

Mystery shopper survey

08th December- 4th January

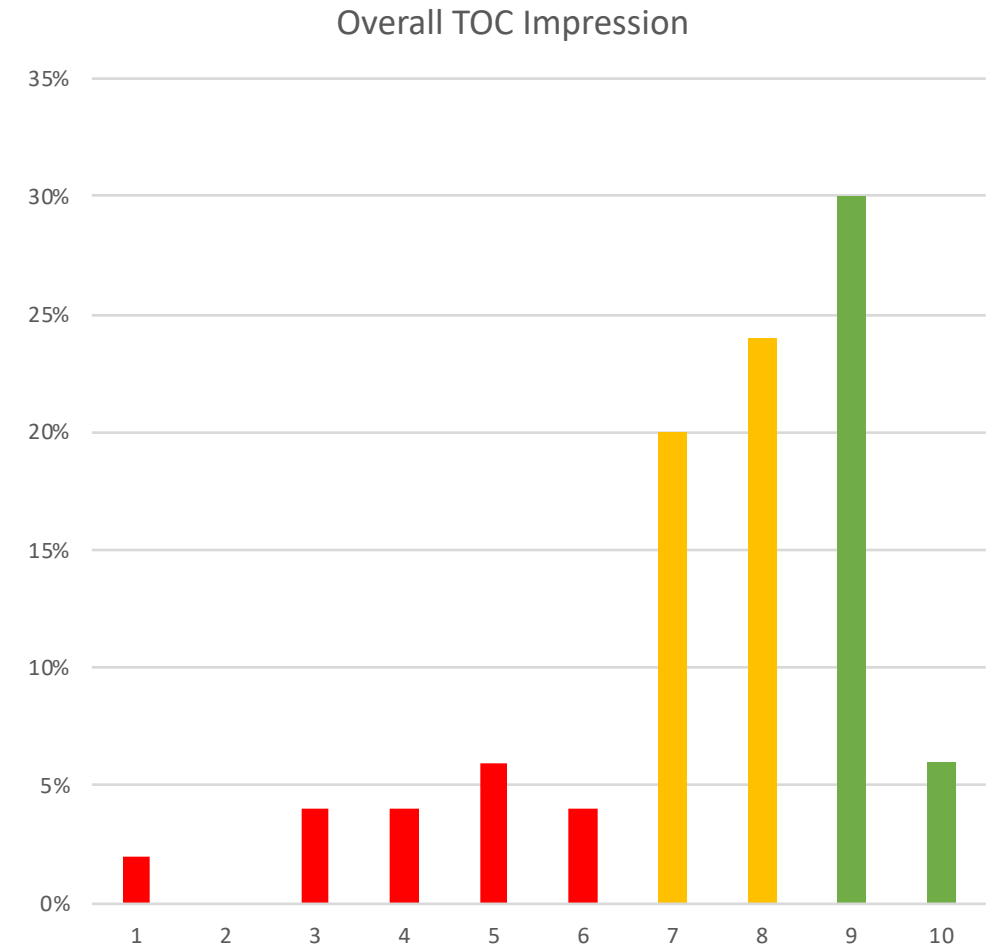


TRAFNIDIAETH CYMRU
TRANSPORT FOR WALES

Overall Impressions

Mystery shoppers were asked to rate their overall impression of Transport for Wales as well as their impression of key areas:

- Overall impression of TfW: **60%** of mystery shoppers gave a score equal to or greater than 8 in P10
- **60%** of Mystery shoppers were impressed with the station concourse/ticket hall they visited
- **56%** of Mystery shoppers were impressed with the platforms they used.
- **62%** were satisfied with the train they journeyed on overall
- **93%** were satisfied with the train conductor/guard
- After speaking to staff in the ticket office **69%** of mystery shoppers felt more positive about TfWR



First Station Impressions

- **88%** of mystery shoppers felt that the station they visited was clean
- **90%** of stations surveyed were free from litter
- **96%** of mystery shoppers said they felt safe at the station they visited
- **88%** of customers found the seating at the station usable and comfortable.

