

Caledonian Sleeper

Quarterly Report

Quarter 1, 2023/24

Rail Periods 01, 02, and 03



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SLEEPER

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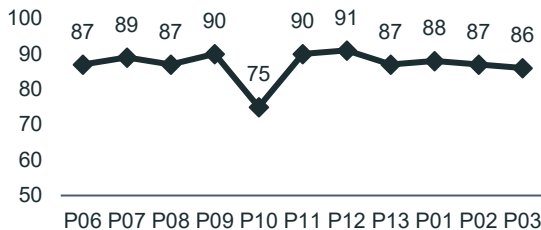
Caledonian Sleeper Passenger Satisfaction

Quarter 1: 1st April – 24th June 2023

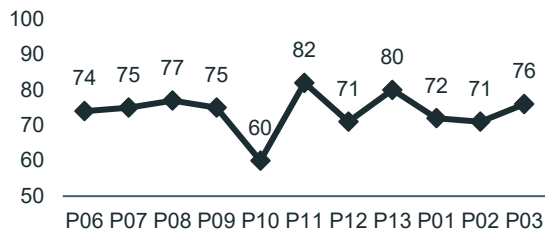
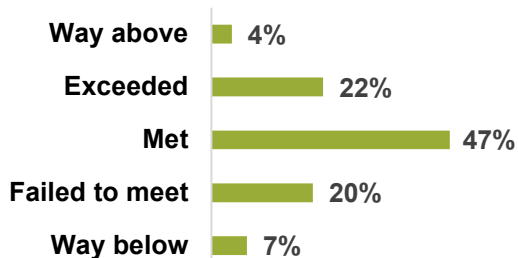
Overall journey experience



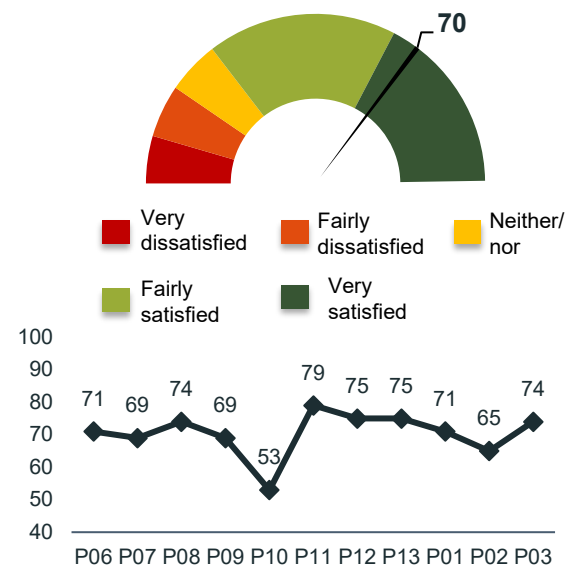
Ave – 3.7



Expectation



Overall satisfaction

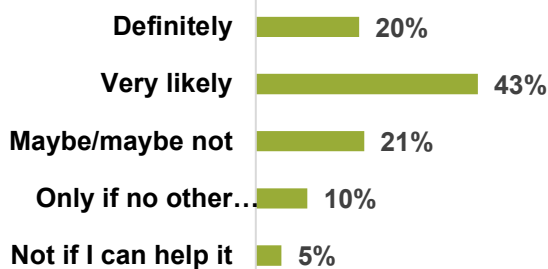


Net Promoter Score

13

45
32

Likelihood of future use



	Lowlander	Highlander
Journey experience	86%	88%
Met / Above expectation	71%	74%
Overall satisfaction	69%	71%
Net Promoter Score	4%	20%
Future Use	58%	67%

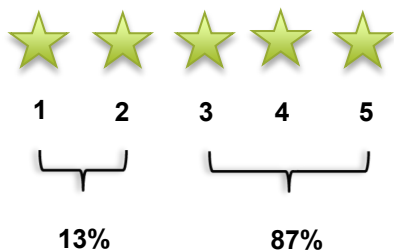
Sample size: 649 (Lowlander 278, Highlander 371)



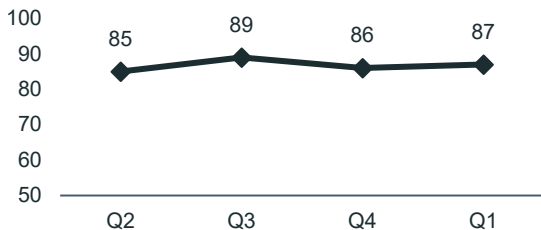
Caledonian Sleeper Passenger Satisfaction

Quarter 1: 1st April – 24th June 2023

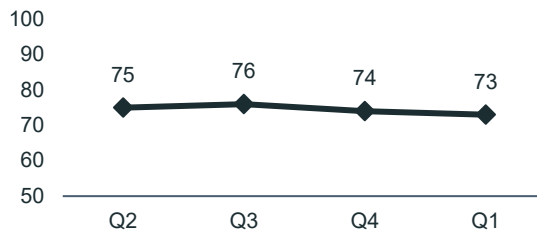
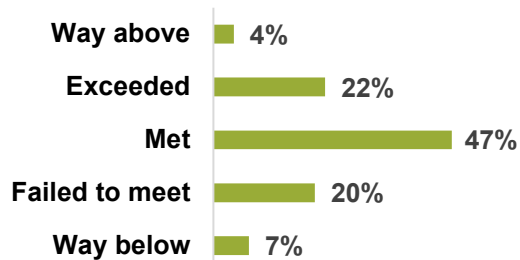
Overall journey experience



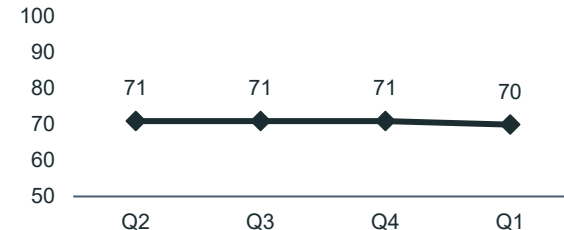
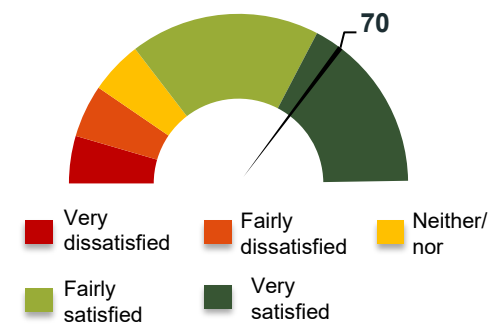
Ave – 3.7



Expectation



Overall satisfaction

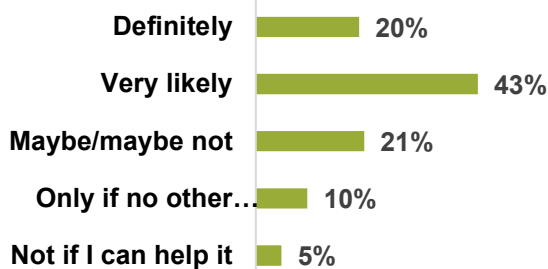


Net Promoter Score

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Likelihood of future use



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Sample size: 649 (Lowlander 278, Highlander 371)



Caledonian Sleeper Passenger Satisfaction

Quarter 1: 1st April – 24th June 2023

Expectations of the journey

Top five:

- 57% Looking forward to the experience
- 38% Sufficiently well informed about the journey ahead
- 35% Excited
- 33% Relaxed
- 30% Looking forward to bed

Bottom five:

- 7% Carefree
- 6% Anticipating a sociable evening
- 5% Concerned I might have someone sharing my room/in the next seat
- 4% Anxious or nervous
- 4% Concerned about other passengers' possible bad behaviour

Journey experience

(% 3 - 5 star rating)

87% Experience overall

Making me feel...

- 90% welcomed
- 85% looked after
- 82% relaxed
- 80% comfortable
- 68% I had a good night's sleep
- 88% Room rating
- 9% Club Car rating

Summing up the experience

Top five:

- 39% Practical
- 38% Efficient
- 35% Functional
- 32% Memorable
- 27% Relaxing

Bottom five:

- 6% Chaotic
- 6% Distressing
- 3% World Class
- 2% Boring
- 2% Reviving

Sample size: 649



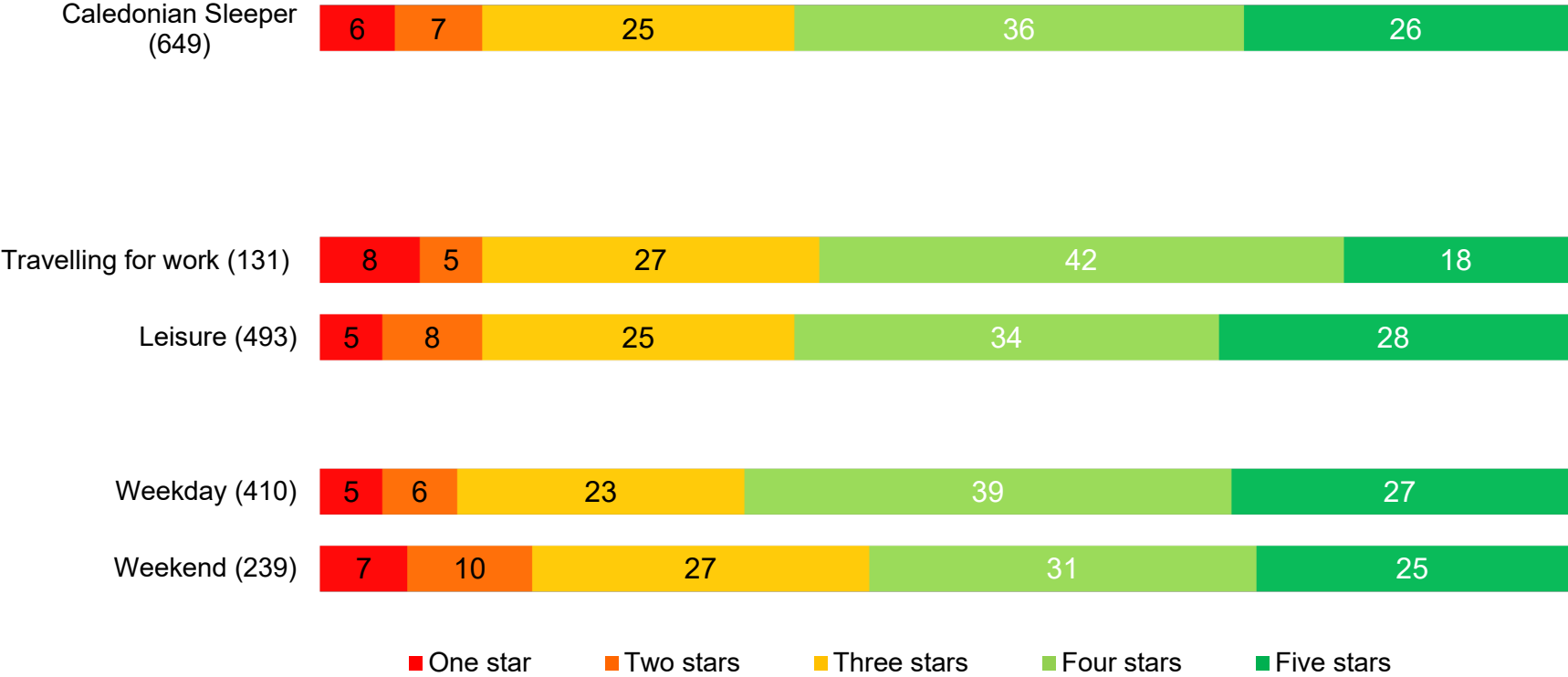
Caledonian Sleeper

On-board experience



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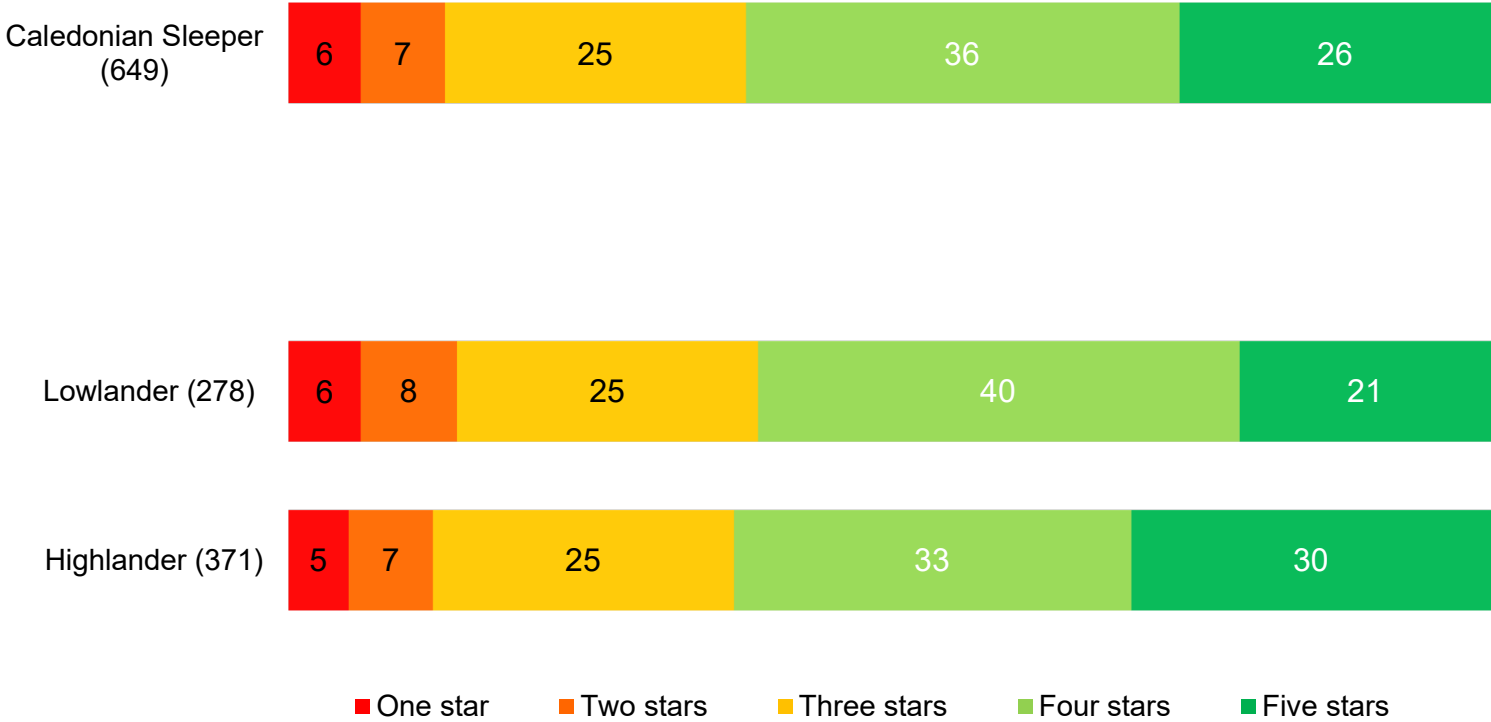
Overall rating of experience by passenger group



Q11a. How many stars do you give the Caledonian Sleeper for the experience overall?
 Base: in brackets above



Overall rating of experience by route



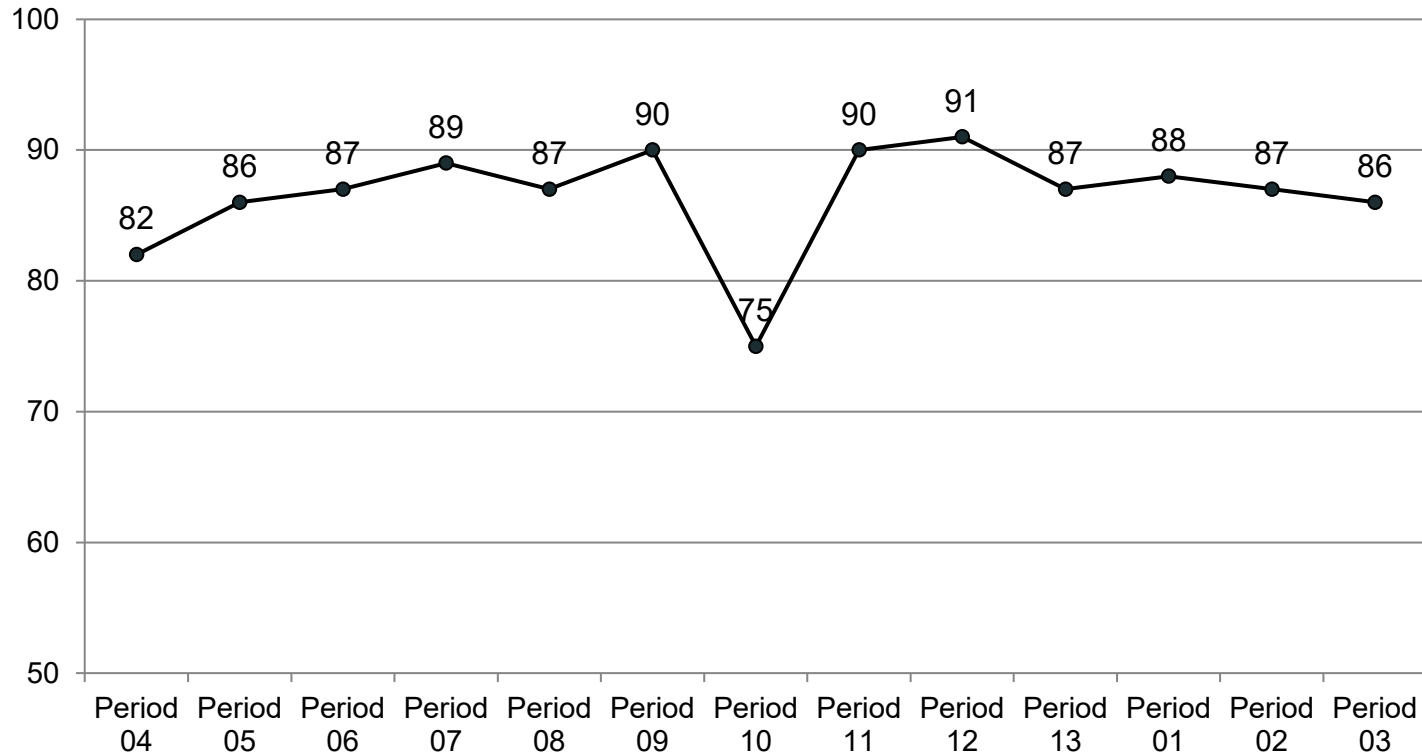
Q11a. How many stars do you give the Caledonian Sleeper for the experience overall?
Base: in brackets above



Overall rating of experience - trend

Rating of experience

Trend: % Three, four or five stars



Q11a. How many stars do you give the Caledonian Sleeper for the experience overall?



Overall rating of experience – customer comments

The accommodation was less than I expected. This was not helped by the fact that there was no water in the room, so the en-suite was useless. We thought the club car was also very basic. Thought there might be a bit more "atmosphere."

I do feel it is a bit late to be leaving and early to be arriving, spreading the journey out a bit longer would make the experience a bit more enjoyable rather than a late night and very early morning. So, we could have enjoyed the experience a bit more.

Train was 3h late leaving Euston. We had 3 cabins with kids in 2 and us in double. Told in advance there was no water in double. On journey down to London also told one cabin had no water so 2 of the kids had to move to another carriage. Train dropped us in Edinburgh instead of Glasgow and we had to make our own way back via ScotRail. Will never use sleeper again. It's too unreliable.

No delayed boarding. Make the breakfast booking system smoother. Last two trips boarding was delayed for technical reasons both times. First time breakfast order was wrong, second time they seemed surprised when I turned up at the club car despite booking on the card thing.

Last time I had a vegan, gluten free smoothie for breakfast. This time nothing was available even though I had contacted Caledonian Sleeper prior to the journey. Gluten free porridge oats and non-dairy milk shouldn't be too difficult. Also, the welcome 'pack' was not as good as previously and the bin in our room was broken.

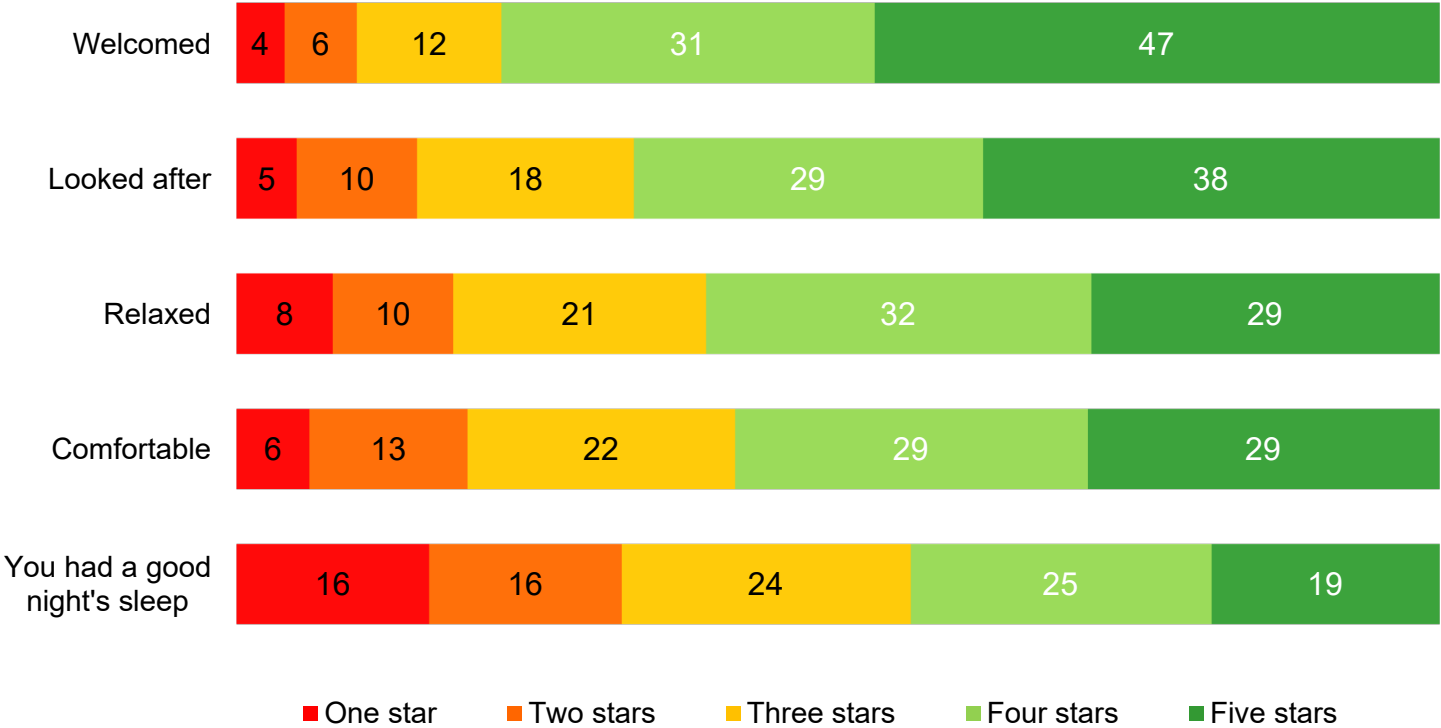
Improve the food on offer and, seeing as it is a limited menu, all items on the menu should always be available. Also, they didn't even have sufficient glassware to serve drinks in.

Some place to sit when you have a room- the dining area was big enough in the morning, but a bit problematic in the evening. The room is great for sleeping, but with the already made bed and the dining area full we had nowhere to be for the first two hours of the journey.

Q11c. You gave just a single/two stars overall, what should Caledonian Sleeper do to improve this rating
Q11e. What, if anything, could Caledonian Sleeper do to improve the experience on board?



Rating for making guests feel...



Q11b. And how many stars do you give the Caledonian Sleeper for making you feel...?
Base: All (649)



Rating of features of the journey – customer comments

Welcome could have been better. I was asked if I'd travelled with Caledonian Sleeper before and answered yes, as I had travelled a few years ago. I then asked for a refresher on how it all worked, but things felt rushed even though I was there 55 minutes before departure.

Welcome us! We did not have any interactions with staff until about 30 minutes into our journey when they asked to review tickets. That staff member was not welcoming or warm, just business like.

The compartment is so tiny, especially for two. Because on previous journeys we've all had all sorts of problems on the sleeper I feel prepared for anything but it's not very relaxing semi-expecting something to go wrong.

It took ages and a slightly harassed person to return my request for room service. I travel using assistance and could not walk to the restaurant car; I tried to explain this but was given no time to; and felt they had no interest in my request.

The club car staff often seem overwhelmed, and the service can be brusque too. Anything out of the ordinary sends things into chaos.

After experiencing the outward journey, the train was very noisy, more so than the old rolling stock, which we never had any problems with. Door handles rattled all night so sleep was broken numerous times so was dreading the return journey home, hence not very relaxed.

The new trains are not as comfortable due to lighting, voice activated controls, heating, lack of bins. Unfortunately, it might look slicker and newer but the experience is lacking.

The seats were extremely uncomfortable. Nearly impossible to sleep on as they do not recline. Only the bottom of the seat goes forward which creates an awkward gap in your bag as the bag of the seat doesn't move at all. The seats are also pretty hard.

To be honest, this was much as expected. It's a train, and it stops and starts and goes over points - that's never going to lead to a great night's sleep.

I don't know, I'm getting used to it, but sometimes can be hard to get good sleep with so much movement and sometimes noise.

Q11d. You gave just a single/two stars for making you feel welcomed / looked after / relaxed / comfortable / you had a good night's sleep, What should Caledonian Sleeper do to improve this rating?



