

# InfoTracker Survey

Q2 2023-24 (July–Sept 23)

**Rail Delivery Group**



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# Background and methodology



## Background

The overarching objective is to measure customer satisfaction with the provision of information by the rail industry, particularly during times of disruption, with the aim of assessing how the industry performs against their customer pledges.

Information plays a vital role in all stages of the customer journey, so the research assesses the provision from when a customer is booking their journey, through to arrival at their end destination (end to end journey rather than station to station).



## Fieldwork

The current report presents the findings covering Quarter 2 2023/2024 among n=2,570 respondents.

The fieldwork was conducted from 1<sup>st</sup> July to 30<sup>th</sup> September 2023.

Where possible, we report on comparisons between quarters to assess any change in trends.

\*Strikes continued throughout this period.



## Sample

The online questionnaire was completed by n=2,570 online panellists. The sample was split by TOC and by disruption type, with the fieldwork aiming to deliver:

- 100 respondents for each of the 26 TOCs where possible, with up to 10 for Lumo
- We aimed for 50% of respondents who experienced no disruption, 25% of those who experienced a disruption of less than 15 minutes and 25% who experienced a disruption of more than 15 minutes or a cancellation.

## Weighting

The data was weighted to the average passenger volumes that train companies cover (based on the average across the last 5 rail periods). The weighting for the GTR TOCs is based on the Autumn 2019 NRPS split to work out the percentage weighting for each TOC.

## Reporting on disruption:

In the report, we classify disruption type as follows:

- Minimum disruption = a disruption of less than 15 minutes
- Major disruption = a disruption of more than 15 minutes or cancellation

## Significant differences compared to the previous quarter

**+/- in red** refers to a significant decrease compared to Q1 2022/23, while **+/- in green** refers to a significant increase compared to Q1 2022/23.

# Summary

## Overall satisfaction and rating



Overall satisfaction with information provision remains high, though disrupted passengers are less satisfied. This is likely linked to a poorer experience when disrupted in August, notably when planning and at the station, and based on the delivery of information. For instance, ease of finding information was worse in August than at any other point in the last 3 months for the major disrupted. Leisure passengers also report being significantly less satisfied, with journey to the station proving to be the weakest journey stage.

When we explore by aspects of information provided, at an overall level this is delivered well. Exploring by disruption type shows these are not perceived as highly when a major disruption occurs – notable for ease to find and timeliness.

At the journey stages, overall satisfaction is maintained and increases for 'at the station'. Despite concerns over the information provided at an overall level, when the disrupted rate each journey stage they share significant increases – albeit still behind those with no disruption.

Each month comes with different experiences and this quarter shows how information provision satisfaction can vary. What is clear is information provision in August was worse and this impacted perceptions.

Two thirds rate the information about their delay as being handled well, though less than half of cancelled passengers were happy with the information given. The month-on-month figures help link the potential reduction in satisfaction among the disrupted in August and overall.

## Information channels used



The National Rail website/app information continues to be the most used source for planning/booking, the journey to the station and after the journey has finished. When at the station/destination station and on board, screens, station signage and announcements are more important for assisting passengers.

The ratings of the different information channels remain high, and generally correlate with incidence of use. Channel satisfaction does, however, change month-on-month. August saw declines at an overall level, and this is noted in a drop in performance for Trainline at the planning/booking stage, journey planning websites and messenger services during the journey to the station, station announcements at the station, and NR app/website at the destination station. Acquiring information from a member of staff is a more variable channel, showing no clear trend, suggesting experiences can differ from person to person. All these examples are interlinked with the experiences of disrupted passengers.

It's imperative that the information from channels used is tailored towards the end user. The disrupted passenger's experience of the channels can have an impact on satisfaction at a granular level, which can impact perception of the information overall. Therefore, it's important that channels can provide the most suited information to meet their needs.

## Pledges



During planning and booking, passengers remain very satisfied with the information provided. The number of those receiving different aspects of information and the satisfaction with each of these is generally stable or showing marginal declines. A key takeout from this stage is information on facilities at the station and on-board will generate higher satisfaction than only offering them for one stage. Passengers are informed about rail replacement buses early on at the booking stage, and for 4 in 5 it was easy to find where the bus replacement was located.

At the station, platform information and staff assistance were rated highly. Announcements are key at this stage, though the experience was not the same for all. The major and minor disrupted were not always satisfied with these aspects of information. On board, train passengers feel that announcements are executed well regardless of a disruption or not. It's important that the information can be tailored to the situation and point they are at in the journey.

Of those delayed, timeliness of information improved while frequency proved to be an area that passengers desire more. This is apparent through the stages, where frequency was not rated highly by the major disrupted at the station. Passengers continue to seek more reliable information, as there is a level of distrust in the information provided.



# Overall satisfaction

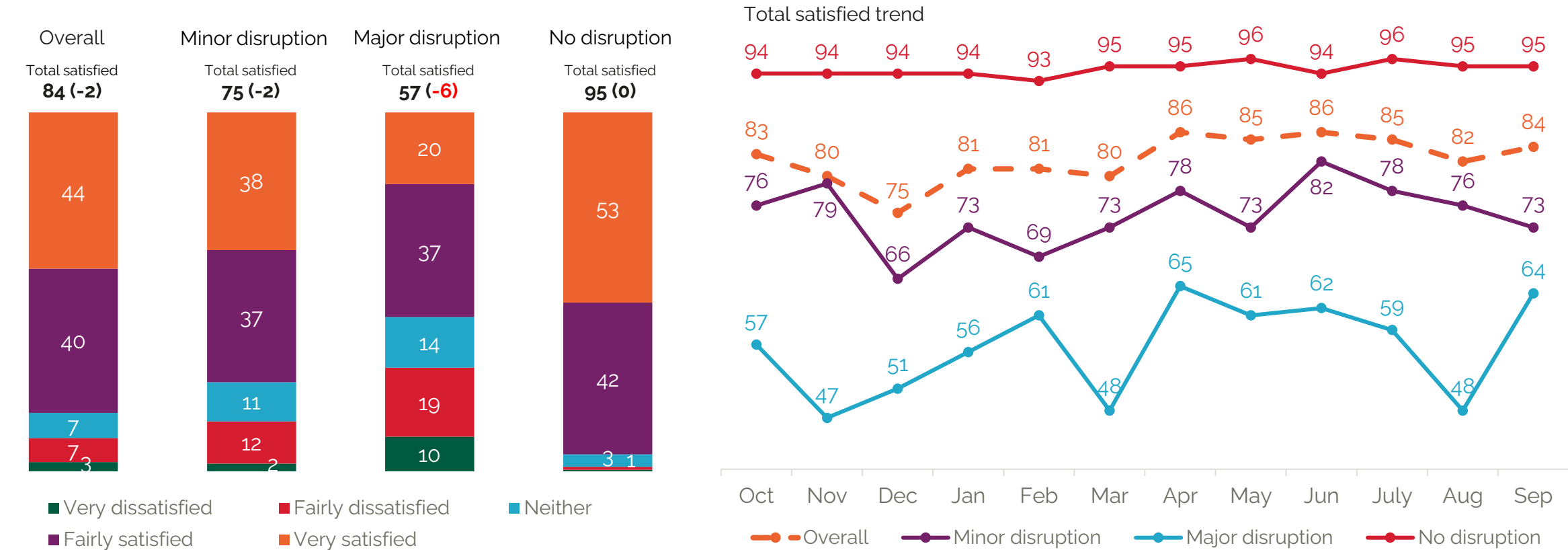
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# Overall satisfaction with information provision (1/3)

Passengers' satisfaction with information provision (% very + fairly satisfied) at an overall level has declined slightly in July-September 2023. This is driven by a significant decline in satisfaction among the major disrupted (most notable in August) likely linked to the drop in satisfaction at the planning stages and at the station within the August period, as well as poorer experience for those disrupted or cancelled in August (noted from slide 61 onwards).

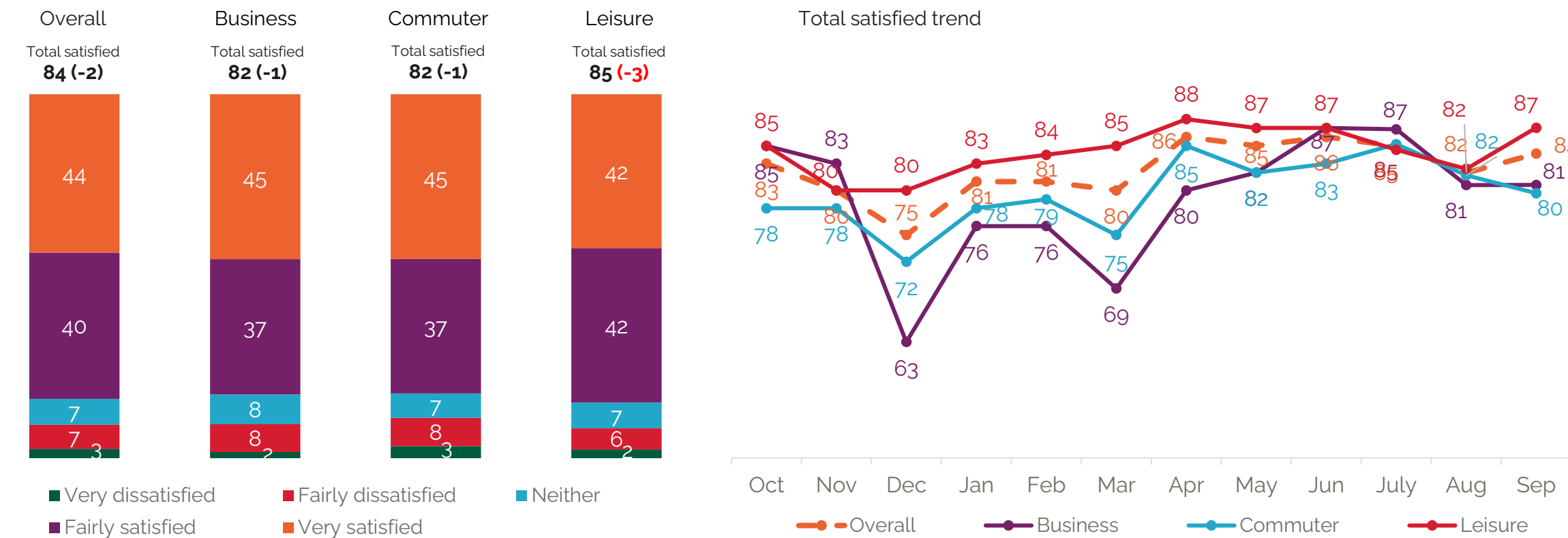
Overall satisfaction with information provision by disruption (%)



# Overall satisfaction with information provision (2/3)

During the summer period, leisure passengers experienced a drop in their overall satisfaction with information provision, which brings them more in line with business and commuting passengers. Typically their satisfaction levels are a little higher than for the other passenger types.

Overall satisfaction with information provision by passenger type (%)







# Key performance indicators

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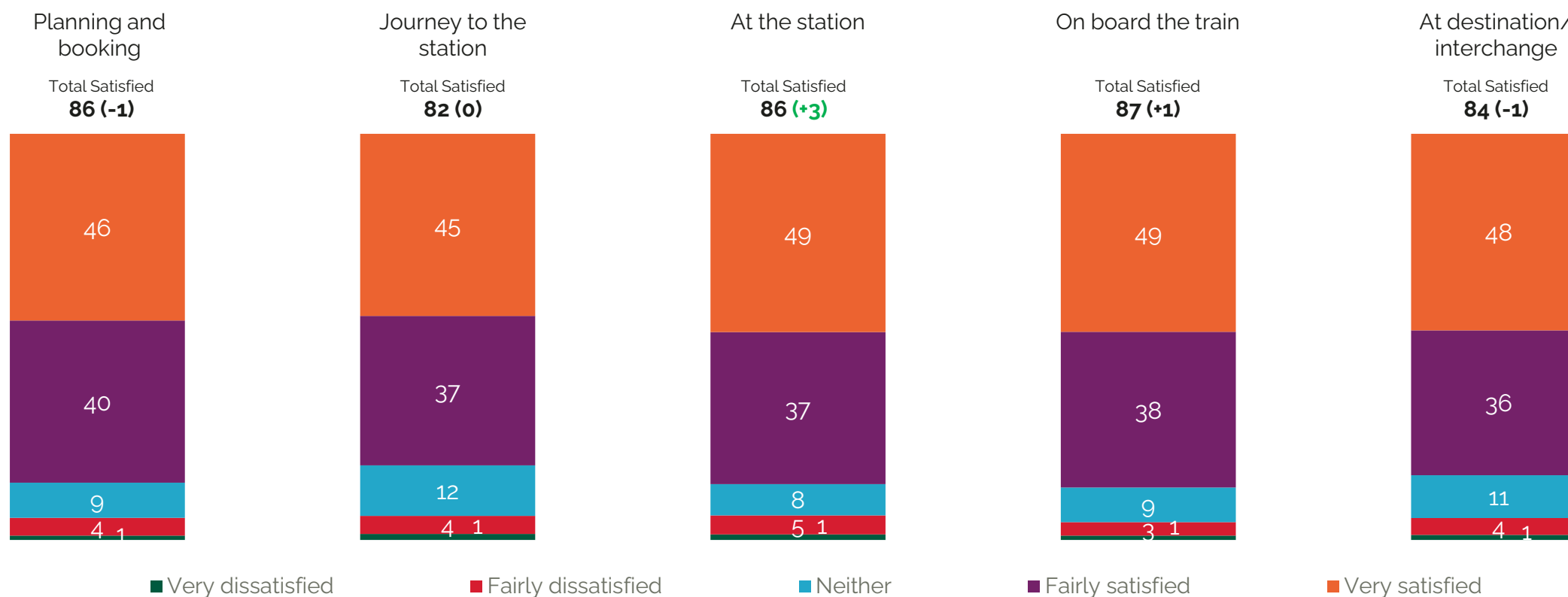




# Overall satisfaction with information provision at each journey stage (1/4)

Rail travellers are generally satisfied with the information provision at different stages of their rail journeys. 'At the station' appears to have improved, while 'Journey to the station' still remains the lowest of the 5 stages and shows no movement this quarter.

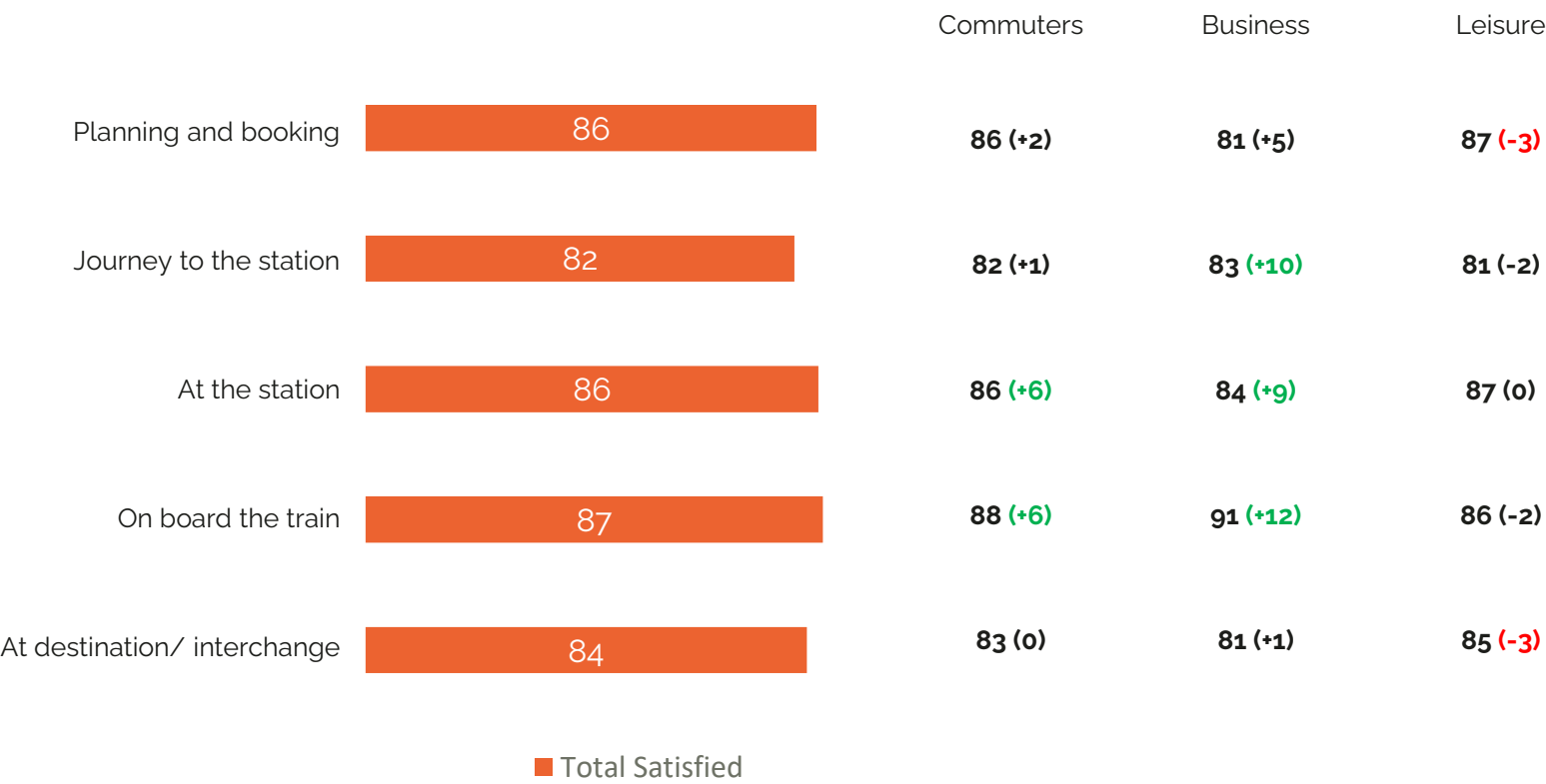
## Overall satisfaction with information provided at each journey stage (%)



# Overall satisfaction with aspects of information provided (2/4)

When looking at this by passenger type, considerable satisfaction improvement with information provided 'at the station' and 'on board' was noted by commuters and business passengers; these were previously rated as the weaker points in the journey. Leisure passengers are more likely to rate lower than in the previous quarter, with journey to the station being the weakest of the five journey stages.

Overall satisfaction with aspects of information provided during the journey by passenger type (%)

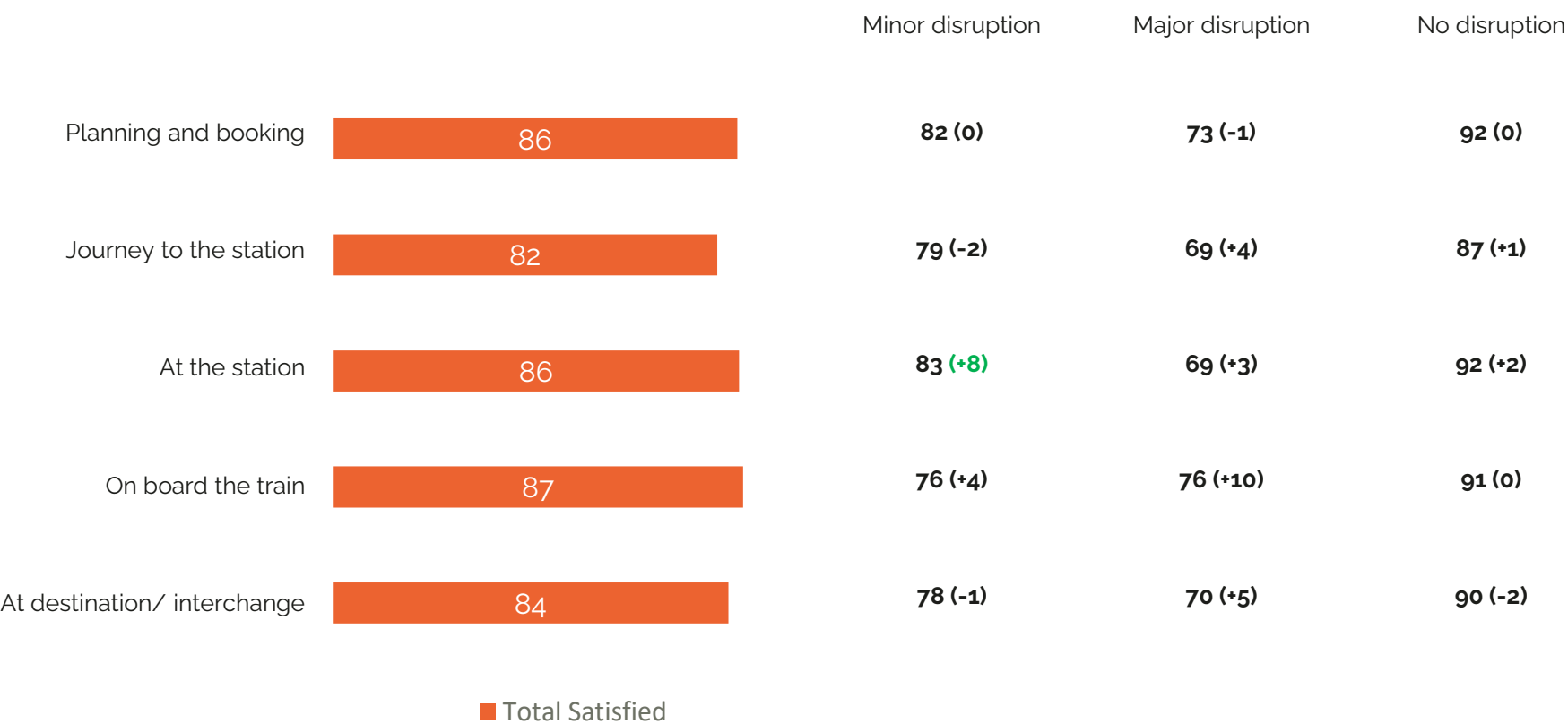


How satisfied were you with the following aspects of the information provided during your journey? (excl DK) July-Sept 23 (Overall/Commuters/Business/Leisure) – planning and booking (2457/767/247/1443), journey to station (2225/738/229/1258), at the station (2426/754/241/1431), onboard the train (1873/458/144/1271), at destination/interchange (2264/719/234/1311).

# Overall satisfaction with aspects of information provided (3/4)

Improvements at the 'at the station' stage was apparent across the disruption types suggesting information provision is catering for the majority of passenger needs at this point in the journey. When thinking more granular regarding the journey stages, the major disrupted share the strongest improvements in the rating of information provided, most notably when on board the train (a journey stage that had suffered last quarter), though still sit behind those without any disruption.

