

# Mystery shopper survey

Period 3- 26<sup>th</sup> May 2019- 22<sup>nd</sup> June 2019



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.

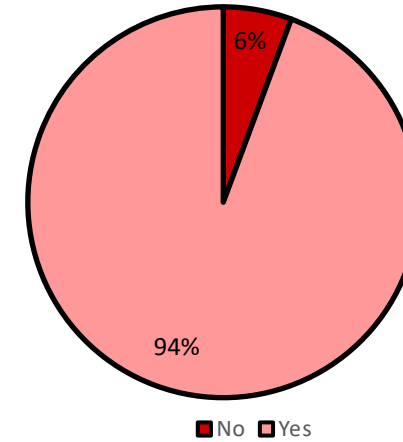
- **81%** were impressed with Transport for Wales Rail Services based off their experience at the station.
- **100%** of mystery shoppers were satisfied that the member of staff at the booking office was friendly and helpful
- **100%** of people who had their tickets checked on trains said that the conductor was friendly, gave shoppers their full attention and were considered to be knowledgeable.
- **77%** were satisfied with the train service they journeyed on overall.
- **Our overall NPS for P3 was 17**

# First Station Impressions

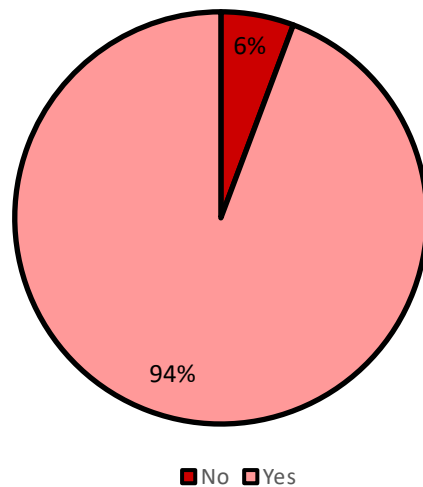
- **94%** of mystery shoppers felt that the station they visited was clean.
- **94%** of stations surveyed were graffiti-free.
- **100%** of mystery shoppers said they felt safe within the station they visited.
- **94%** of customers found the seating at the station usable and comfortable. Prestatyn and Rhyl were stations where our shoppers found uncomfortable/unusable seating.

## Was the station....

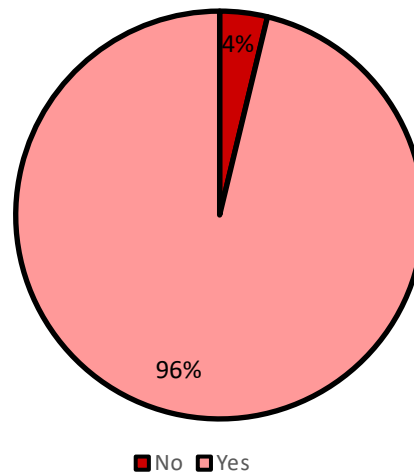
...clean?



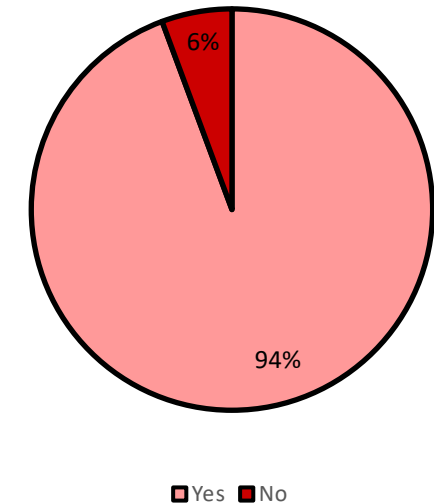
...seating usable and comfortable?



...free from litter?



...free from graffiti?