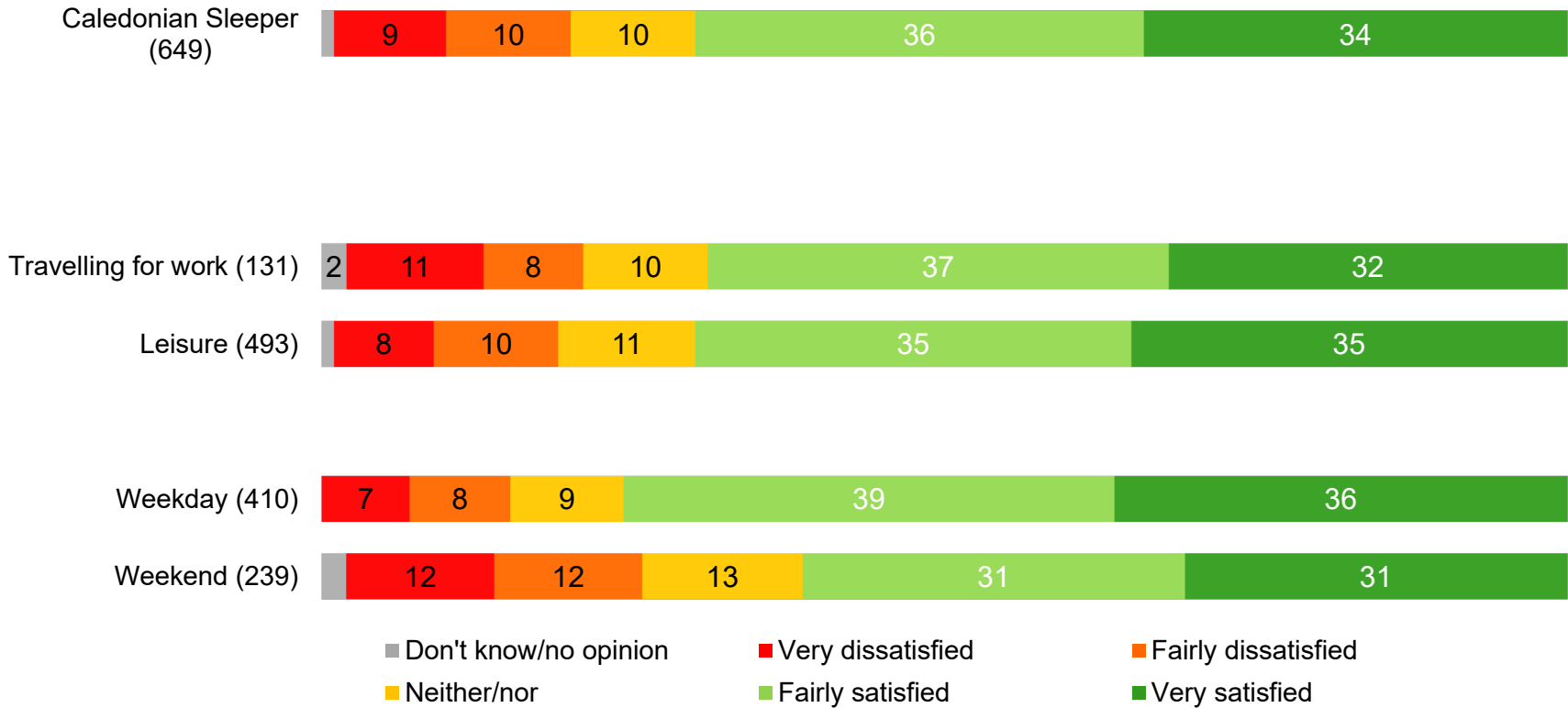
Caledonian Sleeper

Overall opinion of the Caledonian Sleeper



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Overall journey satisfaction by passenger group

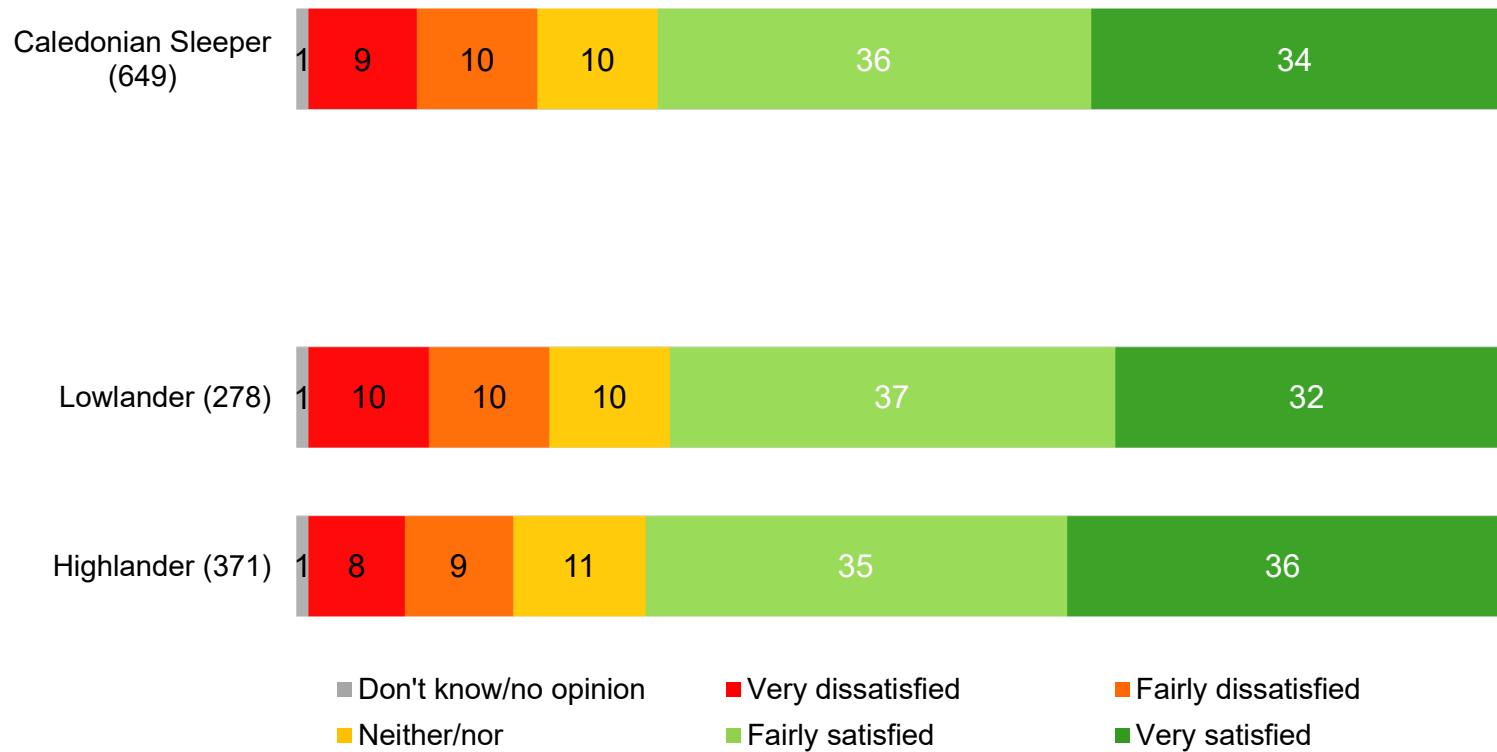


Q30. Taking everything into account about your journey from x to y, how satisfied were you with your journey?

Base: in brackets above



Overall journey satisfaction by route



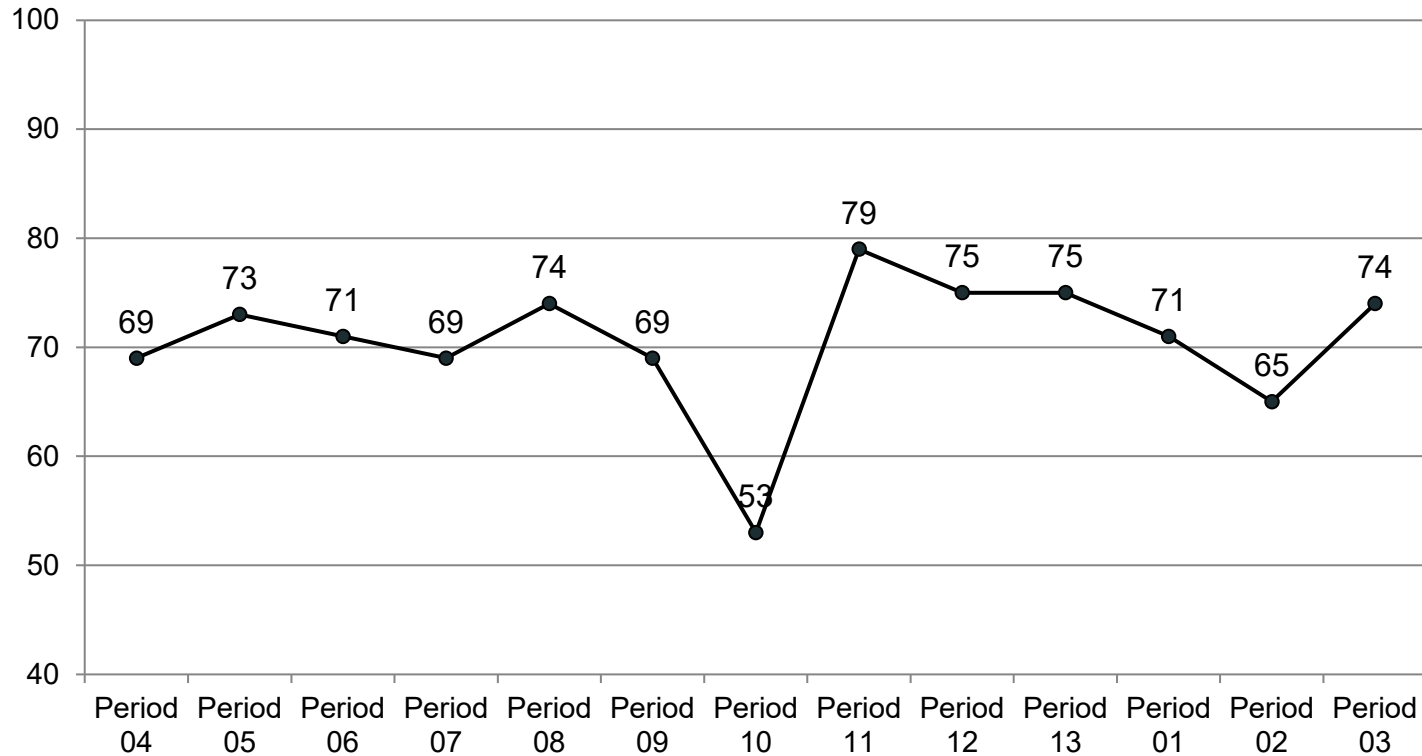
Q30. Taking everything into account about your journey from x to y, how satisfied were you with your journey?
Base: in brackets above



Overall journey satisfaction - trend

Overall journey satisfaction

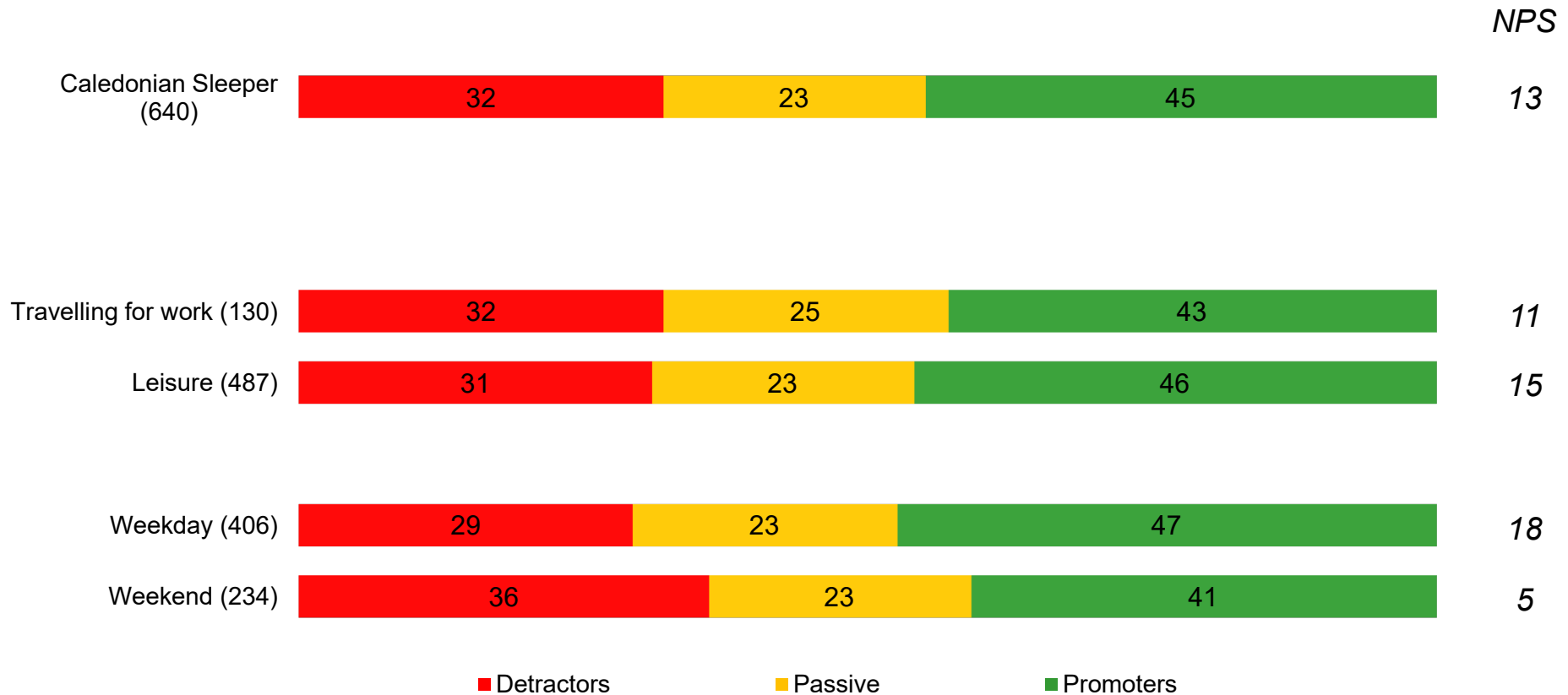
Trend: % very/fairly satisfied



Q30. Taking everything into account about your journey from x to y, how satisfied were you with your journey?



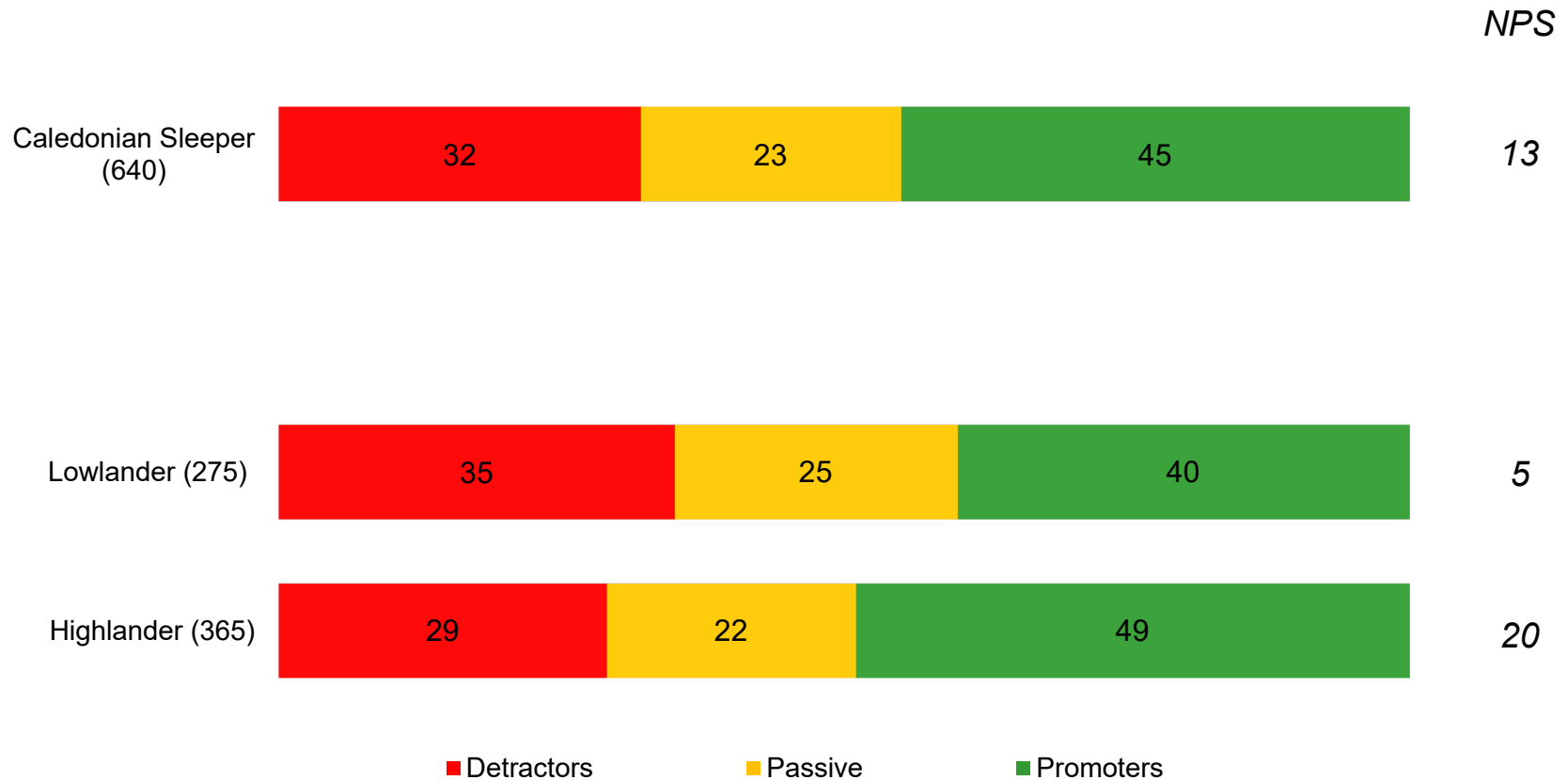
Net Promoter Score by passenger group



Q31a. On a scale of 0-10 where 0 means 'not at all likely' and 10 means 'extremely likely' how likely are you to recommend the Caledonian Sleeper to a friend or colleague?
 Base: in brackets above – those with an opinion



Net Promoter Score by passenger group



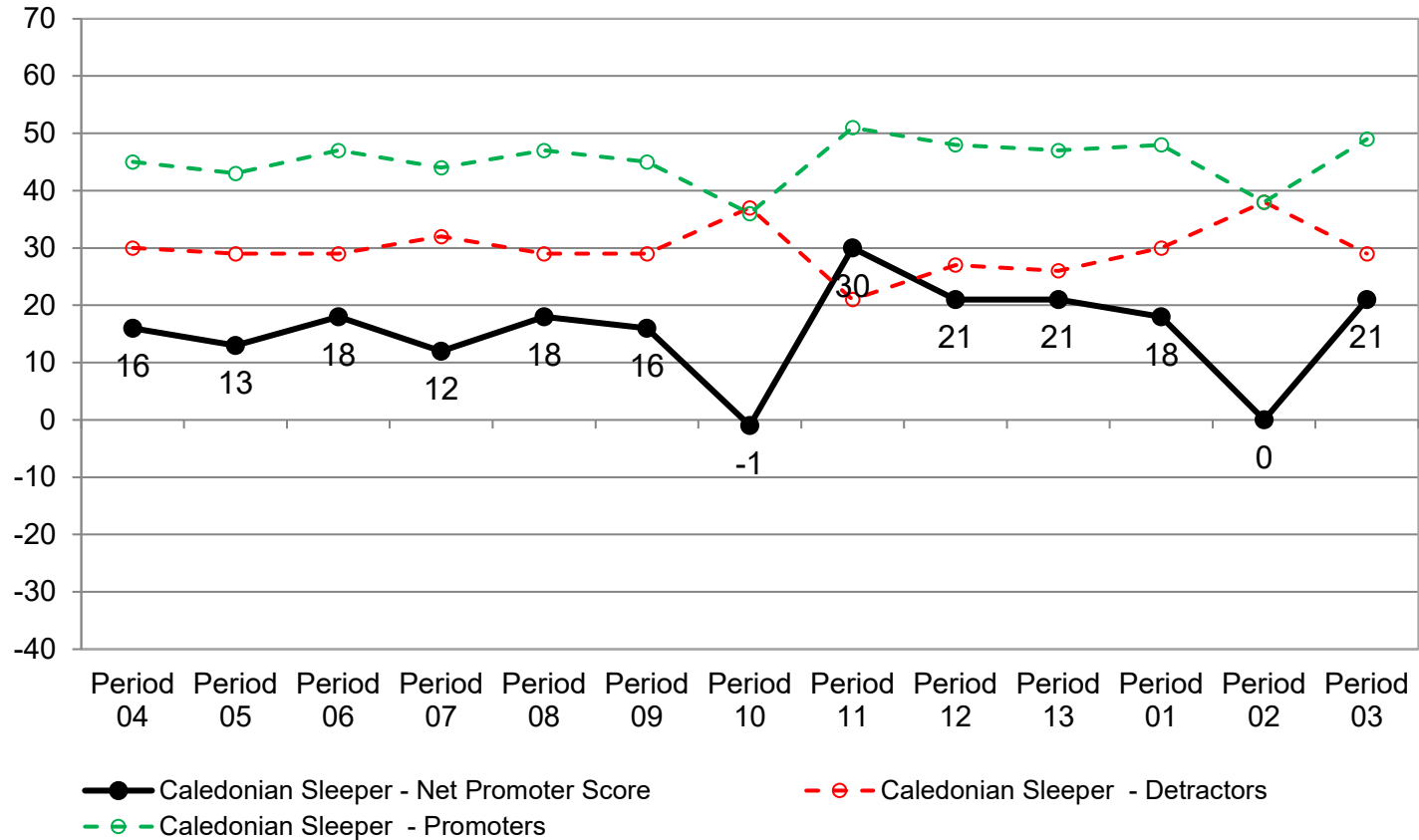
Q31a. On a scale of 0-10 where 0 means 'not at all likely' and 10 means 'extremely likely' how likely are you to recommend the Caledonian Sleeper to a friend or colleague?
Base: in brackets above – those with an opinion



Net Promoter Score trend

Net promoter score

Trend: % promoters, detractors & Net Promoter Score



Q31a. On a scale of 0-10 where 0 means 'not at all likely' and 10 means 'extremely likely' how likely are you to recommend the Caledonian Sleeper to a friend or colleague?
 Promoters(9-10) Detractors (0-6)



Reason for Net Promoter Score – customer comments

Promoters (9-10)

I had a double room to myself and so I had plenty of space & an en suite toilet & shower. The bed was so comfortable & the linen very fresh & clean. I have not been well, so I needed comfort & a good night's sleep. I was able to have that, fortunately. It was my best experience on a train ever.

Really impressed. Knew we'd booked seats so was expecting to have some disruption in sleep. Was very pleasantly surprised. Staff were lovely. Carriage was spotless first-class service.

Because it takes the stress out of travel, especially with children who love the adventure of it. It's an Autism friendly travel journey ...airports are not.

It was the most breathtaking views outwardly and the best service and produce on board. The staff were very smart and friendly. It was our best holiday in years.

Passive (7-8)

If it's what best fits your schedule, then it will do the job for you. It suited us on this occasion, and we'd use it again if it's what our schedule required. But my preference would be for a day train wherever possible.

If your budget can stretch to booking a bed, it would possibly be a very good way to travel. Arriving in London first thing without any sleep and a full day ahead was not ideal for us.

It worked well and the views were fantastic. But it is expensive- for the price it should be better quality.

Overall ride of the train and the customer service in comparison to the rival sleeper is lacking. The scenery was really nice and so was the food but bearing in mind this is on many people's bucket lists and including mine, I was let down a bit because of the ride quality and the customer services.

Detractors (0-6)

Facilities in room didn't work. Weren't able to dine despite booking a club room. We hadn't eaten dinner as we thought we had priority, but then only had chicken salad sandwiches on offer. Rude manager.

We were tired after arriving in Glasgow. The staff on the train were not seen at all, only when it was necessary. No information was provided during the travel. I had the feeling that the staff needed to be there; they were not very welcoming.

