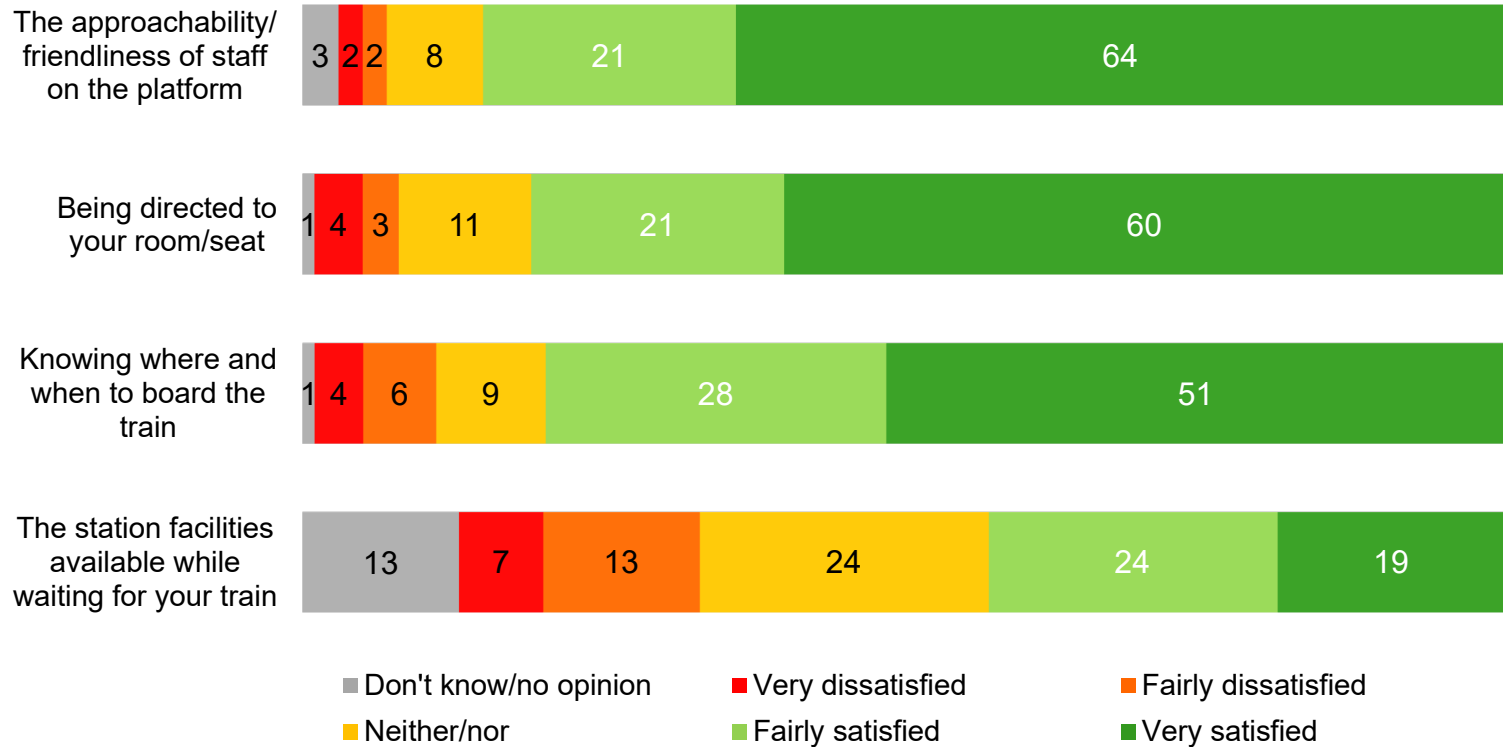
Caledonian Sleeper

Boarding and station facilities



CALEDONIAN
SLEEPER

Satisfaction with boarding process



Q14a. How satisfied were you with...?
 Base: All (849)



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

Don't tell people to walk the length of the train for their carriage when the carriage isn't there... a fairly reasonable request.

There were (and never are) staff on the platform (or for that matter anywhere on the station) when the sleeper arrives and departs from Stonehaven.

Better organised and more attentive. One example - we were told where are cabin was on board - another customer came up and interrupted- the staff member stopped dealing with us and dealt with the other customer. There was no queuing system- just customers huddled around the staff.

My emails notification told me a different time for boarding than the platform staff had (and was bluntly told I was too early) so clearer information on this would help.

Just be friendly! Even if you've had a bad day! I felt as though I were just cattle being herded onto the train. There was staff on the carriage who could care less that I was there, I don't remember the question I asked him, but I wasn't impressed.

By helping the passengers rather than chatting to each other and ignoring us.

The staff on the platform seem to be concerned all the time that people are staying late for no reason. They intentionally leave the waiting room doors open to make it cold!!! Also they wake you if you doze off while waiting to ask if you're waiting for the sleeper train. The disabled toilets are always locked.

They just needed to point out what coach I was in! I didn't know what 'M4' meant. They could have also told me what was going to happen in the morning.

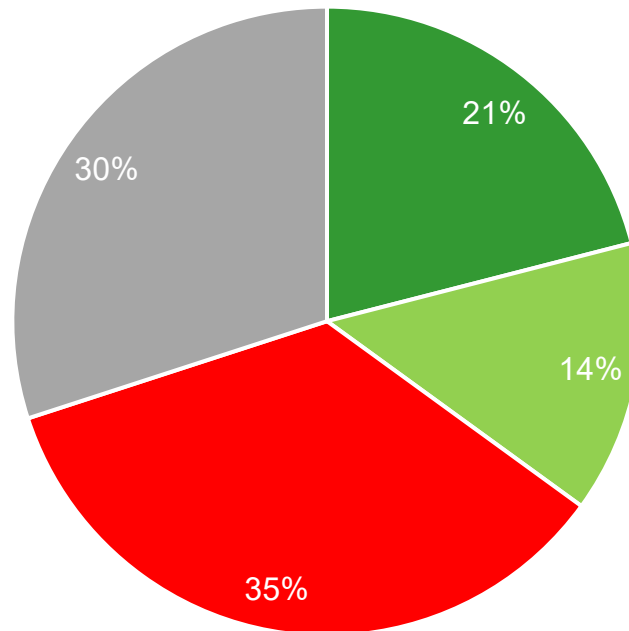
Taking more time to give information and direct passengers. Now, they said 'have you travelled with us before'. If the answer was yes, they just said 'then you know where to go'... I was given a different room, without explanation why. I chose the original room because I like where the wall is in bed, the new room was a different way around, didn't like that!

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



Use of customer lounge

Quarter 4 2022/23 %



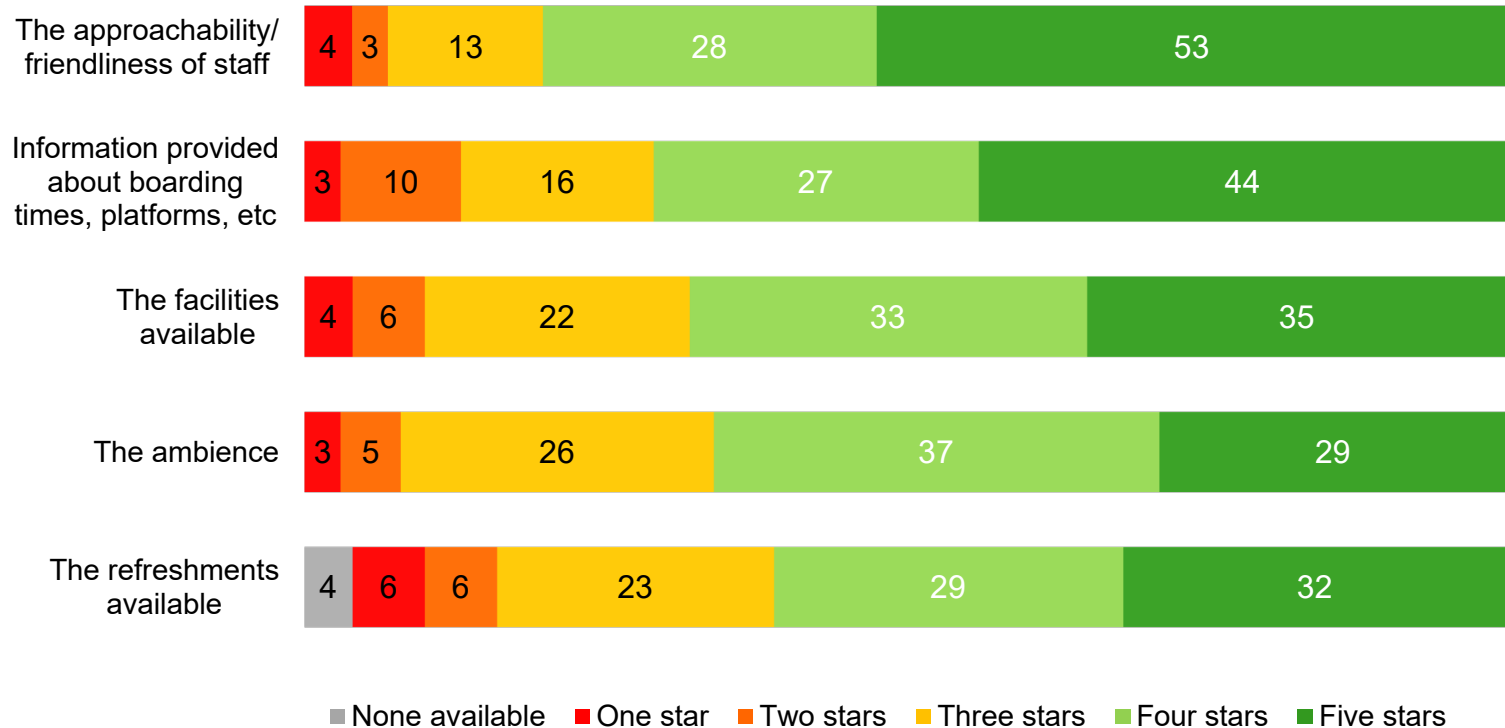
■ Yes - and I did ■ Yes - but I did not ■ No ■ Don't know

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 (775)



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 (160)



Additional information required in the Customer Lounge – customer comments

No information in the lounge at Inverness it seemed like a temporary arrangement?

What's available / how the lounge works and what to expect in advance.

Easier info about the platform for the train - I never saw anything in the lounge.

I assumed staff would advise us when we could go to the platform for boarding and also which platform.

No information about the Sleeper No staff there No obvious hot drinks Nothing in the fridge Just crisps and a couple of crushed biscuits As no shops open in the station, pretty pathetic show.

There was a significant miss communication between lounge staff and platform boarding. I was informed I could board at 10.15 and went to the platform. I had to wait on a cold platform with no seats for approx 90min over informed boarding time.

There was great uncertainty about when our train would leave, where it was before it would arrive at Euston. When we were told we'd have to wait on the concourse, we had no idea how long we'd have to wait for.

The difficulty was that the lounge was temporarily located in the Scotsman hotel and there was no staff on duty there and no departure boards, etc. I would have liked to know when the train was ready for boarding. Some other passengers clearly had this information - they must have accessed via some other means. The old sleeper had stewards who greeted passengers more personally and there was more direction to the cabin and how to access it and use the facilities. I felt we were rather left to our own devices and didn't know where the door access card would be for example (I expected to be given this by the steward)

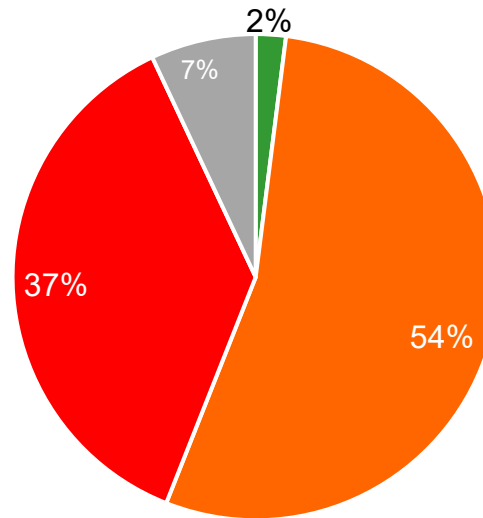
Q16b. What additional/better information would you like to have received?



