

Customer satisfaction survey

9 (10/11/2019-07/12/2019)

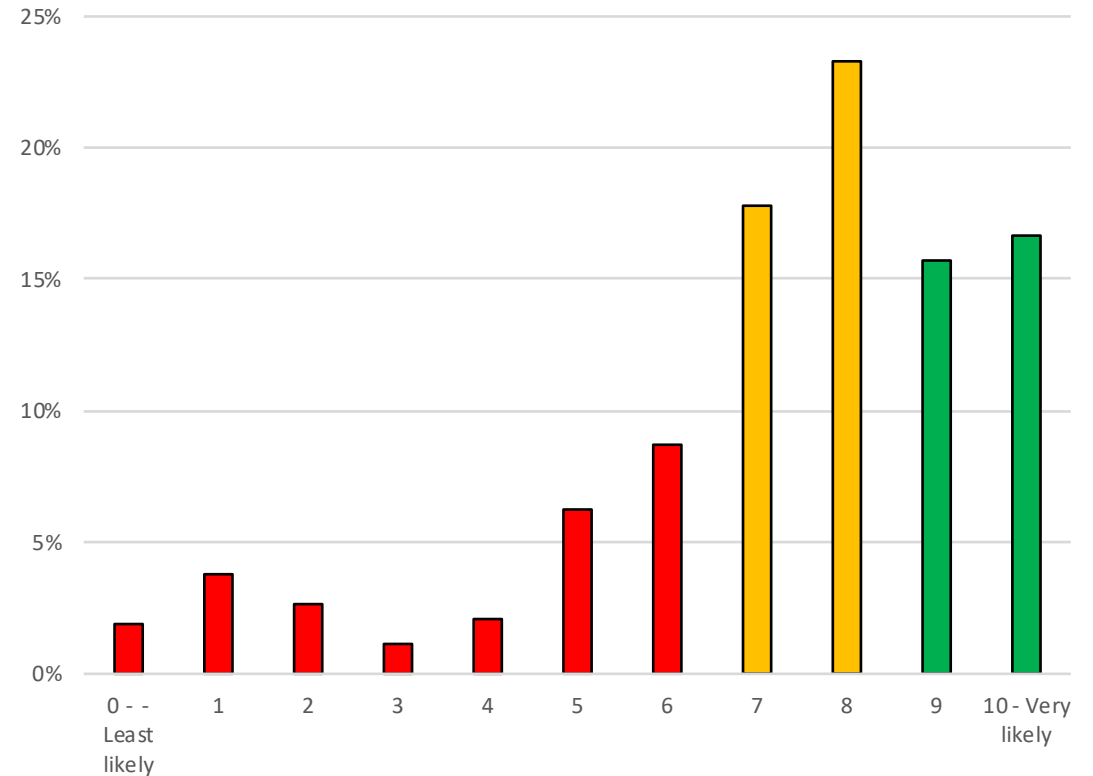


TRAFNIDIAETH CYMRU
TRANSPORT FOR WALES

CSS; Headlines

- Our Net promoter Score for Period 9 was **6** with **32%** of our customers would recommend us to their friends and family.
- **78%** of customers were satisfied with the overall on-board environment
- **80%** of customers were satisfied with their overall.
- **75%** of customers were satisfied with the overall station environment
- **91.5%** of customers who had already purchased tickets were satisfied with the overall ticket buying process,
- **76%** of customers were satisfied with how the delay they incurred was handled

Likelihood of recommendation



CSS; Station

75% of customers were satisfied with the overall station environment

69% were satisfied with toilet facilities

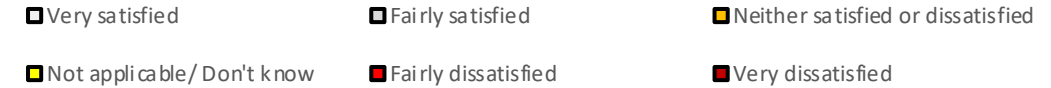
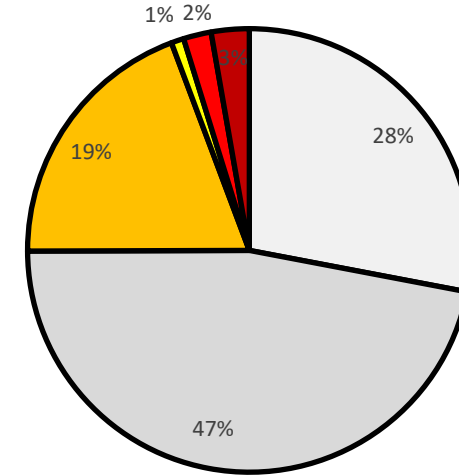
57% were satisfied with the choice of shops

