

Mystery shopper survey

Period 2 (28th April- 25th May)



TRAFNIDIAETH CYMRU
TRANSPORT FOR WALES

Overall Impressions

Our Mystery shoppers were asked to rank the following areas of interest in terms of their overall impression of them.

Highlights:

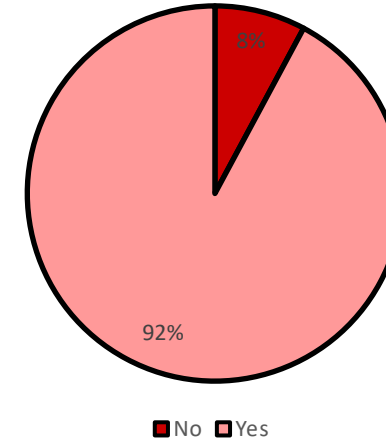
- Our Net Promoter Score for Period 2 (28th April- 25th May) was 14%-31% of Mystery Shoppers would recommend us to their friends and family.
- **73%** of Mystery Shoppers were impressed with Transport for Wales Rail Services based off their experience at the station
- **63%** of Mystery Shoppers were impressed with Transport for Wales Rail Services based off journey experience alone.
- **92%** of shoppers felt the stations they visited were clean
- **98%** of shoppers felt safe in the stations they visited.
- **75%** of services boarded departed on time.

First Station Impressions

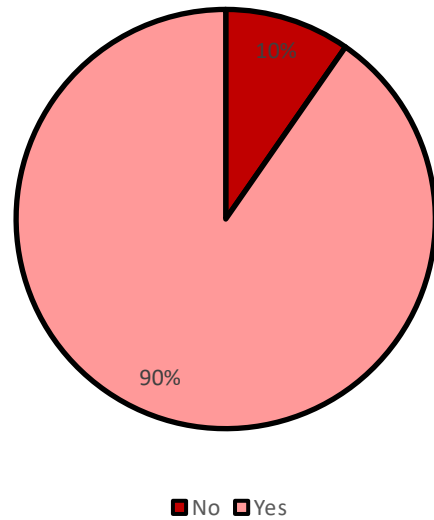
- **92%** of mystery shoppers felt that the station they visited was clean,
- **96%** of stations surveyed were graffiti-free.
- **98%** of mystery shoppers said they felt safe within the station they visited.
- **90%** of customers found the seating at the station usable and comfortable.

Was the station....

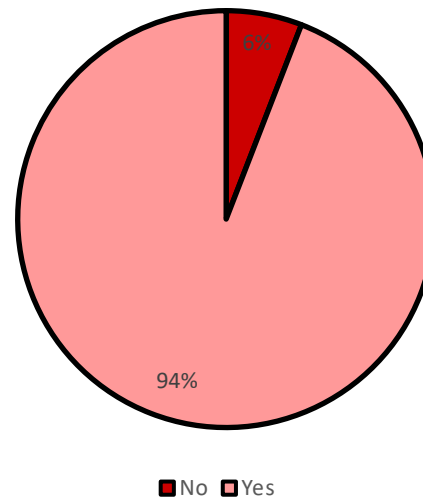
...clean?



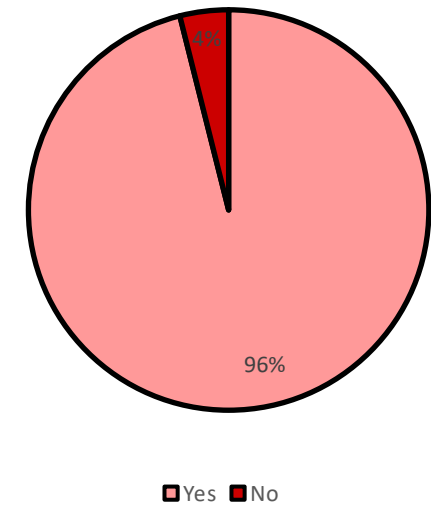
...seating usable/comfortable?



...free from litter?



... free from graffiti?



Station - Toilets

37% of mystery shoppers noted that there were customer toilets accessible from the station entrance. Of these, **100%** were open at the time of the mystery shop.