Overall satisfaction with aspects of information provided during the journey by disruption (%)

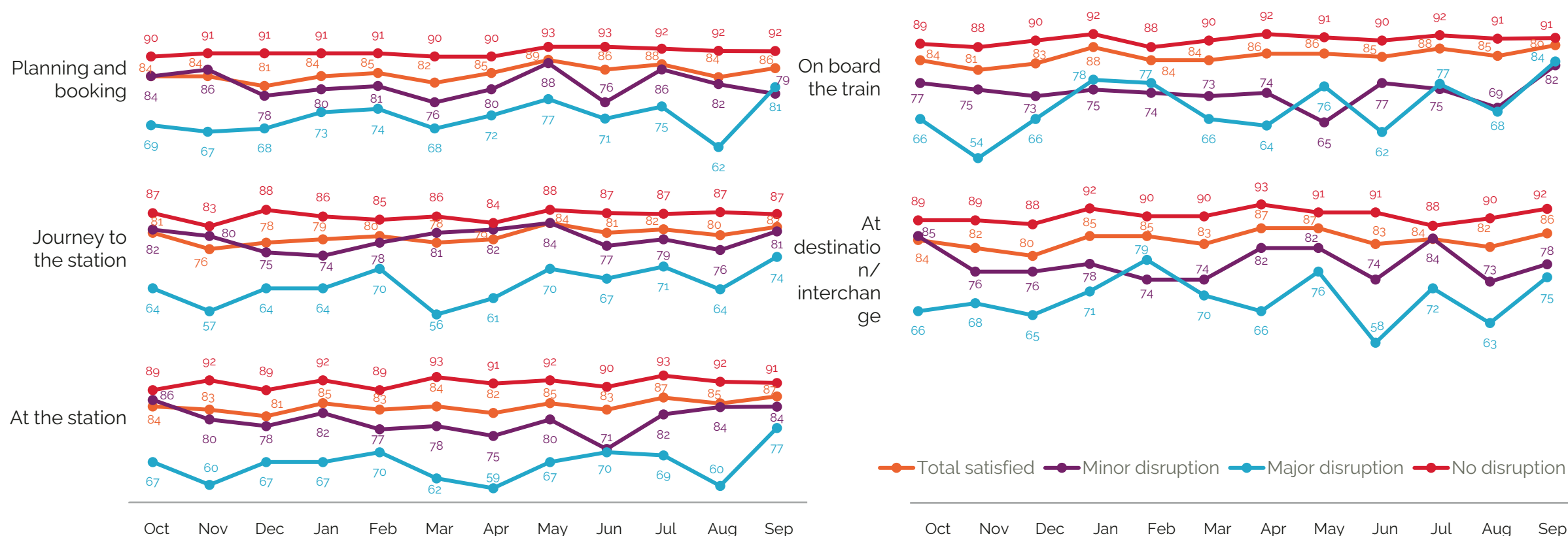


How satisfied were you with the following aspects of the information provided during your journey? (excl DK) July-Sept 23 (Overall/Minor/Major/No disruption) – planning and booking (2457/482/527/1448), journey to station (2225/474/469/1282), at the station (2426/485/453/1488), onboard the train (1873/283/223/1367), at destination/interchange (2264/475/384/1405)

# Overall satisfaction with information provision at each journey stage (4/4)

Satisfaction amongst the non-disrupted remains high month-on-month. The minor and major disrupted are more changeable. While the major disrupted showed strong improvements in satisfaction at a quarterly level for each journey stage, monthly figures show this was not consistent throughout as August brought in lower levels of satisfaction, particularly when planning and at the station.

Overall total satisfaction with information provided at each journey stage by disruption – trended (%)



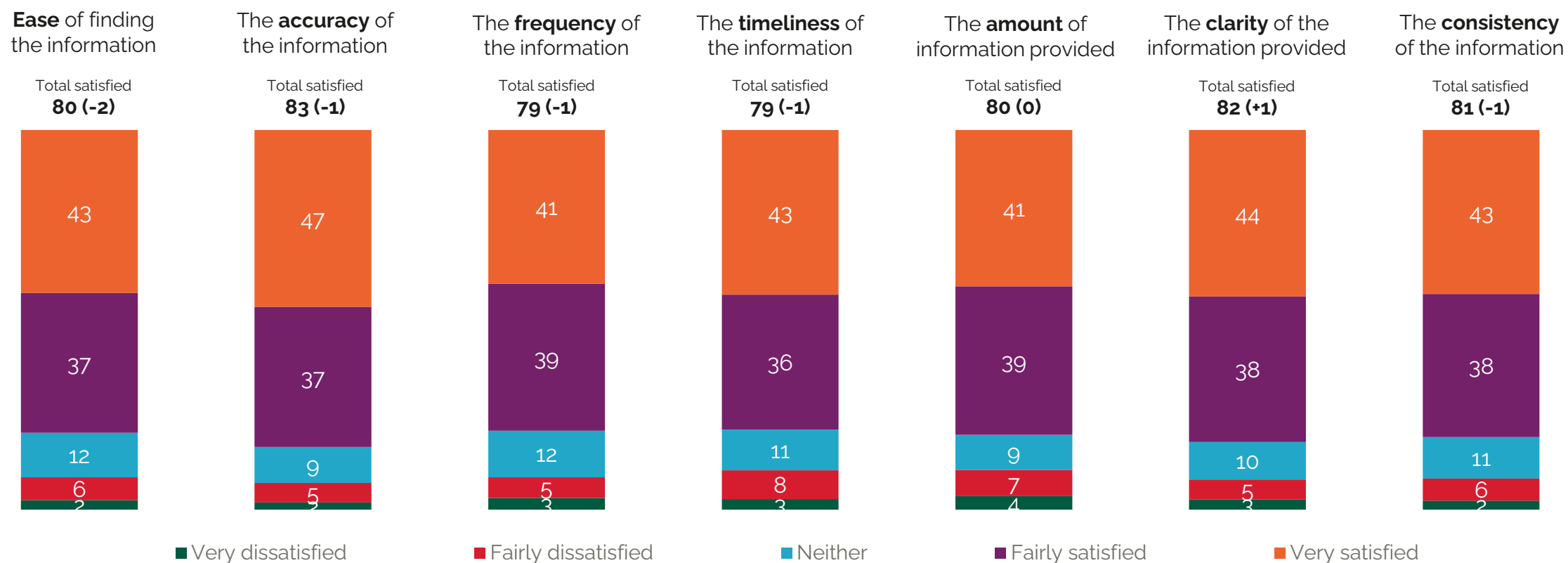
Overall, how satisfied were you with the information provided...? (excl DK) Oct/Nov/Dec 22/Jan/Feb/Mar/Apr/May/June/July/Aug/Sept 23– planning (834/815/847/821/716/873/780/773/1002/822/828/807), journey to station (788/746/770/742/668/779/724/732/921/735/757/733), at the station (813/797/815/787/697/851/776/759/987/808/809/809), onboard the train (433/609/596/593/529/698/603/585/764/622/622/629), at destination/interchange (754/729/753/728/672/792/715/713/923/754/761/749).



# Overall satisfaction with aspects of information provided (1/5)

At an overall level, satisfaction remains high for all aspects of information provided and in line with each other.

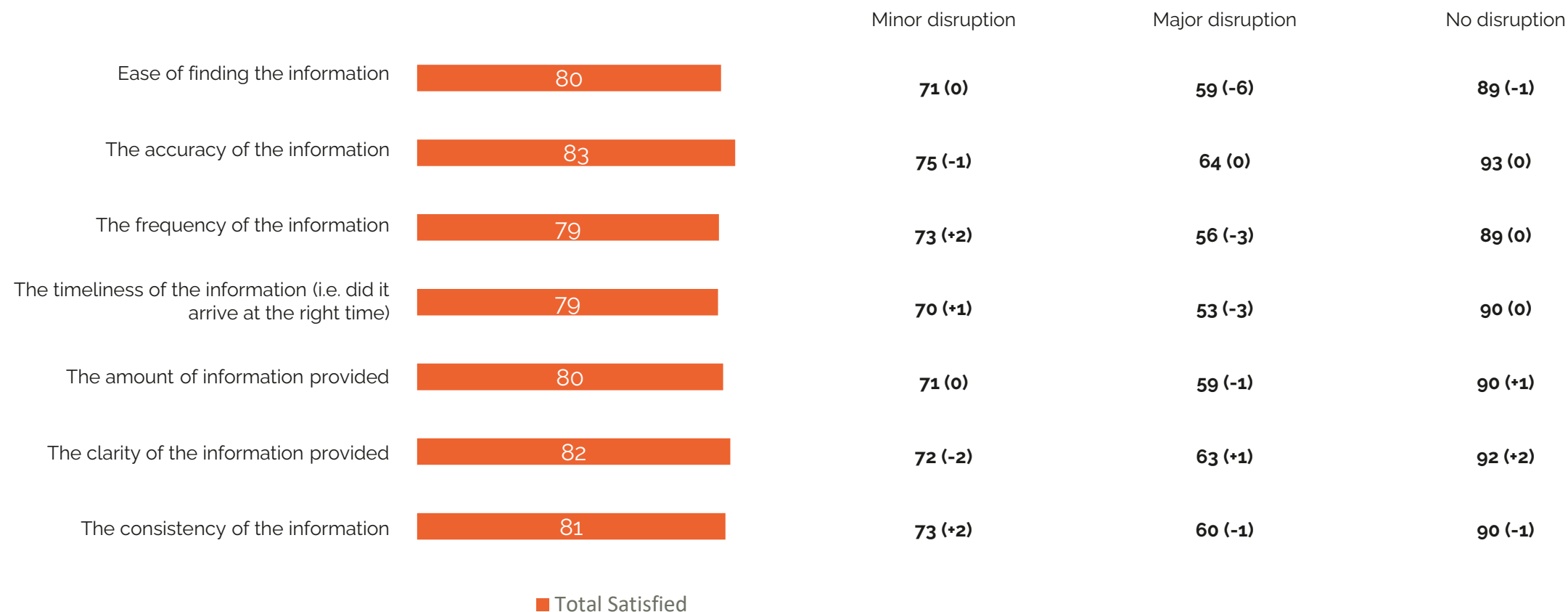
Overall satisfaction with aspect of information provided during the journey (%)



# Overall satisfaction with aspects of information provided (2/5)

For the most part, passengers are satisfied with the aspects of information provided. The major disrupted are still far behind in their ratings, with the ease of finding information worse than last quarter, and just half are satisfied with the timeliness of information.

## Overall satisfaction with aspects of information provided during the journey by disruption (%)

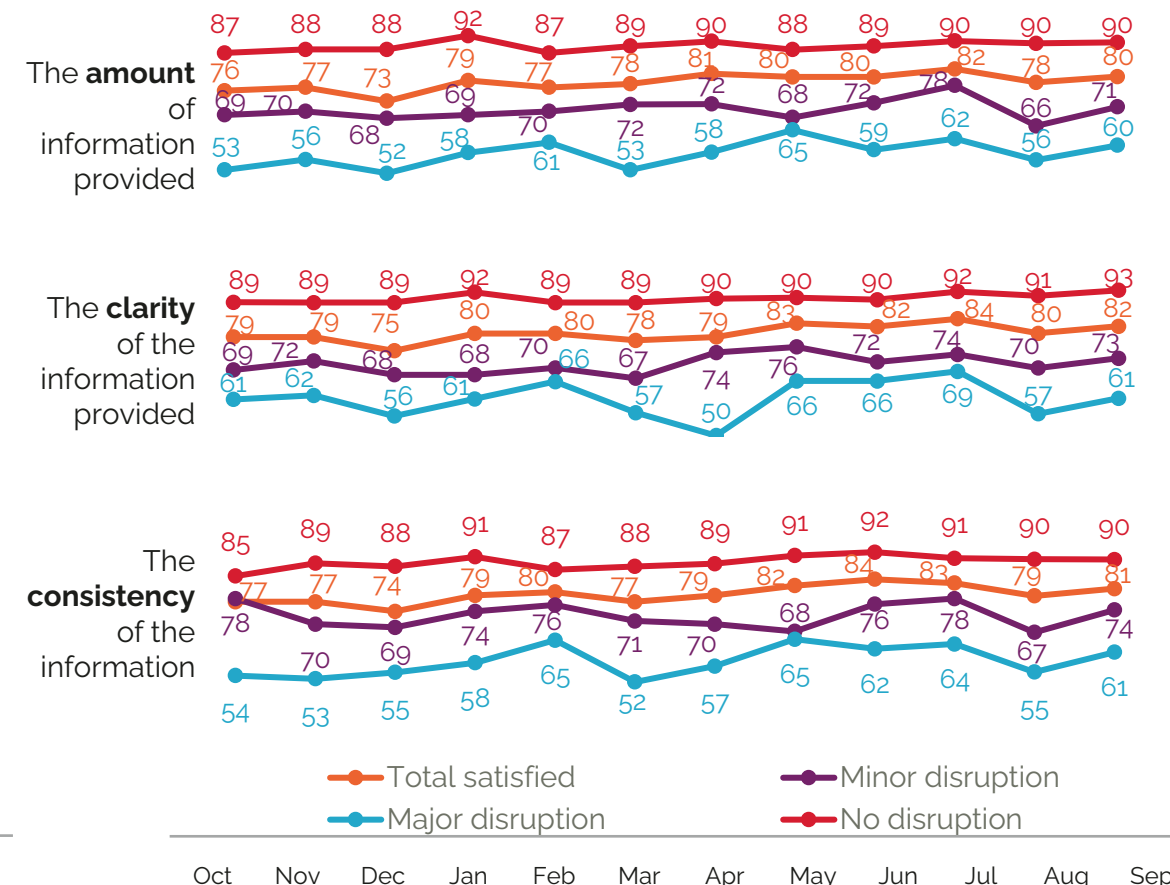
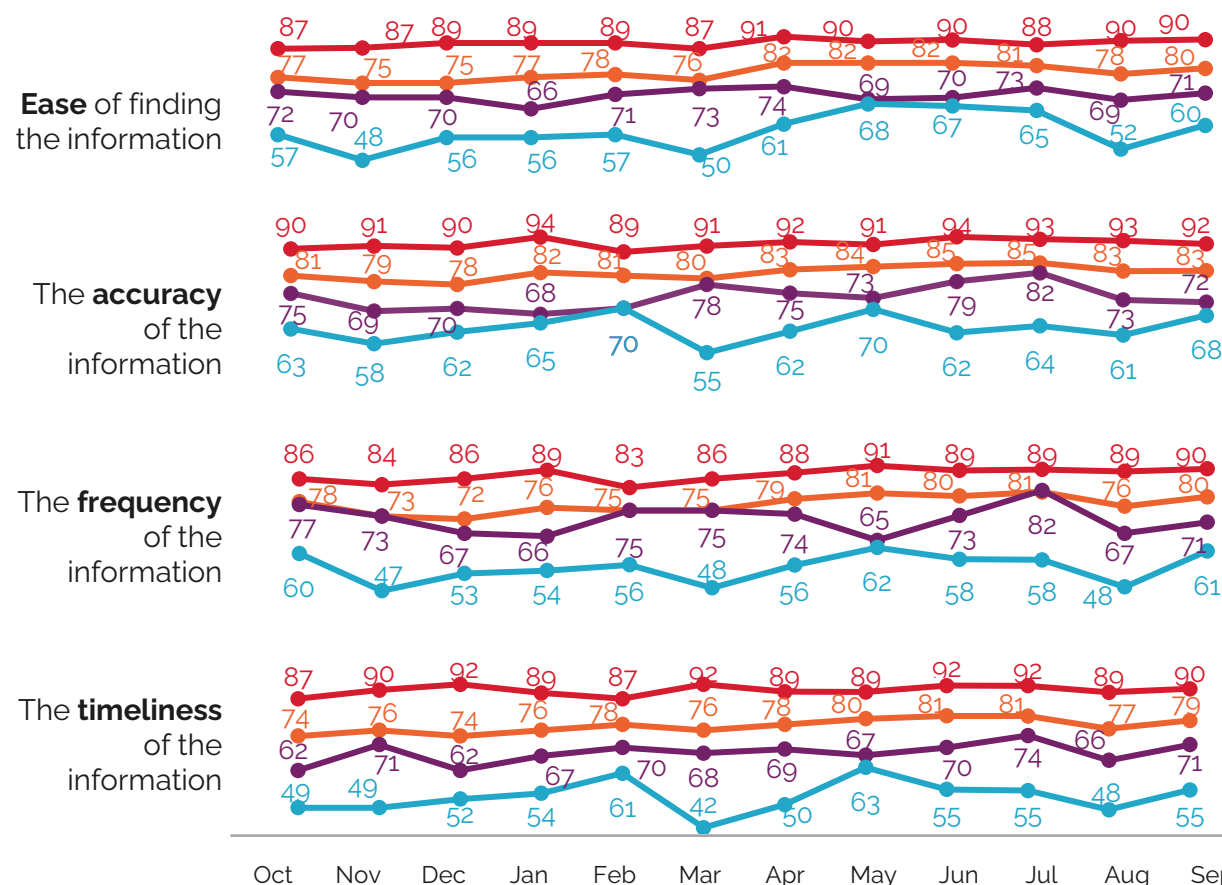


How satisfied were you with the following aspects of the information provided during your journey? (excl DK) July-Sept 23 (Overall/Minor/Major/No disruption) – ease (2539/356/318/1354), accuracy (2548/364/335/1415), frequency (2543/356/294/1354), timeliness (2551/341/277/1382), amount (2556/349/315/1378), clarity (2554/355/329/1412), consistency (2546/359/322/1376).

# Overall satisfaction with aspects of information provided (3/5)

Month on month satisfaction was relatively stable at an overall level across the aspects of information provided. The noted drop in satisfaction among the major disrupted in August (on slide 6) is likely driven by fewer being satisfied with how their information was delivered to them, particularly with regards to ease of finding information.

Overall satisfaction with aspect of information provided during the journey by disruption – trended (%)

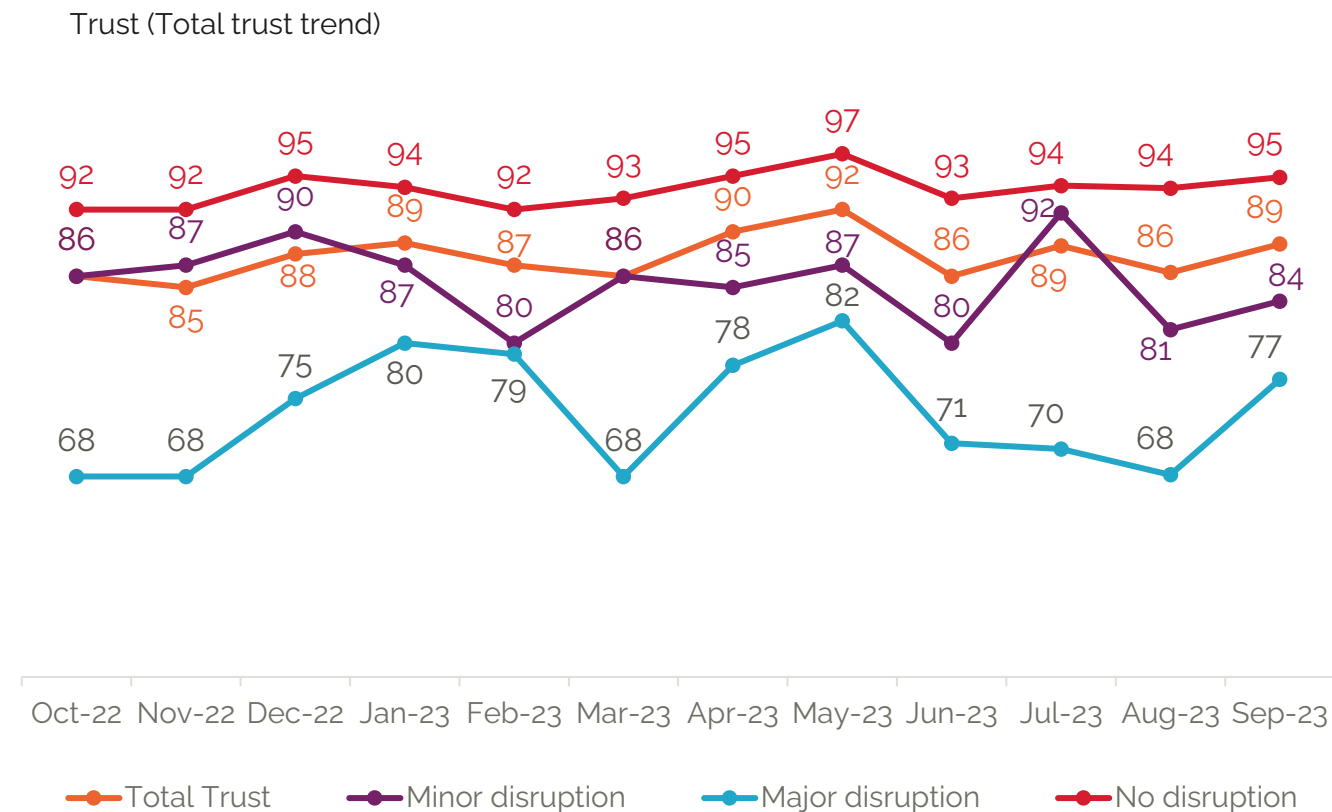
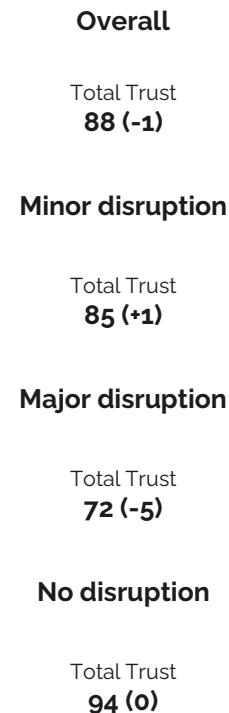
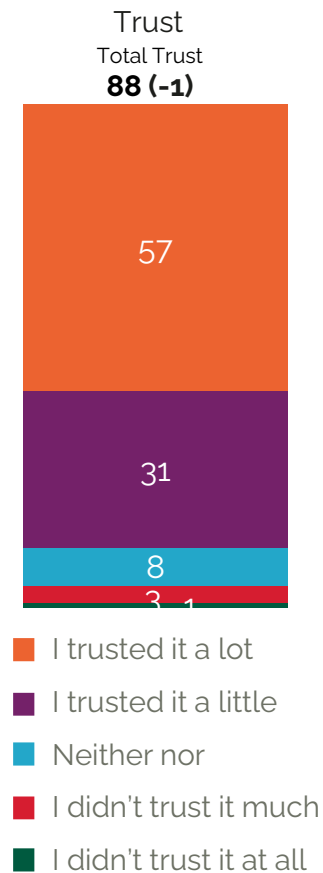


How satisfied were you with the following aspects of the information provided during your journey? (excl DK) Oct/Nov/Dec 22/Jan/Feb/Mar/Apr/May/ Jun /July/Aug/Sept 23 – ease (848/822/871/852/729/887/655/645/842/685/666/677), accuracy (850/826/866/852/733/890/675/661/861/719/695/700), frequency (848/824/871/851/729/889/643/634/822/685/653/666), timeliness (852/826/873/852/734/889/636/631/817/687/646/667), amount (853/830/870/854/735/88/652/626/831/704/666/672), clarity (846/831/871/850/729/891/652/652/843/717/686/693), consistency (848/823/869/855/731/890/650/645/853/702/668/687)

# Rating of trustworthiness of information provided

Almost 9 in 10 (88%) rail passengers stated they trusted the information provided to them – driven by those who are not disrupted. Those experiencing some sort of disruption are more changeable in their trust of the provided information.