## Station - Toilets

**38%** 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.

**90%** were clean, whilst **80%** were considered free from litter and **100%** free from graffiti when visited.

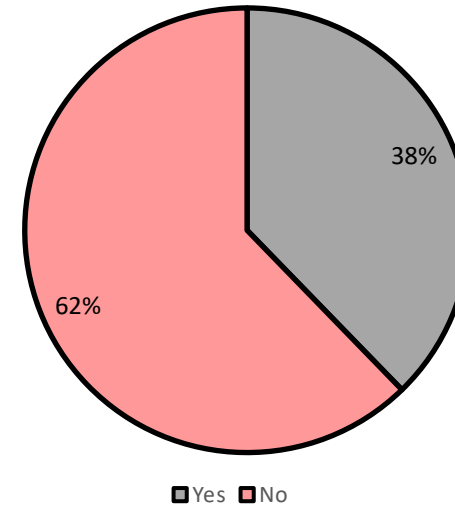
**100%** were fully operational with no toilets out of order at the time of the mystery shop.

**40%** of stations had toilets accessible from the platform. **100%** were open and available for use.

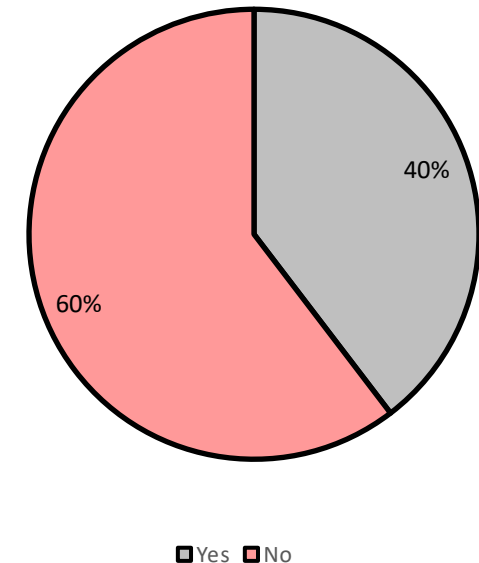
**81%** of the platform toilets surveyed were clean, and **95%** free from litter. **100%** were free from any graffiti.

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

Were there customer toilets that were accessible from the Station?



Were there customer toilets that were accessible from the Platform?



## Ticket buying facilities and process

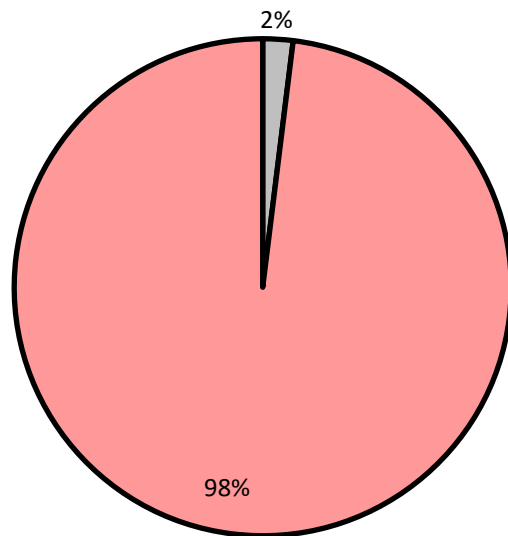
**98%** of our mystery shoppers noted that there was an open ticket office at the station they visited – **98%** of those that were open were staffed at the time of the visit.

**14%** had to queue, 1 person queued for 8 minutes @ Holyhead

Of stations with a TVM, **95%** were working on the day of the survey.

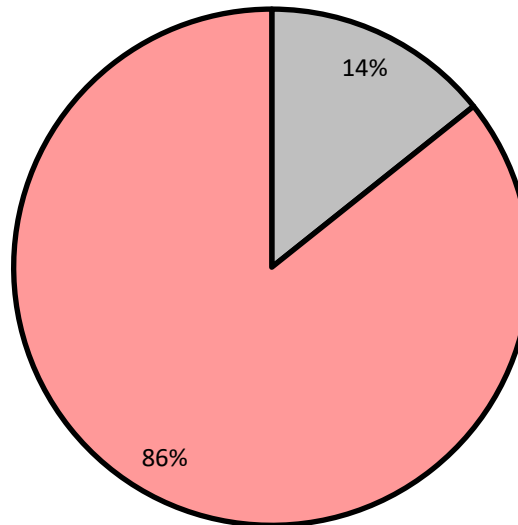
Only **2%** of customers needed to purchase using a TVM, and of those **100%** were able to do so.