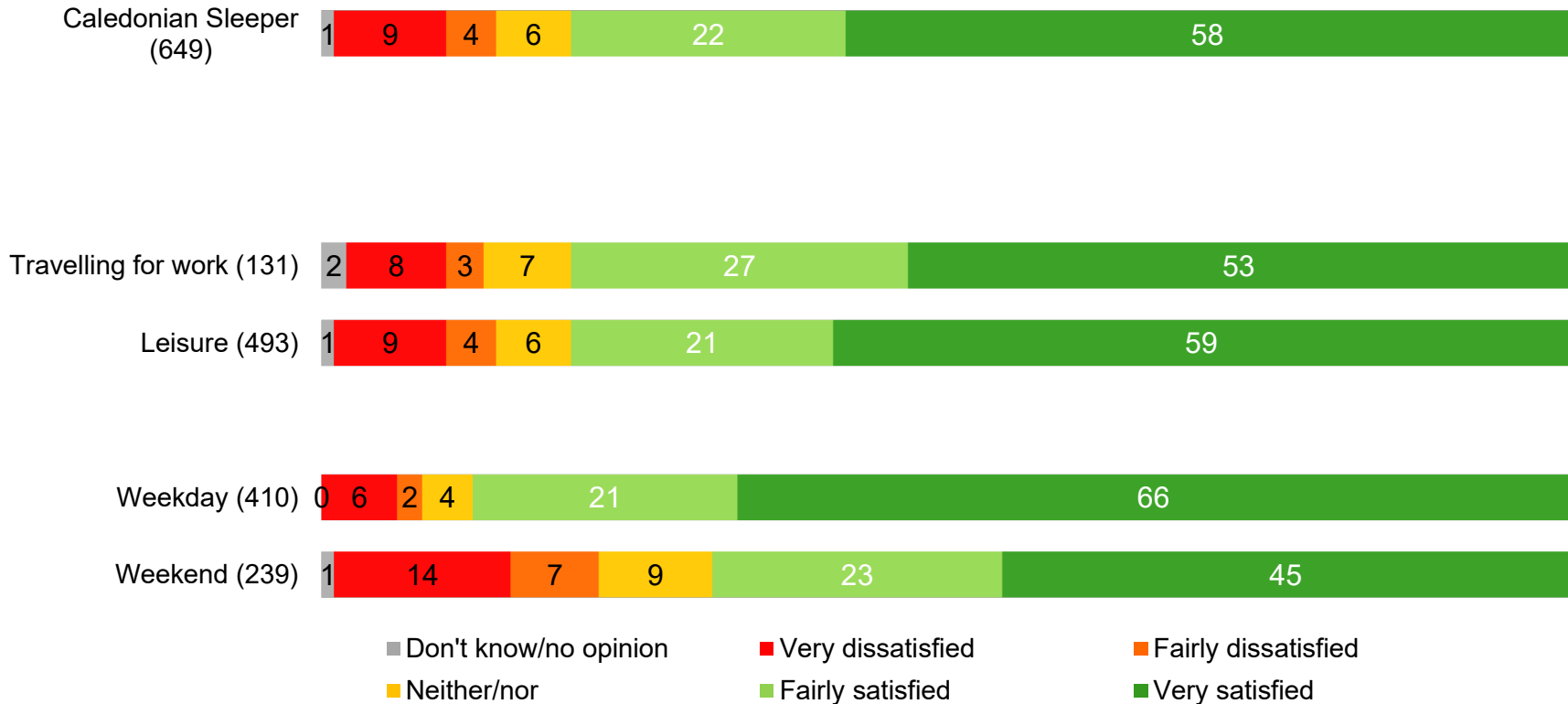
For the money and time, it would be better to fly. We thought this would be more of an experience, but it was not. Train was very basic.

I have used the sleeper about 4 times in the last few years and we have experienced some sort of disruption on each occasion. The quality of the service is deteriorating, and you can see the costs being cut from the service. It's reached the point where I'd rather get up at 5am and get on the first train to London.

Q31a. On a scale of 0-10 where 0 means 'not at all likely' and 10 means 'extremely likely' how likely are you to recommend the Caledonian Sleeper to a friend or colleague?



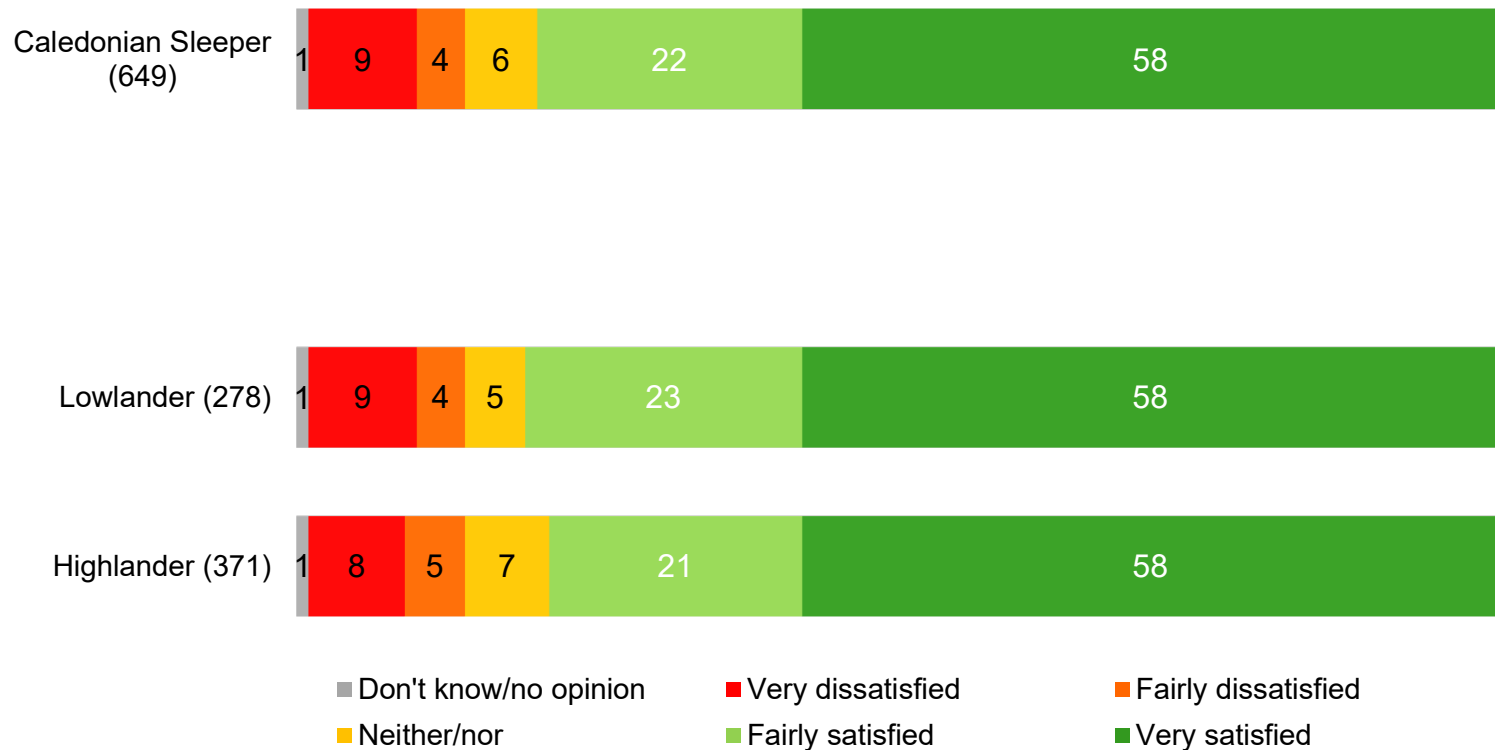
Punctuality and reliability by passenger group



Q33a. Based on your recent journey on the Caledonian Sleeper how satisfied were you with the punctuality/reliability (i.e. the service departing/arriving on time)?
 Base: in brackets above



Punctuality and reliability by route



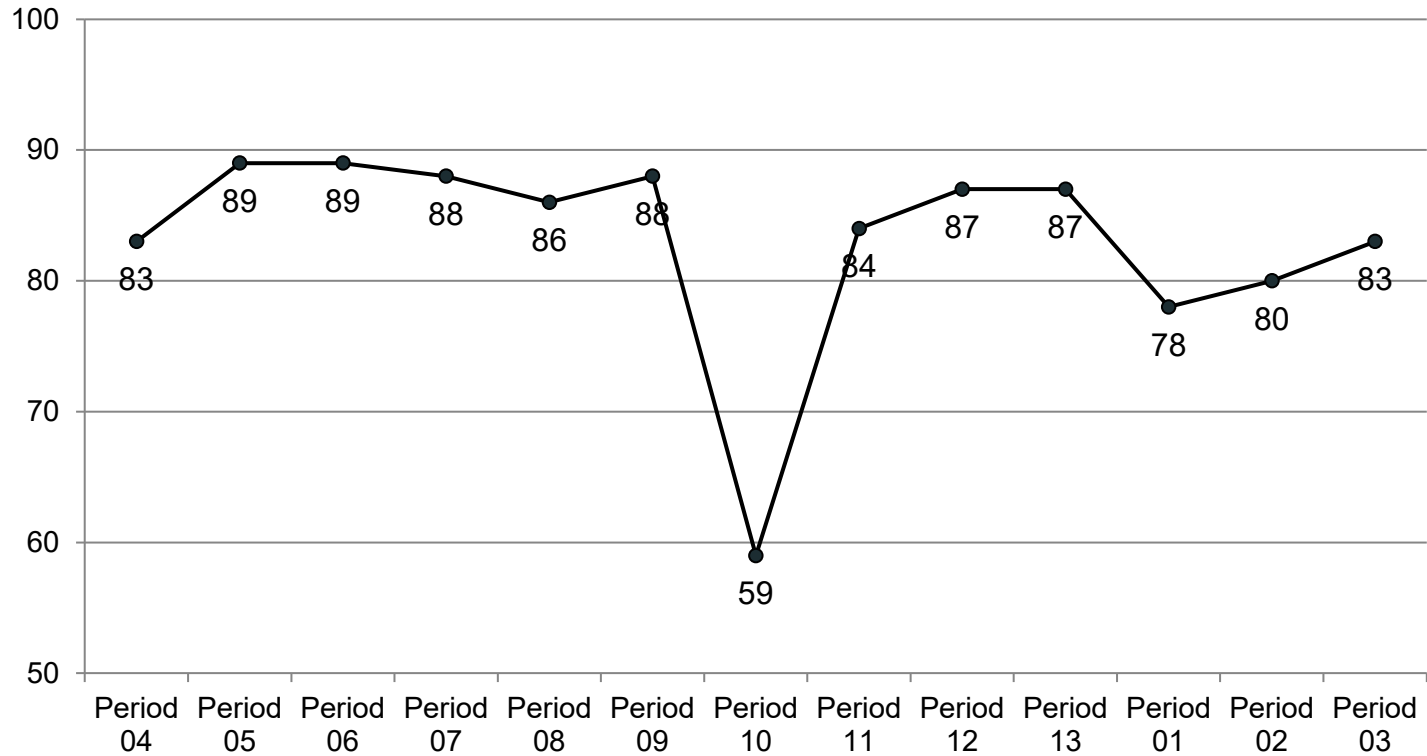
Q33a. Based on your recent journey on the Caledonian Sleeper how satisfied were you with the punctuality/reliability (i.e. the service departing/arriving on time)?
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Punctuality and reliability - trend

Punctuality and reliability

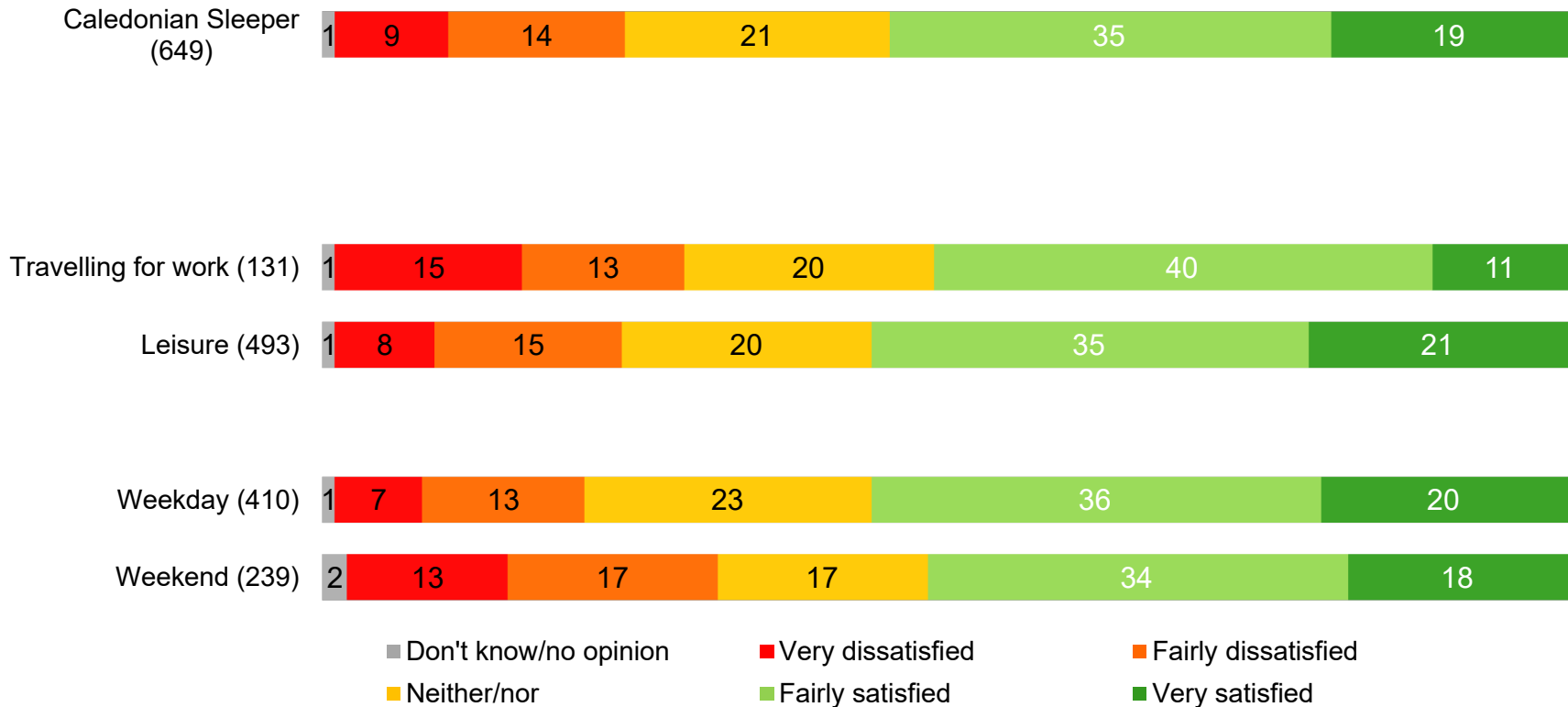
Trend: % very/fairly satisfied



Q33a. Based on your recent journey on the Caledonian Sleeper how satisfied were you with the punctuality/reliability (i.e. the service departing/arriving on time)?



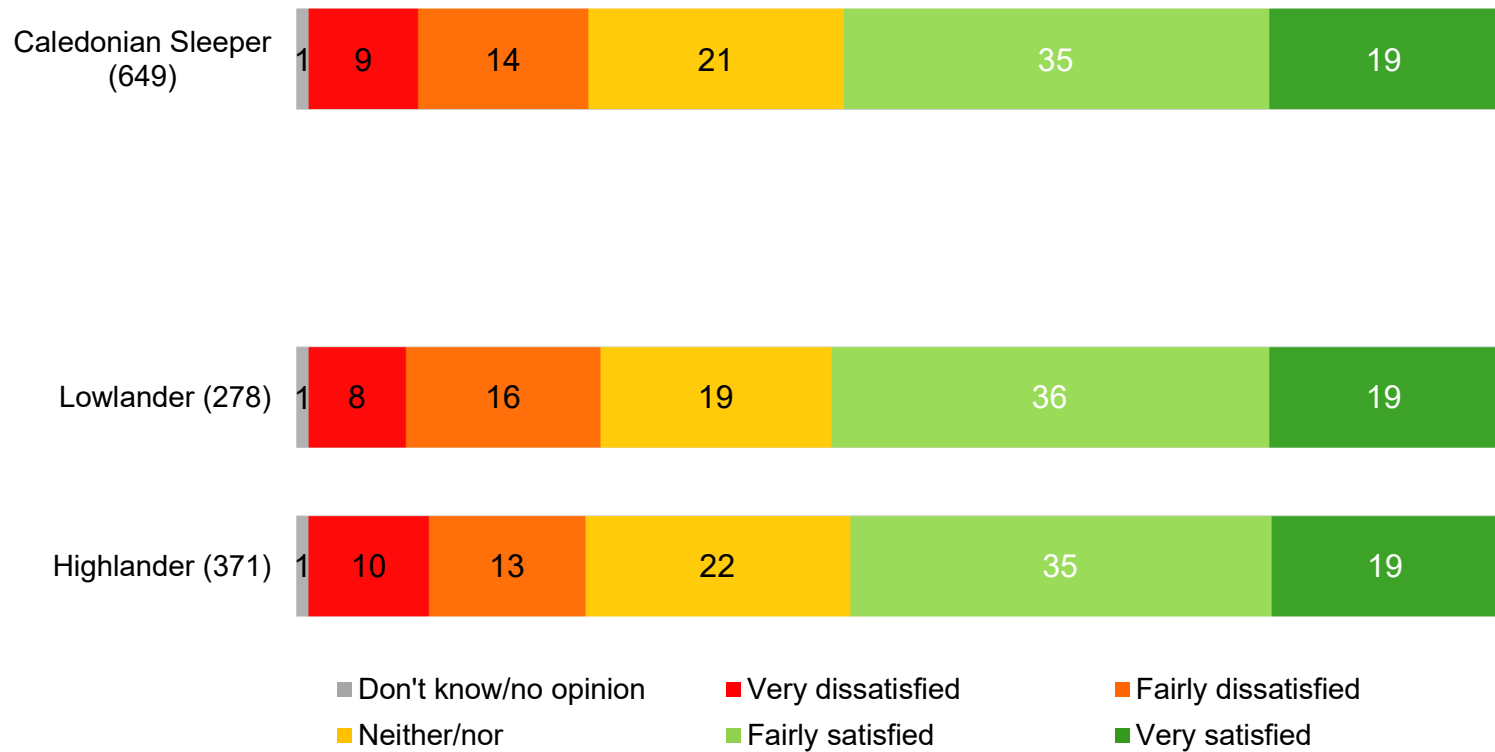
Value for money by passenger group



Q33a. Based on your recent journey on the Caledonian Sleeper how satisfied were you with the value for money of the price you paid?
 Base: in brackets above



Value for money by route

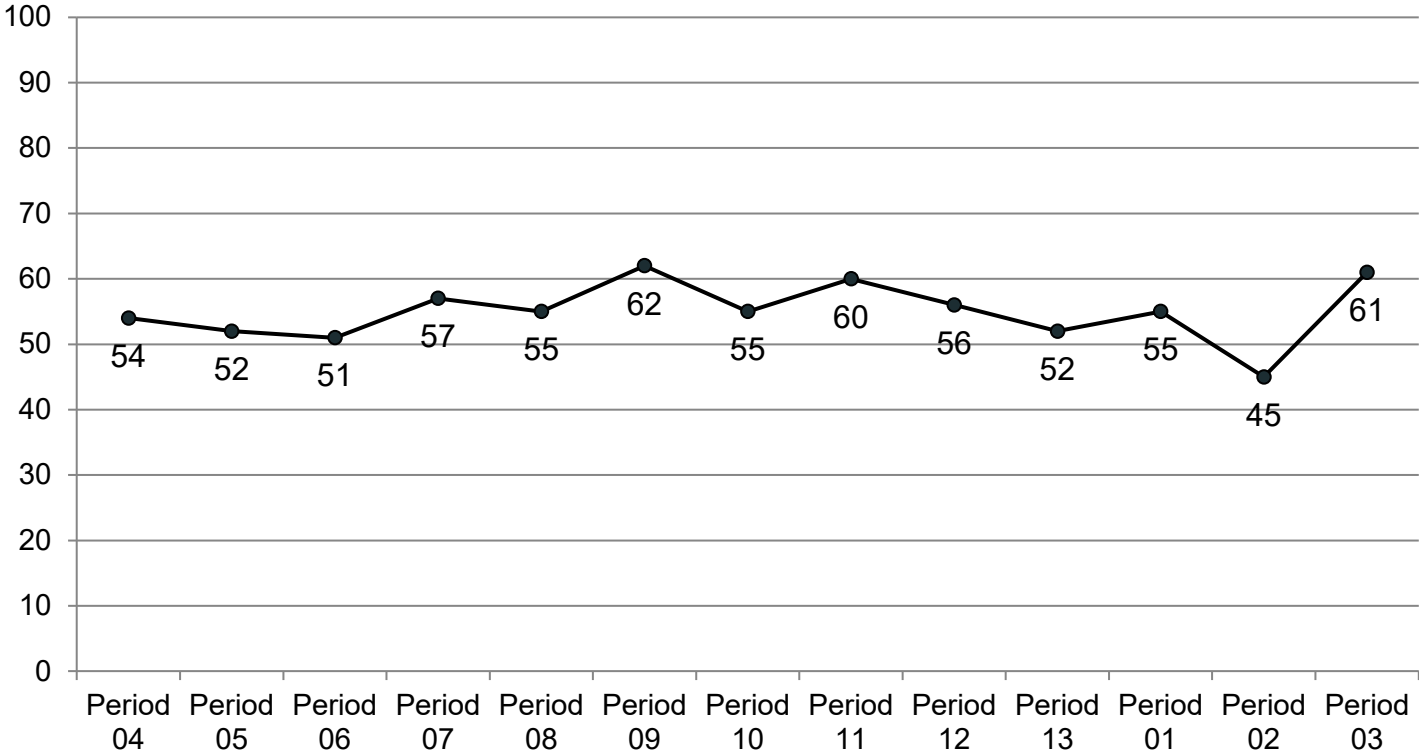


Q33a. Based on your recent journey on the Caledonian Sleeper how satisfied were you with the value for money of the price you paid?
Base: in brackets above



Value for money - trend

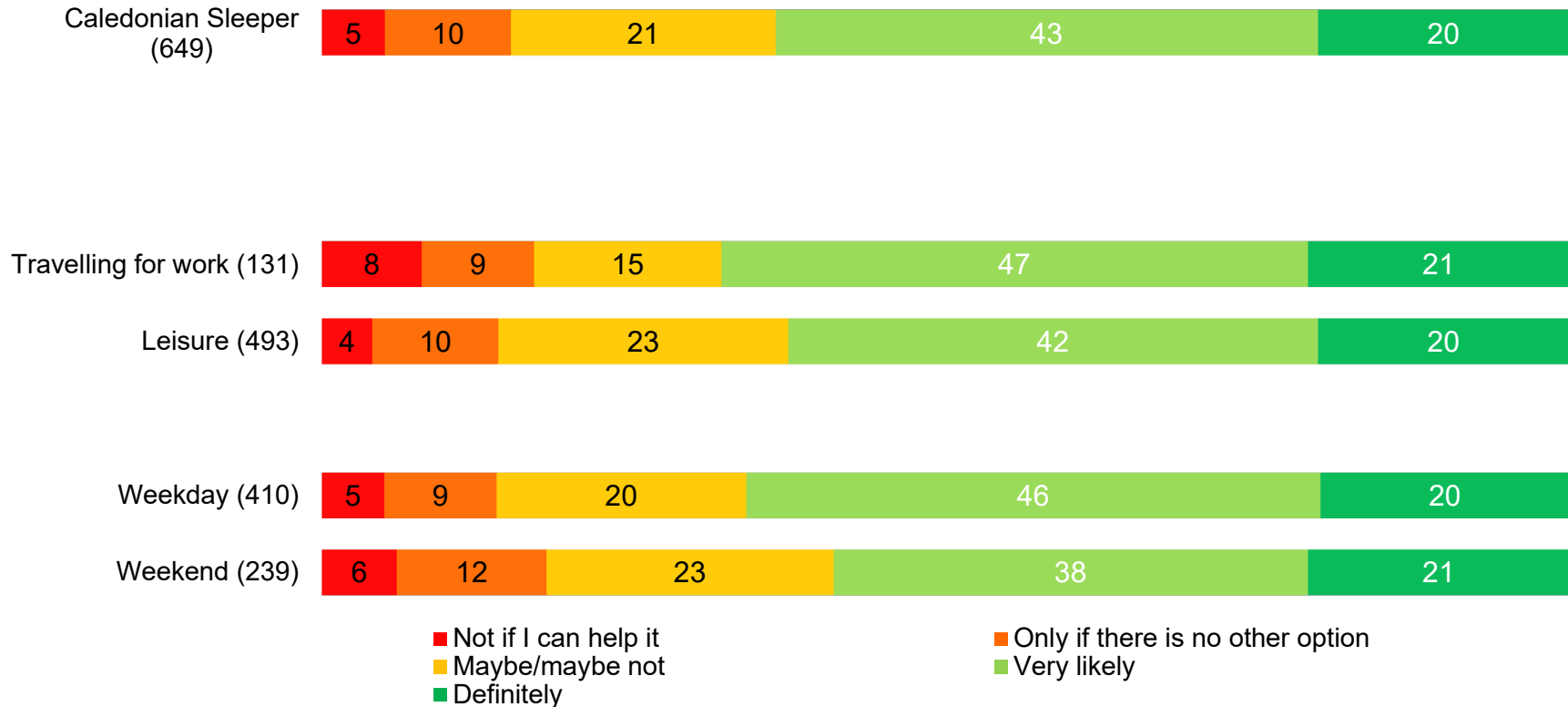
Value for money
Trend: % very/fairly satisfied



Q33a. Based on your recent journey on the Caledonian Sleeper how satisfied were you with the value for money of the price you paid?