Use of shower facilities on arrival

Quarter 4 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 (785)



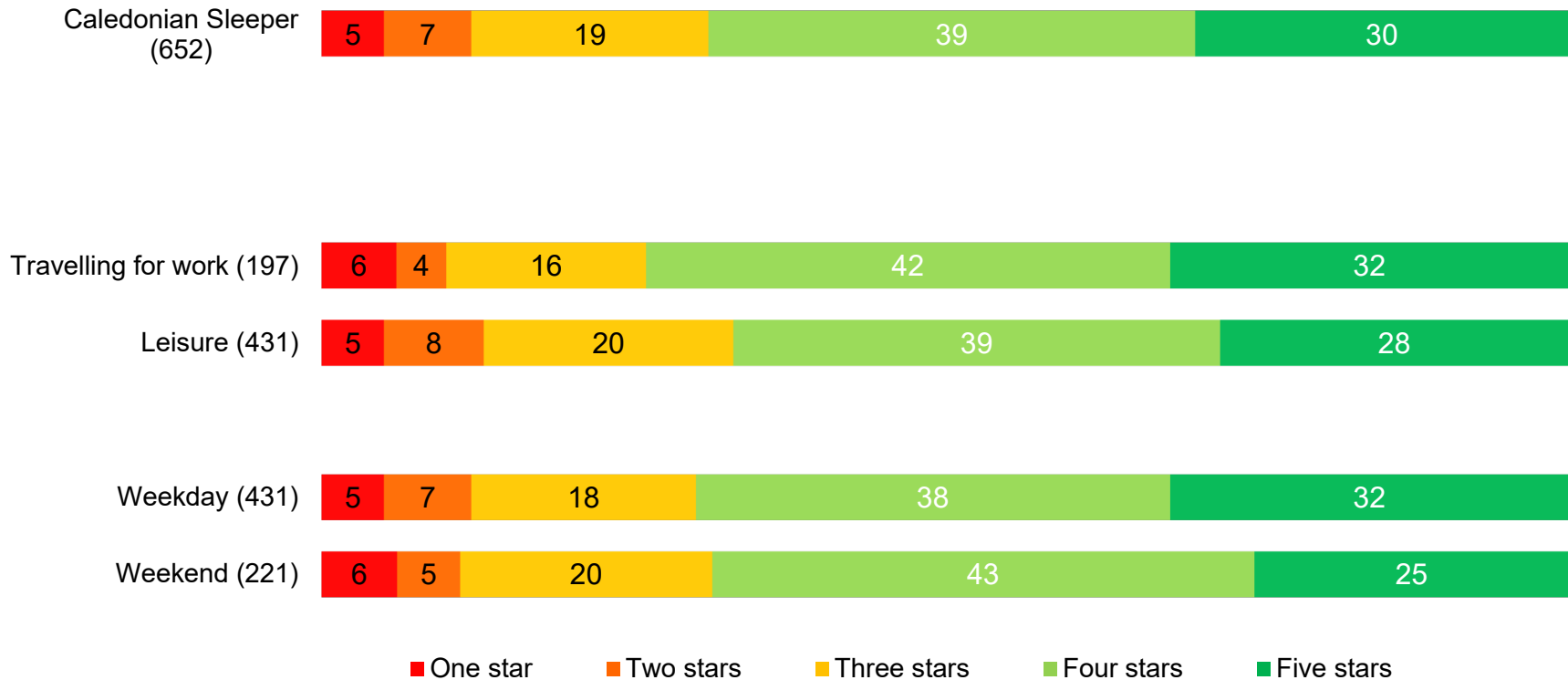
Caledonian Sleeper

Accommodation and train facilities



CALEDONIAN
SLEEPER

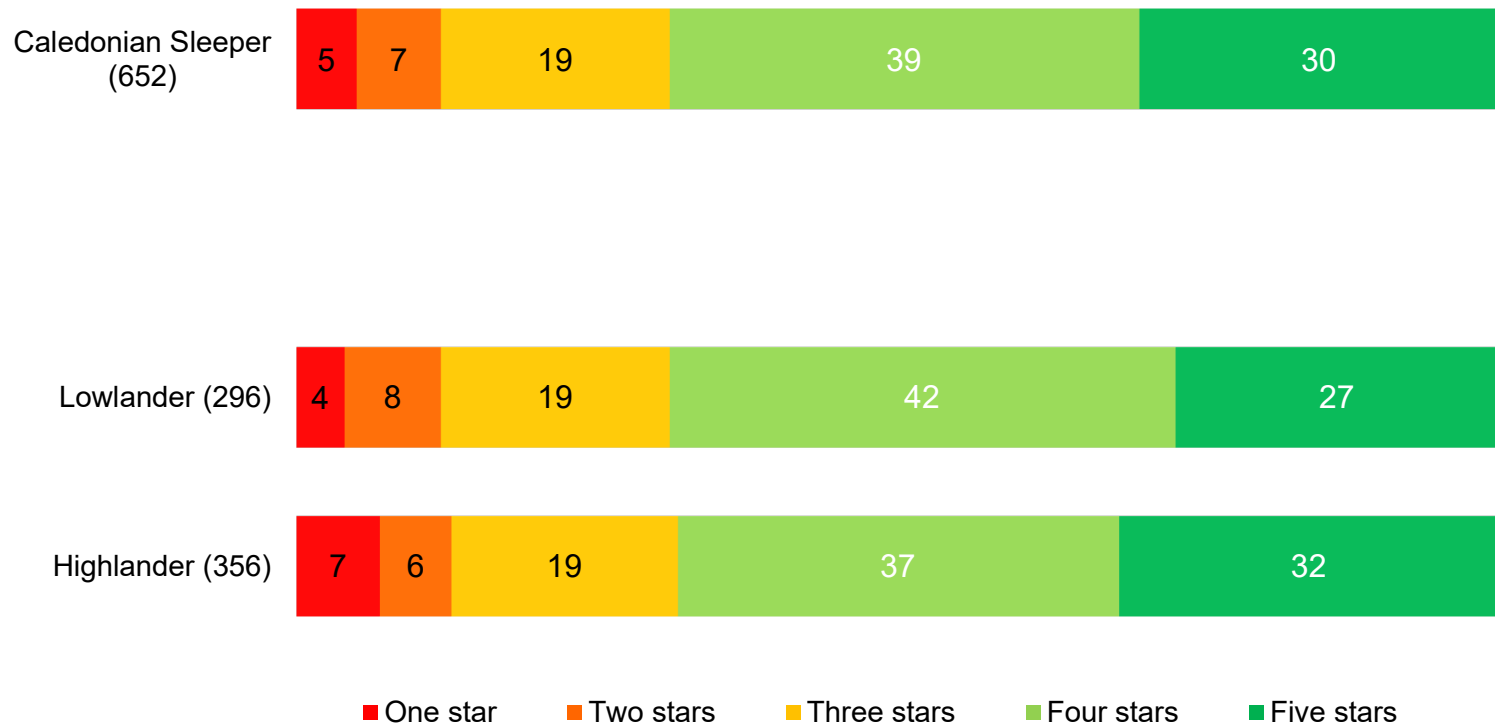
Overall rating of room by passenger group



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



Overall rating of room by route



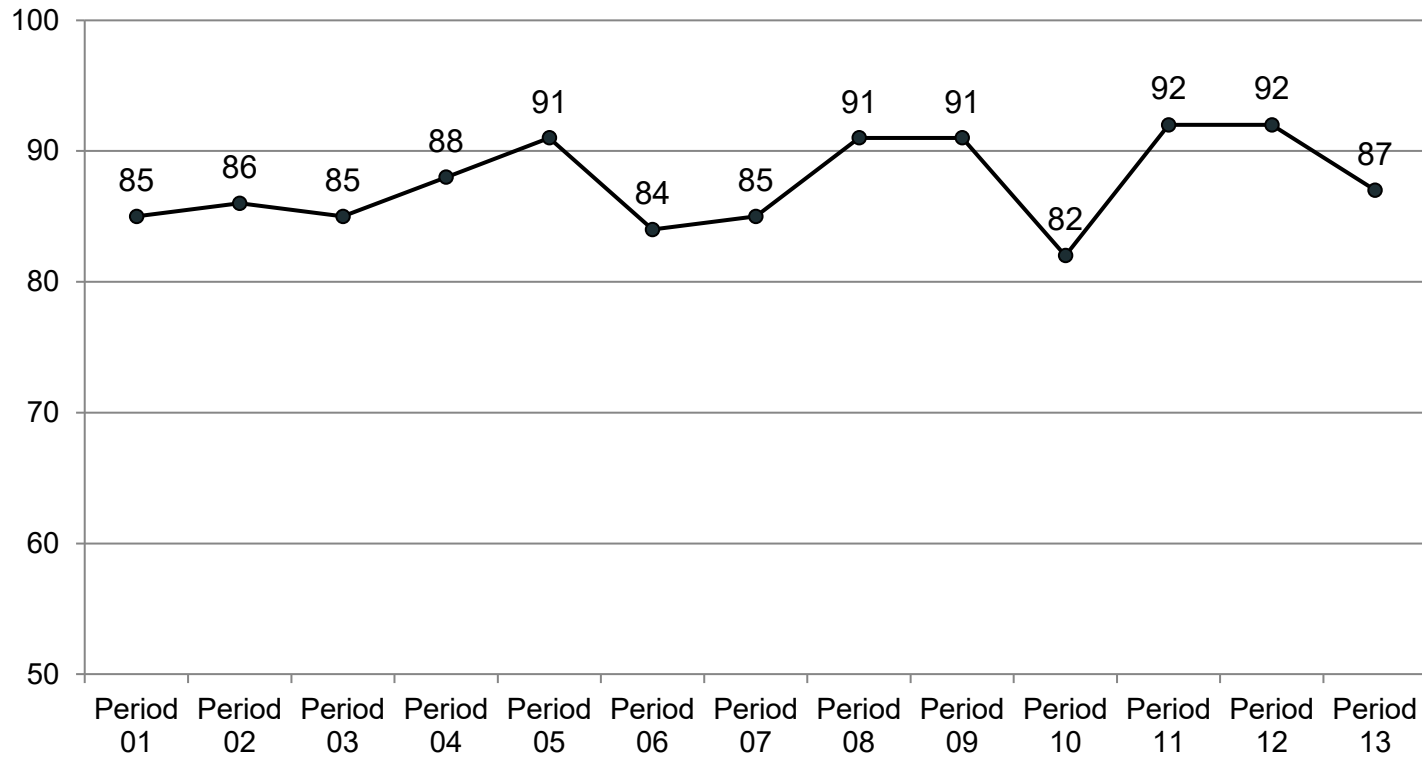
Q17a. How many stars do you give your room on the Caledonian Sleeper?
Base: All guests staying in a room/suite (in brackets above)



Overall rating of room - trend

Rating of room

Trend: % Three/Four/Five stars



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



Overall rating of room – customer comments

It's incredibly cramped and small for two people. The top bunk is virtually unusable as it has no headroom. Getting up and down almost impossible. Too narrow if another person is standing as well. The ladder is in the way and should be at one end. The panel light is annoying at night. The water did not work.

Power sockets didn't work. No instructions about how to lock the room, or keycard didn't work. Upper bunk and ladder were down - should have been shut away (least we can expect for £250!). Toilet didn't work. V little water coming from the tap.

Have one button that creates an ambiance setting. Cosy up lighters buried in ceiling. Choice of colour. Like a simple Phillips hue with leds. A little screen with info on? Maybe even a sat nav showing where the train is. ETA any other info. Order a meal on it / room service.

The location of the ladder to the upper bunk being fixed made getting into and out of bed on the lower bunk awkward, That said I worked out a suitable technique in the end. Not able to get hot water from the shower. Find some way of making the ladder moveable and check that the hot water in all cabins is working properly.