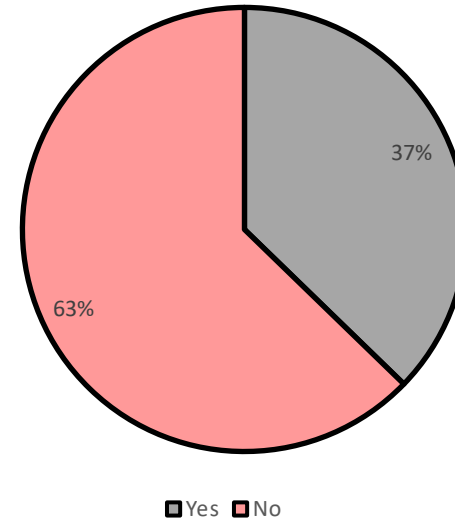
95% were clean, free from litter and free from graffiti when visited.
89% were fully operational with no toilets out of order at the time of the mystery shop.

47% of stations had toilets accessible from the platform.

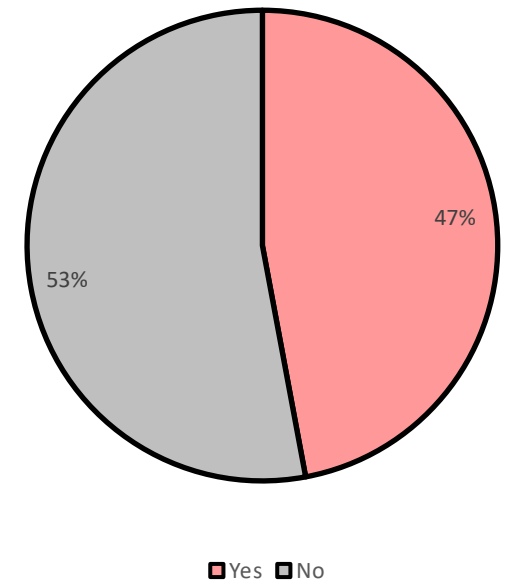
87% of the platform toilets surveyed were clean, and 96% free from litter. 100% were free from any graffiti.

100% were also fully operational with no toilets out of order at the time of mystery shop.

Were there customer toilets accessible from the station?



Were there customer toilets accessible from the platform?



Ticket buying facilities and process

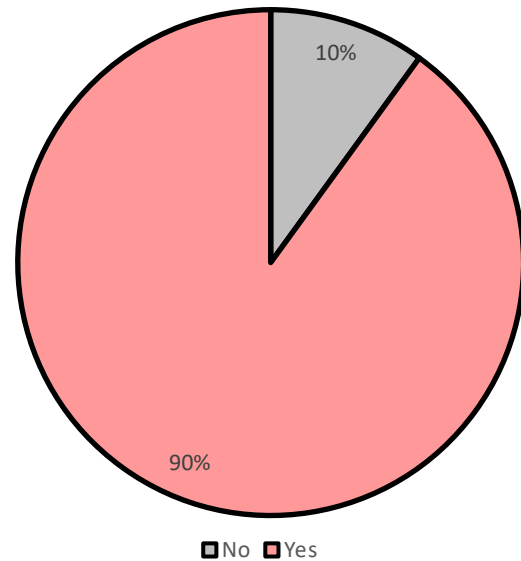
90% of our mystery shoppers noted that there was an open ticket office at the station they visited – **96%** of those that were open were staffed at the time of the visit.

21% of Mystery Shoppers had to queue at a ticket office

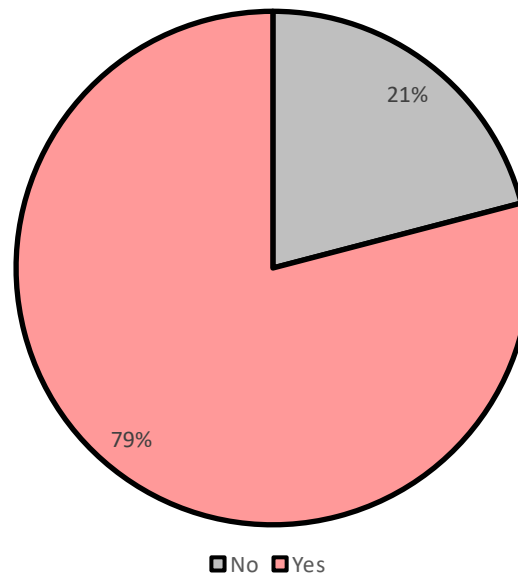
Of stations with a TVM (Ticket Vending Machine), **90%** were working on the day of the survey.

