

# Mystery shopper survey

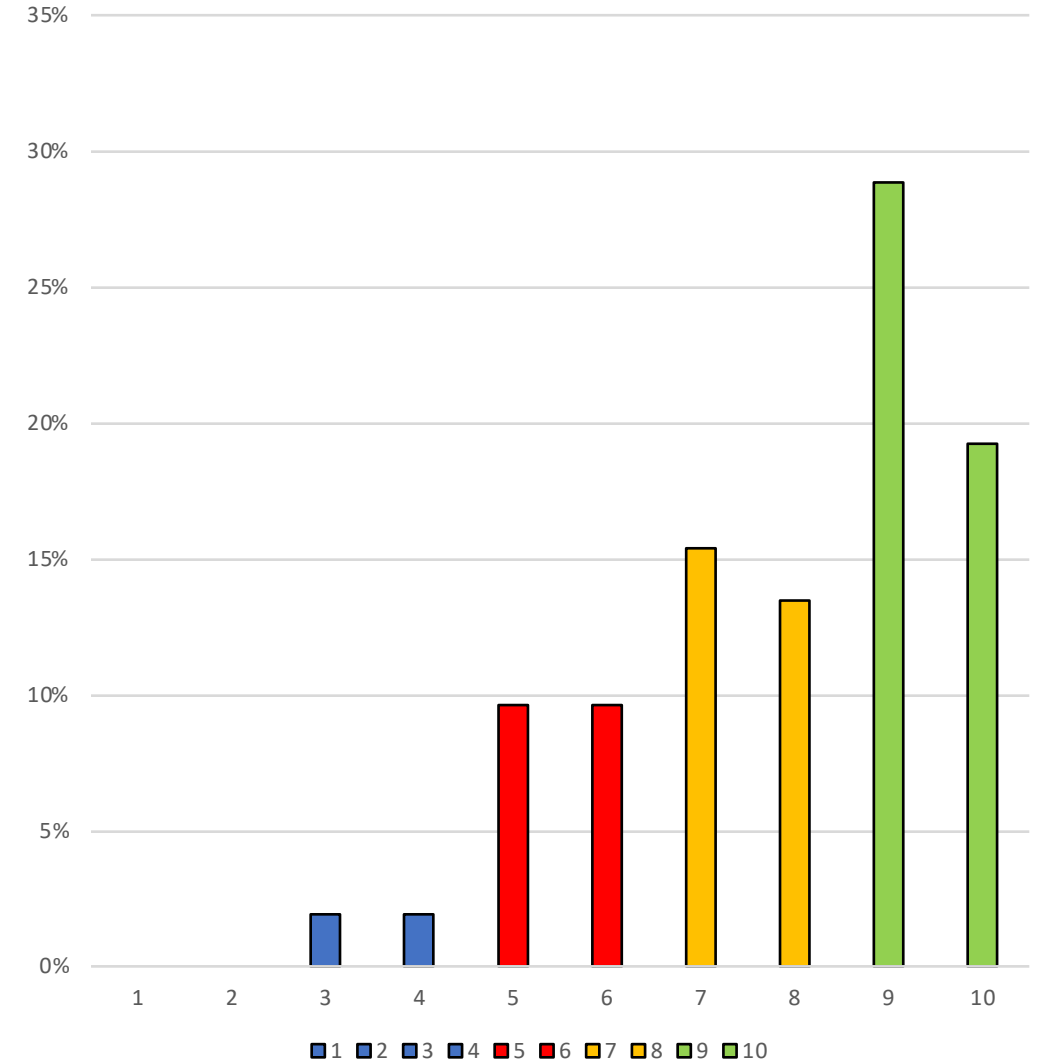
Period 8- 13<sup>th</sup> October-10<sup>th</sup> November

## Overall Impressions

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

- **75%** of Mystery shoppers were impressed with the station concourse/ticket hall they visited.
- **67%** of Mystery shoppers were impressed with the platforms they used.
- **67%** were satisfied with the train service they journeyed on overall.
- Overall Staff score was **86%**
- **Our overall NPS for P8 was 25**