Rooms are a little narrow, the position of the ladder in the middle and we're you are supposed to put your luggage under the bottom Bunk is annoying, bit more luggage space and better position of ladder and shower in bathroom.

Nothing really. It was a tight fit for two but about what we expected. I wouldn't have wanted to go o with a large amount of luggage though. Maybe somewhere to store luggage that you don't need for the journey?

Generally uncomfortable for the price being paid.

More storage for larger luggage pieces or an option to check larger luggage so as not to have to store it in the room.

Keep the rooms up to date and in order. The table under the sink was broken and rusted, not very clean. The shutters on the window didn't close properly anymore. For a relatively new train, you would expect more.

More storage for cases as we had to leave our large case in the walkway! Make more headroom in top bunk!

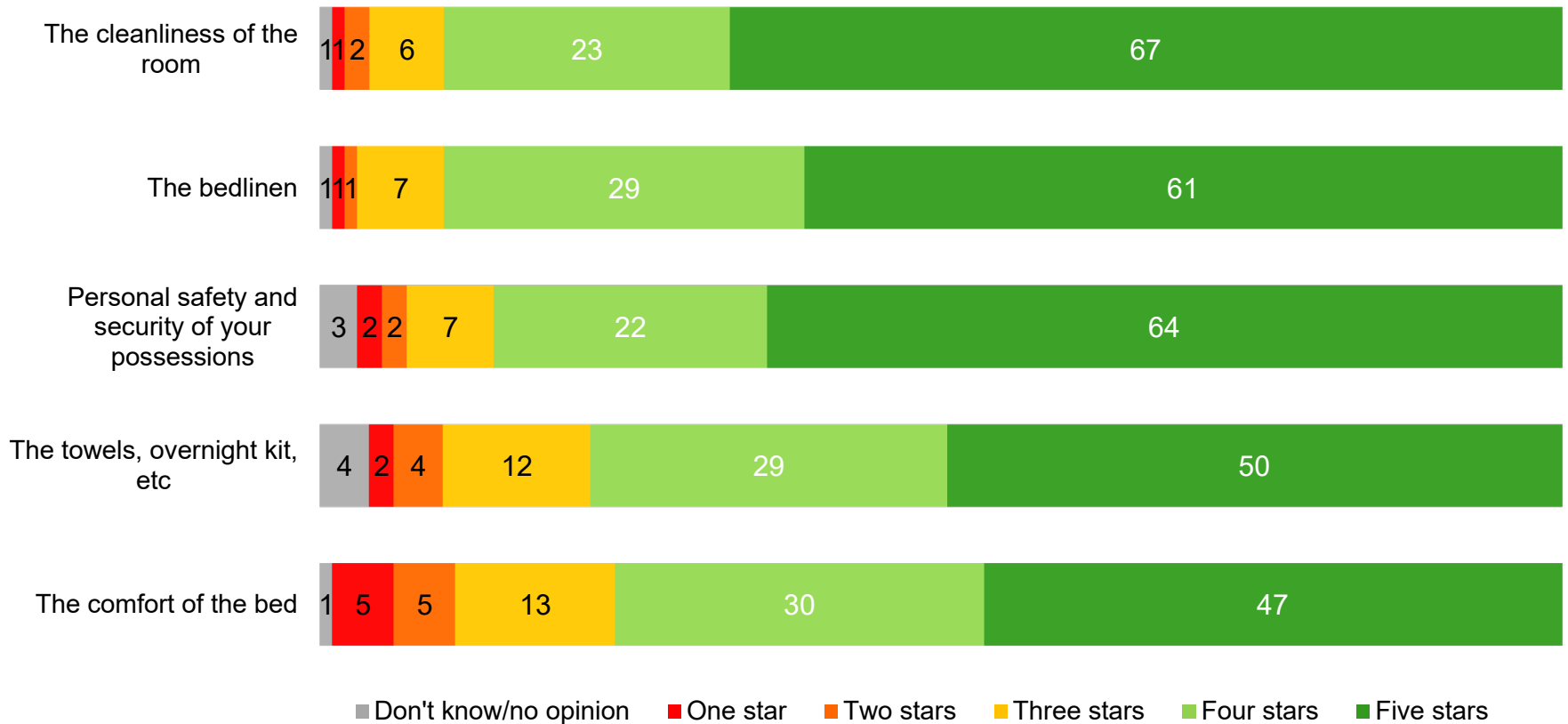
More reliable Wi-Fi would be good. Removal of ladder for single occupancy would be good.

I wasn't able to rate the shower as it wasn't working which was very disappointing. Also, the heating in the cabin was quite cold even when the gauge was turned up to full heat. Didn't seem to alter anything with the temperature in the room.

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?



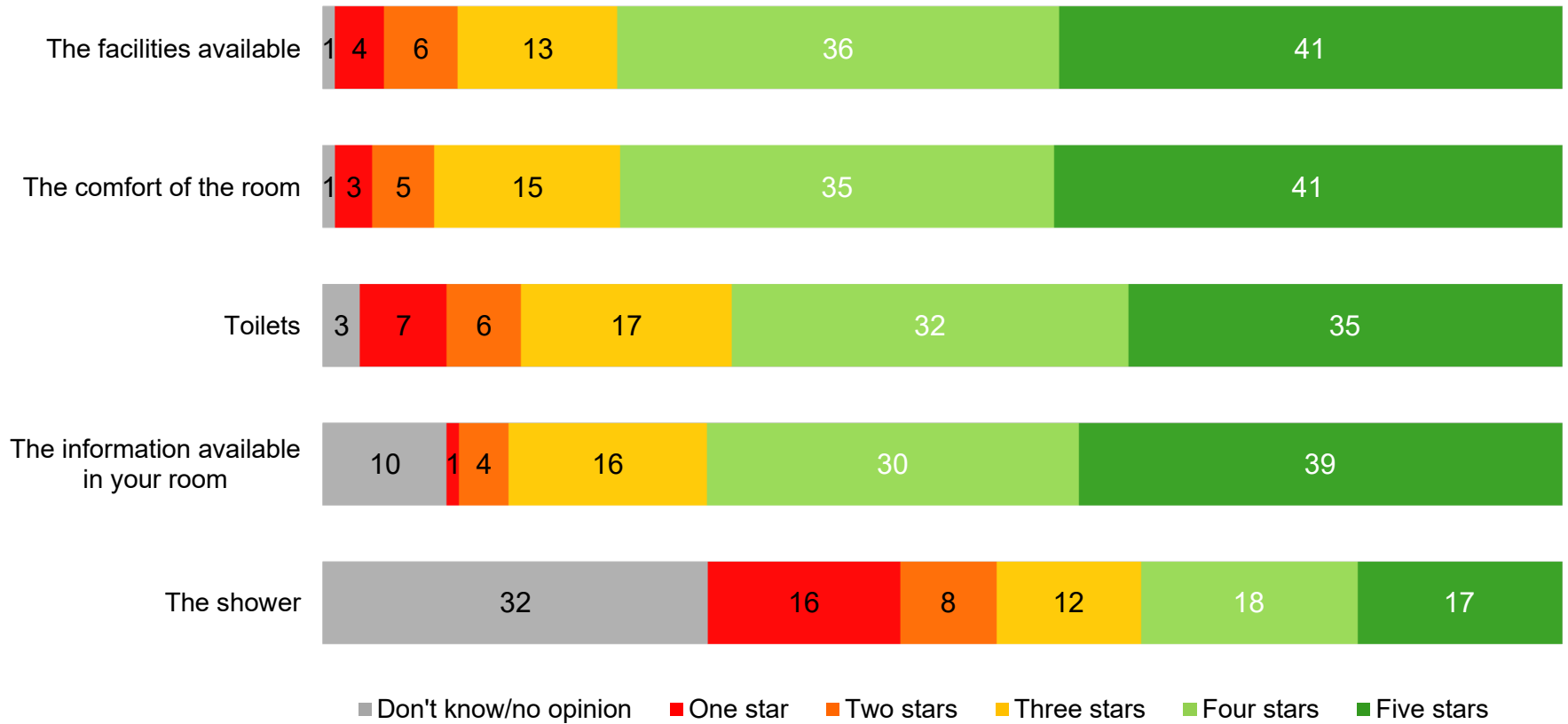
Rating of the features of the room – top 5



Q17b. And how many stars do you give the room for..?
 Base: All guests staying in a room/suite (652)



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 (652), room with en-suite shower (365)



Rating of features of the room – customer comments

Need shelving in the room. No where to put anything except devices (clearly designed by a millennial). Toiletry bag fairly useless. Preferred old style with tooth paste etc. No glass or mug with water bottle.

Mattresses are uncomfortable. You cannot sit upright as an adult on the top bunk. The beds are tightly made up which is difficult to loosen on top bunk. It would be sensible to roll up the duvet. The bed linen is rough.

Ensure that the linens are fresh instead of us having to hunt down the cabin steward. The top bunk had hair inside the bed and the sheets were stained

Mattress bottomed out at points, however, that may be more to do with my weight and the movement of the train than the quality of the mattress.

The room would benefit from the use of a hairdryer (could be a fixed one) more hooks to hang things

[The rooms] are already getting tired, with stained carpets, doors of various sorts rattling, a wastebin last time unlocked and not emptied from an earlier journey. Wholly unacceptable.

I think some of the mattresses could do with being replacedStarting to feel a bit thin.

The four toilets nearest my room were all out of order meaning I had to walk through 2 carriages to get to the nearest toilet.

We couldn't lock our door from the hallway when we went to the club car. We left it unlocked and took our valuables.

[The overnight kit] was just an eye mask & earplugs. It could have been more considering how much we paid.

It would be useful to have information about the arrival times and departure process as well as opening times for onboard facilities like the club car.

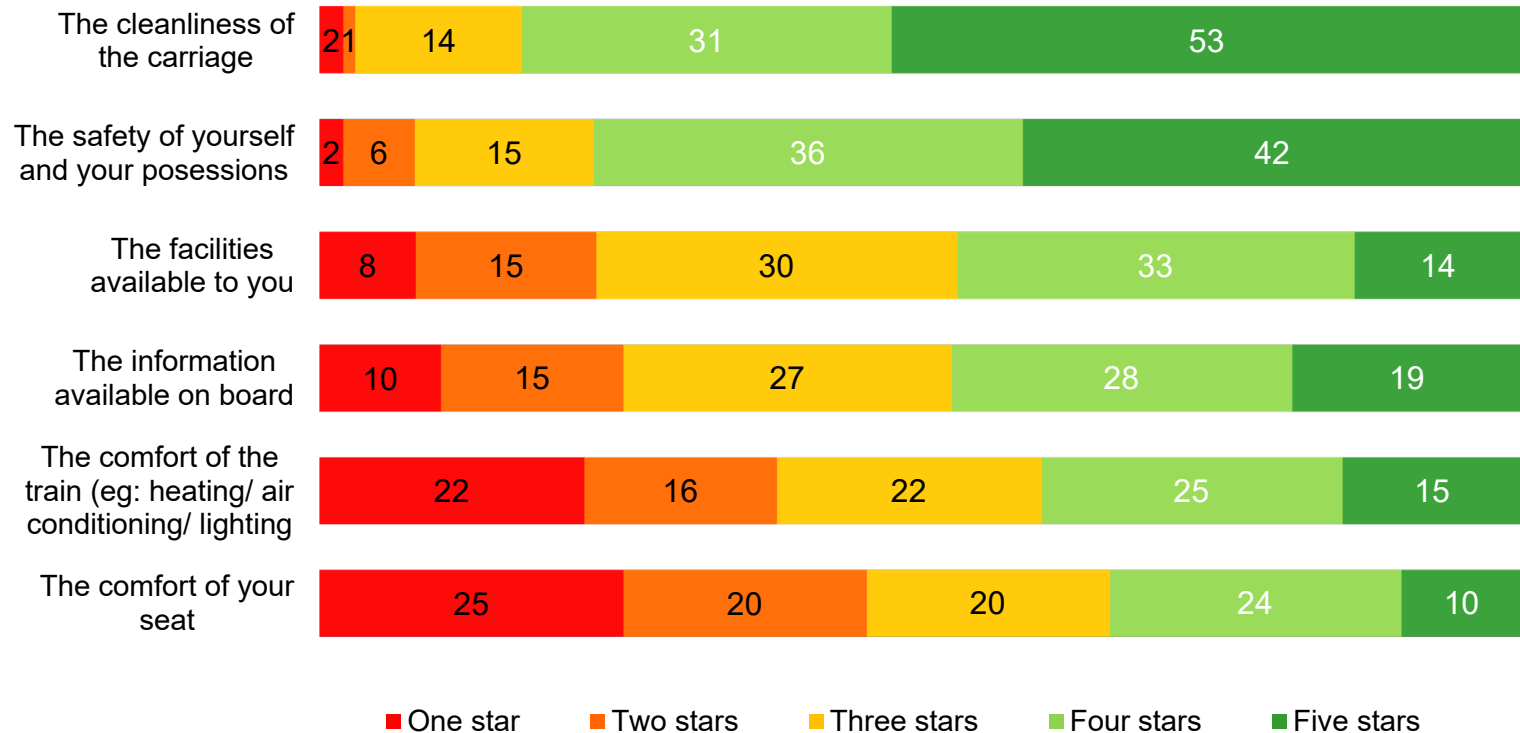
I struggled once on the train to find the lounge car. Some signage or info on the screens would have been useful, just to say 'this way'.