Only **2%** of customers needed to purchase using a TVM, and of those **100%** were able to do so.

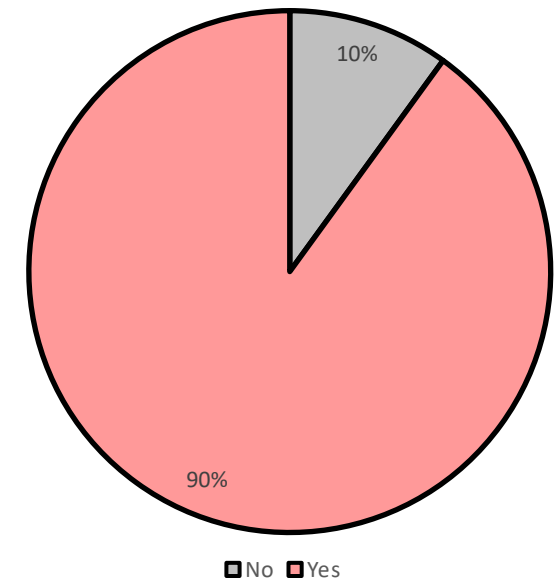
Was the ticket office open?



Did you have to queue to be served?



Was there a working TVM (Ticket Vending Machine) at the station?



Booking office colleagues

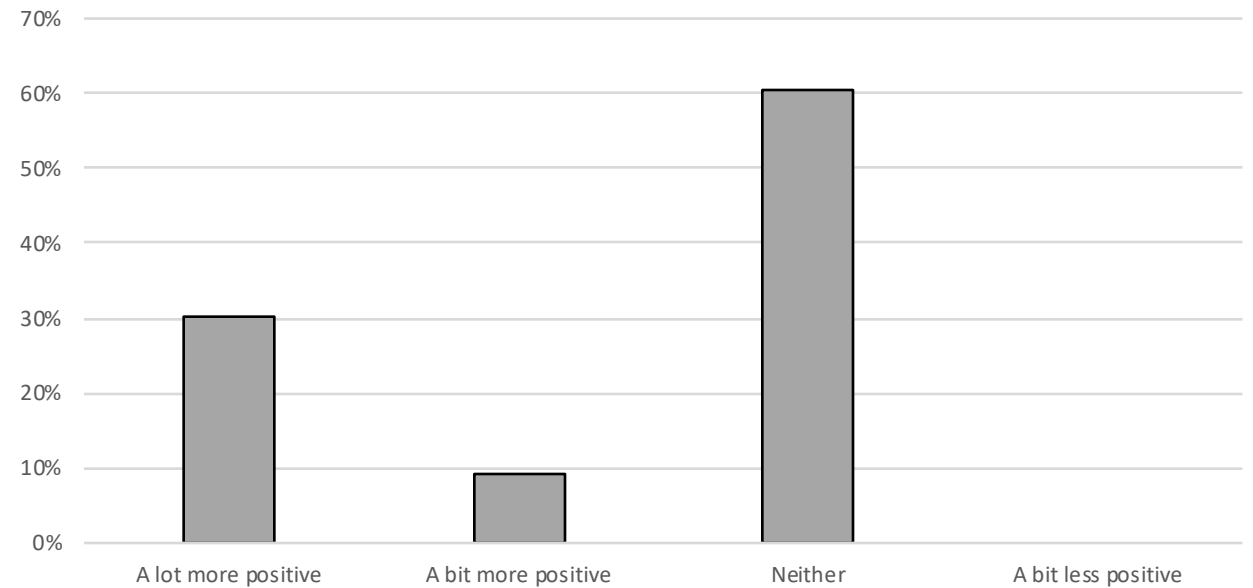
67% of customers felt that the member of staff they spoke to in the booking office proactively offered advice for their journey

98% of mystery shoppers were satisfied that the member of staff at the booking office was friendly and helpful

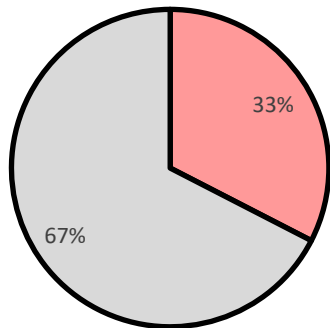
93% also found staff were smartly dressed and wearing name badges.