Was the ticket office open?



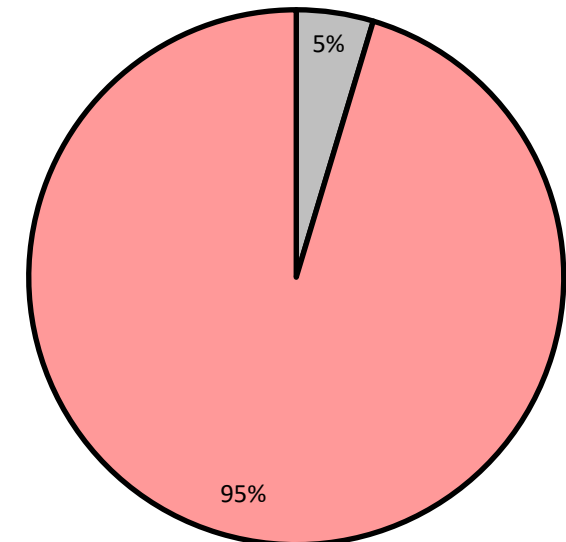
■ No ■ Yes

...did you have to queue to be served?



■ No ■ Yes

Was there a working TVM at the station?



■ No ■ Yes

# Booking office colleagues

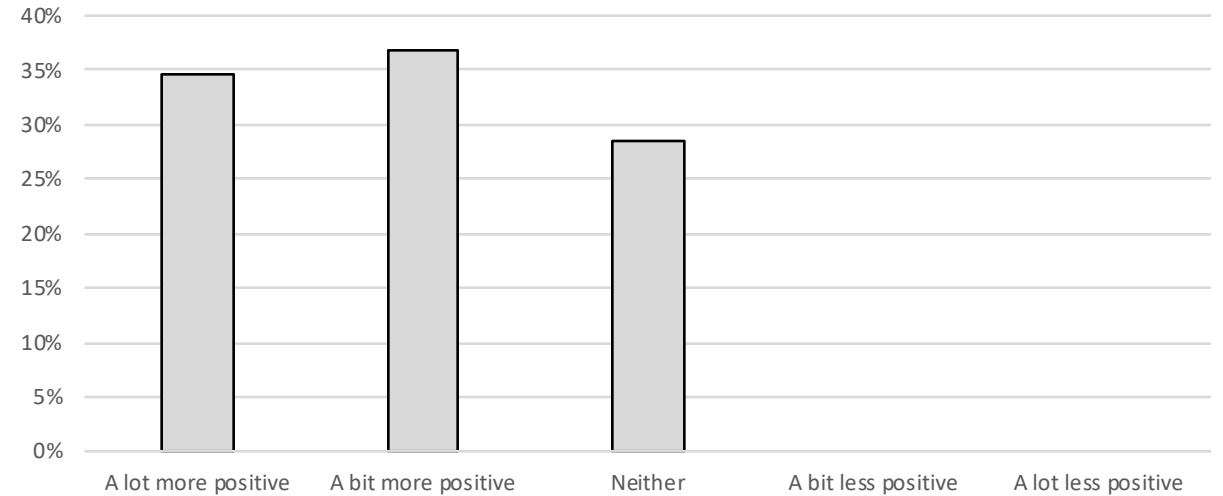
**63%** of customers felt that the member of staff they spoke to in the booking office proactively offered advice for their journey.

**100%** of mystery shoppers were satisfied that the member of staff at the booking office was friendly and helpful

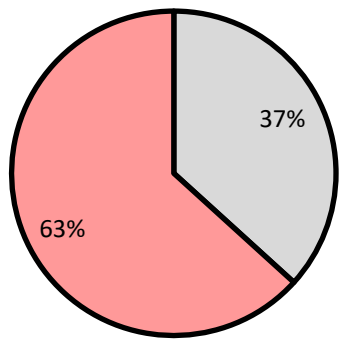
**96%** also found staff were smartly dressed and wearing name badges.

After speaking to staff in the ticket office **72%** of mystery shoppers felt more positive about TfWR.