69% were satisfied with the car parking facilities

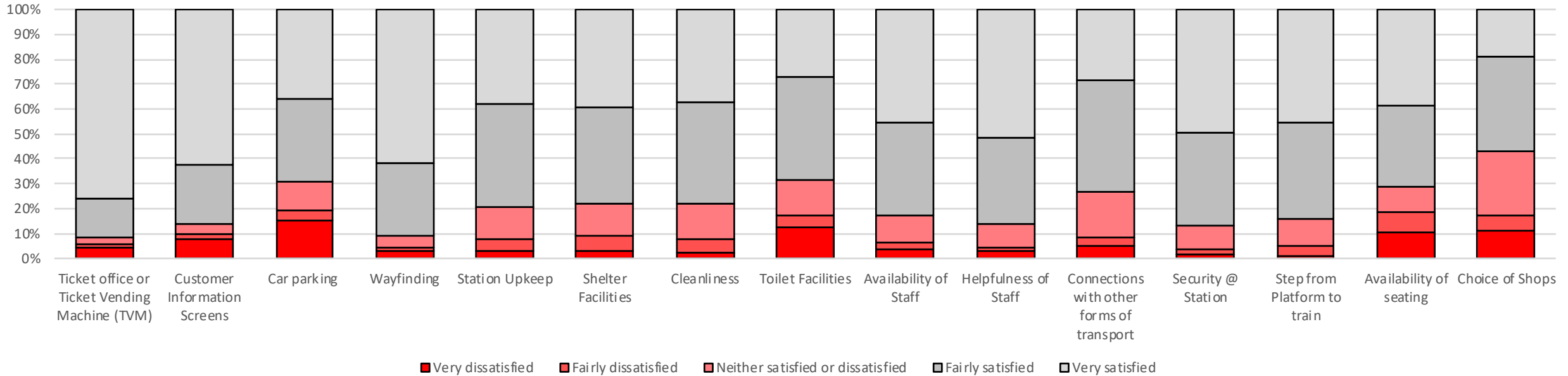
86% of people were satisfied with the helpfulness of staff at the station.

91% were happy with the wayfinding at stations

Overall Station Environment Satisfaction



Station Environment



CSS; On-Board

78% of customers were satisfied with the overall on-board environment.

71% were satisfied with the availability of Wi-Fi on-board

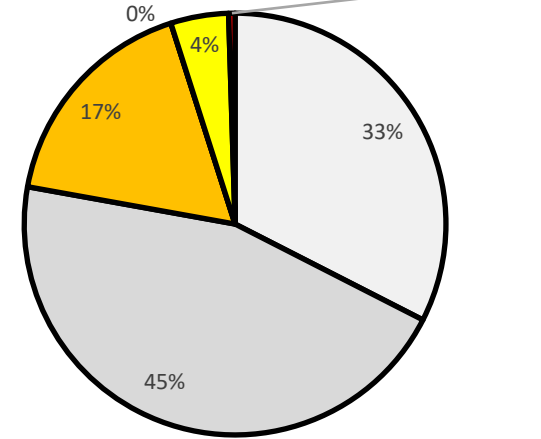
85% were satisfied with their own personal security on the train.

74% were satisfied with on board cleanliness.

48% were happy with the on-board toilet facilities

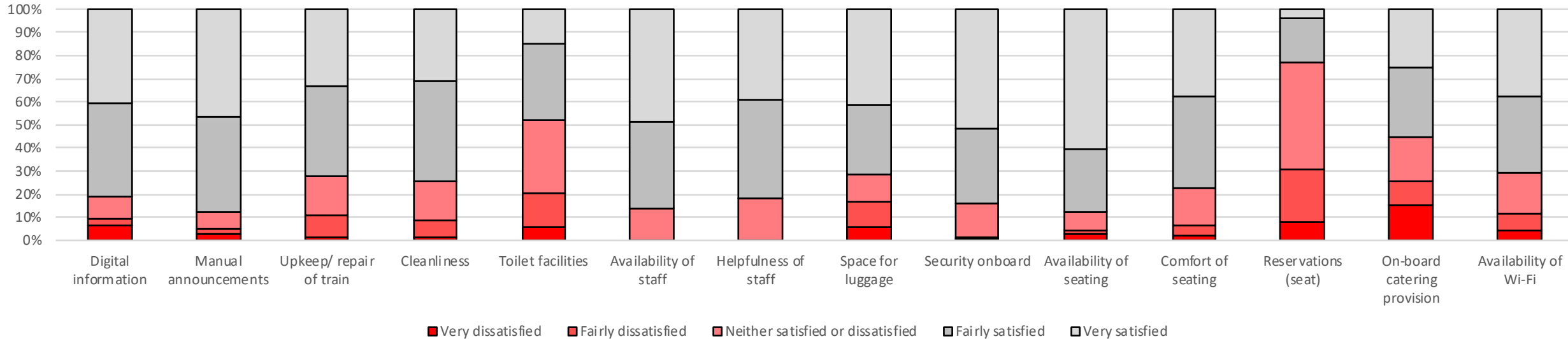
81% were satisfied with the helpfulness of staff

Overall On-Board Satisfaction



■ Very satisfied
 ■ Fairly satisfied
 ■ Neither satisfied or dissatisfied
■ Not applicable/ Don't know
 ■ Fairly dissatisfied
 ■ Very dissatisfied

On-board Environment



Wales-Barbarians Customer Satisfaction Surveys

Wales-Barbarians Customer Satisfaction Survey's

123 surveys were conducted at Cardiff central on Saturday, 73 after the match and 50 in the morning of the match.