After speaking to staff in the ticket office **39%** of mystery shoppers felt more positive about Transport for Wales Rail.

After talking to this member of staff, were you more or less positive about TfWR?

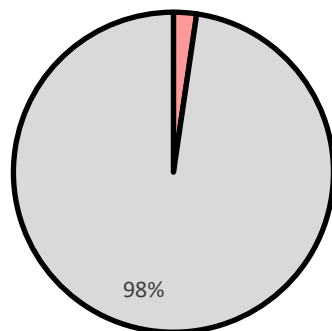


Did the member of staff proactively offer advice?



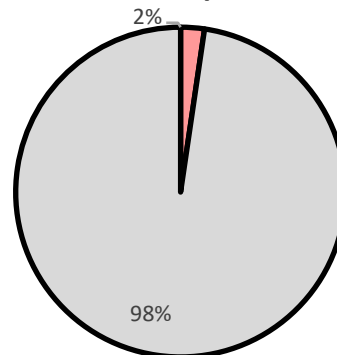
■ No ■ Yes

Did the member of staff offer you their full attention?



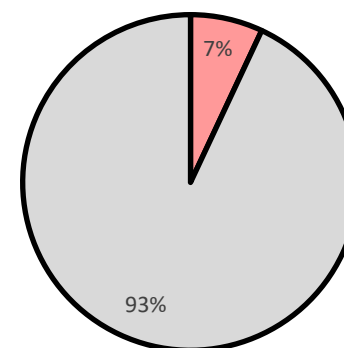
■ No ■ Yes

Was the member of staff's manner friendly and helpful?



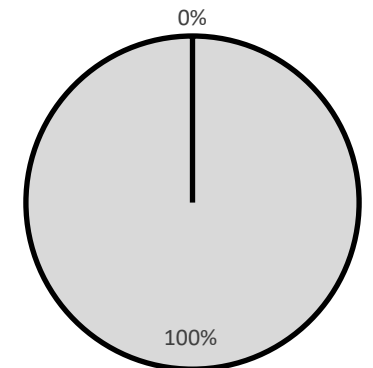
■ No ■ Yes

Was the member of staff smartly dressed and wearing a visible name badge?



■ No ■ Yes

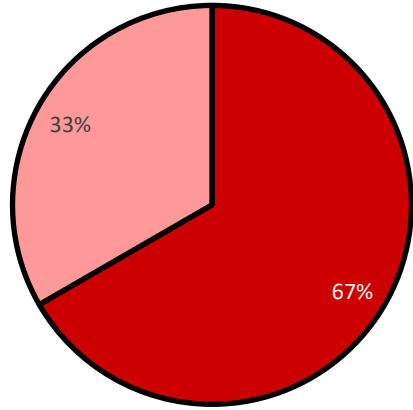
Was the member of staff knowledgeable?



■ No ■ Yes

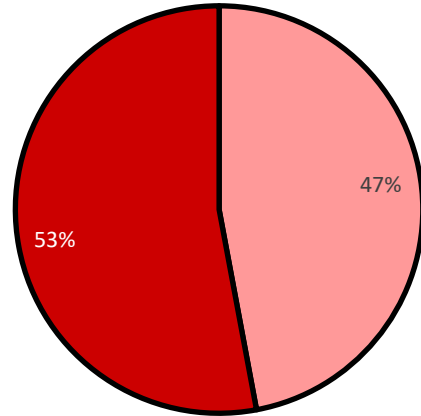
Station – Provision of information

Was there an information/help desk at the station?



■ No ■ Yes

Were there help points on the platform?



■ No ■ Yes

67% of stations mystery shopped had information/help desks.

100% of mystery shoppers felt those manning these desks were helpful, friendly and knowledgeable.