Overall Train Operating Company Impression

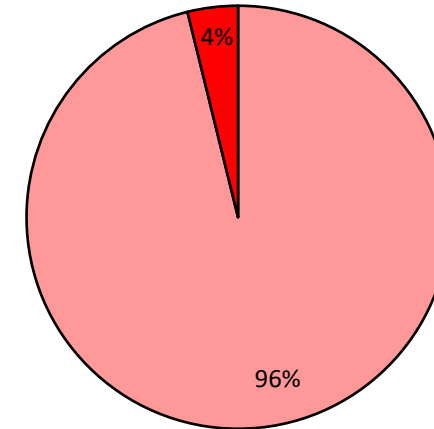


## First Station Impressions

- **100%** of mystery shoppers felt that the station they visited was clean.
- **100%** of stations surveyed were free from litter.
- **100%** of mystery shoppers said they felt safe within the station they visited.
- **86%** of customers found the seating at the station usable and comfortable.

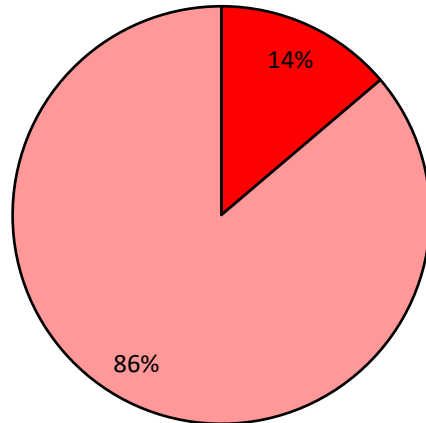
## Was the station....

...free from graffiti?



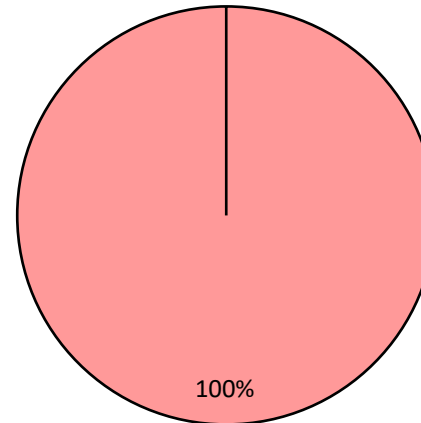
■ Yes ■ No

Were the seats/ benches in the concourse/  
ticket hall usable and comfortable??



■ No ■ Yes

...did you feel safe?



■ No ■ Yes

## Station - Toilets

**31%** 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.

**94%** were clean and tidy, **100%** were free from litter and graffiti when visited.

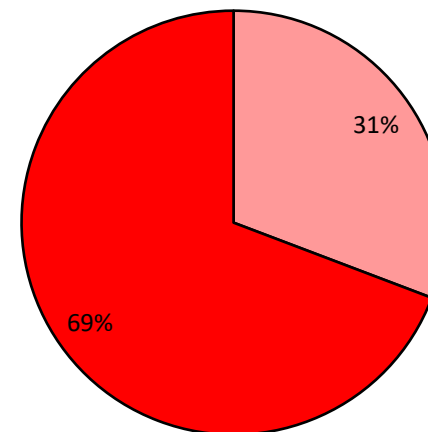
**100%** were fully operational with no toilets out of order at the time of the mystery shop.

**37%** of stations had toilets accessible from the platform. **95%** were open and available for use.

**89%** of the platform toilets surveyed were clean, and **95%** free from litter and graffiti.

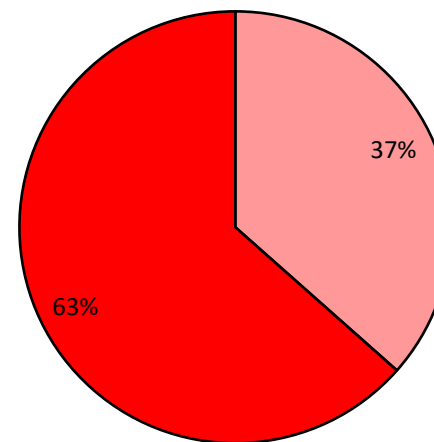
**95%** were also fully operational with no toilets out of order at the time of mystery shop.

Were there customer toilets that were accessible from the Station?



Yes No

Were there customer toilets that were accessible from the Platform?