The water pressure [of the shower] is low and the tap is a timed tap (I understand why) but it would be useful if the water could stay on longer before it automatically turns off and you need to turn it on again. The shower space is limited hence it isn't so easy to keep pushing the tap button! Finally the drainage of the shower isn't so good. When the train is stationary the water drains ok, but when the train is moving/ accelerating the water tends to not drain so well as it gets moved to the side of the floor where the drain isn't!

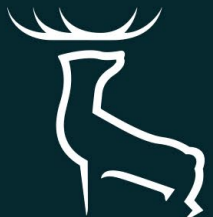
Q17d. You gave just a single/two stars for the facilities available / information provided / comfort of the room / cleanliness of the room / personal safety and security of your possessions / bedlinen / comfort of the bed / towels and toiletries / toilets / shower, what should Caledonian Sleeper do to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



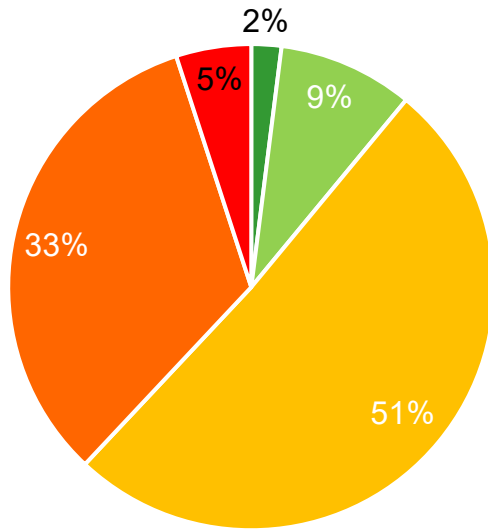
Rating of on-board features among seated guests



Q19. How many stars do you give the Caledonian Sleeper for..?
Base: All seated guests (197)

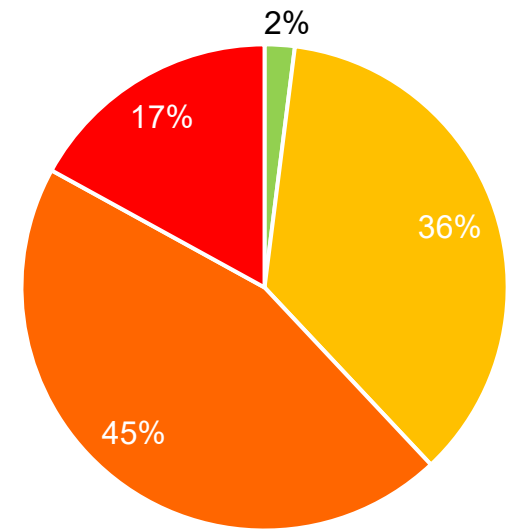


Quality of sleep



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 (652), seated guests (197)



Improving quality of sleep – customer comments

Probably not much. The rail on most of the journey is terrible bouncing from side to side, up and down, squealing and squeaking. There are a few sections of what must be new rail as they were so smooth I thought we'd stopped. Also it seems to stop at some point during the night and then start again with bangs and crunches to accompany it, presumably as the journey isn't far enough to take the full 7 (or 9!) hours. Not sure there is much you can do about the rail or the length of the country.

Nothing that the staff could have done, they were very good, the problem is with the carriage bogies, something needs to be done to those to improve the ride. It felt as if the carriage was being run on hexagonal wheels, I could feel every bump and jolt and there seemed to be continuous vibration in the cabin.

Better quality earplugs would have helped to block out the noise of the air conditioner. I was unlucky with my mattress which was very uncomfortable, compared with my mum's in the next room.

Being able to adjust room temperature more would have helped. We didn't notice the temperature control on arrival and went straight for dinner in Club Room. Perhaps we could have turned it down immediately which might have helped.

On this particular train the aircon was very noisy. The lighting level is too high at night. I don't know if the staff could do anything about these.

The ride quality and noise were awful. The seats are very firm. There is good leg room. Blankets and a cushion would be nice....the lighting was also bright.

I was cold, even when I put a down jacket on and a towel covering me. The seat was also impossible to get comfortable in.

Removing the ladder to the upper bunk.

As mentioned, I think the comfort of the mattress would make a difference. Slightly wider would have made it easier to turn in the night. The noise and movement of the train was a bit unsettling, but not much I think you can do about that.

I don't think anyone could have done anything to improve the quality of my sleep. I found I was a light sleeper on board. The nature of the line can't be made any different.

Dimmed lights, turned off air conditioning/heating, encouraged passengers to be quiet after leaving Euston.

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



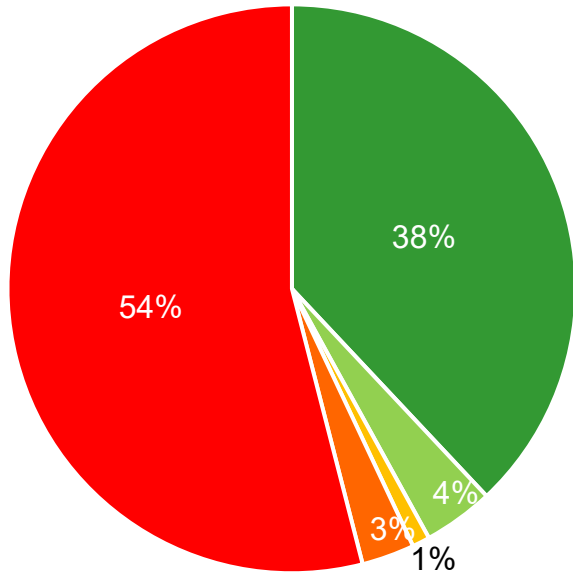
Caledonian Sleeper

Club car and catering



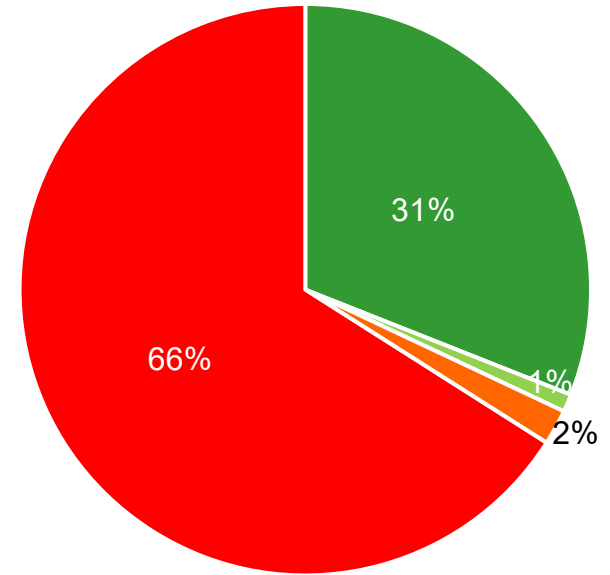
CALEDONIAN
SLEEPER

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

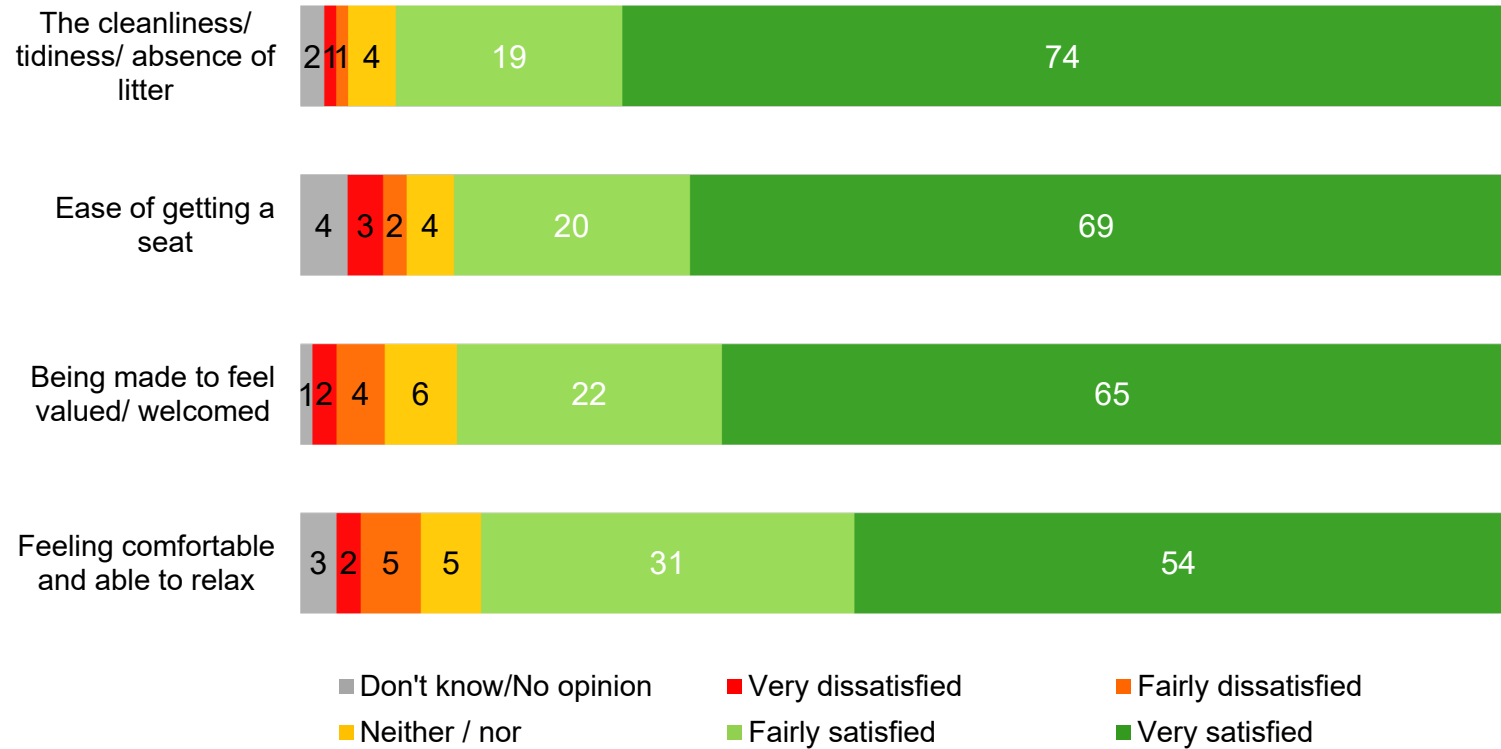


Morning Use

Q22a/b. Thinking about the evening/morning of your trip on the Caledonian Sleeper, did you visit the Club Car?
Base: All (652)