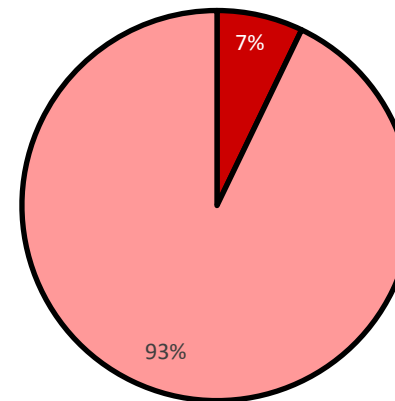
33% of mystery shoppers felt more positive about the company after this experience.

94% of station information screens were considered easy to read and comprehend.

54% of mystery shoppers found the PA was in use for departure announcements.

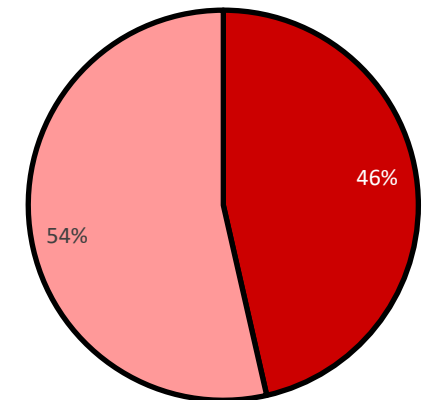
93% considered the announcements over the PA to be consistent with the information displayed on information screens.

Were announcements consistent with information screens?



■ No ■ Yes

Were train departure announcements made over the PA?



■ No ■ Yes

Station waiting areas

94% of stations platforms had a waiting room or shelter.

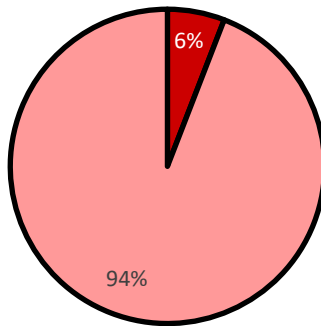
90% of waiting areas were considered to be clean, tidy, and free from litter and graffiti.

17% of were damaged in some way

16% had etching on windows

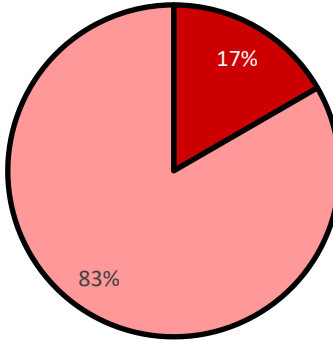
12% of mystery shoppers could not view information screens from the waiting areas.

Was there a waiting room or shelter on the platform?



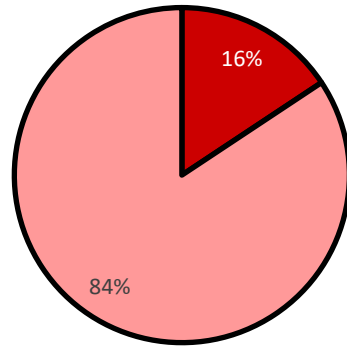
■ No ■ Yes

Was this area free from damage?



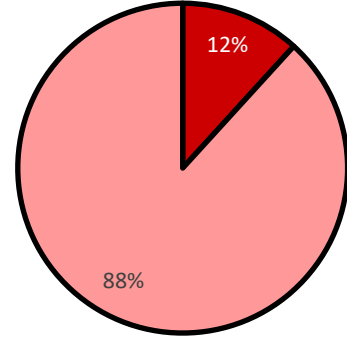
■ No ■ Yes

Was this area free from etching on windows?



■ No ■ Yes

Could you see the information screens from the waiting area?



■ No ■ Yes

On-Board

75% of services boarded departed on time.

24% of mystery shoppers experienced a delay.

Delays were communicated via information screens for **77%** of services that did not depart on time.

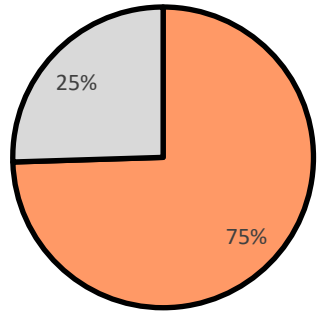
56% of delays were not communicated over the PA.

65% of services had stops announced over the PA – of these, all were noted as being clear and correct but only **27%** of these were bilingual.

53% of mystery shoppers noted no information screens on-board. Of those that did have information screens, **92%** of them displayed upcoming stops.