Overall rating of trustworthiness of information provided by disruption (%)

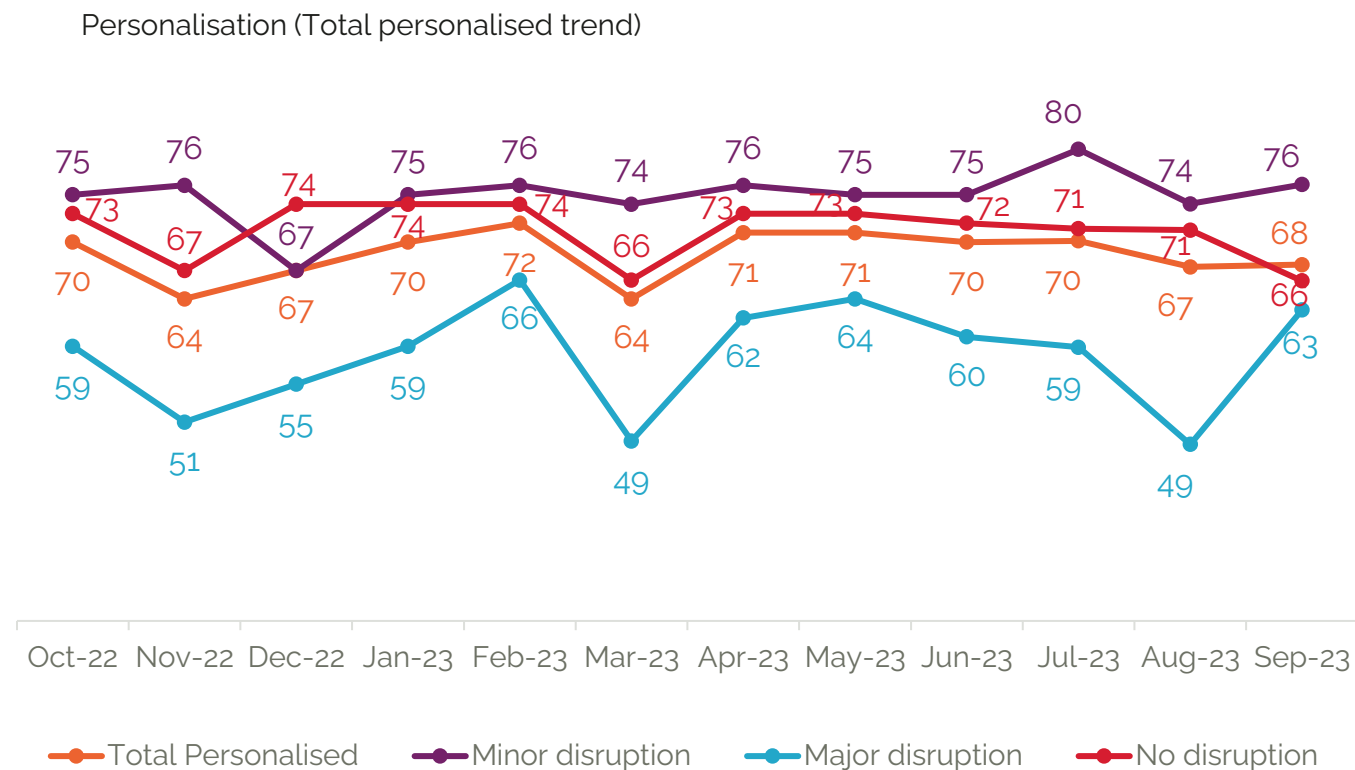
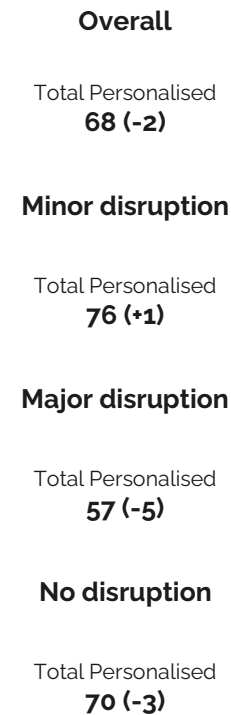
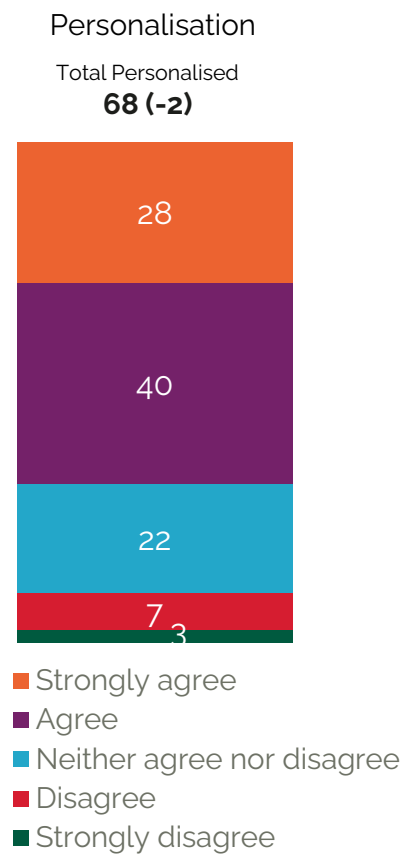




# Rating personalisation of the information provided

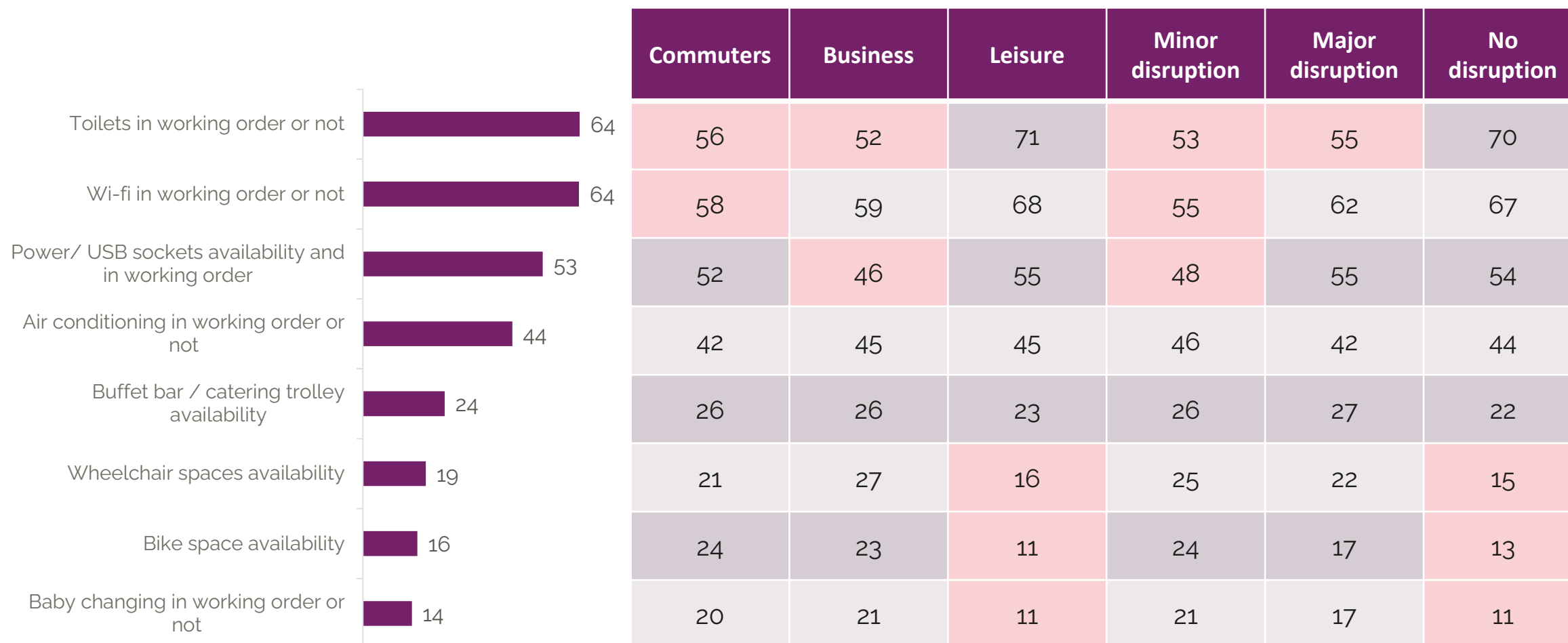
7 in 10 (68%) perceive the information to be personalised to them. Tailoring the information is likely less impactful for those experiencing no disruption as they are generally very satisfied with the information they are given. Alternatively, the major disrupted could benefit from more tailored information.

Overall rating of personalisation of information provided (%)



# Useful real-time information required by passengers

The types of information most useful to passengers to receive in real-time is whether the Wifi or toilets are in working order or not, particularly among those with no disruption, those travelling for leisure and those with a major disruption. The the latter of the three passenger types would particularly benefit from good wi-fi when they are amidst a disruption.





# Planning and booking

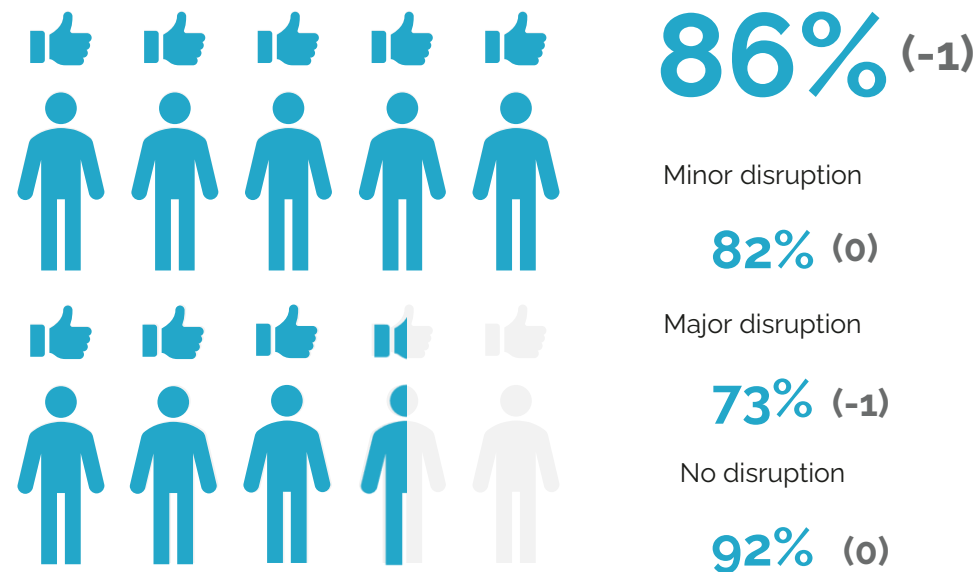
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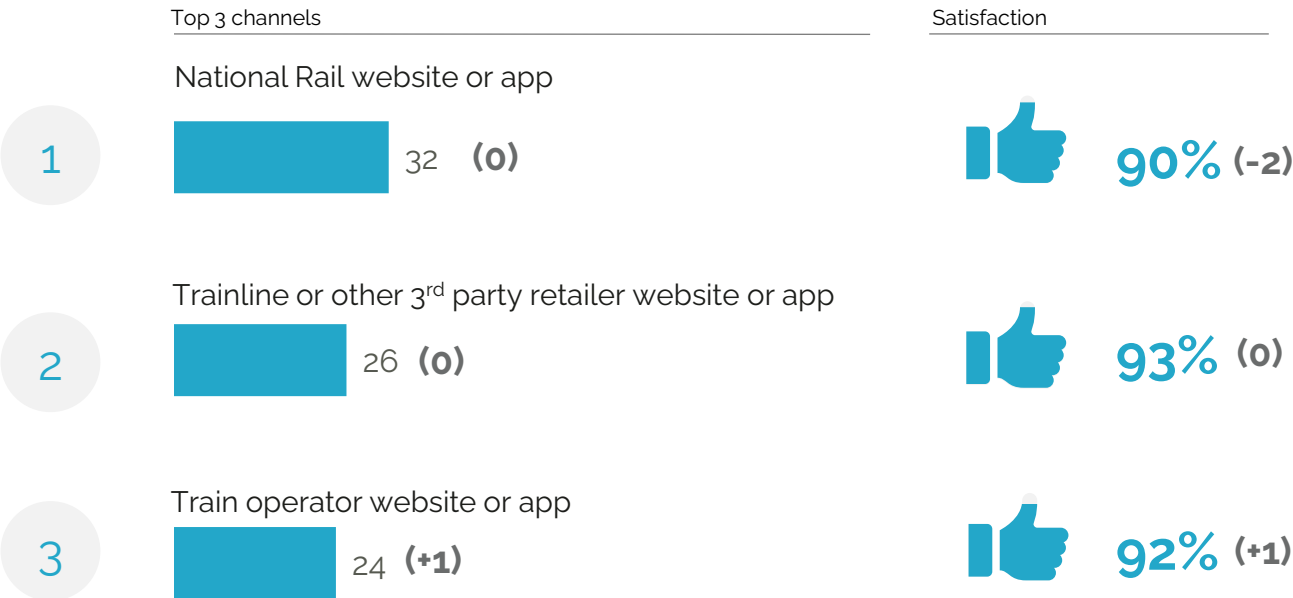
# Planning and booking – Key satisfaction metrics

Rail passengers planning and booking their journeys continue to be highly satisfied with the information provided (86%) at that stage. The main sources of information used remain unchanged – top channel was National Rail website or app (32%), Trainline or other 3<sup>rd</sup> party retailer website or app (26%) and the train operator website or app (24%). All three channels received high satisfaction ratings between 90%-93%.

Overall, this quarter, passengers gave a satisfaction (with information provided) percentage of :



Top 3 channels used during planning and booking and their satisfaction (%):

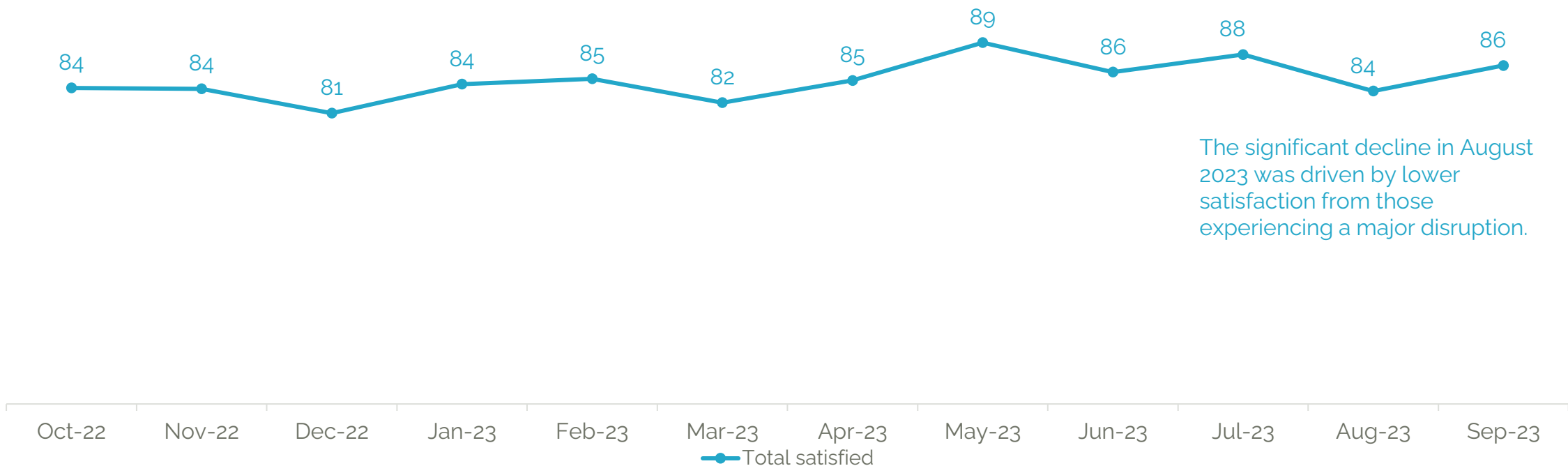




# Overall satisfaction with information provided when planning and booking

Satisfaction with information provided at the planning and booking stage has remained very high. Albeit, there was a decline in satisfaction in August 2023 driven by those with a major disruption. This dip correlates with the decrease in the rating of information provided about 'which trains services were running' during strikes as reported by Transport Focus\*, where just 44% rated the information available as total good (% very good/fairly good).

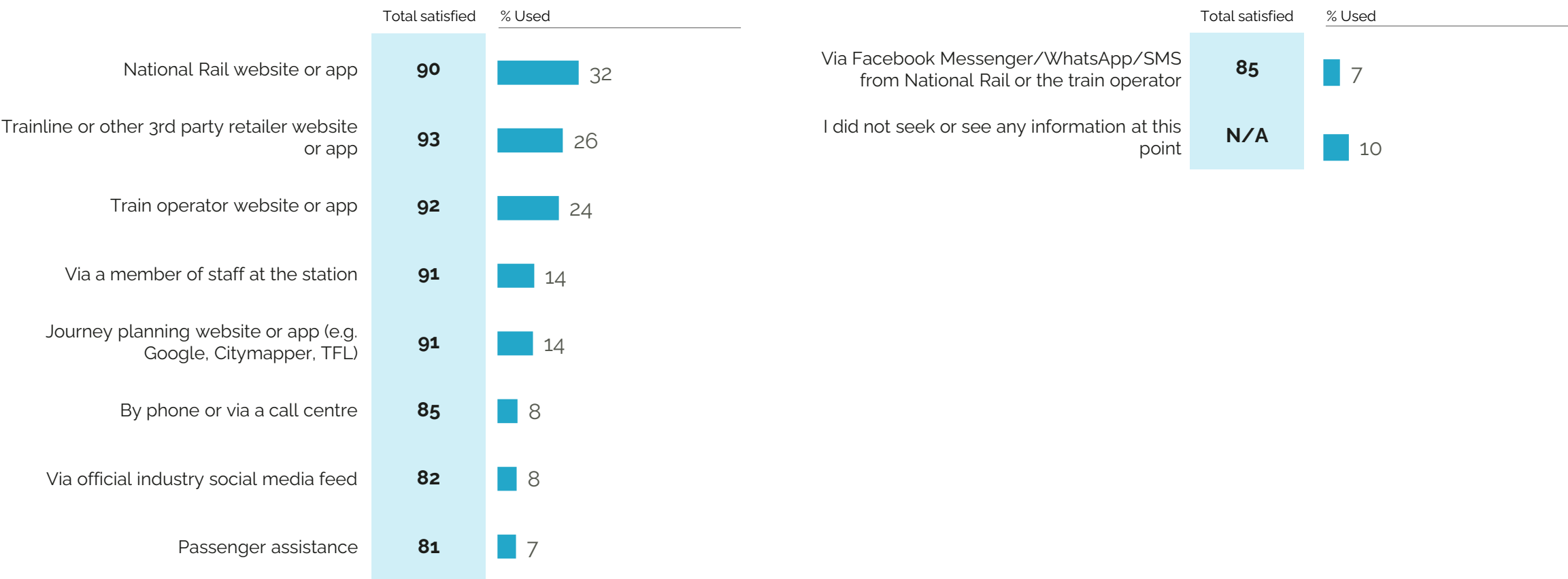
Overall satisfaction with information provided when planning and booking – trended (%)



# Information channels used and their satisfaction

As with previous quarters, the more commonly used information channels when planning and booking journeys received higher satisfaction ratings than some of those with a lower incidence. And yet these channels with a lower incidence are used more so by the disrupted and so it's important that these provide information that will assist these passengers during delays and/or cancellations.

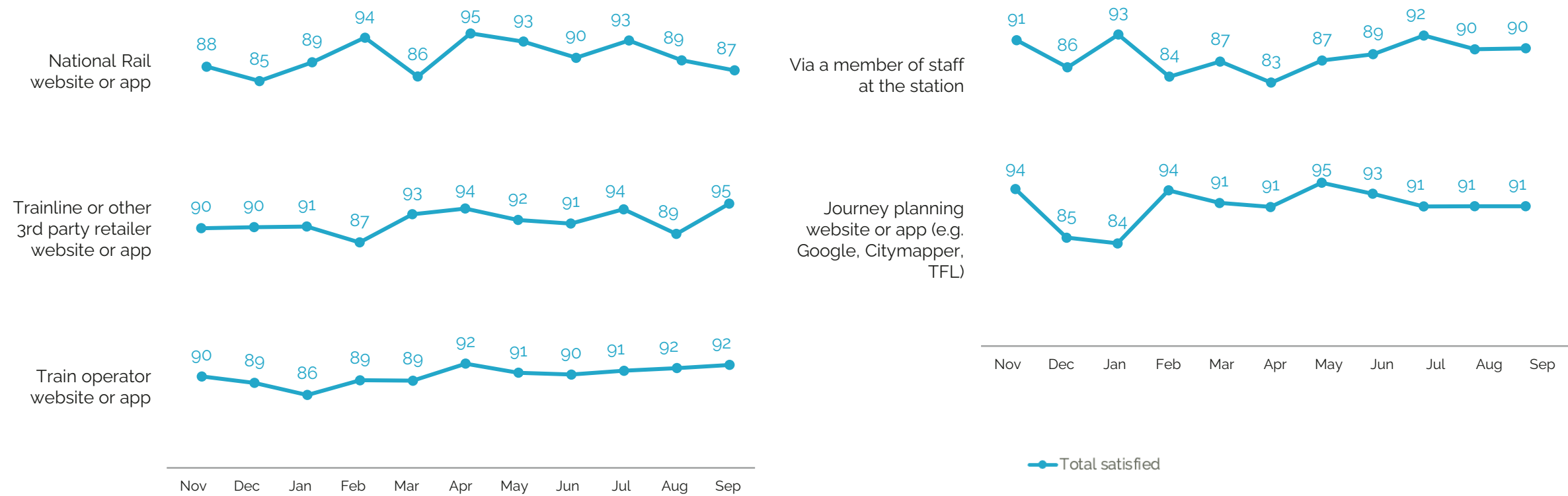
Information channels used and satisfaction with each when planning and booking a journey (%)



# Satisfaction with information channels

Satisfaction with National Rail and Trainline is variable this quarter. For NR, this is driven by all passenger types rating NR slightly less each month, while for Trainline the decline in August was driven by the major disrupted. This correlates with the drop observed at an overall level among the major disrupted (slide 22). For the other 3 channels, they have remained consistently high over the last 3 months.

