



TravelWatch Northwest

The Work of Passenger
Focus

Anthony Smith



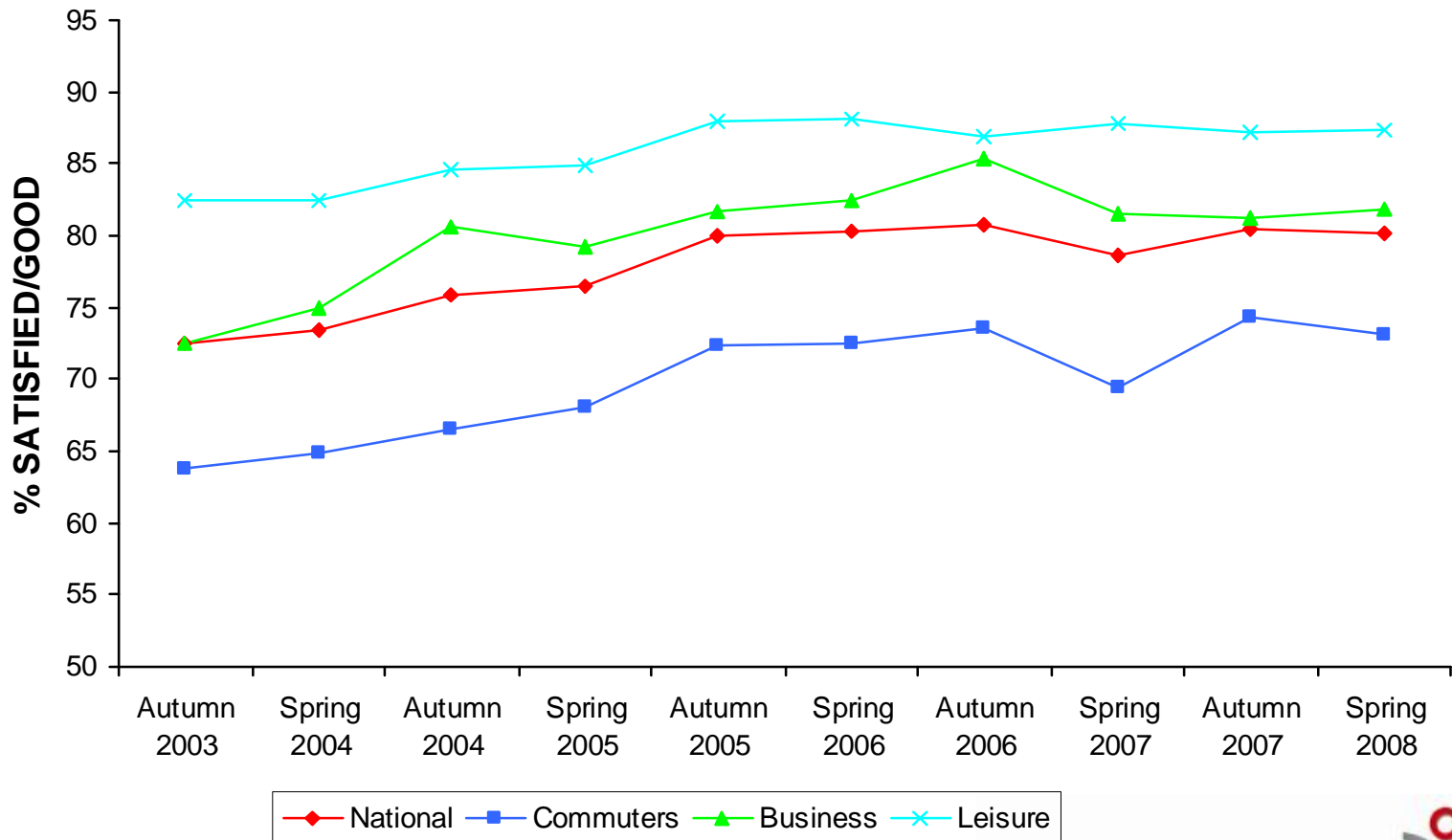
What are passengers telling us?