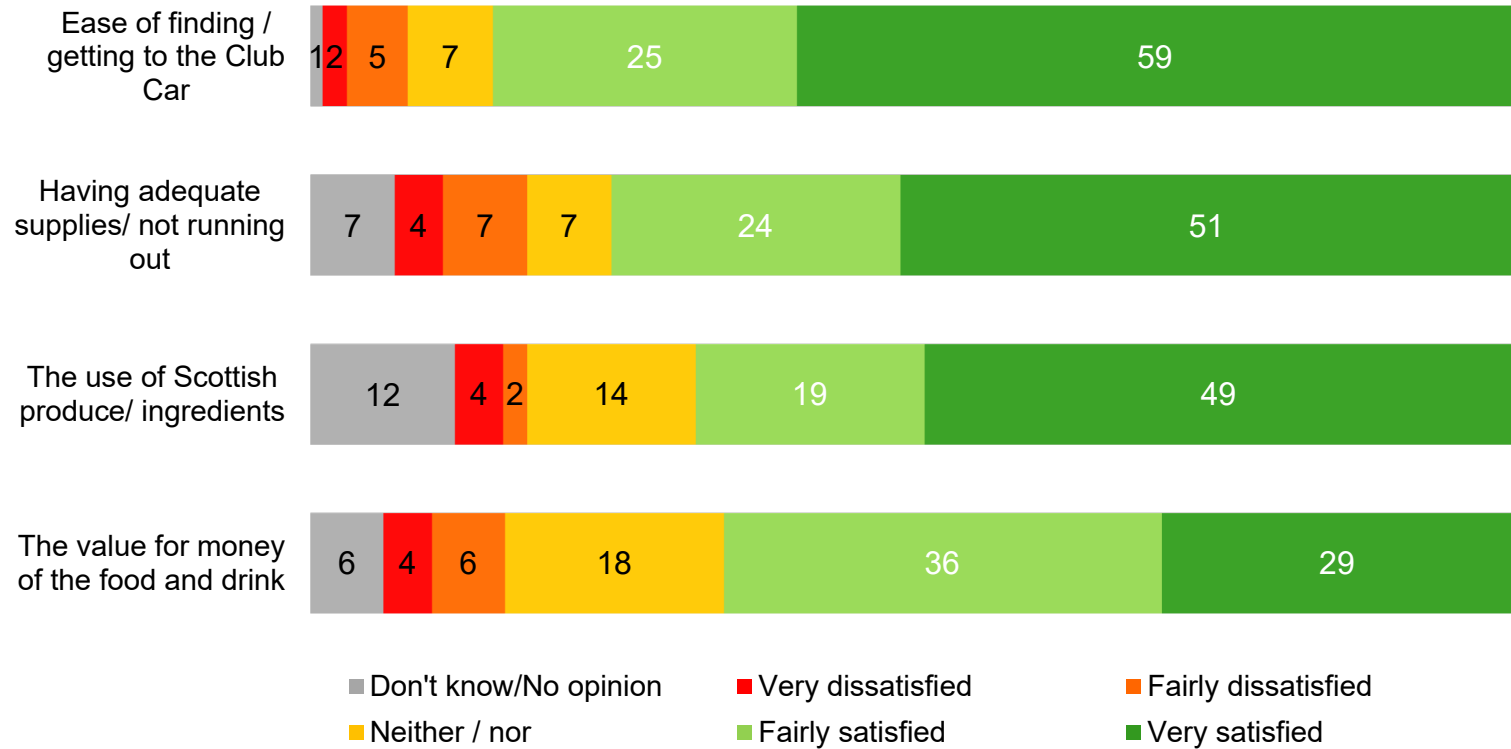
Satisfaction with features of the Lounge Car – top 4



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 (333)



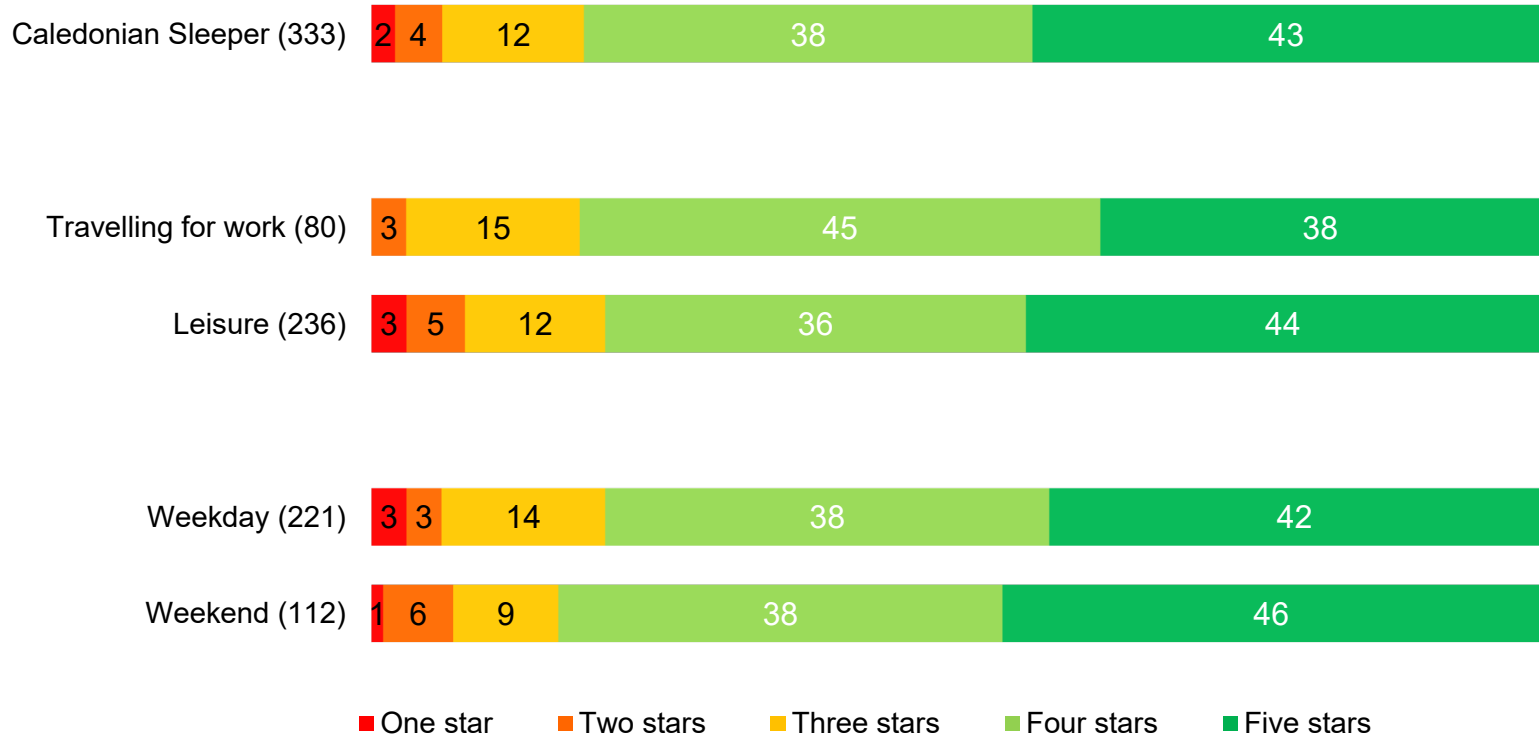
Satisfaction with features of the Club Car – bottom 4



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 (333)



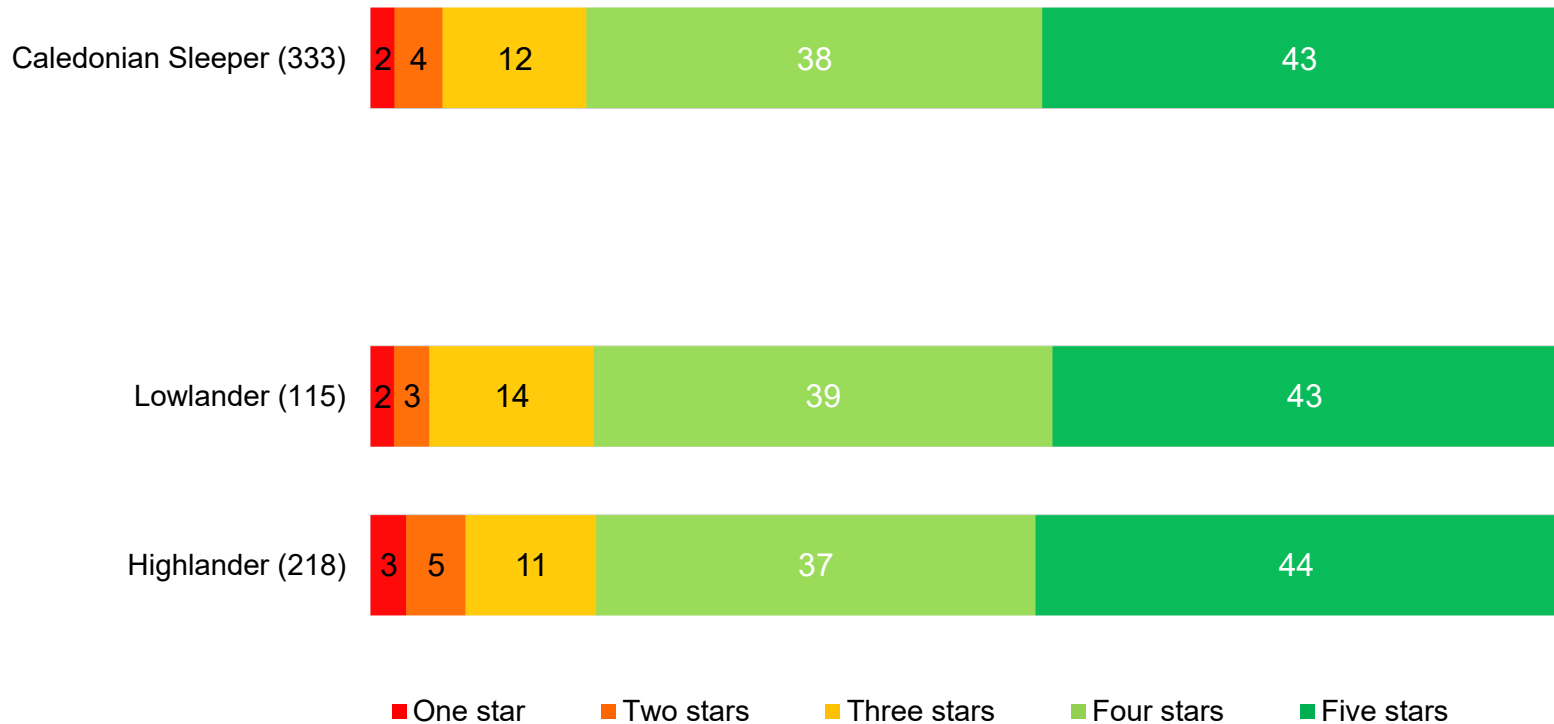
Overall rating of Club Car by passenger group



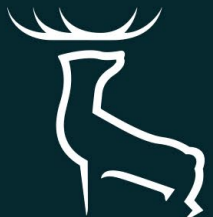
Q24a. How many stars overall do you give the Club Car on the Caledonian Sleeper?
 Base: All users of the Club Car (in brackets above).