Booking office colleagues

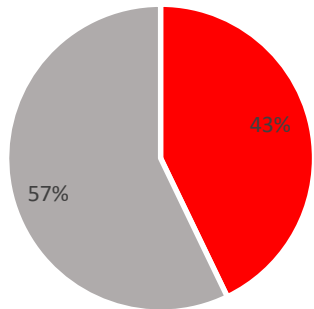
57% of customers felt that the member of staff they spoke to in the booking office proactively offered advice for their journey

86% of mystery shoppers were satisfied that the member of staff at the booking office was friendly and helpful

80% also found staff were smartly dressed and wearing name badges

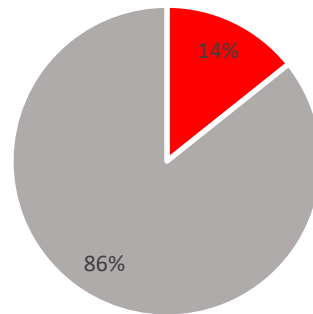
After speaking to staff in the ticket office **69%** of mystery shoppers felt more positive about TfWR

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



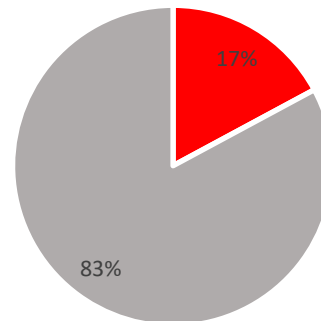
■ No ■ Yes

Was the member of staff friendly and helpful?



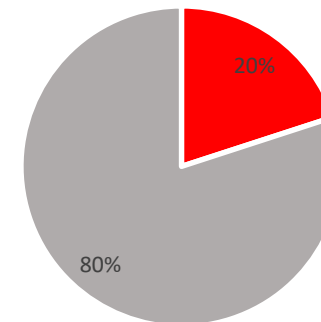
■ No ■ Yes

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



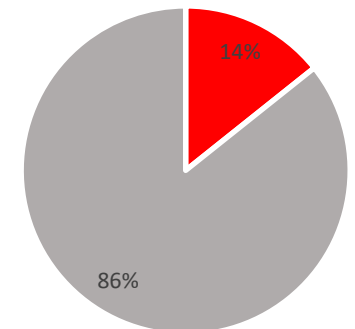
■ No ■ Yes

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



■ No ■ Yes

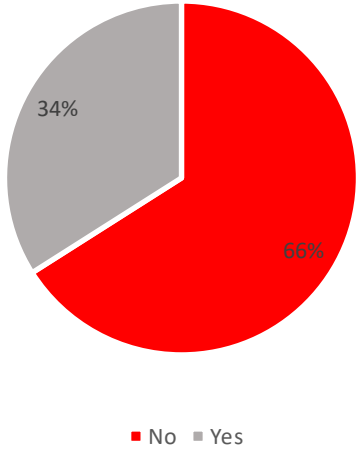
Was the member of staff knowledgeable?



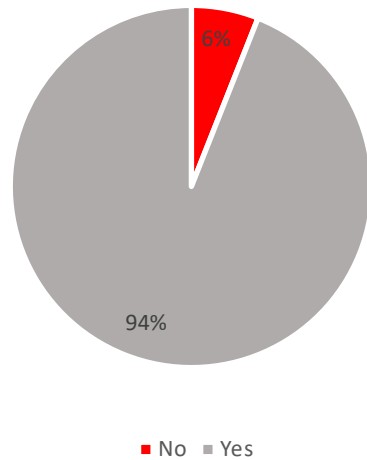
■ No ■ Yes

Station – Provision of information

Was there an information/help desk at the station?



Were you able to easily find your platform?



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

83% of mystery shoppers felt those manning these desks were helpful, friendly and knowledgeable. **75%** of mystery shoppers felt more positive about the company after this experience.

