

Caledonian Sleeper Quarterly Report

Quarter 3, 2023/24

Rail Periods 07, 08, and 09



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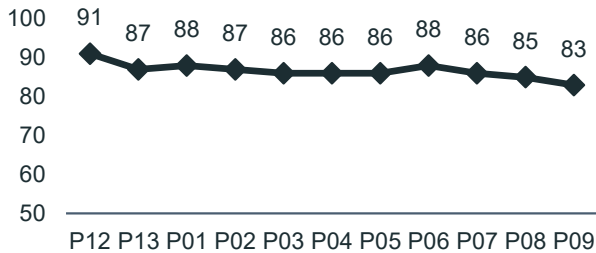
Caledonian Sleeper Passenger Satisfaction

Quarter 3: 17 September – 9 December 2023

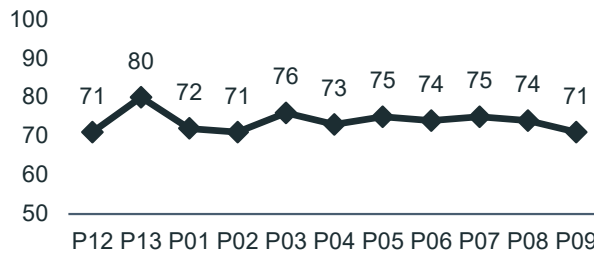
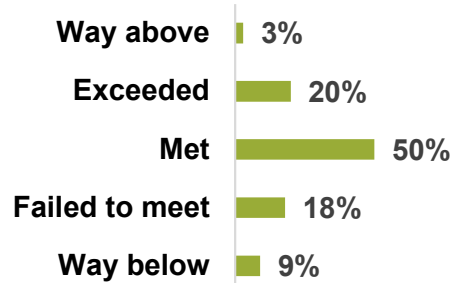
Overall journey experience



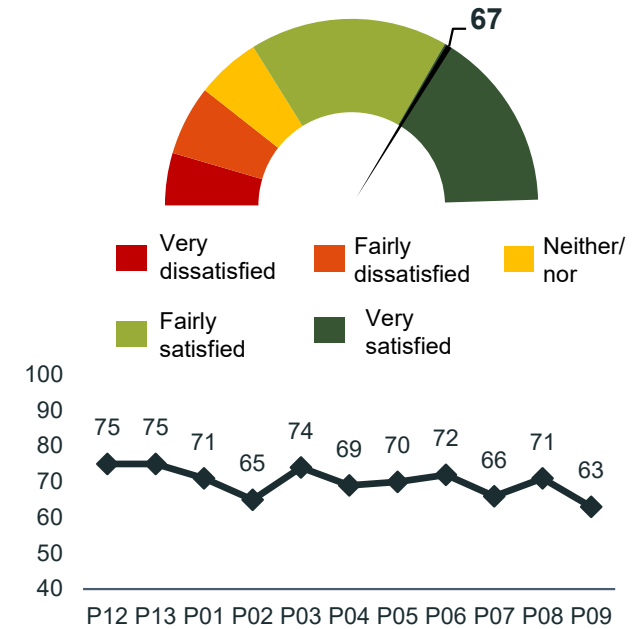
Ave – 3.6



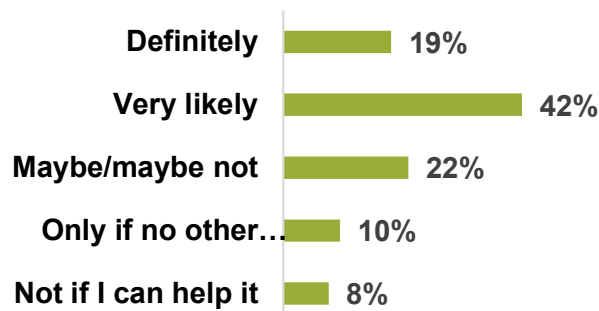
Expectation



Overall satisfaction



Likelihood of future use



Net Promoter Score

10



	Lowlander	Highlander
Journey experience	87%	83%
Met / Above expectation	73%	73%
Overall satisfaction	66%	68%
Net Promoter Score	3%	16%
Future Use	58%	63%

Sample size: 601 (Lowlander 279, Highlander 322)



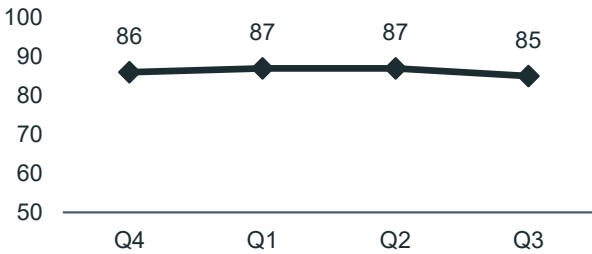
Caledonian Sleeper Passenger Satisfaction

Quarter 3: 17 September – 9 December 2023

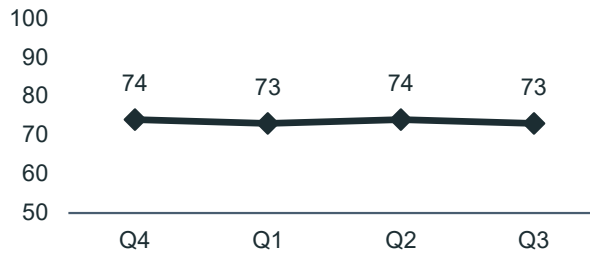
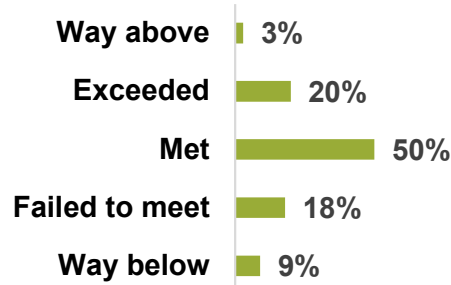
Overall journey experience



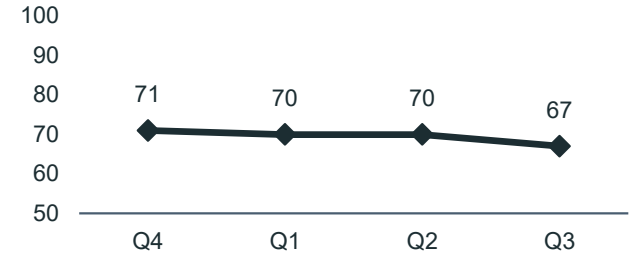
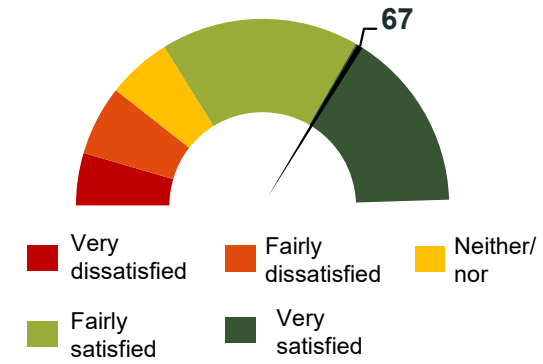
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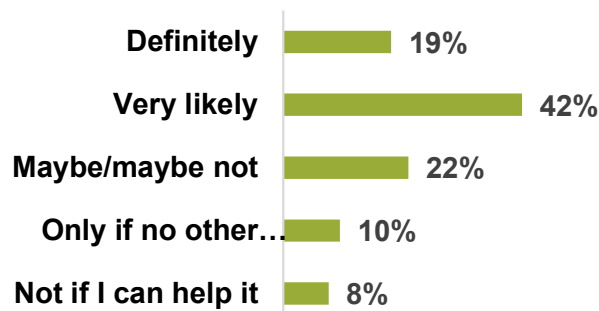
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Caledonian Sleeper Passenger Satisfaction

Quarter 3: 17 September – 9 December 2023

Expectations of the journey

Top five:

- 54% Looking forward to the experience
- 41% Sufficiently well informed about the journey ahead
- 33% Relaxed
- 30% Looking forward to bed
- 30% Not expecting a good night's sleep

Bottom five:

- 8% Worried we might be late
- 7% Concerned I might have someone sharing my room/in the next seat
- 6% Concerned about other passengers' possible bad behaviour
- 5% Anxious or nervous
- 5% Anticipating a sociable evening

Journey experience

(% 3 - 5 star rating)

89% Experience overall

Making me feel...

- 89% welcomed
- 84% looked after
- 84% relaxed
- 80% comfortable
- 68% I had a good night's sleep
- 87% Room rating
- 89% Club Car rating

Summing up the experience

Top five:

- 44% Practical
- 39% Efficient
- 38% Functional
- 27% Relaxing
- 26% Memorable

Bottom five:

- 5% Chaotic
- 4% Distressing
- 2% Boring
- 1% World Class
- 1% Reviving

Sample size: 601



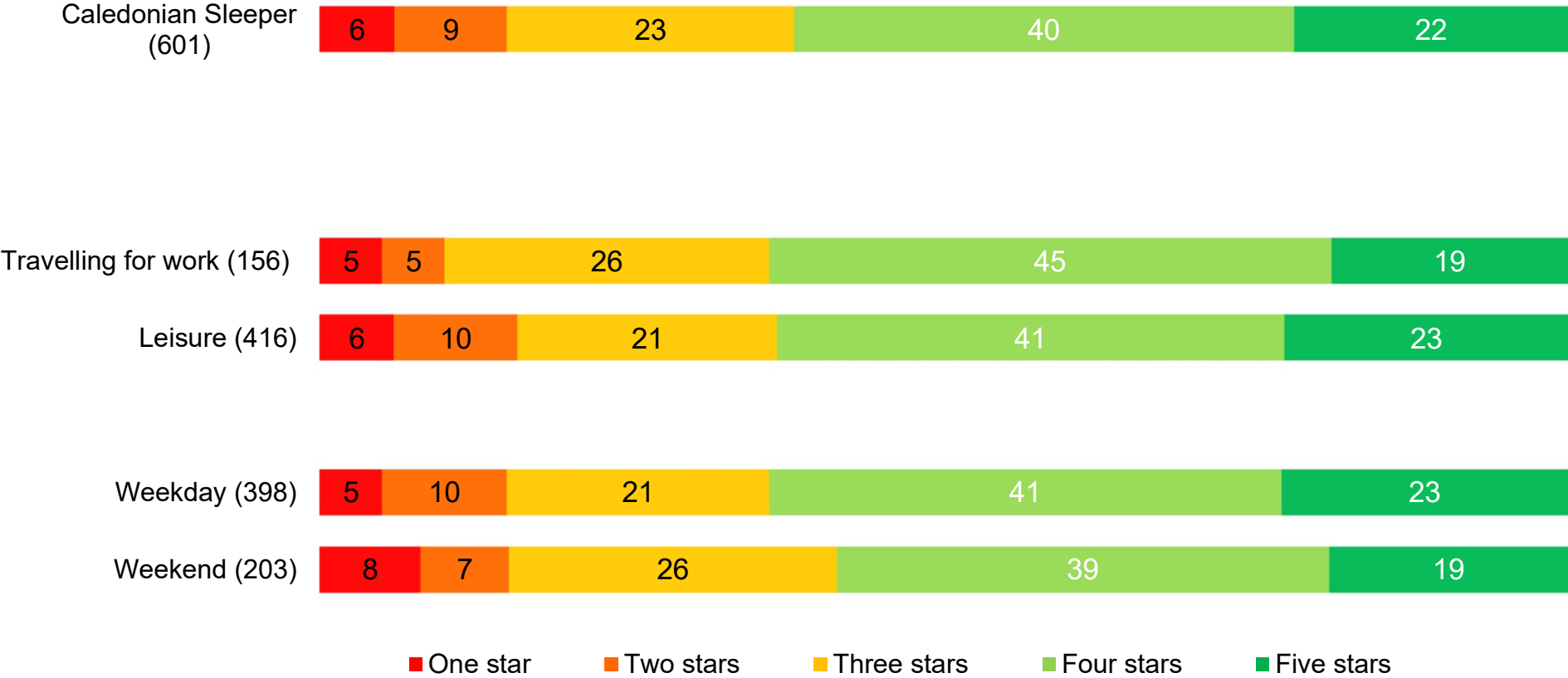
Caledonian Sleeper

On-board experience



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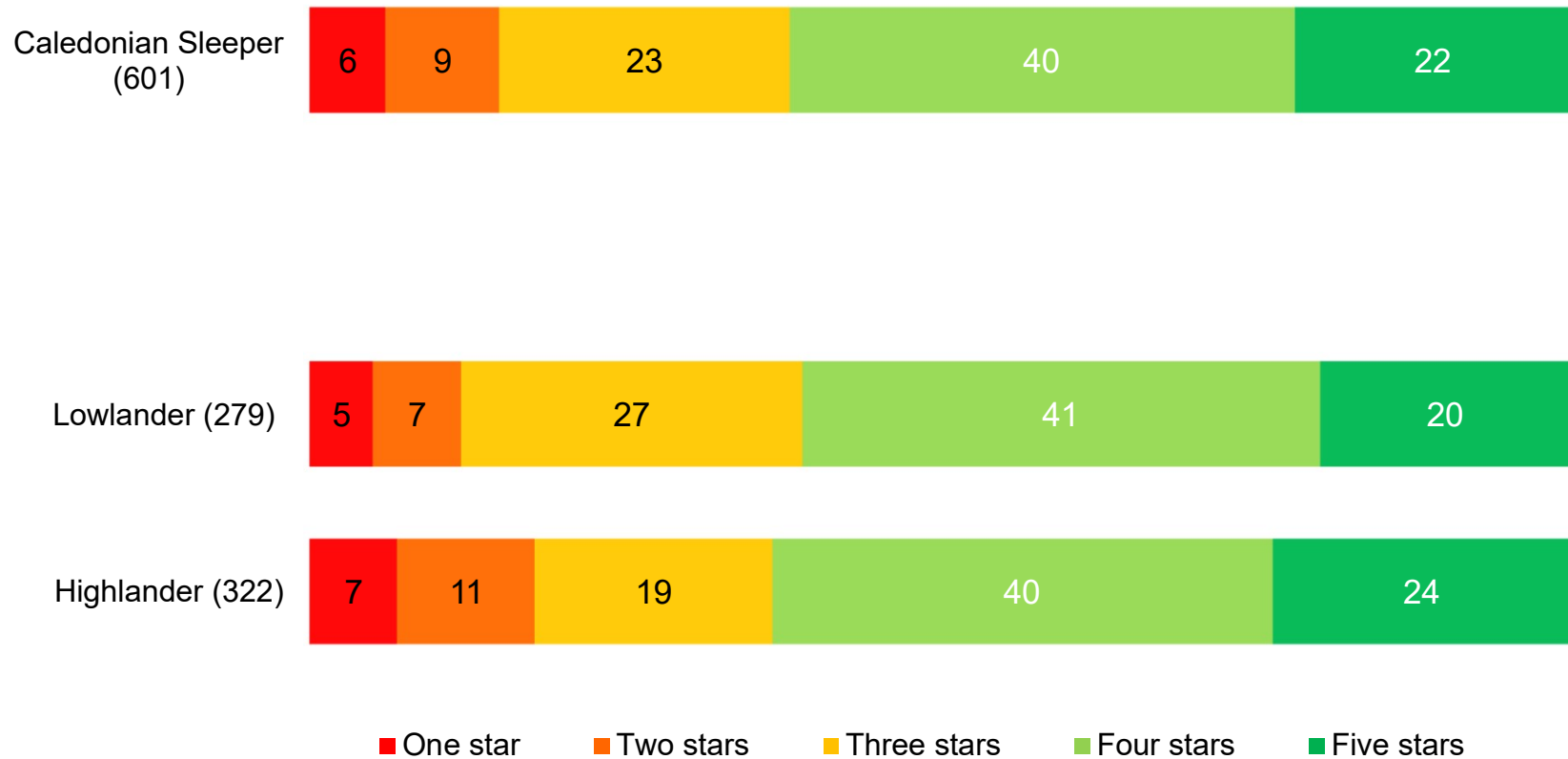
Overall rating of experience by passenger group



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



Overall rating of experience by route



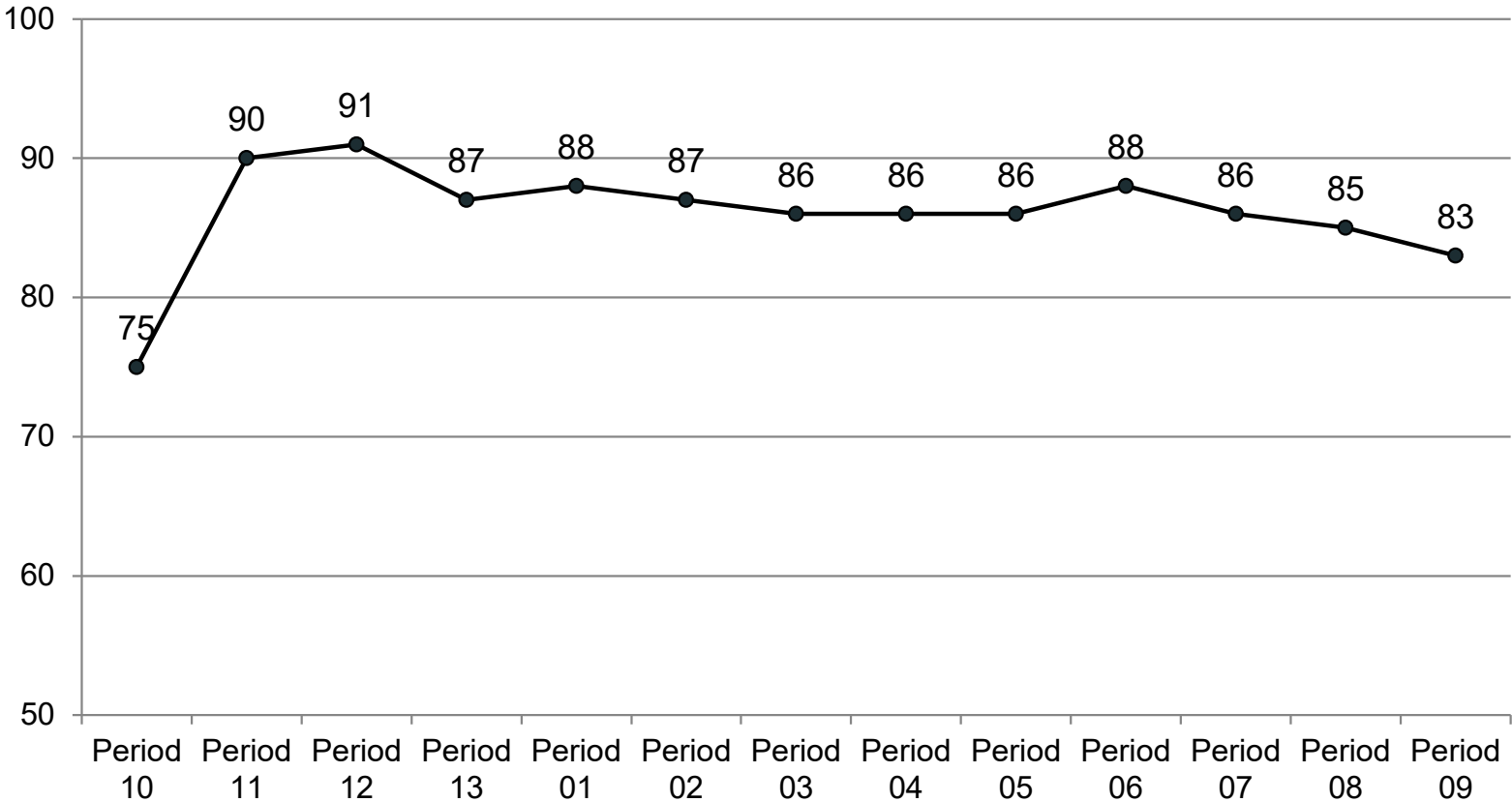
Q11a. How many stars do you give the Caledonian Sleeper for the experience overall?
Base: in brackets above



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

A warmer welcome. Friendlier lounge car staff. More visible staff at end of journey.

Look after its clients and try to meet their needs. The Staff were excellent under the circumstances. The Club car was closed as they had no hot water in the Galley.

In many other countries one can get a really luxurious experience on a train for the price we paid for Caledonian Sleeper. So I was disappointed in general, and I do not see how you can fix it.

*It was great. A highlight was how welcoming and friendly the Scottish crew were. Really made our evening. In contrast, the experience when we left was horrible. There was no announcement or other warning of arriving into London and then we were just shouted at nastily and told to get off the train, from two separate people. I don't know if the crew are tired, or stressed as they need to get the train away but being shouted at like that *two minutes* after arriving is not necessary and kinda ruined the trip. Everything about the trip was 5* other than this, which is why I have given 4**

Just to fix the little breakfast order hanging cards so it's clear if breakfast should be in the room or in the club car! This was very confusing since my club room was also in a train car which I understood then as a club car - so did others. Also it was great to try Seatfrog and get a cheap upgrade! Totally worth it for the nice new lounge in Euston, the en-suite toilet and shower and breakfast.

The water sloshing about in the roof tank was loud for the top bunk passenger. Directional signs to the lounge. Raise the lower bunk 3 inches for more luggage space. Waterproof container to keep toilet rolls from being dampened. Route map or advise that you can follow the train on Google maps. A free welcome coffee. Larger selection of whisky .. a bit expensive.

Ensure the food menu is available, not run out. Ensure the toilets work we ran out of water. Some staff were less than polite. Devise a system that does not book 40 people into breakfast at the same time when there are only 28 seats.

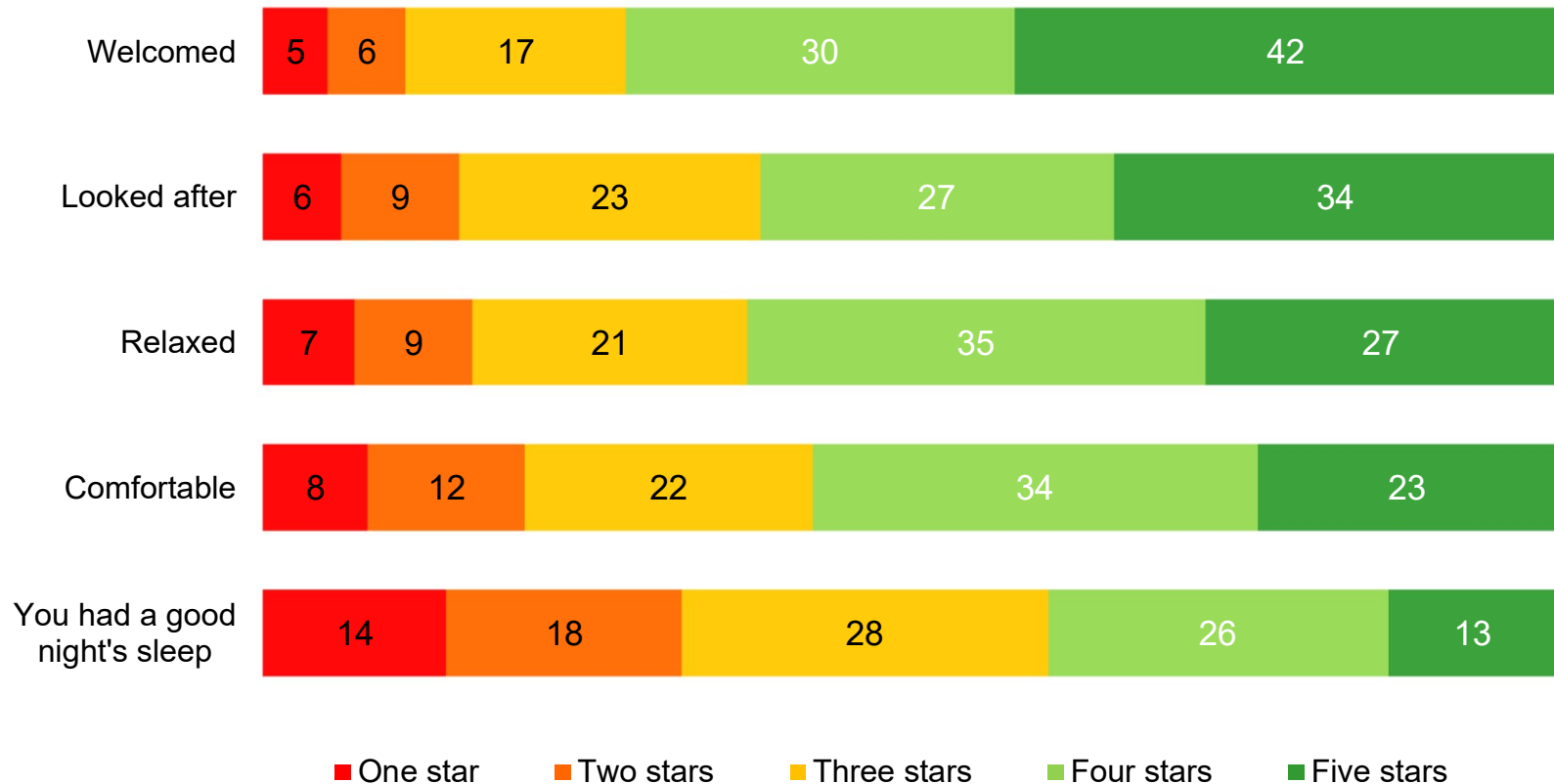
I feel like people who book a bed are made to feel a lot more special than people who book a seat. This was my first time travelling in a room and the guard was very welcoming, explained where to find everything and how to order breakfast. Previously when I travelled in a seat, there wasn't any information about how we could order breakfast, so when we went to find the cafe bit in the morning we were told we should have ordered beforehand.

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 (601)



Rating of features of the journey – customer comments

The host in the lounge in fort William was amazing - very welcoming. The staff on the train itself were not available/welcoming. They could do to follow the lounge host's style.

Staff on platform were welcoming, but I saw no staff on the train. It might be too labour-intensive, but a staff member could knock on cabin doors as the train leaves just to make sure passengers have what they need.

More comfortable seats for sleeping in. I am not an unusual size for a young woman, but the seat was not at all designed for someone of my shape. I was next to the window but couldn't rest my head, and the seat was the wrong shape.

When calling room service we were told they're busy and will call back. Nobody called back and when we decided to make our way to the club car instead almost an hour later the food we initially wanted was sold out. We were also rushed in the morning and asked to leave the train 20 minutes before what was agreed and advised everywhere.