Yes No

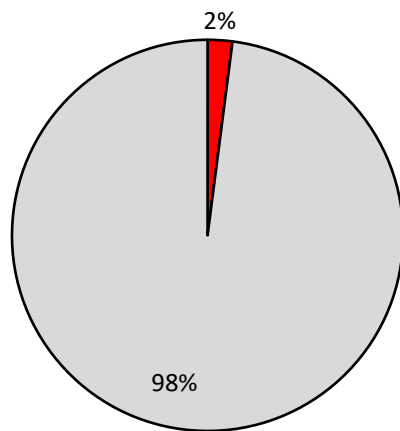
## Ticket buying facilities and process

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

**13%** had to queue.

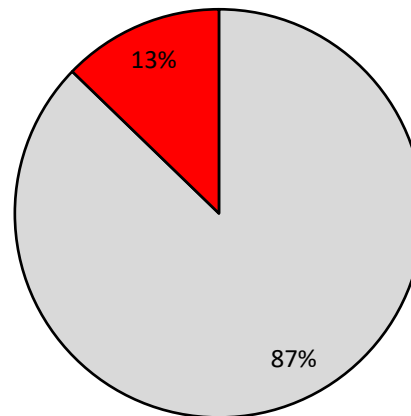
Of stations with a Ticket Vending Machine, **95%** were working on the day of the survey.

Was the ticket office open?



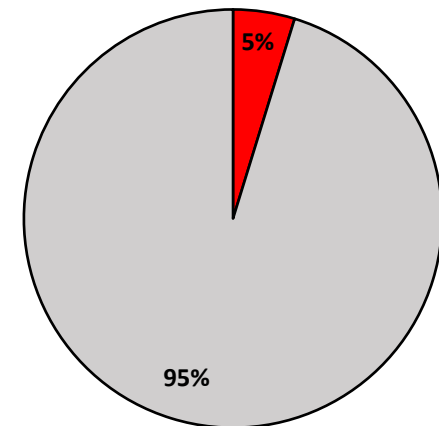
■ No □ Yes

...did you have to queue?



□ No ■ Yes

Was there a working TVM at the station?



■ No □ Yes

# Booking office colleagues

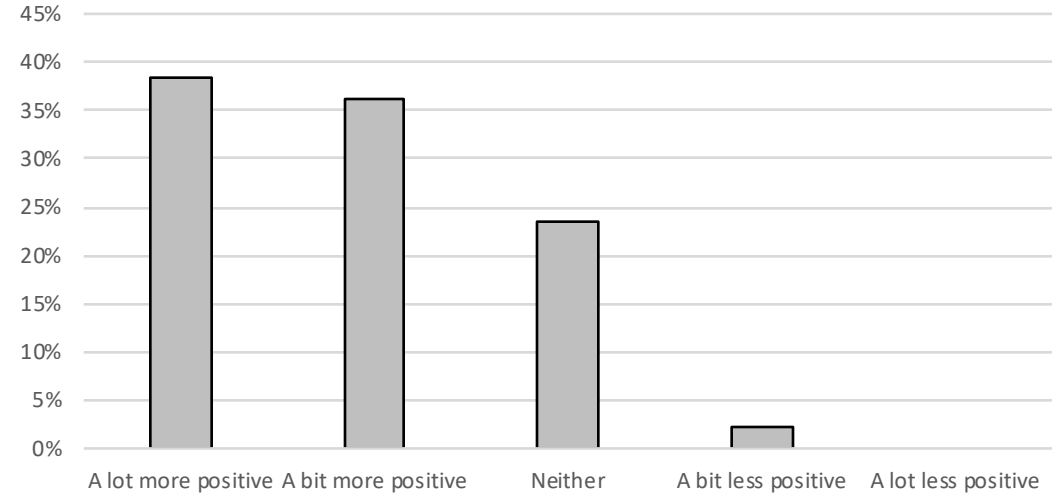
**40%** of customers felt that the member of staff they spoke to in the booking office proactively offered advice for their journey

**89%** of mystery shoppers were satisfied that the member of staff at the booking office was friendly and helpful

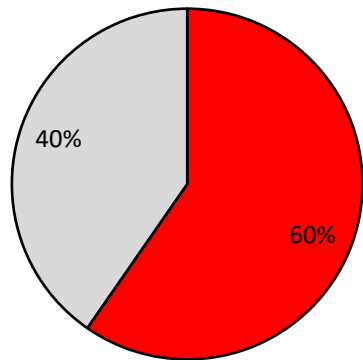
**87%** also found staff were smartly dressed and wearing name badges.