Satisfaction of information channels when planning and booking a journey – trended (%)  
(Top 5)

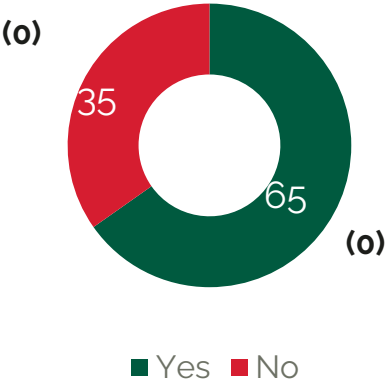


How satisfied were you with the information that was provided on the channels you used when planning and booking your journey? (excl DK) Nov/Dec 22/Jan/Feb/Mar/Apr/May/Jun / July/Aug/Sept 23 - National rail website or app (250/264/290/236/275/246/249/308/269/271/245) , Trainline or other 3<sup>rd</sup> party retailer website or app (258/236/220/204/239/217/240/270/231/219/256), Train operator website or app (204/223/217/187/266/204/173/286/231/226/212) , Via a member of staff (111/112/126/105/119/124/109/146/112/123/137), Journey planning website or app (94/103/121/94/100/85/114/129/115/107/91)

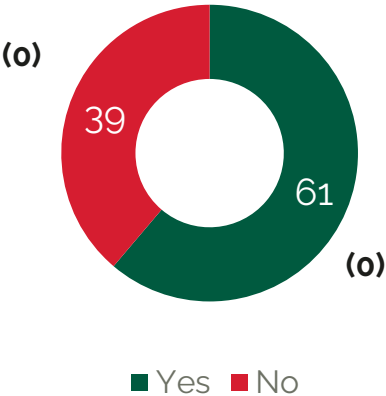
# Information about facilities available

Around 2 in 3 customers found information about the facilities at the station or on board the train before they departed. For information about station facilities, this continues to be useful to passengers (stable at 90%). The combination of information about facilities at the station and on-board is appreciated by most passengers when compared to those who only receive information at one point or the other.

Found information about the facilities available **at the station** (%)



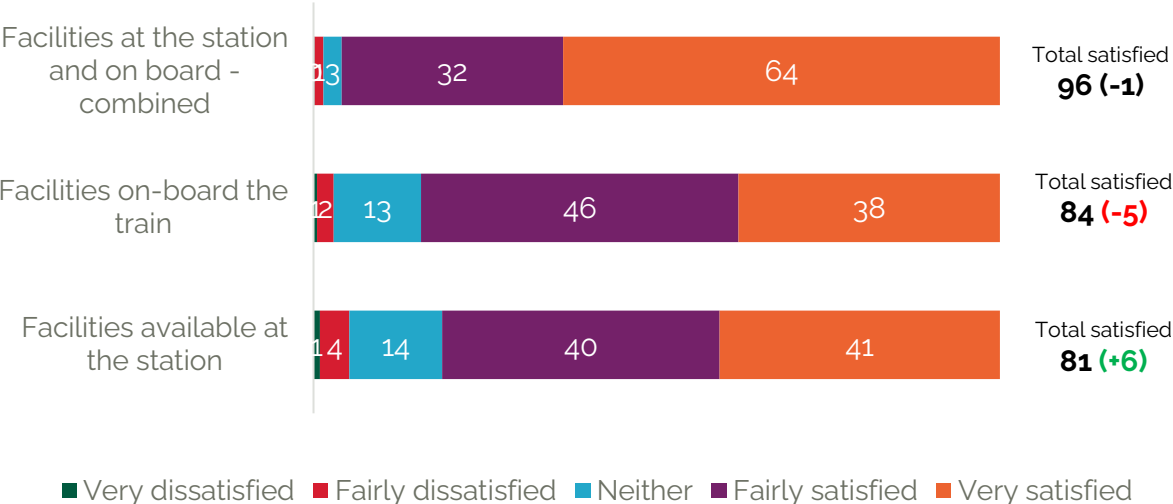
Found information about the facilities available **on board the train** (%)



Usefulness of information about the facilities at the station (%)



Satisfaction of information about the facilities available\* (%)

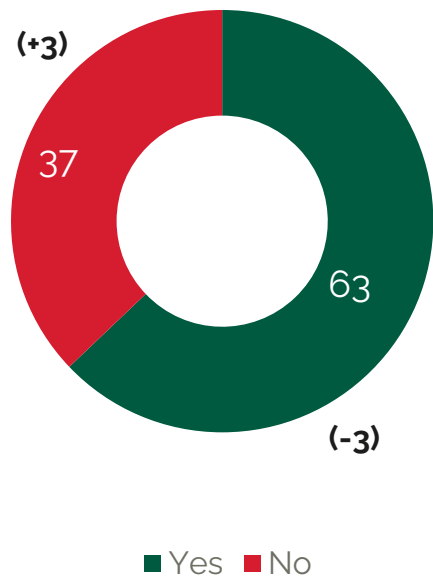




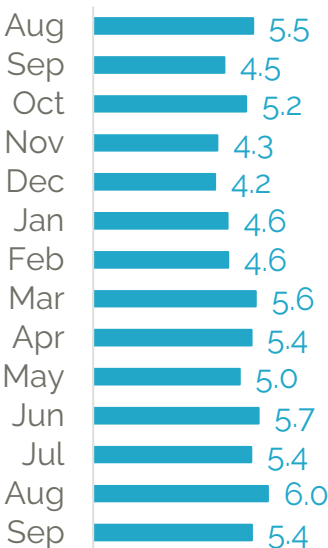
# Changes to train times

A third of passengers received information relating to changes to train times at the planning and booking stage which was received, on average, around 6 days in advance (an increase of 1 day on average compared to last quarter). Over time, satisfaction with the types of information passengers are receiving is no longer improving.

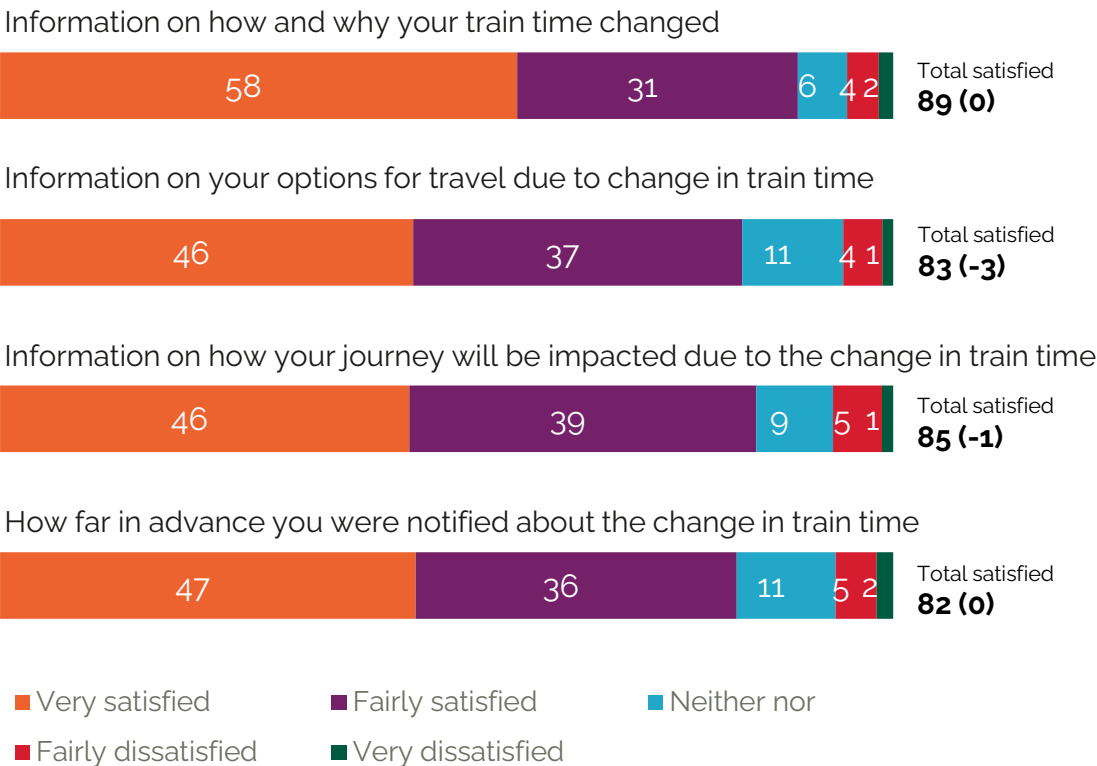
Found changes to train times (%)



Average time information about the change to train times is received before journey (days)



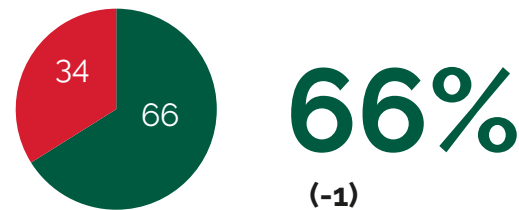
Satisfied with the following (%)



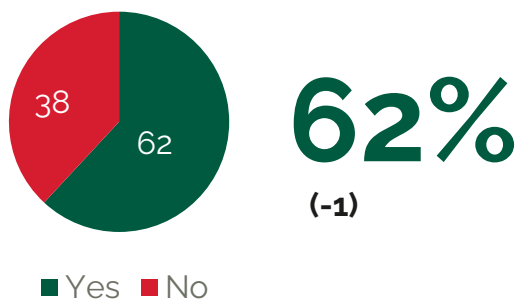
# Date provision and seat availability for advance ticket booking

Of those who received information on dates available for advance ticket booking (66%), passengers continue to be very positive about the range of information and how well they were kept informed about the dates available (88%-92%). 62% receive information on seat availability and 9 in 10 of these passengers are satisfied with this information.

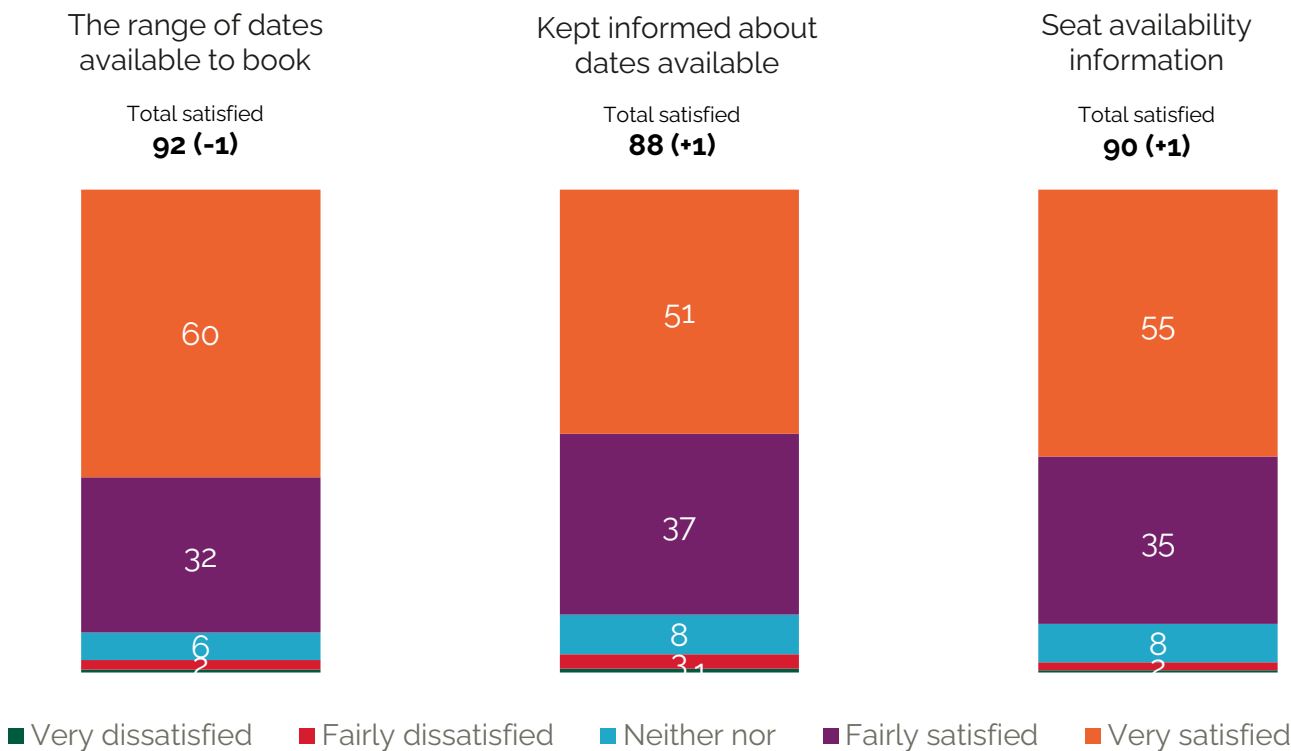
Found list of dates currently available for advance ticket booking (% yes)



Found seat availability on the train (% yes)



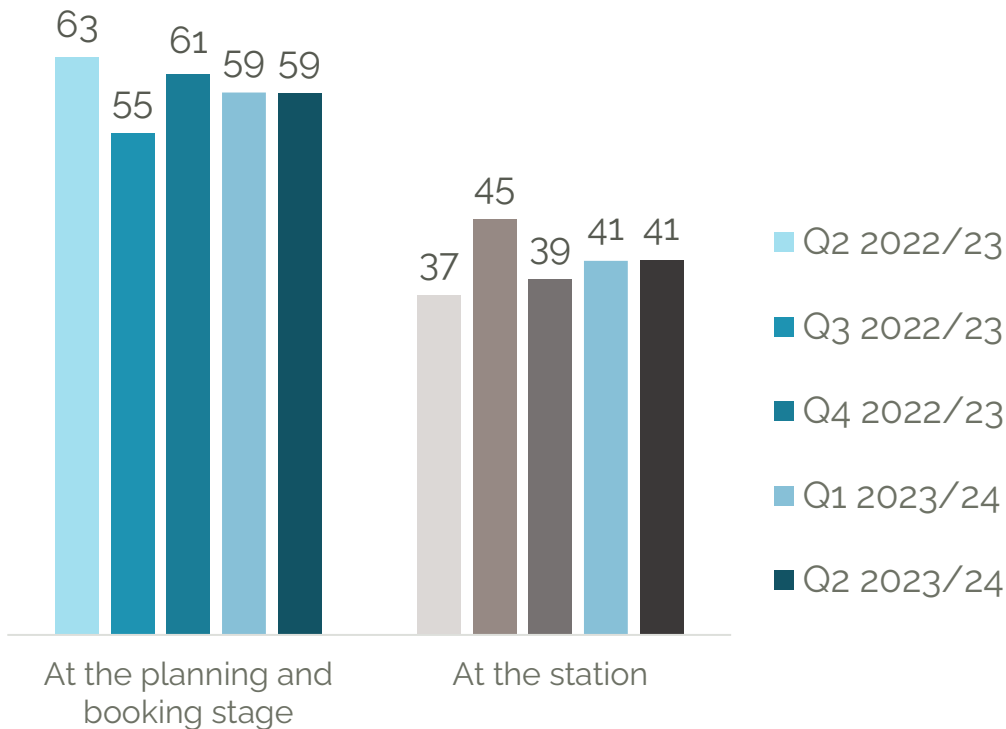
Satisfaction with advance booking information and seat availability (%)



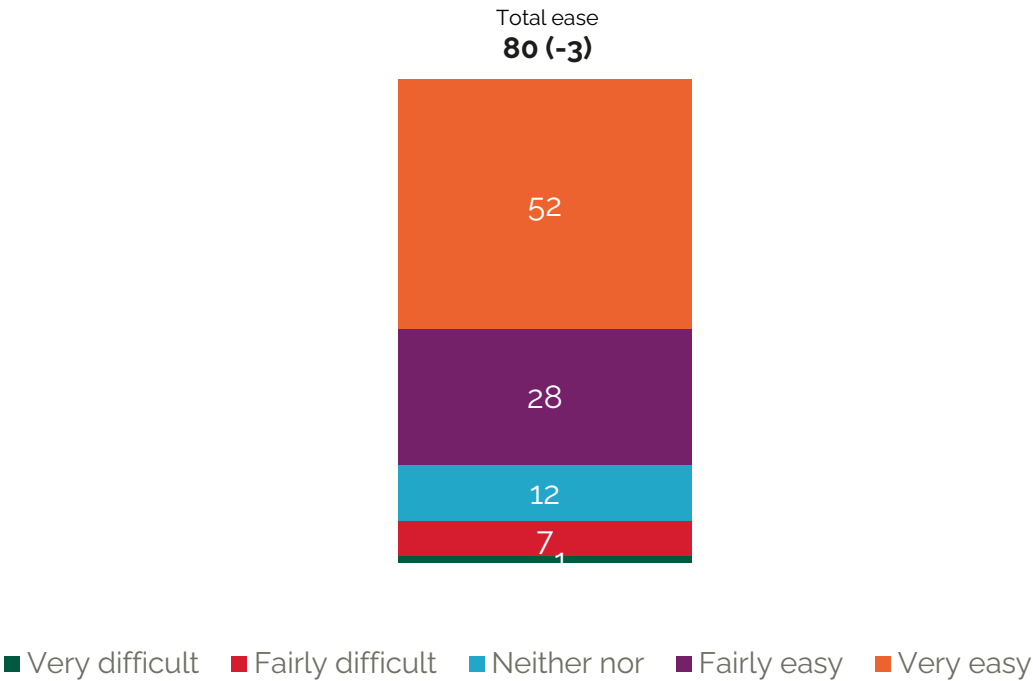
# Stage informed about rail replacement bus and ease in finding such information

Of those experiencing a rail replacement bus, nearly two thirds are informed about this before making their journey. For the majority (more than half) it was easy to find out where the bus replacement would be located.

Stage at which passengers were informed about the rail replacement bus (%)



Ease with finding information on where bus replacement is located (%)





# Journey to the station

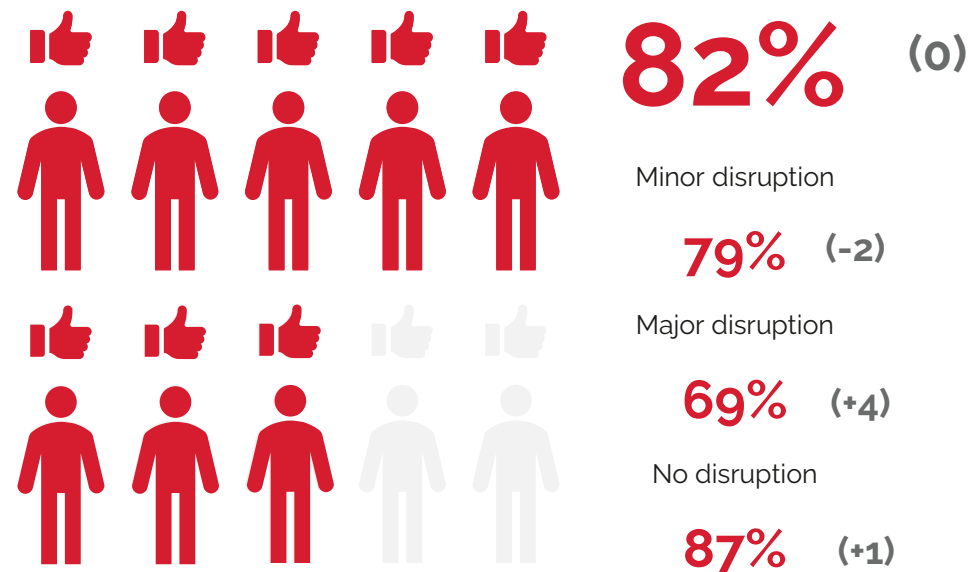
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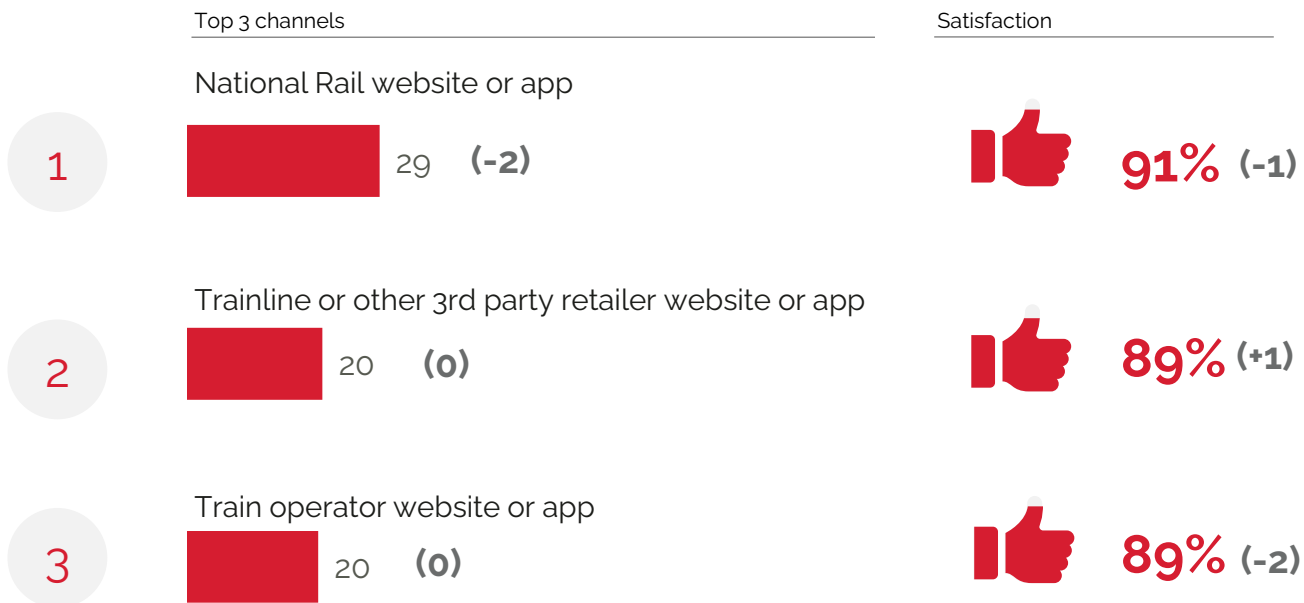
# Journey to the station – Key satisfaction metrics

At an overall level, satisfaction with information during the journey to the station is consistent wave on wave - 82% of rail passengers on their way to the station were satisfied with the information provided. This stage is marginally lower in the received ratings than at other points in the journey, driven predominantly by the major disrupted. The most used channel is the National Rail website or app (29%), which is also the channel passengers are most satisfied with.