Overall rating of Club Car by route



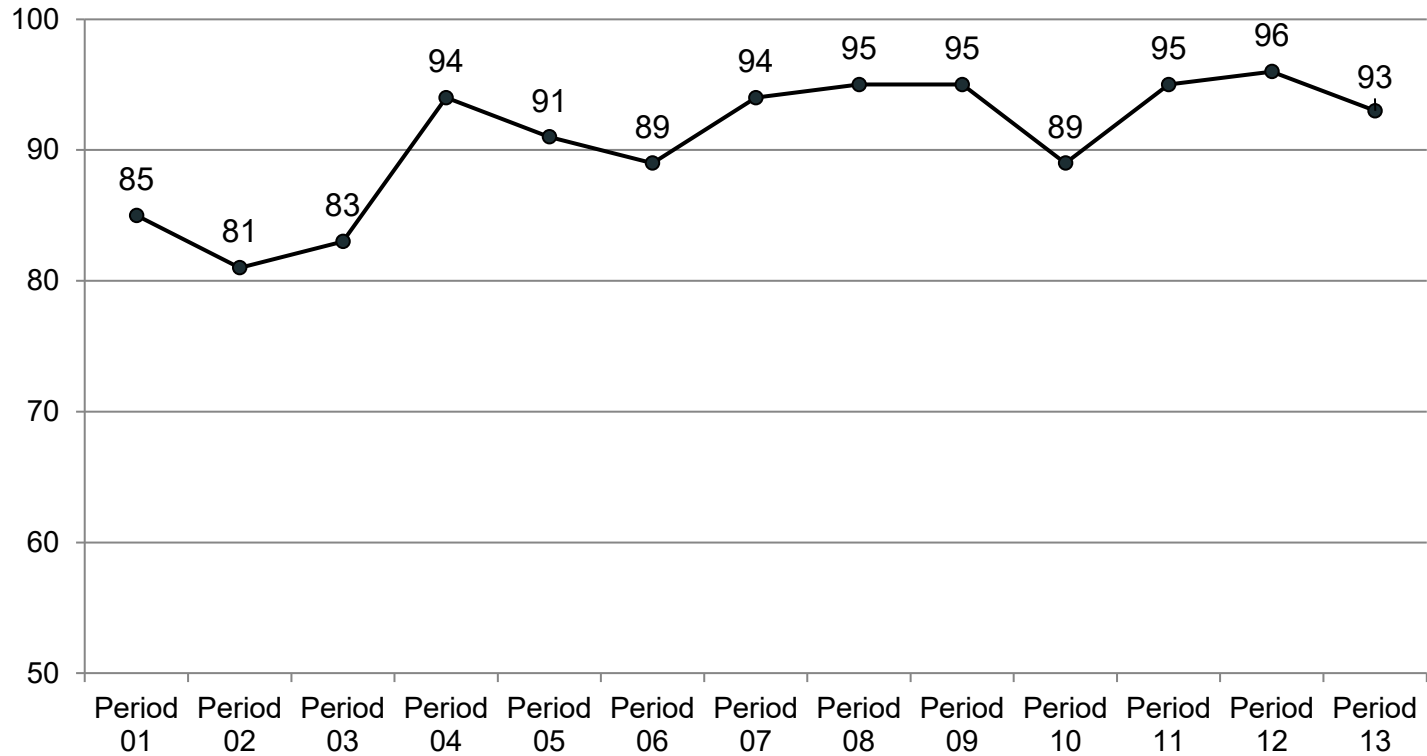
Q24a. How many stars overall do you give the Club Car on the Caledonian Sleeper?
Base: All users of the Club Car (in brackets above).



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

Uncomfortable seating and generally lifeless. More like being at a funeral. Microwaved food also a disappointment. Eating on a train used to be an experience. Did not expect food to be out of a microwave packet.

Get rid of the branding on the windows. Branding on some of the windows obscures the view which is absolutely absurd as I am sure that many people like me make the journey for the scenery. Unfortunately people responsible for that sort of thing seem to be more concerned about corporate image than the people travelling on the service, they are very out of touch.

Staff were great, food and drinks were great, ambiance was a little too much like a canteen for my personal taste.

Inadequate choice due to most items being sold out on the previous trip. Very poor management.

Better options for vegan and veggie.

Make it less segregated and make the lighting more ambient? Table lights in the tables as before.

The Club car always gets crowded as the number of people wanting to use it is greater than the available seats, therefore you are always a bit self conscious of others that are stood waiting for a seat. The trick is to arrive at Euston early, board the train as soon as it is advertised and then decamp to the club car. This is the only way to guarantee a seat, but it does make the experience less relaxing.

The design of the seating is uncomfortable especially compared with the old club cars. The seating needs to be redesigned if the vibe is relaxed and unwilling. Transfers that cover part of window is also very irritating as they obscure the view.

The staff had a lot to do and it was very busy. Could do with more staff at beginning of the journey. We went straight away but those arriving afterwards couldn't get a seat.

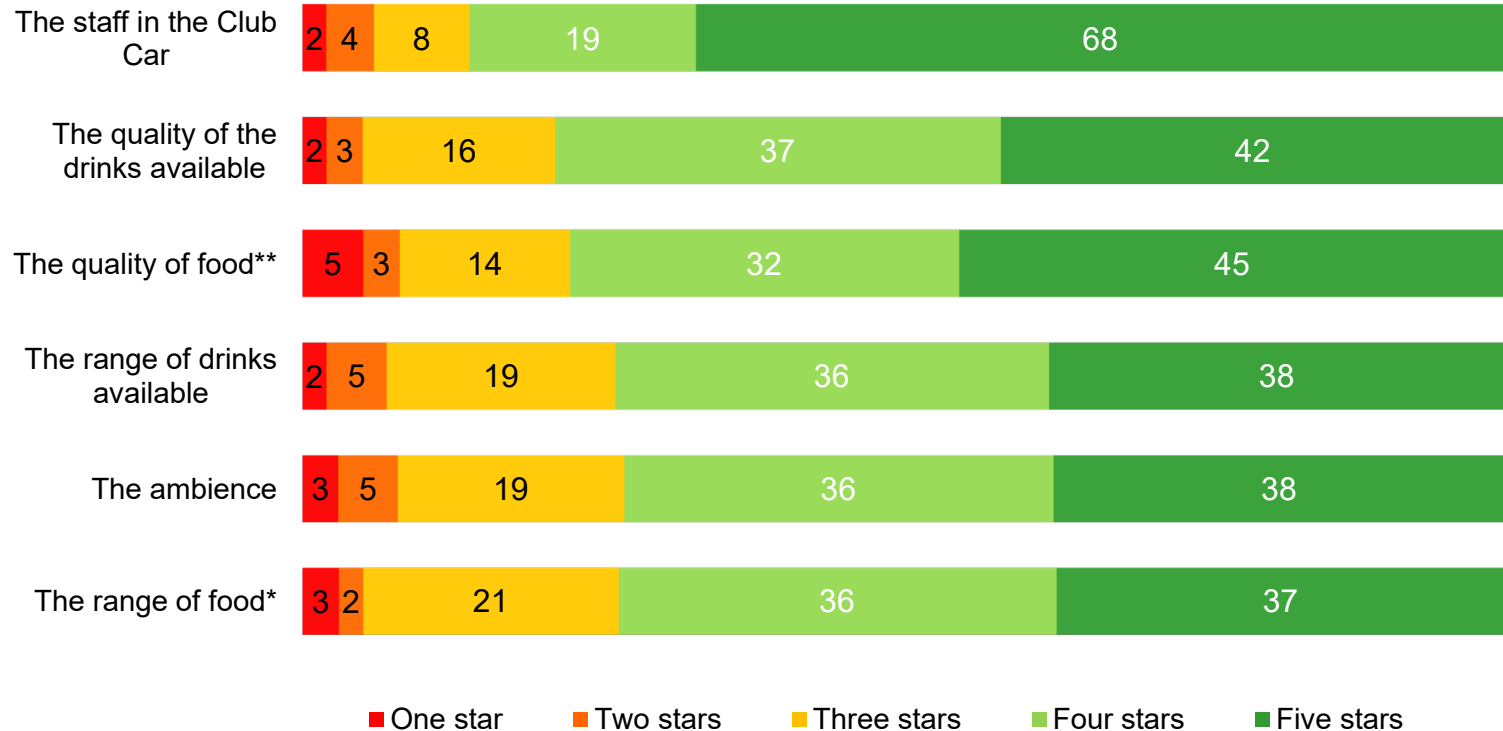
Staff was overwhelmed; not all menu items were available. And food that was available was pretty terrible.

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 (333), *those who looked at the menu (209), **those who ate a meal (146)



Rating of features of the Club Car – customer comments

Again this comment relates to expectations, the experience of the club car is sold on your website as one of luxury and exclusivity; there was nothing particularly wrong with the club car but it didn't feel luxurious. I heard other diners saying they preferred the old dining car and a staff member agreed, so maybe the new one was a cost-down version or perhaps had to meet more stringent safety requirements which left it feeling less homely?

The food selection is subpar. Much of it is very carbohydrate heavy, unimaginative and portions are woefully small. A child travelled with us on one occasion and was unsatisfied by the portion of the main course and the cheese board. Improve portion size, improve range of ingredients, reduce the level of carbohydrates and increase the protein content as well as providing vegetable side dishes.

The old club car had individual seats and small tables. The new car feels much more like a diner rather than a restaurant. The crockery has certainly improved but it would be better to make it feel like fine dining (tables even with paper table cloths) rather than a diner with bench seating.

Include non-dairy options for hot chocolate and coffee. Include more 'adult' soft drinks e.g. Kombucha or less sugary fizzy drinks

I was irritated that the wine by the glass was mostly new world wine, when our European neighbours have great wines. In an attempt to source produce closer to hand (and not shipped across the world), it would be good to have mainly (or all) French/Italian/Spanish wines.

Evening Food was bland and meat in beef stew was very chewing. Scottish Breakfast on the outward trip was inedible. It had been overcooked and obviously left on a hot plate despite booking time slot. Return breakfast didn't fare much better - it appeared to be fresher but some items were over cooked and inedible

Staff are efficient, but not particularly friendly.

Staff acted as if it was just a job. Not really the welcome for a premium product that I expected.

There were quite a few drinks on the menu but apparently only 1 type of beer and 1 type of wine had been loaded on that night's train.

Better coffee. I only attended for breakfast but the coffee could be much better. There is no reason why a proper coffee machine or at least a espresso machine couldn't be fitted onboard the club car, even if filter coffee is used elsewhere in the train.