The staff were perfectly friendly and helpful but there was no engagement with the customer and different people doing different tasks meant that there was no continuity of information.

The staff was lovely, the comfort adequate for the situation. I am not sure there is anything that can be done, given the limited spacing to, to improve comfort.

It's not relaxing to arrive at the station with no direction. Then to be told by the train station staff that we might have to sleep in the cold station before a sleeper agent arrives. Communication is key!

It seemed like the first half of the journey was at a high speed. We ended up waiting at Haymarket in the morning a short time because we were too early? A slower, more consistent speed would be more relaxing, stop-start is not.

I couldn't sleep very well: even though I put on the eye shield and had the ear plugs provided in. The lights were left on but more importantly, as there were no station announcements I had to stay awake later on so as not to miss my stop at Preston.

I think it is the nature of train travel with the inherent rumblings. Again, it was the best of a challenging sleep environment.

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?



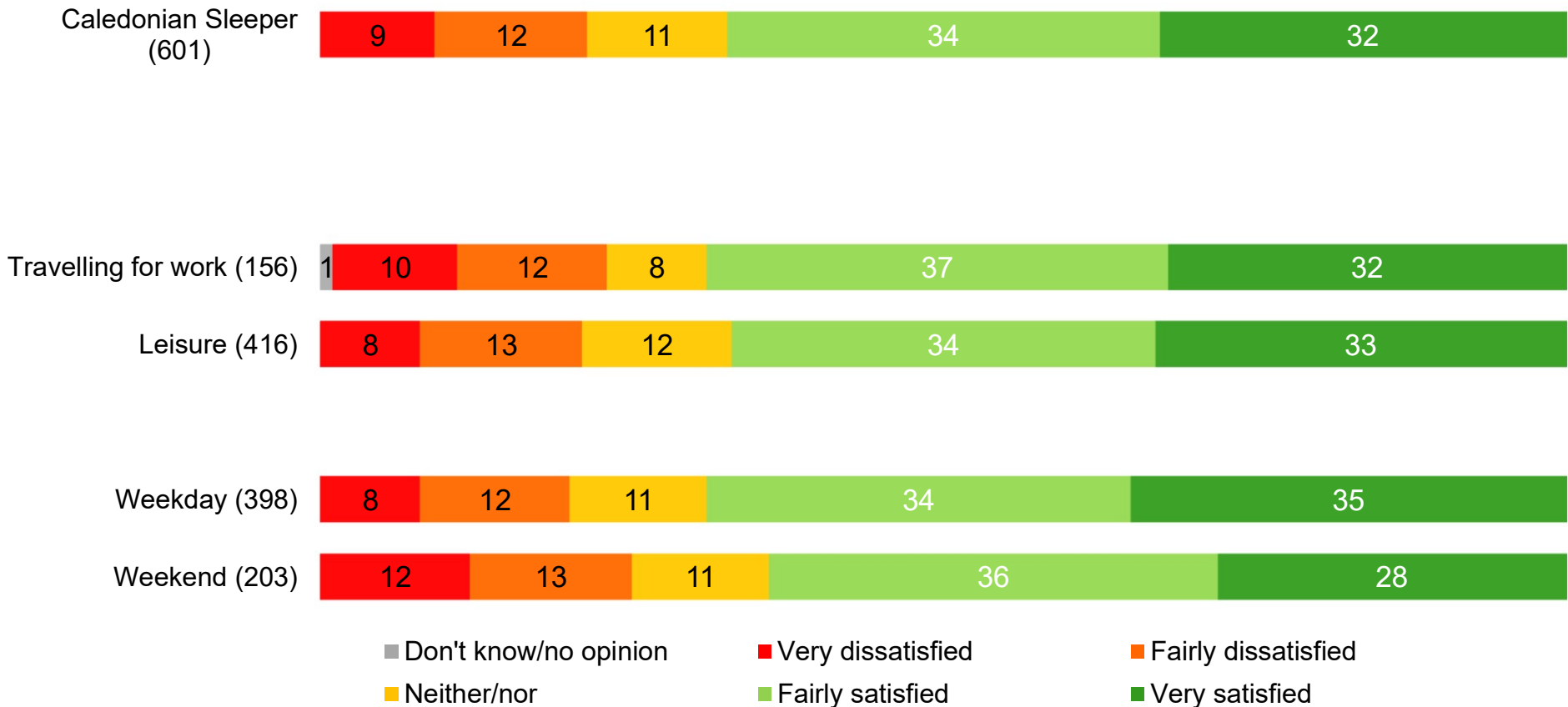
Caledonian Sleeper

Overall opinion of the Caledonian Sleeper



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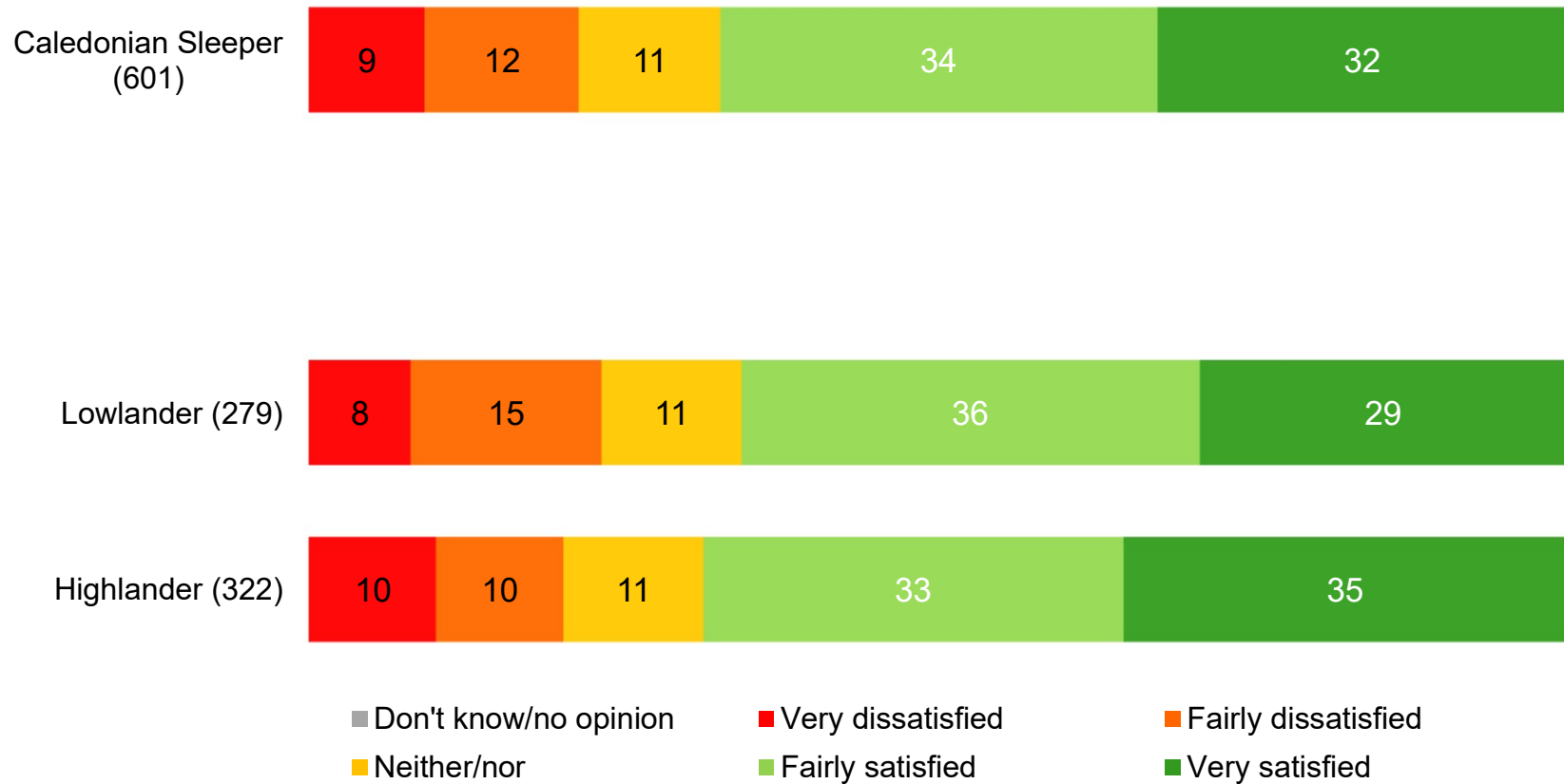
Overall journey satisfaction by passenger group



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



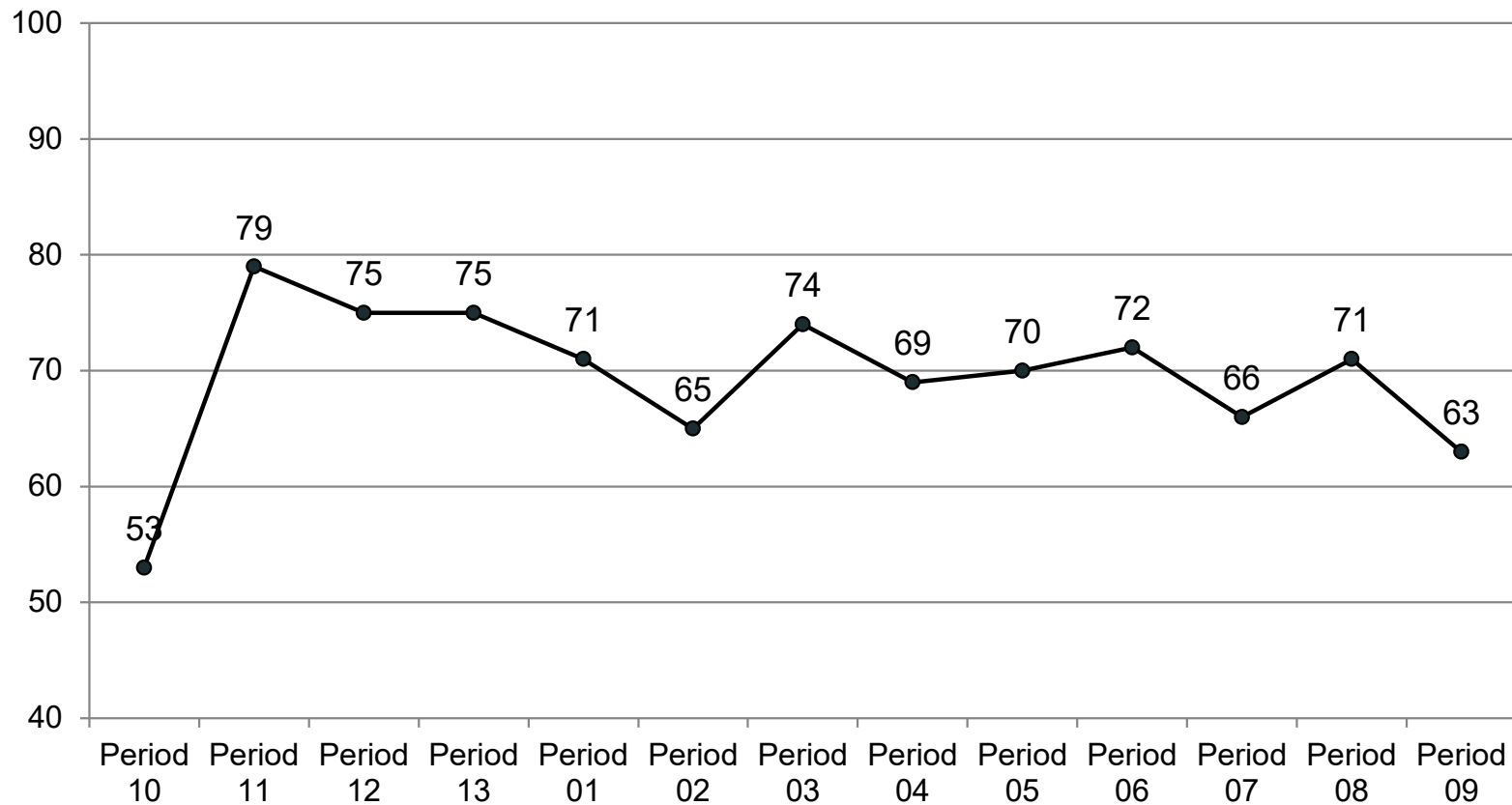
Q30. Taking everything into account about your journey from x to y, how satisfied were you with your journey?
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Overall journey satisfaction – trend

Overall journey satisfaction

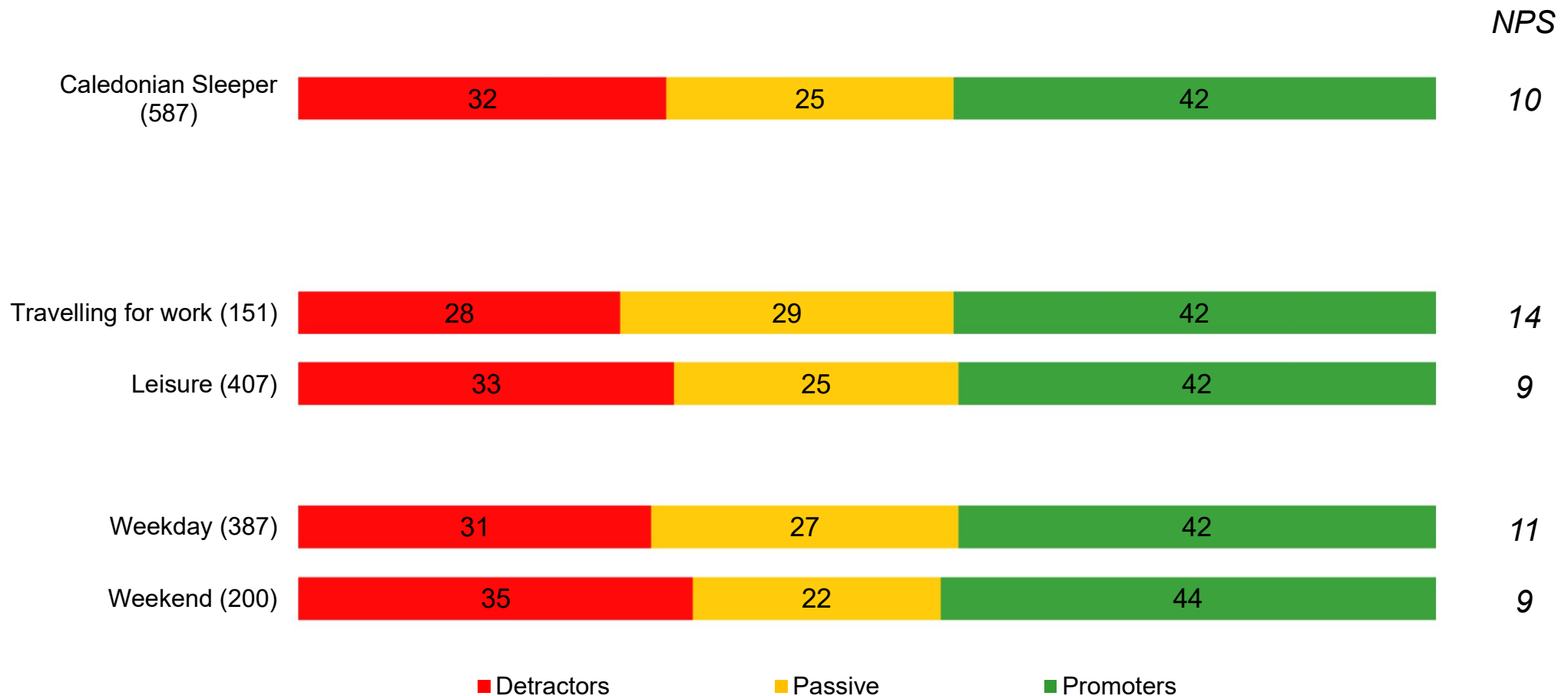
Trend: % very/fairly satisfied



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

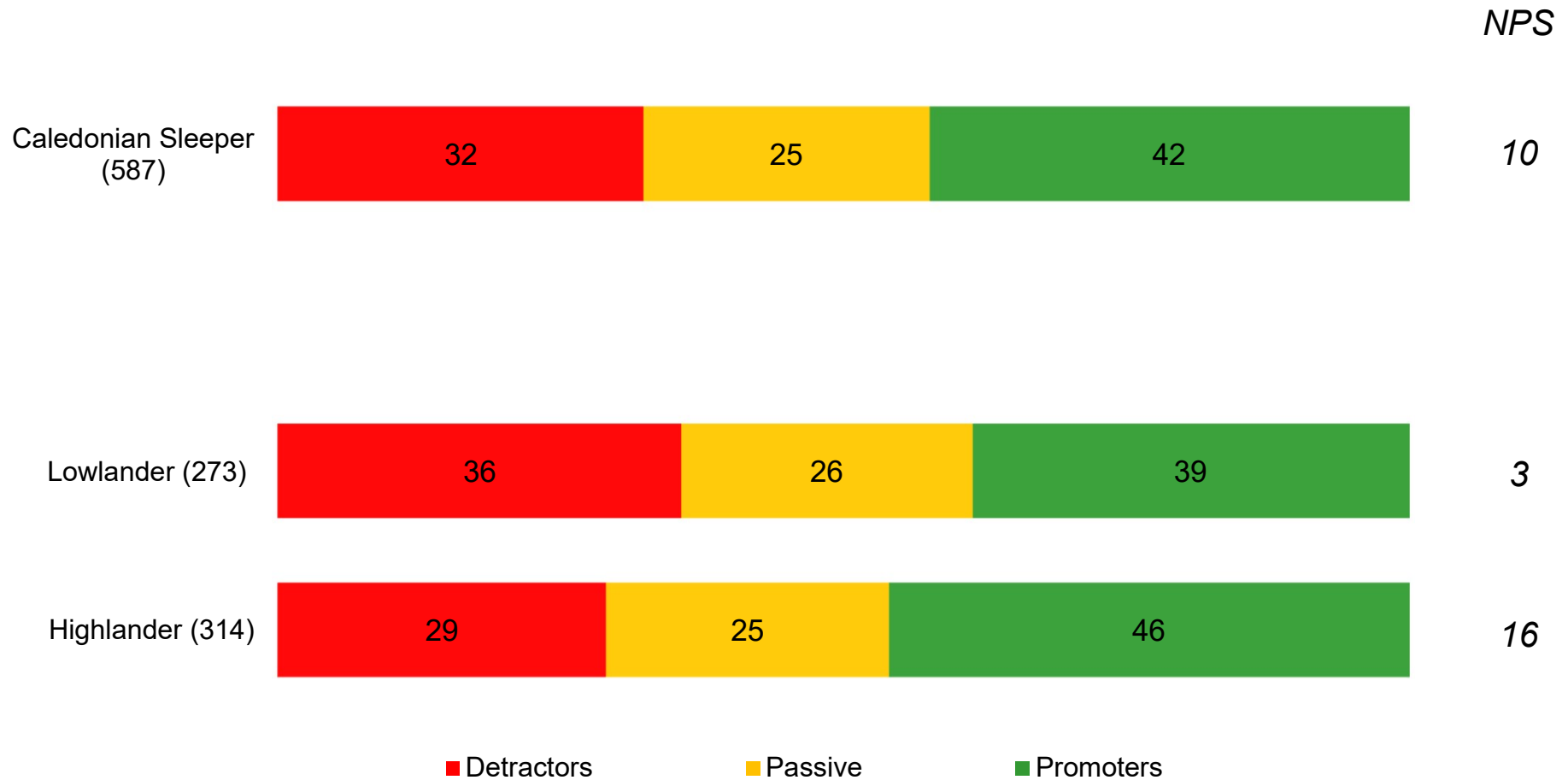


Q31a. On a scale of 0-10 where 0 means 'not at all likely' and 10 means 'extremely likely' how likely are you to recommend the Caledonian Sleeper to a friend or colleague?

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?

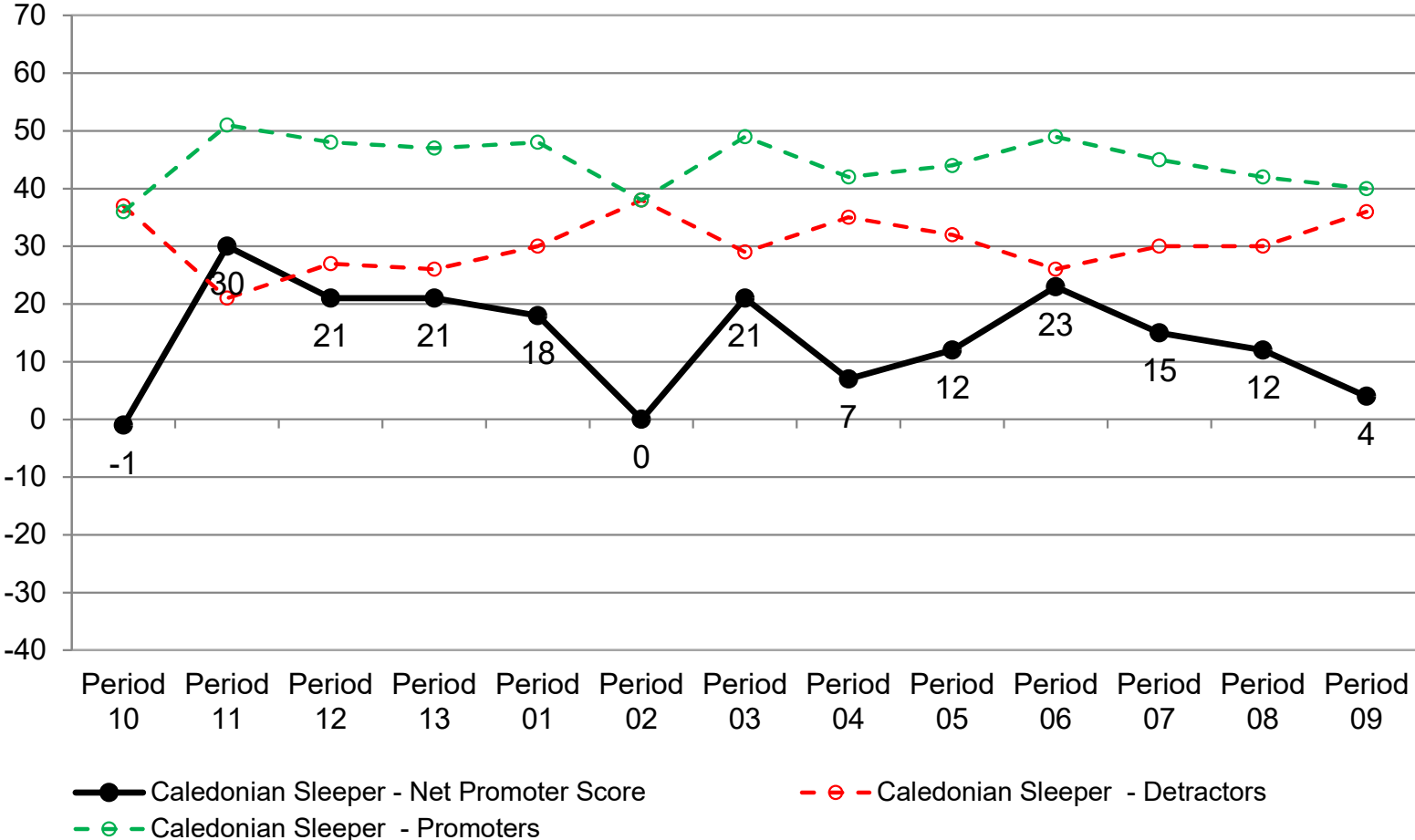
Base: in brackets above – those with an opinion



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)

The whole experience was wonderful from start to finish. The accommodation was spotless and really comfortable, the facilities were outstanding, and the staff couldn't have been more welcoming, helpful and attentive.

It is an excellent way to get to the Highlands without the stress of a long drive. It is also much more energy efficient/ecologically sound to go by train. The price is acceptable given that I did not have to find a hotel for the night before and the night after my tour start/end. A very practical and comfortable way to cover the distance.

I slept very well and appreciate the chance to arrive in the morning without the environmental damage of flying.

Much better than I anticipated. Great service, needs to be promoted much more as an alternative to get to Scotland, it saves a night in a hotel, and you arrive in Scotland refreshed.

Passive (7-8)

It was good. But it wasn't amazing. And it was expensive. For the price it should have been amazing I think. The lounge, newly opened, was a particularly poor first impression.

It's a decent service but for me I can't access the lounge car or take breakfast on return journey because of timings so it's expensive. I feel like I'm paying a premium price for a service I can't use.

Sleeping in a seat is not for everyone. But it did the job, and we were able to enjoy a full day in London on arrival.

It was a convenient way to get from London to Edinburgh, but the poor shower experience (lack of hot water and poor water pressure) and breakfast experience (food was below standard), not sure whether I would strongly recommend. The room was also very small.

Detractors (0-6)

Because you're competing with flying. The price is 4 times higher comparing return tourneys. You expect people to be happy for that price with a sleepless night. I did it for the novelty. I wouldn't do it again. I'll tell everyone I know not to bother.

Because the overall experience from beginning to end was utterly underwhelming and a total rip off.