After speaking to staff in the ticket office **74%** of mystery shoppers felt more positive about TfWR.

After talking to the member of staff in the ticket office, were you more or less positive about Transport for Wales?

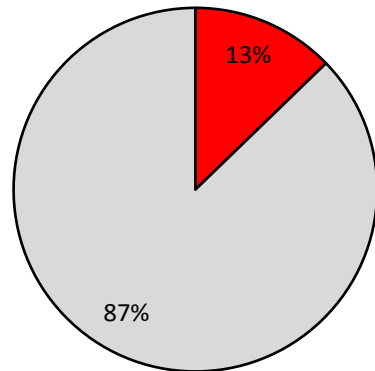


...did the member of staff proactively offer advice??



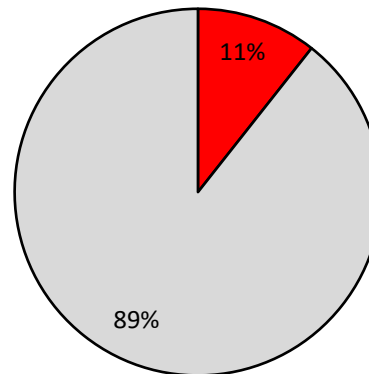
■ No □ Yes

...did the member of staff offer you their full attention??



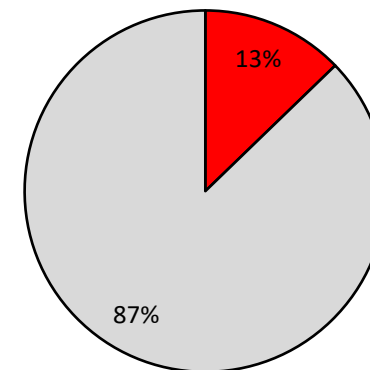
■ No □ Yes

Was the member of staff friendly and helpful?



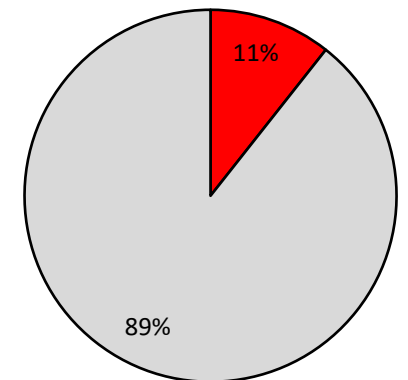
■ No □ Yes

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



■ No □ Yes

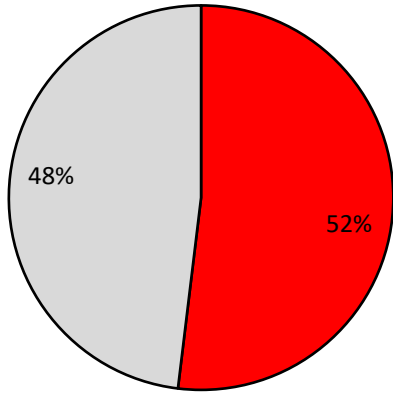
Was the member of staff knowledgeable



■ No □ Yes

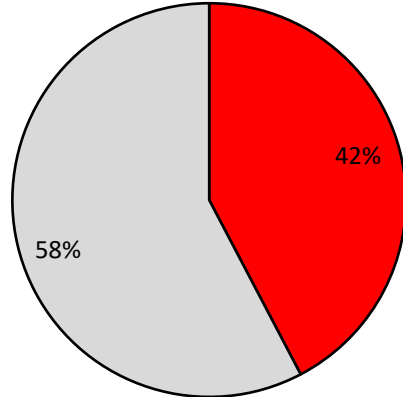
# Station – Provision of information

Was there an information/help desk at the station?



■ No ■ Yes

Were there help points on the platform?



■ No ■ Yes

**48%** of stations mystery shopped had information/help desks.

**94.4%** of mystery shoppers felt those manning these desks were helpful, friendly and knowledgeable. **74%** of mystery shoppers felt more positive about the company after this experience.

