

Dashboard Report

Period 09 2018/19

11th November – 8th December



CALEDONIAN
SLEEPER

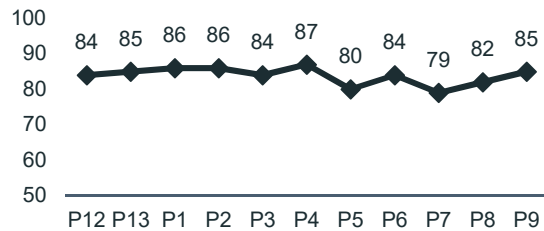
Caledonian Sleeper Passenger Satisfaction

Rail Period 08:11th November – 8th December

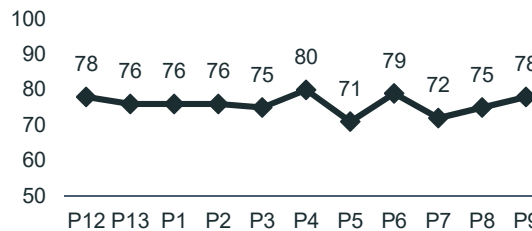
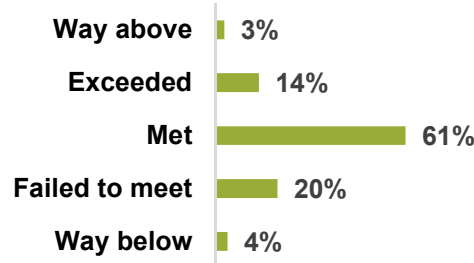
Overall journey experience



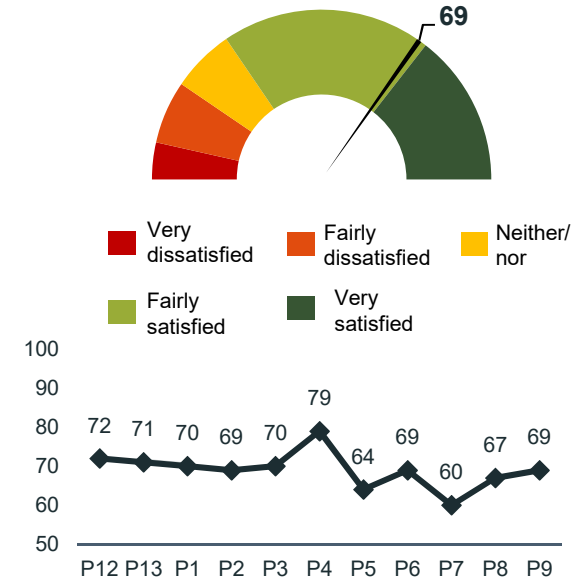
Ave – 3.44



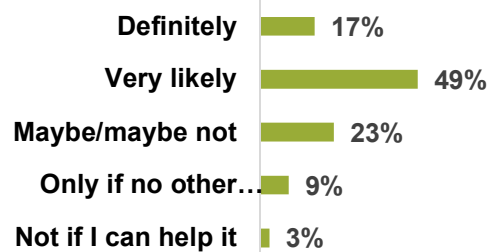
Expectation



Overall satisfaction

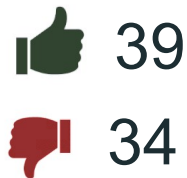


Likelihood of future use



Net Promoter Score

5



	Lowlander	Highlander
Journey experience	81%	88%
Met / Above expectation	73%	81%
Overall satisfaction	64%	74%
Net Promoter Score	-3	13
Future Use	64%	68%

Sample size: 200 (Lowlander 97, Highlander 103)



Caledonian Sleeper Passenger Satisfaction

Rail Period 08: 11th November – 8th December

Expectations of the journey

Top five:

- 41% A routine night on the Sleeper
- 36% Looking forward to the experience
- 36% Sufficiently well informed about the journey ahead
- 35% Relaxed
- 31% Looking forward to bed

Bottom five:

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

Journey Experience

(% 3-5 star rating)

85% **Experience overall**

Making me feel...

- 89% welcomed
- 80% looked after
- 83% relaxed
- 81% comfortable
- 75% I had a good night's sleep
- 84% Lounge car rating
- 76% Room rating

Summing up the experience

Top five:

- 55% Practical
- 52% Functional
- 42% Efficient
- 28% Relaxing
- 21% Disappointing

Bottom five:

- 4% Distressing
- 4% Classy
- 4% Chaotic
- 2% Reviving
- 1% World class

Sample size: 200