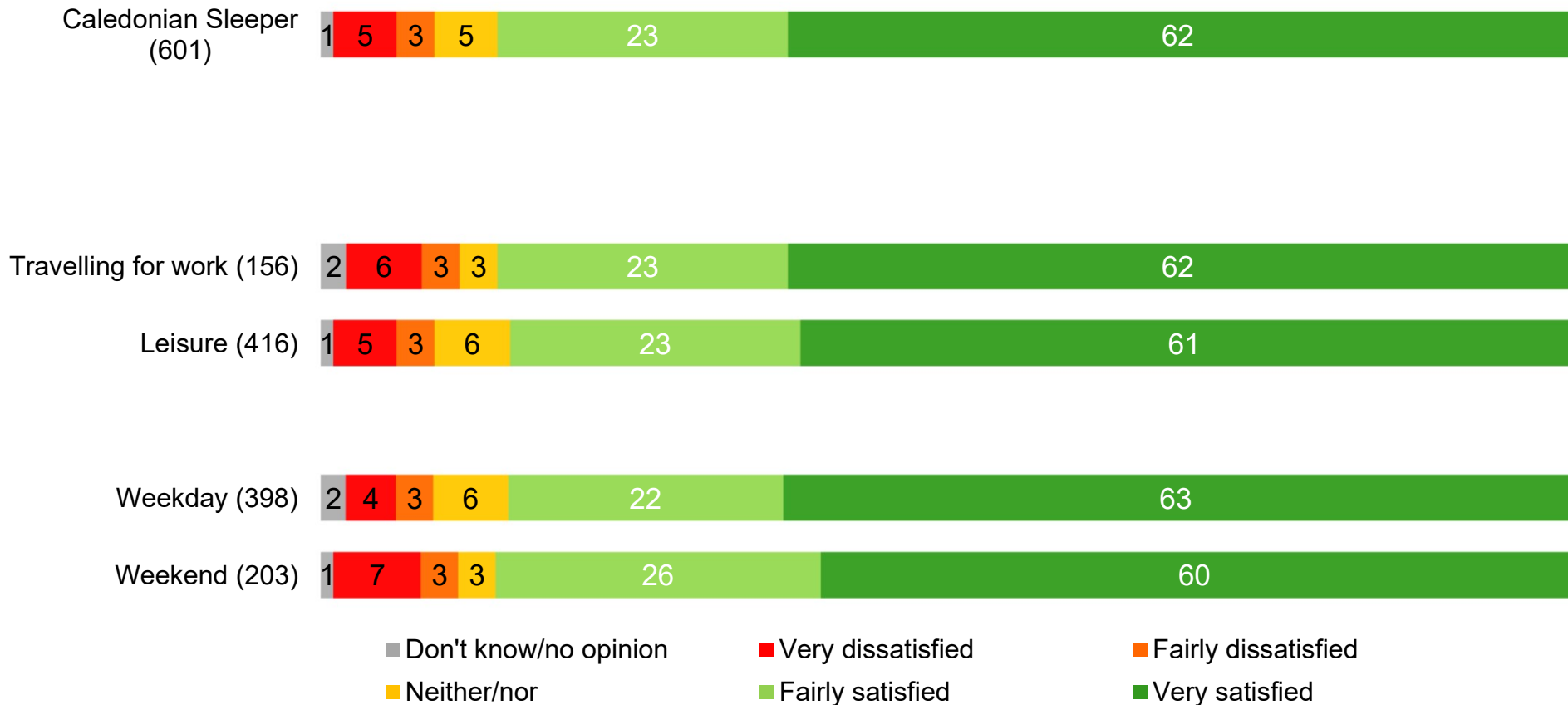
Thought that the noisy rough ride and the unusable shower on board the train was not worth the money as a good quality hotel would have been cheaper.

Because, pound for pound, this was the worst and most disappointed rail journey either of us have ever experienced. I would not recommend the Caledonian Sleeper to my worst enemy. The company sells you the image of an exciting, high-end experience but can't even get the basics right.

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?



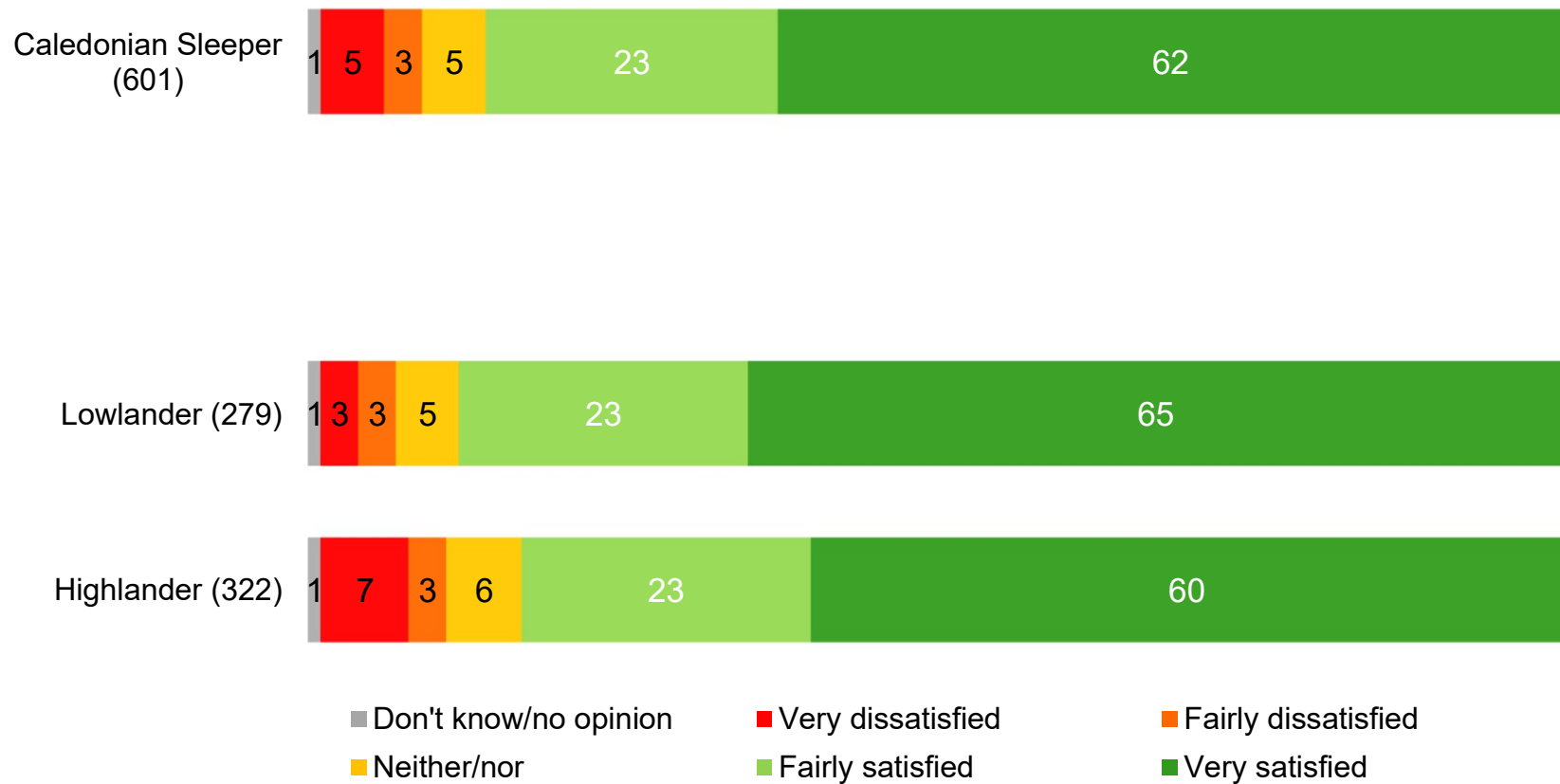
Punctuality and reliability by passenger group



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



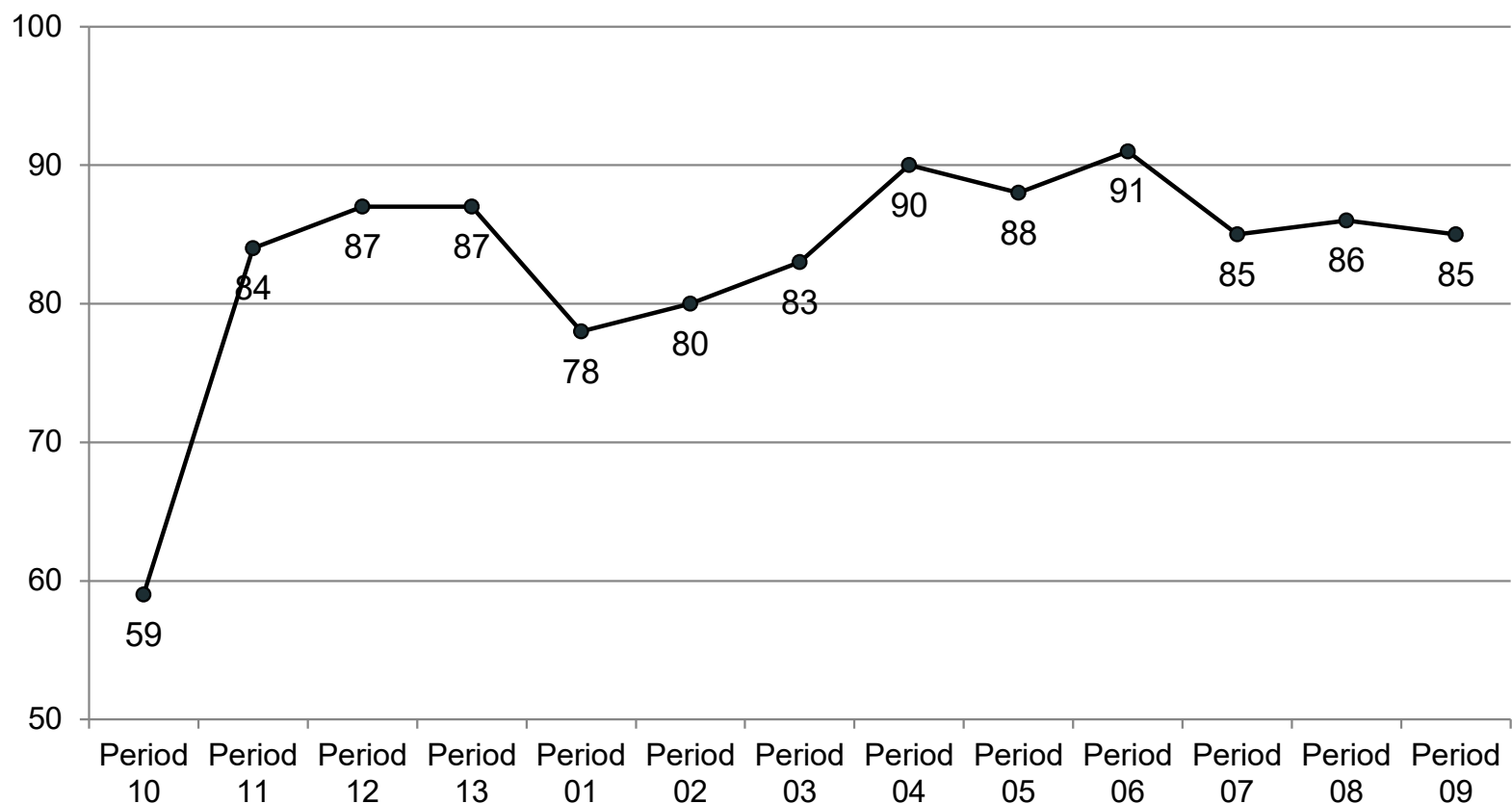
Q33a. Based on your recent journey on the Caledonian Sleeper how satisfied were you with the punctuality/reliability (i.e. the service departing/arriving on time)?
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Punctuality and reliability – trend

Punctuality and reliability

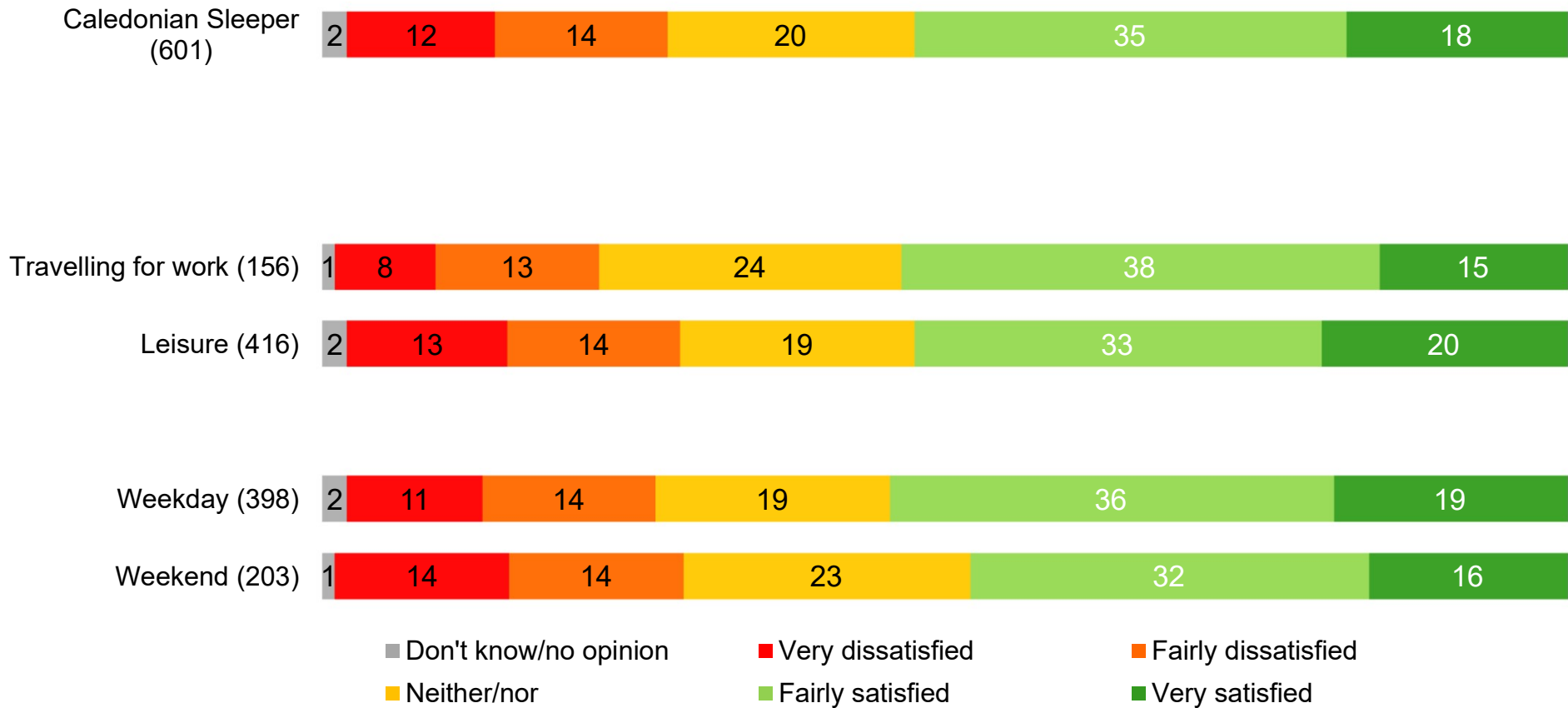
Trend: % very/fairly satisfied



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)?



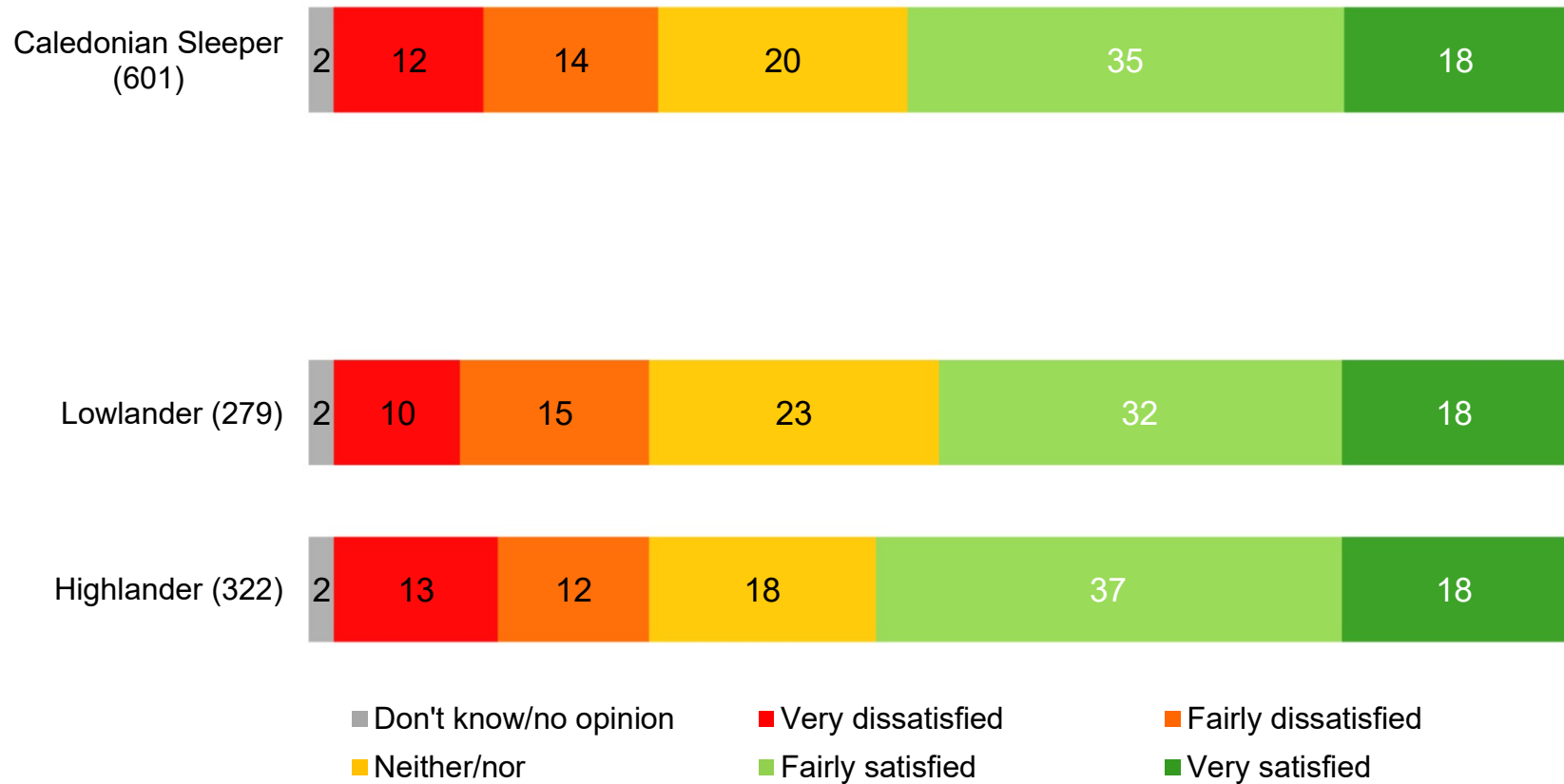
Value for money by passenger group



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



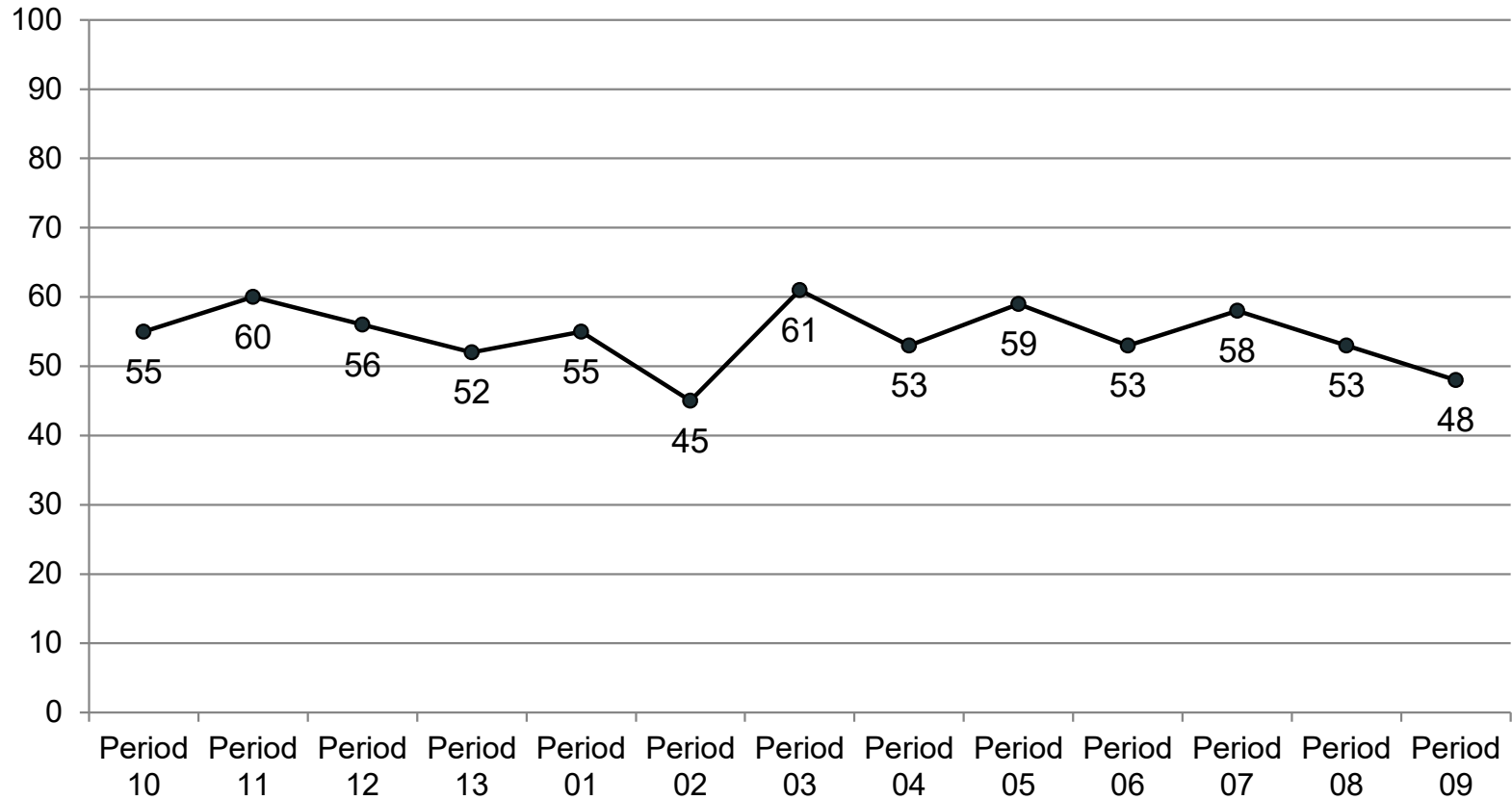
Q33a. Based on your recent journey on the Caledonian Sleeper how satisfied were you with the value for money of the price you paid?
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Value for money – trend

Value for money

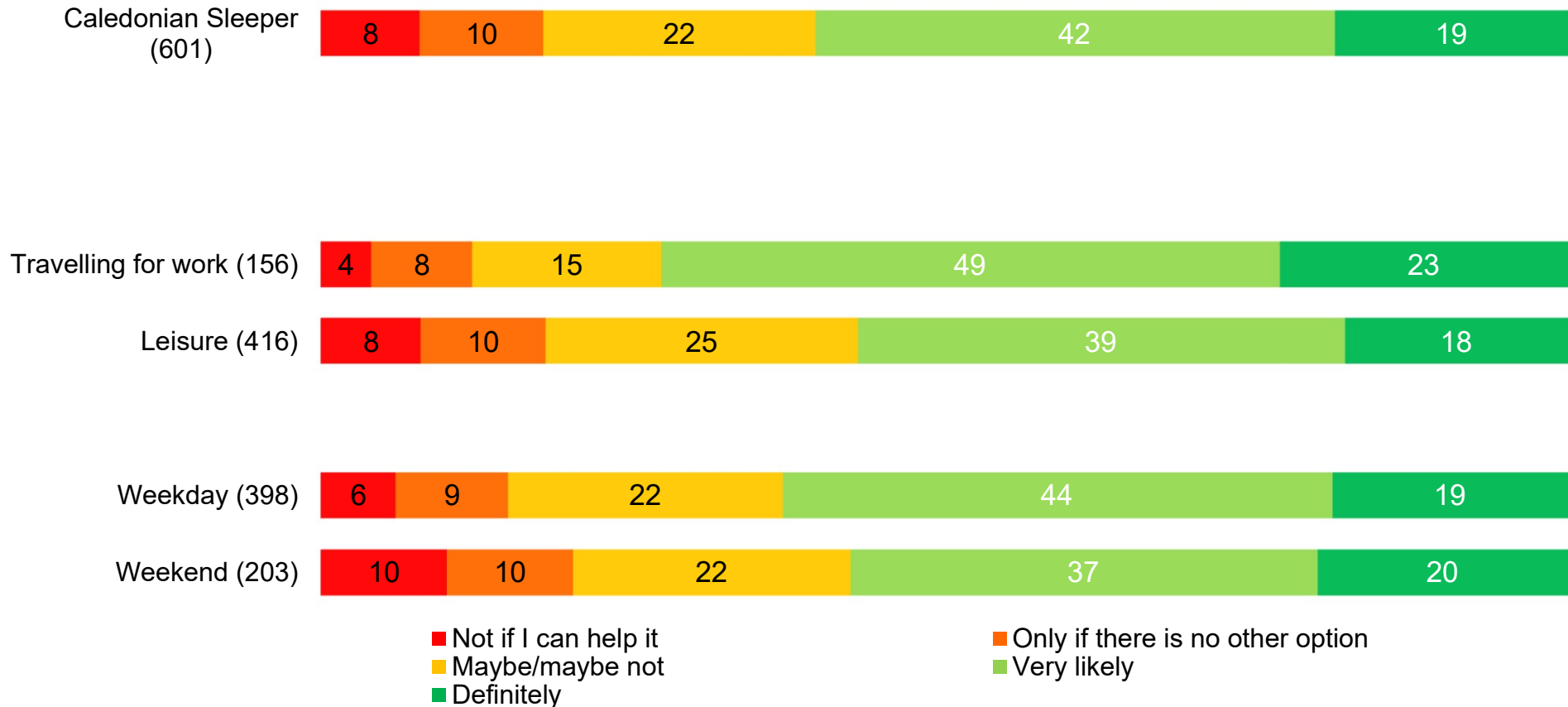
Trend: % very/fairly satisfied



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

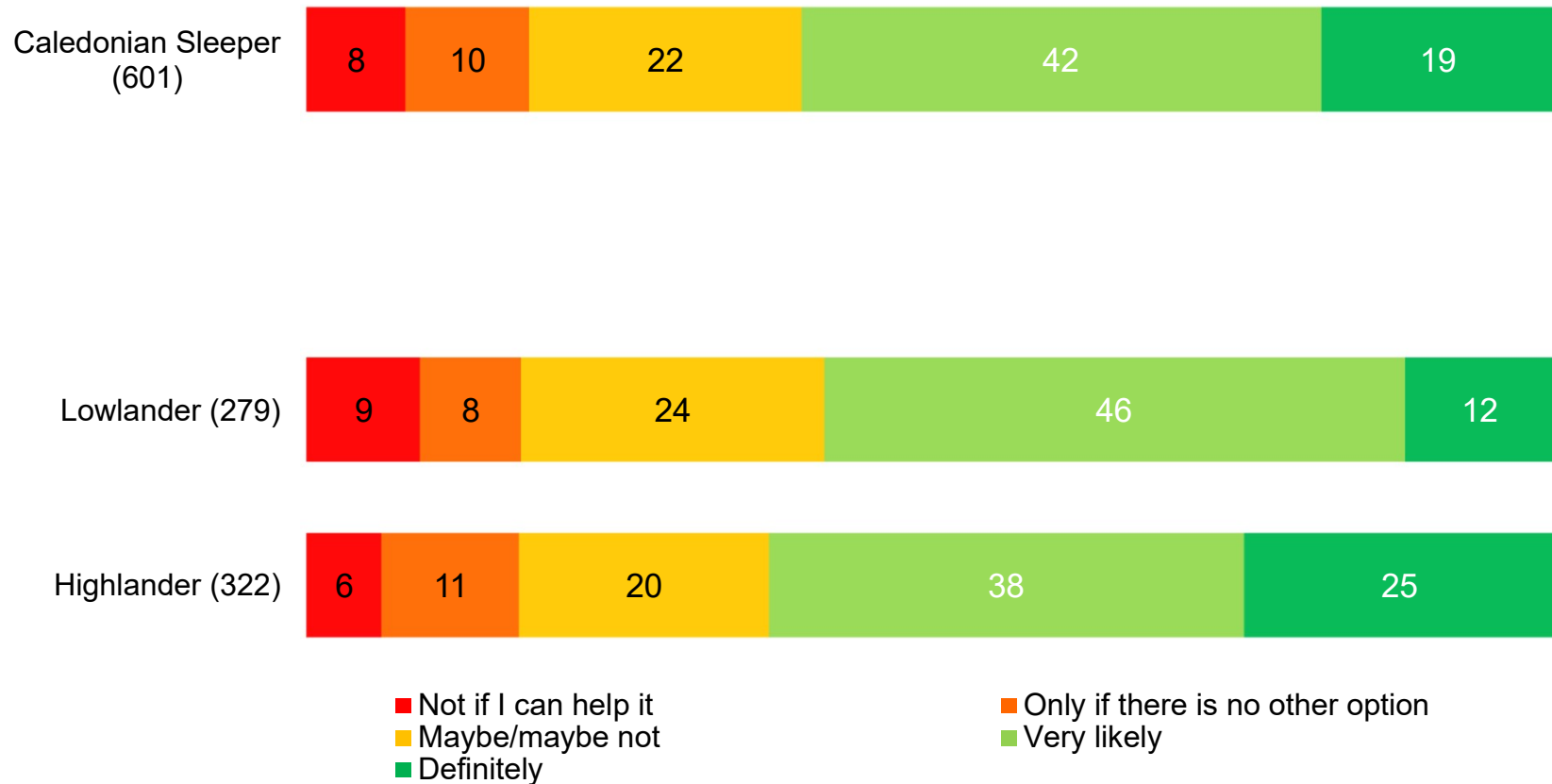


Q32a. How likely are you personally to choose the Caledonian Sleeper when travelling between Scotland and the London area (or vice versa) in the future?