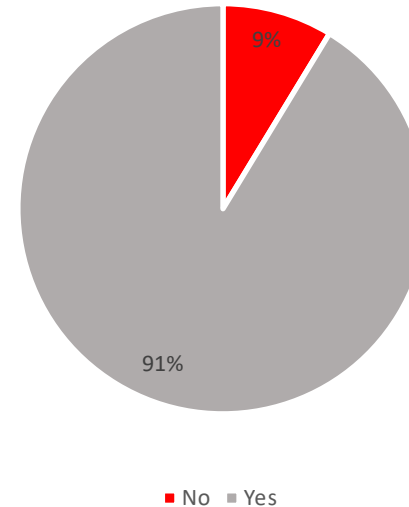
94% of mystery shoppers found it easy to find their platform.

91% of station information screens were considered easy to read and comprehend

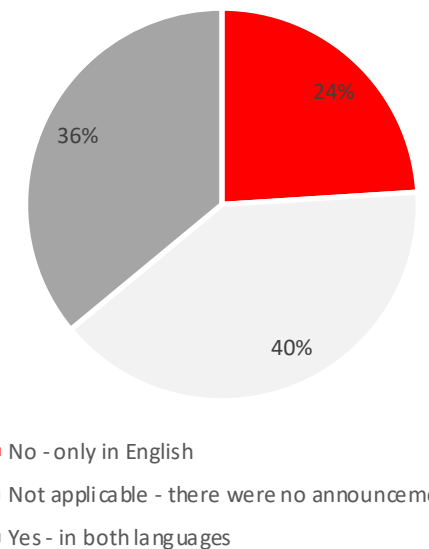
36% of mystery shoppers found the PA was in use for departure announcements in both English and in Welsh,

100% considered the announcements over the PA to be clear

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



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



■ No ■ Yes

■ No - only in English
■ Not applicable - there were no announcements
■ Yes - in both languages

Station waiting areas

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

79% of waiting areas were considered to be clean and tidy.

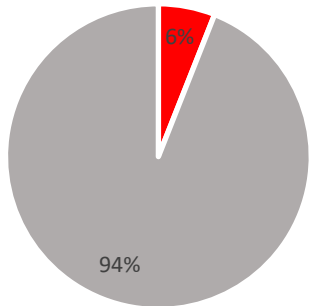
92% of waiting areas were free of graffiti.

89% were considered free of damage, exceptions were Aberdare, Haverfordwest, Pengam, Shotton and Treforest

94% had no etching on windows.

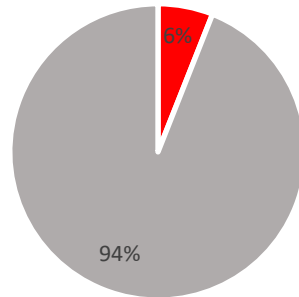
74% of mystery shoppers could view information screens from the waiting areas.

Was there a waiting room or shelter on the platform?



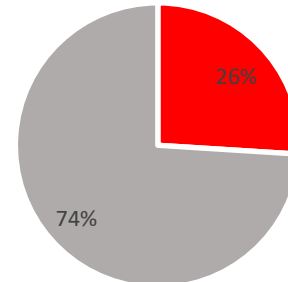
■ No ■ Yes

Was this area free from etching on windows?



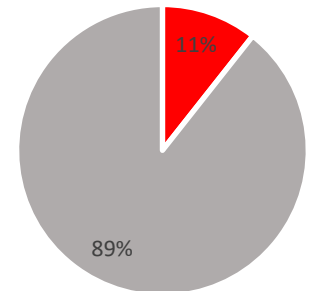
■ No ■ Yes

Could you see the information screens from the waiting area?



■ No ■ Yes

Was this area free from damage?



■ No ■ Yes

Station - Toilets

34% of mystery shoppers noted that there were customer toilets accessible from the station entrance. Of these, **100%** were open.

88% were clean and tidy, **94%** were 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.

44% of stations had toilets accessible from the platform. **100%** were open and available for use.

82% of the platform toilets surveyed were clean, 91% were free from litter and 95% free from graffiti

86% were also fully operational

The Journey

80% of services boarded departed on time, up 2pp from P9.

14% of mystery shoppers experienced an overall delay.