Spring 2008

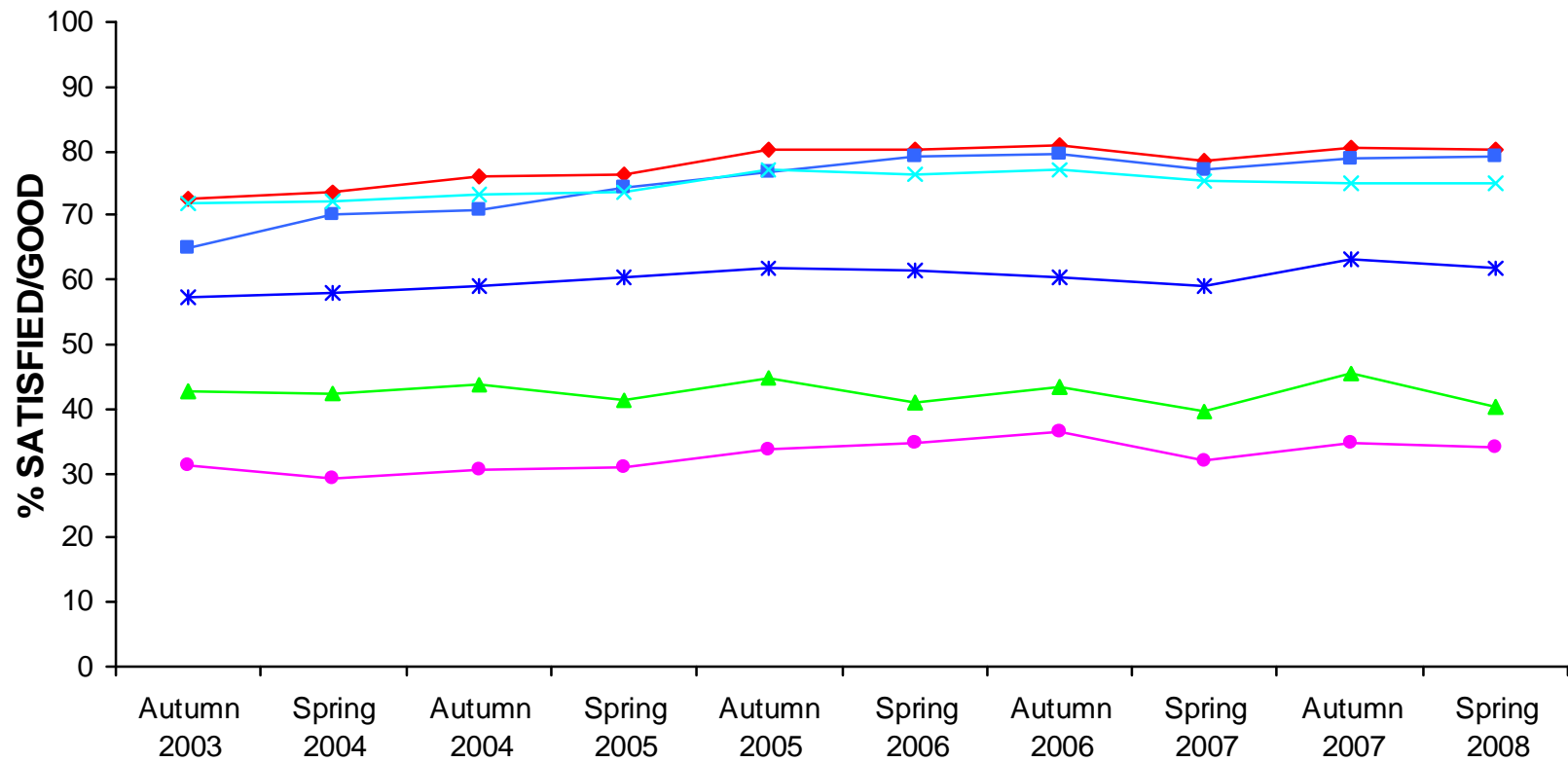


- Overall satisfaction was 80%
- Satisfaction with punctuality (79%) has shown good recent improvement
- On-train factors score slightly lower than station factors
- Women give better ratings than men; older passengers better ratings than younger; commuters give the worst ratings, then business travellers, then leisure travellers who give the best
- Highest scores were for journey time (81%), and station staff (82%)
- Lowest ratings for dealing with delays (32%), availability of staff (30%) and train toilet facilities (32%).