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

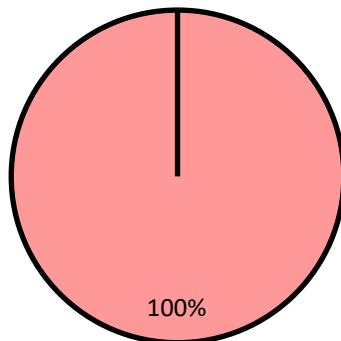


Did the member of staff proactively offer advice??



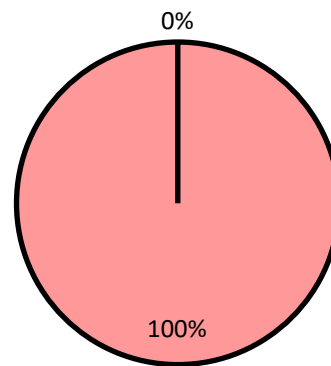
■ No ■ Yes

Did the member of staff offer you their full attention??



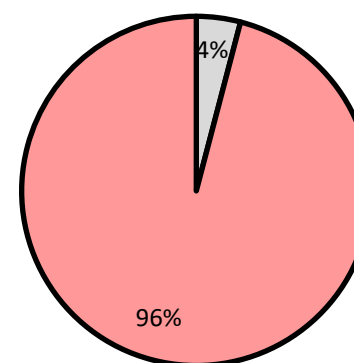
■ No ■ Yes

Was the member of staff friendly and helpful



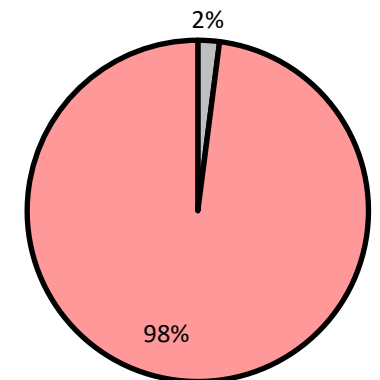
■ No ■ Yes

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



■ No ■ Yes

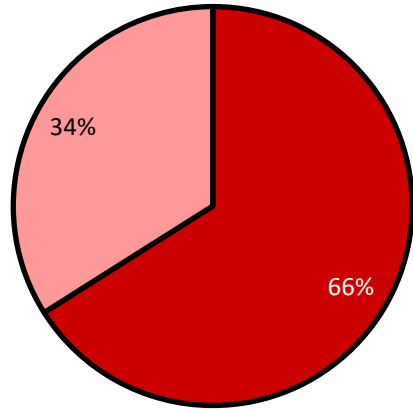
Was the member of staff knowledgeable



■ No ■ Yes

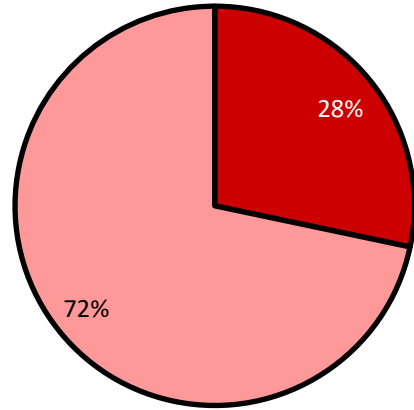
## Station – Provision of information

Was there an information/help desk at the station?



■ No ■ Yes

Were there help points on the platform?



■ No ■ Yes

**34%** of stations mystery shopped had information/help desks.

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

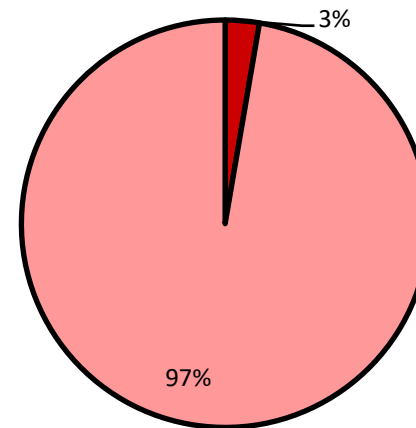
**57%** of mystery shoppers felt more positive about the company after this experience.