Overall, this quarter, passengers gave a satisfaction (with information provided) percentage of:



Top 3 channels used and their satisfaction (%):

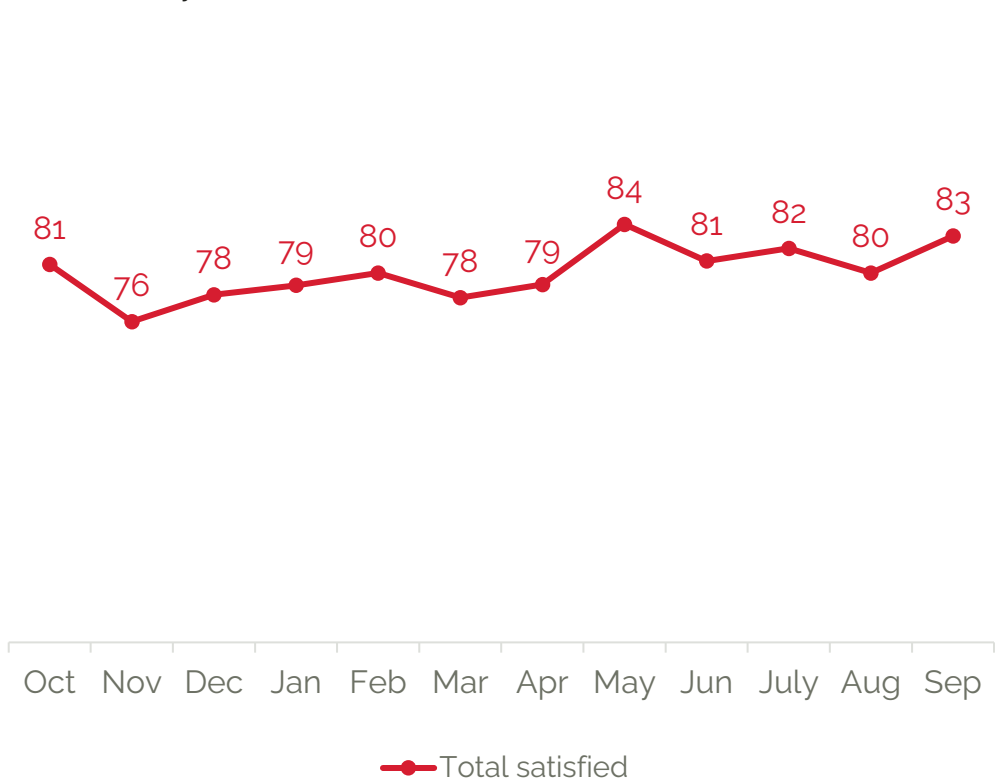




# Overall satisfaction with information provided and information channels used when making the journey to the station

Satisfaction with information during the journey to the station looks to have stabilized somewhat over the last 3 months, averaging at 82% total satisfied. This stage does not appear to be impacted by a significant decline in satisfaction as seen at the previous journey stage. Channel usage correlates to perceived satisfaction, with very high satisfaction reported for all channels used.

Overall satisfaction with information provided when making the journey to the station – trended (%)



Information channels used and satisfaction with each when making the journey to the station (%)

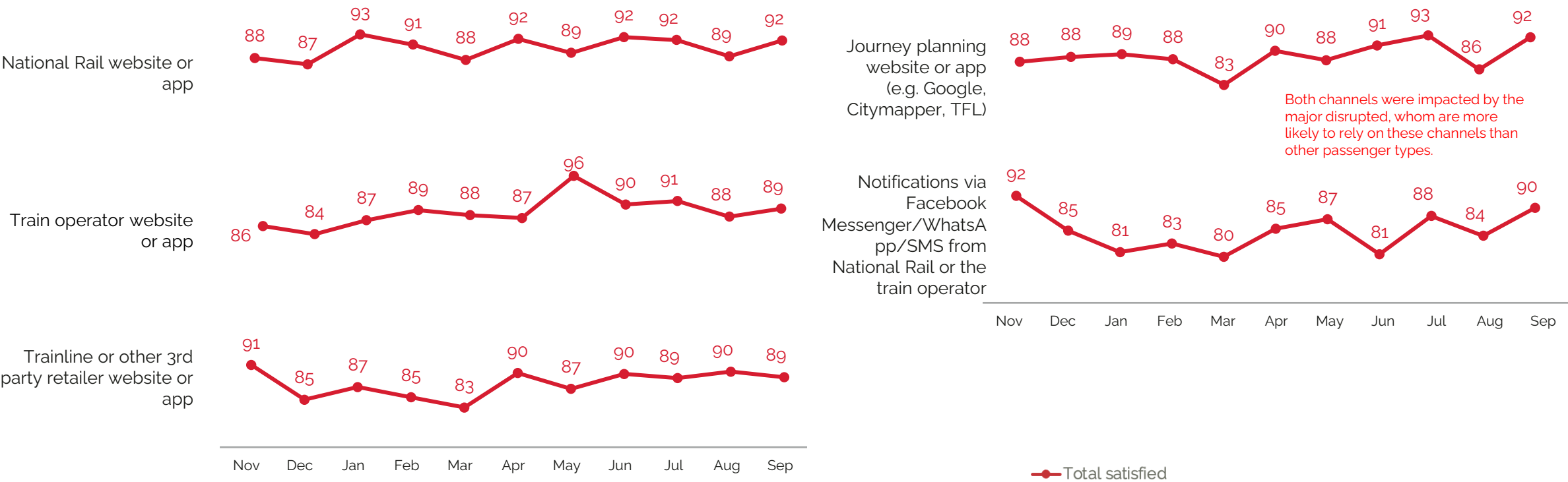
	Total satisfied	% Used
National Rail website or app	91	29
Train operator website or app	89	20
Trainline or other 3rd party retailer website or app	89	20
Journey planning website or app (e.g. Google, Citymapper, TFL)	90	17
Notifications via Facebook Messenger/WhatsApp/SMS from National Rail or the train operator	87	11
Via official industry social media feed i.e. The train operator's Facebook page, Network Rail Twitter	86	10
I did not seek or see any information at this point	N/A	26

Overall, how satisfied were you with the information provided about your upcoming rail journey when on your way to the station? Oct/Nov/Dec 22/ Jan/Feb/Mar/Apr/May/Jun/July/Aug/ Sep 23 (788/746/770/742/668/779/724/732/921/735/757/733). Which of the following information channels did you utilise when on your way to the station? How satisfied were you with the information that was provided on the channels you used when on your way to the station? (excl DK) July-Sep 23 (2536)

# Satisfaction with information channels

The top 3 channels are consistent in their satisfaction ratings over the last 3 months and have improved on where they were nearly a year ago. Satisfaction with journey planning tools and messenger services were impacted in August, and this was driven by those experiencing a major disruption. These are tools that are useful for up-to-date information on how a disruption is progressing, as well as navigating alternative ways to reach a destination.

Satisfaction of information channels when making the journey to the station – trended (%)  
(Top 5)



How satisfied were you with the information that was provided on the channels you used when on your way to the station? (excl DK) Nov/Dec 22/Jan/Feb/Mar/Apr/May/Jun/July/Aug/Sep 23 - National rail website or app (255/269/230/197/214/240/250/303/249/248/230), Train operator website or app (140/150/134/133/149/150/148/216/175/182/156), Trainline or 3<sup>rd</sup> party website or app (195/175/131/144/152/159/196/227/163/193/182), Journey planning website or app (e.g. Google, Citymapper, TFL) (106/143/133/95/106/117/132/149/137/130/123), Notifications via Facebook Messenger/WhatsApp/SMS from National Rail or the train operator (78/89/86/105/79/88/96/110/92/94/88)



# At the station

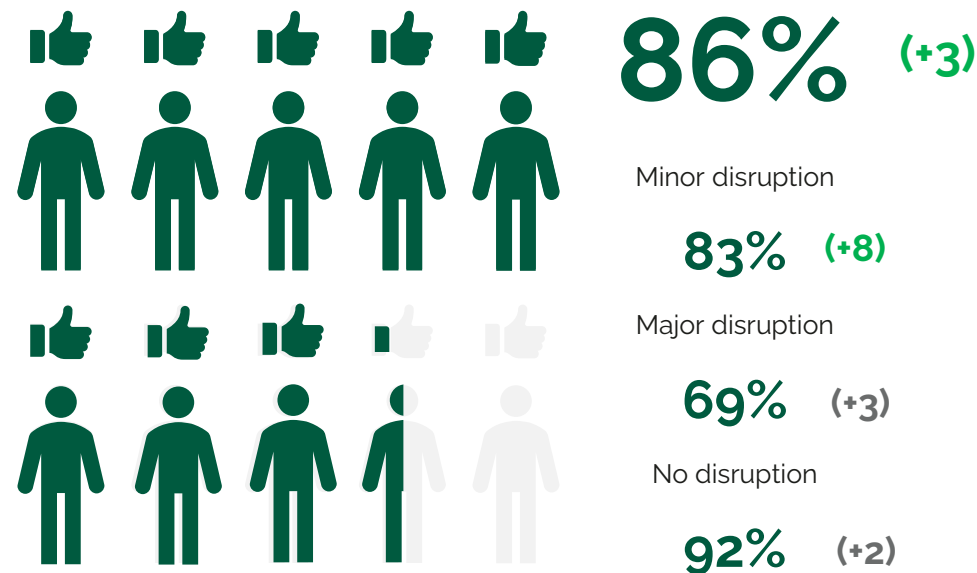
***Rail Delivery Group***



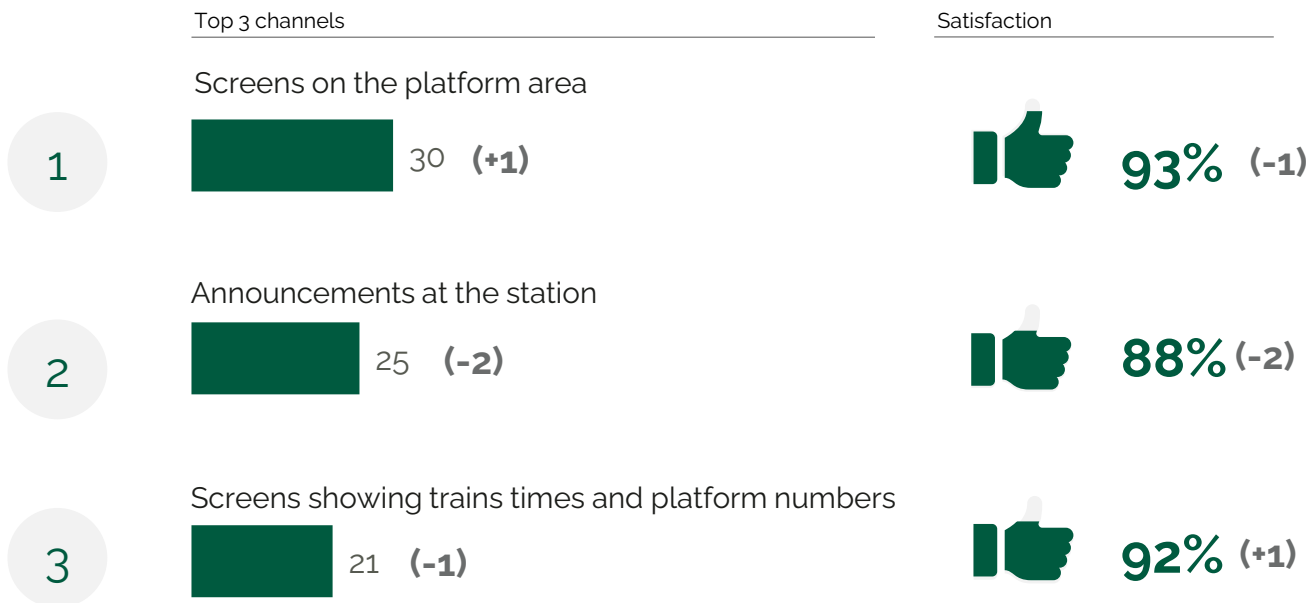
# At the station – Key satisfaction metrics

At the station, 86% were satisfied with the information they are provided about their upcoming rail journey – a significant improvement on last quarter and an experience shared by all passenger types. The top 3 channels used are screens on the platform area, followed by announcements at the station and screens showing train times and platform numbers – same as the last two quarters. Satisfaction with these channels is very high – between 88-93%.

Overall, this quarter, passengers gave a satisfaction (with information provided) percentage of:



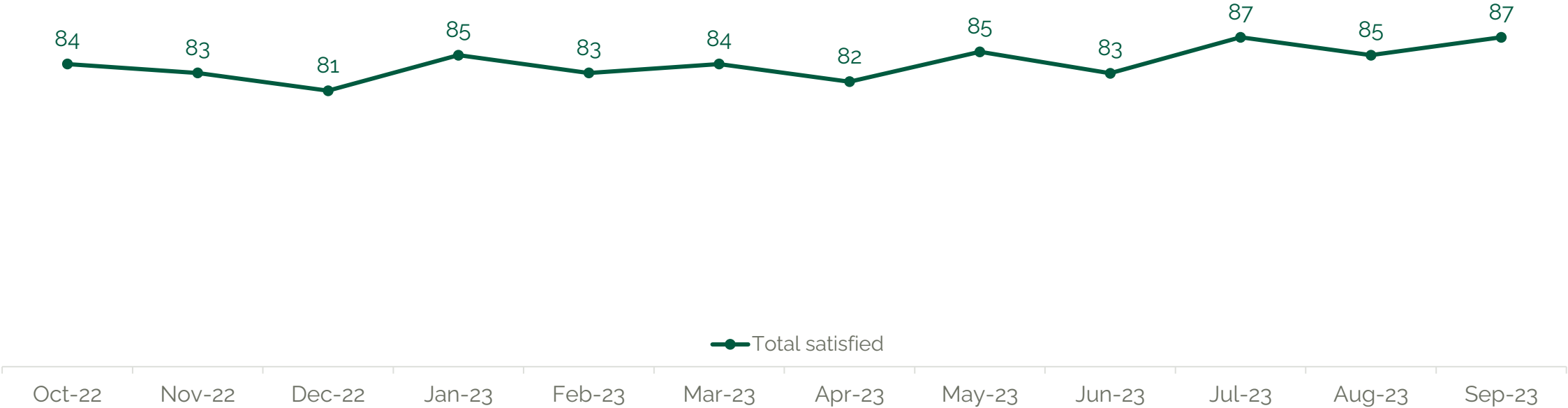
Top 3 channels used and their satisfaction (%):



# Overall satisfaction with information provided when at the station

Looking at the trended satisfaction with information provided when at the station, this has improved and reached its highest point in July and September 2023.

Overall satisfaction with information provided when at the station – trended (%)

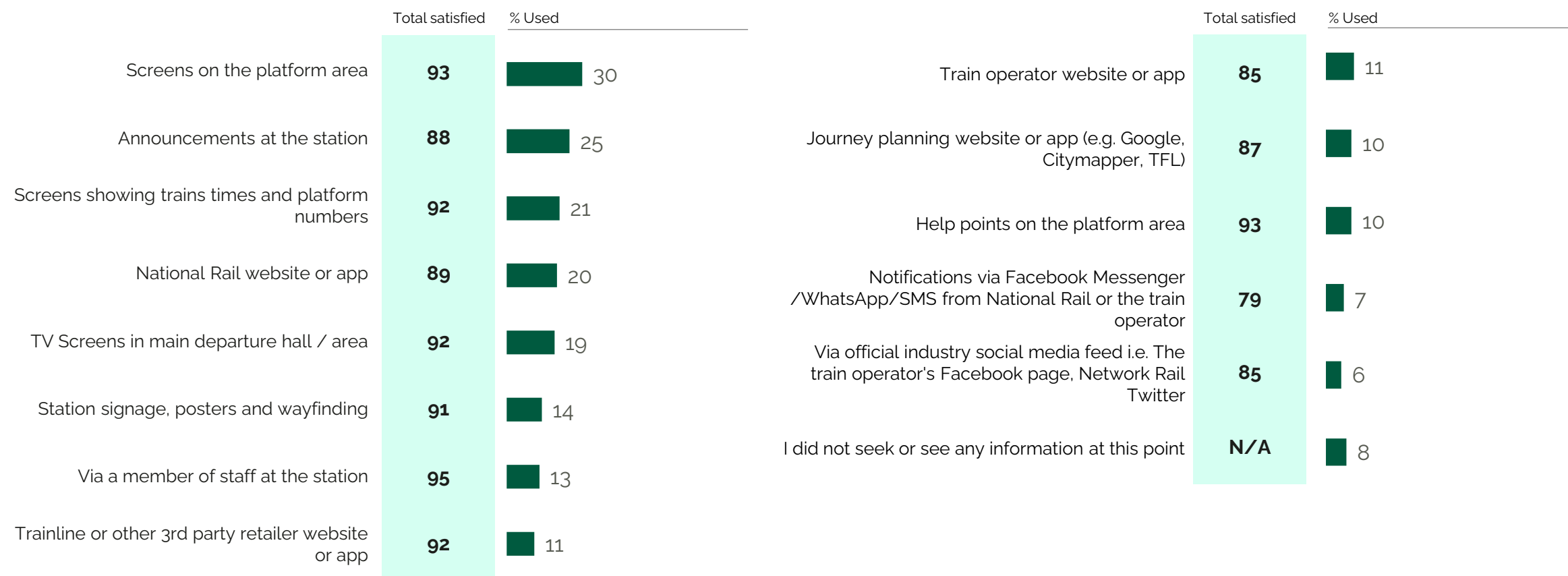




# Information channels used and their satisfaction

Screens on the platform area are used by almost a third of passengers at this point in the journey, and nearly all are satisfied with the information it provides. Despite its lower incidence of use, the top-rated channel this quarter is receiving information via a member of staff.

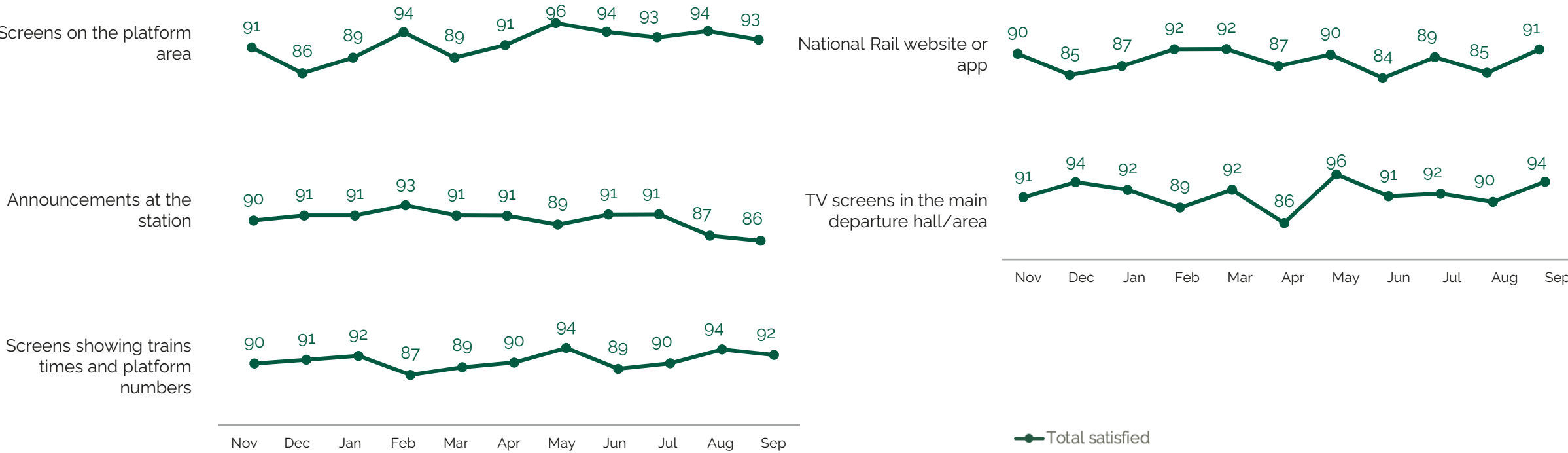
Information channels used and satisfaction with each when at the station (%)



# Satisfaction with information channels

Screens perform highly throughout the quarter and suggest the information provided here is sufficient for passengers' needs. Alternatively, announcements delivered at the station were impacted from August onwards after being consistently high.

Satisfaction of information channels when at the station – trended (%)  
(Top 5)



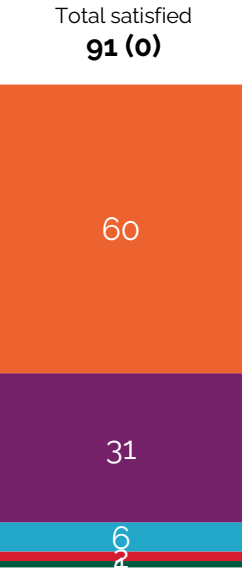
How satisfied were you with the information that was provided on the channels you used when at the station? (excl DK) Nov/Dec 22 /Jan/Feb/Mar/Apr/May/Jun/July/Aug/Sep 23 - Screens on the platform area (215/224/236/205/272/235/211/287/254/221/258), Announcements at the station (206/187/188/188/203/195/218/256/212/206/211), Screens showing train times and platform numbers (152/164/162/151/191/163/178/210/171/181/167), National Rail website or app (159/170/155/134/149/155/152/201/164/165/159), TV screens in the main departure hall/area (136/136/143/145/147/143/140/180/163/160/158)

# Satisfaction with experiences at the station

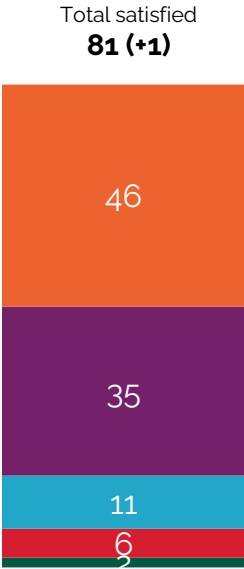
Looking at the type of information passengers receive; they continue to be satisfied with their experiences at the station. Timeliness of platform information remains the most highly rated. Staff assistance is not helpful for all passengers, albeit of the 13% who acquire information from staff members they are more likely to rate these experiences higher.