Overall satisfaction with journey by journey type



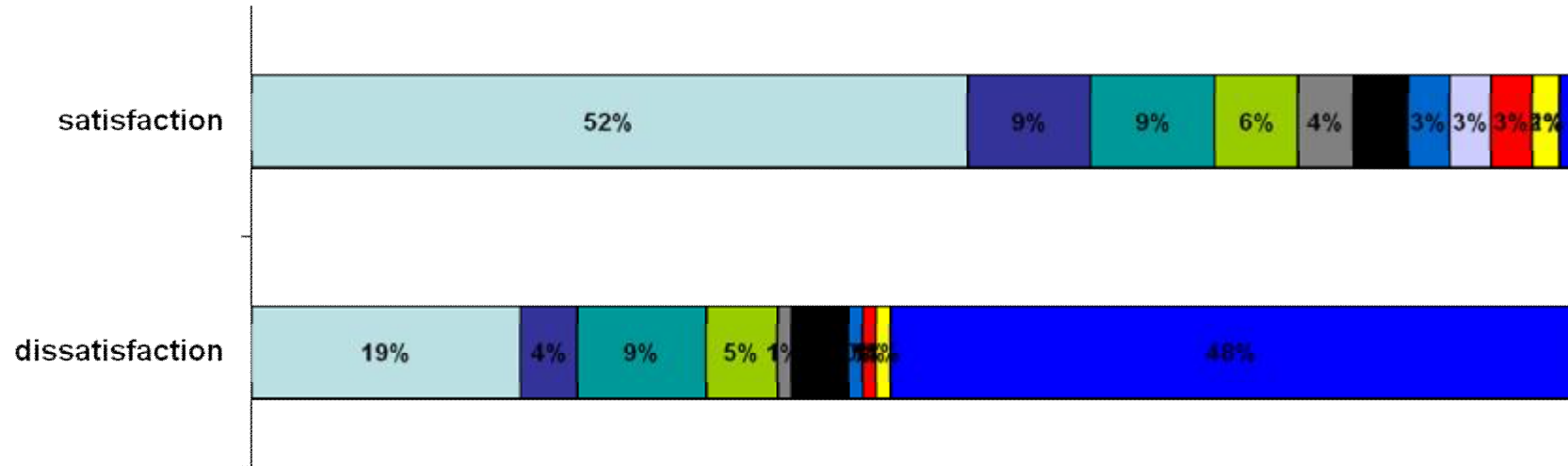
Factors national results



- ◆ OVERALL SATISFACTION
 ■ PUNCTUALITY/ RELIABILITY
- ▲ VALUE FOR MONEY
 × TRAIN FREQUENCY
- ✱ SUFFICIENT ROOM FOR ALL THE PASSENGERS TO SIT/STAND
 ● HOW WELL TRAIN COMPANY DEALT WITH DELAYS