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

**65%** of mystery shoppers found the PA was in use for departure announcements in both English and in Welsh

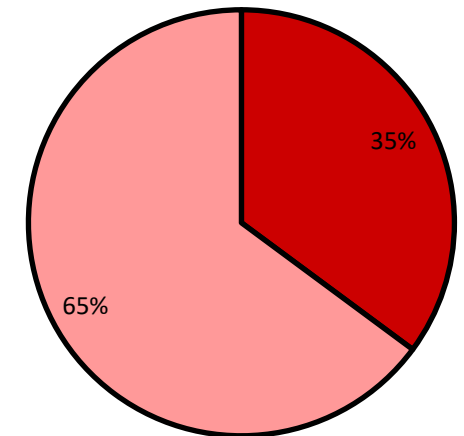
**97%** considered the announcements over the PA to be consistent with the information displayed on information screens.

Were announcements consistent with information screens?



■ No ■ Yes

Were departure announcements made over the PA in English and Welsh?



■ No ■ Yes

## Station waiting areas

**92%** of stations platforms had a waiting room or shelter.

**92%** of waiting areas were considered to be clean, tidy and free from litter.

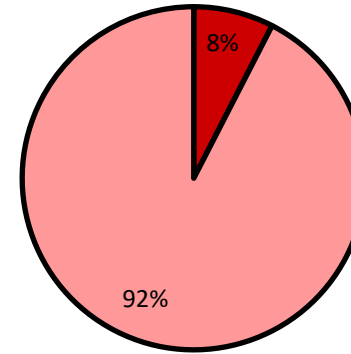
**79%** of waiting areas were free of graffiti.

**12%** of were damaged in some way including

**15%** had etching on windows.

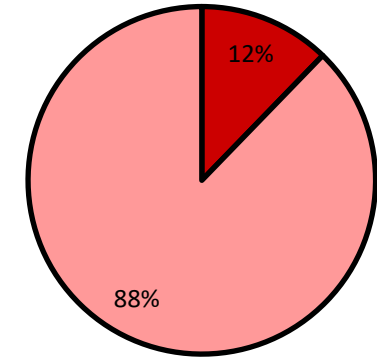
**17%** of mystery shoppers could not view information screens from the waiting areas.

Was there a waiting room or shelter on the platform?



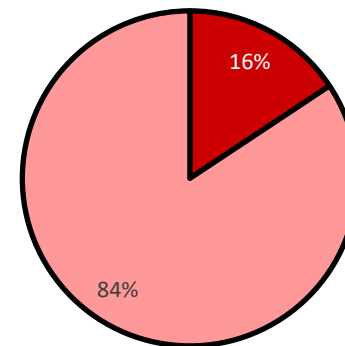
■ No ■ Yes

Was this area free from damage?



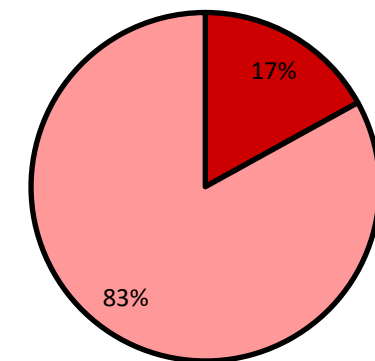
■ No ■ Yes

Was this area free from etching on windows?



■ No ■ Yes

Could you see the information screens from the waiting area??



■ No ■ Yes



## On-Board

**68%** of services boarded departed on time.

**25%** of mystery shoppers experienced an overall delay.

Delays were communicated via information screens for **100%** of services that did not depart on time.

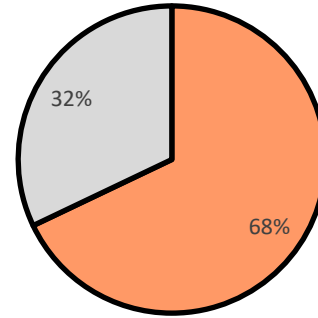
**63%** of delays were communicated over the PA.

**60%** of services had stops announced over the PA – of these, **96%** were noted as being clear and correct but only **34%** of these were bilingual

**51%** of mystery shoppers noted no information screens on-board. Of those that did have information screens, **88%** of them displayed upcoming stops.