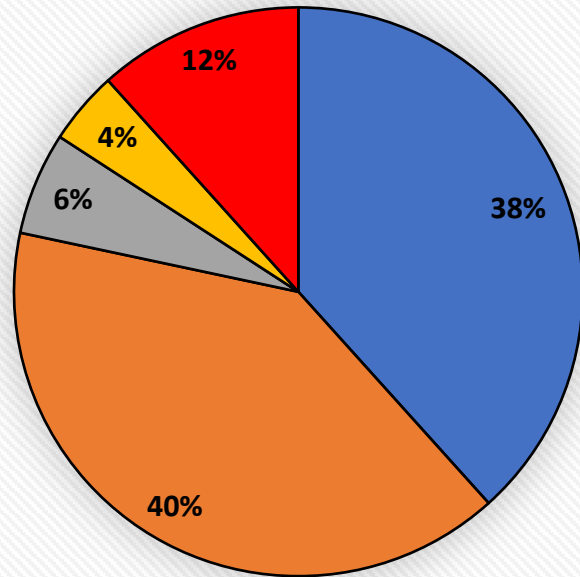
Highlights are:

- **78%** of customers surveyed found it easy to make the journey
- **79%** were satisfied with the overall journey
- Only **27%** would recommend TFW
- Only **29%** of people had seen advertisements about train travel arrangements after the game.
- **46%** of people thought there needed to be more information and assistance provided



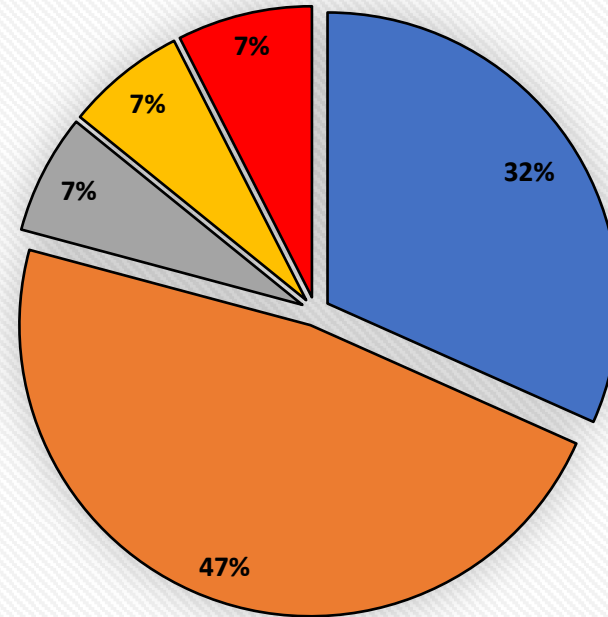
Overall Overview

How easy did you find it to make your journey by train?



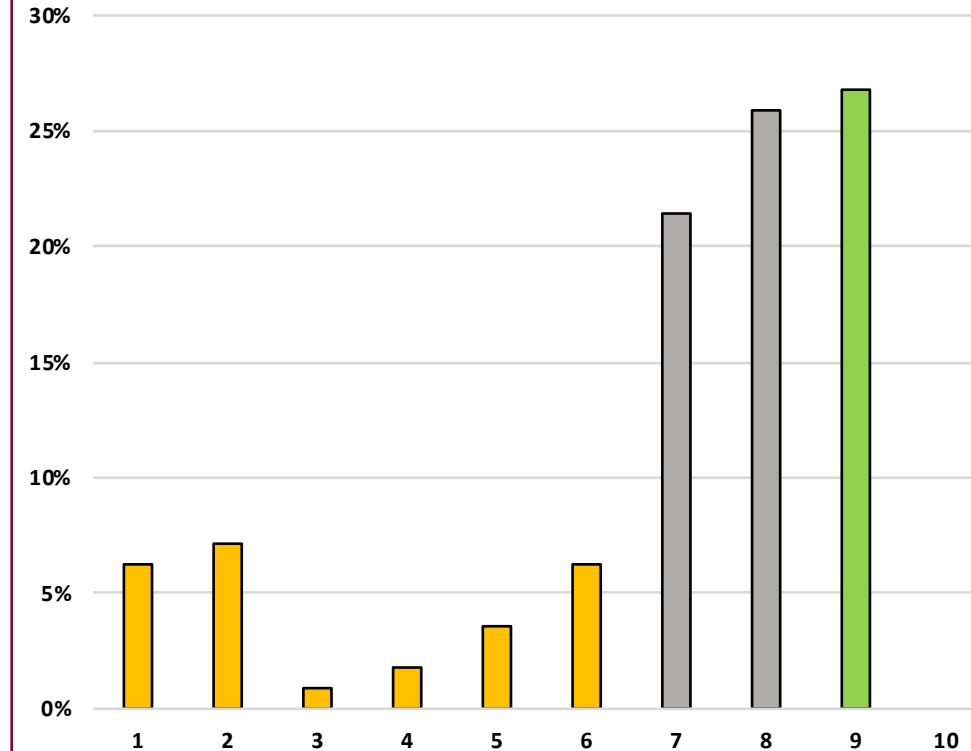
■ Very Easy
■ Fairly Easy
■ Neither Easy or Difficult
■ Fairly Difficult
■ Very Difficult