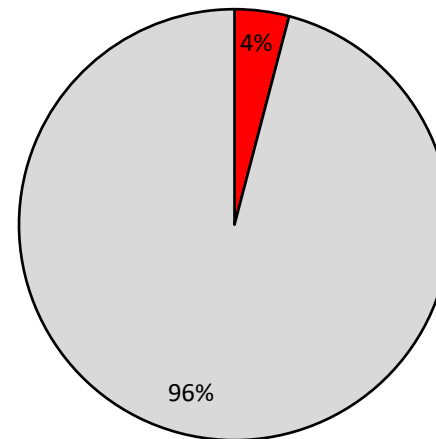
**94%** of mystery shoppers found it easy to find their platform.

**96%** of station information screens were considered easy to read and comprehend.

**37%** of mystery shoppers found the PA was in use for departure announcements in both English and in Welsh.

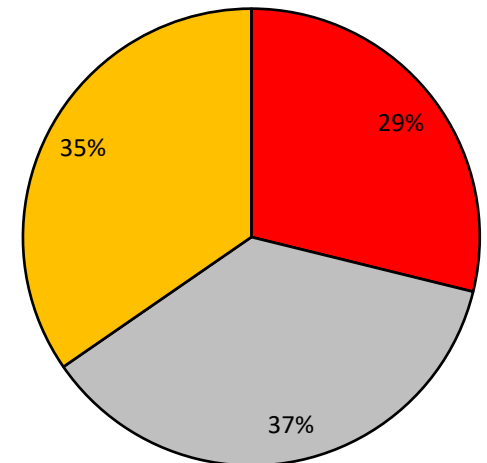
**100%** considered the announcements over the PA to be consistent with the information displayed on information screens.

Were the information screens easy to read and free from any issues?



■ No ■ Yes

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



■ No ■ Yes ■ No Announcements

# MSS; Station waiting areas

98% of stations platforms had a waiting room or shelter.

84% of waiting areas were considered to be clean and tidy.

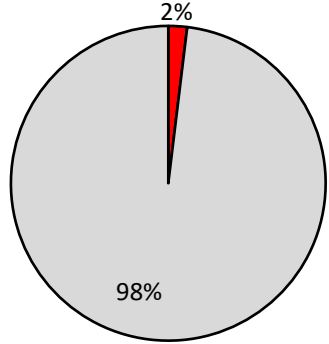
82% of waiting areas were free of graffiti.

86% were considered free of damage.

88% had no etching on windows.

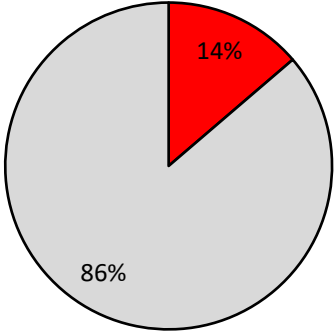
81% of mystery shoppers could view information screens from the waiting areas.

Was there a waiting room or shelter on the platform?



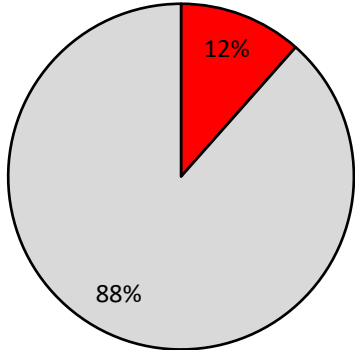
■ No □ Yes

Was this area free from damage?



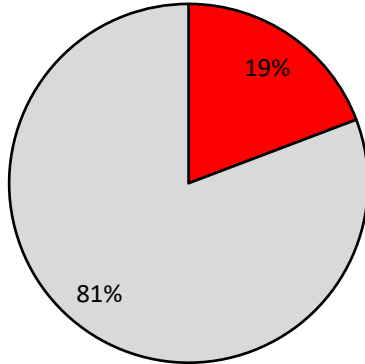
■ No □ Yes

Was this area free from etching on windows?



■ No □ Yes

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



■ No □ Yes



# MSS; On-Board

**63%** of services boarded departed on time.

**31%** of mystery shoppers experienced an overall delay.

Delays were communicated via information screens for **68%** of services that did not depart on time.