Likelihood to use in the future by passenger group

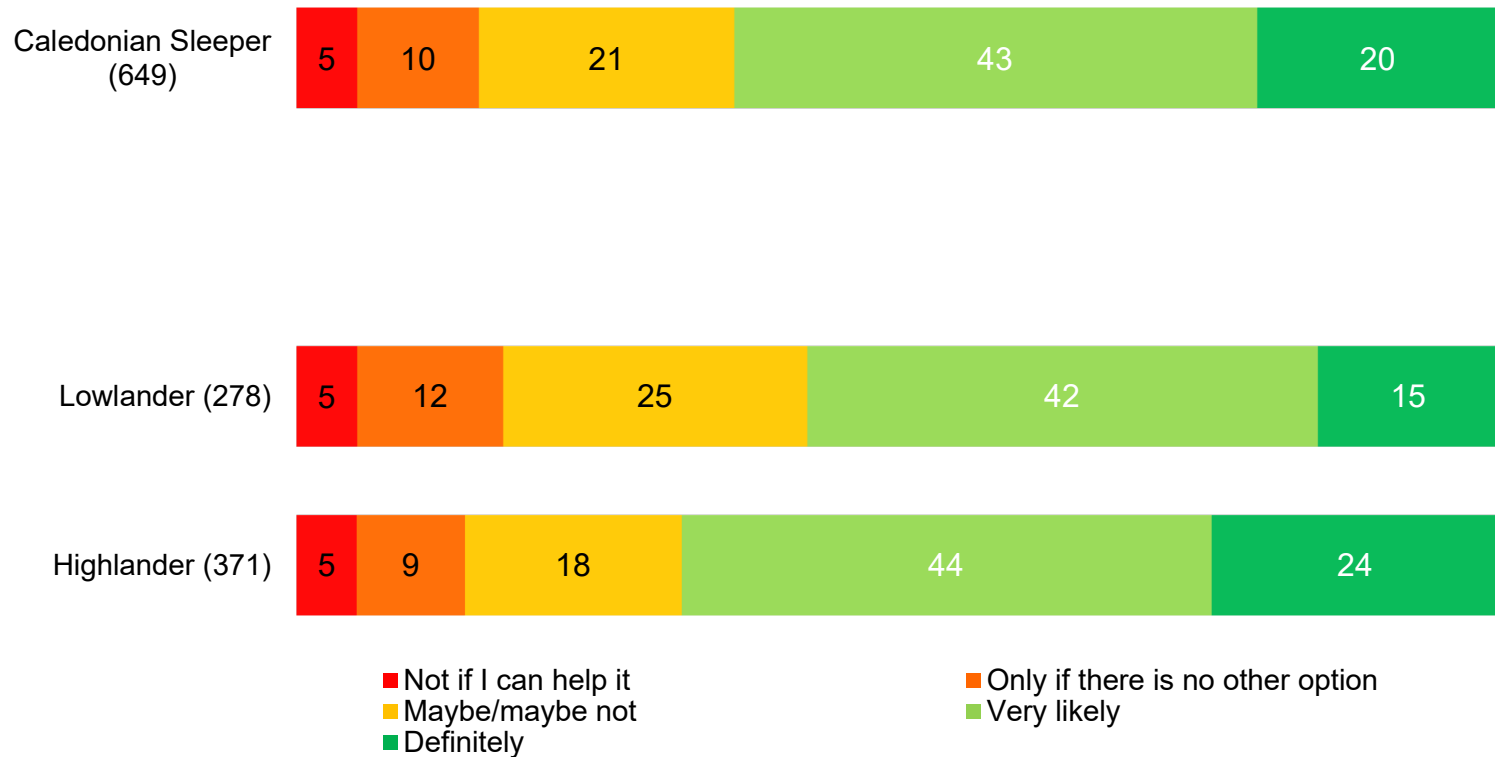


Q32a. How likely are you personally to choose the Caledonian Sleeper when travelling between Scotland and the London area (or vice versa) in the future?

Base: in brackets above



Likelihood to use in the future by route



Q32a. How likely are you personally to choose the Caledonian Sleeper when travelling between Scotland and the London area (or vice versa) in the future?

Base: in brackets above



Reason for doubt – customer comments

I would choose a cabin room if I used the Sleeper again, however the prices for the cabins are unaffordable. It is impossible to sleep in the seater, which defeats the purpose of a night train. I would never choose a seat again because: the very bright lights in the carriage never turned off, the seats don't recline and are very hard and the consistent cold air blowing out the vents are very cold and means you can't rest along the side near the window. Even though we have sleep masks the lights were too bright.

An excellent service in general but (understandably) more expensive than a regular train so cost would be a factor when deciding whether to use the service again especially when travelling as a family of five.

As retired travellers who generally are flexible on time, but did not sleep well on the train, and regarded it as expensive accommodation, we would tend to catch a day train a day earlier and book an extra night's accommodation at the destination. This would be cheaper and leave us better rested for our trip. If I were still travelling as for business, and where my company were paying, and it suited timewise, I might consider it.

I find that whilst looking nice the service is functional rather than exceptional. The carriage was cold, the lighting bright, the toilet didn't work by time reached London, took about hour and half to travel the last 2 miles and staff had to inform passengers individually rather than there being mechanism to relay to all passengers at same time. The train passed other stations on overground line and felt a stop could have been built in. Not everyone would have got off at Euston without online travel.

The cost of the cabins is prohibitive. I don't sleep well in the seat. It means I am tired at work the next day. It defeats the purpose. I would be better staying at home and getting the first train out of Edinburgh in the morning.

Lack of vegan or vegetarian dishes. Head space on the bunk bed.

I will compare potential journeys via plane - there are advantages and disadvantages of each option.

It has become too expensive in the past two years. £450 for the double room shows that you think it is more of some wonderful travel experience; not a functional transport link.

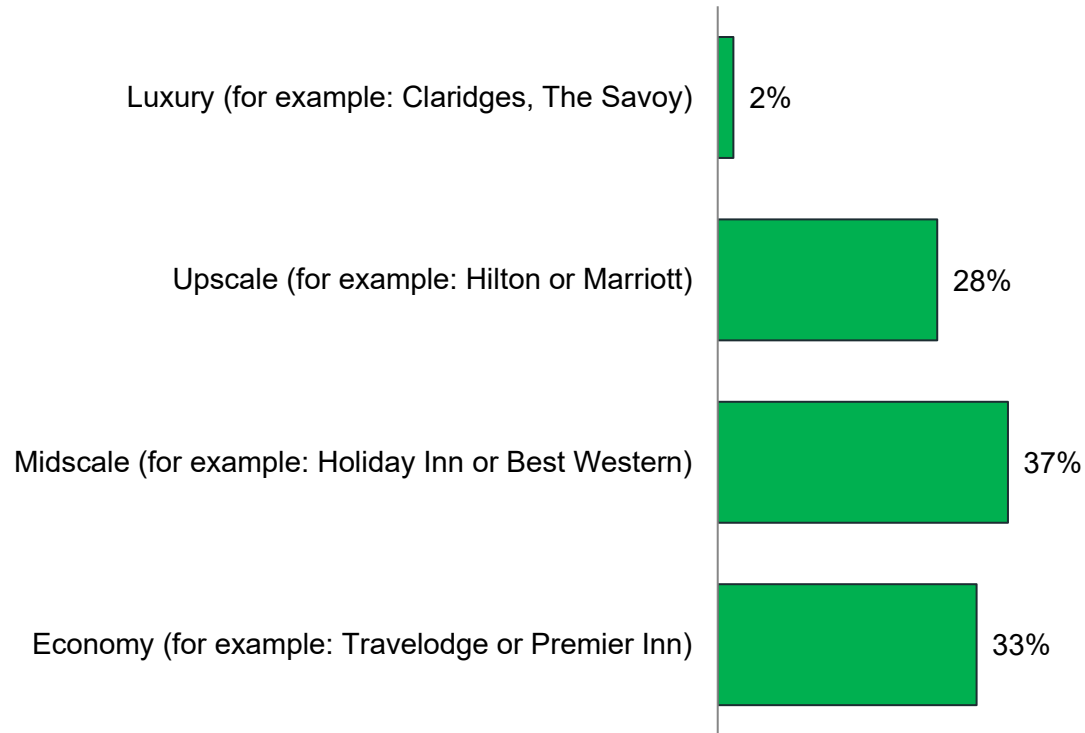
Never on time. Expensive to have a berth. Seats are well priced but carriage too cold and too bright. Food options limited and poor. Seats not comfortable to sleep in.

Q32b. Why do you say that?



If Caledonian Sleeper were hotel chain

Quarter 1 2023/24 %



Q34. And just for fun, if Caledonian Sleeper were a hotel chain, what category would you put it into?

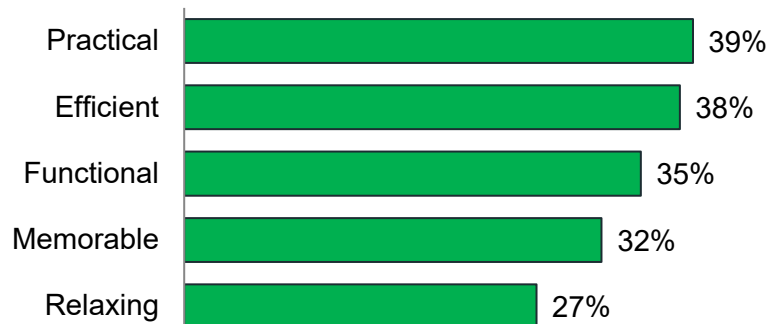
Base: All with an opinion (595)



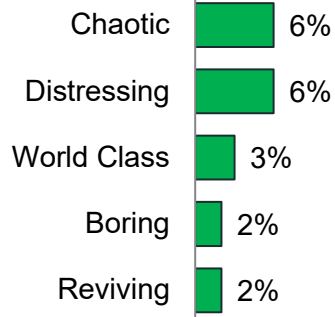
Overall description of journey

Quarter 1 2023/24 %

Top five



Bottom five



Q29. Thinking back how would you sum up your experience of the Caledonian Sleeper? What words best describe your journey?

Base: All (649)



Caledonian Sleeper

Journey expectations

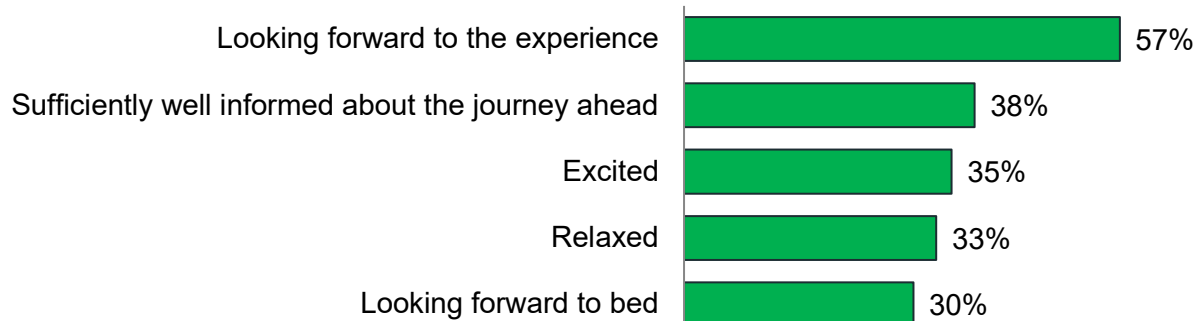


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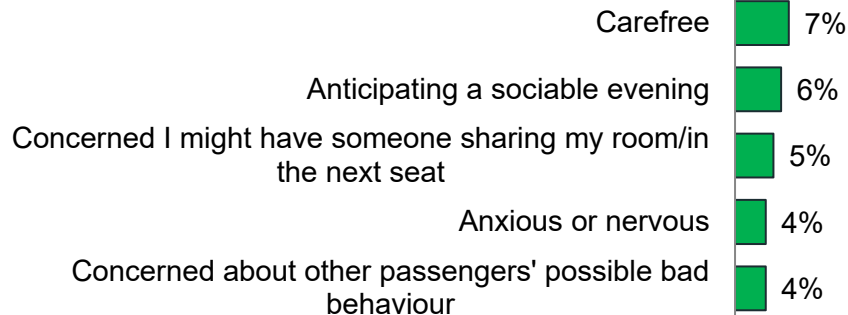
Thoughts and feelings pre-journey

Quarter 1 2023/24 %

Top five



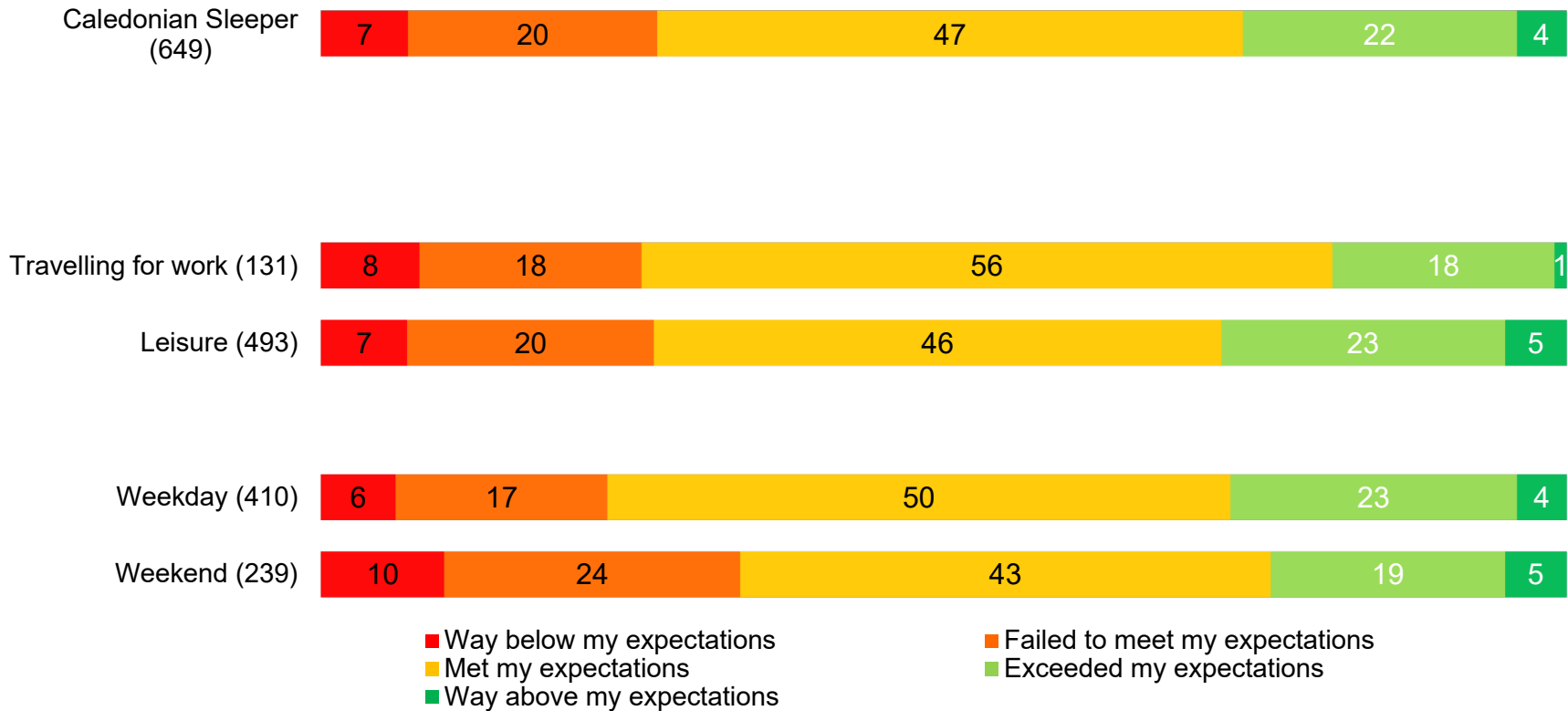
Bottom five



Q4. Thinking about the day you travelled, what were your feelings or thoughts before your journey on the Caledonian Sleeper?
Base: All (640)



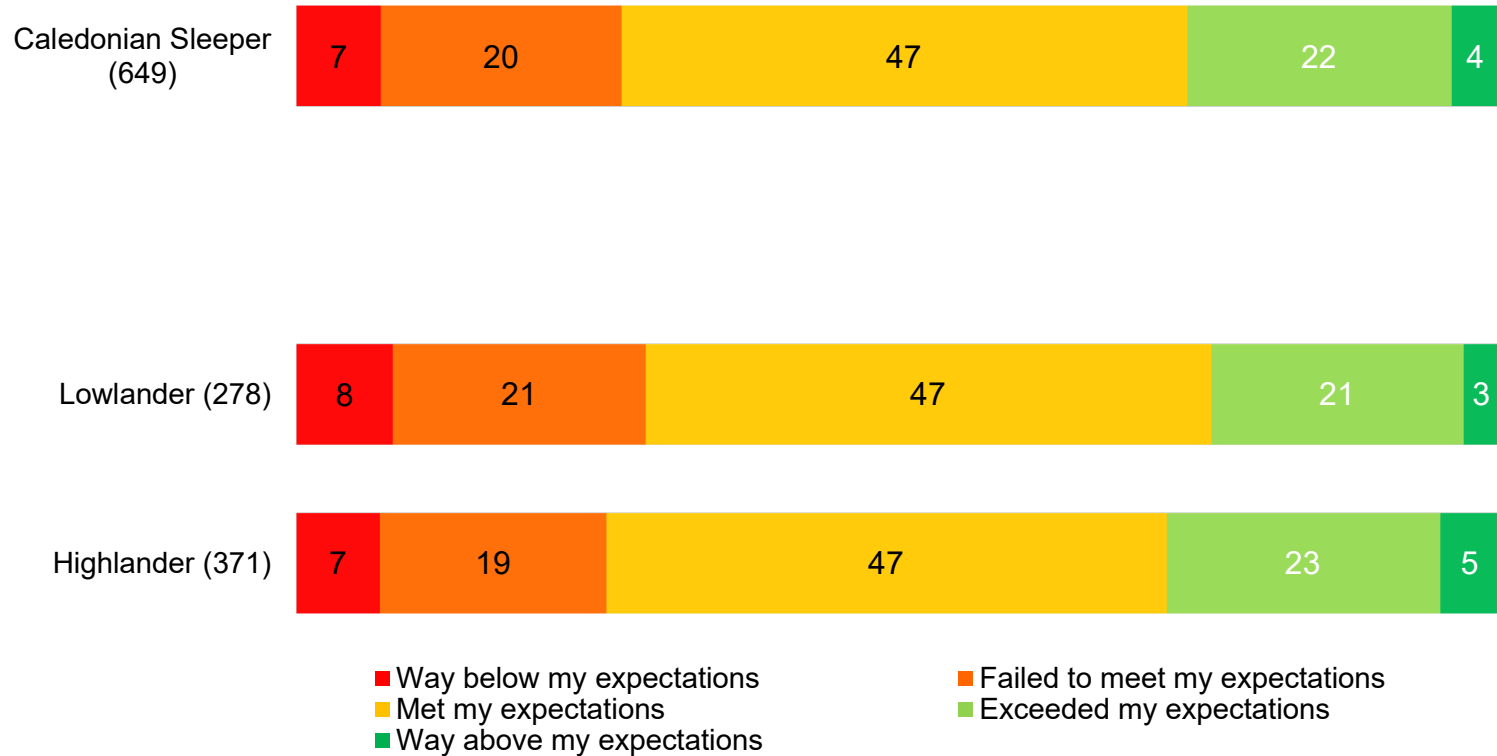
Met expectations by passenger group



Q5. Overall, taking everything into account, how well did your journey on the Caledonian Sleeper live up to your expectations?
 Base: in brackets above



Met expectations by route



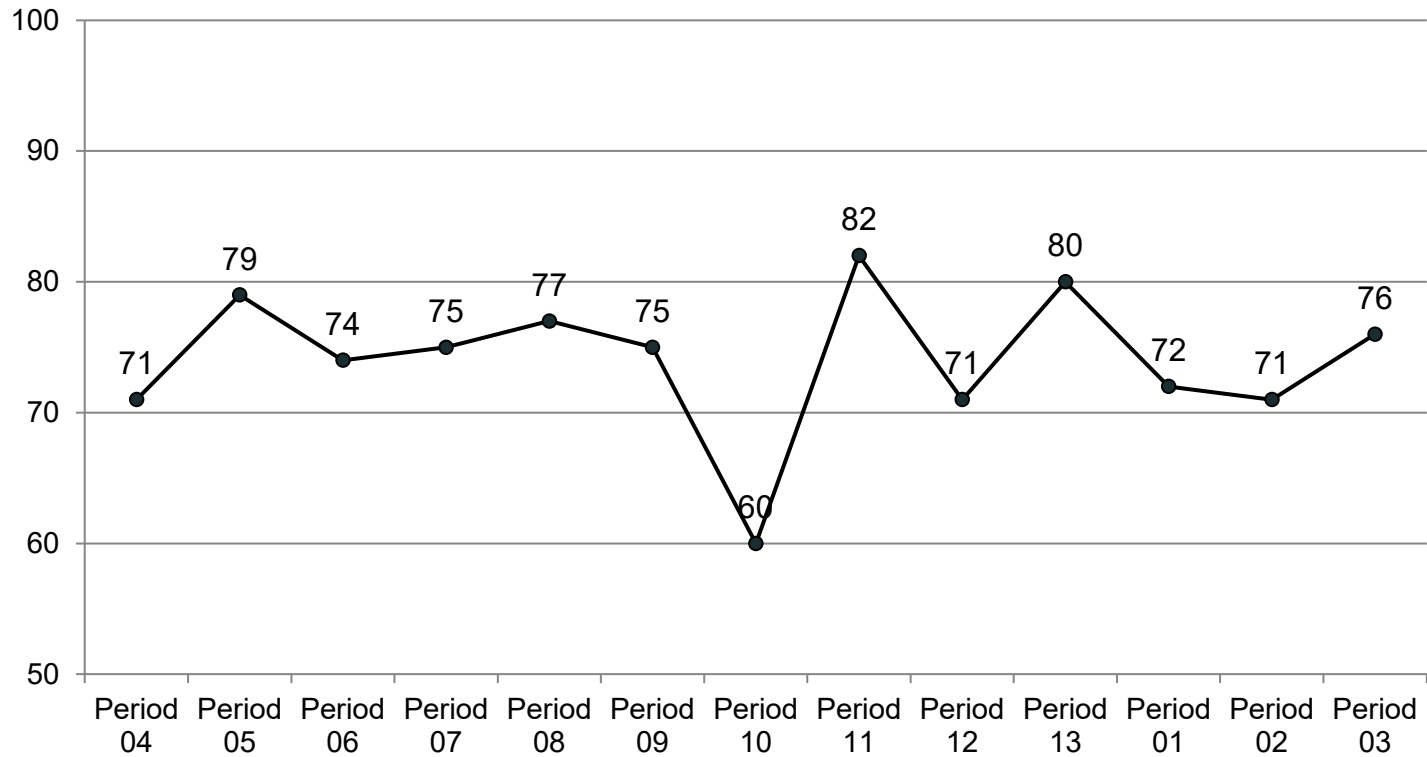
Q5. Overall, taking everything into account, how well did your journey on the Caledonian Sleeper live up to your expectations?
Base: in brackets above



Met expectations - trend

Met expectations

Trend: % Way above/Exceeded/Met my expectations



Q5. Overall, taking everything into account, how well did your journey on the Caledonian Sleeper live up to your expectations?



Caledonian Sleeper

Making bookings

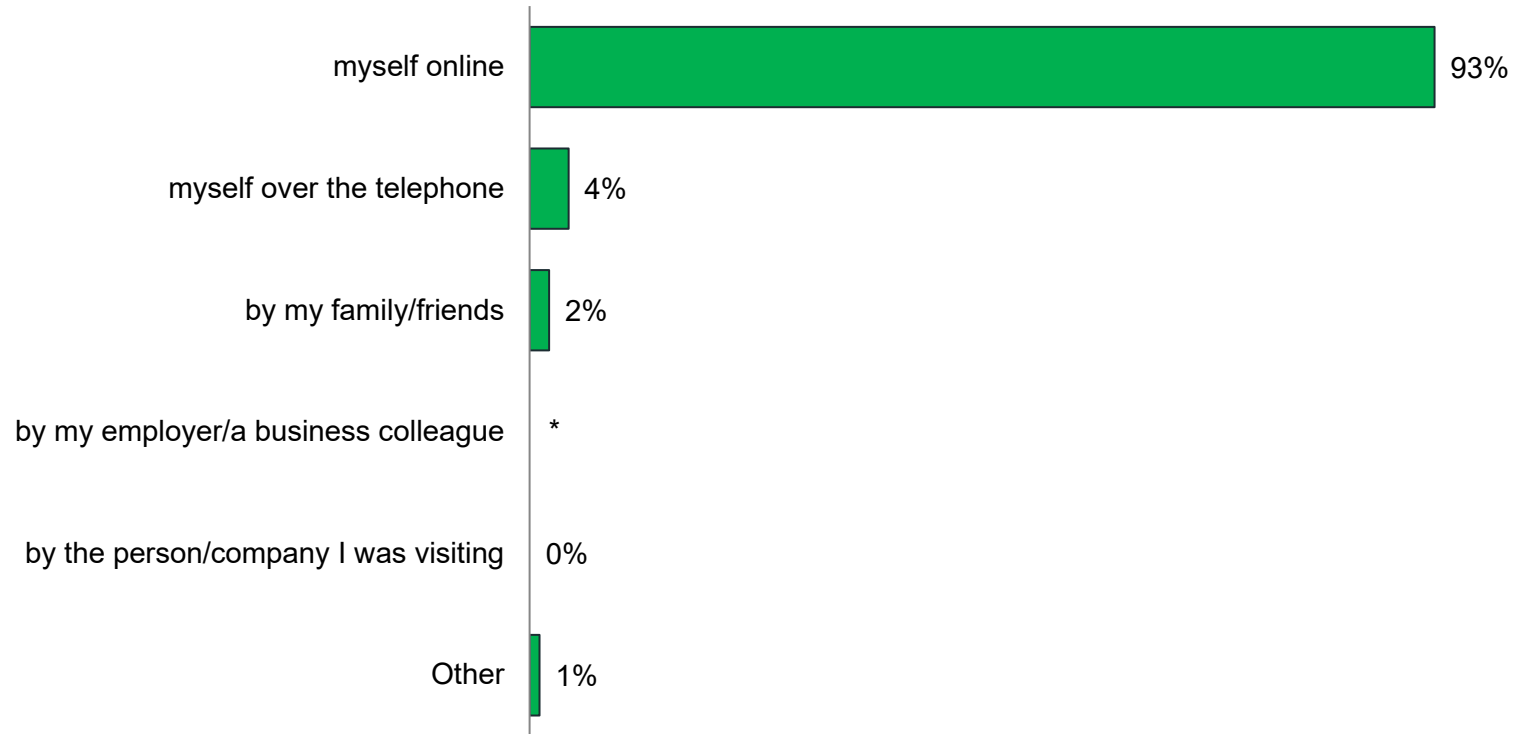


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How booking was made

Quarter 1 2023/24 %

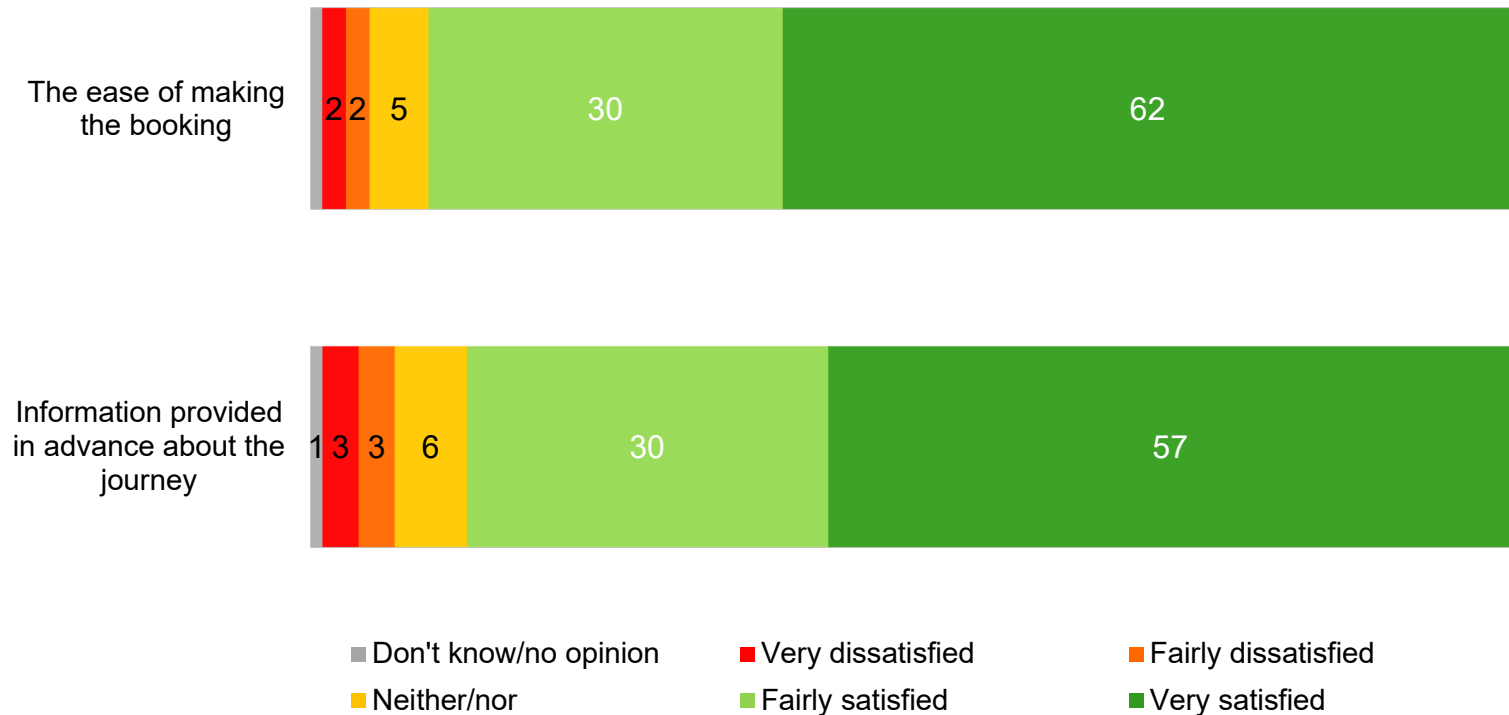
It was booked/I booked it...