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

Re-capping issues: cabin change (not sure overall issue of lack of water to cabin) Lack of menu items from the dinner menu Bag of dirty nappies was found under the bunk bed. Felt rushed to leave the train, Tannoy message that train will be locked at 0730 felt a little aggressive Journey served a purpose, but more likely to fly to London City Airport for any trips to London, where we can book far enough in advance.

It would be situational. We found the experience to be very adequate and not necessarily something we would seek again.

If upper bunk experience improved, cabin space enlarged, food improved and all staff welcoming and helpful then I would definitely book again. But until then I won't be paying that amount of money.

It was cold, uncomfortable and noisy. Food was poor and I just wanted to be off the train and in Fort William.

I think the only possibility of traveling on the Caledonian sleeper again would be if we have the ability to bring our dog up to Scotland again the ability to have a private room with the dog is appealing. I think now knowing the potential letdowns of the journey we would prepare for those beforehand

Given that this an expensive way to get to London, we were hoping for a really good experience, but given that there was no cabin available until 0130 on the outward leg of our journey, and the substantial delay on the return leg, I very much doubt that I will repeat this journey.

Very expensive for the poor experience.

It really is very expensive. I would only do it again as an experience in itself for a longer stay, not primarily as a means of getting from A to B, which is how I had intended to use it. For the price and the time on board, it isn't a restful enough night's sleep to take the place of a hotel room.

It's very very expensive to get no sleep. Would be better off finishing work an hour or 2 earlier and getting a regular train and a hotel room once there. The club car being out of so much food was very disappointing as was the breakfast.

It's just not enjoyable at all.

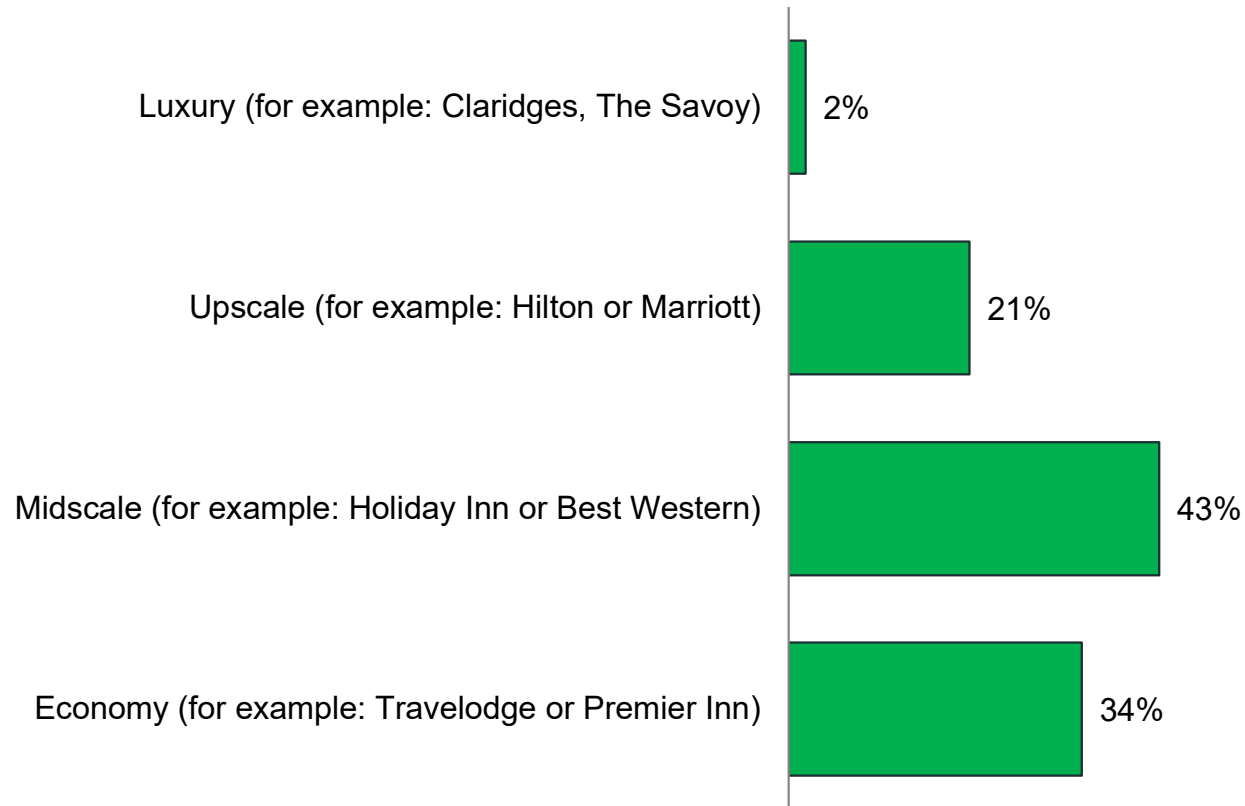
I'd be willing to try out a cabin but only if I find myself travelling with another person which is the only way to make it cost effective as there aren't single occupancy prices. The seats were too uncomfortable to endure a second time!

Q32b. Why do you say that?



If Caledonian Sleeper were hotel chain

Quarter 3 2023/24 %



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

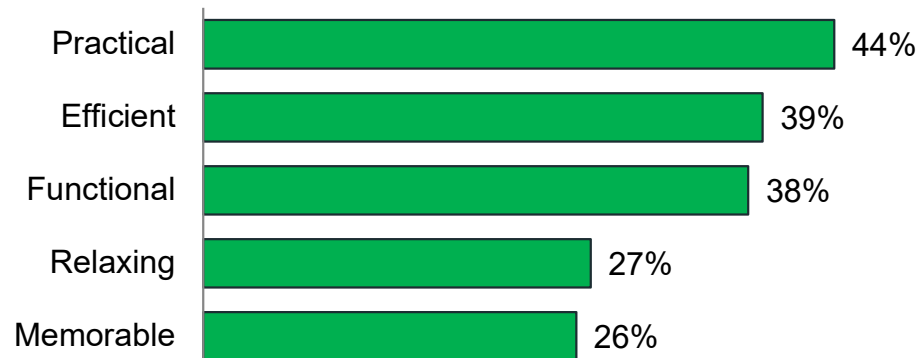
Base: All with an opinion (560)



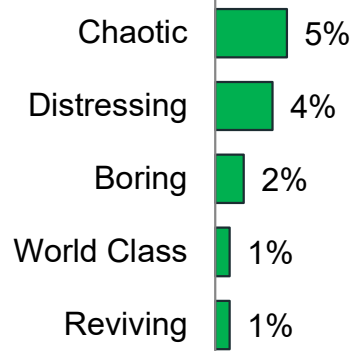
Overall description of journey

Quarter 3 2023/24 %

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 (601)



Caledonian Sleeper

Journey expectations

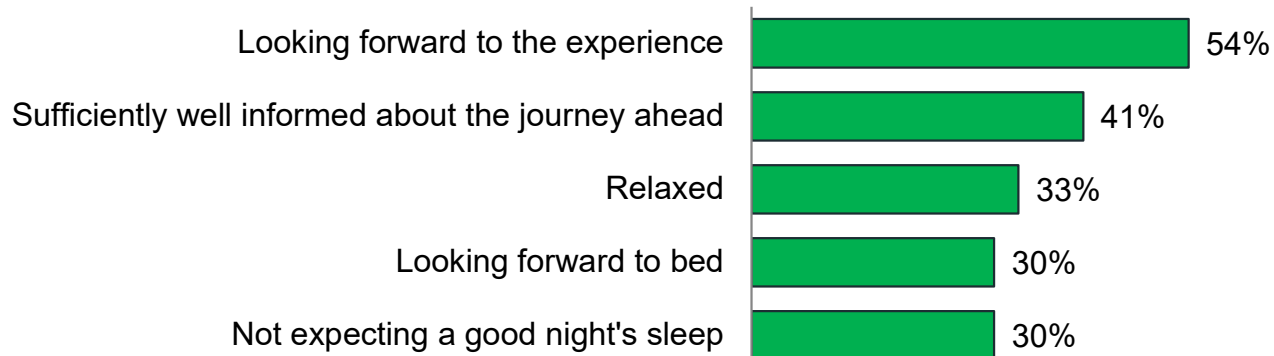


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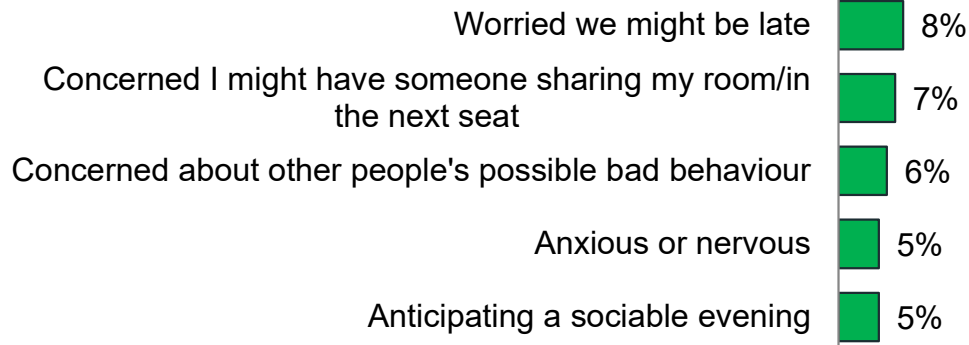
Thoughts and feelings pre-journey

Quarter 3 2023/24 %

Top five



Bottom five

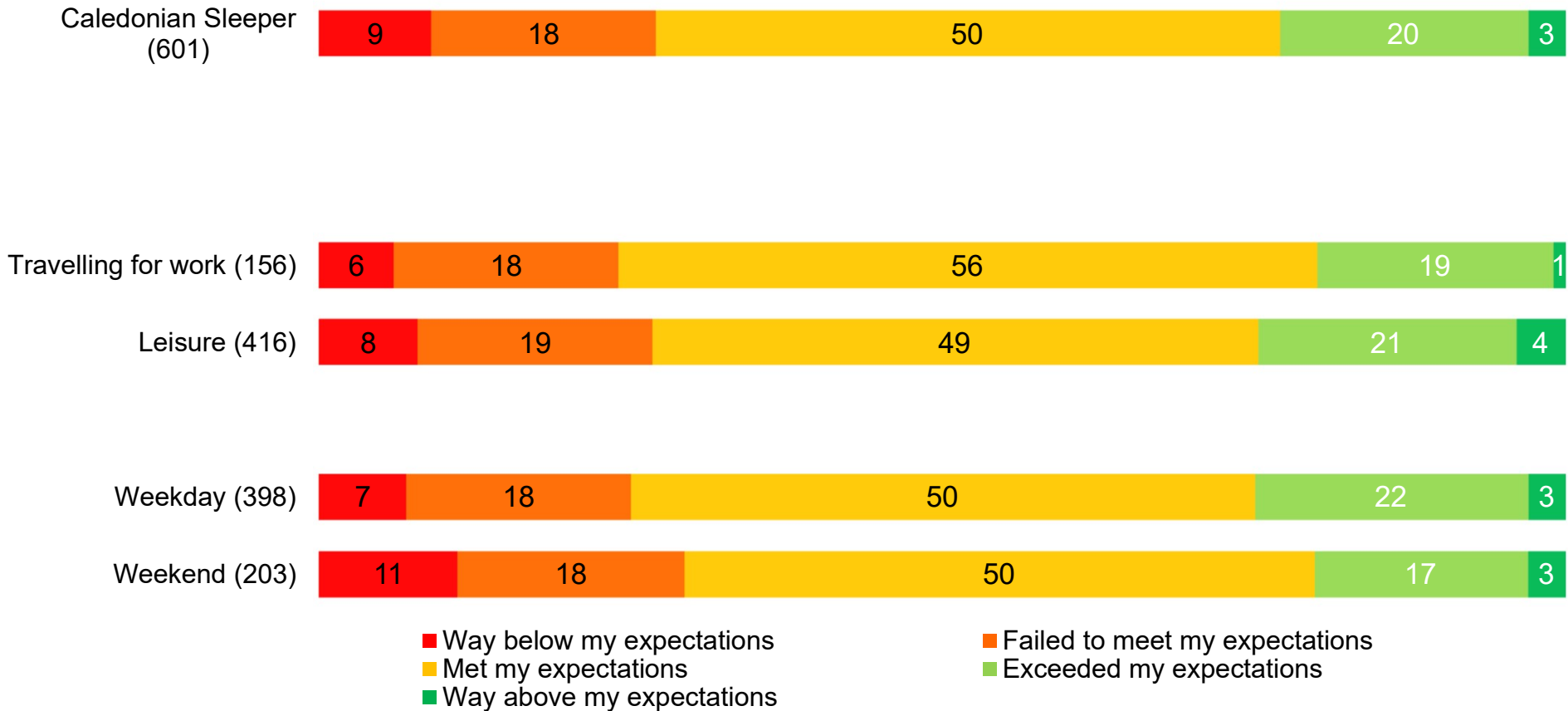


Q4. Thinking about the day you travelled, what were your feelings or thoughts before your journey on the Caledonian Sleeper?

Base: All (601)



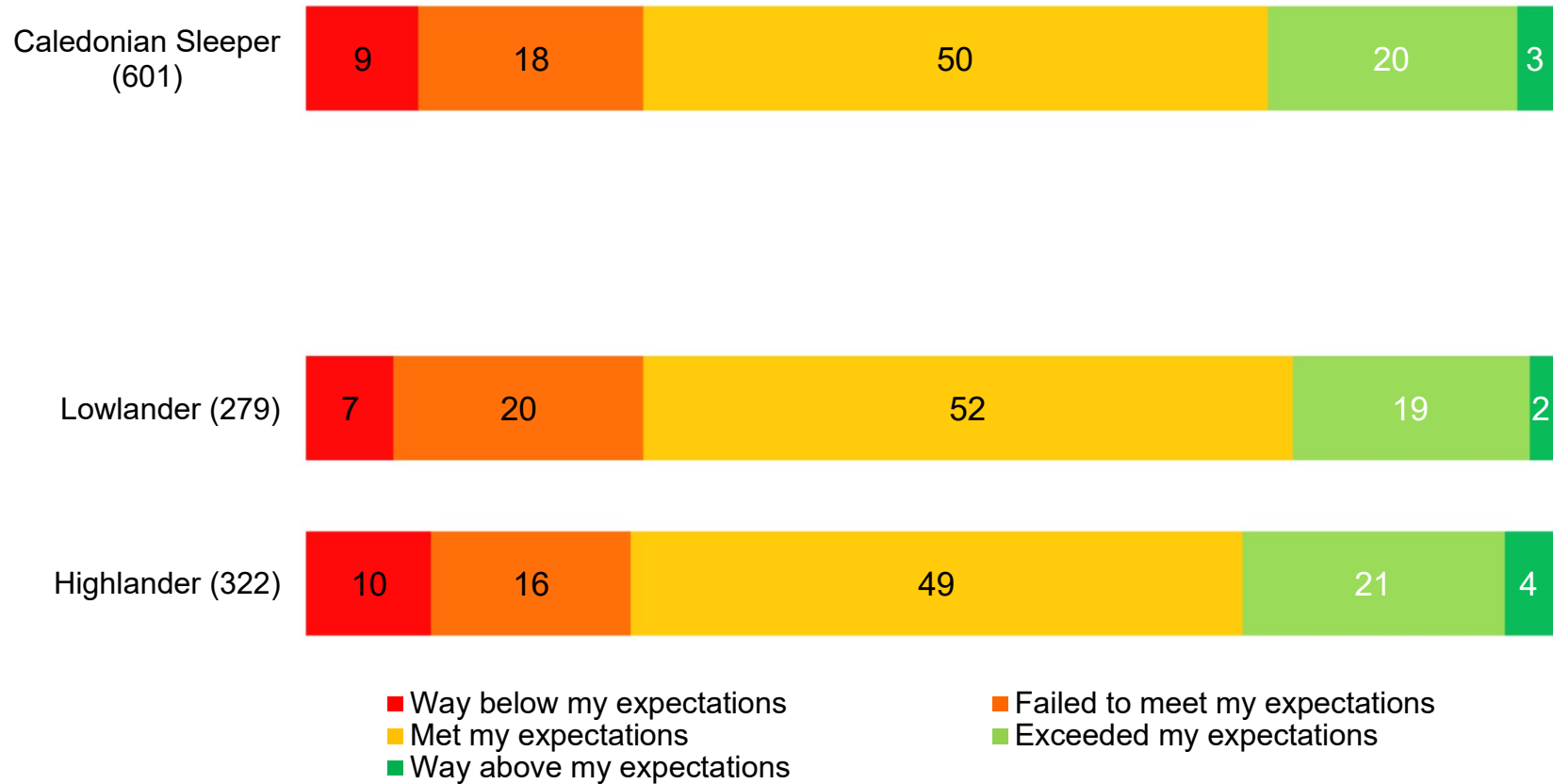
Met expectations by passenger group



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



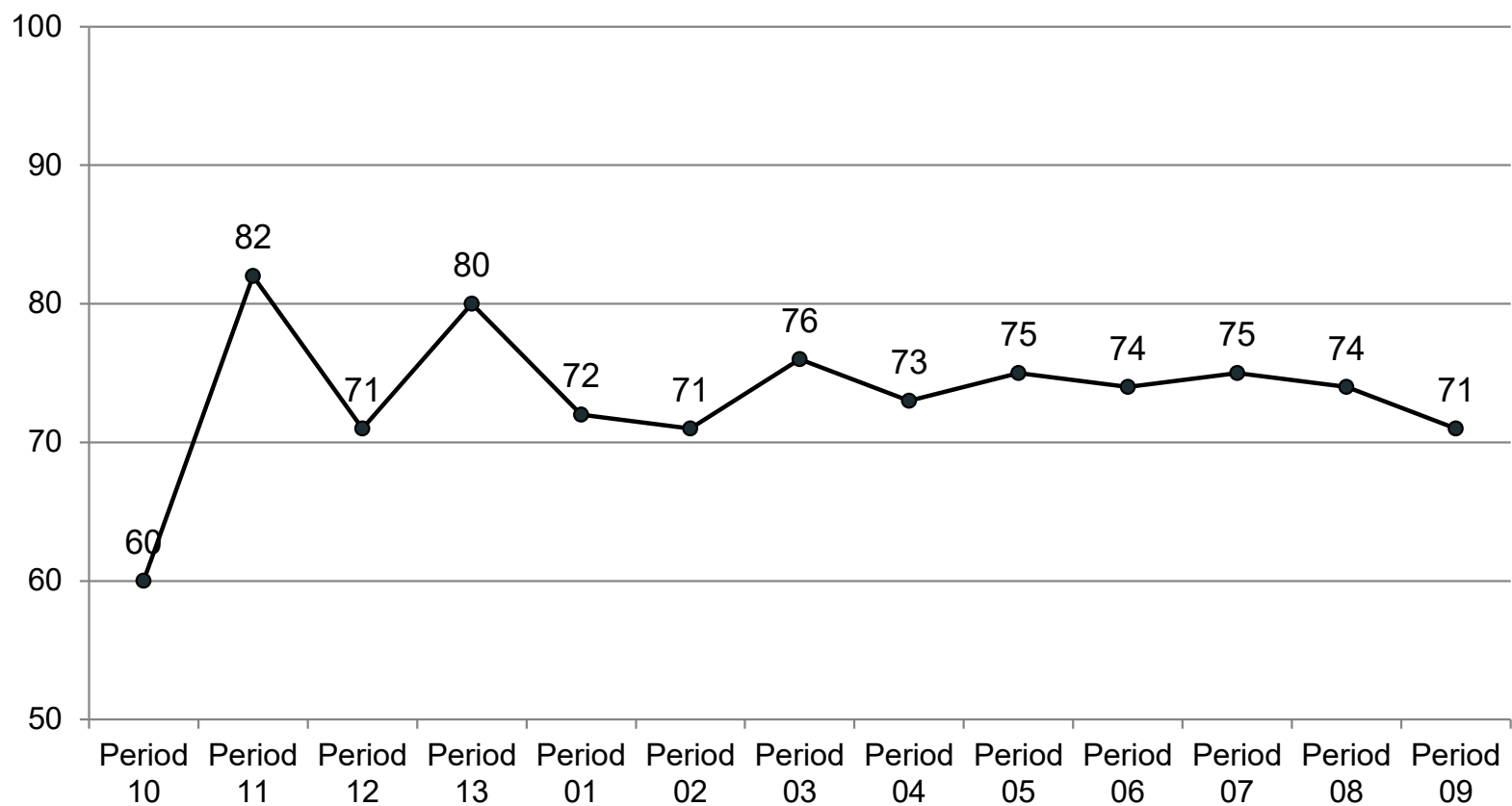
Q5. Overall, taking everything into account, how well did your journey on the Caledonian Sleeper live up to your expectations?
Base: in brackets above



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

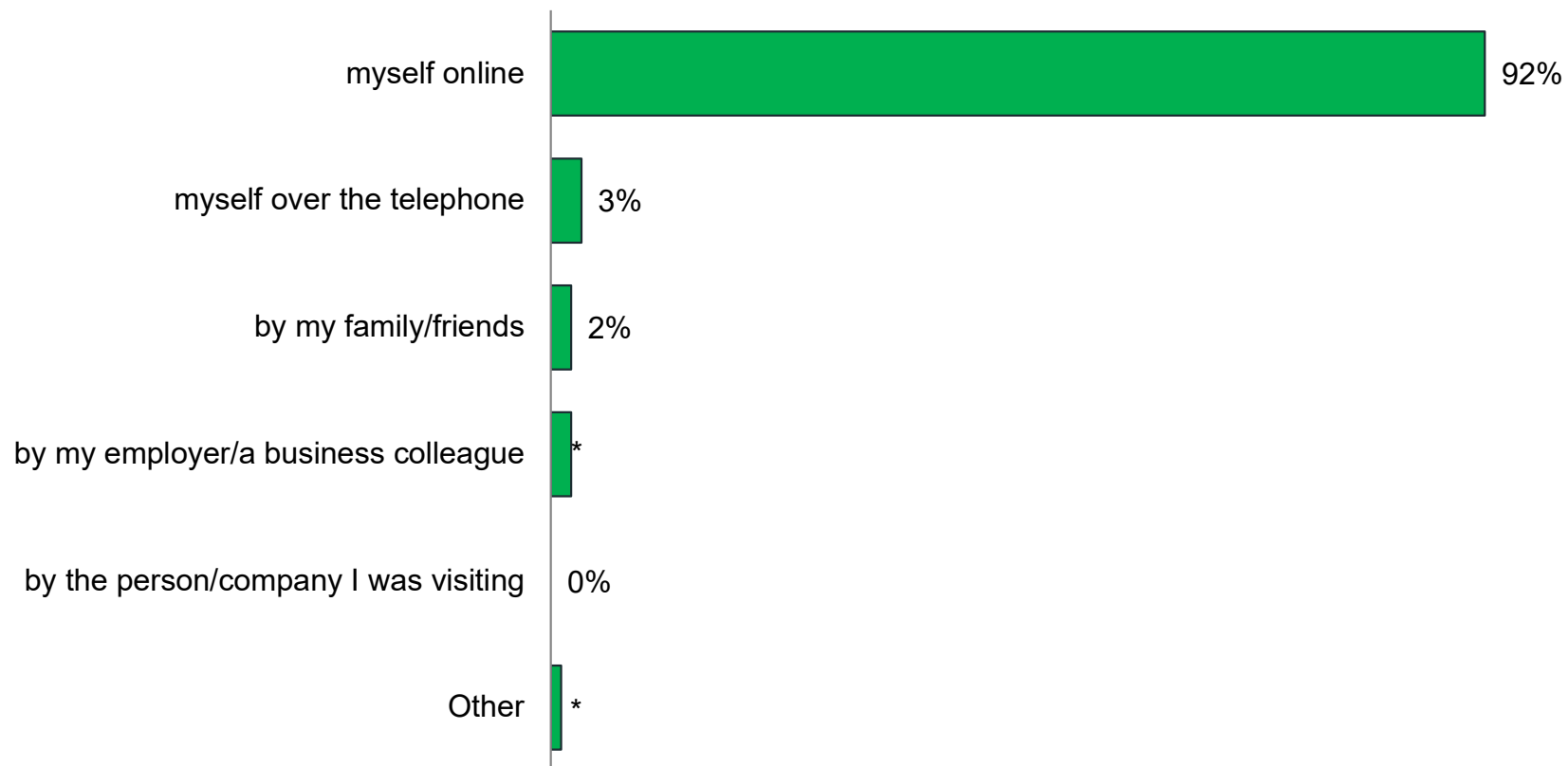


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How booking was made

Quarter 3 2023/24 %

It was booked/I booked it...