## Updates on the platform and train (%)

Timeliness with which platform information was announced



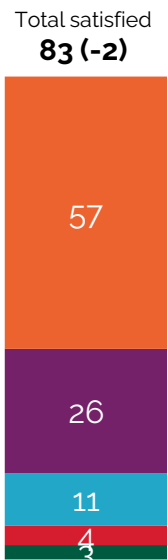
Kept up to date about the status of the train



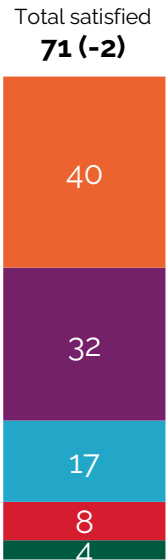
Very dissatisfied Fairly dissatisfied Neither nor  
Fairly satisfied Very satisfied

## Staff (%)

Were able to answer questions



Provided me with helpful information



Available to help me



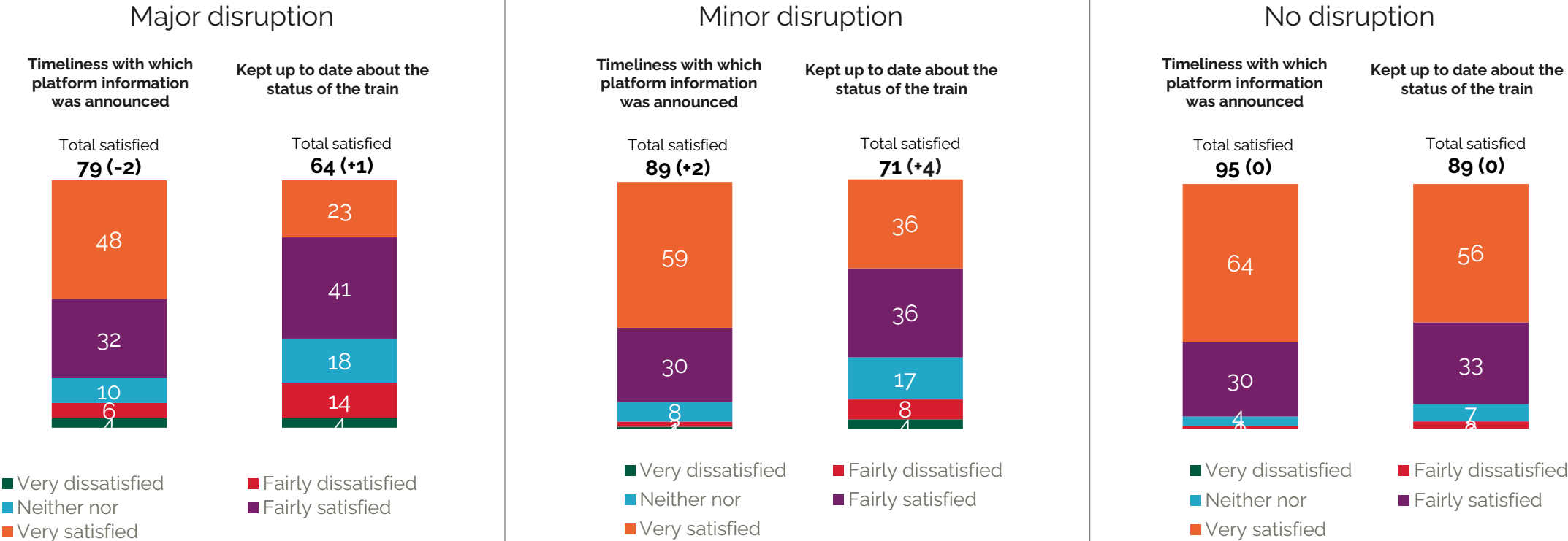
Very dissatisfied Fairly dissatisfied Neither nor  
Fairly satisfied Very satisfied

How satisfied were you with your experience with the following when at the station? (excl DK) (Timeliness with which platform information was announced /Kept up to date about the status of the train) July-Sep 23 (2451/2439) Focusing on the staff at the station, how satisfied were you with the following? July-Sep 23 (Were able to answer questions/Provided me with helpful information/Available to help me) - (1967/1977/2135)

# Satisfaction with experiences at the station – disruption type (1/2)

Timeliness of platform information is highest for all passengers, while train status updates shows some improvement. This is important as the disrupted passengers will require frequent updates to help guide them on what to do next regarding their journey.

## Updates on the platform and train (%)



# Satisfaction with experiences at the station – disruption type (2/2)

Regarding staff at the station, the non-disrupted continue to be the most satisfied. For the disrupted, availability is improving though staff's provision of information is not as helpful and suggests the information needs to be more tailored to the disruption in hand.

Staff (%)

## Major disruption

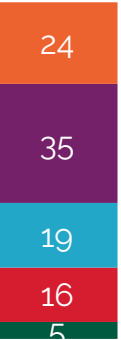
Were able to answer questions

Total satisfied  
77 (-3)



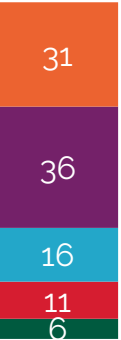
Provided me with helpful information

Total satisfied  
60 (+1)



Available to help me

Total satisfied  
67 (+4)

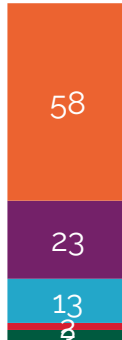


Very dissatisfied Fairly dissatisfied Neither nor Fairly satisfied Very satisfied

## Minor disruption

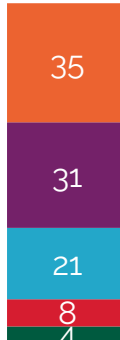
Were able to answer questions

Total satisfied  
82 (-1)



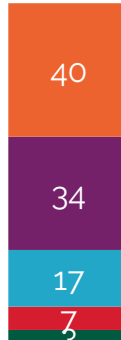
Provided me with helpful information

Total satisfied  
66 (+2)



Available to help me

Total satisfied  
73 (+1)



Very dissatisfied Fairly dissatisfied Neither nor Fairly satisfied Very satisfied

## No disruption

Were able to answer questions

Total satisfied  
85 (-2)



Provided me with helpful information

Total satisfied  
78 (-1)



Available to help me

Total satisfied  
81 (-1)



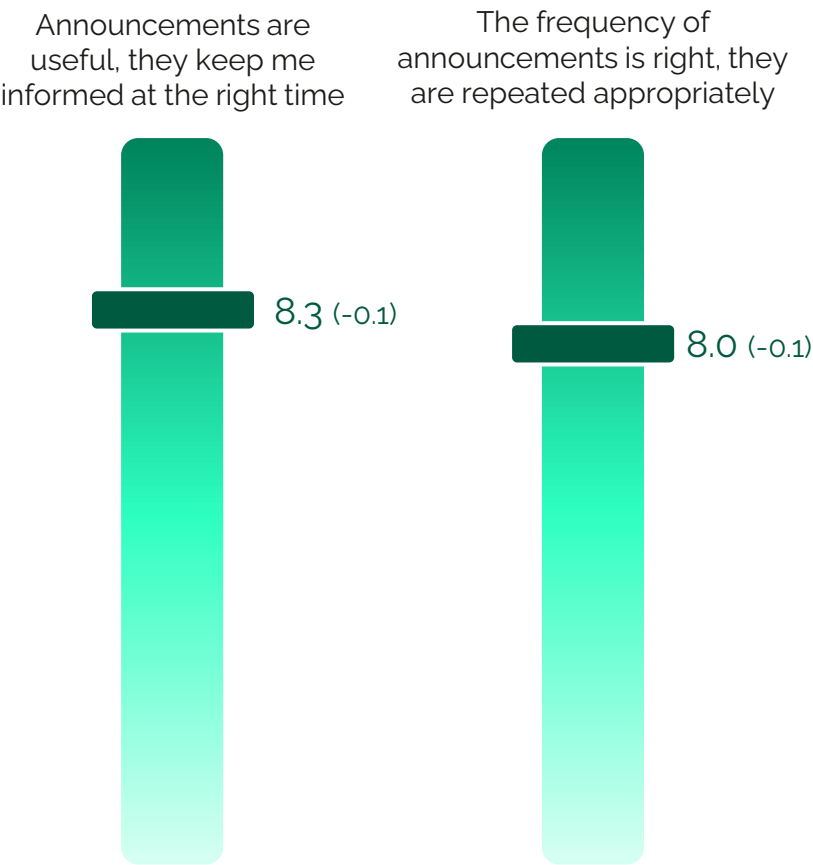
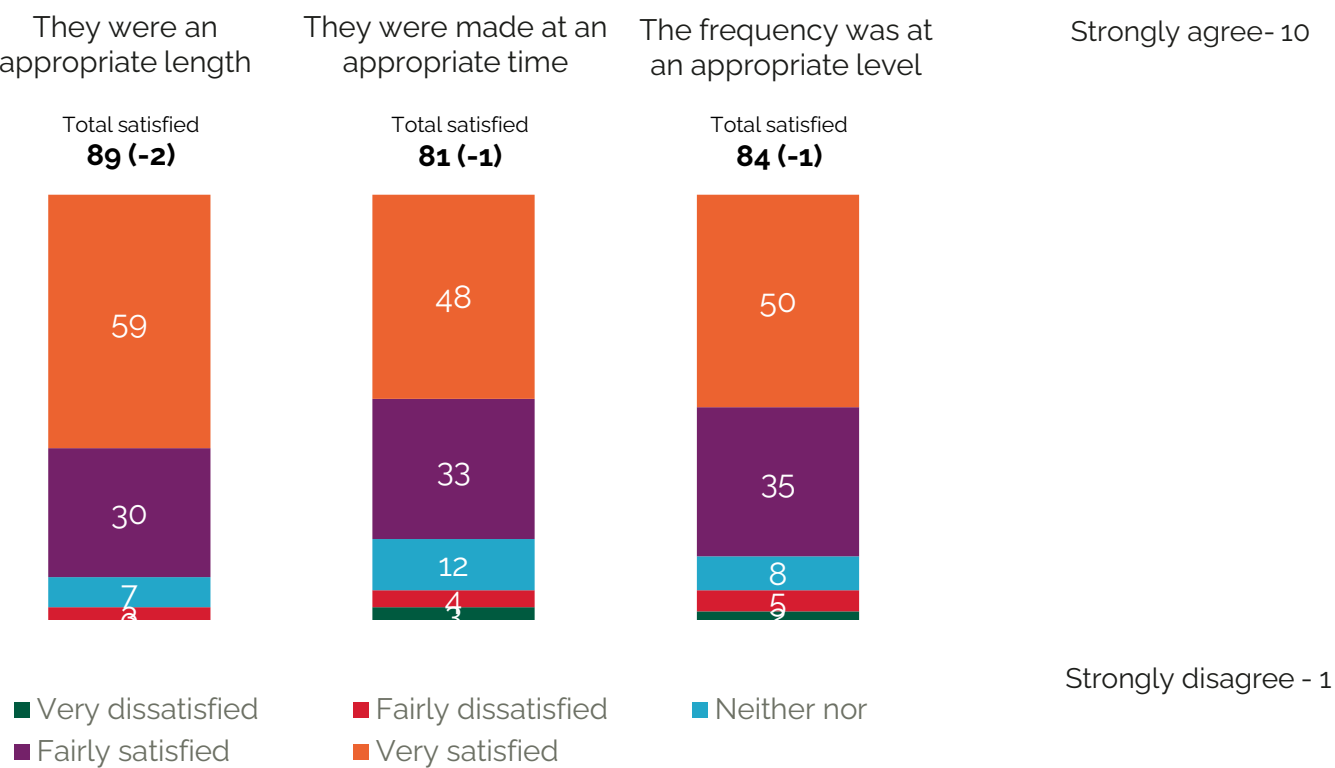
Very dissatisfied Fairly dissatisfied Neither nor Fairly satisfied Very satisfied



# Satisfaction with and ratings of announcements at the station (1/3)

Ratings of announcements at the station showed some marginal declines. Ensuring announcements are provided at the most appropriate time and frequently is key.

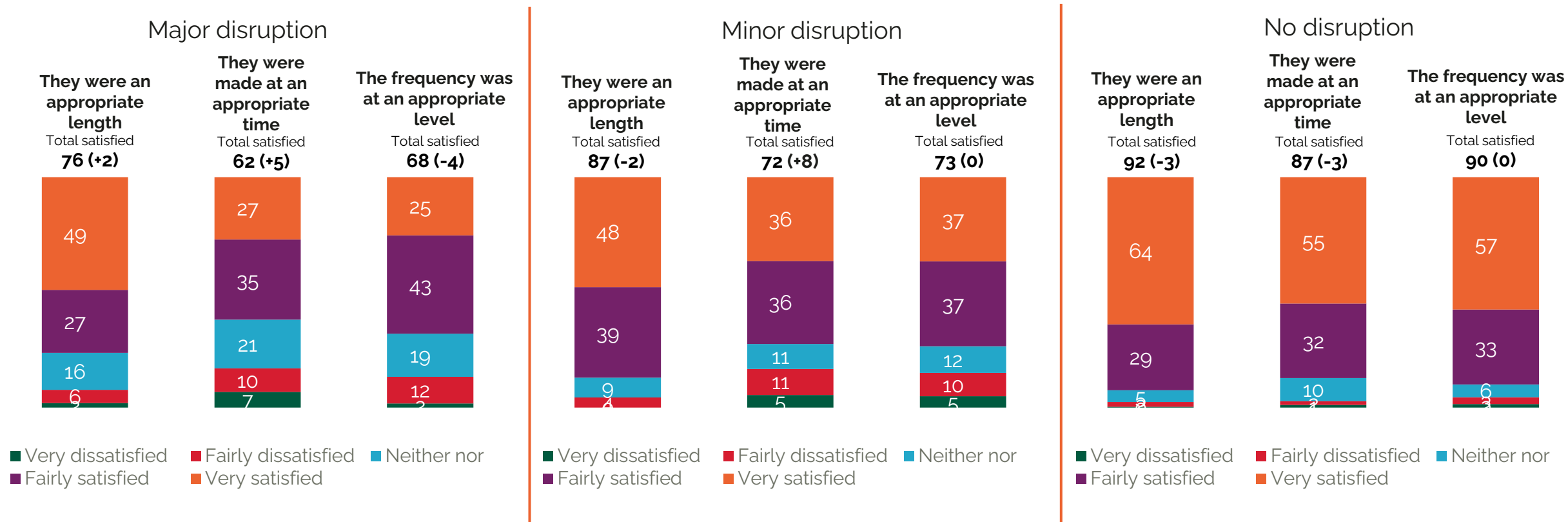
## Announcements at the station (%)



# Satisfaction with and ratings of announcements at the station (2/3)

Looking at the split by disruption type, it is clear there are different preferences for the announcements. The non-disrupted rate the length and frequency highly, while the timing and frequency of updates could be improved for those experiencing a disruption.

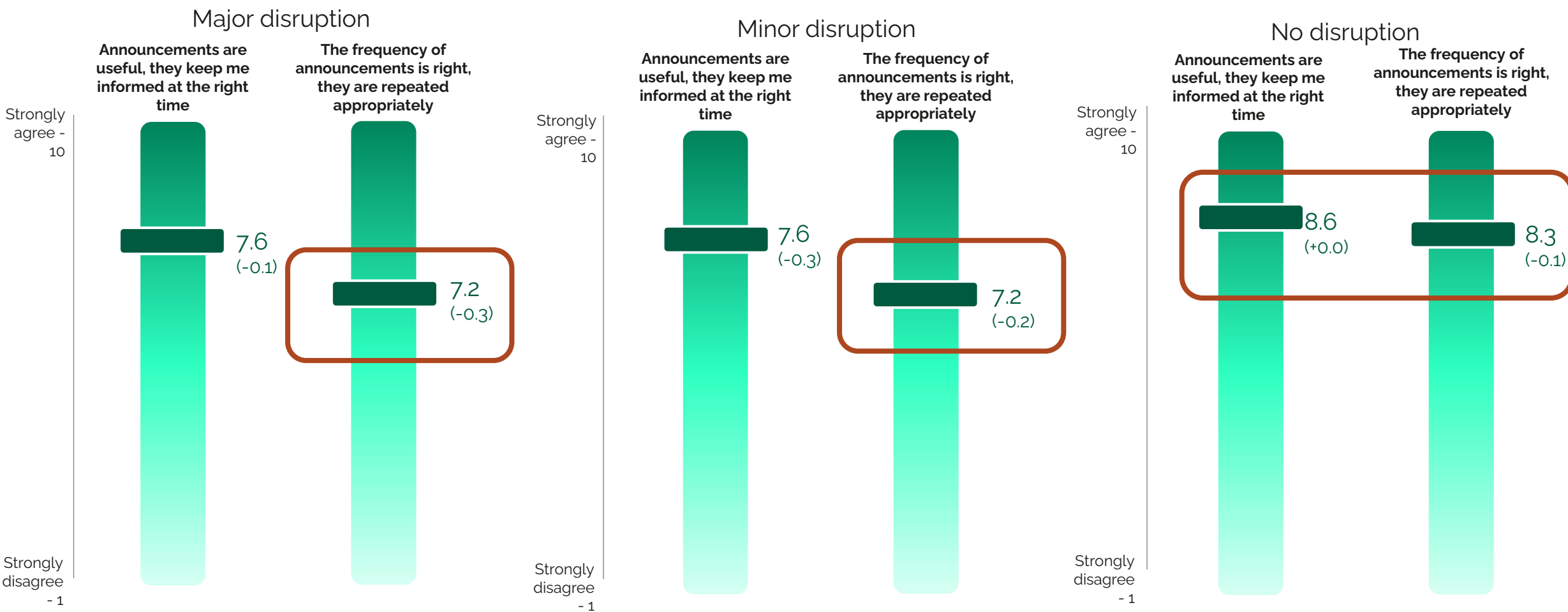
Announcements at the station (%)



# Satisfaction with and ratings of announcements at the station (3/3)

For the non-disrupted generally announcements are perceived to have been about right. For the major and minor disrupted it is key that announcements are useful, frequent and at the right time to ensure passengers can make further decisions about their upcoming journey.

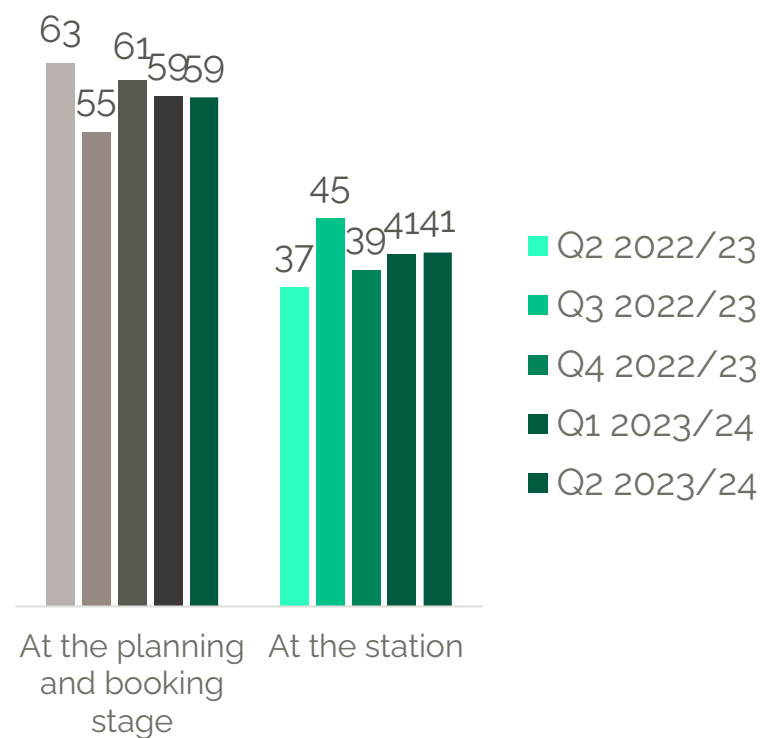
Announcements at the station (%)



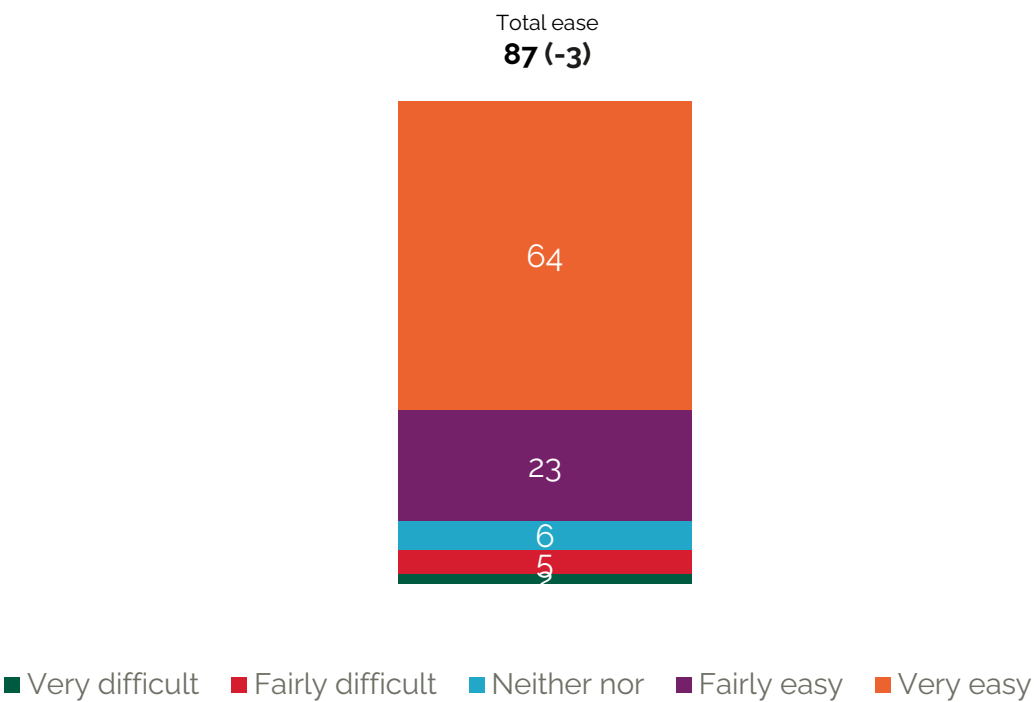
# Stage informed about rail replacement bus and ease in finding such information

As with last wave, fewer passengers were informed about the rail replacement bus at the station. Of those that were, nearly all felt at ease with finding their bus departure point from the information they received at this point.