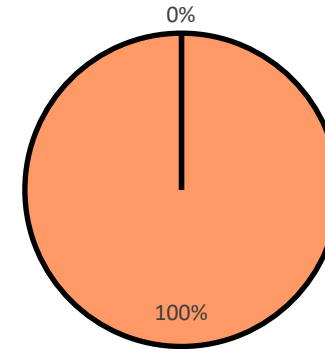
**91%** of customers were able to access the Wi-Fi on-board.

Did the train depart on time?



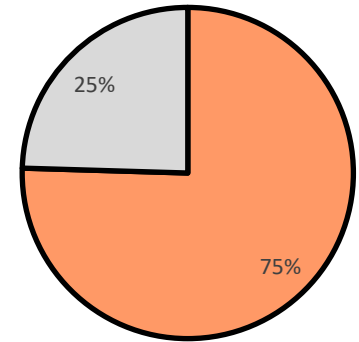
Yes No

Was the delay displayed on information screens?



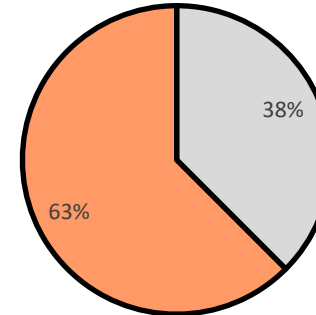
Yes No

Was the overall journey free of delays?



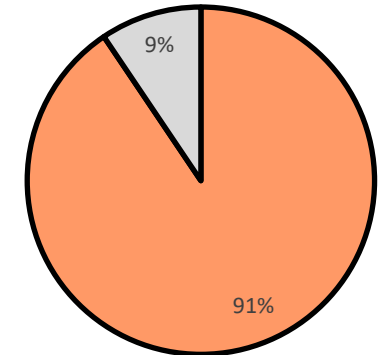
Yes No

Was the delay communicated over the PA?



Yes No

Were you able to connect to the Wi-Fi?



Yes No

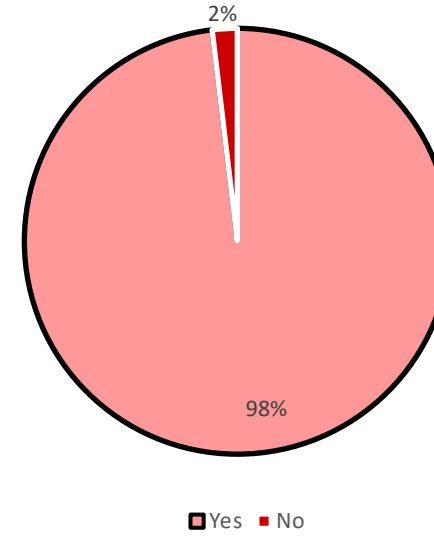
# On-board facilities and cleanliness

98% of services mystery shoppers travelled on had available toilets

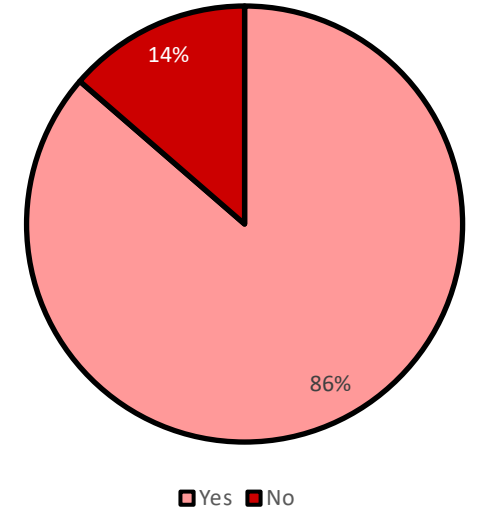
86% of all available toilets on-board were clean, maintained from P2

94% of toilets were fully operational, up 16% from P2.

