

# Dashboard Report

Period 06 2023/24

20<sup>th</sup> August – 16<sup>th</sup> September 2023



CALEDONIAN  
SLEEPER

# Caledonian Sleeper Passenger Satisfaction

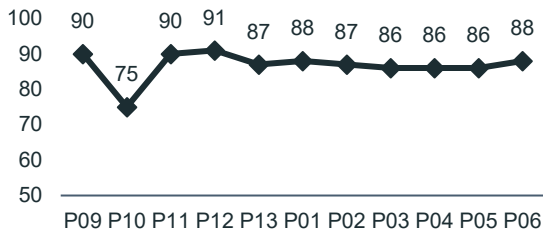
Rail Period 06: 20<sup>th</sup> August – 16 September

CSL Business

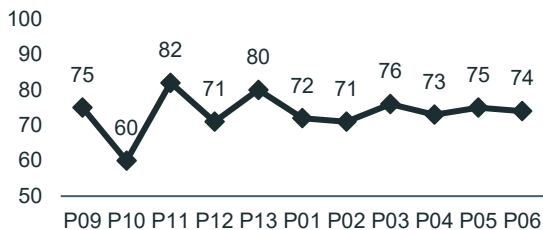
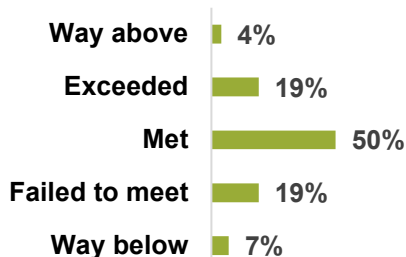
## Overall journey experience



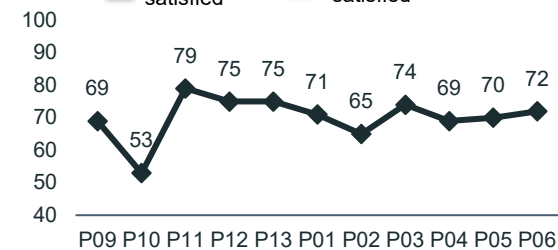
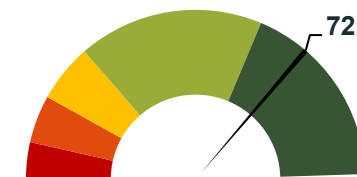
Ave – 3.7



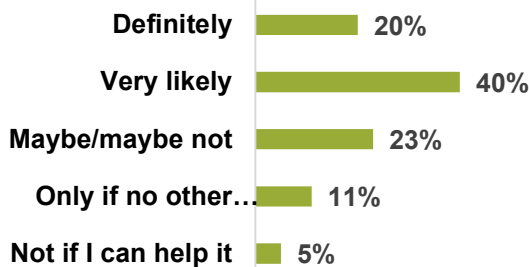
## Expectation



## Overall satisfaction

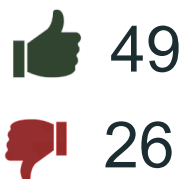


## Likelihood of future use



## Net Promoter Score

23



	Lowlander	Highlander
Journey experience	91%	86%
Met / Above expectation	82%	65%
Overall satisfaction	78%	65%
Net Promoter Score	35	11
Future Use	69%	53%

Sample size: 206 (Lowlander 102, Highlander 104)



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## Expectations of the journey

### Top five:

- 59% Looking forward to the experience
- 37% Sufficiently well informed about the journey ahead
- 35% Relaxed
- 31% Looking forward to bed
- 30% Not expecting a good night's sleep

### Bottom five:

- 6% Worried we might be late
- 5% Anticipating a sociable evening
- 5% Concerned I might have someone sharing my room/in the next seat
- 4% Concerned about other passengers' possible bad behaviour
- 3% Anxious or nervous

## Journey Experience

(% 3-5 star rating)

88% Experience overall

### Making me feel...

- 92% welcomed
- 84% looked after
- 84% relaxed
- 83% comfortable
- 70% I had a good night's sleep
- 91% Room rating
- 88% Club Car rating

## Summing up the experience

### Top five:

- 40% Efficient
- 39% Practical
- 39% Functional
- 33% Memorable
- 26% Relaxing

### Bottom five:

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

Sample size: 206