Drivers of customer satisfaction – Spring 2008

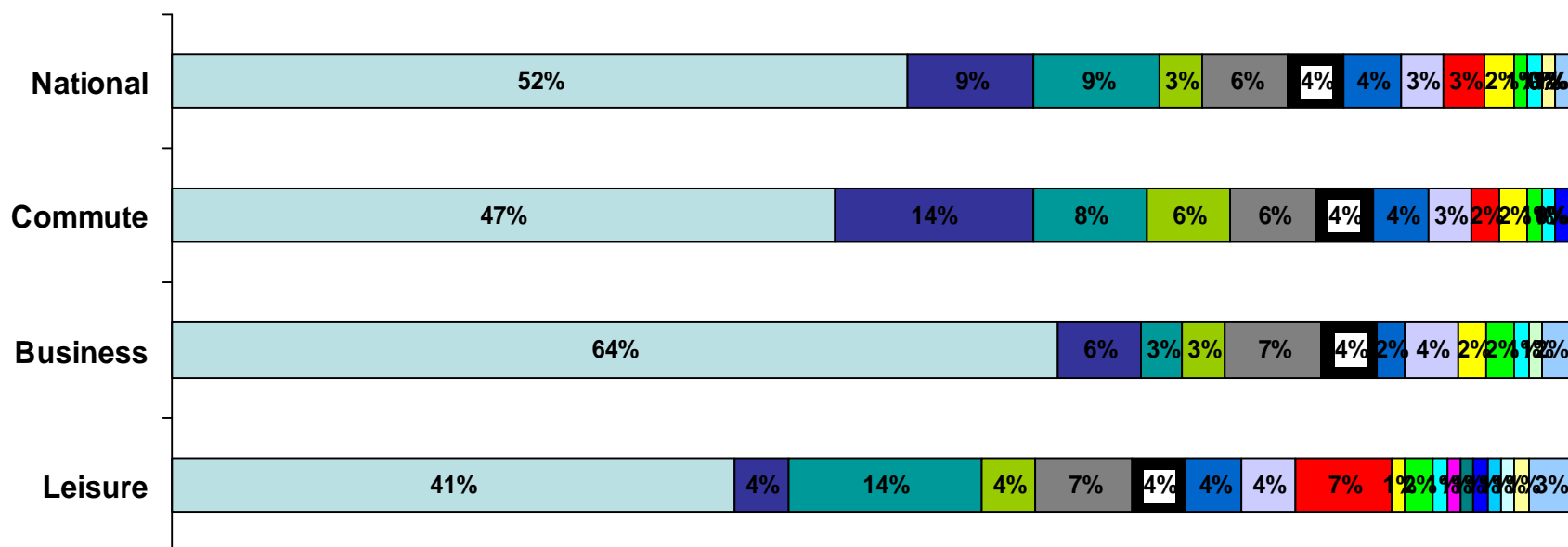
(per cent shows share of overall satisfaction due to factor)



- PUNCTUALITY/ RELIABILITY (I.E. THE TRAIN ARRIVING/ DEPARTING ON TIME)
- THE FREQUENCY OF THE TRAINS ON THAT ROUTE
- THE LENGTH OF TIME THE JOURNEY WAS SCHEDULED TO TAKE (SPEED)
- THE EASE OF BEING ABLE TO GET ON AND OFF THE TRAIN
- THE OVERALL STATION ENVIRONMENT
- SUFFICIENT ROOM FOR ALL THE PASSENGERS TO SIT/STAND
- THE COMFORT OF THE SEATING AREA
- THE VALUE FOR MONEY FOR THE PRICE OF YOUR TICKET
- THE CLEANLINESS OF THE INSIDE OF THE TRAIN
- PROVISION OF INFORMATION ABOUT TRAIN TIMES/ PLATFORMS
- HOW TRAIN COMPANY DEALT WITH DELAYS

Drivers of customer satisfaction – Spring 2008

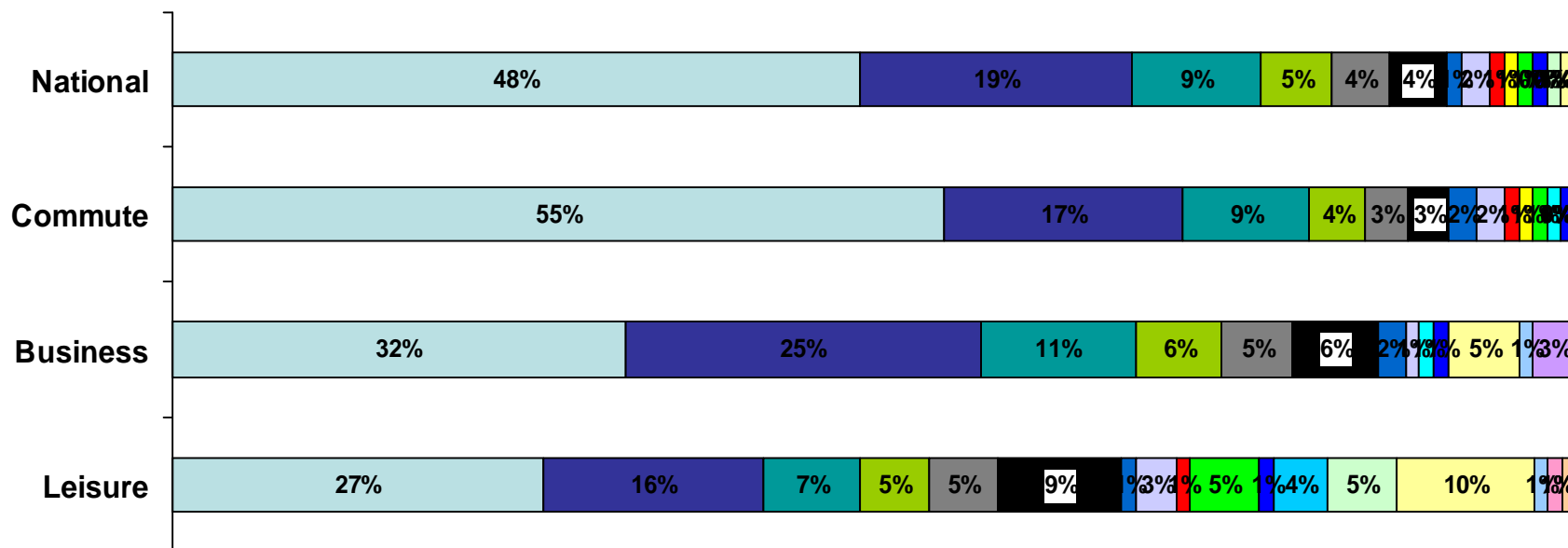
(per cent shows share of overall satisfaction due to factor)