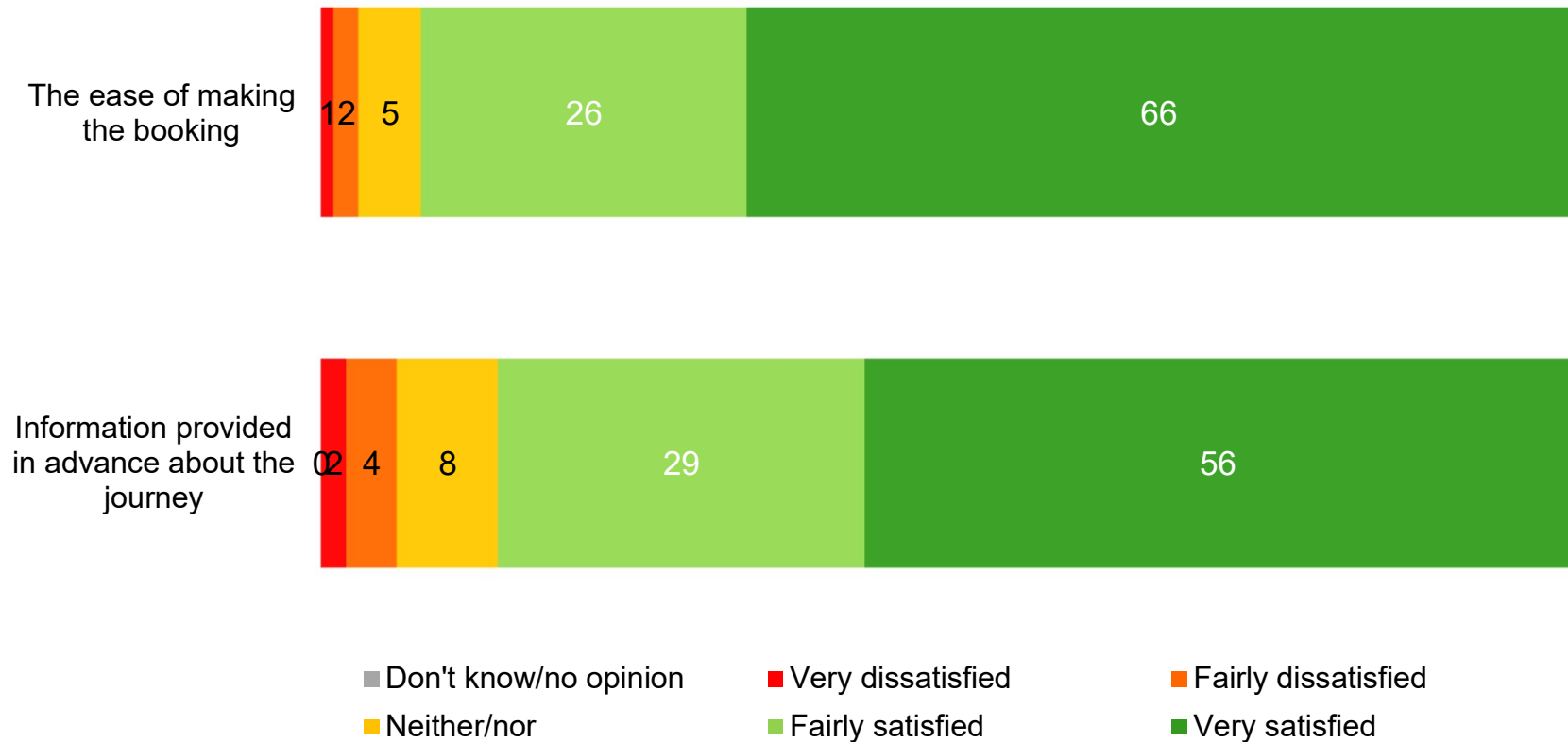


Q12 Thinking about the process for booking this journey on the Caledonian Sleeper, who made this booking?

Base: All (646) * Less than 1%



Satisfaction with booking process



Q13a. How satisfied were you with..?
Base: All who booked themselves (572)



Improvements to information provided about the journey – customer comments

Tell us if there is a problem with food provision, BEFORE we get on the train - so I can buy my own food.

If there are delays staff could inform passengers either in person or via the train's speakers. Too often reliant on hearsay from other passengers.

The timetables are annoying, it's impossible to find a full route map with all stations and calling times for minor stations.

Be honest and realistic about the standards of the train/ room packages. Be upfront with your customers about what they're actually paying for.

Information on where to go, shouldn't have to rely on train staff at the station. Yes, the platform may change, but at least tell us where to wait.

Don't overpromise and underdeliver, if what you sell is a regular transportation experience, sell it as such.

I should have been phoned, emailed, and texted of the change in the travel plan as soon as it was known there would be a lack of water. I receive no written communication and no phone call. Presumably because I have a U.S. telephone number. Only British passengers were informed.

I had to be proactive in making enquiries about the lounge facilities to be clear about what was and was not provided.

Provide platforms, detailed instructions, better info in the FAQs better info on departure procedure better info on what to do with oversized luggage and the process.

I wish it was clearer that there was an option to be in the club and to understand the loading/baggage process.

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



Caledonian Sleeper

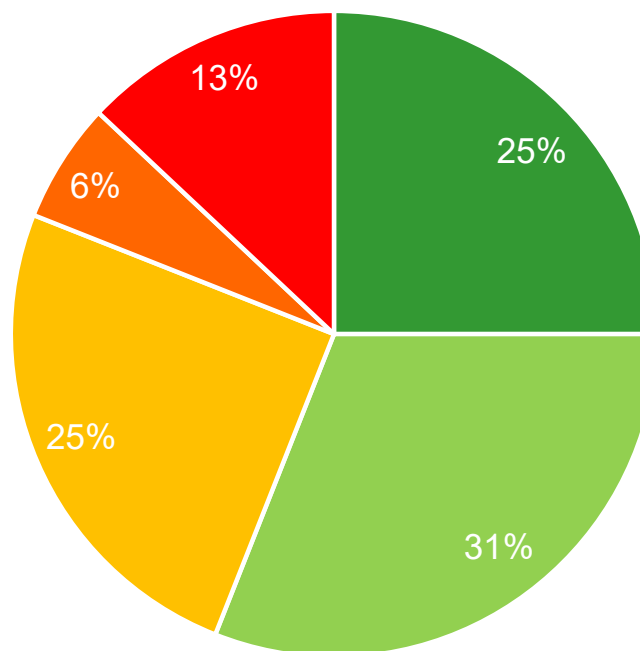
Facilities for those with a disability or illness



CALEDONIAN
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Satisfaction that Caledonian Sleeper provides a service suitable to needs

Quarter 3 2023/24 %



- 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 (16*) *Caution – low base



Providing a service suitable to needs – customer comments

They need to be aware that not everyone can jump out of bed and be off the train by a given time. I appreciate it has to fit into timetables and maintenance schedules etc but having to be off the train by 07.30 is ridiculously early. Even 08.00 would be better. Staff assume folks are off early and I had a staff member enter my room at about 07.20 whilst I was still there.

Better seats

I have a chronic pain condition, but felt too embarrassed to book an accessible room due to the intimidating notice about them only being available to those with walking aids. The club room wasn't suitable for me.

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



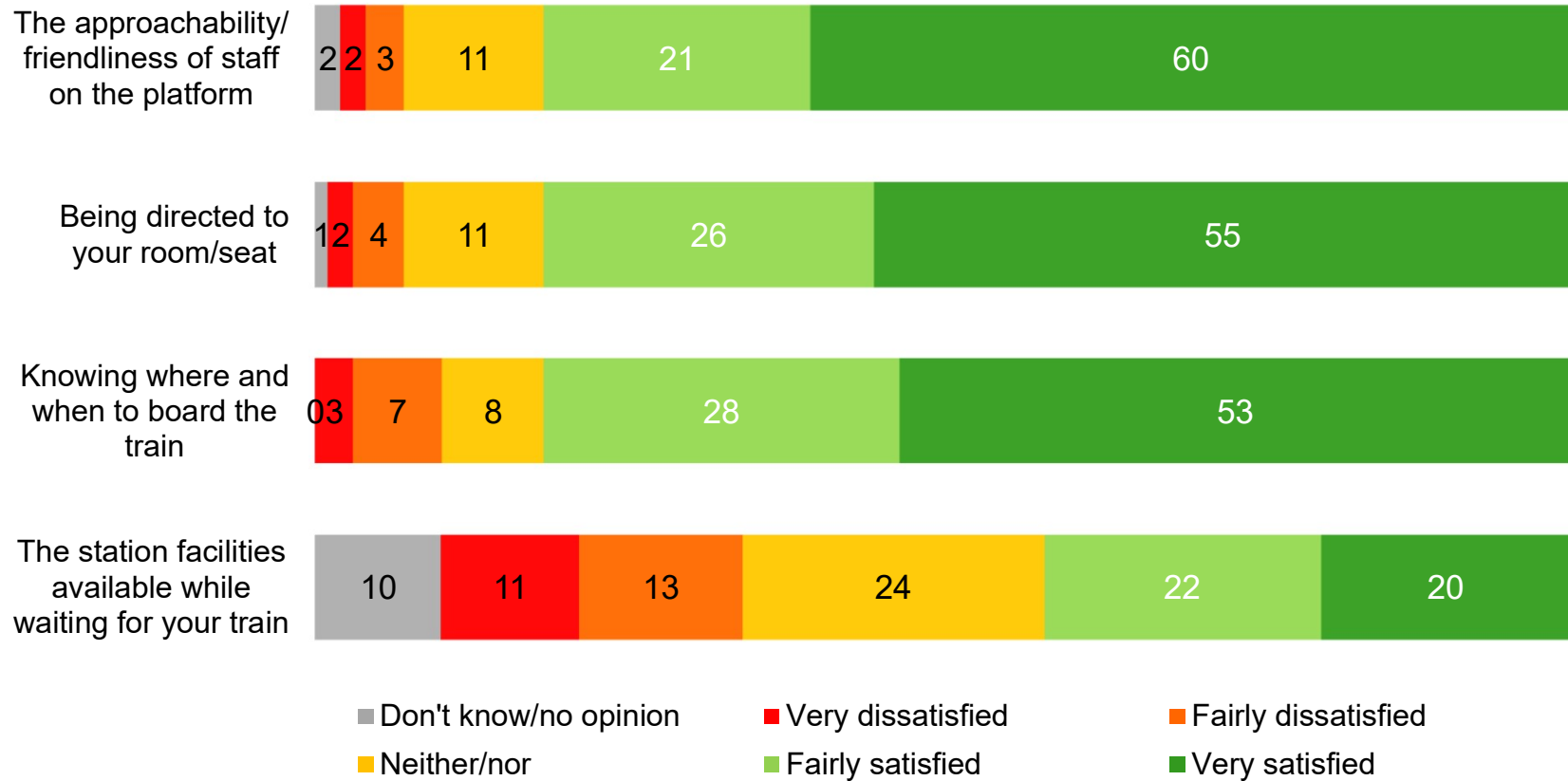
Caledonian Sleeper

Boarding and station facilities



CALEDONIAN
SLEEPER

Satisfaction with boarding process



Q14a. How satisfied were you with...?
 Base: All (601)



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

Lack of care and attention to a child with special assistance and ramp was placed at wrong door. Nobody came with us to assist with baggage or boarding and I had to stop another railway staff member to help me. This was only at the London platform on return journey. Platform staff at Perth were excellent.

More visibility on platform and advice on cabin location and likely boarding time.

They should be a little bit more presentable in terms of dress code, pay more attention to customers (instead of being with their faces stuck in their mobile phones) and generally provide better customer service

Need more staff. We had one at the gate. All she did was tell us the car letter and point.

Had they been available it would have helped.

To show some respect to people who had booked a seat and not make out like the only people that mattered were ones who had priority boarding/booked a bed.

I couldn't actually find anyone when we got there. Eventually some showed up but weren't very chatty.

Having guards the length of the outside of the train on hand would help. Taking customers to their cabin would be better.

Weren't overly friendly, also gave incorrect directions to the carriage.

Pre-boarding checks were done in the first-class lounge. Then we had to queue again on the platform. We should have been able to board the train straight-away.

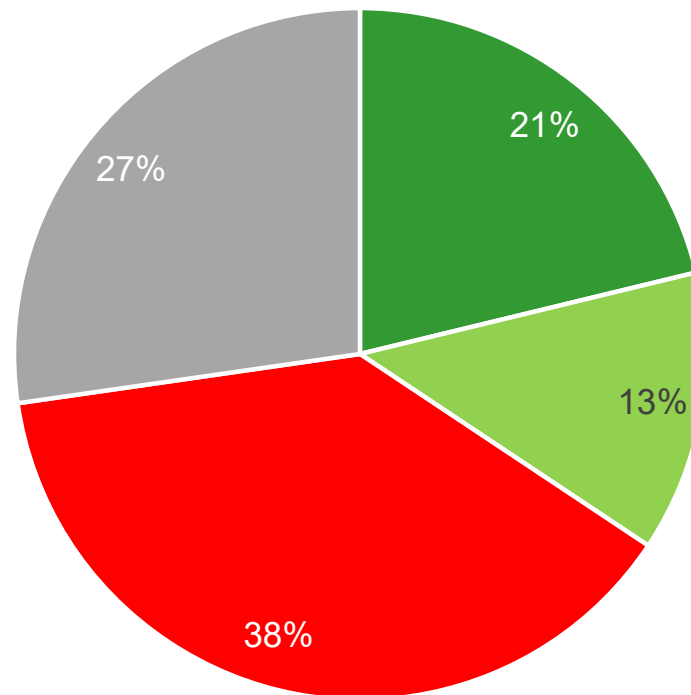
A big sign pointing to the right platform. Being on time. Being friendlier about letting us wait in the freezing wind and explaining that we had to FIRST check in before going through, so that we didn't have to walk all the way to our coach and then come all the way back to stand in another queue to get checked in by a staff member, and then walk all the way on to the coach again.

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



Use of customer lounge

Quarter 3 2023/24 %



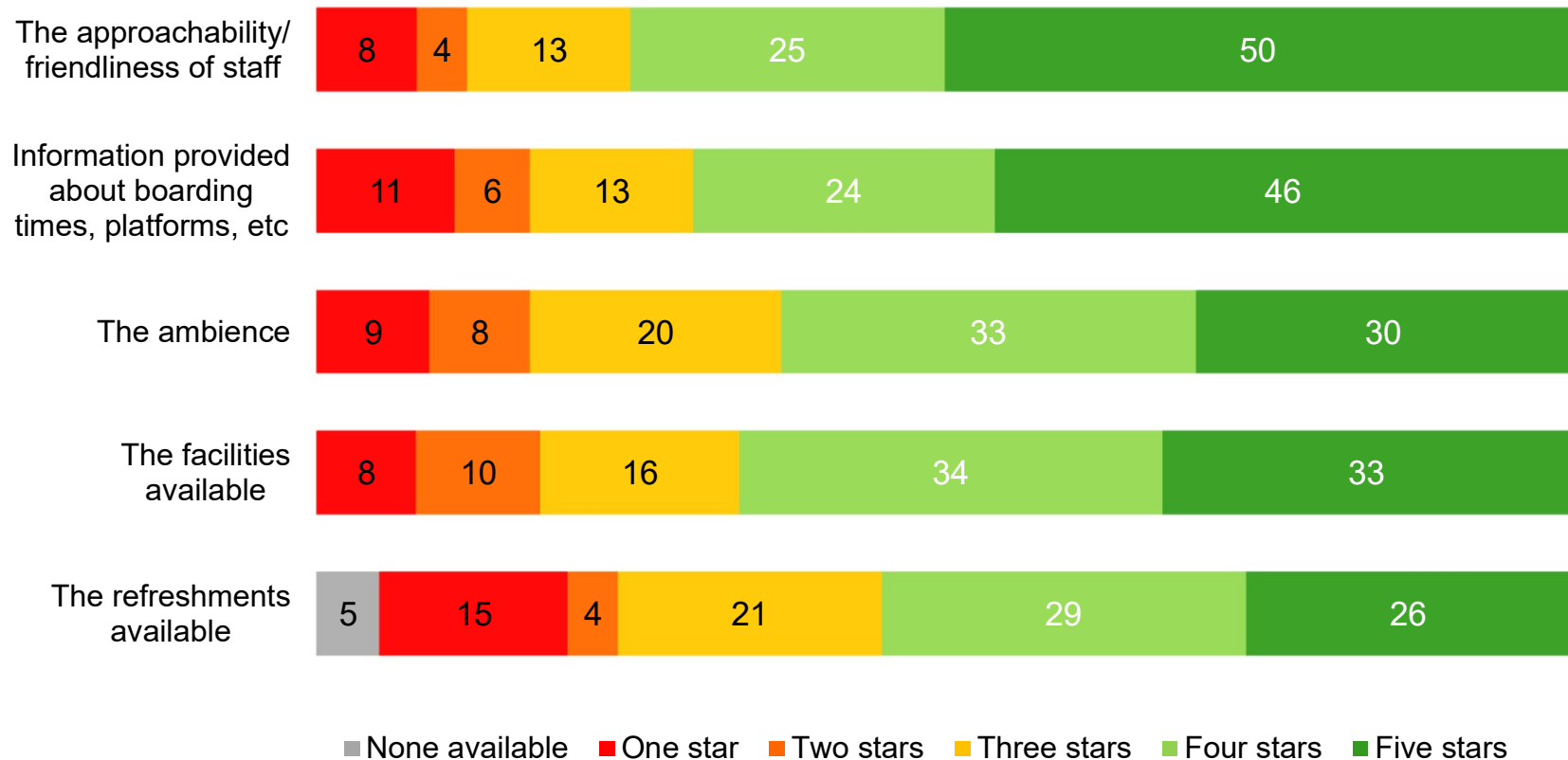
■ Yes - and I did ■ Yes - but I did not ■ No ■ Don't know

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 (561)



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 (120)



Additional information required in the Customer Lounge – customer comments

The staff in the lounge was very nice and extremely helpful. He told us where to get on the train and when to get there in order to catch a spot in the club car. The lounge ought to post a diagram of the Inverness station and how to get to your train, as there was no signage as I recall showing where embarkation took place.

No one present therefore could not get a towel for a shower, I left and spent more time on the platform so not aware if there was any announcements made about departure and boarding. More information was available on the outbound leg from London.

Information about the significant problems we were about to discover on the train. Caledonian Sleeper would have known of these issues long before we arrived, and it is an absolute disgrace that the first relevant communication we received was by text at 2000 hours - just as we were boarding.

We were told to board the train but when we got there it was for the other service to Inverness/ Fort William. Staff in the lounge should be aware there's two services.

The lounge told us we could board at 10:15 but when we all arrived at the platform, they told us that this had been an error, and the train was undergoing cleaning. It would have been more convenient to just stay in the lounge... When booking it still isn't clear whether there will be another person in your room or not. The phrase 'solo room' should be more prominent

Information about the journey e.g. "There will be no cutlery and no plates" ; "there will be no room keys"

Be nice to see a departure board in the lounge.

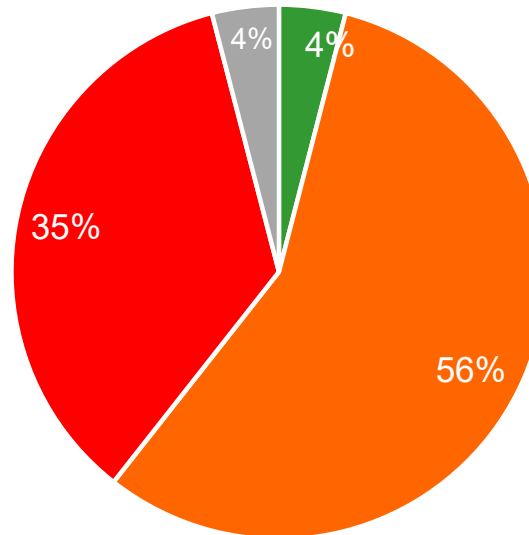
Q16b. What additional/better information would you like to have received?



Use of shower facilities on arrival

Quarter 3 2023/24 %

- 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 (559)



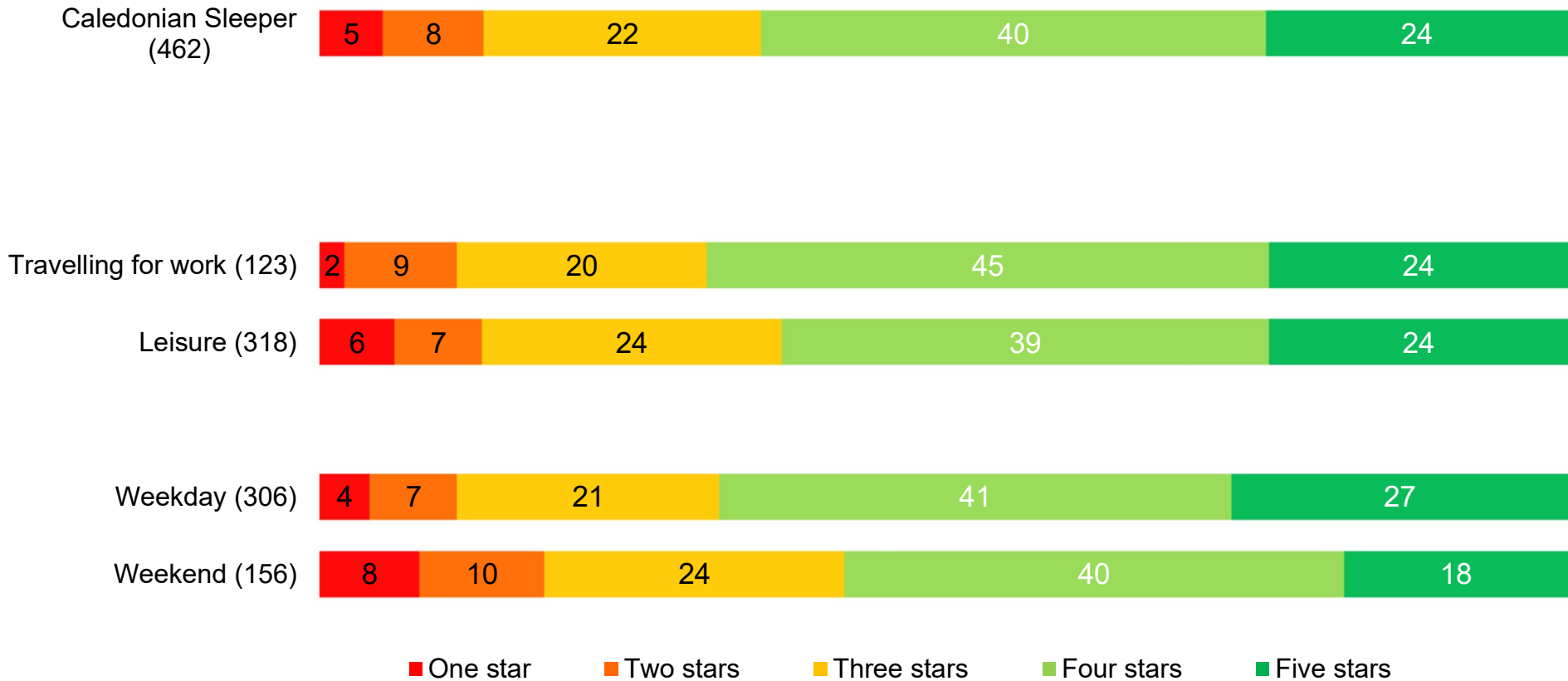
Caledonian Sleeper

Accommodation and train facilities



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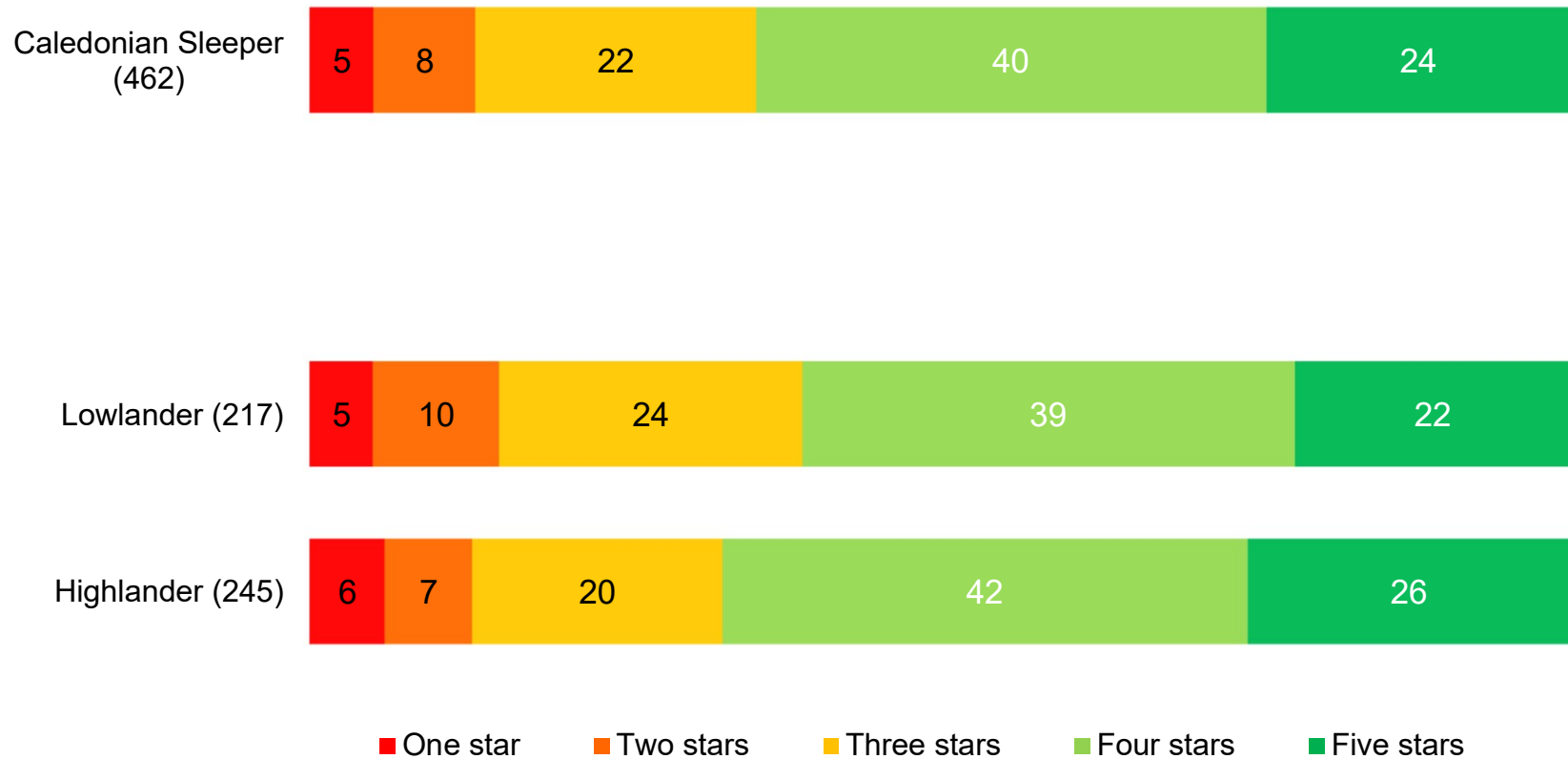
Overall rating of room by passenger group