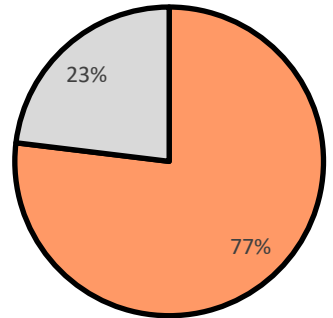
80% of customers were able to access the Wi-Fi on-board.

Did the train depart on time?



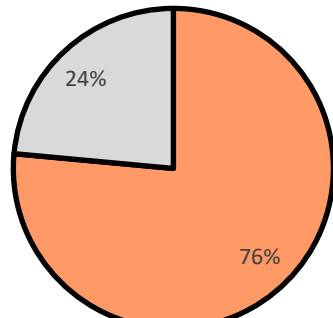
Yes No

Was the delay displayed on information screens?



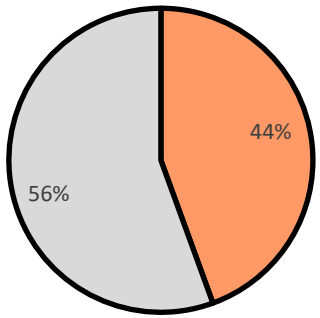
Yes No

Was the overall journey free of delays?



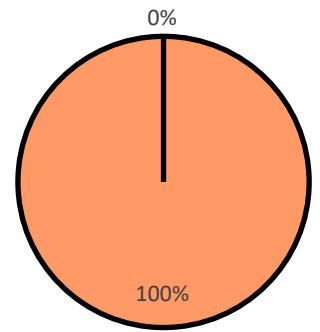
Yes No

Was the delay communicated over the PA?



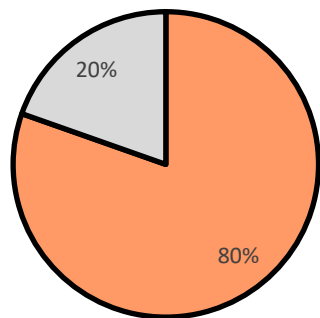
Yes No

Did the conductor make you aware you would qualify for Delay Repay Compensation?



Yes No

Were you able to connect to the Wi-Fi?



Yes No

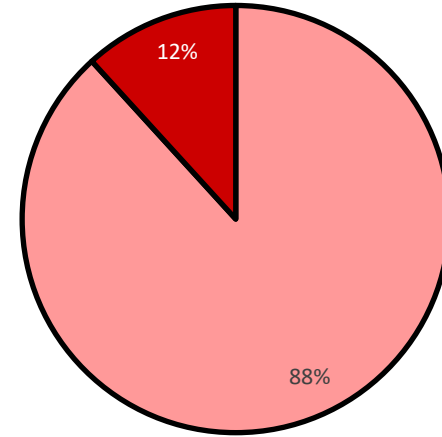
On-board facilities and cleanliness

88% of services mystery shoppers travelled on had available toilets

86% of all available toilets on-board were clean

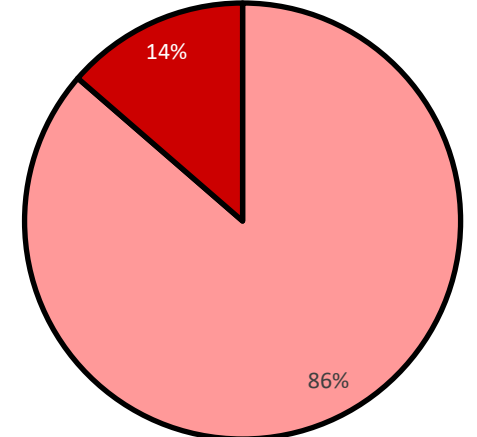
80% of toilets were fully operational

Were their toilets available on-board?



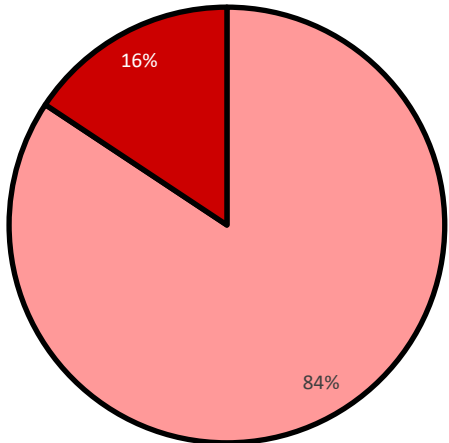
Yes No

Were the toilets clean?