- PUNCTUALITY/ RELIABILITY (I.E. THE TRAIN ARRIVING/ DEPARTING ON TIME)
- THE LENGTH OF TIME THE JOURNEY WAS SCHEDULED TO TAKE (SPEED)
- THE FREQUENCY OF THE TRAINS ON THAT ROUTE
- THE CLEANLINESS OF THE INSIDE OF THE TRAIN
- THE EASE OF BEING ABLE TO GET ON AND OFF THE TRAIN
- YOUR PERSONAL SECURITY WHILST USING THAT STATION
- SUFFICIENT ROOM FOR ALL THE PASSENGERS TO SIT/STAND
- THE COMFORT OF THE SEATING AREA
- THE VALUE FOR MONEY FOR THE PRICE OF YOUR TICKET
- PROVISION OF INFORMATION ABOUT TRAIN TIMES/ PLATFORMS
- THE PROVISION OF INFORMATION DURING THE JOURNEY
- YOUR PERSONAL SECURITY WHILST ON BOARD THE TRAIN
- THE ATTITUDES AND HELPFULNESS OF THE STAFF
- UP KEEP AND REPAIR OF THE TRAIN
- THE CLEANLINESS OF THE OUTSIDE OF THE TRAIN
- TICKET BUYING FACILITIES
- THE TOILET FACILITIES
- THE AVAILABILITY OF STAFF AT THE STATION
- THE OVERALL STATION ENVIRONMENT
- HOW TRAIN COMPANY DEALT WITH DELAYS
- CLEANLINESS

Drivers of customer dissatisfaction – Spring 2008

(per cent shows share of overall satisfaction due to factor)



- HOW TRAIN COMPANY DEALT WITH DELAYS
- PUNCTUALITY/ RELIABILITY (I.E. THE TRAIN ARRIVING/ DEPARTING ON TIME)
- THE LENGTH OF TIME THE JOURNEY WAS SCHEDULED TO TAKE (SPEED)
- THE EASE OF BEING ABLE TO GET ON AND OFF THE TRAIN
- THE FREQUENCY OF THE TRAINS ON THAT ROUTE
- SUFFICIENT ROOM FOR ALL THE PASSENGERS TO SIT/STAND
- YOUR PERSONAL SECURITY WHILST USING THAT STATION
- HOW REQUEST WAS HANDLED
- PROVISION OF INFORMATION ABOUT TRAIN TIMES/ PLATFORMS
- THE CLEANLINESS OF THE INSIDE OF THE TRAIN
- THE COMFORT OF THE SEATING AREA
- THE VALUE FOR MONEY FOR THE PRICE OF YOUR TICKET
- YOUR PERSONAL SECURITY WHILST ON BOARD THE TRAIN
- UP KEEP AND REPAIR OF THE TRAIN
- THE OVERALL STATION ENVIRONMENT
- THE ATTITUDES AND HELPFULNESS OF THE STAFF
- THE HELPFULNESS AND ATTITUDE OF STAFF ON TRAIN
- THE AVAILABILITY OF STAFF AT THE STATION
- THE PROVISION OF INFORMATION DURING THE JOURNEY
- CONNECTIONS WITH OTHER TRAIN SERVICES
- THE FACILITIES AND SERVICES AT THE STATION
- CONNECTIONS WITH OTHER FORMS OF PUBLIC TRANSPORT
- CLEANLINESS