Q12 Thinking about the process for booking this journey on the Caledonian Sleeper, who made this booking?
Base: All (649) * Less than 1%



Satisfaction with booking process



Q13a. How satisfied were you with..?
Base: All who booked themselves (629)



Improvements to information provided about the journey – customer comments

Various emails that contradicted each other - we arrived at the station with no idea whether we would stop at Perth or not.

Information provided at booking was almost entirely different due to changes schedule and departure station. Emails provided in advance were friendly and helpful. Day of text messages were a mess (received 4 on the day of travel, including apologies for all the false information).

The website is very swish and sort of sells the sleeper as a luxury hotel on wheels. Great marketing. However, when I got there the train had no food and the bedrooms were poorly thought about in terms of sleep (the adjoining doors rattle and bang loudly with every train movement). It'd be good for the information to say what happens if this is the case or not happy with the service. Lots of the toilets were also out of order. Would probably be more realistic with the information provided and not tout it as a luxury experience (it's also a rather luxury price).

For me, this was the biggest let down. There was very little information in the emails sent or in the information in the cabin about what to expect. Even understanding the times of boarding and disembarking wasn't clear. For example, I didn't know whether I could use the lounge at the other end for free, I didn't know whether I could eat dinner on the train without booking etc.

It was not clear what the route + stops would be. Maybe that could be included in the information provided in the room.

With engineering work and changes it can be hard to find if the train is running, cancelled, rerouted, different time, etc. Too often it just says no service running, which is usually wrong.

One area where this could be improved is information regardless lounge and shower access at each station. It was more difficult than necessary to confirm availability of shower tokens for Euston on arrival (I did not even bother looking into shower at Edinburgh pre-departure after my experience arriving in Glasgow that morning).

Far too many emails and texts in run up. I was constantly expecting the email to say it's cancelled.

More information about how the dining car worked and what to expect in the waiting lounge.

Q13b. What should Caledonian Sleeper do to improve the information provided?



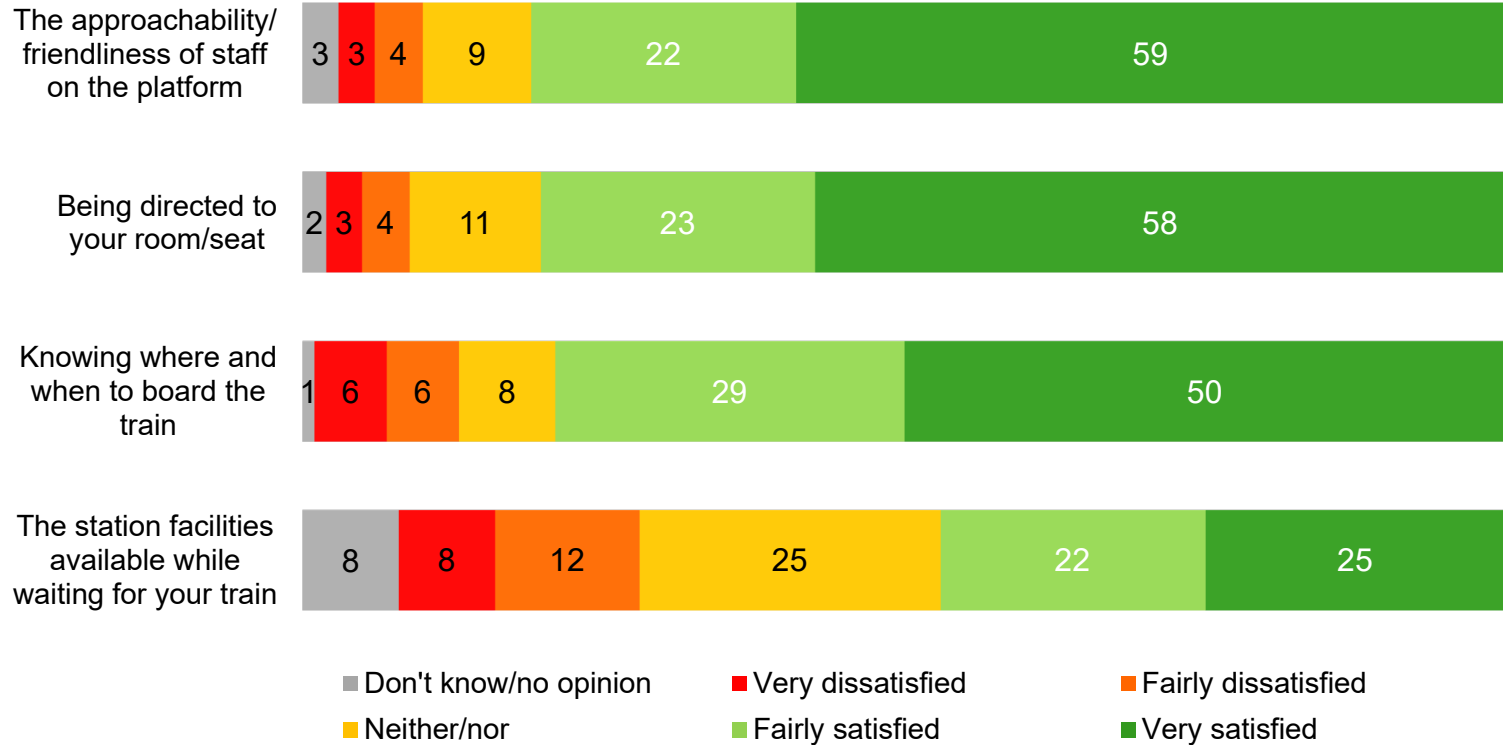
Caledonian Sleeper

Boarding and station facilities



CALEDONIAN
SLEEPER

Satisfaction with boarding process



Q14a. How satisfied were you with...?
 Base: All (649)



How might staff have provided a better service? – customer comments

The Sleeper was not listed on the board, and I had to hunt to find the platform. The only interaction I had with any staff was a lady checking my name off the passenger roster. No welcome or info if one should need something.

The gate staff were fine but couldn't tell us much. The woman who boarded me was frankly curt and abrasive. Probably not the way to be after leaving us stranded.

In front of platform, there was a queue to check boarding pass. But there was no sign about queue. So, I and my family thought they (it look like just group not queue) are group traveller. And we passed them by. Suddenly every staff yelled at my family for the queue. Moreover, they blamed us for it and say, 'tut tut'. Just because we passed a queue by. It was REALLY annoying experience.

When we checked in the staff were warmly welcoming of the people ahead of us (who were travelling 'club class') but rather tepid with us, so we didn't feel like we could really ask them for anything afterwards.

I was casually told by platform staff that my coach was the very last one - a long walk the entire length of the train. When I got there no indication of where my key card was. I had to walk back many carriages to find out.

There were no staff on the platform, and I had to guess where to stand for my carriage.

Made sure that everyone was made aware of the current situation (given that there were significant changes to what should have happened). Given clearer directions to families about where they could sit. Given clearer directions to families about where to best board the train.

Given good directions to the platform and directions to any dedicated waiting area. something like a lounge that we could use.

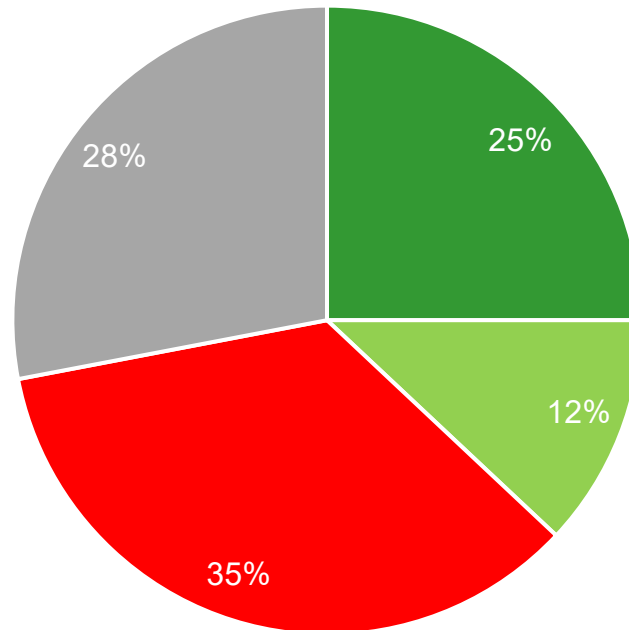
Have a representative outside in the main area to give information. We stood around watching the board for platform information which wasn't displayed until after boarding time. About half a dozen staff were on platform 0 at Kings Cross Station but would not allow us onto platform until after scheduled departure time. Travelling with elderly relative, lots of luggage after arriving off a 24-hour flight, this was stressful. There was nowhere to sit, and no assistance offered getting to correct carriage.

Q14b. How might the staff on the platform have provided a better service to you?



Use of customer lounge

Quarter 1 2023/24 %



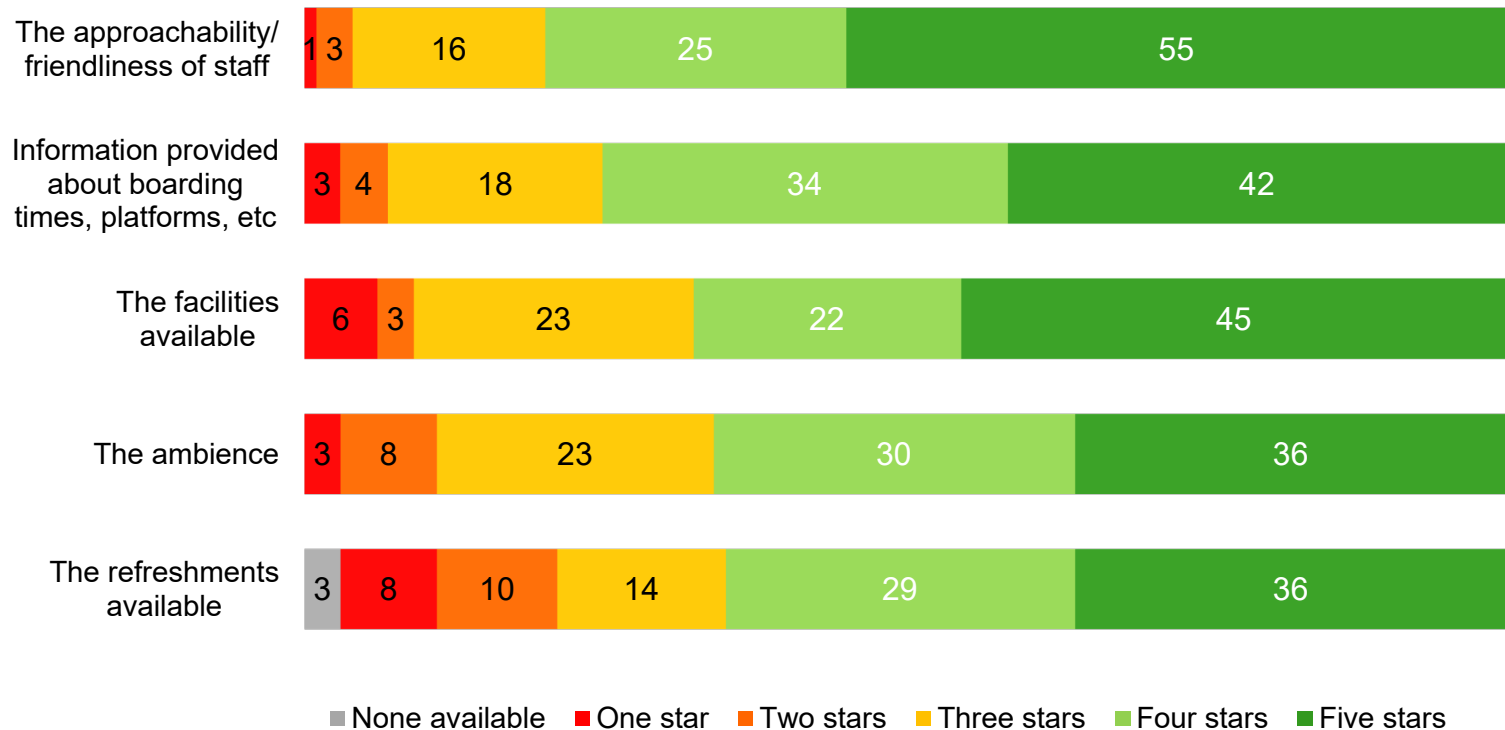
■ Yes - and I did ■ Yes - but I did not ■ No ■ Don't know

Q15. Were you entitled to use the customer lounge at the station in x?

Base: All travelling from Aberdeen, Dundee, Edinburgh, Fort William, Glasgow, Inverness, Leuchars, London, Perth or Stirling (619)



Rating of customer lounge at the station



Q16a. Thinking about your experience in the lounge at the station in x, how many stars do you give it for...?
 Base: All who used the customer lounge at the station (154)



Additional information required in the Customer Lounge – customer comments

in the lounge there was no information about departure times.

The employees in the lounge announced the wrong platform for our outward journey which caused us and many other travellers to go to the wrong side of the train station prior to boarding.

Told in the lounge to board the train at 20.30 but then the gate was not opened until 20.45.

Information about train departures.

There were very few staff around and the screen wasn't very clear.

This was a "replacement" lounge, so I understand it isn't the norm for the train company. However, there wasn't a person there at all to answer questions - we had to walk through a hotel to find someone to give us the Wi-Fi password. No open bar, no coffee or tea. One tray of cookies for everyone but not refilled. It was basically a safe, warm place to sit and wait until it was time to go.

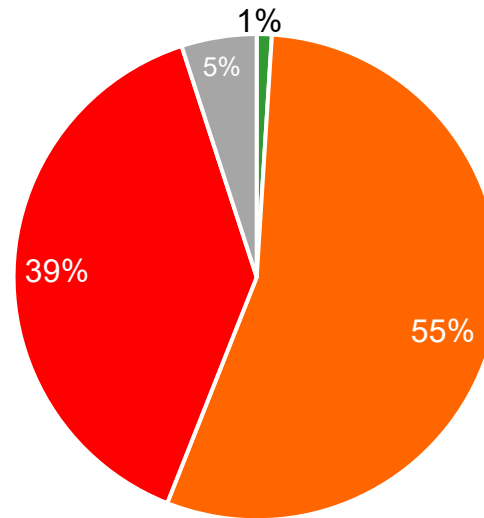
Q16b. What additional/better information would you like to have received?



Use of shower facilities on arrival

Quarter 1 2023/24 %

- Yes
- No, I did not know that shower facilities were available
- No, I knew that shower facilities were available and chose not to use them
- Shower facilities were not available



Q28a. Did you use the shower facilities at the station on arrival that morning?

Base: All travelling to Aberdeen, Crianlarich, Dundee, Edinburgh, Fort William, Glasgow, Inverness, Leuchars, London, Perth, or Stirling (607)



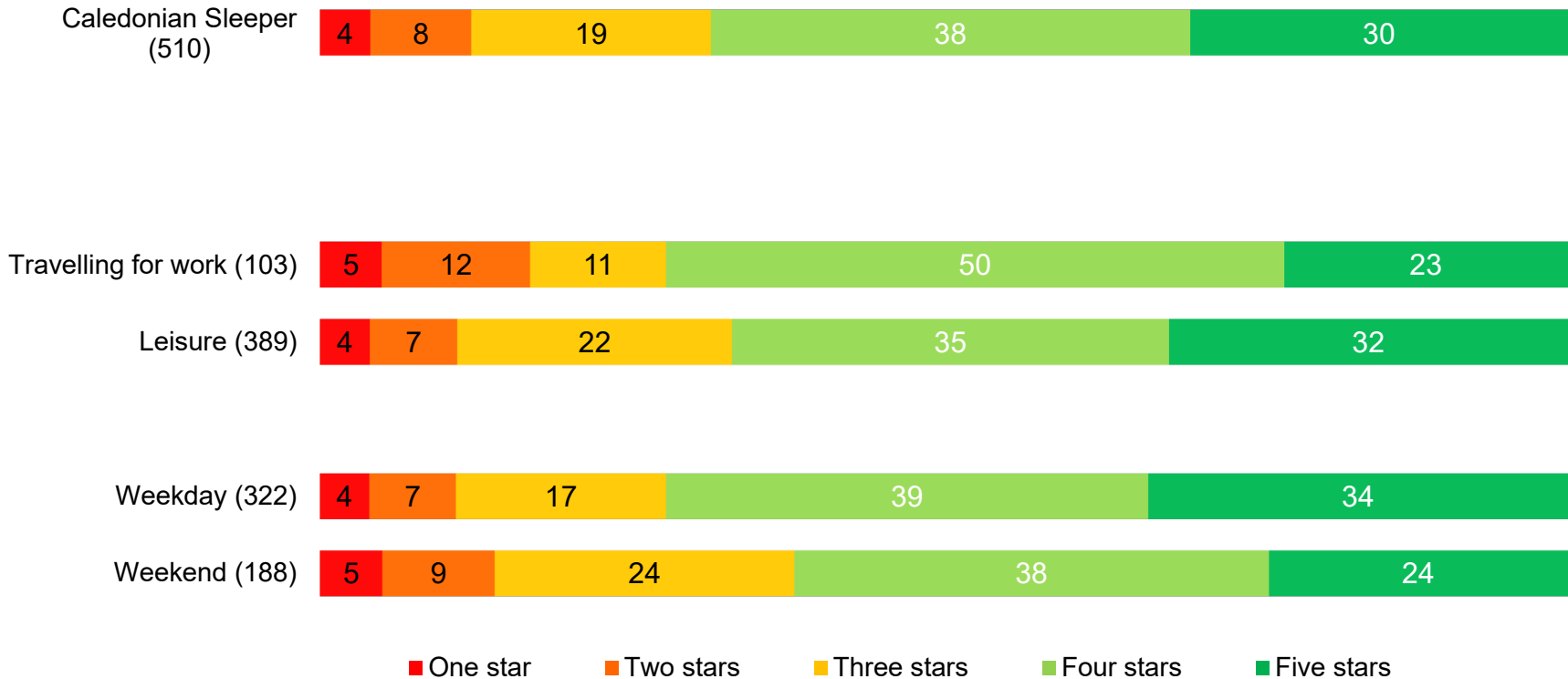
Caledonian Sleeper

Accommodation and train facilities



CALEDONIAN
SLEEPER

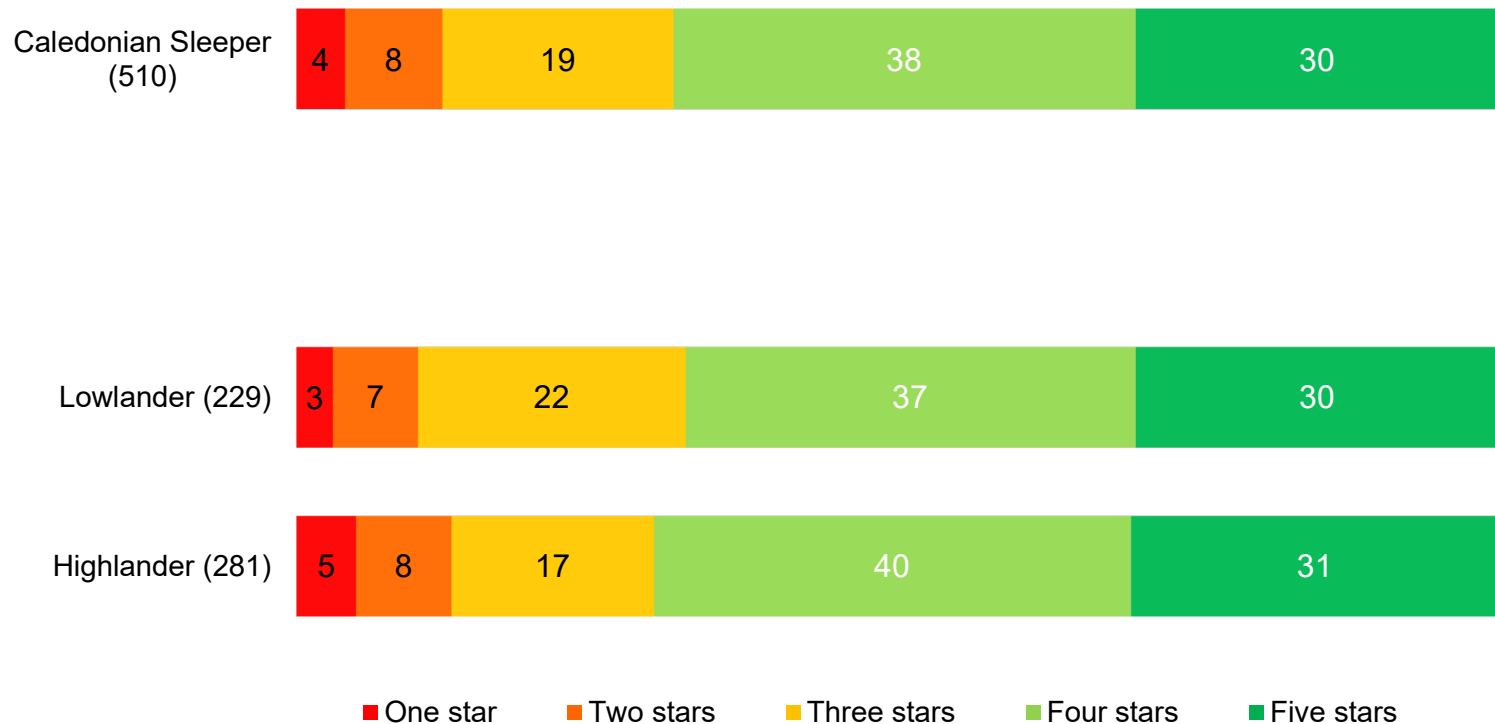
Overall rating of room by passenger group



Q17a. How many stars do you give your room on the Caledonian Sleeper?
 Base: All guests staying in a room/suite (in brackets above)



Overall rating of room by route



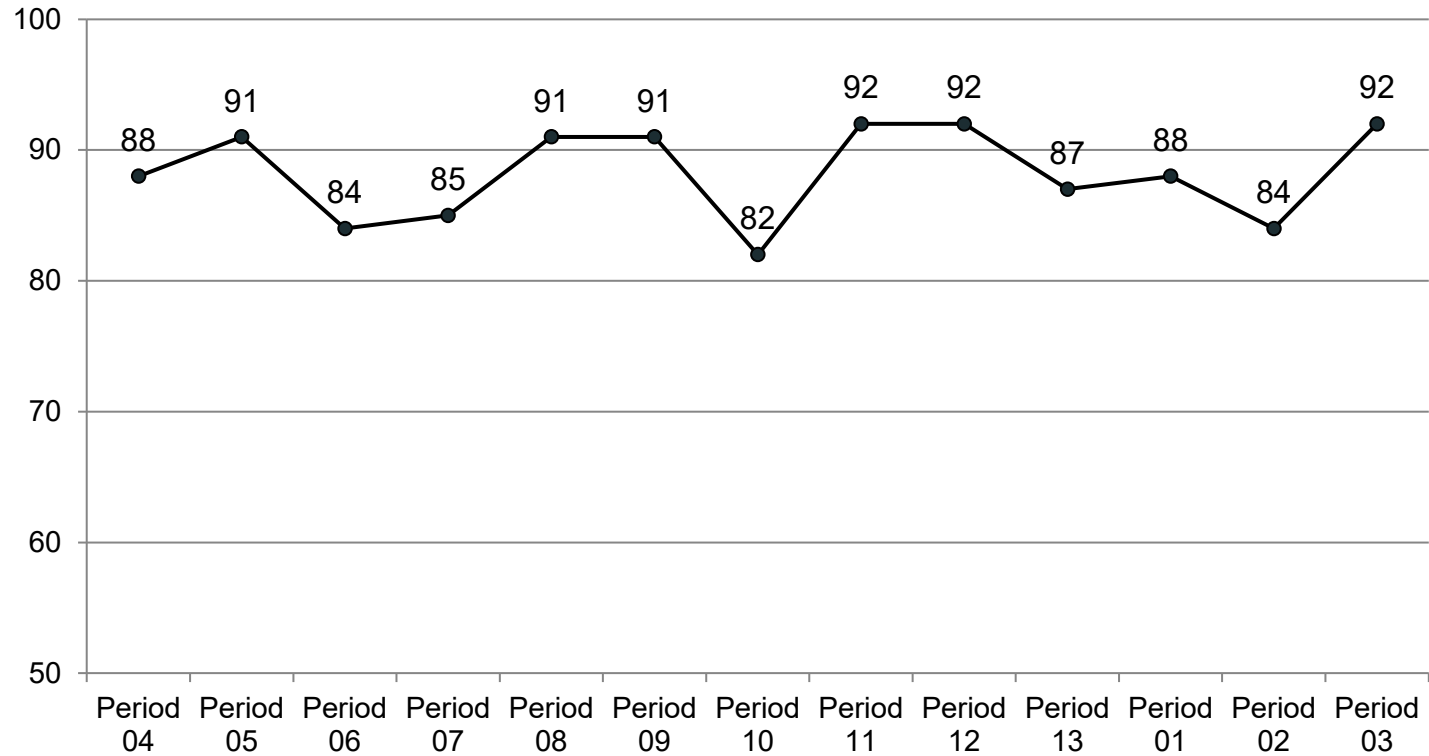
Q17a. How many stars do you give your room on the Caledonian Sleeper?
Base: All guests staying in a room/suite (in brackets above)



Overall rating of room - trend

Rating of room

Trend: % Three/Four/Five stars



Q17a. How many stars do you give your room on the Caledonian Sleeper?