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



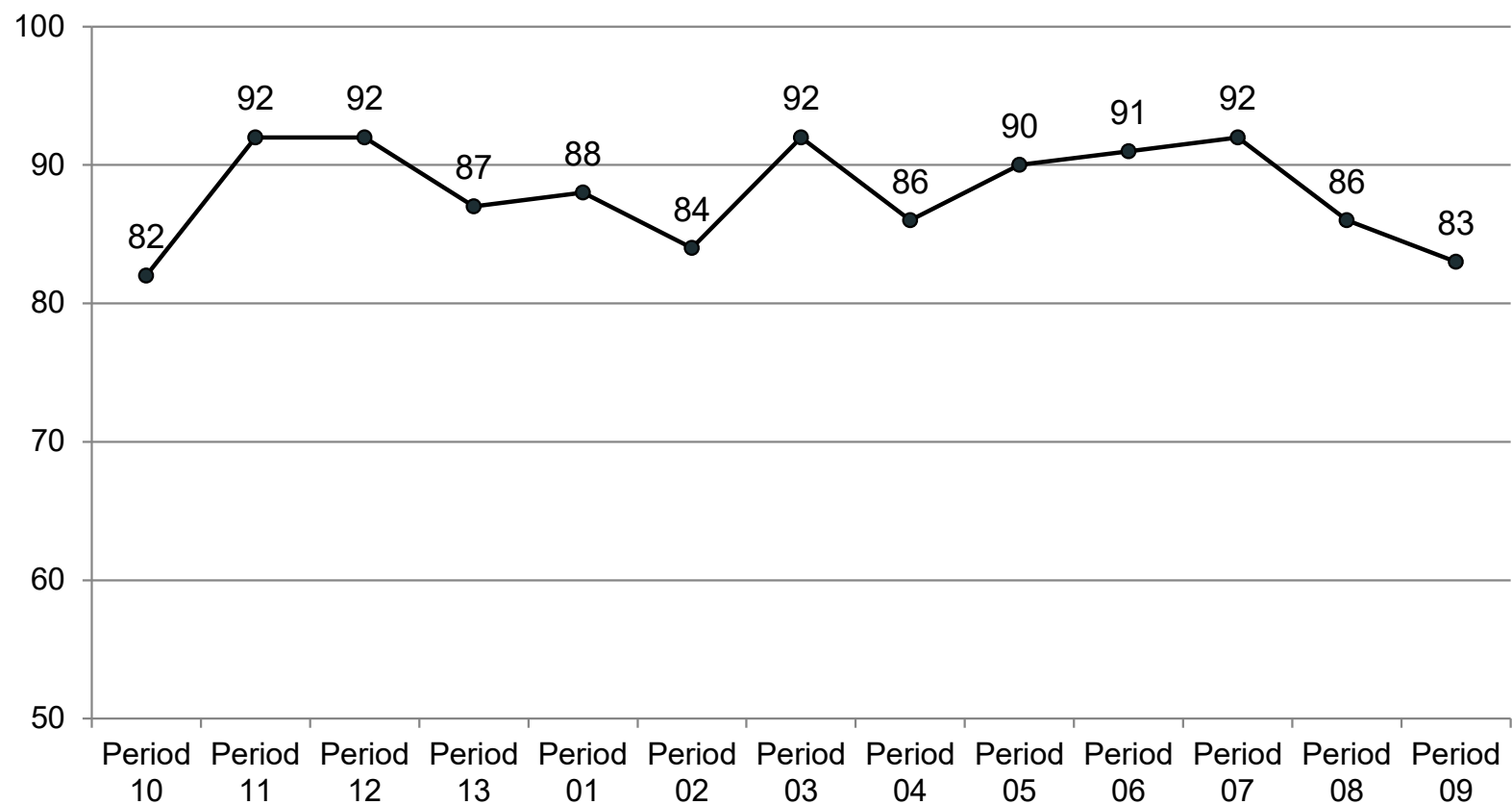
Q17a. How many stars do you give your room on the Caledonian Sleeper?
Base: All guests staying in a room/suite (in brackets above)



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

There was no soundproofing which prevented me sleeping as well as I might, bed was narrow and the fixed ladder in the middle may it difficult to get in and out of bed.

Make sure all the advertised facilities are working. Toilets being out of order is a common issue faced on the trains. In this particular instance there was no water in the carriage I was in so there was no toilet and no wash hand basin. We were given some cans of water.

The ladder to get up to the top bunk isn't very good. I was blaming myself, as I had a broken ankle a couple of years ago. However, I was speaking to someone today and they complained about exactly the same thing. Have any of you ever tried to get onto the top bunk (and off of it) when the train is moving? I might be older and have had this injury, but I still jog etc so I am not an old infirm buddy.

The room wasn't properly cleaned beforehand. There were multiple hairs in the bed linen, used food wrappers on the shelves and floor wasn't hoovered. The walls were extremely thin, and we could hear not only all the movement outside the door as well as on platforms, but the noise of our neighbour flushing their toilet or taking shower was so loud even earplugs couldn't cover it.

It's certainly adequate but does not approach a luxurious experience! Pity because travelling overnight between Scotland and London should be just that in the double bed room I booked.

The room was a bit warmer than I would have liked but was mostly alright. The folding table wasn't great as it bounced up and down shaking things off the end and as said earlier the ladder position from the top bed makes it a bit uncomfortable getting into the bottom bed. But overall it was good, nice and clean, Quite quiet and the shower in the room was great.

Heating that works. Hot water in shower. Adjustable ladder. More small hooks reachable from bed as well as space for a water bottle.

It took me a while to discover that I could turn the overhead lighting off. Perhaps point out that the dimmer knob was not the only control as I initially assumed.

Given the constraints of train travel, nothing.

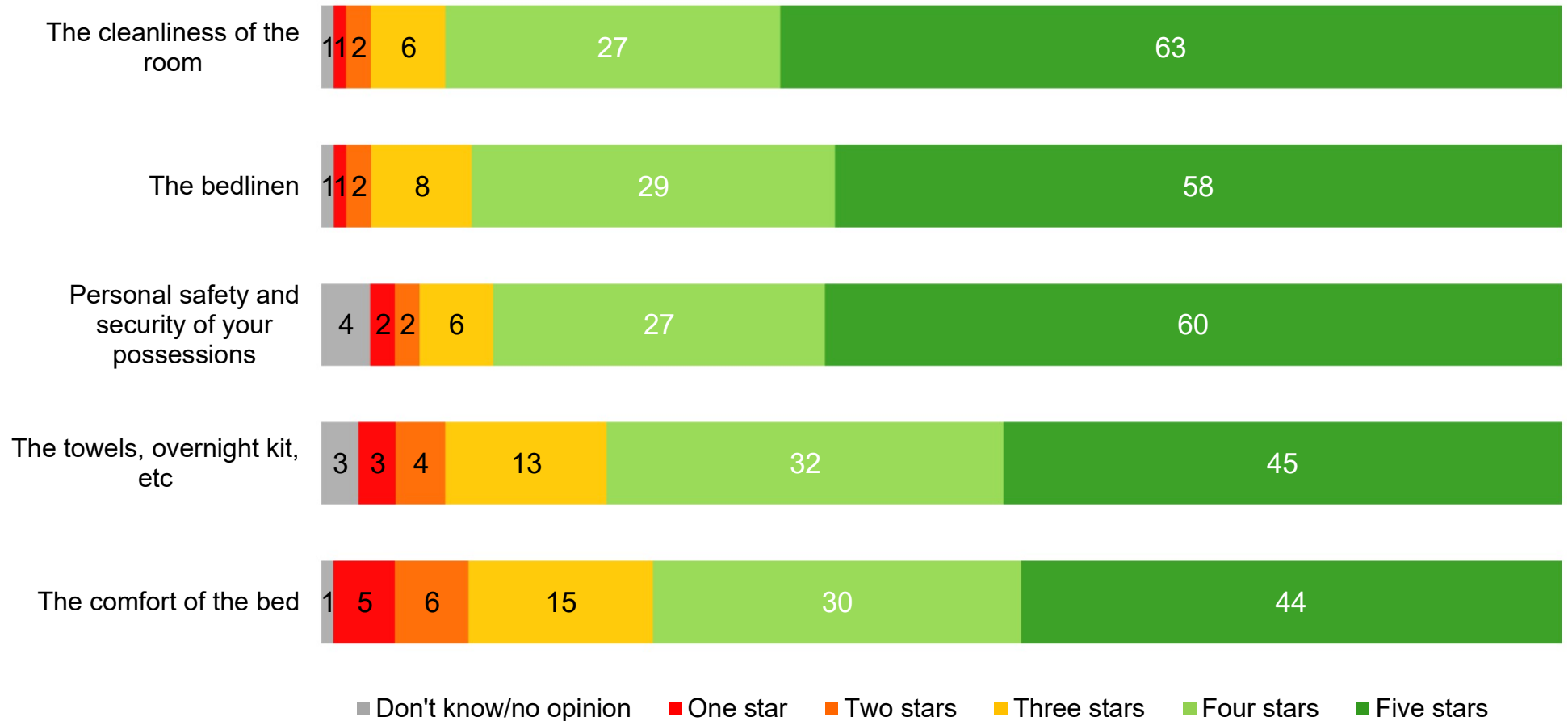
Provide an ensuite that actually works. We paid £480 for the privilege of travelling in an ensuite double and ended up having to traipse down the corridor to find a loo.

Just too small for two people to have reasonable comfort levels.

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?



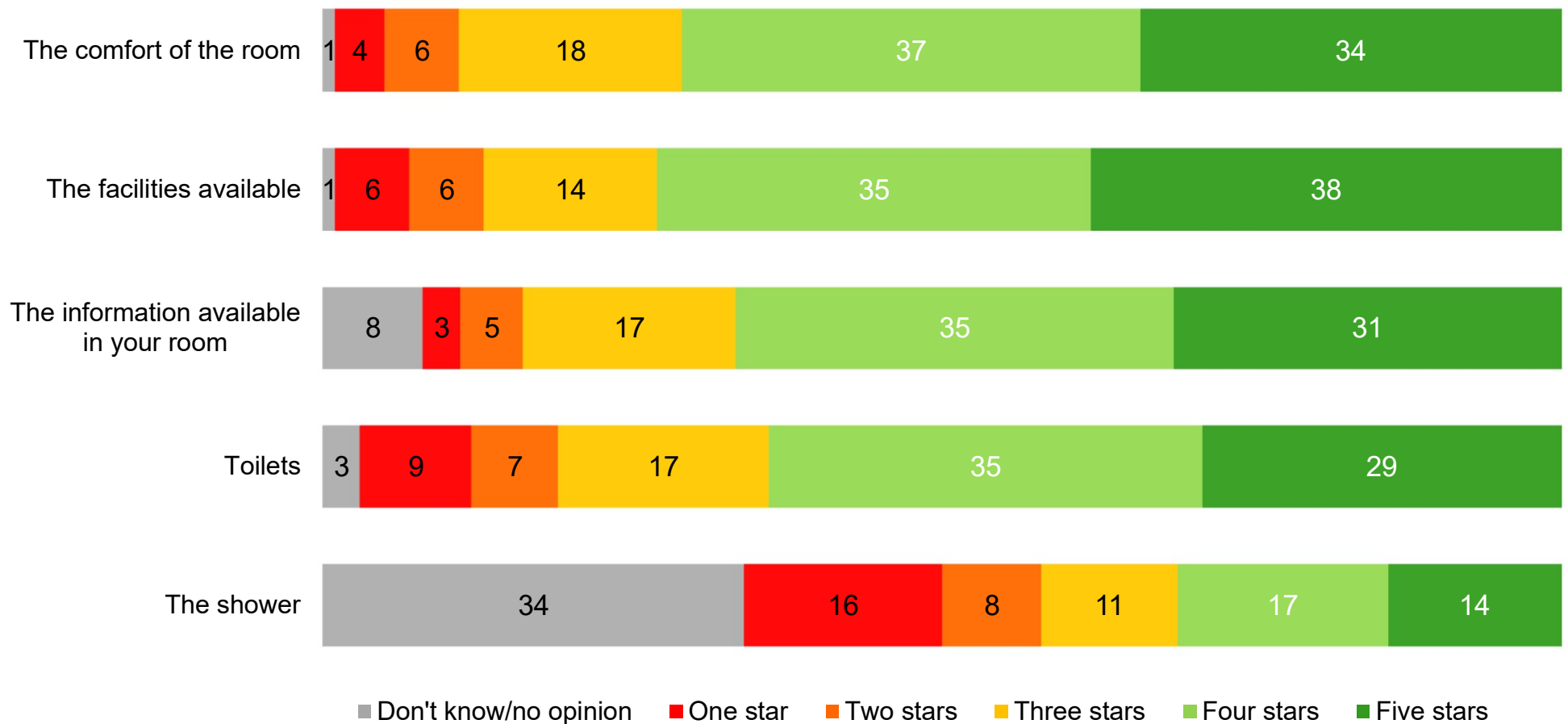
Rating of the features of the room – top 5



Q17b. And how many stars do you give the room for..?
 Base: All guests staying in a room/suite (462)



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 (462), room with en-suite shower (288)



Rating of features of the room – customer comments

Shower and toilet were not functioning due to malfunction of water supply. (we were warned of this shortly before boarding).

More hooks and hanging space would have been appreciated.

Make it clearer where you board the train as the information is not on the boards as you would expect. Make it much clearer about the use of the lounge which is dependent on your ticket. There were also just too many emails saying - can't wait to welcome you etc. less is more in this regard.

More information about the services on board and instructions for some features in the room.

The room was really cold, and I was unable to make it warmer.

Easy access to lighting control on the bed, More airflow in the room.

Thicker mattress, it was like sleeping on a roll-mat.

The mattress was comfortable for about 20 minutes in any specific position but quickly felt like it lost support leading to body fatigue and causing for a lot of constant rolling over to find new positions.

The room was filthy, I had to clean the sink with disinfectant wipes and the material panel next to the bed had turned grey at the top from a carpet of dust. The soap provided at the sink had turned brown with mould, I'm not sure the room has been cleaned in a long time.

No key cards so if I had wanted to leave the room to go to cafe etc would not have wanted to leave valuables in room.

Well. It's just a towel. There's no overnight kit! But I am anti too much free stuff in plastic anyway, so I don't really mind!

Unfortunately, individuals have different standards when using shared toilets. The toilets could benefit from checking / tidying / light cleaning during the journey.

Bed linen was fine but an example of where the price did not match the experience.

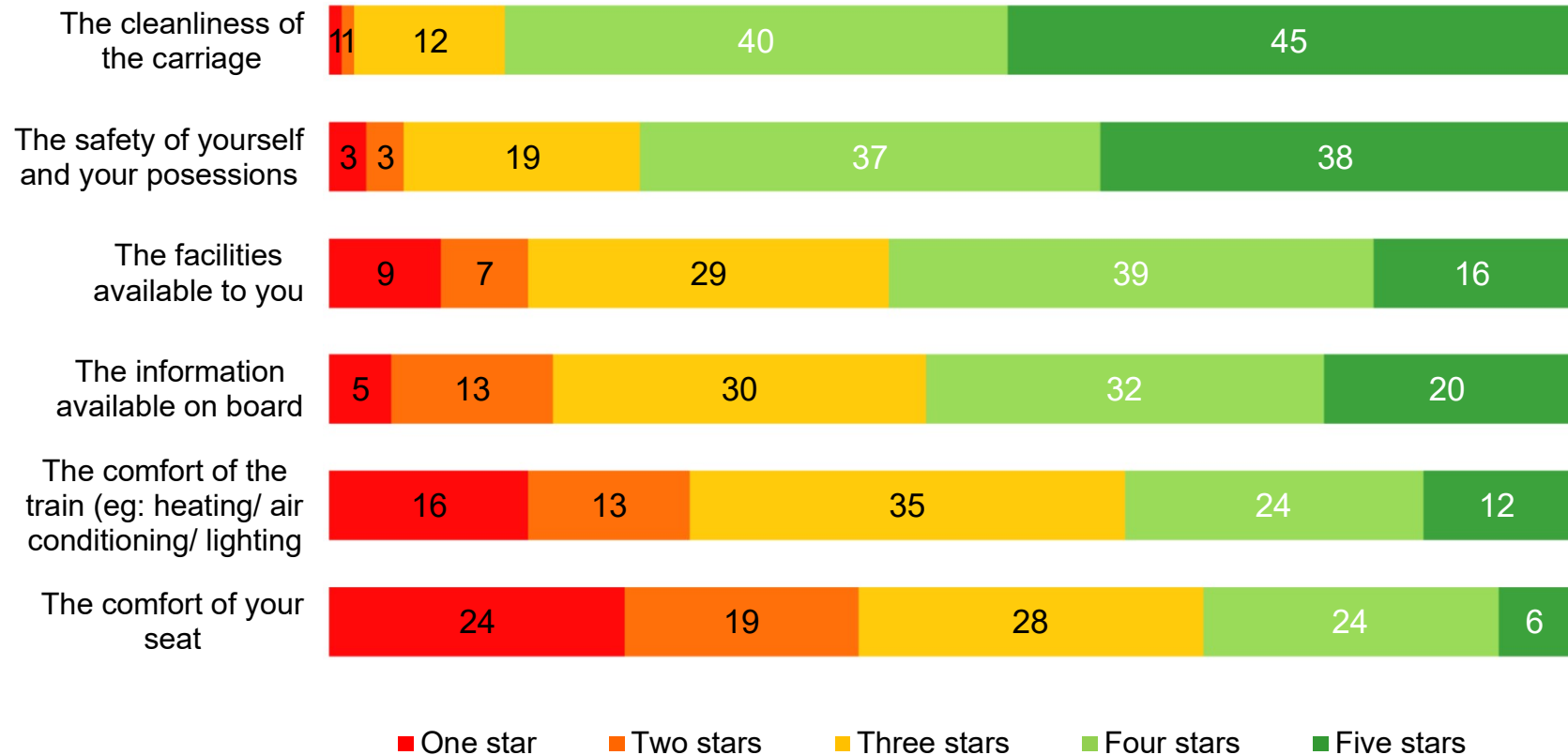
We greatly appreciated having a private shower available, but it was a bit miserable due to lack of water pressure and space.

I personally think the en-suite would benefit from a bigger basin and no shower, but that is my personal choice.

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?



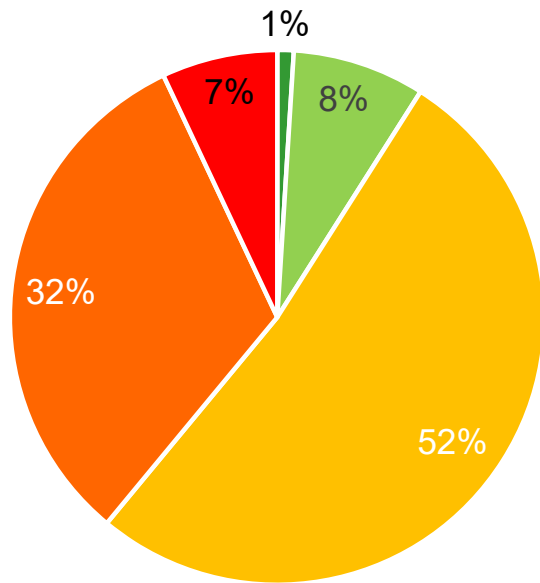
Rating of on-board features among seated guests



Q19. How many stars do you give the Caledonian Sleeper for..?
 Base: All seated guests (139)

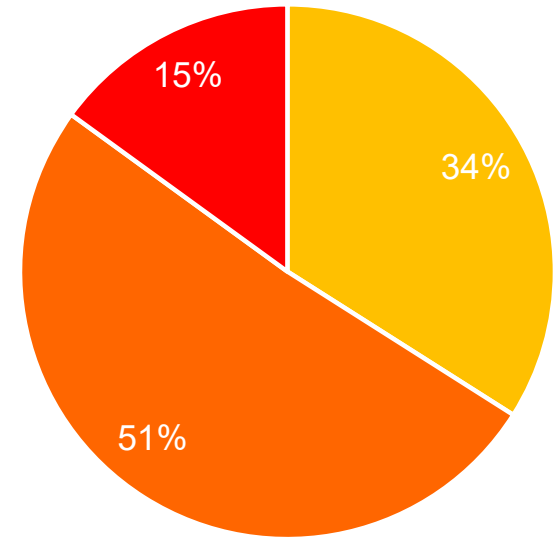


Quality of sleep



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 (462), seated guests (139)



Improving quality of sleep – customer comments

I don't think staff could have done anything for this. This was my first time sleeping on a moving train, aside from falling asleep inadvertently in a seat, and the motion of the train was sometimes jerky. I kept feeling anxious that it would derail while I slept. Silly, I know, and nothing staff could have fixed. There's also the number of hours available for sleep.

Cold air always starts blowing during the night. Lighting is too bright. The voice from the toilet is too loud and can be heard too loudly in seats 1-4. Firmer moveable headrest that stay in place when pulled forward to prevent customer's head from dropping to the side, they currently move back to flat with any pressure applied.

It would be helpful if the carriage was kept in darkness during the night. They have very useful individual reading lights if you can't or don't want to sleep, but when the carriage is 'floodlit' it makes it very difficult.

I don't entirely blame the service for this. I'm just not going to sleep all well on a thin, narrow mattress. The light switch indicators are annoying though, meaning the room is never truly dark.

The seats are just not comfortable enough for a good night's sleep. But that is not a surprise.

It's down to poor quality mattress. Too much money spent on other stuff but missed the fundamental requirement for a good night sleep.

Soundproof the room dividers, and make sure the door seals in rooms with connecting doors are fitted properly. The trains are basically new but aren't being looked after properly.

Nothing - I just can't sleep on a train.

Would help to explain any stops that will happen or just that we may stop due to signals, works etc. I had no idea if we would pick up anyone else.

Nothing. It's a train, so it shoogles about a lot - nothing anyone can do about that. I was also unsettled as I was aware that we had stopped when we shouldn't have and that there was a substantial delay.

The mattress could be more comfortable and the bouncing around of the train was quite amplified at times, making it very difficult to sleep.

Reclining seats and more adjustable and supportive headrests. An optional cushion for the lower back would also be good. Dimming the lights.