**0%** of customers were advised they may be entitled to Delay Repay compensation.

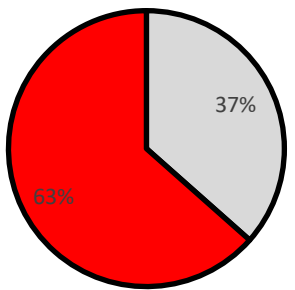
**6%** of delays were communicated over the PA.

**71%** of services had stops announced over the PA. **84%** of these were bilingual.

**52%** of mystery shoppers noted information screens on-board. Of those that did have information screens, **85%** of them displayed upcoming stops.

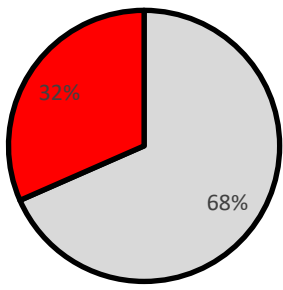
**81%** of customers were able to access the Wi-Fi on-board.

Did the train depart on time?



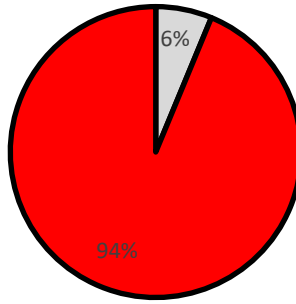
Yes No

Was the delay displayed on information screens?



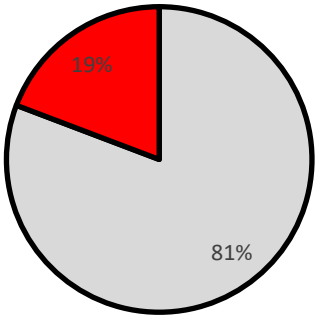
Yes No

Was the delay communicated over the PA?



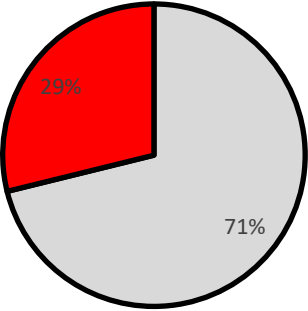
Yes No

Were you able to connect to the Wi-Fi?



Yes No

Were stops announced over the PA?



Yes No

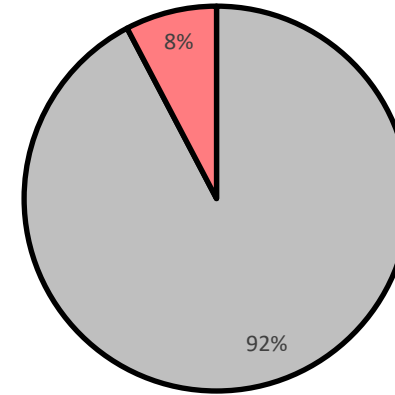
## MSS; On-board facilities and cleanliness

**92%** of services mystery shoppers travelled on had toilets. **90%** were open to use.

**88%** of all available toilets on-board were clean and free from litter

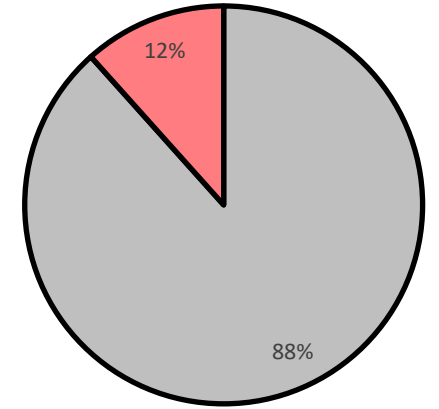
**91%** of toilets were fully operational.

Were there toilets on-board?



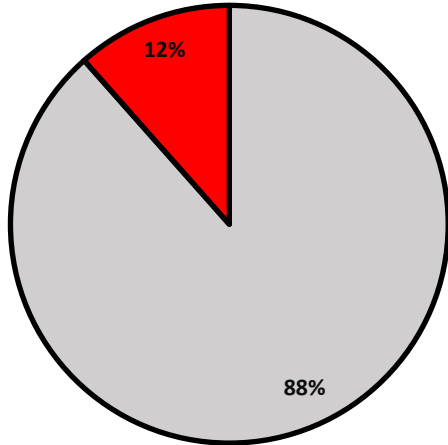
■ Yes ■ No

Were the toilets clean?