Overall rating of room – customer comments

Room felt cramped even for one. This is sold as a premium experience- accepting it's primarily a means of transportation. Cold shower a real downer.

Improve: lighting (e.g. bunk lights are like searchlights improve ladder to upper berth (should be removable, wider treads, angled have more storage space for luggage reposition berth heights so upper berth passenger can sit up in bed improve on square flat bottom basins - bowl shape provides better water depth for given water volume the berth lights should have the illuminated switch, not the main cabin light - it is the berth light you want to switch on in the dark.

Rooms were not as represented in online photographs. The photos were somewhat misleading as in reality, the rooms were extremely small and cramped. No room to turn around!

Too late now to do anything about it but where are supposed to put your luggage? The ladder is fixed in the wrong position or should be moveable as getting in and out of the bottom bunk very difficult for anyone not a diminutive gymnast.

This is not an easy fix, but having a bit more storage space in the room would be great. However, we were able to keep larger luggage in another compartment, so it was fine eventually.

You have to be an acrobat to get into bed. The fixed ladder is in the way. The rungs on the ladder are too far apart for a short person to climb up. The bed cover is tucked in so tight it's impossible to get under it.

The temperature was initially a bit of an issue (too hot) and it wasn't clear that this could be controlled. However, this didn't prove to be an issue

We felt the room though small met our expectations and it was comfortable and clean. The website described it well and accurately. We see no need to change anything.

The fixed ladder to the upper bunk was a slight problem as I couldn't quite get into the lower bunk without an awful lot of shuffling. As a Pensioner, I am not as nimble as I used to be so the old-style ladder that you could move out of the way was preferable. Couldn't access the sink due to our luggage being in the way, so some alternative storage for holidaymakers' luggage would be good so that room wasn't so cramped.

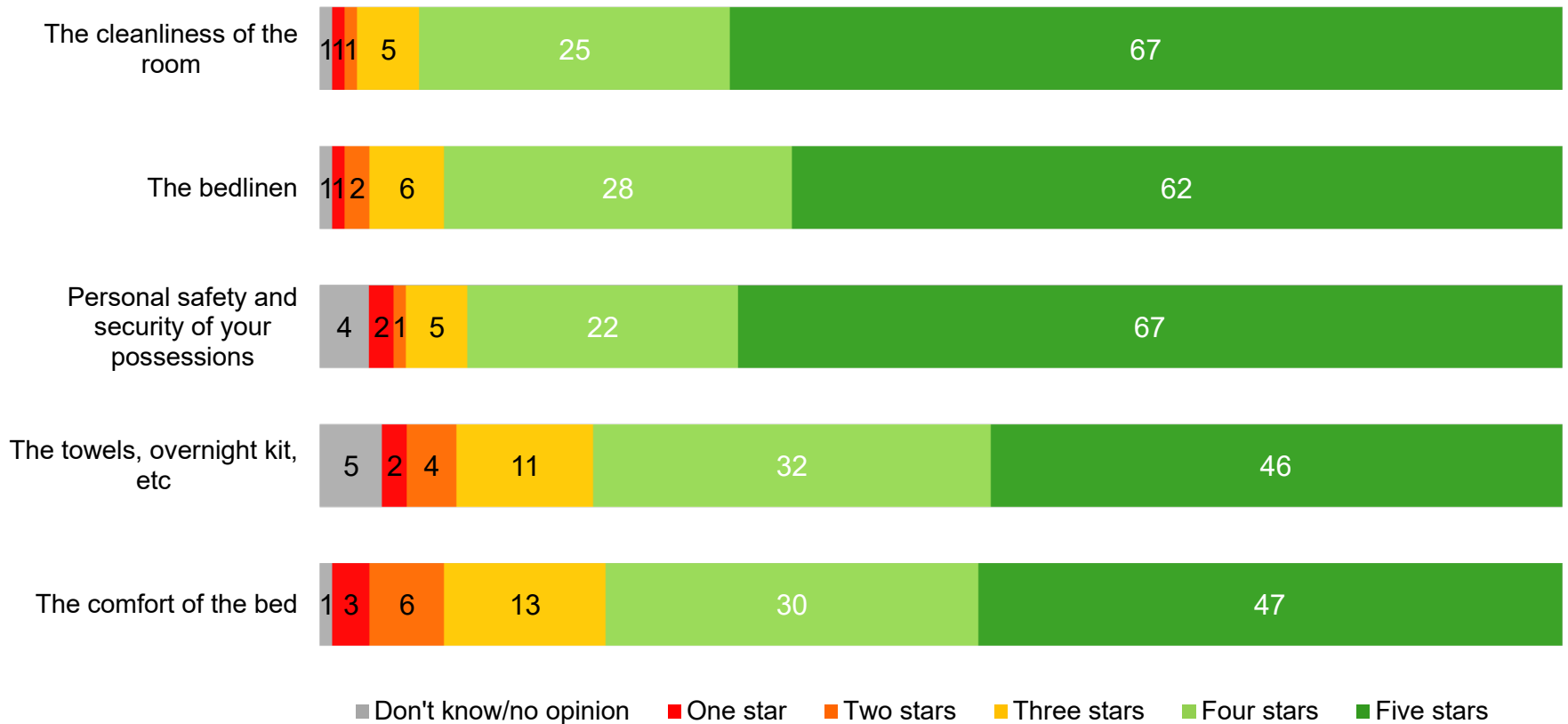
Remove the ladder to the top bunk if only the lower one is being used.

Provide shelving Improve the access to the top bunk by a safer ladder.

Q17c. You gave just a single/two stars overall for your room, what should Caledonian Sleeper do to improve this rating
Q17e. What, if anything, could Caledonian Sleeper do to improve the experience of your room?



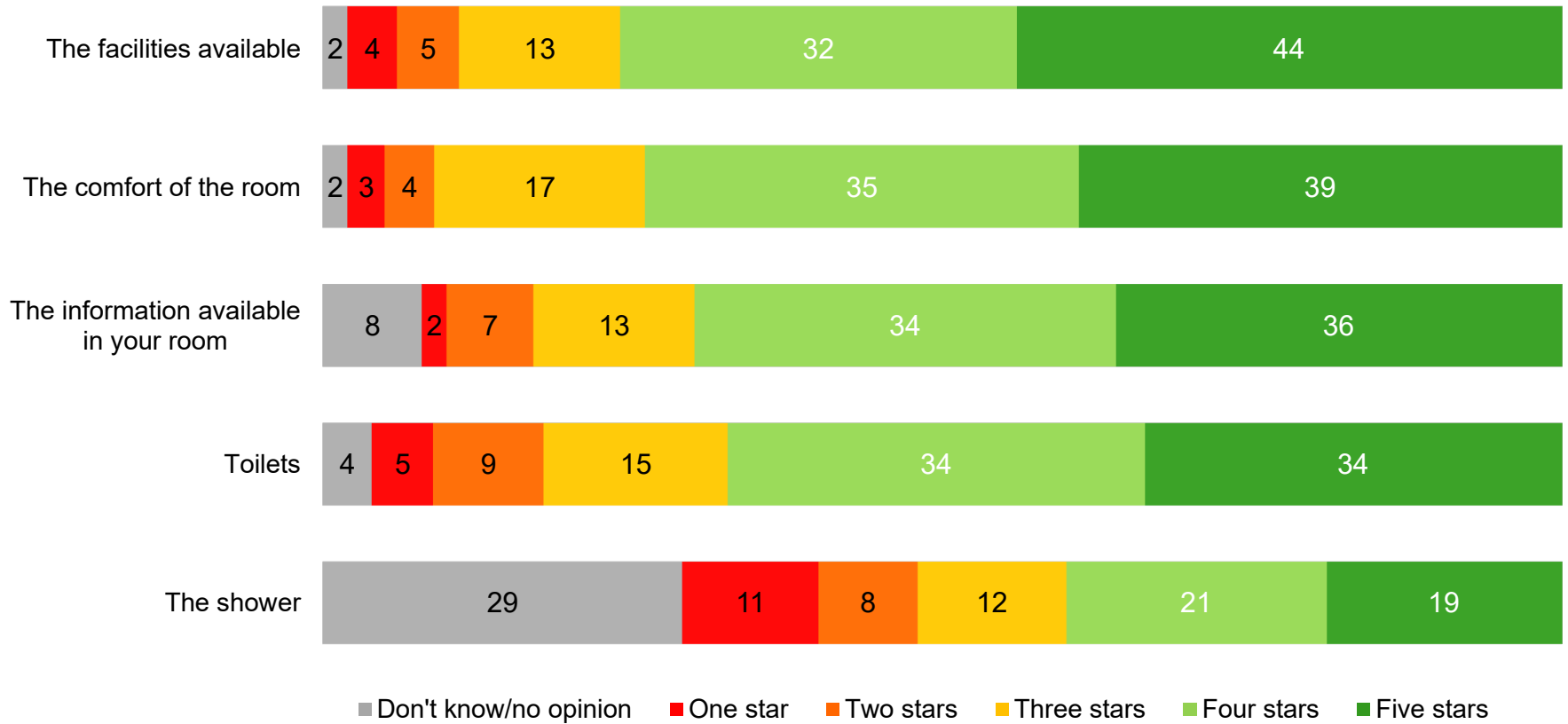
Rating of the features of the room – top 5



Q17b. And how many stars do you give the room for..?
 Base: All guests staying in a room/suite (510)



Rating of the features of the room – bottom 5



Q17b. And how many stars do you give the room for..?
 Base: All guests staying in a room/suite (510), room with en-suite shower (297)



Rating of features of the room – customer comments

Improve the washing facilities and water. The slide out table was not really usable (the old cover over the washbasin was better). A grab handle to aid exit from the top bunk would help.

Better storage facilities in the room: there was not much space (which is inevitable) but there was not much storage to put luggage and hang clothes.

The keycard was never activated - our room was never locked while we were out. Anyone could have come in our room and gone through our things. Please provide a keyed lock for the door.

The top bunk felt tight for space. I wish there was a bumper you could put in place by the ladder. Just to feel less likely to fall out as the train sways. I'm 5'-6" tall.

Very unclear how to order food to the cabin. Very unclear when you needed to have filled out the breakfast choices. Very unclear how to get to the Club Car- I didn't know in which direction to walk.

If I have hadn't read the pre boarding hints, I wouldn't have known how to lock my door with the key card as no information in the room. Wasn't clear that breakfast card needed to be filled in 30mins after departure. No clear where the club car was, needed to just wonder up and down the train.

There needs to be some way of confirming to the passenger that the linen is fresh and has been fitted that day.

The eye mask was not adjustable so too big, and your info stated calming pillow mist which was not there. Small things but refrain from offering if they are not cost effective.

The room was very hot, even with the temperature control turned right down. A bit more space for bags would also have been helpful for moving around in the room.

Again, I felt uncomfortable with the size of the space. Otherwise, the space was nice.

I'm not convinced by the whole shower/ toilet set up in cabins. I have never used the shower and the loo is a tight fit. However, short of redesigning the cabin, it's hard to see how it can be improved.

Shower power is very low. I don't expect a power shower, but it was little more than a trickle!

The sink was not completely spotless, No big deal.

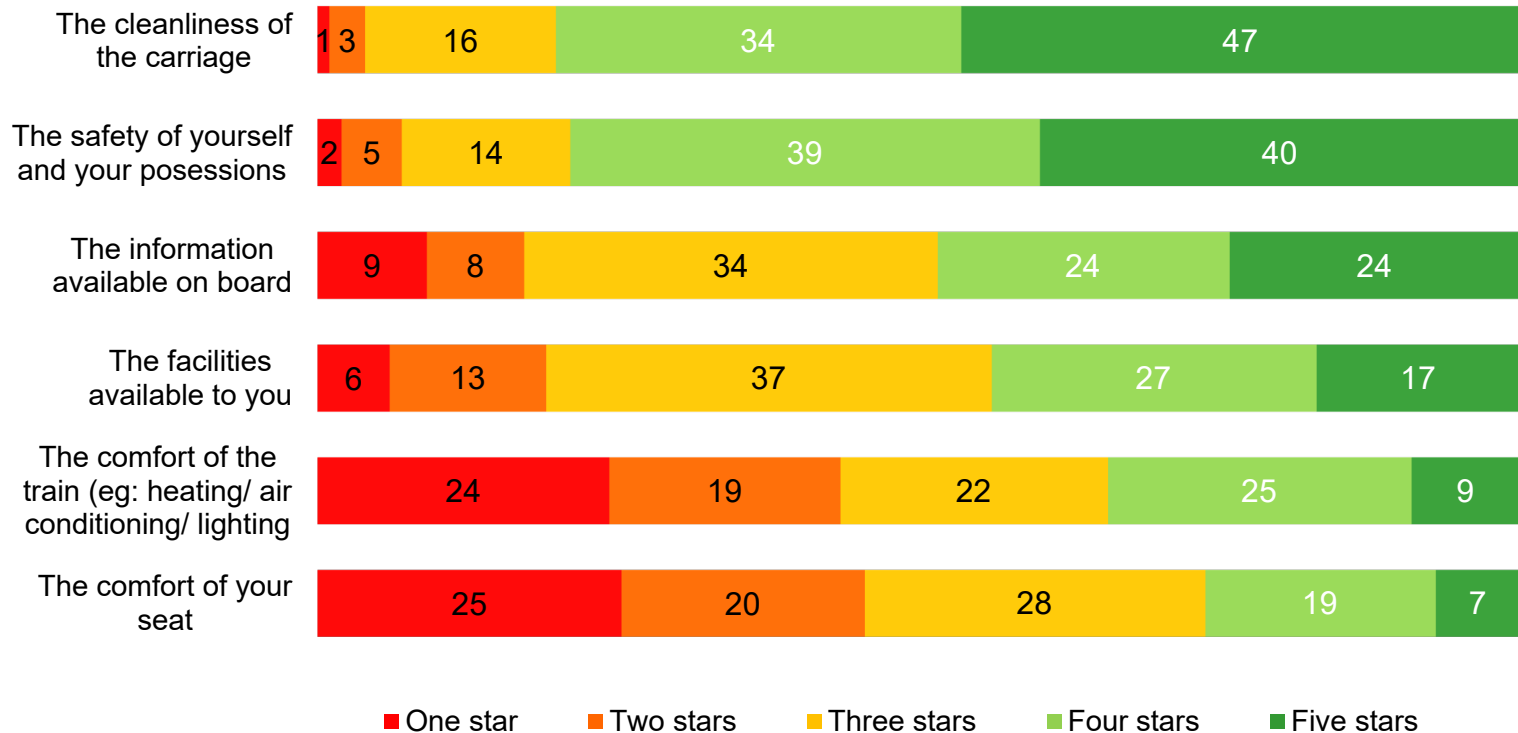
The ensuite had a leak and when we used the toilet our feet were wet. We didn't end up using the shower. My other family member did, and she advised the water was intermittent.

Shower was freezing cold and weak.

Q17d. You gave just a single/two stars for the facilities available / information provided / comfort of the room / cleanliness of the room / personal safety and security of your possessions / bedlinen / comfort of the bed / towels and toiletries / toilets / shower, what should Caledonian Sleeper do to improve this rating?



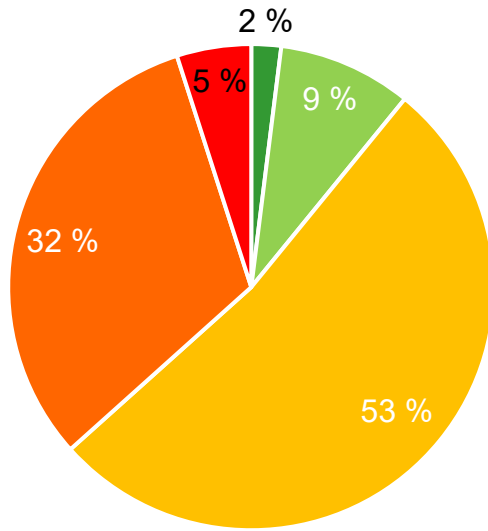
Rating of on-board features among seated guests



Q19. How many stars do you give the Caledonian Sleeper for..?
Base: All seated guests (139)

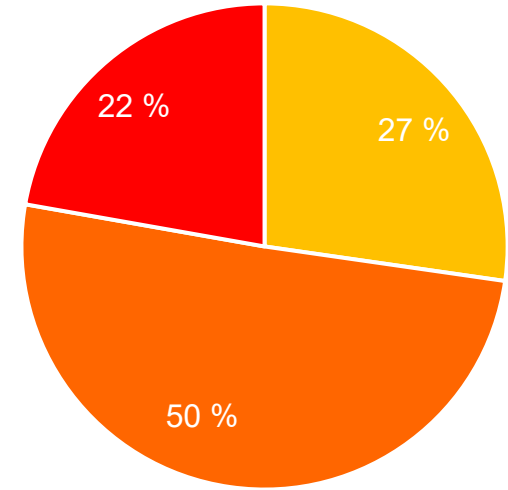


Quality of sleep



Room/Suite

- Better than being at home
- As good as being at home
- Pretty normal for a night in a strange bed / As good as can be expected
- Not good/restless
- I wasn't able to sleep at all



Seated guests

Q18 / Q20. How would you describe the quality of sleep that you enjoyed on board the Caledonian Sleeper?
Base: Those in a room/suite (510), seated guests (139)



Improving quality of sleep – customer comments

Our beds were fine - small and cozy (tough to roll over) but they are what they are in a train. My husband's room, however (he roomed with our son) the bathroom door didn't shut completely so it kept swinging open and banging shut while he tried to sleep, also causing the room to get bright due to the nightlight in the bathroom. He did not sleep at all.

Rooms could be more soundproof. We could hear other rooms call buttons from our room which could be mistaken for an alarm sound which was a little worrying. Also, we were able to hear station announcements and passengers getting on and off.

Make the experience quieter and darker.

Better mattress, firmer pillows, and fix the broken blind to keep the light coming in the window. Also, the light on the button for the mood lighting was irritating as it was on the whole night.

I think there is no much to improve. It's a very small space, a lot of light and noise. Personally, as I mentioned before being able to have a bit of darkness would improve my sleep. Not having the lights from the button to turn on the lights on, the lights under the window and the fire exit would be a big improvement

Have the seats recline. Only the bottom moved a tiny bit, and it made it even more uncomfortable. Plane seats are more comfortable. The seats are also too hard. To improve, have the backs of the seats recline at least a few inches and have more padding available. Maybe a pillow.

Improve the seating. Have the seats facing direction of travel. Provide pillows. Decrease lighting as there are reading lights provided if needed.

I don't think there's much more can be done. The mattress is comfy; the cabin is as dark as can be and eye masks / ear plugs are supplied but the train is still noisy, and the beds are small.

The entire trip the cabin lights were on max maximum. Although I tried your supplied sleep mask and my one of better quality and there was still light bleed though the bottom of the mask, Could the lights not have been dimmed a bit.

Dim the lights in the carriage; turn the volume of the toilet door opening and closing down, especially in the middle of the night. Show how the seat reclines as not obvious.

Put lights off. Have more comfortable seats and more legroom.

Too much light in the room. Cannot switch off bathroom light, and also lots of illuminated signs.

Q21. What, if anything, could Caledonian Sleeper or their staff have done to improve the quality of your sleep?



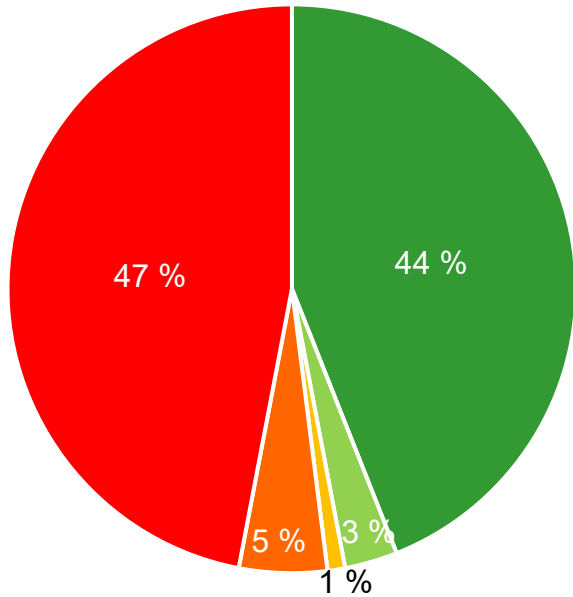
Caledonian Sleeper

Club car and catering



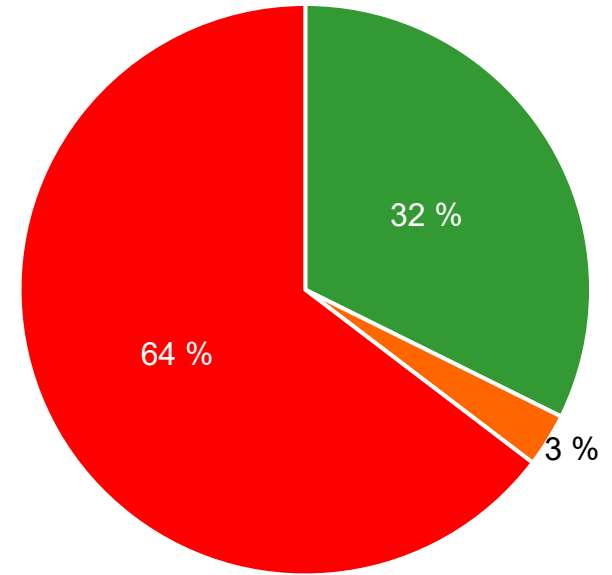
CALEDONIAN
SLEEPER

Visiting the Club Car



Evening Use

- Yes, to sit/ spend time there
- Yes, to buy something to take away
- I was unable to get a seat, so I just took away something
- I wasn't able to get a seat, so I went away without buying anything
- No, I didn't visit the lounge car