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



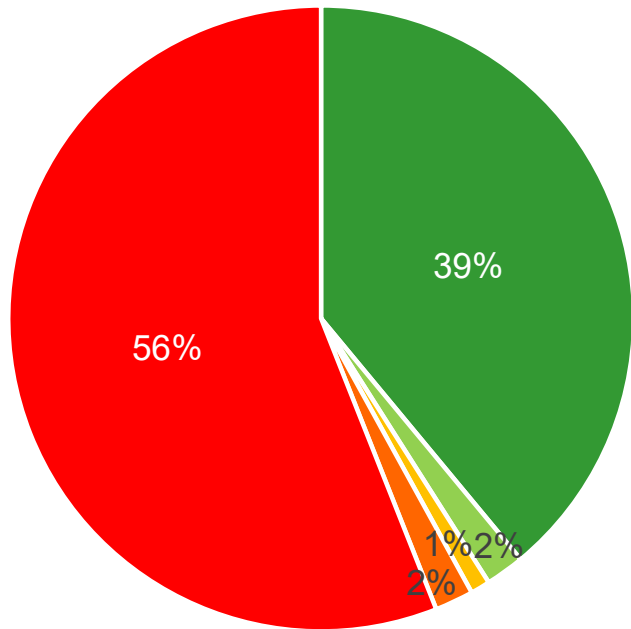
Caledonian Sleeper

Club car and catering



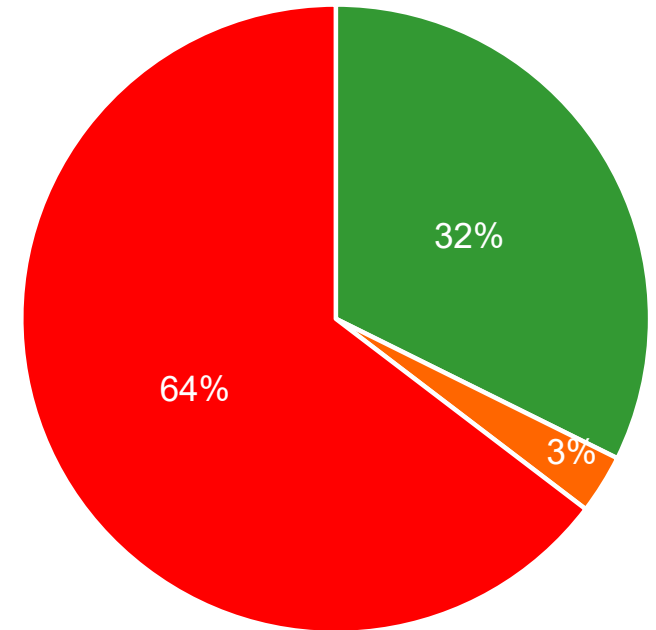
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Visiting the Club Car



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

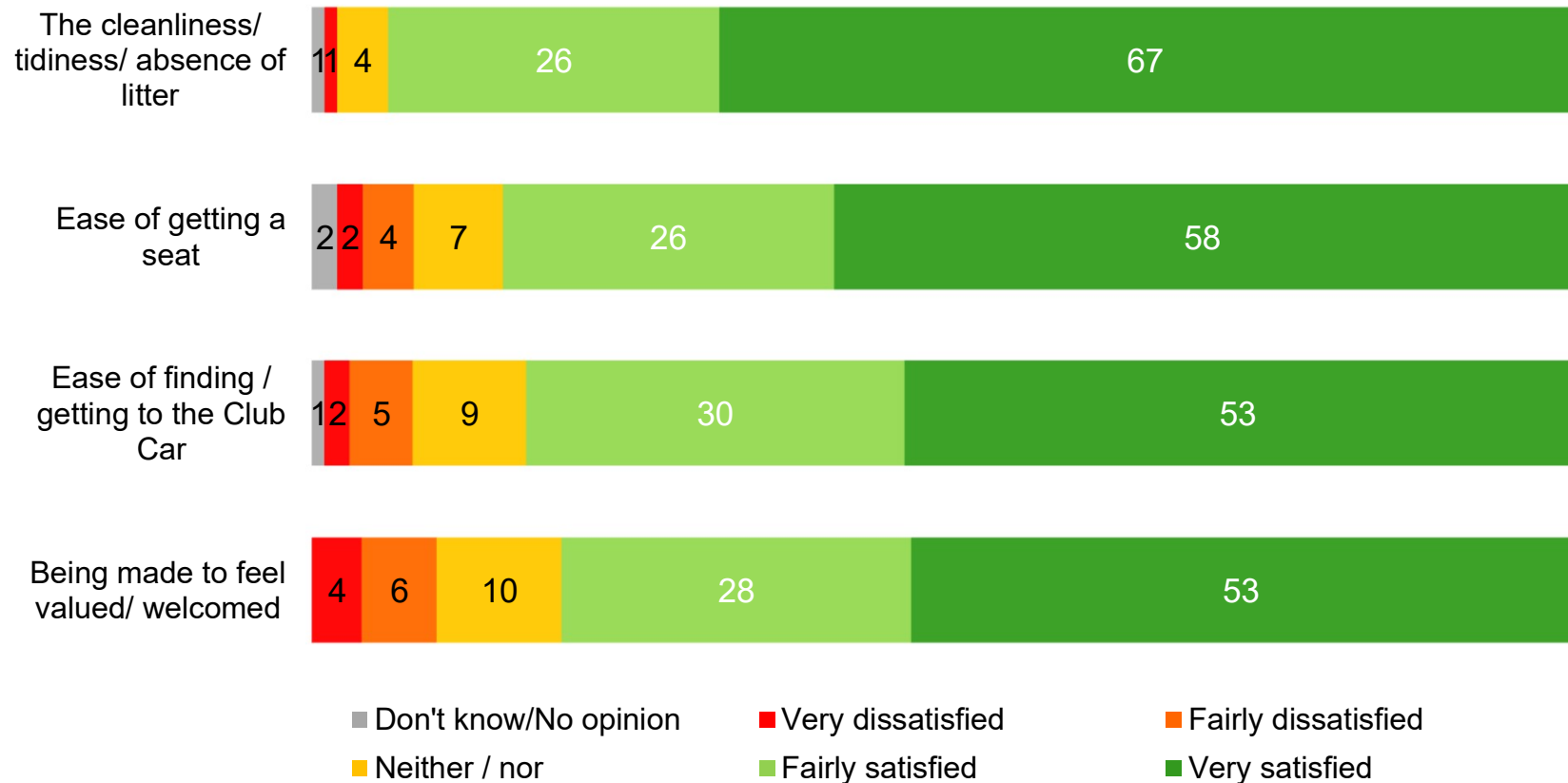


Morning Use

Q22a/b. Thinking about the evening/morning of your trip on the Caledonian Sleeper, did you visit the Club Car?
Base: All (462)



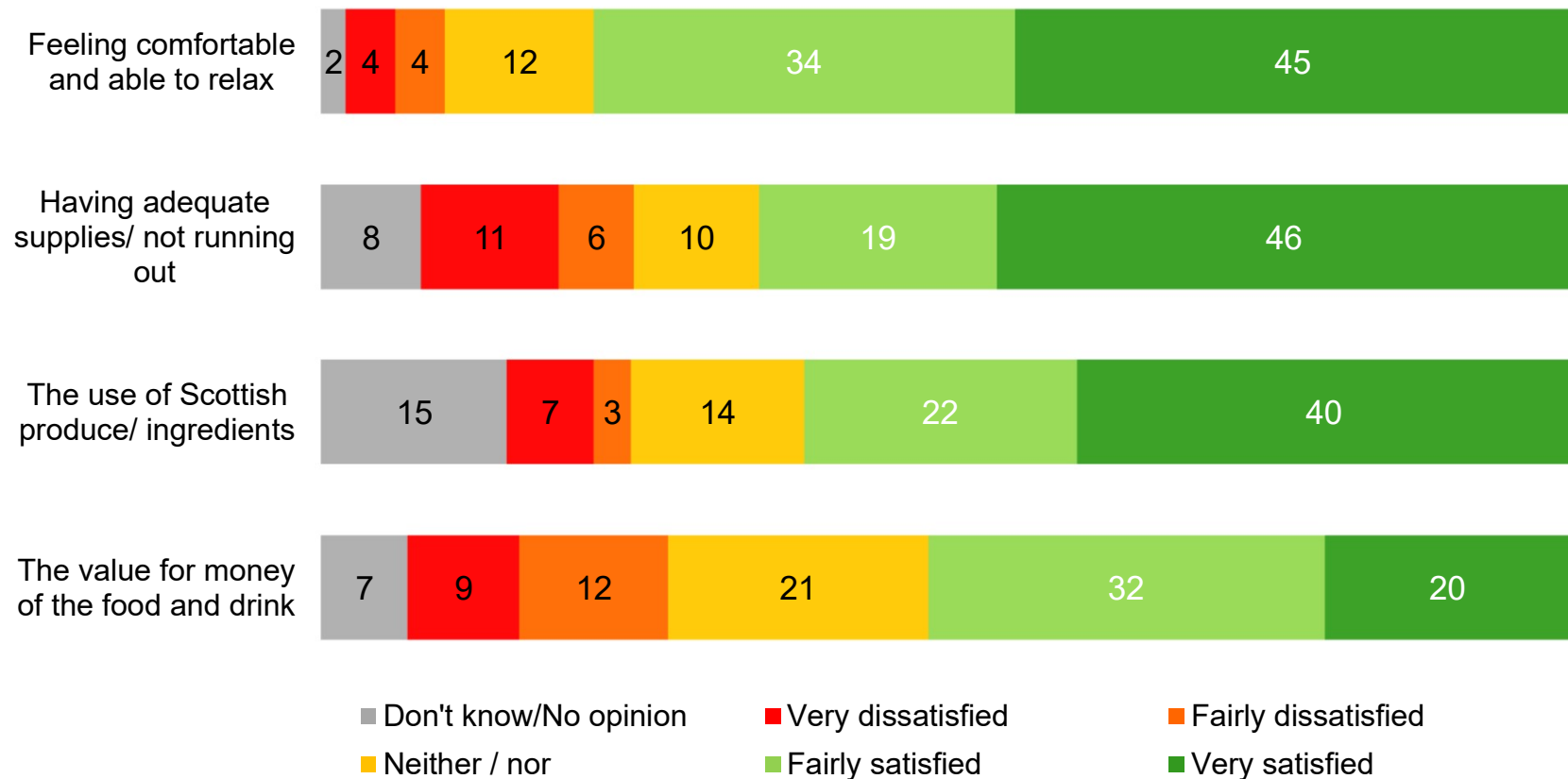
Satisfaction with features of the Club Car – top 4



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 (247)



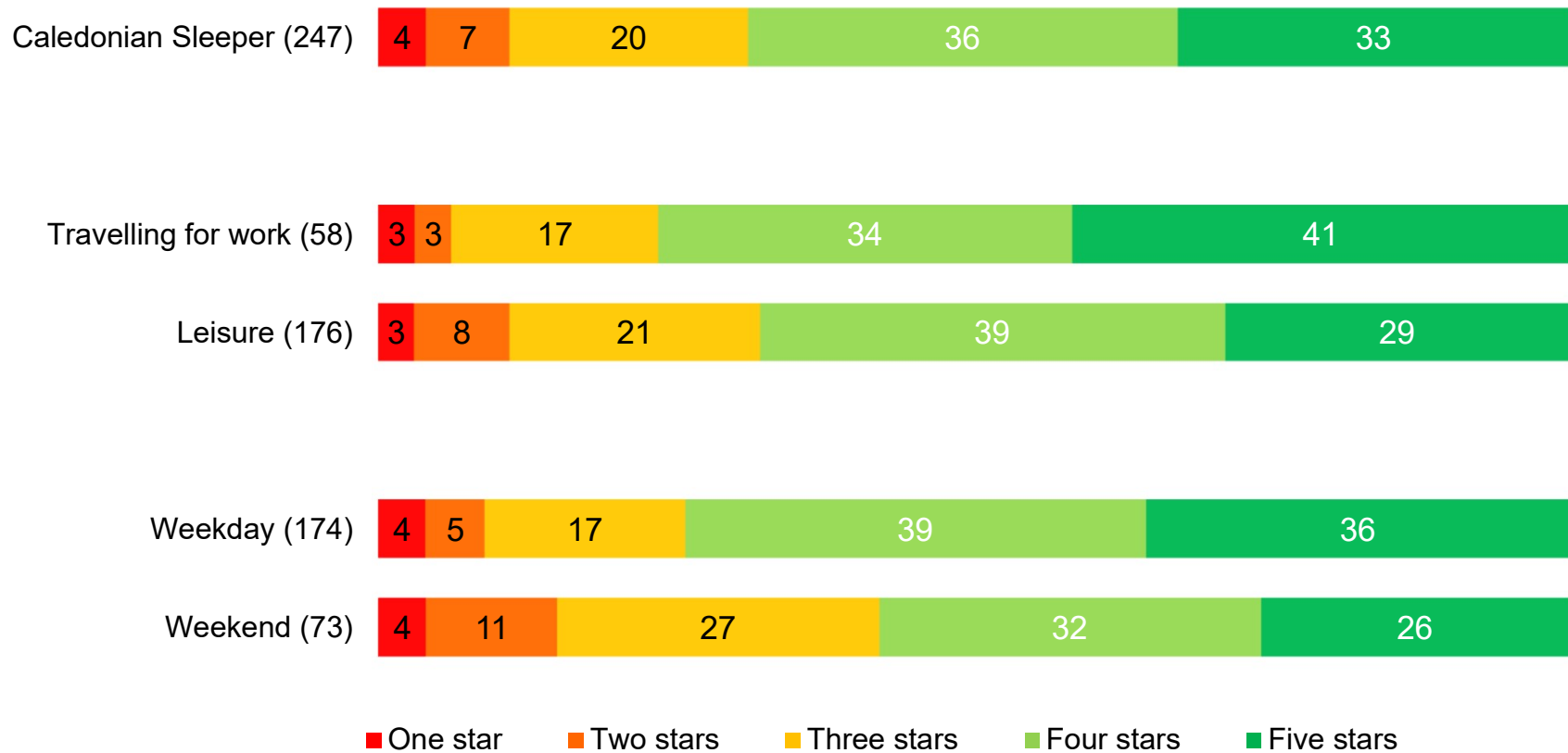
Satisfaction with features of the Club Car – bottom 4



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 (247)



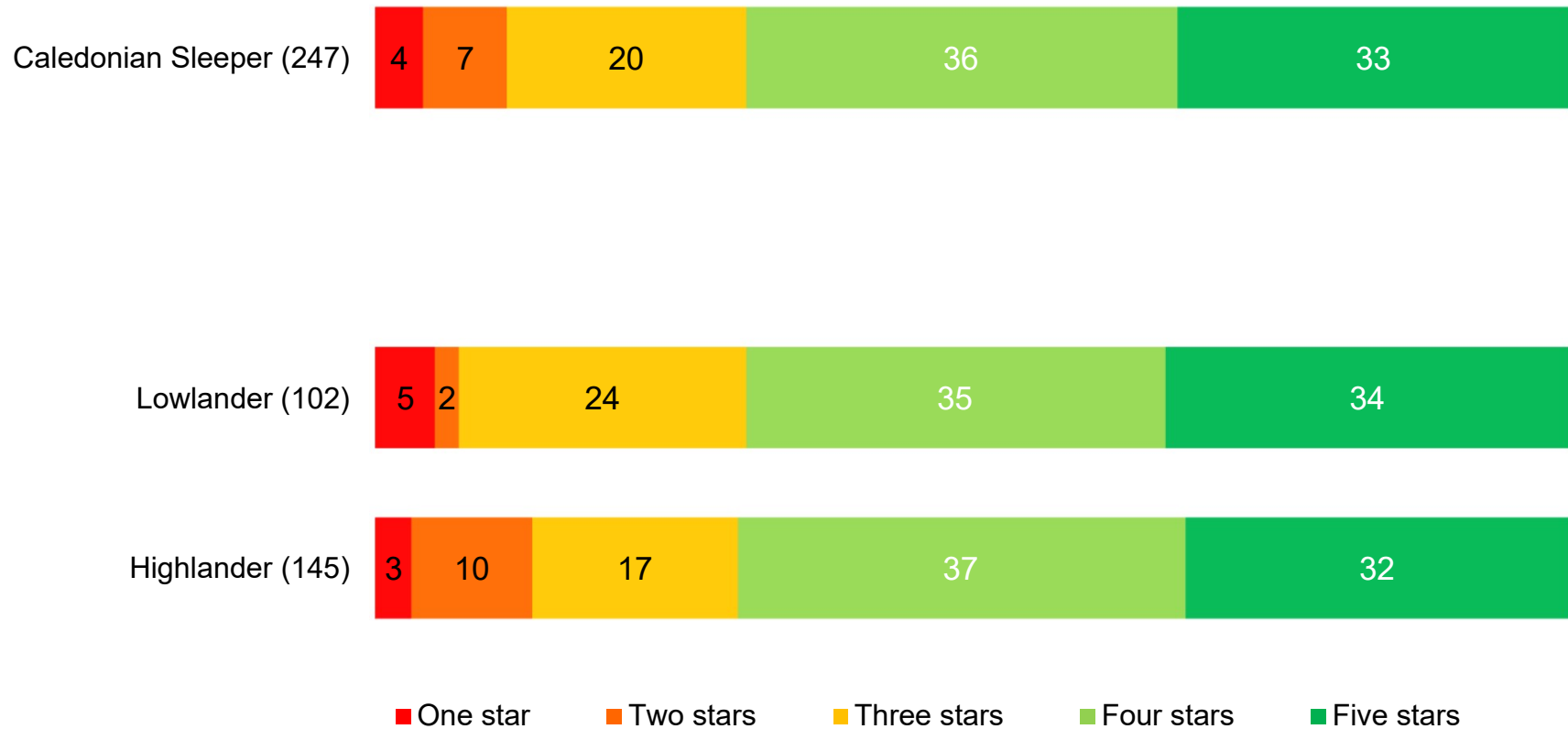
Overall rating of Club Car by passenger group



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



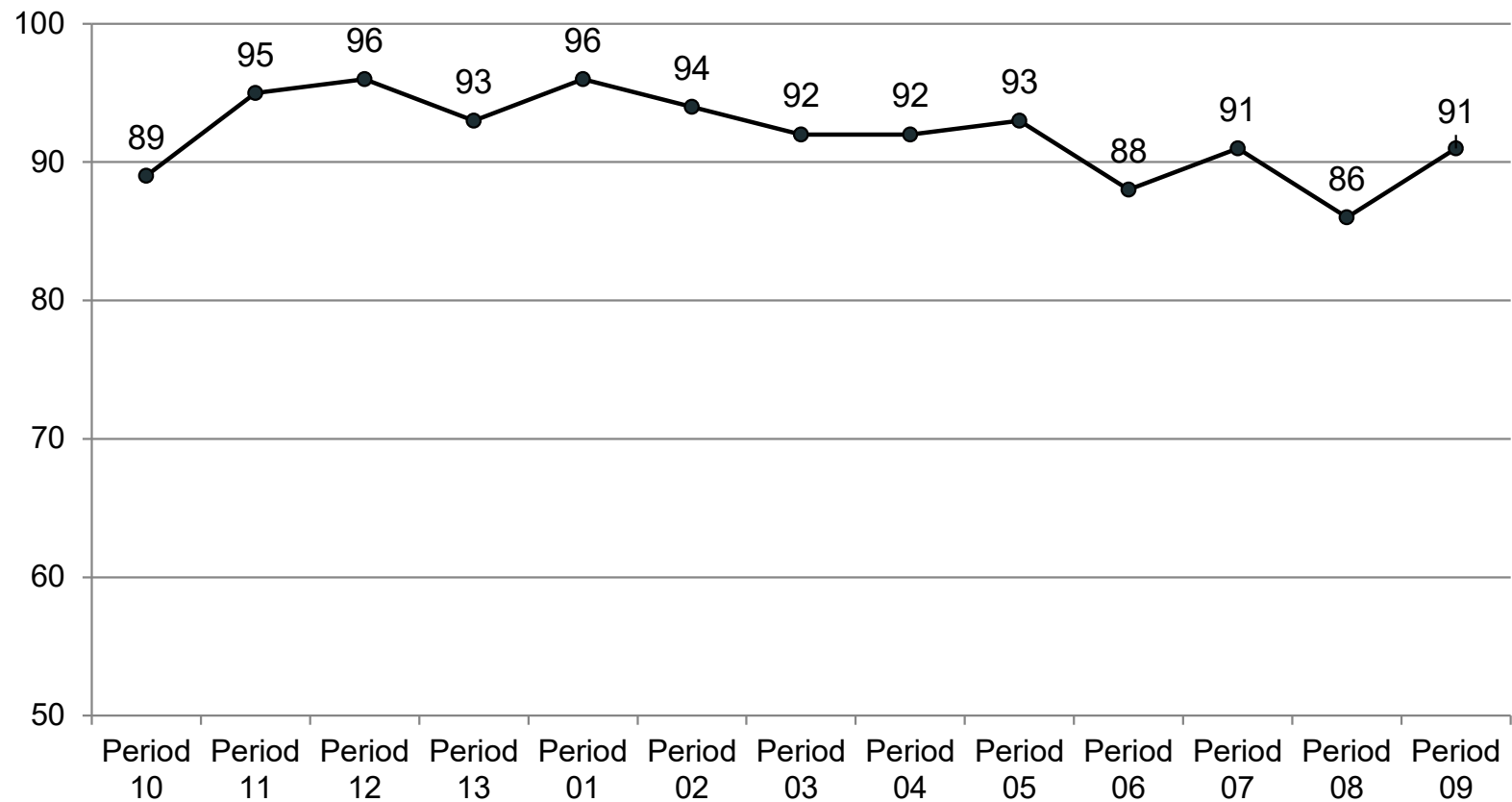
Q24a. How many stars overall do you give the Club Car on the Caledonian Sleeper?
Base: All users of the Club Car (in brackets above).



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

When we on the old trains we could book our meal and seat before we travelled. Now it's a free for all and we needed accessible seats and had to hurry on to the train to obtain them. I don't understand why this is. Book a room but not a meal and a table. Not logical.

Most of the menu was not available. The food we had was mediocre to say the least. Staff appeared to want us in and out ASAP. Not being able to take cash demonstrates a lack of trust.

Employ competent staff and provide proper food with proper crockery and proper cutlery, not tasteless microwaved tat served on paper plates with wooden knives and forks. The food we ordered was horrible.

Better range, more availability - we were told despite ordering the night before and being in a double room, that there were only two vegan breakfasts, and they were both gone. Have more availability. Also, the staff were very busy, and it wasn't clear where to go or what to do. Not a great experience overall. The food was then microwaved and soggy, normal fare for a train but not what I expected here given the price and prestige associated with the service

Provide more upmarket/ tastier food and better quality drinks which are good value for money. The pricing is utterly unacceptable and NOT value for money at all.

It's terrible. Plastic. Not like the old comfy squishy leatherette sofa of the old trains. The single seats are more like an office. Too high for me, and I refuse to use them

The single swivel seats at the side could be more comfortable.

Only issue was the lack of menu items at the departure station when we were first in the Club Car

The overall experience exceeded our expectations. However, as we waited to have dinner on board, we were quite disappointed as many items on the menu were not available (even when we were among the first tables when the train started to depart). Other than this, the service was great.

The evening selection was not great. Not enough seats even though we had a club reservation. A few things were sold out. We really enjoyed the morning club car experience.

Nothing, it's pretty much best dining car i have ever been in and I have travelled by train all over the world.

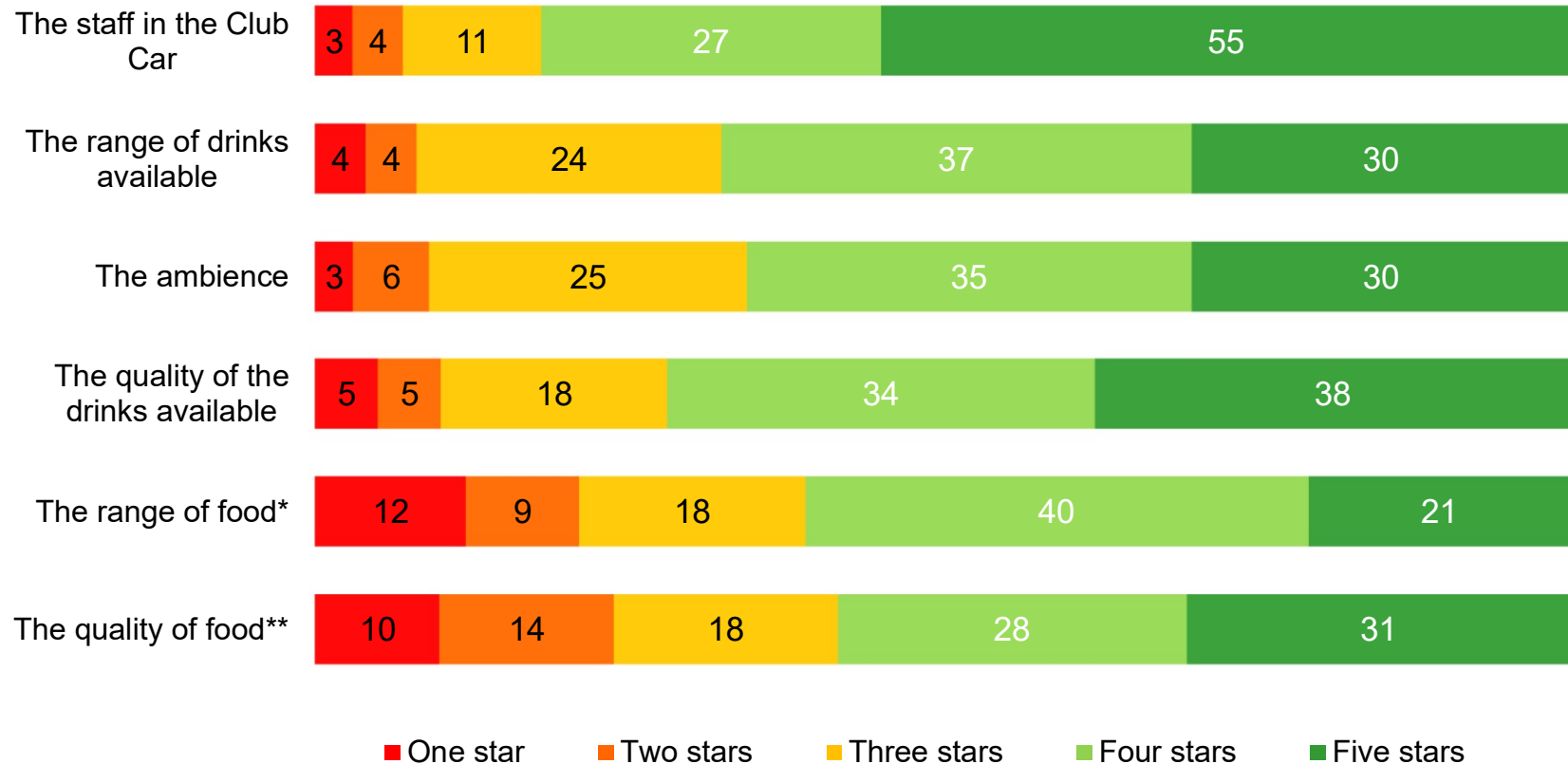
Difficult- it's a good experience if you can get a seat.

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 (247), *those who looked at the menu (148), **those who ate a meal (101)



Rating of features of the Club Car – customer comments

Not sure; it's a fairly functional space, and comfortable enough. Perhaps some warmer lighting at table level would give it a more 'restaurant-y' feel?

The Club Car was clean and well-lit and we were lucky to have a lovely table and our experience was very positive. The setting itself was quite utilitarian and more cozy seating, particularly for those traveling in pairs, would make the experience feel more comfortable.

The staff was polite and responsive but generally indifferent.

[The staff] were stretched and seemed overwhelmed.