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

None of the mystery shoppers who had experienced a delay were advised they may be entitled to Delay Repay compensation.

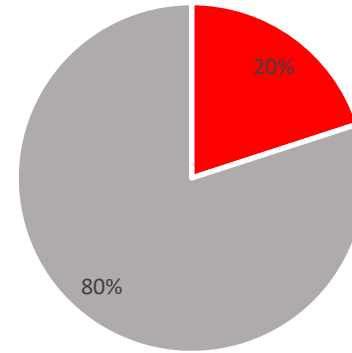
75% of delays were communicated over the PA, a 31 point increase from P9. Only **50%** of these announcements included an apology.

64% of services had stops announced over the PA, only **22%** of these were bilingual.

58% of mystery shoppers noted information screens on-board. Of those that did have information screens, **97%** of them displayed upcoming stops.

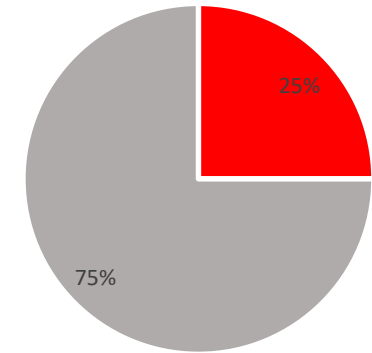
84% of customers were able to access the Wi-Fi on-board, a 7pp decrease from P9.

Did the train depart on time?



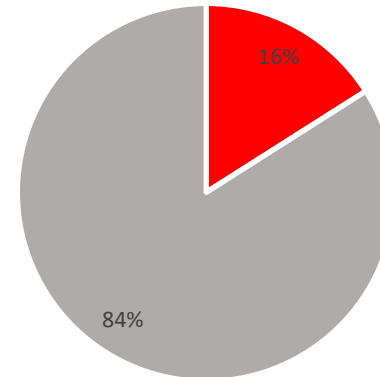
■ No ■ Yes

Was the delay communicated over the PA?



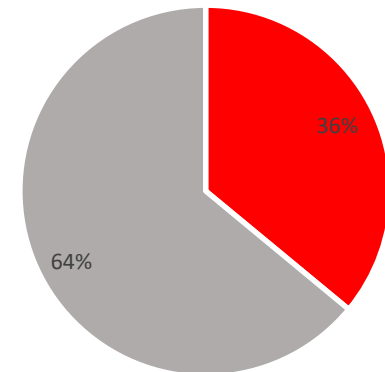
■ No ■ Yes

Were you able to connect to the Wi-Fi?



■ No ■ Yes

Were stops announced over the PA?



■ No ■ Yes

Onboard facilities and cleanliness

94% of services mystery shoppers travelled on had toilets. **96%** were open to use.

89% of all available toilets were clean and free from litter

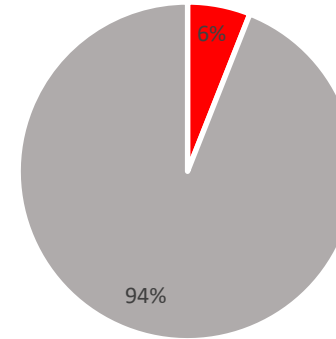
96% of toilets were fully operational.

92% of shoppers noted that the interior of the train was generally clean,

90% of train interiors were considered to be in good condition

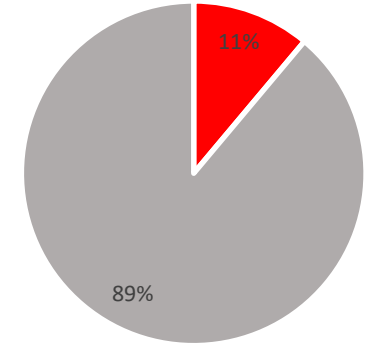
98% of shoppers recorded the onboard seating was generally clean.

Were there toilets available onboard?



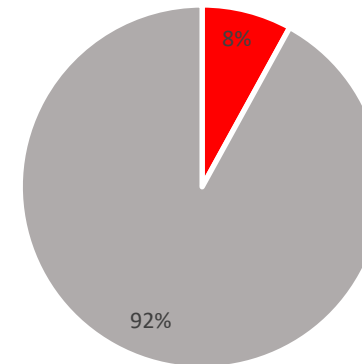
■ No ■ Yes

Were the toilets clean?