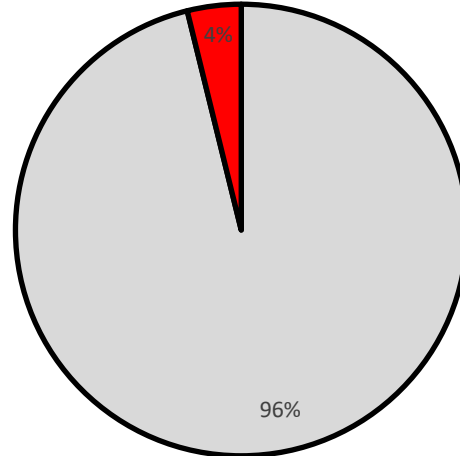
■ Yes ■ No

Was the train interior clean?



■ Yes ■ No

Were the seats clean?



■ Yes ■ No

**88%** of shoppers noted that the interior of the train was generally clean.

**77%** of train interiors were considered to be in good condition.

**96%** of shoppers recorded the on-board seating was generally clean.

## MSS; On-board – colleagues and catering

**58%** 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 **93%** considered them to be knowledgeable.

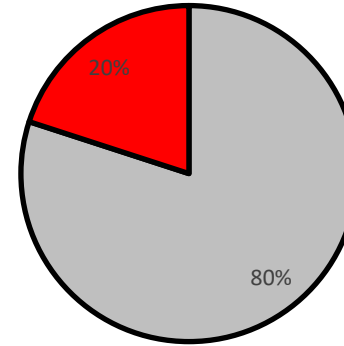
**80%** of conductors were considered to be smartly dressed.

**53%** 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.

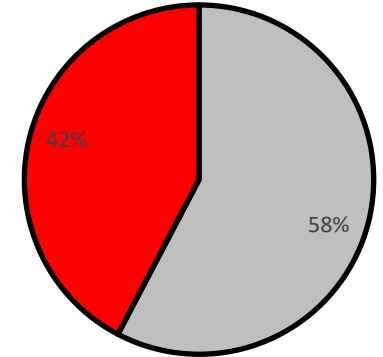
**100%** considered members of the catering team to be smartly dressed.

Was the conductor smartly dressed?



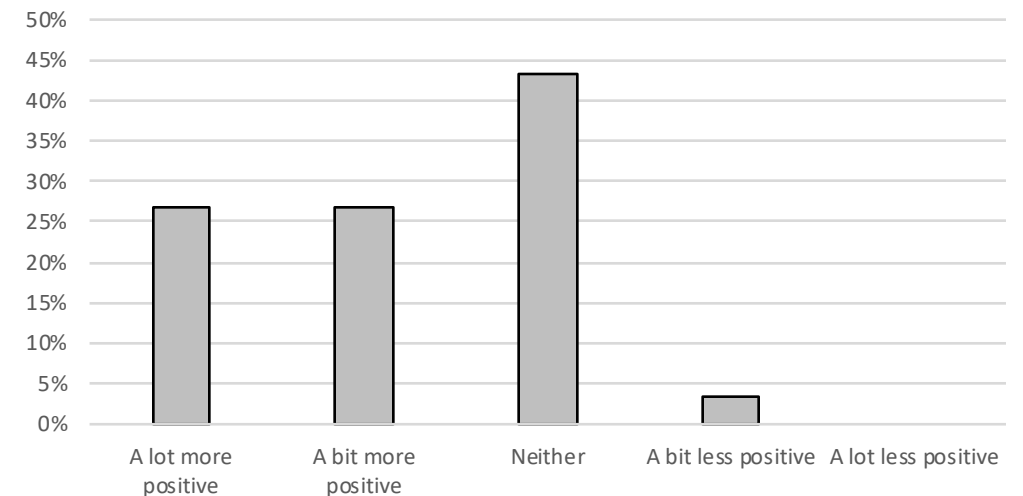
Yes No

Was your ticket checked?



Yes No

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



**Thank you**

