

# Dashboard Report

Period 13 2023/24

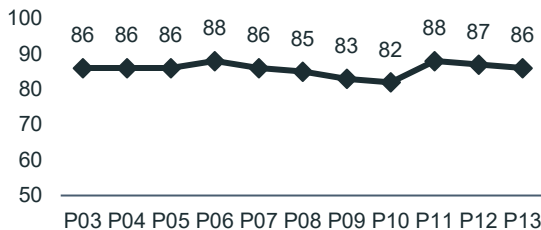
3<sup>rd</sup> – 31<sup>st</sup> March 2024



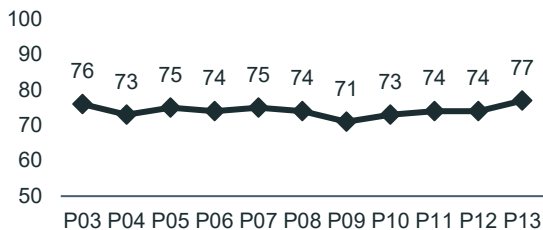
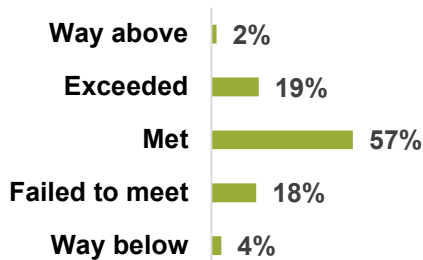
# Caledonian Sleeper Passenger Satisfaction

## Rail Period 13: 3<sup>rd</sup> – 31<sup>st</sup> March 2024

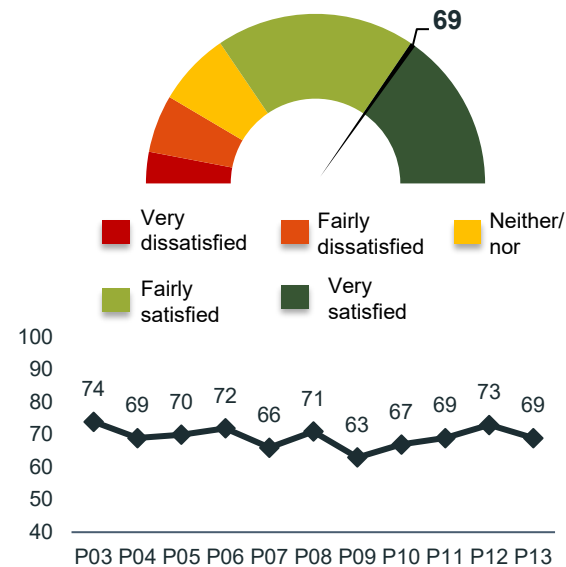
### Overall journey experience



### Expectation



### Overall satisfaction



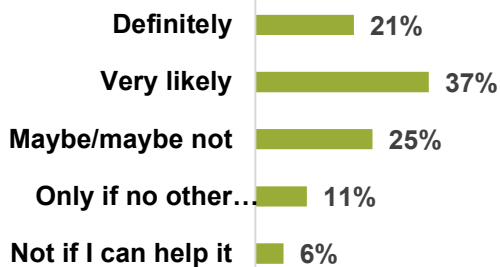
### Net Promoter Score

**8**

**40**

**32**

### Likelihood of future use



	Lowlander	Highlander
Journey experience	87%	86%
Met / Above expectation	78%	77%
Overall satisfaction	72%	67%
Net Promoter Score	12	4
Future Use	58%	57%

Sample size: 213 (Lowlander 98, Highlander 115)



# Caledonian Sleeper Passenger Satisfaction

Rail Period 13: 3<sup>rd</sup> – 31<sup>st</sup> March 2024

## Expectations of the journey

### Top five:

- 50% Looking forward to the experience
- 43% Sufficiently well informed about the journey ahead
- 32% Looking forward to bed
- 31% Not expecting a good night's sleep
- 30% Relaxed

### Bottom five:

- 8% Anxious or nervous
- 8% Concerned I might have someone sharing my room/in the next seat
- 6% Carefree
- 4% Worried we might be late
- 3% Anticipating a sociable evening

## Journey Experience

(% 3-5 star rating)

86% Experience overall

### Making me feel...

- 94% welcomed
- 86% looked after
- 86% relaxed
- 77% comfortable
- 65% I had a good night's sleep
- 87% Room rating
- 94% Club Car rating

## Summing up the experience

### Top five:

- 46% Efficient
- 45% Practical
- 41% Functional
- 28% Relaxing
- 27% Memorable

### Bottom five:

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

Sample size: 213