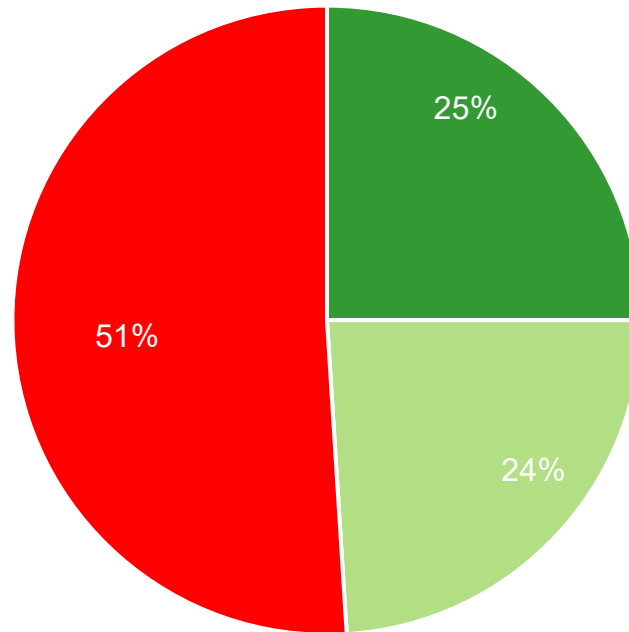
More vegan options

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 2022/23 %

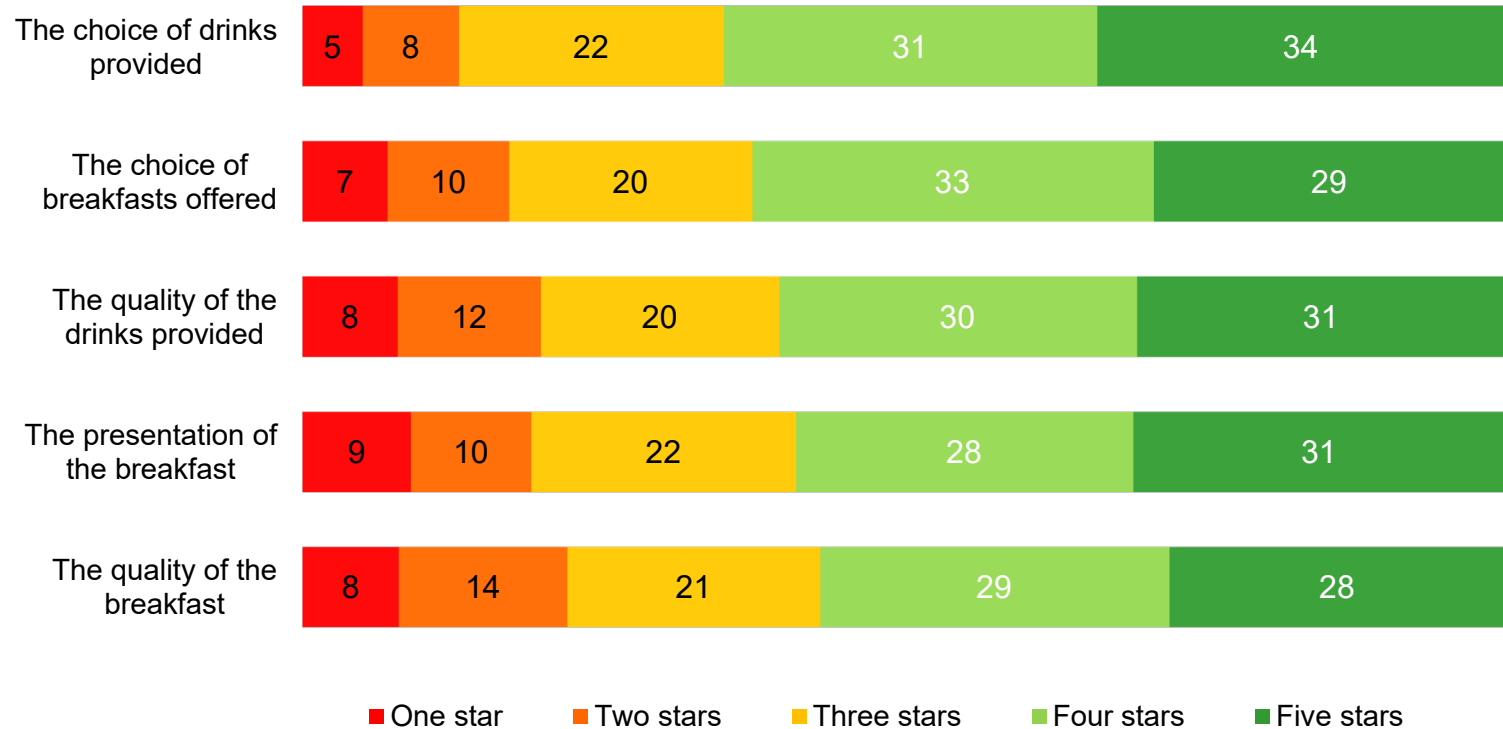


■ Yes - in my room ■ Yes - in the Club Car ■ No

Q25a. Did you eat a Caledonian Sleeper Breakfast on the train?
Base: All (849)



Rating of features of breakfast



Q25b. How many stars would you give for..?
Base: All eating a Caledonian Sleeper breakfast on the train (417)



Rating of features of the breakfast – customer comments

It should be possible to offer considerably more choice AND quality. Freshly cooked eggs and toast would be good. Good that there was a vegan choice (though it was not as expected given the description). Oddly the cereal bar provided was not vegan; so potentially wasted.

More vegan options - especially a full vegan breakfast.

You made a big deal in the marketing material and the menu of the quality of the food. It did not live up to this. The Breakfast was mediocre at best.

A paper bag with a dry bap containing excessively salty bacon was just depressing. You should offer wholemeal bread, crispy low salt bacon with a fried egg and some tomatoes would be an improvement.

The cooked breakfasts are always far too dry. They're obviously cooked in their bags as opposed to being cooked in a normal manner and then packaged for delivery to the rooms. I know this isn't easy and everyone probably wants to eat at the same time however it's always been the worst part of your overall package.

[The breakfast] was delivered in a cardboard takeaway container. A tray with it set out nicely would have been nice. Gives the price of the tickets I expected a more refined experience.

I filled out a pre-order card within 5 mins of boarding and handed it to staff in the club car - when we arrived for breakfast we were told that they only had one of our choices available - not sure what the purpose of pre-ordering is if it won't be met anyway.

Offer more choice, not just a single solitary cup of tea or coffee. It would have been nice to have been offered a cold drink too.

I thought the coffee would have been pre-made but instead I got a cup of hot water to pour in a sachet of instant coffee into.

No decaf tea or roobois tea on offer. Please improve this. Why do you offer decaf coffee, but not decaf tea ?

Provide better coffee - Again, I know this is a train, but I feel the coffee and cup that it comes in lets your brand down. This should be a real mug/cup not cardboard takeaway when sitting in the club car.

Perhaps present it in some form of box rather than a rolled up bag in another bag.

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?



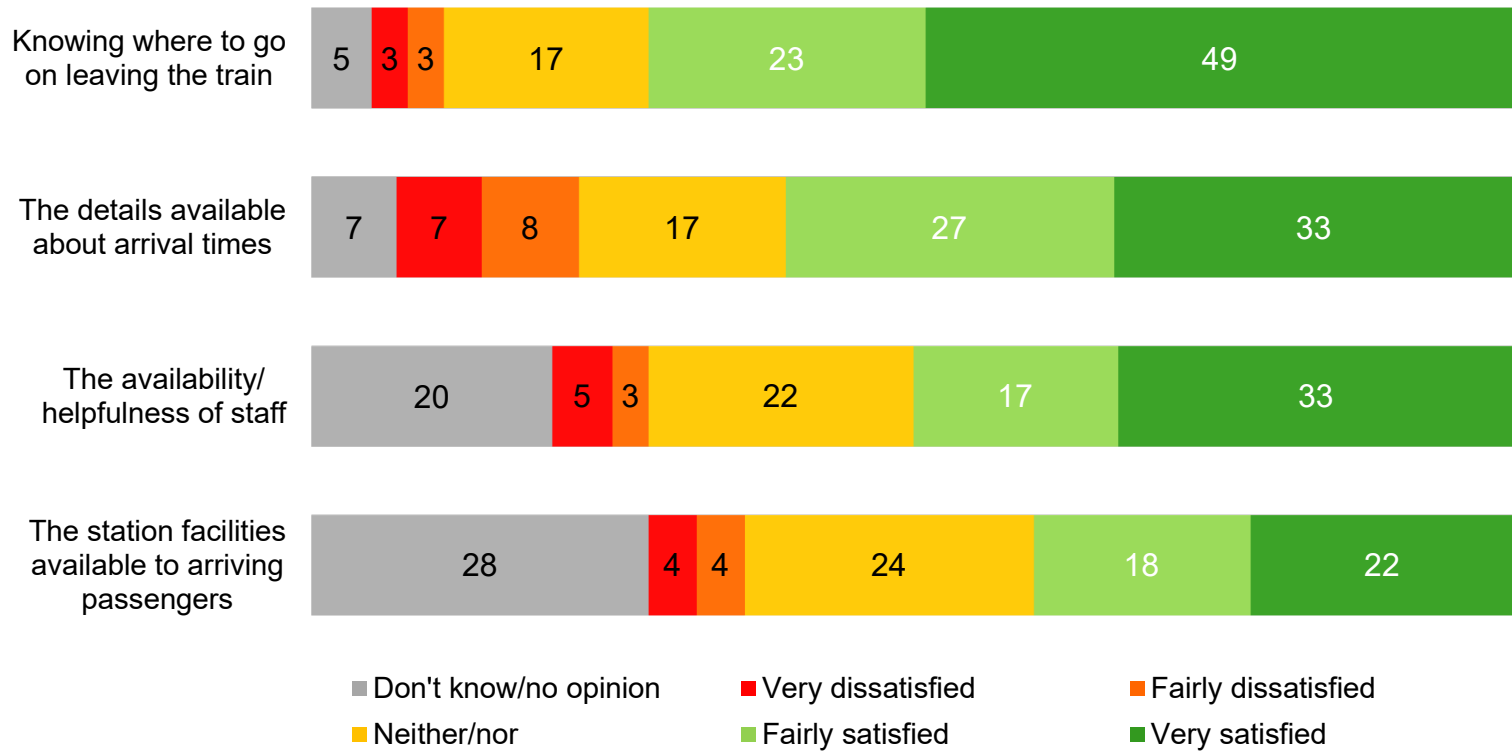
Caledonian Sleeper

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 (849)



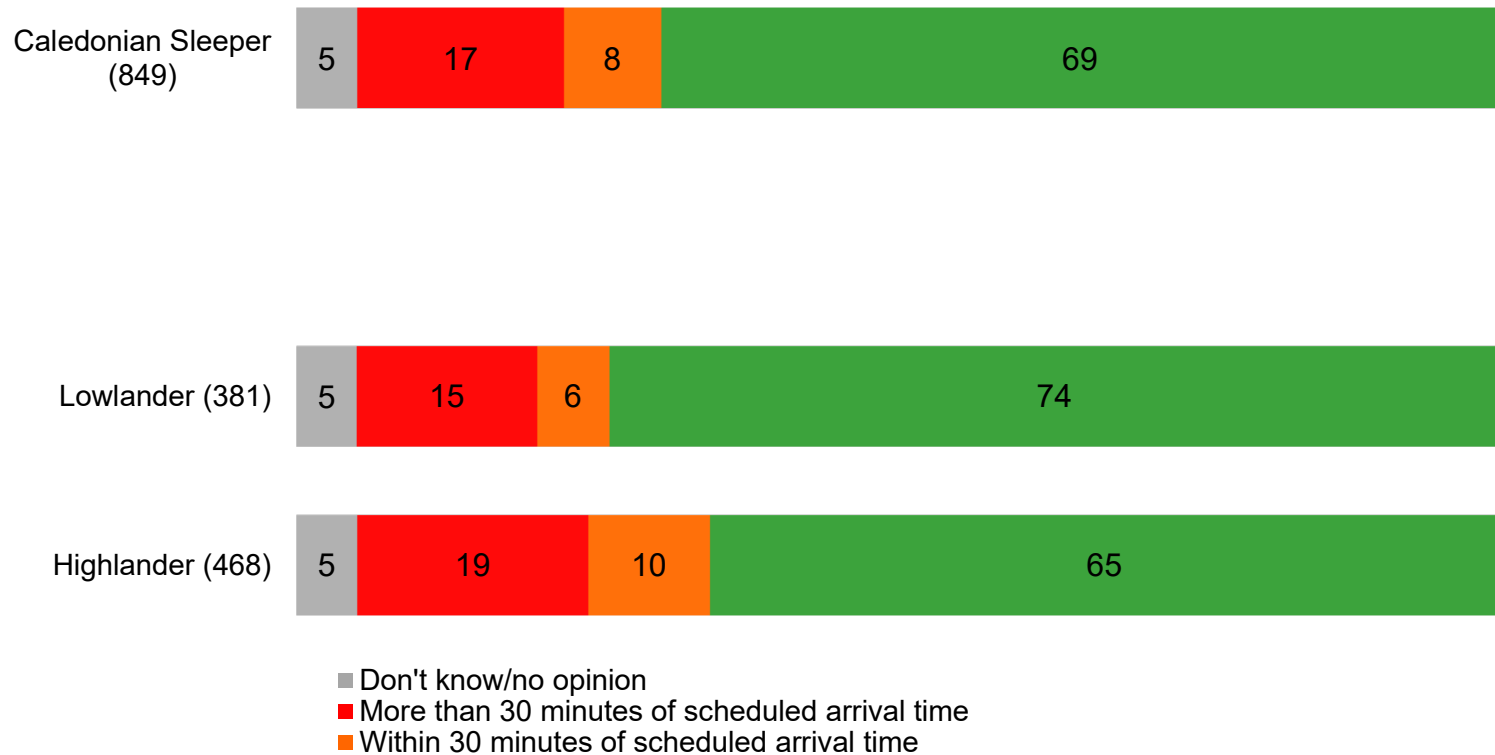
Caledonian Sleeper

Delay



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Punctuality of service by route