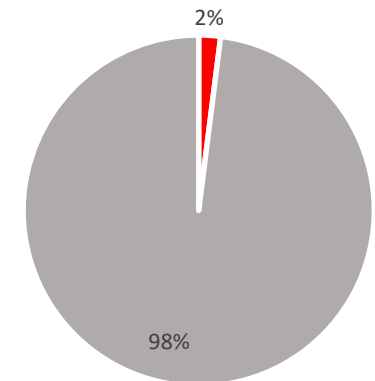
■ No ■ Yes

Was the train interior clean?



■ No ■ Yes

Were the seats clean?



■ No ■ Yes

Onboard colleagues

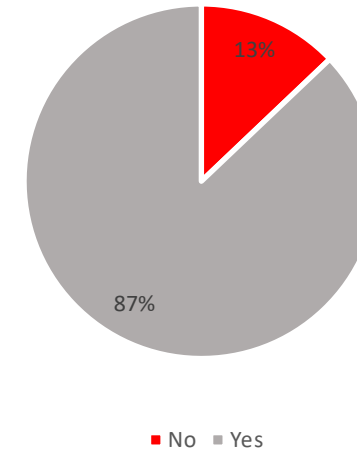
62% of mystery shoppers had their tickets checked by a conductor whilst on their journey.

Of those that did have their tickets checked, **100%** said that the conductor was friendly, gave shoppers their full attention and **97%** considered them to be knowledgeable.

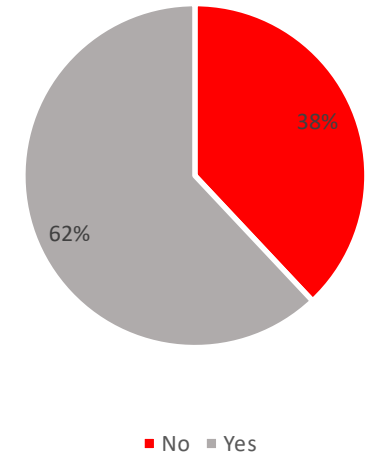
87% of conductors were considered to be smartly dressed.

61% of shoppers felt more positive about TFW after their conversation with the conductor on-board their service.

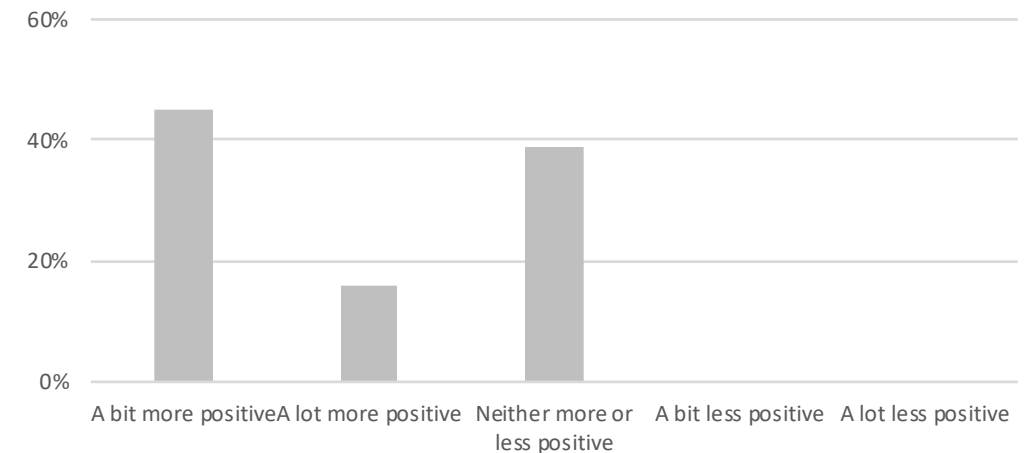
Was the conductor smartly dressed?



Was your ticket checked?



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



Thank you