Stage informed about the rail replacement bus (%)



Ease with finding bus departure point (%)





# On board the train

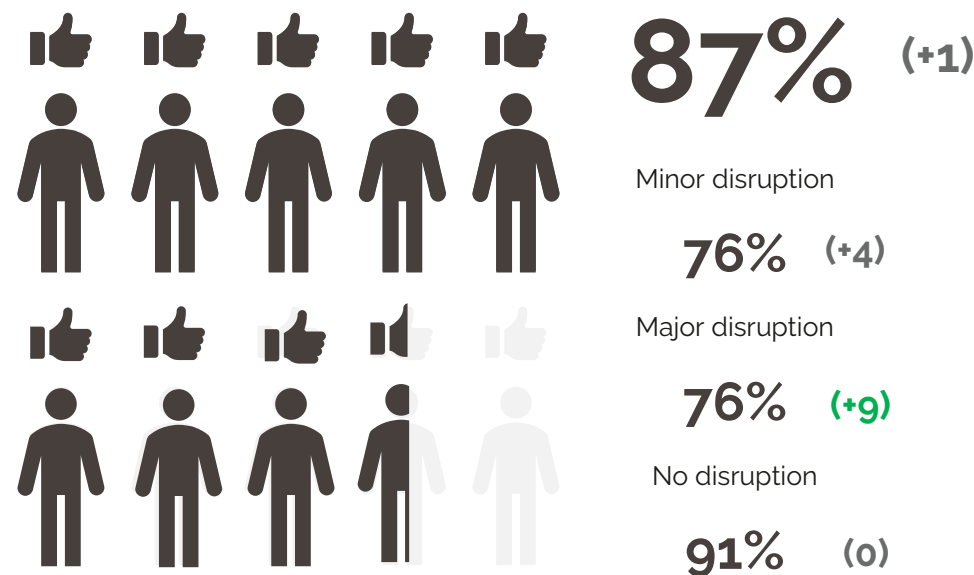
***Rail Delivery Group***



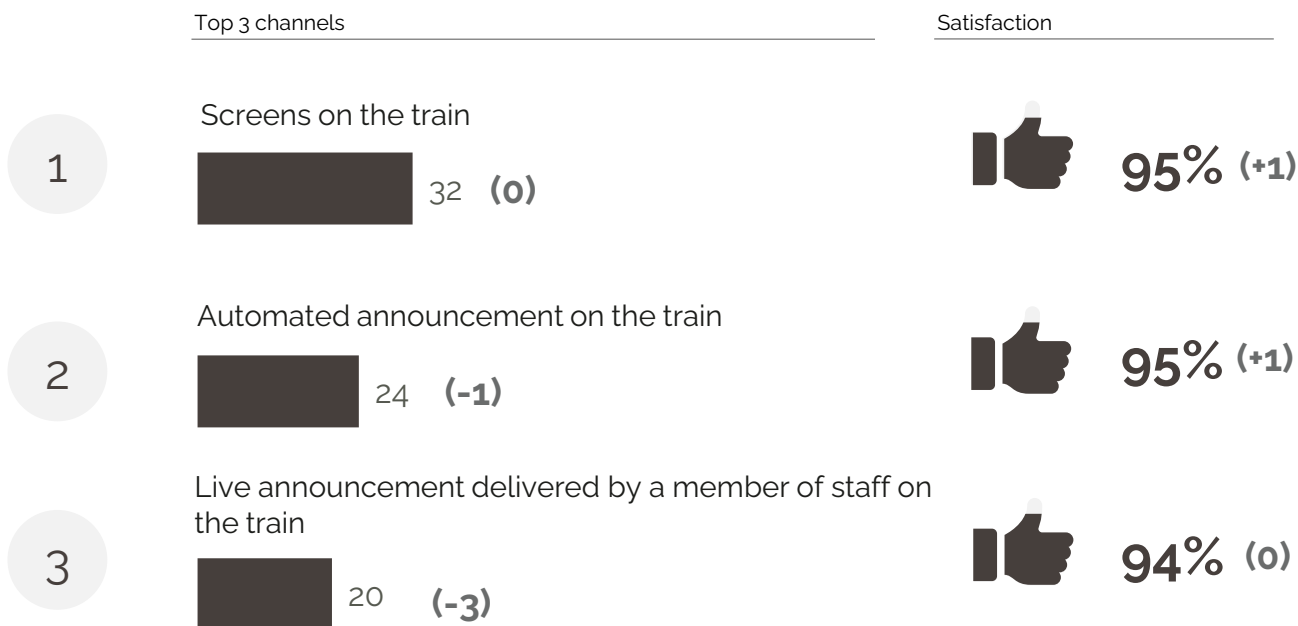
# On board the train – Key satisfaction metrics

Overall, the satisfaction score given to information provided on the train was 87% - most positively the major disrupted are more satisfied with this stage than the last quarter. Like at the station, passengers rely on the screens and announcements as their main sources of information. All of these share a very high satisfaction rating of 94-95%.

Overall, this quarter, passengers gave a satisfaction (with information provided) percentage of:



Top 3 channels used and their satisfaction (%):

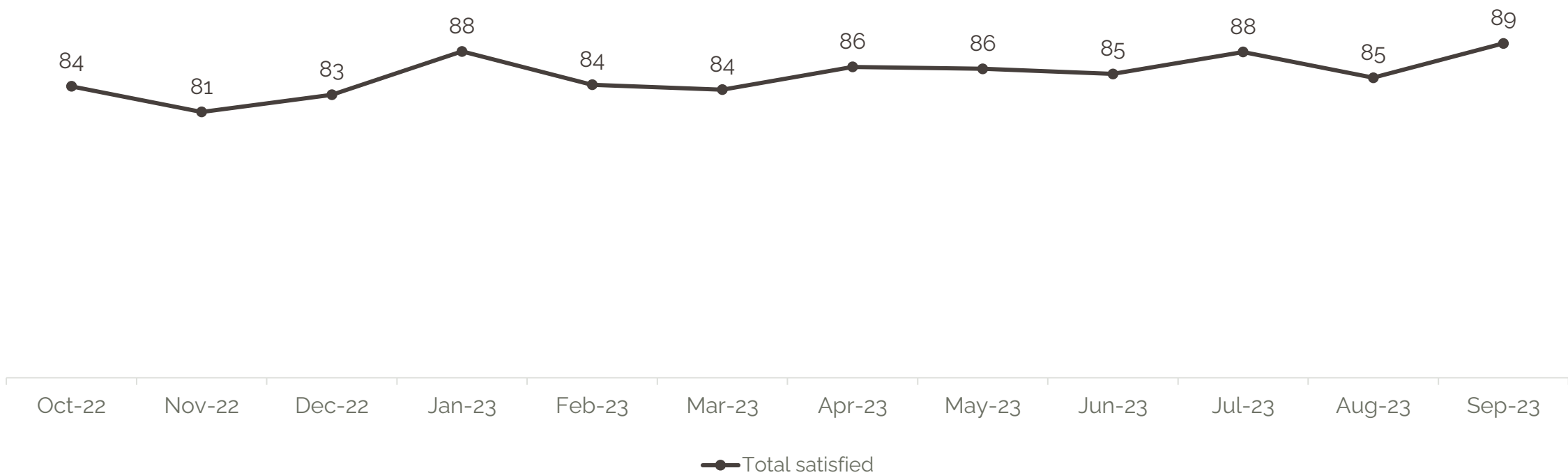




# Overall satisfaction with information provided when on board the train

As the stage in the journey where satisfaction with information provision is highest (slide 10), this continues into Q2 2023/24 where satisfaction reached its highest recorded level since tracking in September 2022.

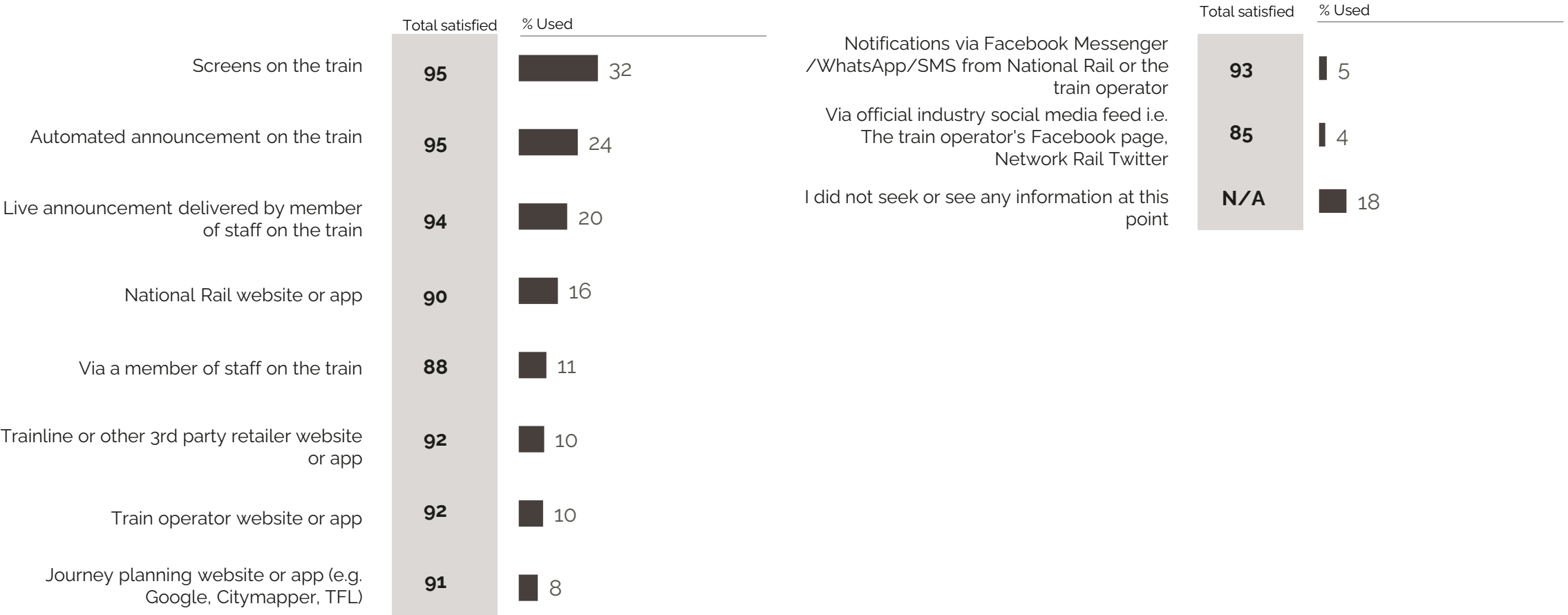
Overall satisfaction with information provided when on board the train – trended (%)



# Information channels used and their satisfaction

Information channels used on board the train generally achieve a high satisfaction rating and contribute to its success as a journey stage for information provision. Announcements are rated far higher than on at the station.

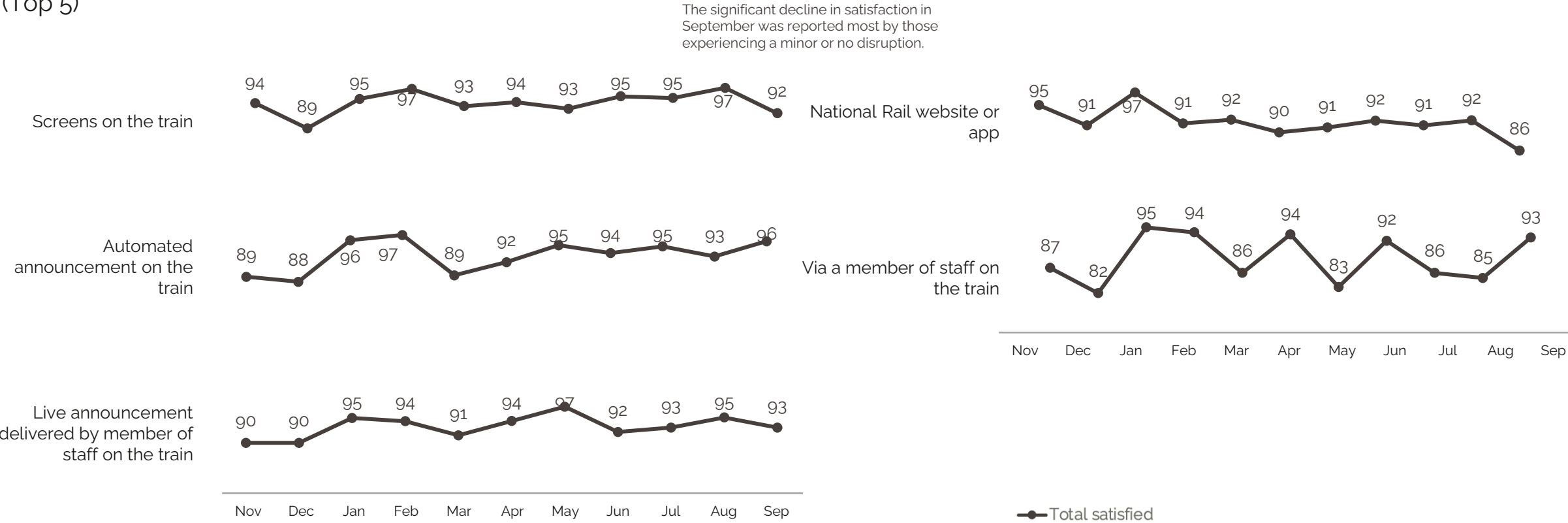
Information channels used and satisfaction with each when on board the train (%)



# Satisfaction with information channels

As the most used channel, satisfaction with screens on the trains remained consistently high until September, which saw a significant decline in the ratings among those experiencing a small or no disruption. Announcements perform well over time, while satisfaction of information from NR website/app and staff members are changeable (though no trends are significant).

Satisfaction of information channels when on board the train – trended (%)  
(Top 5)

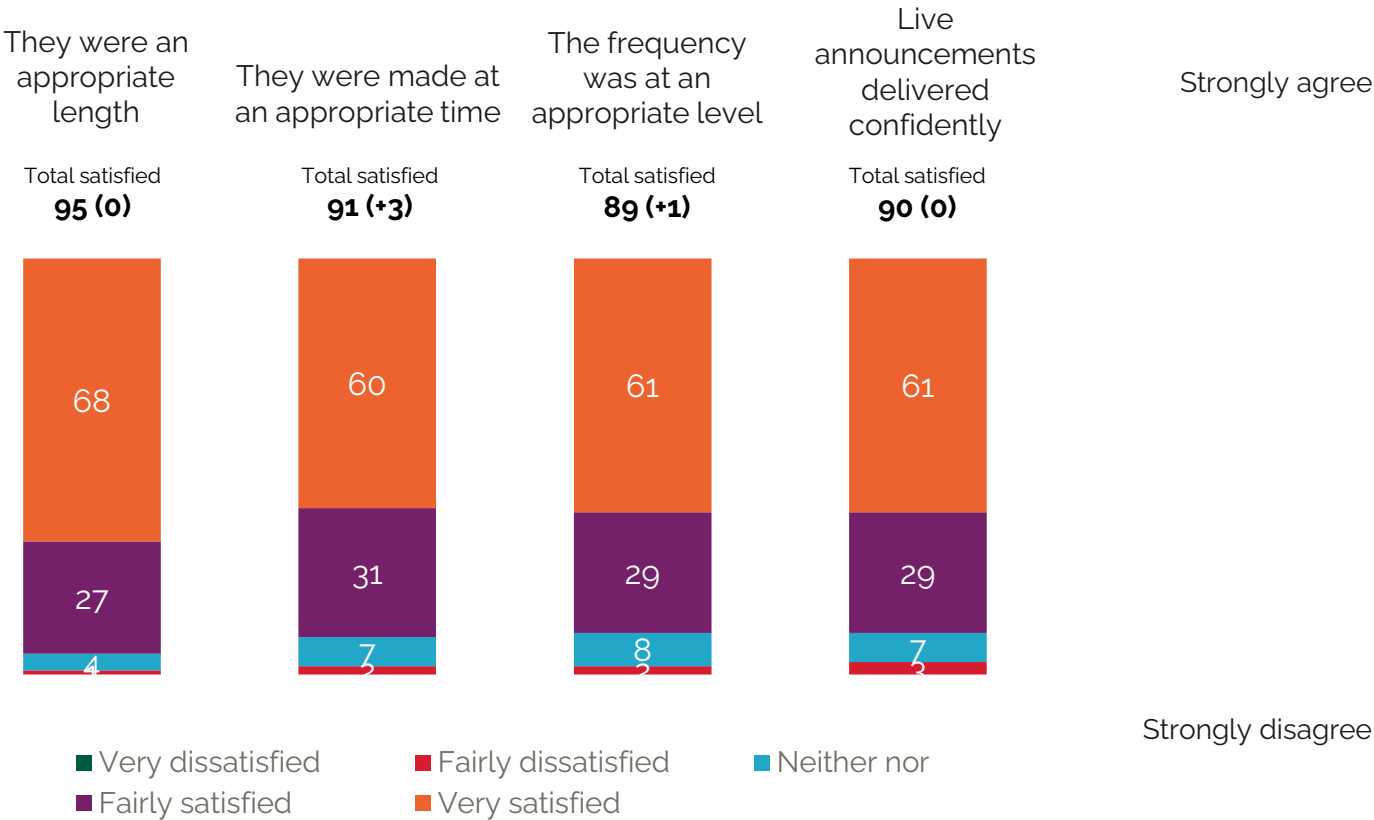


How satisfied were you with the information that was provided on the channels you used when on board the train? (excl DK) Nov/Dec 22/Jan/Feb/Mar /Apr/May/ Jun/July/Aug/Sep 23 - Screens on the train (183/145/112/78/89/202/194/224/212/175/214), Live announcement delivered by member of staff on the train (119/115/119/99/133/144/139/174/133/119/133), Automated announcement on the train (124/110/127/115/163/162/134/193/150/132/159), National Rail website or app (86/89/112/78/89/103/107/122/106/108/96), Via a member of staff on the train ( 74/75/77)

# Satisfaction and ratings of announcements on board the train (1/3)

At an overall level, satisfaction with announcements on board continues to remain high, in line with the last quarter.

## Announcements on board the train (%)



Announcements are useful, they keep me informed at the right time

8.5 (+0.1)

The frequency of announcements is right, they are repeated appropriately

8.3 (+0.2)

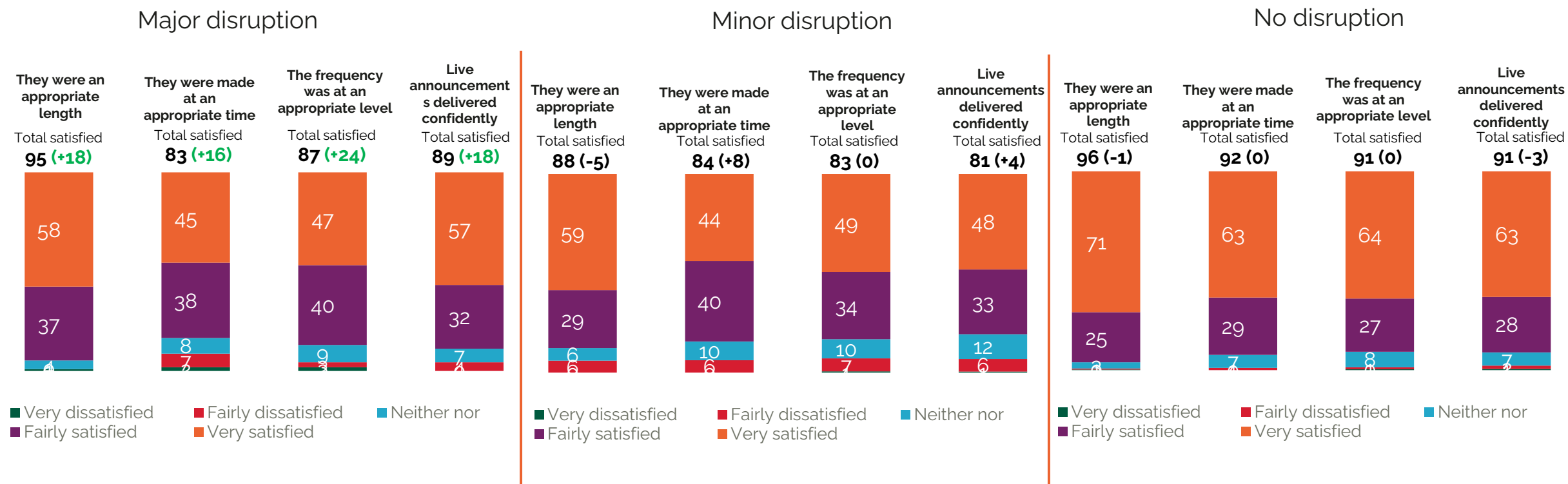
Strongly disagree

Strongly agree

# Satisfaction and ratings of announcements on board the train (2/3)

Announcements are a channel that are executed well depending on the situation of the passenger, with the majorly disrupted passengers reporting a significant improvement in the length, timing, frequency and confidence of the announcements given on board the train.

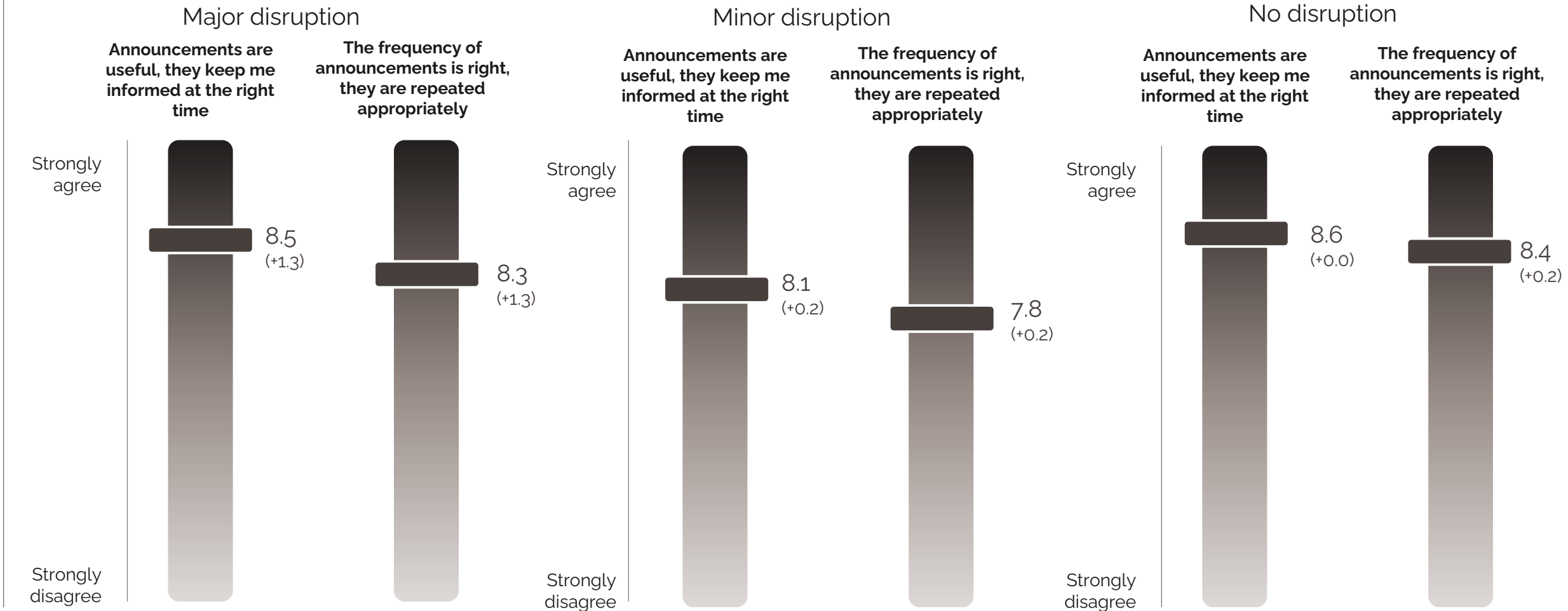
## Announcements on board the train (%)



# Satisfaction and ratings of announcements on board the train (3/3)

A positive story on last quarter, where the major disrupted now rate in line with the non-disrupted. This shows how tailoring the announcements to the situation when on-board can go a long way to supporting passengers.