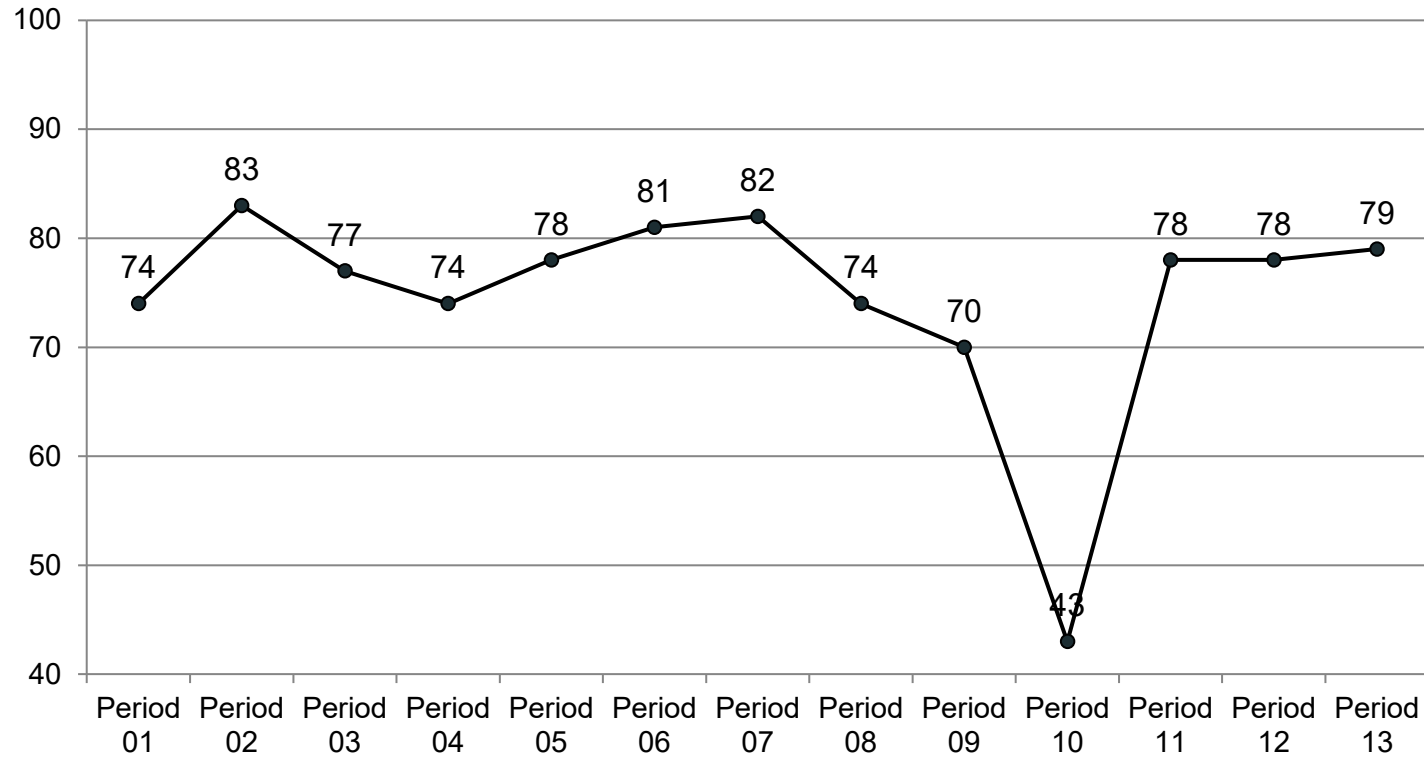
Q27a. Did your train arrive on time?
Base: in brackets above



Punctuality of service - trend

Rating of experience

Trend: On time or early



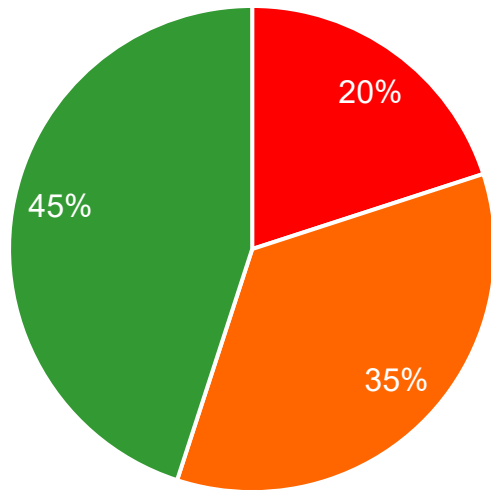
Q27a Did your train arrive on time?



Impact of delay

Quarter 4 2022/23 %

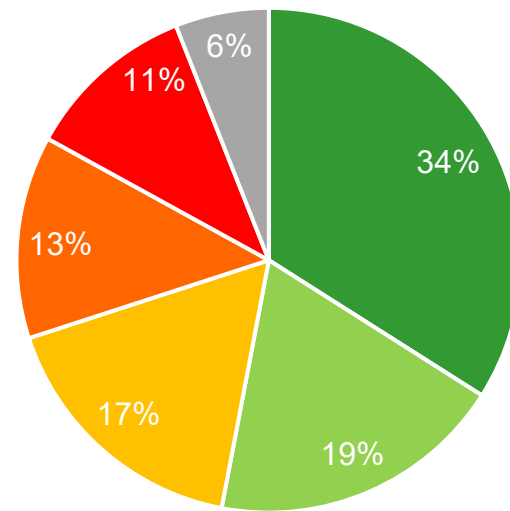
- Yes, it was a serious inconvenience
- Yes, it was a minor inconvenience
- No, it did not inconvenience me



Impact of the delay

Q27b. Did this affect your plans for the day?
Base: All who experienced a delay (216)

- 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 (216)



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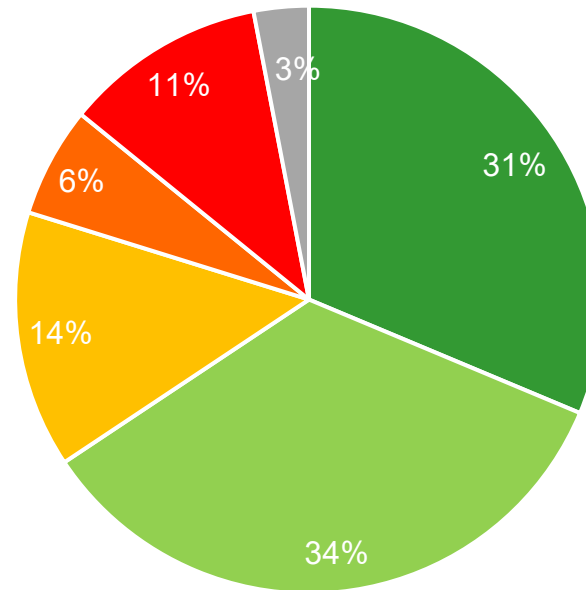
Facilities for those with a disability or illness



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Satisfaction that Caledonian Sleeper provides a service suitable to needs

Quarter 4 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 (35*) *Caution – low base



Providing a service suitable to needs – customer comments

The room was fine. Having a broken toilet was highly inconvenient and my Mum ended up not going and once we reached Scotland then needed up with urine complications and being unwell. This was down to her not using the toilet all night. Also the passenger assist was booked but not provided at either London or Edinburgh. The team did their best when we turned up and asked the CS staff.

You don't allow discounts for disabled travellers on the tip ticket tier. You made a decision to do that and none of your staff can explain why - all they have said is you made the decision to not allow discounting. This is unfair and goes against any other ticketing on trains.

Have staff to assist with luggage, baggage trolley at gates as train is very long, staff to assist with luggage to room as corridor is too narrow, detachable ladder for ease of movement into bunk, place for luggage under bunk

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>849</i> <i>%</i>	<i>Sample size</i>	<i>849</i> <i>%</i>	<i>Sample size</i>	<i>849</i> <i>%</i>
Age		Journey Purpose		Disability or Illness	
16-34	16	Travelling for work	29	None	94
35-54	43	Company business	21	Vision	>1
55+	38	Personal Business	4	Hearing	>1
Not stated	3	Regular travel between home and workplace	4	Mobility	2
Gender		Leisure	67	Hidden disability	1
Male	50	Visiting friends/ relatives	28	Speech or language impairment	-
Female	48	Holiday/ short break	36	Mental health	>1
Not stated	2	Attending a sporting/ musical/ theatrical/ charity event	3	Other	>1
Working status		Other	4		
Full time	65				
Part time	13				
Not working	2				
Retired	14				
Student	2				
Not stated	4				
Residence					
UK	87				
Non-UK	13				



Sample profile – journey details

<i>Sample size</i>	<i>849 %</i>	<i>Sample size</i>	<i>849 %</i>	<i>Sample size</i>	<i>849 %</i>
<u>Travelling party</u>		<u>Return journey mode</u> (those making outward journey)		<u>Travel to departure station</u>	
Alone	56	Caledonian Sleeper	42	Train	30
With a business colleagues(s)	1	Daytime train	28	Underground/ Tram/ Subway	24
With family (adults only)	27	Plane	19	Bus/ Coach	9
With family (adults/children)	13	Coach	1	Taxi	14
With friends	4	Own Car	2	Own car/ Dropped off	14
<u>Accommodation</u>		Hire car	-	Hire car	4
Seat	23	Other	5	On foot	21
Room	34	Don't know	4	Bicycle	1
En-suite room (with shower)	43	<u>Outward journey mode</u> (those making return journey)		Other	1
<u>Journey direction</u>		Caledonian Sleeper	54	<u>Travel from arrival station</u>	
Outward	60	Daytime train	30	Train	27
Return	40	Plane	13	Underground/ Tram/ Subway	22
One way	-	Coach	2	Bus/ Coach	10
		Own Car	1	Taxi	15
		Hire car	1	Own car/ Dropped off	12
		Other	1	Hire car	4
				On foot	24
				Bicycle	1
				Other	3



Sample profile – journey details

<i>Sample size</i>	<i>849 %</i>	<i>Sample size</i>	<i>849 %</i>	<i>Sample size</i>	<i>849 %</i>
<u>Service Day</u>		<u>Accommodation type</u>		<u>Transaction value</u>	
Weekday	66	1 st class	43	£0-£49.99	7
Weekend	34	Standard	34	£50-£99.99	17
<u>Direction</u>		<u>Party size</u>		<u>Transaction value by quest</u>	
Northbound	53	Seated	24	£100-£149.99	6
Southbound	47	Single traveller	59	£150-£199.99	17
<u>Train Type</u>		<u>Party size</u>		<u>Transaction value by quest</u>	
Highlander	55	Two people	32	£200-£249.99	16
Lowlander	45	Three or more people	9	£250-£299.99	16
<u>Crew</u>				<u>Transaction value by quest</u>	
Aberdeen	6			£300 or more	20
Edinburgh	14			£0-£49.99	11
Fort William	6			£50-£99.99	24
Glasgow	10			£100-£149.99	19
Inverness	15			£150-£199.99	19
London	50			£200-£249.99	26



Sample profile – journey details

<i>Sample size</i>	<i>849 %</i>	<i>Sample size</i>	<i>849 %</i>	<i>Sample size</i>	<i>640 %</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	10	12 or more	(541) 6	More than 20 years ago	28
4-11	26	4-11	21	15-19 years ago	7
2-3	28	2-3	33	10-14 years ago	10
First journey in last 12 months	25	1 Journey	29	5-9 years ago	12
First ever journey	10	None	12	3-4 years ago	7
Have never made a journey between Scotland and the London area	2			In the last 1-2 years	36



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 10, 11, 12 and 13. **Fieldwork for quarter 4 2022/23 took place between 14 December 2022 and 18 April 2023.** This covered journeys made between 11 December and 31 March 2023.

849 questionnaires were completed in total.



Caledonian Sleeper

Quarterly Report

Quarter 4, 2022/23

Rail periods 10, 11, 12 and 13



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