Passenger Priorities



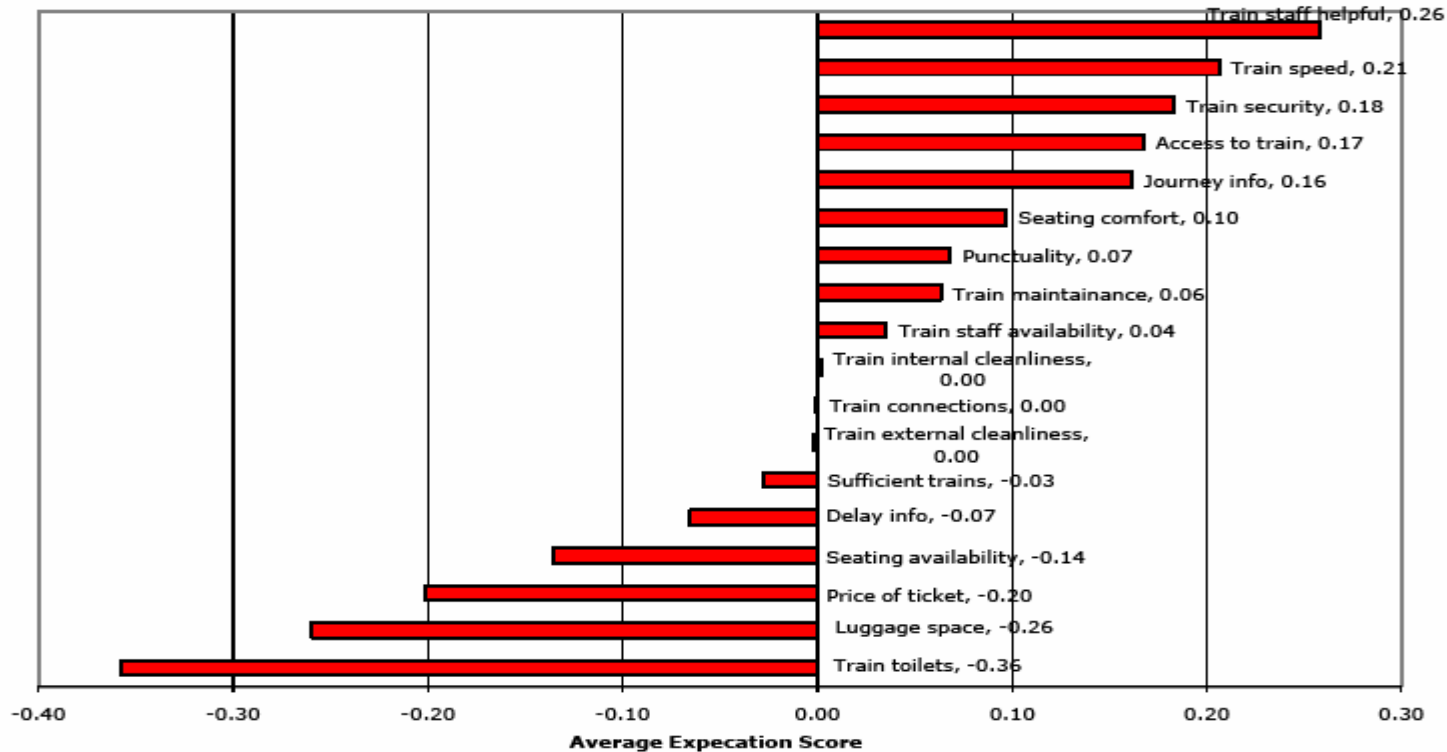
North West rank	Attribute	GB Rank of attribute
1.	Price of train tickets offer excellent value for money	1
2.	Passengers are always able to get a seat on the train	4
3.	Sufficient train services at times I use the train	2
4.	At least 19 out of 20 trains arrive on time	3
5.	Connections with other train services are always good	15
6.	Seating area on the train is very comfortable	9
7.	Maximum queue time no more than two minutes to purchase ticket	6
8.	Trains are consistently well maintained/in excellent condition	8
9.	Passengers kept informed of delays	5
10.	Information on train times/platforms accurate and available	7