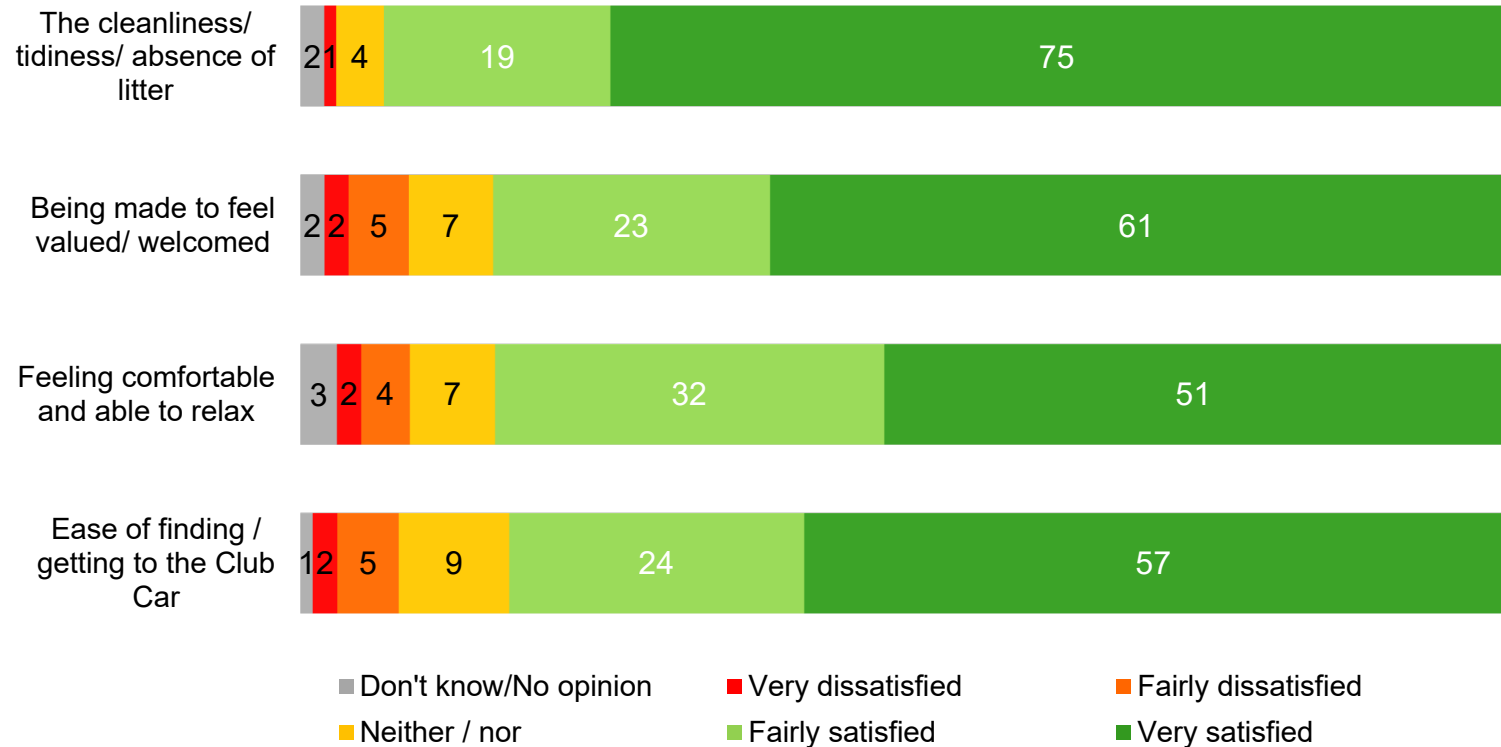


Morning Use

Q22a/b. Thinking about the evening/morning of your trip on the Caledonian Sleeper, did you visit the Club Car?
Base: All (510)



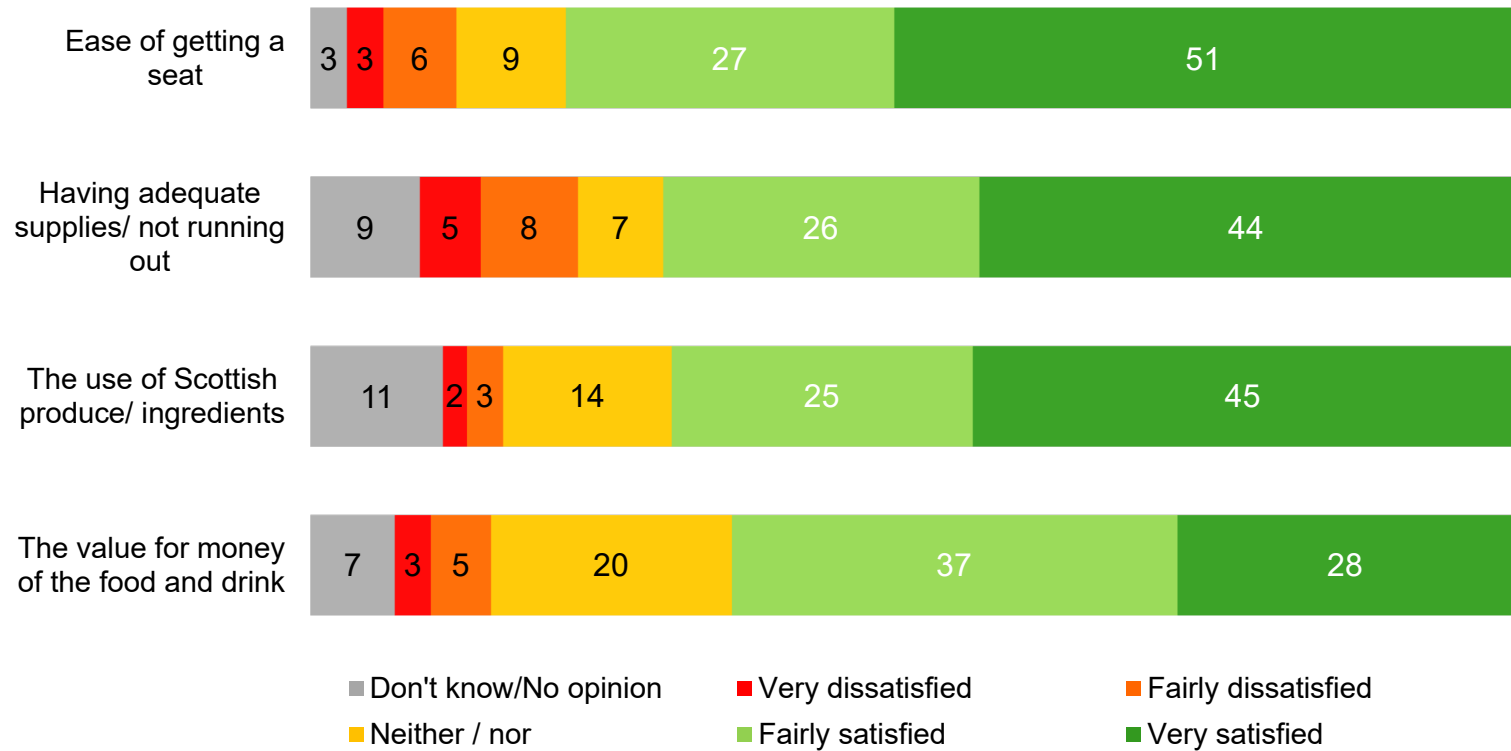
Satisfaction with features of the Lounge Car – top 4



Q23. Thinking about your experience of the Club Car on the Caledonian Sleeper, how satisfied were you with..?
 Base: All those using the Club Car (295)



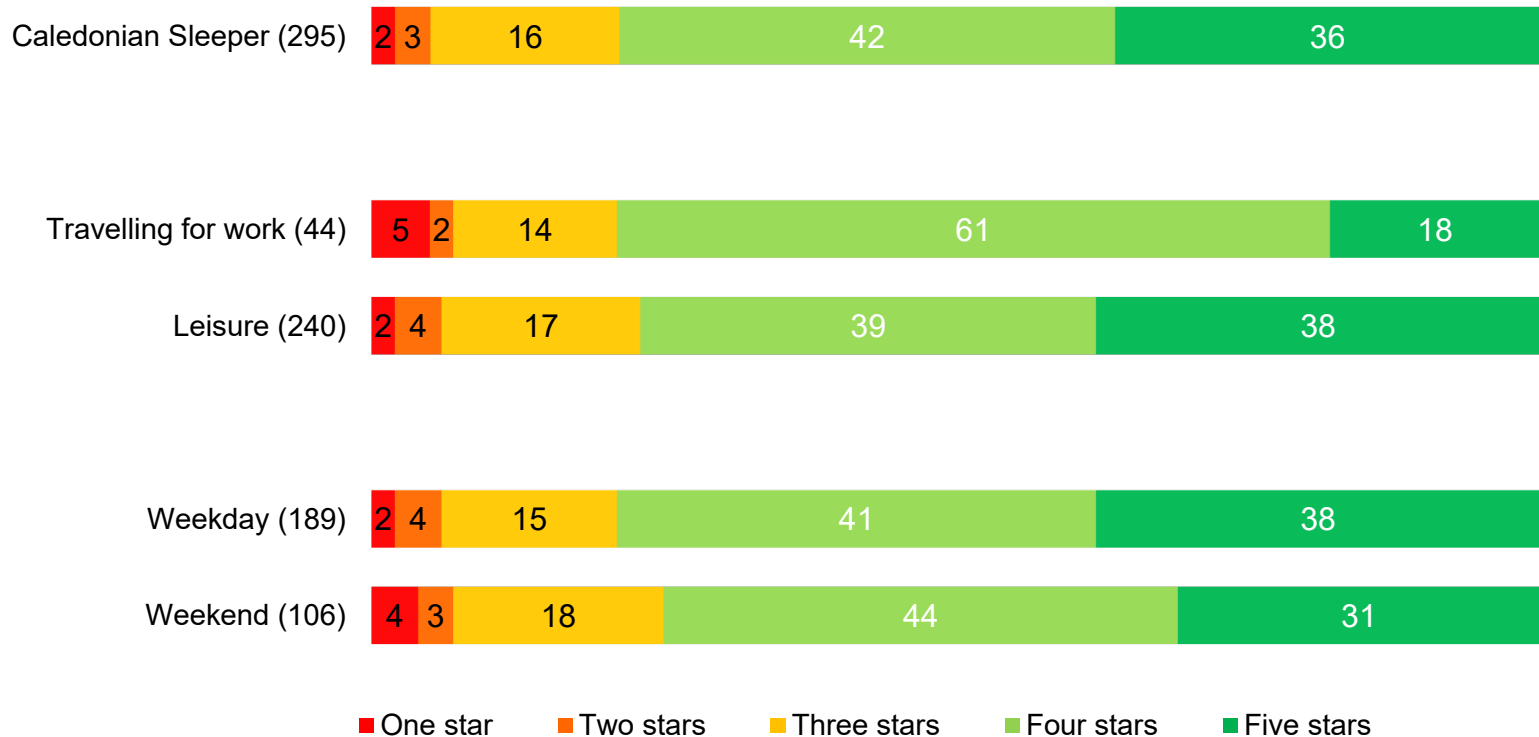
Satisfaction with features of the Club Car – bottom 4



Q23. Thinking about your experience of the Club Car on the Caledonian Sleeper, how satisfied were you with..?
 Base: All those using the Club Car (295)



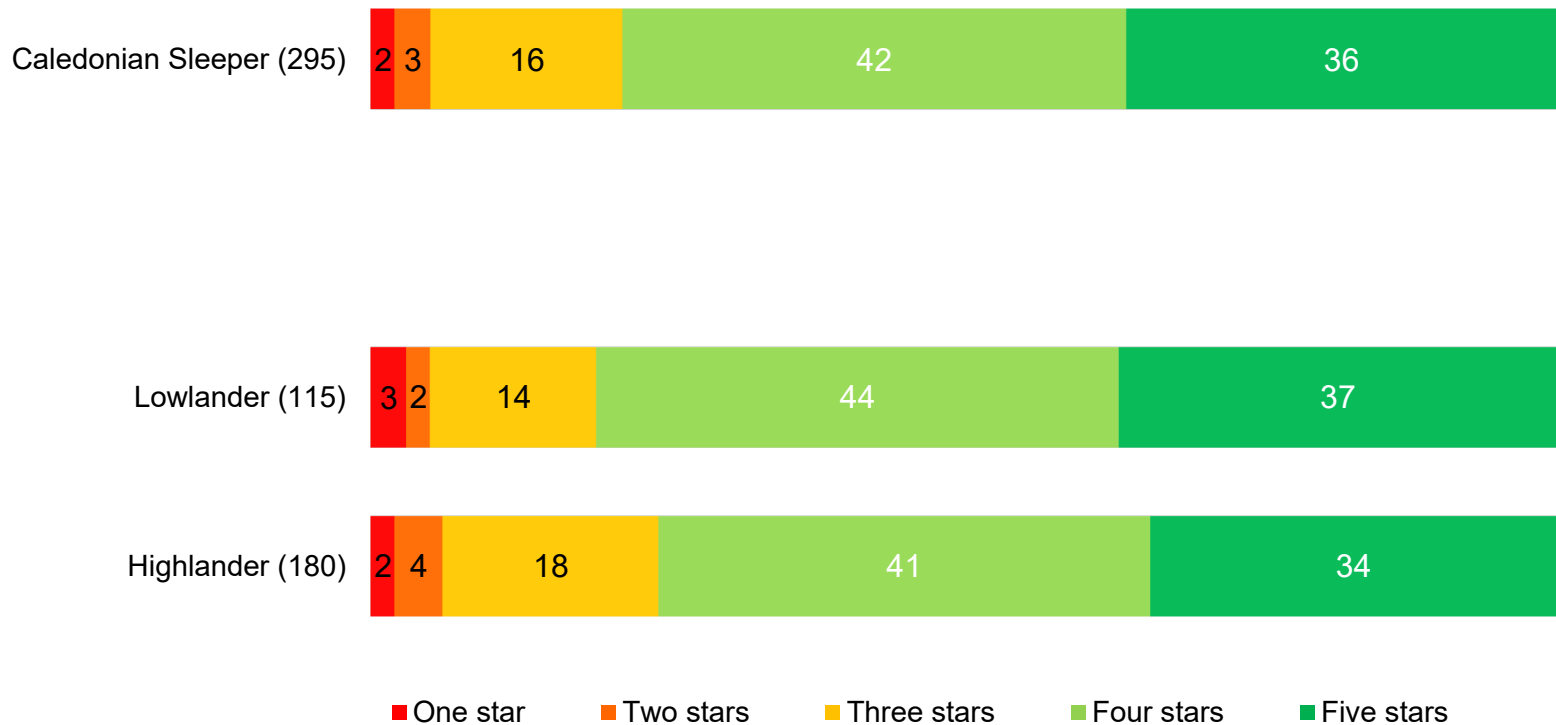
Overall rating of Club Car by passenger group



Q24a. How many stars overall do you give the Club Car on the Caledonian Sleeper?
Base: All users of the Club Car (in brackets above).



Overall rating of Club Car by route



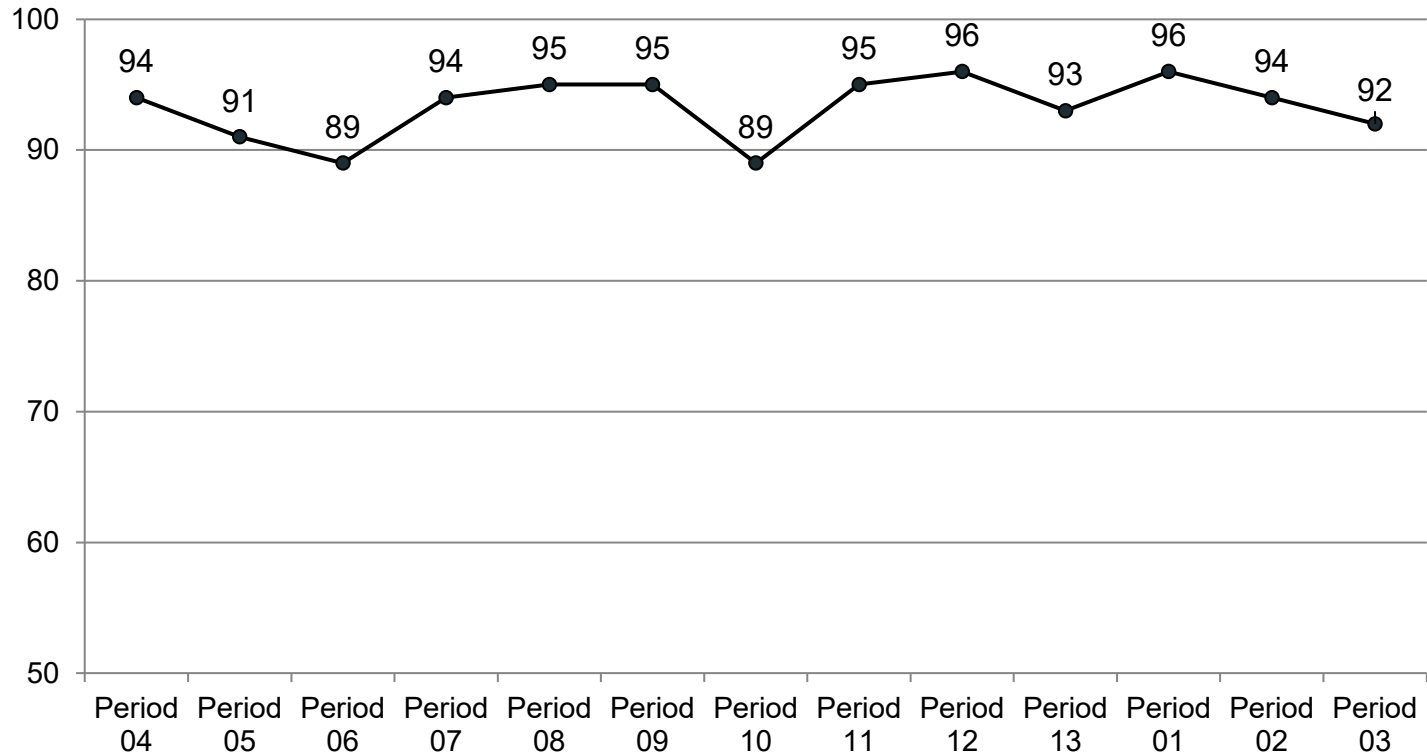
Q24a. How many stars overall do you give the Club Car on the Caledonian Sleeper?
Base: All users of the Club Car (in brackets above).



Overall rating of Club Car - trend

Rating of lounge car

Trend: % Three/Four/Five stars



Q24a. How many stars overall do you give the Lounge Car on the Caledonian Sleeper?



Rating of the Club Car overall – customer comments

It was like being in a cafeteria. For the money, thought it would be nicer.

Many options were unavailable. 10 minutes after we left Euston we were told the Sausage Wellington and Soups had run out. The lighting in the car was very bright. The staff wanted to know several times what room we were in to verify whether we were entitled to be in the club car.

Have more seating, I was a bit anxious about not being able to get a seat as we had planned to eat dinner on the train & our expectations of a good evening & great experience was based on being able to have dinner in the club car. We did very in there but only because we got to the front of queue boarding the train & I went straight there whilst my husband took our bags to the room.

Evening service: I cannot fault anyone, but it did take 15 minutes or so for our order to be taken, but the staff made it clear we hadn't been forgotten about on several occasions and we were in no rush, so it was fine. Getting a seat was initially a little difficult, but we didn't wait for 25-30 minutes after boarding so it was to be expected. Morning breakfast was a perfect experience.

Night staff could be more attentive. It took over 30 mins to have our order taken. I had to go to the galley to give the team our food order since no one would check on us.

Prices are very high for what was on offer.

Needed one more server, as our server was very overwhelmed. He did the best he could, and he was very friendly, but I could tell he was struggling to keep up.

Really fabulous service in the club car. Just more seating or an additional club car.

Make it clear whether access is available to non-club class passengers. I was led to believe that we could not take breakfast as we had not booked club even though I would have been happy to pay the extra

We had a friend who were booked into bunk bed cabin who was not allowed to sit with us even at breakfast time when nobody was around! However, XXX, one of the junior staff saved the day for us! He was so friendly & helpful to our situation that we felt valued. Please thank him for us as he made our start of journey memorable.

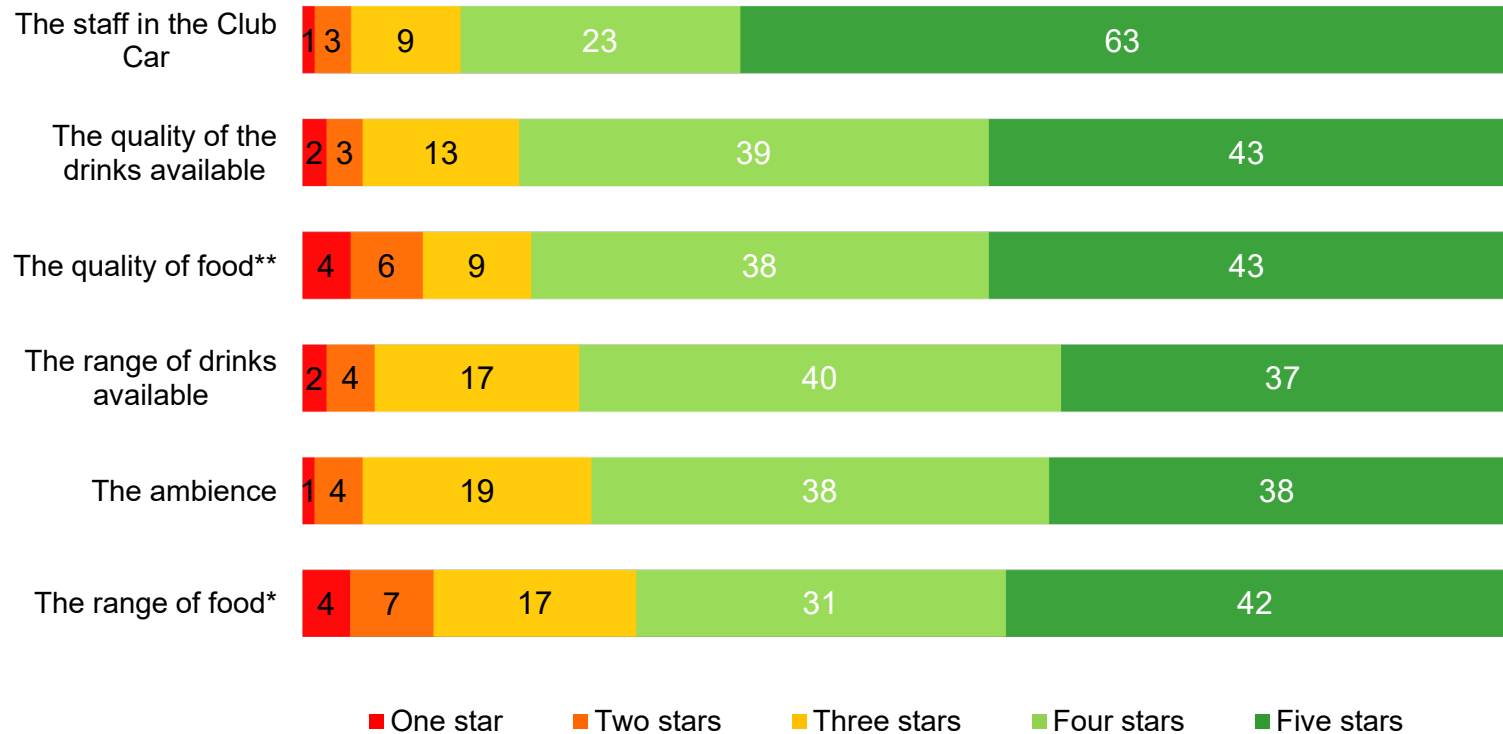
I was looking forward to a vegan breakfast (being a vegetarian this seemed the best option for me), but this wasn't available. Quite disappointed. My son enjoyed the full Scottish though.

The Club car is excellent. Please keep it going with the great staff and good food and drink. It really makes the whole experience of travelling by sleeper excellent.

Q24c. You gave just a single/two stars overall for the Club Car, what should Caledonian Sleeper do to improve this rating
Q24e. What, if anything, could Caledonian Sleeper do to improve the experience of the Club Car?



Rating of features of the Club Car



Q24b. How many stars do you give the Club Car for..?

Base: All using the Club Car (295), *those who looked at the menu (193), **those who ate a meal (141)



Rating of features of the Club Car – customer comments

Probably not a lot that can be done without a major refit; the older style of dining carriage had a much better 'feel' than the rather 'corporate' style adopted in the current layout. The 'bar type' arrangement to one side is most unappealing, and more two-seater face to face table settings would be much preferable.

Quality was the main concern. I opted for a full breakfast on my outward journey, but it was only fit for the bin. Apart from the poor quality it was lukewarm, bacon was tough, black pudding fatty, potato scone hard and to me uncooked. I am not a fussy eater, but this really requires a serious overhaul. I also requested just a cup of tea in the morning on my return journey but couldn't get decaff tea, which is all I drink.

The Club Car is more a McDonald's than a luxury club car. This is the area Caledonian Sleeper could most improve on.

The first two beers I asked for (Schiehallion lager and another I can't recall) were out of stock so I had to settle for my 3rd choice.

No hot drinks available. Hot water not available for making hot drinks. Even though we were supposed to get 1 hot and 1 cold drink, the lack of hot drinks was not compensated with an additional cold drink.

It was pretty good but the staff, while being friendly and welcoming, gave the impression of being very rushed. If you needed something – i.e. I had no fork for breakfast - I was made to feel that asking for one was a major problem.

Very limited choices and overly expensive.

They were too busy to talk. Very business-like, but not friendly.

I'm a vegetarian, but the only food available to me was vegan, and it was not to my taste.

Make the food fresher and less over cooked.

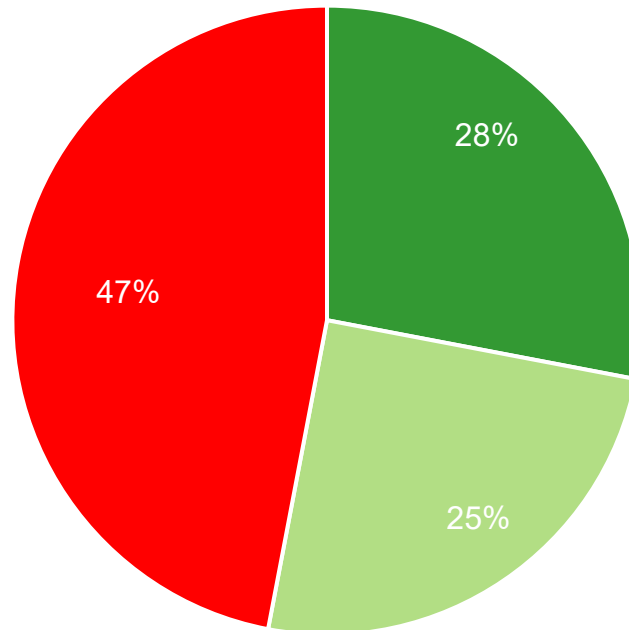
Have better stock or re-stock in Inverness.