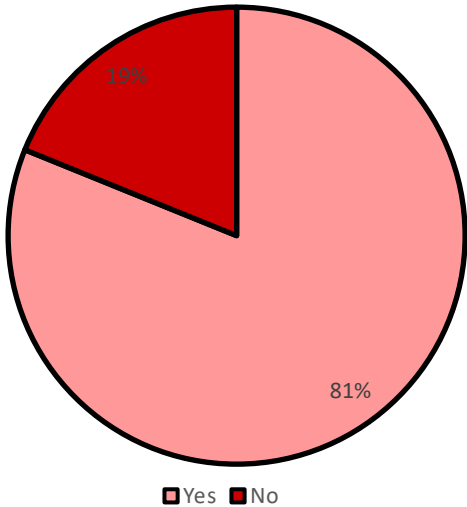
Were there toilets available on-board?



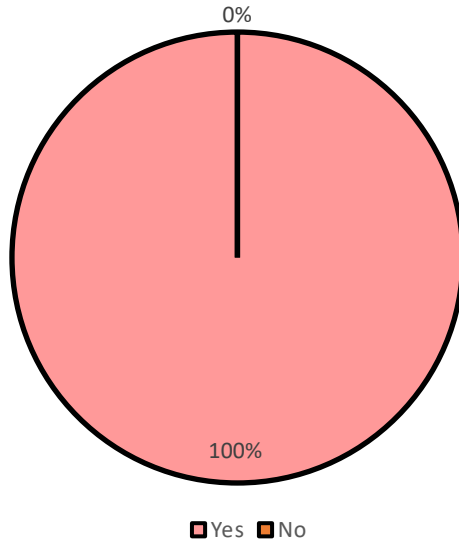
Were the toilets clean?



Was the train interior clean?



Were the seats clean?



81% 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

**83%** 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, gave shoppers their full attention and was considered to be knowledgeable.

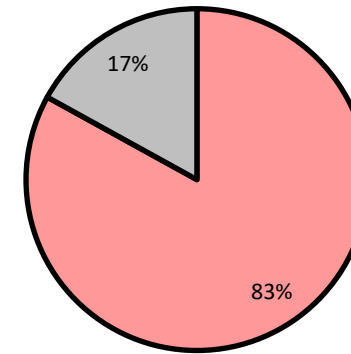
**98%** of conductors were considered to be smartly dressed

**64%** of shoppers felt more positive about TFW after their conversation with the conductor on-board their service.

**100%** of shoppers felt that members of catering staff were friendly and helpful.

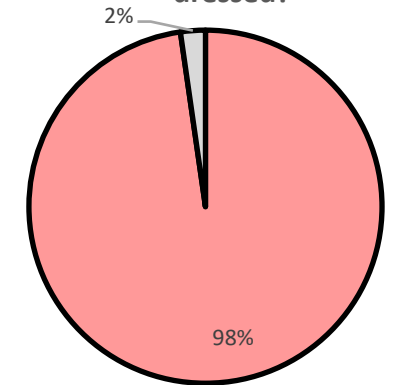
**100%** considered members of the catering team to be smartly dressed.

Was your ticket checked?



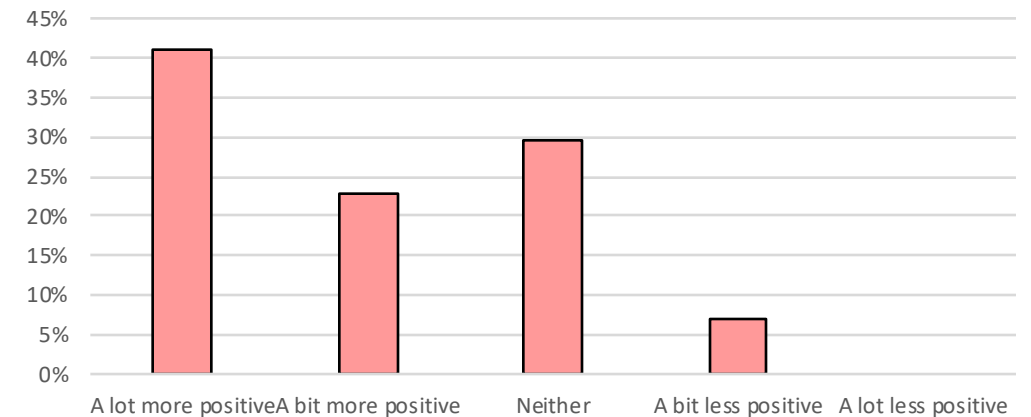
■ Yes ■ No

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**