Source: Passengers' Priorities for improvements in rail services. Passenger Focus study 2007

NORTH WEST

Average expectation score for train attributes

(positive = reasonable expectations exceeded and negative = not being met)

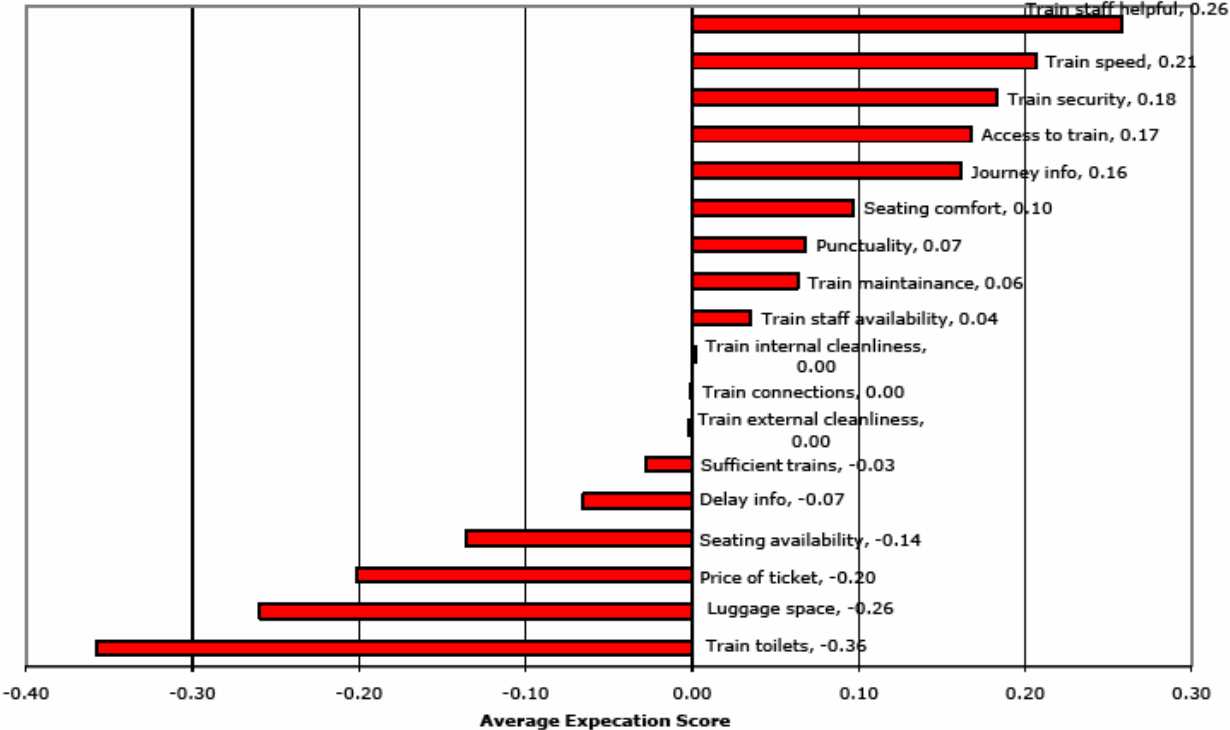


Source: Passengers' Priorities for improvements in rail services. Passenger Focus study 2007

NORTH WEST

Average expectation score for train attributes

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Source: Passengers' Priorities for improvements in rail services. Passenger Focus study 2007



Research projects



- Assisted Passenger Reservation Service (APRS) mystery shop
- Ticket vending machines
- Thameslink passenger needs
- Employer's requirements
- Route utilisation strategy (RUS)
- Intercity express programme (IEP) rolling stock research
- Station travel plans
- National station investment programme
- Fares and ticketing research
- Fares and ticketing the European comparison