Q24d. You gave just a single/two stars for the ambience of the Club Car / staff in the Club Car / range of hot and cold drinks available / quality of the drinks available / range of food available / quality of food available, what could Caledonian Sleeper do to improve this rating?



Breakfast

Quarter 1 2023/24 %

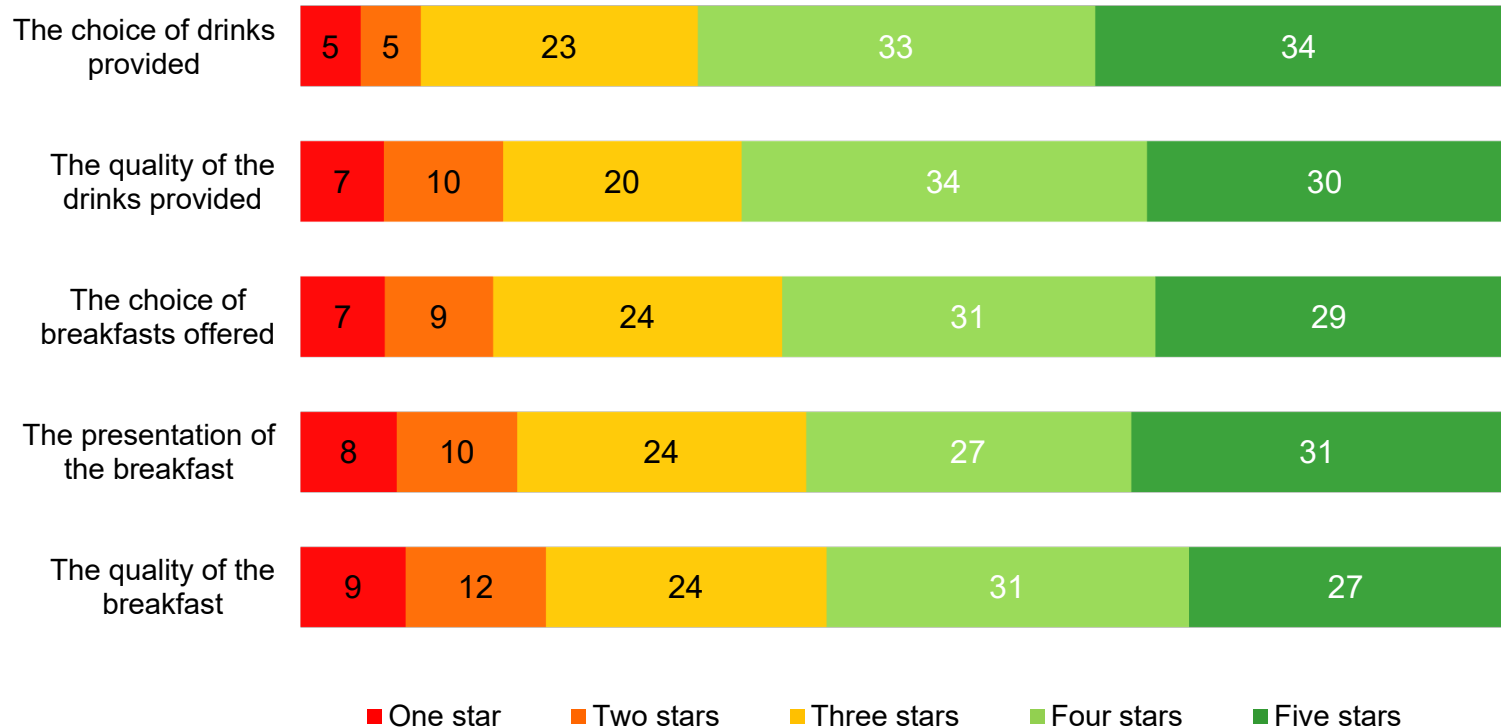


■ Yes - in my room ■ Yes - in the Club Car ■ No

Q25a. Did you eat a Caledonian Sleeper Breakfast on the train?
Base: All (649)



Rating of features of breakfast



Q25b. How many stars would you give for..?
Base: All eating a Caledonian Sleeper breakfast on the train (343)



Rating of features of the breakfast – customer comments

Actually have a breakfast offering. It's not particularly great to have a technical issue or staffing problem with no backup for breakfast on a sleeper train. Even if the kitchen isn't working why not have a backup menu you can use in case and simply saying unfortunately there's no hot food. LNER / VTEC used to do this well. Issue was also known about ahead of time

Have real coffee that is not really weak. I got a tiny sachet for 400ml boiling water. It was like drinking milky water, I couldn't taste coffee.

Not impressed with room service offering. Rolls were all meat based and bread felt stale and no butter. No offer for water as a drinks option or cereal or danish for example as alternatives.

Felt very takeaway.

It really is not a great experience, the quality of the offering on the old sleeper was better. The club car is too far to go and the time is too short - particularly on the Edinburgh London train.

On this outing, 4 breakfasts were paid for, only three arrived in morning and 2 were wrong. Breakfast service sometimes is excellent but sometimes is poor. Not consistent.

I requested coffee and was provided with a paper cup of hot water and two instant coffee packages. Paying a premium price for the sleeper train, I'd have expected machine made coffee as part of the package.

The coffee was bad. The bread with bacon was horrible. The only good thing was the bottle of orange juice.

Change supplier - the cooked breakfast was terrible. The vegan version was better though but still not great.

A squashed bacon roll and no coffee is not much of a breakfast.

The attendant told us there were no bottles of water available because we "received them in our room" which was quite a small bottle. Additionally the instant coffee wasn't very tasteful.

Let me just say I would rather not have it served in a brown paper bag.

Q25c. You gave just a single/two stars for the choice of the breakfast offered / quality of the breakfast / choice of drinks offered / quality of the drinks provided / presentation of the breakfast, what could Caledonian Sleeper do to improve this rating?



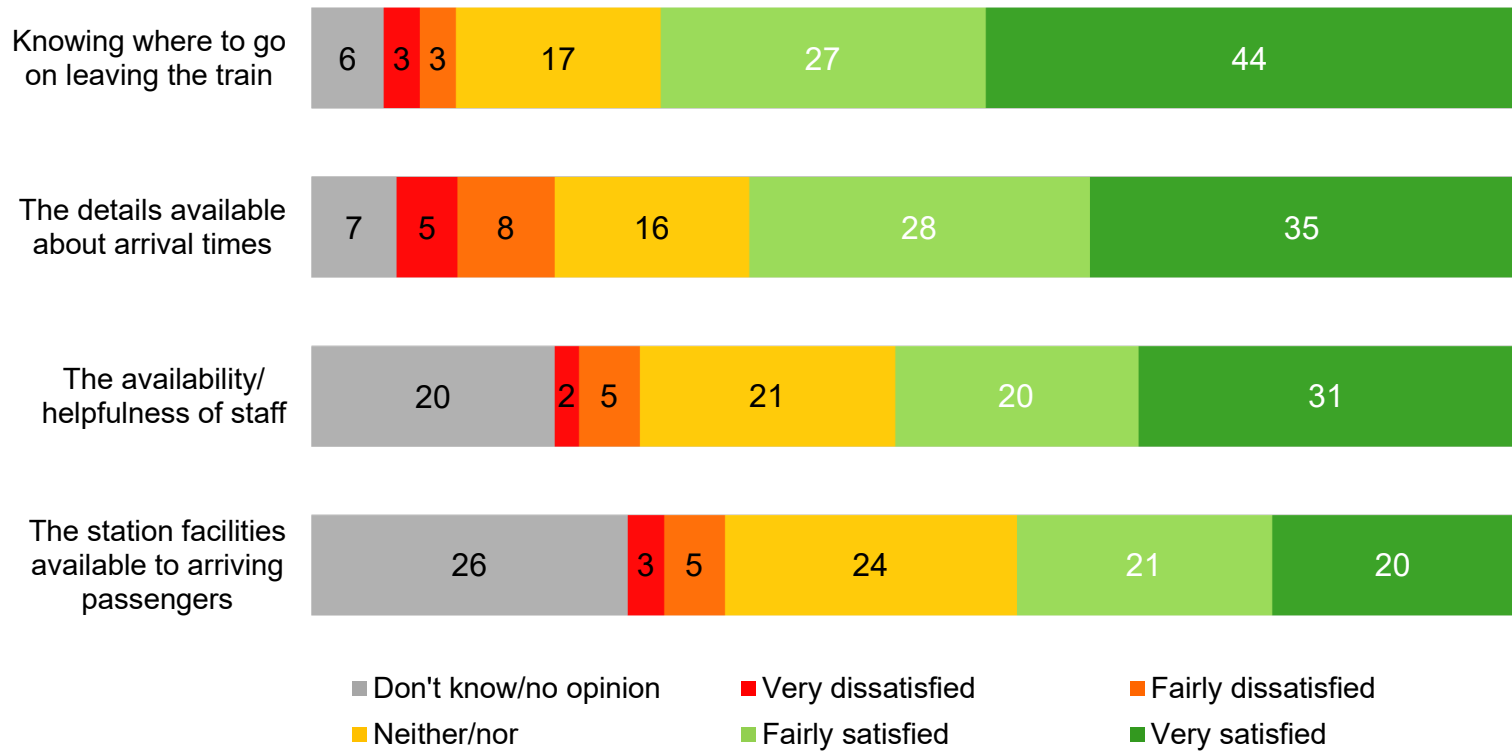
Caledonian Sleeper

Arrival



CALEDONIAN
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Satisfaction with features of arrival at the destination



Q26. Thinking about arrival in x in the morning, how satisfied were you with..?
 Base: All (649)



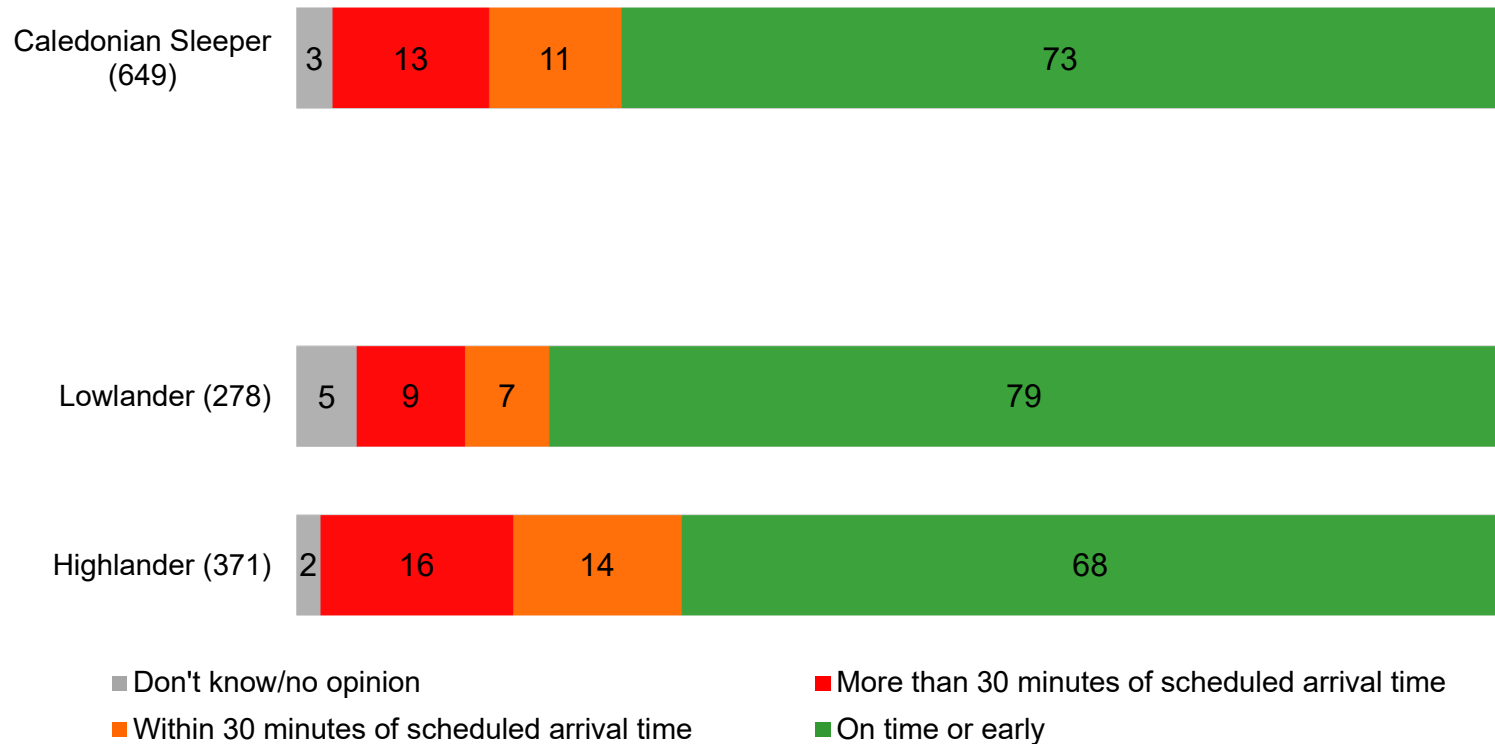
Caledonian Sleeper

Delay



CALEDONIAN
SLEEPER

Punctuality of service by route



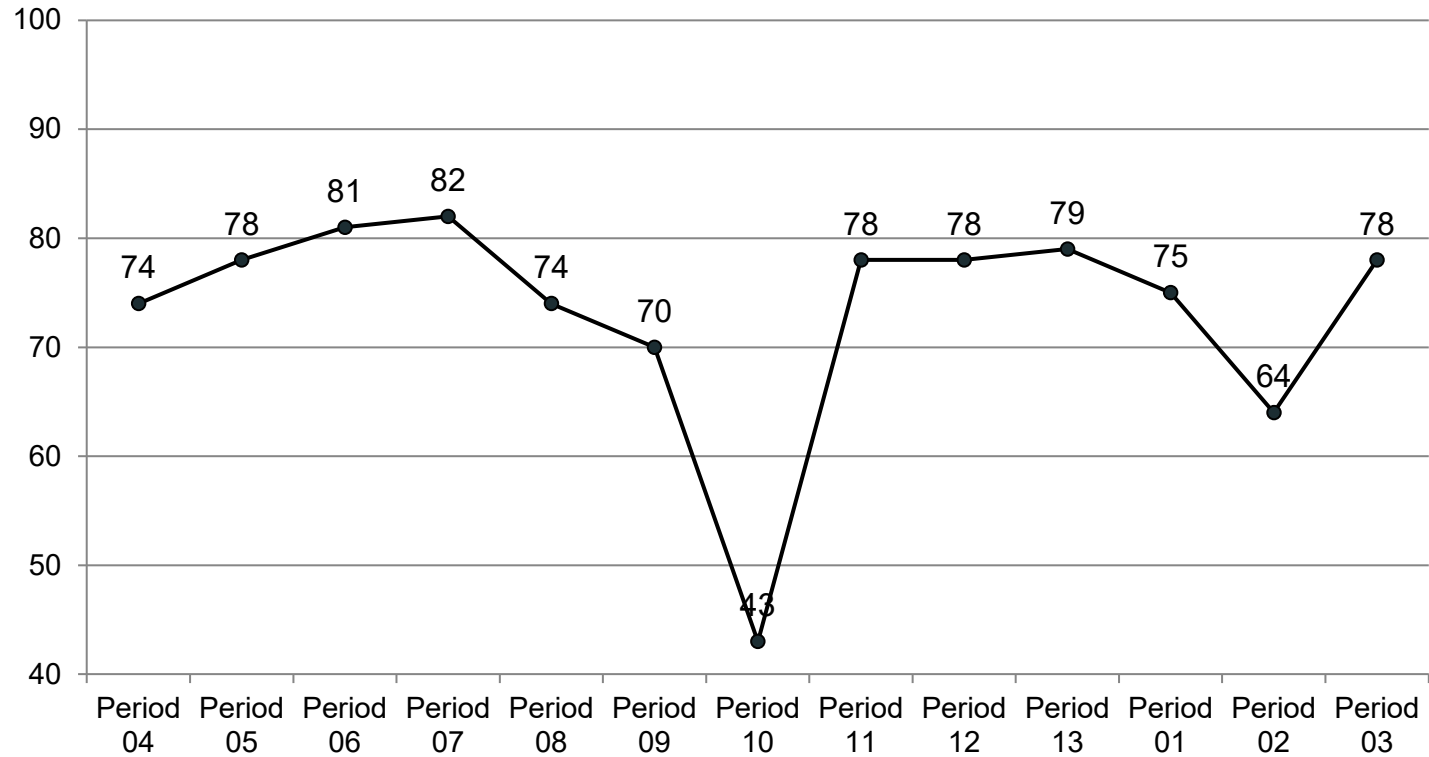
Q27a. Did your train arrive on time?
Base: in brackets above



Punctuality of service - trend

Rating of experience

Trend: On time or early



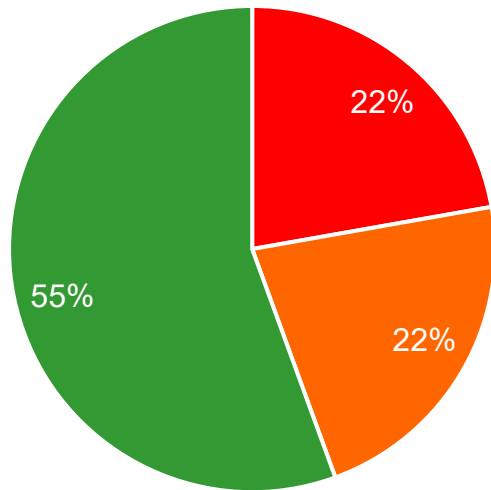
Q27a Did your train arrive on time?



Impact of delay

Quarter 1 2023/24 %

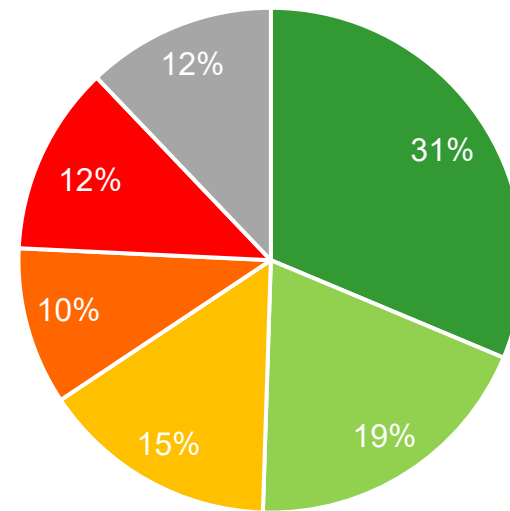
- Yes, it was a serious inconvenience
- Yes, it was a minor inconvenience
- No, it did not inconvenience me



Impact of the delay

Q27b. Did this affect your plans for the day?
Base: All who experienced a delay (156)

- Very well
- Very poorly
- Fairly well
- Fairly poorly
- Neither/nor
- Don't know/no opinion



How well delay was dealt with

Q27c. How well did Caledonian Sleeper deal with this delay in terms of keeping you informed and providing any assistance needed?
Base: All who experienced a delay (156)



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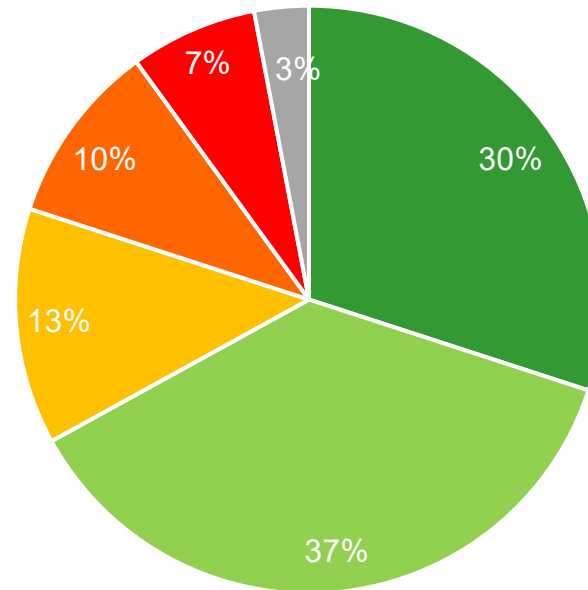
Facilities for those with a disability or illness



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Satisfaction that Caledonian Sleeper provides a service suitable to needs

Quarter 1 2023/24 %



- Very satisfied
- Fairly satisfied
- Neither/nor
- Fairly dissatisfied
- Very dissatisfied
- Don't know/no opinion

Q40b. How satisfied are you that Caledonian Sleeper provides a service which is suitable to your personal needs?
Base: All those who have a disability or illness that affects their ability to travel on the Caledonian Sleeper (30*) *Caution – low base



Providing a service suitable to needs – customer comments

Cheaper shared berth options should be brought back.

Change the platform in Kingussie as platform 2 is not accessible and the access road is unlit.

More seating for the morning. Better stuff for kids. Another Carriage with seats and maybe some colouring stuff for kids or even soft play like in Germany would be amazing.

Q40c. What could Caledonian Sleeper do to improve its service to you?



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Appendix



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Sample profile – journey details

<i>Sample size</i>	<i>649</i> <i>%</i>	<i>Sample size</i>	<i>649</i> <i>%</i>	<i>Sample size</i>	<i>649</i> <i>%</i>
Age		Journey Purpose		Disability or Illness	
16-34	14	Travelling for work	20	None	95
35-54	39	Company business	14	Vision	>1
55+	44	Personal Business	4	Hearing	>1
Not stated	2	Regular travel between home and workplace	2	Mobility	2
Gender		Leisure	77	Hidden disability	1
Male	50	Visiting friends/ relatives	18	Speech or language impairment	>1
Female	47	Holiday/ short break	55	Mental health	>1
Not stated	3	Attending a sporting/ musical/ theatrical/ charity event	4	Other	>1
Working status		Other	4		
Full time	60				
Part time	14				
Not working	2				
Retired	18				
Student	2				
Not stated	4				
Residence					
UK	78				
Non-UK	22				



Sample profile – journey details

<i>Sample size</i>	<i>649</i> <i>%</i>	<i>Sample size</i>	<i>649</i> <i>%</i>	<i>Sample size</i>	<i>649</i> <i>%</i>
<u>Travelling party</u>		<u>Return journey mode</u> (those making outward journey) (381)		<u>Travel to departure station</u>	
Alone	45	Caledonian Sleeper	37	Train	32
With a business colleagues(s)	1	Daytime train	34	Underground/ Tram/ Subway	25
With family (adults only)	33	Plane	15	Bus/ Coach	8
With family (adults/children)	14	Coach	1	Taxi	14
With friends	7	Own Car	1	Own car/ Dropped off	11
<u>Accommodation</u>		Hire car	2	Hire car	4
Seat	21	Other	6	On foot	20
Room	33	Don't know	3	Bicycle	2
En-suite room (with shower)	46	<u>Outward journey mode</u> (those making return journey) (268)		Other	2
<u>Journey direction</u>		Caledonian Sleeper	57	<u>Travel from arrival station</u>	
Outward	59	Daytime train	28	Train	36
Return	41	Plane	12	Underground/ Tram/ Subway	19
One way	-	Coach	1	Bus/ Coach	9
		Own Car	1	Taxi	13
		Hire car	1	Own car/ Dropped off	9
		Other	1	Hire car	6
				On foot	23
				Bicycle	3
				Other	4



Sample profile – journey details

<i>Sample size</i>	<i>649 %</i>	<i>Sample size</i>	<i>649 %</i>	<i>Sample size</i>	<i>649 %</i>
<u>Service Day</u>		<u>Accommodation type</u>		<u>Transaction value</u>	
Weekday	63	1 st class	46	£0-£49.99	4
Weekend	37	Standard	33	£50-£99.99	17
<u>Direction</u>		<u>Party size</u>		<u>Transaction value by quest</u>	
Northbound	54	Seated	21	£100-£149.99	5
Southbound	46	Single traveller	51	£150-£199.99	14
<u>Train Type</u>		Two people		£200-£249.99	9
Highlander	57	Three or more people		£250-£299.99	18
Lowlander	43			£300 or more	34
<u>Crew</u>				<u>Transaction value by quest</u>	
Aberdeen	4			£0-£49.99	7
Edinburgh	12			£50-£99.99	23
Fort William	9			£100-£149.99	19
Glasgow	10			£150-£199.99	20
Inverness	14			£200-£249.99	31
London	52				



Sample profile – journey details

<i>Sample size</i>	<i>649 %</i>	<i>Sample size</i>	<i>649 %</i>	<i>Sample size</i>	<i>649 %</i>
<u>Return journeys between Scotland and London</u>		<u>Number of journeys using Caledonian Sleeper</u> (making at least 2 journeys between Scotland and London)		<u>When first travelled on Caledonian Sleeper</u> (previously travelling by Caledonian sleeper)	
12 or more	6	12 or more	(319) 4	More than 20 years ago	30
4-11	20	4-11	22	15-19 years ago	6
2-3	23	2-3	35	10-14 years ago	8
First journey in last 12 months	30	1 Journey	27	5-9 years ago	12
First ever journey	18	None	12	3-4 years ago	7
Have never made a journey between Scotland and the London area	3			In the last 1-2 years	37



Methodology overview

The Caledonian Sleeper Customer Satisfaction Survey provides feedback about customer experience and opinions of the Caledonian Sleeper. The survey is carried out as an online survey.

Passengers who have recently travelled on the Caledonian Sleeper are invited to take part in the online survey. Fieldwork is continuous and started 13th July 2017. A dashboard report is provided at the end of every Rail Period, and a more detailed report is provided every quarter.

This report contains results for the first quarter of fieldwork for the year 2023/24, combining Rail Periods 01, 02 and 03.

Fieldwork for quarter 1 2023/24 took place between 5 April and 11 July 2023. This covered journeys made between 1 April and 24 June 2023.

649 questionnaires were completed in total.



Caledonian Sleeper

Quarterly Report

Quarter 1, 2023/24

Rail Periods 01, 02 and 03



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