Overall Journey Satisfaction



■ Very satisfied
■ Fairly satisfied
■ Neither satisfied or dissatisfied
■ Fairly dissatisfied
■ Very dissatisfied

How likely are you to recommend Transport for Wales trains to a friend or family member?

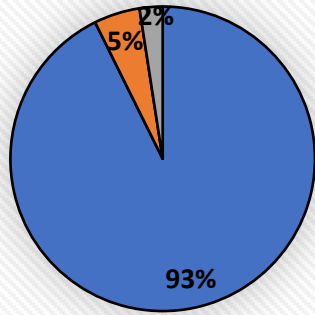


- **78% of customers surveyed found it easy to make the journey**
- **79% were satisfied with the overall journey**
- **Only 27% would recommend TFW to a friend or family member however 47% fell into the passive scores of 7 and 8.**

The main call outs for dissatisfaction were:

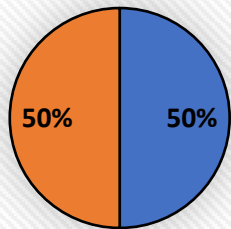
- **Lack of information being provided when queuing**
- **Capacity issues with comments focussing on a lack of carriages**
- **Time spent queuing to get into the station post match**

Purpose of Journey



■ Leisure ■ Commuting ■ Business

Have you been in town today to watch the Wales vs Barbarians rugby game?

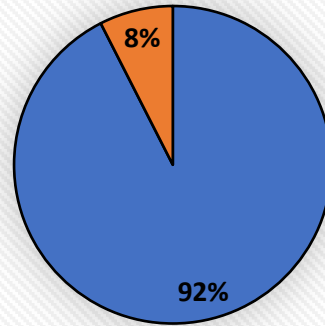


■ Yes ■ No, not watching

93% of people were travelling for leisure on Saturday.

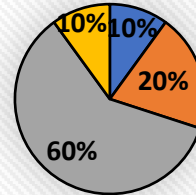
Surprisingly only 50% were going to be watching the game feedback showed a high percentage travelling for shopping.

Have you purchased a return ticket today?



■ Yes ■ No

Reasons not purchased a return

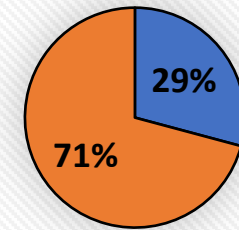


■ Not enough time to buy a ticket
■ Planning on buying the ticket on the train
■ Only needed a single
■ Alternative transport back

92% of people had purchased a returned ticket in advance.

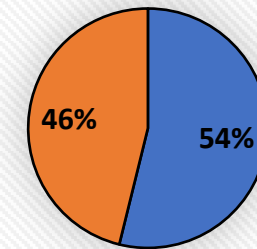
70% of those who didn't only needed a one way ticket and 2 people either didn't have time or planned on buying on board.

Prior to today, had you seen any advertisements about train travel arrangements after the game?



■ Yes ■ No

Do you think there was enough information given/assistance available ... to find the right platform for your return journey?



■ Yes ■ No

A concern would be that Only 29% of people had seen advertisements about train travel arrangements after the game.

54% thought there was enough assistance or information at the stations and this came through in comments as well.

Further Analysis

We received 122 comments from those surveyed and below is some insight on these:

- The most mentioned theme was not enough carriages/train/capacity which was mentioned 40 times in the comments
- There were 8 comments on information or communication being poor.
- There were also comment 10 comments on delays and cancellations.
- 12 comments focussed on no queue, not having to queue and fast queue and all these corresponded with a high satisfaction score averaging 81%
- **83%** of people were satisfied with the helpfulness of staff and the specific praise included key words like friendly, helpful and good.



Thank you

