

# Dashboard Report

Period 09 2023/24

12<sup>th</sup> November – 9<sup>th</sup> December 2023



CALEDONIAN  
SLEEPER

# Caledonian Sleeper Passenger Satisfaction

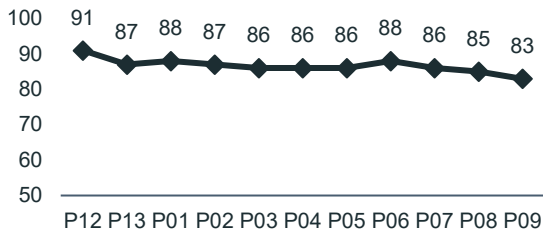
Rail Period 09: 12<sup>th</sup> November – 9<sup>th</sup> December 2023

CSL Business

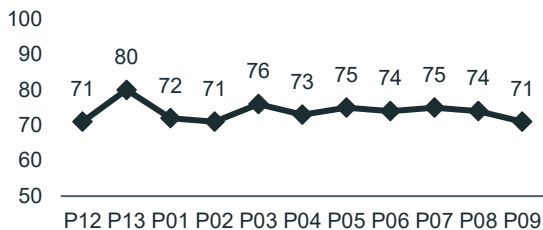
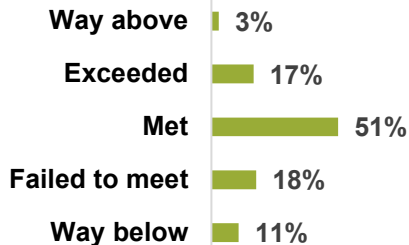
## Overall journey experience



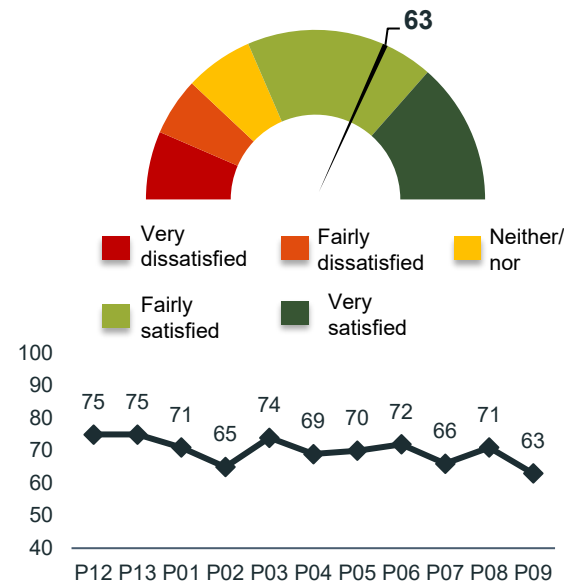
Ave – 3.6



## Expectation



## Overall satisfaction



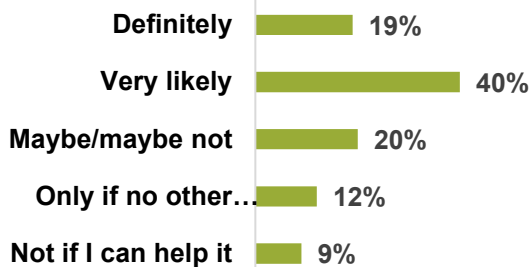
## Net Promoter Score

4

40

36

## Likelihood of future use



	Lowlander	Highlander
Journey experience	82%	84%
Met / Above expectation	70%	72%
Overall satisfaction	64%	62%
Net Promoter Score	-2	9
Future Use	54%	63%

Sample size: 191 (Lowlander 90, Highlander 101)



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## Expectations of the journey

### Top five:

- 49% Looking forward to the experience
- 39% Sufficiently well informed about the journey ahead
- 31% Not expecting a good night's sleep
- 30% Looking forward to bed
- 30% Relaxed

### Bottom five:

- 11% Concerned I might have someone sharing my room/in the next seat
- 10% Carefree
- 7% Anticipating a sociable evening
- 7% Worried we might be late
- 6% Anxious or nervous

## Journey Experience

(% 3-5 star rating)

83% Experience overall

### Making me feel...

- 87% welcomed
- 84% looked after
- 82% relaxed
- 75% comfortable
- 66% I had a good night's sleep
- 83% Room rating
- 91% Club Car rating

## Summing up the experience

### Top five:

- 47% Practical
- 44% Functional
- 39% Efficient
- 28% Relaxing
- 27% Sleepless

### Bottom five:

- 5% Chaotic
- 4% Nostalgic
- 3% Reviving
- 1% Boring
- 1% World Class

Sample size: 191