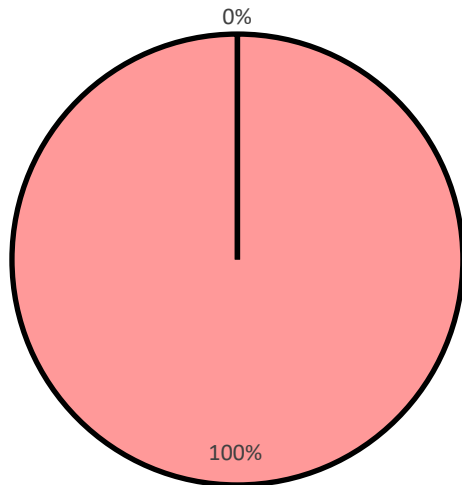
Yes No

Was the train interior clean?



Yes No

Were the seats clean?



Yes No

84% of shoppers noted that the interior of the train was generally clean.

100% of services were free from graffiti and etchings in terms of both the interior and on-board seating.

100% of shoppers recorded the on-board seating was generally clean, free of litter and food waste.

On-board – colleagues and catering

78% of mystery shoppers *did* have their tickets checked by a conductor whilst on their journey.

Of those that did have their tickets checked, **100%** said that the conductor was friendly and gave shoppers their full attention.

98% of conductors on-board were considered knowledgeable

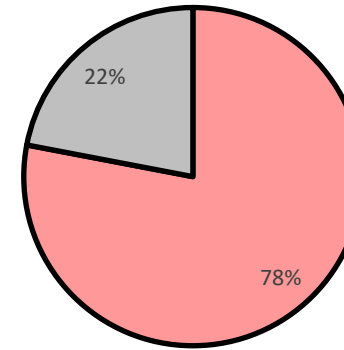
64% of conductors were considered to be smartly dressed

48% of shoppers felt more positive about TFW after their conversation with the conductor on-board their service

94% of shoppers felt that members of catering staff were friendly and helpful.

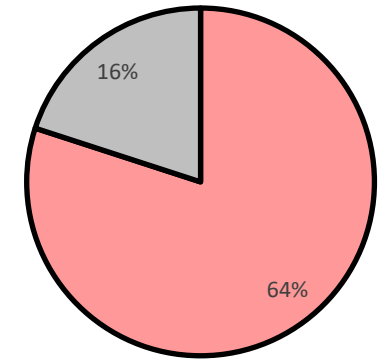
88% considered members of the catering team to be smartly dressed.

Was your ticket checked?



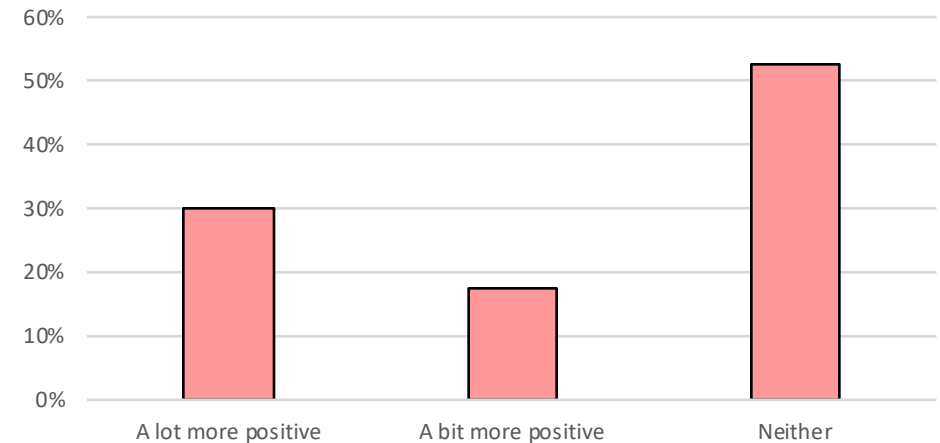
■ Yes ■ No

Was the conductor smartly dressed?



■ Yes ■ No

After talking to this member of staff, were you more or less positive about Transport for Wales?



Thank you