When we boarded and got seated in the club car we were told that out of the entire menu that was at the table for us to look at they were only three items available and of those three items by the time we were ready to place an order one of them had already completely sold out. We quickly ordered one pizza and one sandwich before there was no more available food. Additionally towards the end of the meal when we asked about desserts while the menu seemed to display there should have been three or four options there was only one option available. This was an extremely lacking experience from the range of food options that were supposed to have been available. I truly felt bad for any families that arrived in the club car after we had left since I don't think they're would have been any dinner food options available for them at that time. The breakfast the following morning seem to be fine nothing amazing nothing too terrible just a little bit smaller than I would have expected.

Some more beers and ciders to choose from would be nice

The range [of drinks] has really contracted, particularly around wines. There is now 1 option for Red, White and Rose in the 1 glass format. Only way to get more choice is to drink more. There are 5 different types of gin on the other hand which is completely unnecessary imho.

More fresh and vegan food options

The coffee is terrible. You advertise that some drinks come with biscuits, they don't. They feel very low quality.

Coffee available was awful. Would be good to have espresso coffee on the menu.

The food was okay, but nothing special and served on cardboard with wooden cutlery. If you want it to feel a little more like a premium product, crockery and metal cutlery would go a long way.

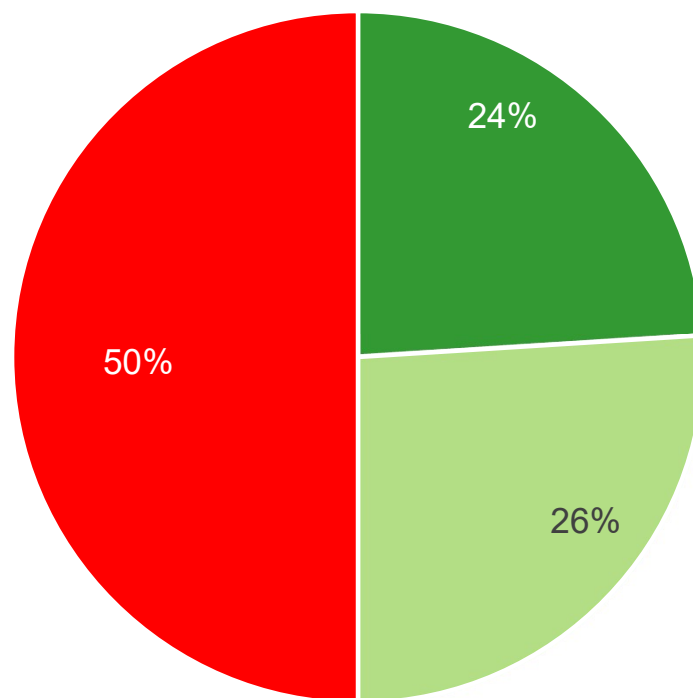
Food was very average apart from the trout pate which was excellent.

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 3 2023/24 %



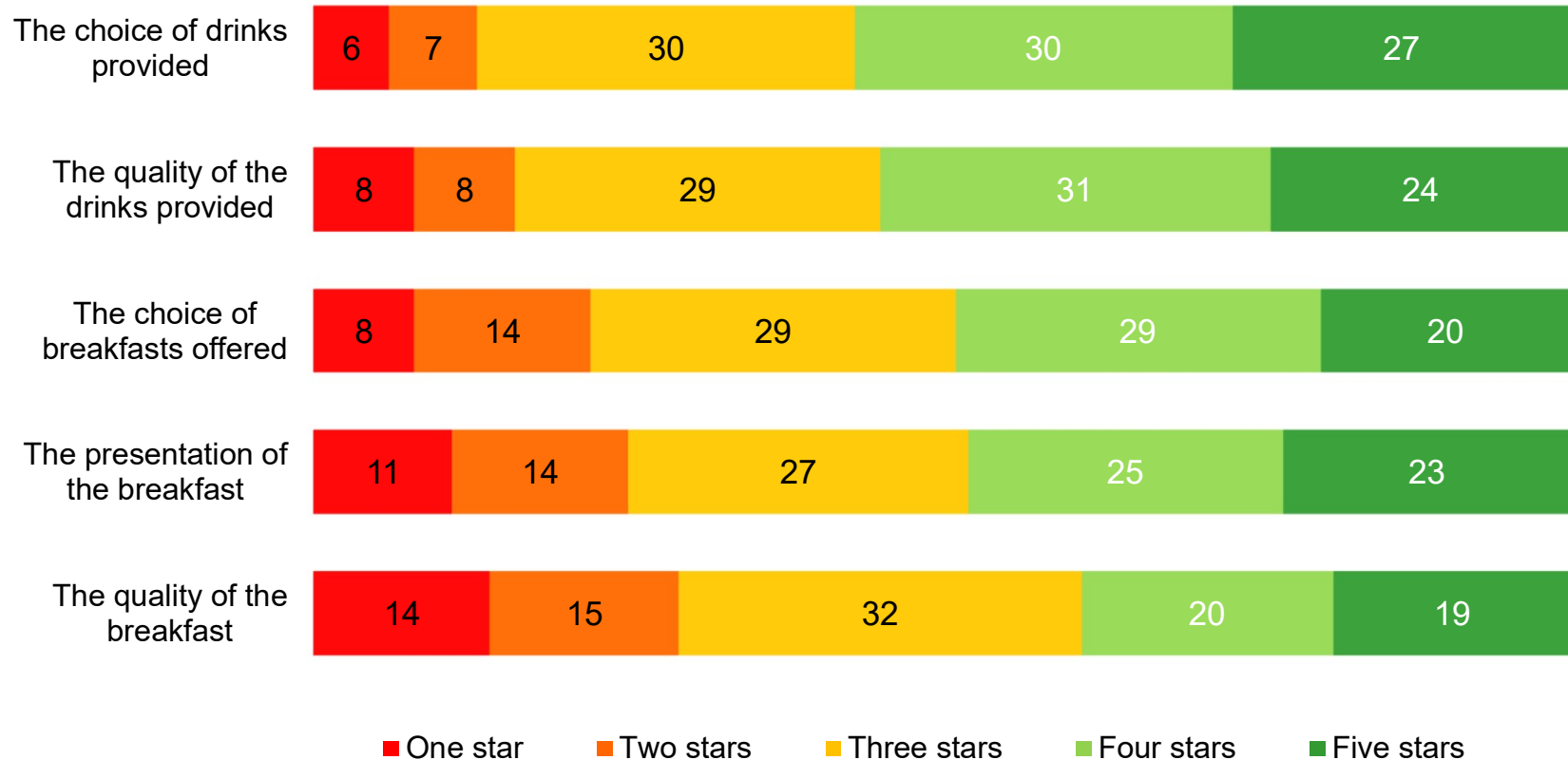
■ Yes - in my room ■ Yes - in the Club Car ■ No

Q25a. Did you eat a Caledonian Sleeper Breakfast on the train?

Base: All (601)



Rating of features of breakfast



Q25b. How many stars would you give for..?
Base: All eating a Caledonian Sleeper breakfast on the train (299)



Rating of features of the breakfast – customer comments

The bacon sandwich was really disappointing. The bacon was totally dried out, and the roll felt really dried out a brittle. The coffee bad was weak and insipid. I thought the food served in the room was very poor, bordering on the inedible. The only part of the breakfast that didn't disappoint was the pre-packed cereal bar and the carton of orange.

I ordered the vegan breakfast which I have had and enjoyed previously. This was not available, so I was provided with a plain veggie sausage in a plain roll with Branston pickle. I was also given a fruit bowl. A strange and not very inspiring substitution for a full breakfast.

Coffee in a bag with water filled to a quarter of the cup isn't what you expect for a £300 ticket.

Widen the choice to include sparkling water.

Improve the range of the breakfast offering via room service. I order a bacon sandwich and what arrived was quite depressing- a flatten bap with little bacon. Why not offer baguettes with double bacon? Or a takeaway cheese omelette?

Find a different supplier, perhaps? The many cafes we have visited in Scotland and London certainly know how to make excellent coffee and hot chocolate, but your train is lacking.

Orange juice was not fresh, was sweetened concentrate. This is easy to upgrade. Also, no fresh milk

Considering the price, I was very dissatisfied with the brown holder of tea and bap in a bag

I did not expect a white bacon roll (with apparently no option for a healthy brown option) wrapped in a bag with everything in a carrier bag! I was paying 'club' prices and I expected to have 'proper' food and drink served to it on 'proper' plates etc. If airlines can produce food on china, and drinks in glasses, I expected a train to do the same. The presentation was non-existent!

They had run out of the food we ordered and was only offered porridge.

Not many choices for the price paid, especially not for vegans

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?



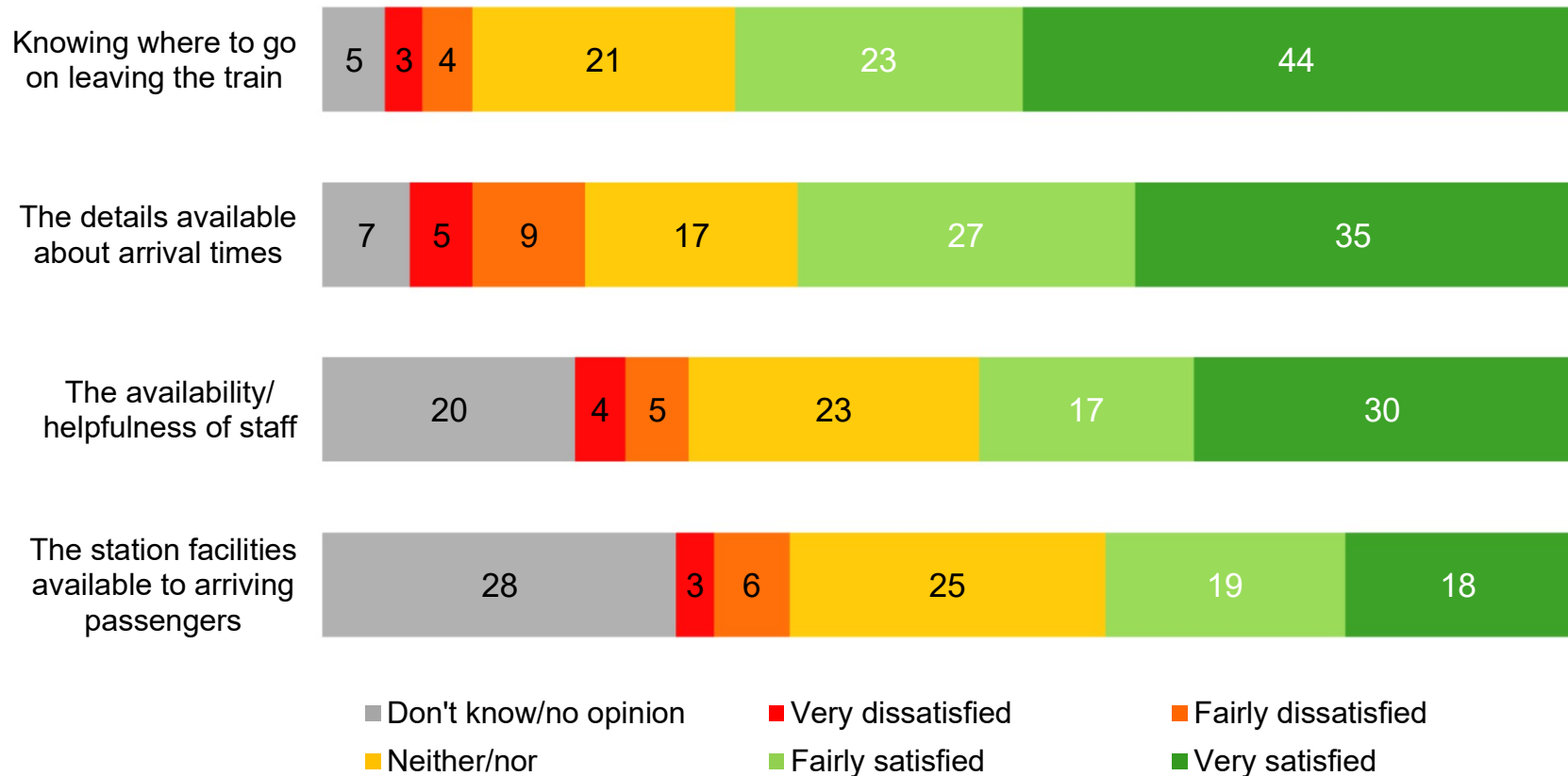
Caledonian Sleeper

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 (601)



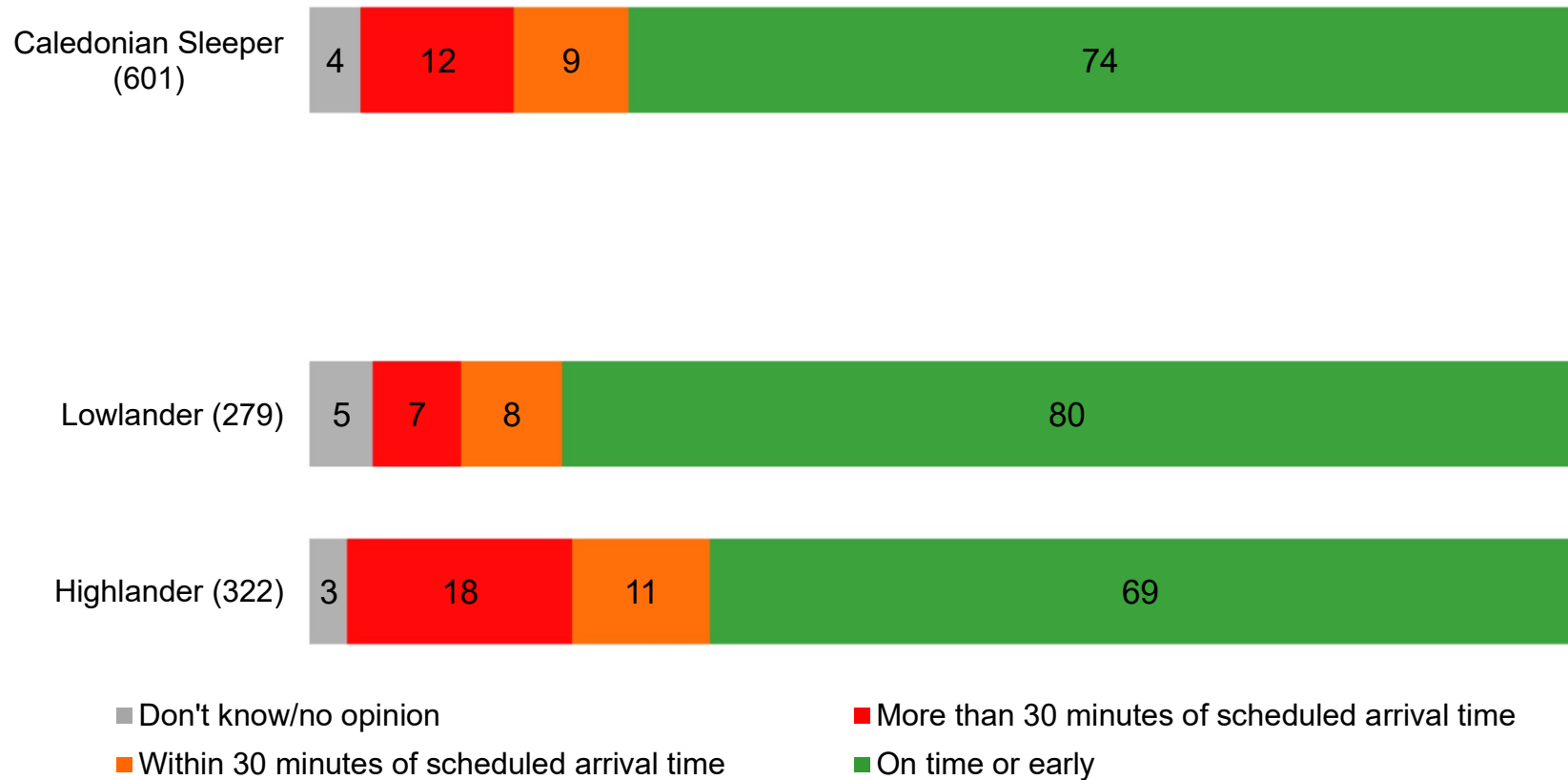
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Delay



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Punctuality of service by route



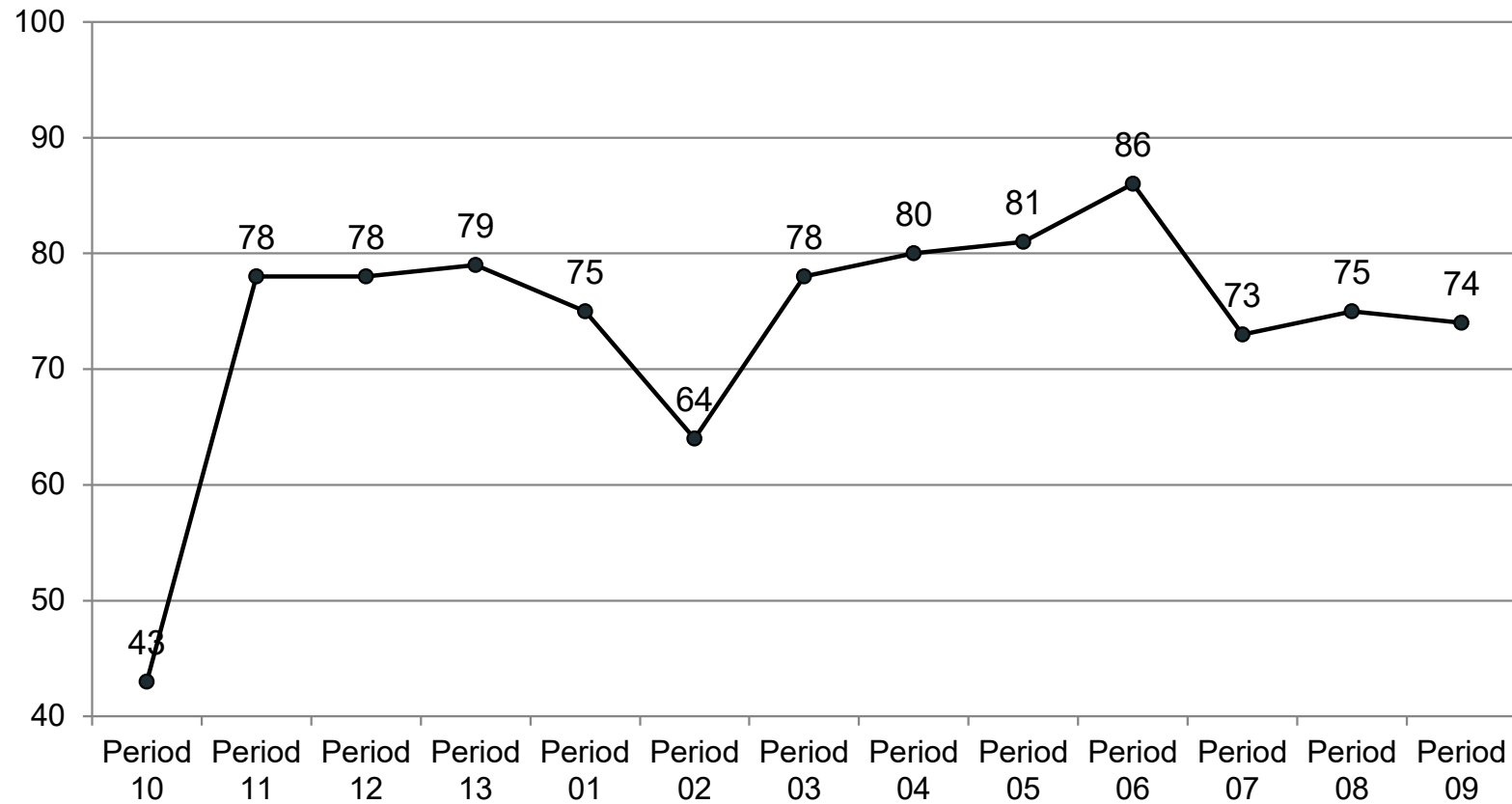
Q27a. Did your train arrive on time?
Base: in brackets above



Punctuality of service – trend

Rating of experience

Trend: On time or early



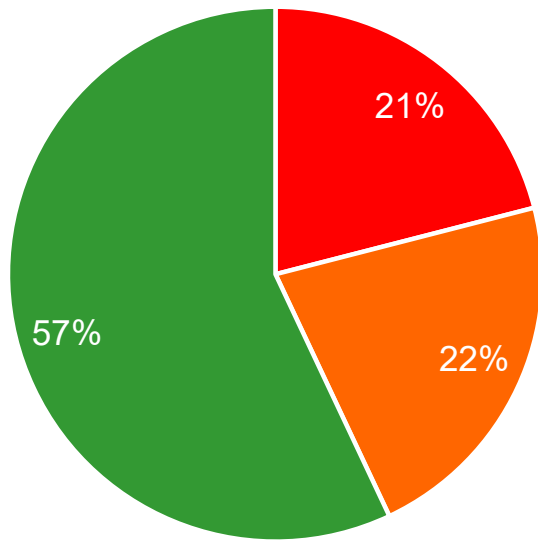
Q27a Did your train arrive on time?



Impact of delay

Quarter 3 2023/24 %

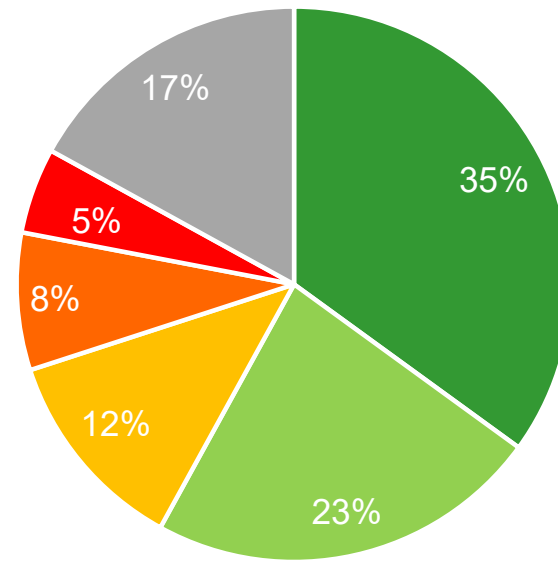
- Yes, it was a serious inconvenience
- Yes, it was a minor inconvenience
- No, it did not inconvenience me



Impact of the delay

Q27b. Did this affect your plans for the day?
Base: All who experienced a delay (132)

- 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 (132)



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Appendix



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Sample profile – journey details

<i>Sample size</i>	<i>601 %</i>	<i>Sample size</i>	<i>601 %</i>	<i>Sample size</i>	<i>601 %</i>
<u>Age</u>		<u>Journey Purpose</u>		<u>Disability or Illness</u>	
16-34	13	Travelling for work/business	25	None	96
35-54	38	Company business	17	Vision	>1
55+	46	Personal Business	4	Hearing	1
Not stated	3	Regular travel between home and workplace	4	Mobility	1
<u>Gender</u>		Leisure	69	Hidden disability	1
Male	47	Visiting friends/ relatives	23	Speech or language impairment	>1
Female	49	Holiday/ short break	43	Mental health	-
Not stated	3	Attending a sporting/ musical/ theatrical/ charity event	3	Other	1
<u>Working status</u>		Other	5		
Full time	61				
Part time	13				
Not working	2				
Retired	20				
Student	1				
Not stated	4				
<u>Residence</u>					
UK	81				
Non-UK	19				



Sample profile – journey details

Sample size	601 %	Sample size	601 %	Sample size	601 %
<u>Travelling party</u>		<u>Return journey mode</u> (those making outward journey)		<u>Travel to departure station</u>	
Alone	53	Caledonian Sleeper	40	Train	32
With a business colleagues(s)	1	Daytime train	34	Underground/ Tram/ Subway	23
With family (adults only)	31	Plane	14	Bus/ Coach	9
With family (adults/children)	10	Coach	1	Taxi	14
With friends	5	Own Car	1	Own car/ Dropped off	14
<u>Accommodation</u>		Hire car	0	Hire car	3
Seat	23	Other	7	On foot	21
Room	29	Don't know	3	Bicycle	1
En-suite room (with shower)	48	<u>Outward journey mode</u> (those making return journey)		Other	3
<u>Journey direction</u>		Caledonian Sleeper	54	<u>Travel from arrival station</u>	
Outward	61	Daytime train	25	Train	30
Return	39	Plane	14	Underground/ Tram/ Subway	21
One way	-	Coach	1	Bus/ Coach	9
		Own Car	2	Taxi	16
		Hire car	1	Own car/ Dropped off	10
		Other	3	Hire car	5
				On foot	24
				Bicycle	1
				Other	4



Sample profile – journey details

<i>Sample size</i>	<i>601 %</i>	<i>Sample size</i>	<i>601 %</i>	<i>Sample size</i>	<i>601 %</i>	
<u>Service Day</u>		<u>Accommodation type</u>		<u>Transaction value</u>		
Weekday	66	1 st class	46	£0-£49.99	6	
Weekend	34	Standard	23	£50-£99.99	16	
<u>Direction</u>		Seated	31	£100-£149.99	7	
Northbound	50	<u>Party size</u>		£150-£199.99	15	
Southbound	50	Single traveller	55	£200-£249.99	14	
<u>Train Type</u>		Two people	38	£250-£299.99	13	
Highlander	54	Three or more people	7	£300 or more	28	
Lowlander	46	<u>Transaction value by guest</u>				
<u>Crew</u>		£0-£49.99				8
Aberdeen	7	£50-£99.99				21
Edinburgh	12	£100-£149.99				18
Fort William	6	£150-£199.99				26
Glasgow	11	£200-£249.99				26
Inverness	13					
London	52					



Sample profile – journey details

<i>Sample size</i>	<i>601 %</i>	<i>Sample size</i>	<i>601 %</i>	<i>Sample size</i>	<i>601 %</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	5	More than 20 years ago	29
4-11	21	4-11	22	15-19 years ago	9
2-3	21	2-3	27	10-14 years ago	10
First journey in last 12 months	28	1 Journey	29	5-9 years ago	9
First ever journey	15	None	16	3-4 years ago	5
Have never made a journey between Scotland and the London area	4			In the last 1-2 years	37
Don't know	-				



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 13th 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 third quarter of fieldwork for the year 2023/24, combining Rail Periods 07, 08 and 09.

Fieldwork for quarter 3 2023/24 took place between 20 September and 26 December 2023. This covered journeys made between 17 September and 9 December 2023.

601 questionnaires were completed in total.



Caledonian Sleeper

Quarterly Report

Quarter 3, 2023/24

Rail Periods 07, 08 and 09



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