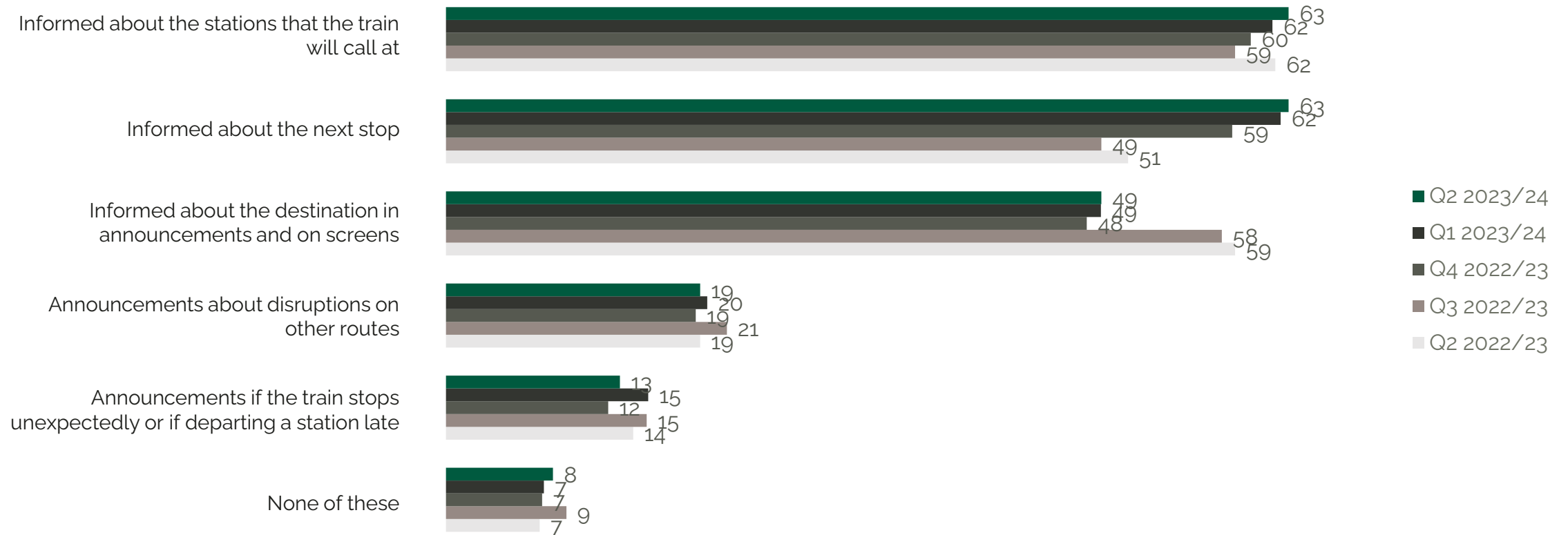
Announcements on board the train (%)



# Type of information provided on board the train

Train calling points and next stops are the main pieces of information provided on board the train. Similar to the previous quarter, fewer are informed about the destination in announcements or on screens.

Information provided when on board the train (%)







# At destination/ interchange

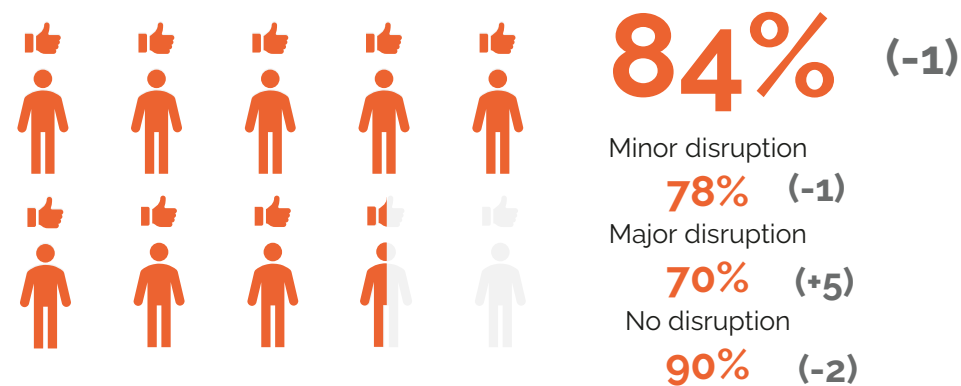
***Rail Delivery Group***



# At destination/interchange station – Key satisfaction metrics

At the destination/interchange station, 84% of passengers are satisfied with the information received. The information channel used most at this stage is the station signage, posters and wayfinding, followed by the National Rail website/app and automated announcements, all of which have a similar usage of between 17-18%. Passengers are very positive about these channels for receiving information.

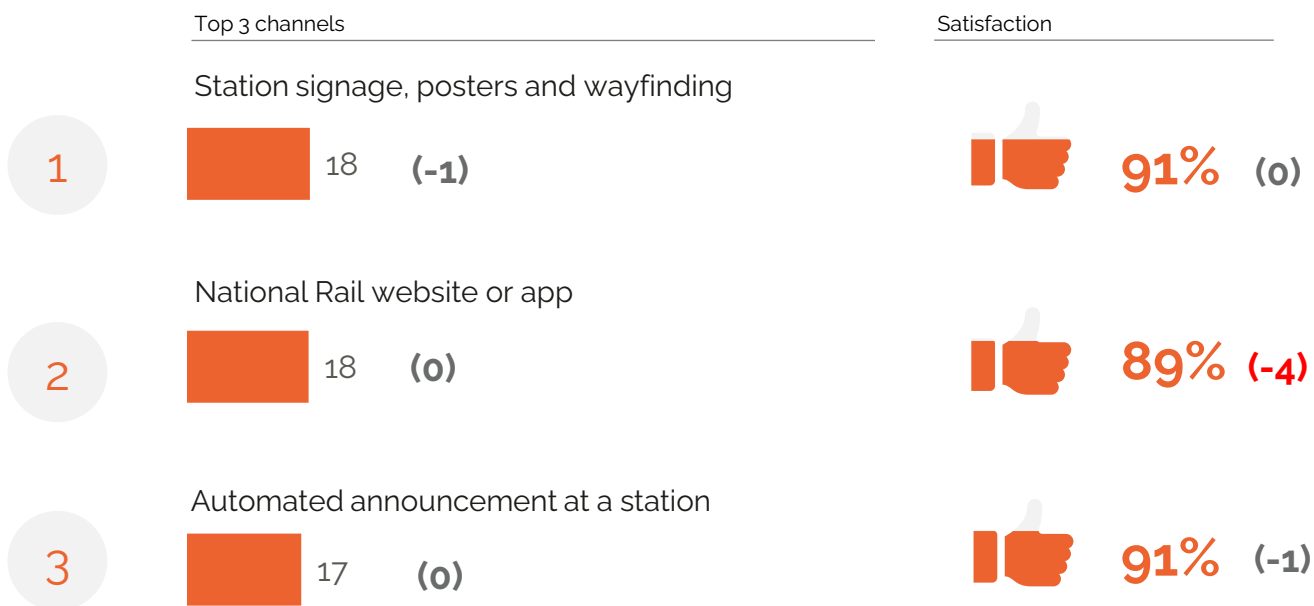
Overall, this quarter, passengers gave a satisfaction (with information provided) percentage of:



Information provided following the rail journey (%)



Top 3 channels used and their satisfaction (%):

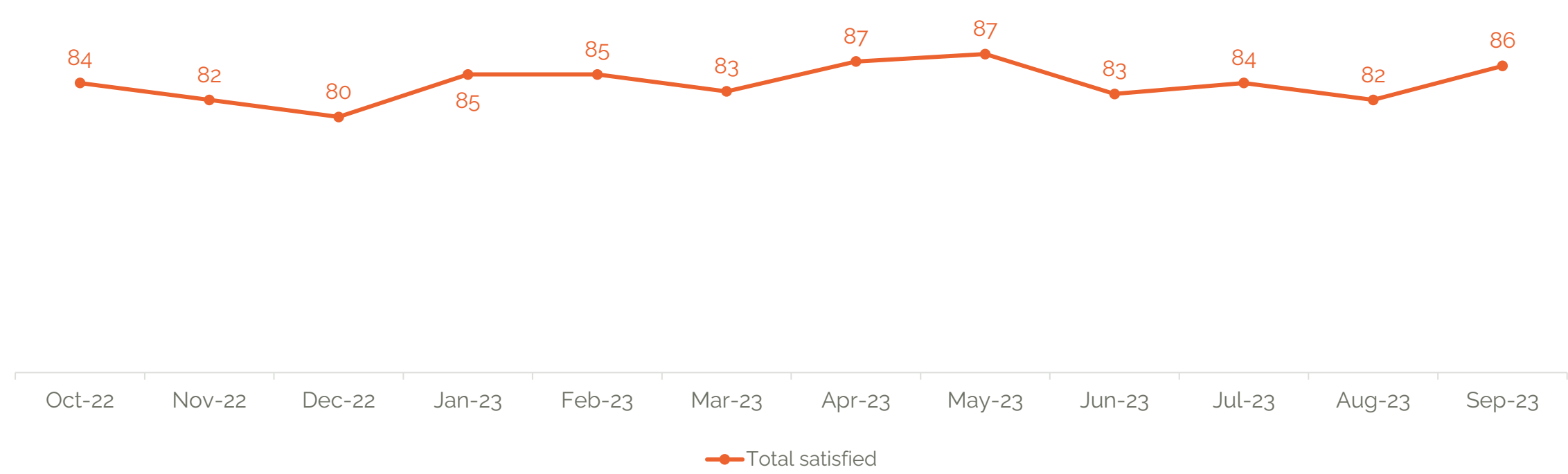


Overall, how satisfied were you with the information provided about your rail journey when at the intermediary and/or destination station? July-Sep 23 (2264) Which of the following information channels did you utilise when at the intermediary or destination station? How satisfied were you with the information that was provided on the channels you used when at the intermediary and destination station? (excl DK) July-Sep 23 (2432) Following your rail journey, were you provided with any of the following information...? July-Sep 23 (2432)

# Overall satisfaction with information provided when at destination/interchange station

Satisfaction in information provision dipped between May 2023 and August 2023 and has now returned to a similar peak seen in April and May 2023.

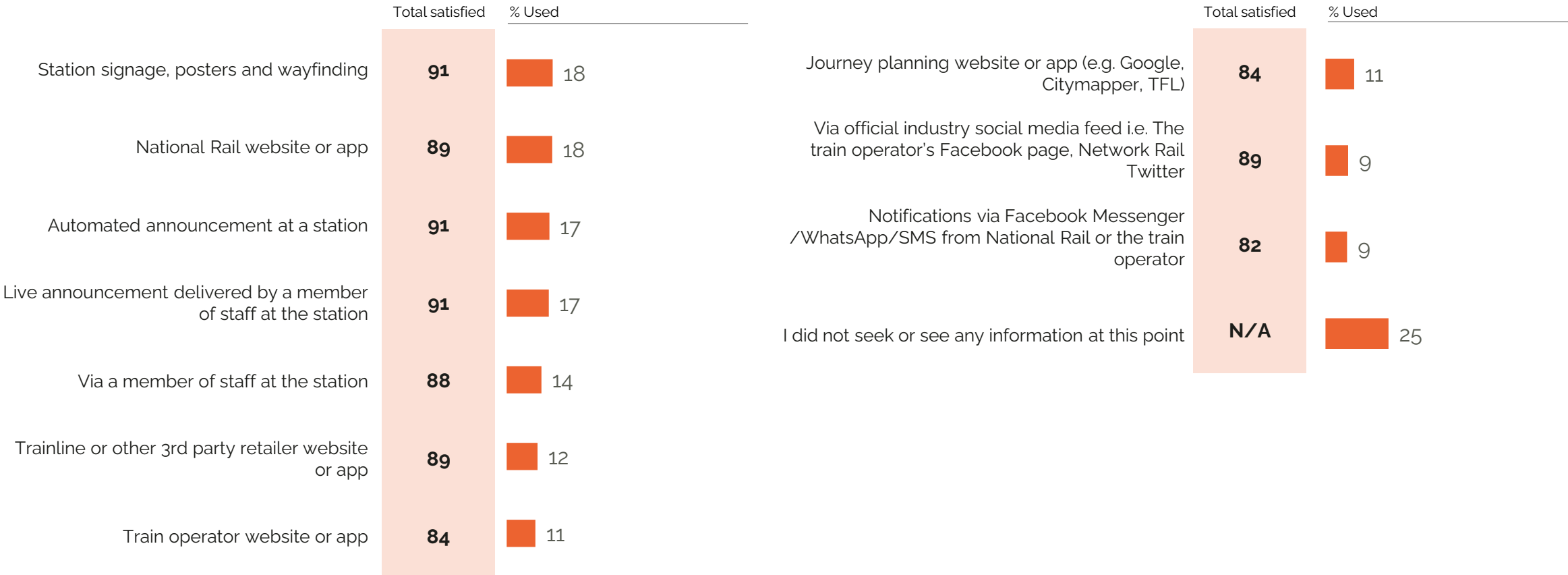
Overall satisfaction with information provided when at destination/interchange station – trended (%)



# Information channels used and their satisfaction

A diverse set of information channels were used at the destination/interchange station. Most channels have a high level of satisfaction.

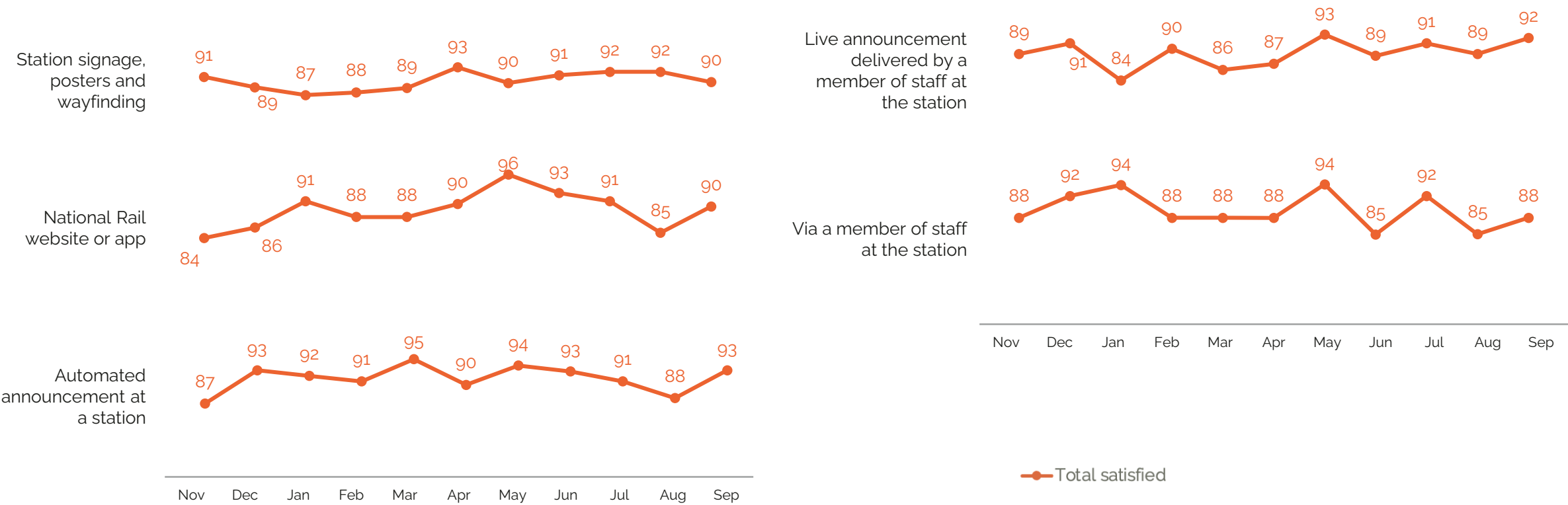
Information channels used and satisfaction with each when at destination/interchange station (%)



# Satisfaction with information channels

Focusing on the top 5 used, station signage and announcements generally perform very well. The NR website or app has not performed as highly this quarter, mirroring trends seen at other stages. Acquiring information from a staff member also appears to be changeable by month.

Satisfaction of information channels when at destination/interchange station – trended (%)  
(Top 5)



How satisfied were you with the information that was provided on the channels you used when at the intermediary and destination station? (excl DK) Aug/Sep/Oct/Nov/Dec 22/Jan/Feb/Mar/Apr/May/Jun/July/Aug/Sep 23 – National Rail website or app (143/170/138/130/147/121/149/163/145/165/153), Automated announcement (118/127/128/118/152/117/141/150/142/119/152), Station signage, posters and wayfinding (113/117/130/110/144/135/133/164/140/136/159), Live announcement (128/113/112/121/120/105/133/160/142/132/128), Via a member of staff at the station (97/99/92/98/100/91/89/130/104/105/117).





# After journey

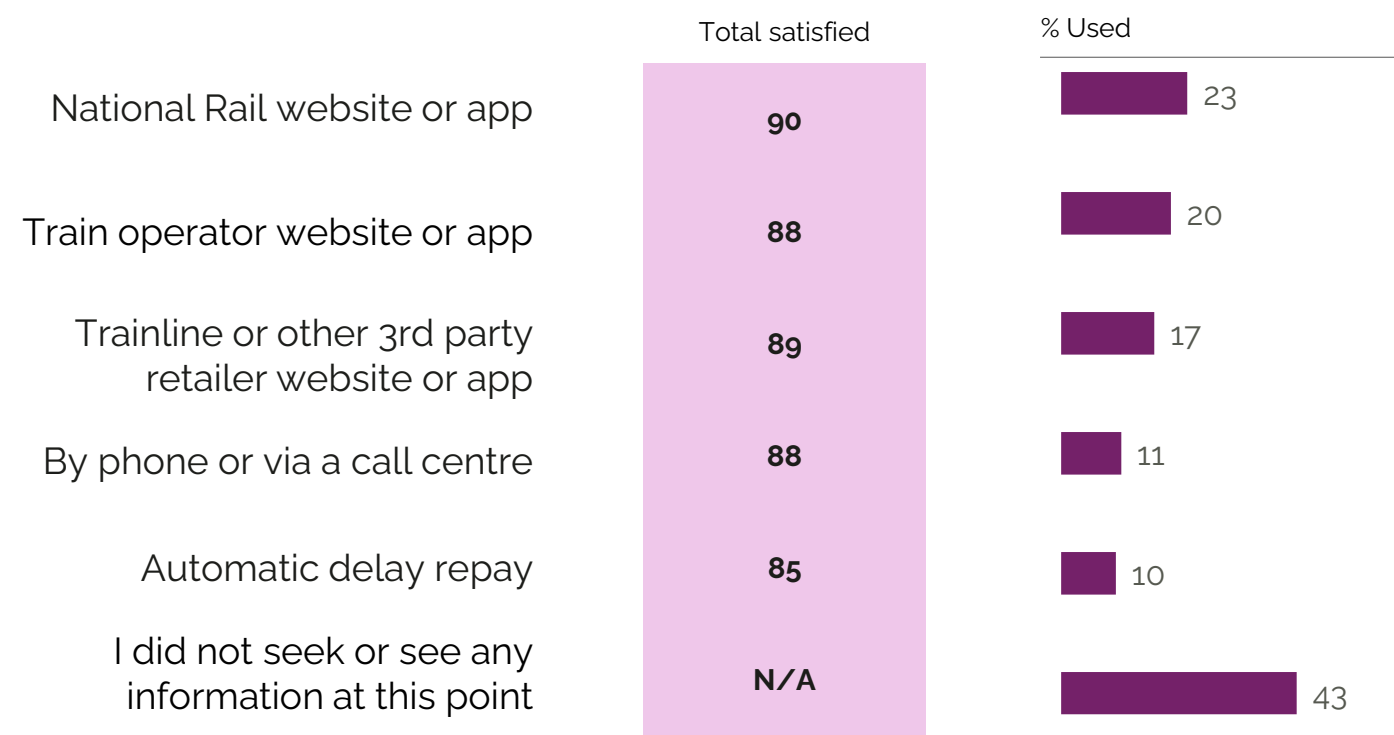
***Rail Delivery Group***



# Information channels used and their satisfaction

After finishing their journey, 2 in 5 of passengers do not actively seek or encounter information regarding their trip (a number that has grown this quarter). Among those who do seek such information, the National Rail website or app is the primary source, followed by the train operator or Trainline or other third party website or app. At this stage passengers are very satisfied with the channels they use.

Information channels used and satisfaction with each after the journey (%)

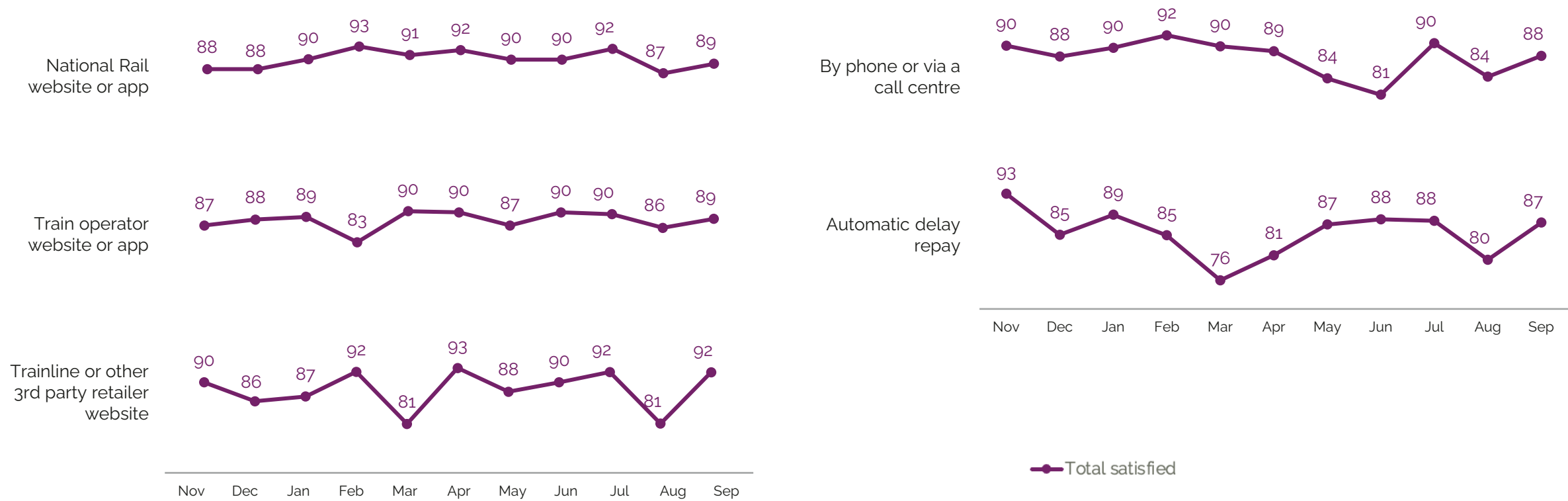




# Satisfaction with information channels

Looking at the trended data for information channels after the journey, National Rail website and the train operator website or app remain stable in their satisfaction scores. By phone or via a call centre has shown a decline since February and as a mode used more so by the disrupted than non-disrupted; it's important that this channel is able to provide a service that can respond effectively and carefully to situations when people have been disrupted.

Satisfaction of information channels after the journey – trended (%)  
(Top 5)



How satisfied were you with the information that was provided on the channels you used after you had completed the journey? (excl DK) Jan/Feb/Mar/Apr/May/Jun/July/Aug/Sep 23 - National Rail website or app (207/176/193/183/192/241/201/210/186), Train operator website or app (175/143/143/155/172/202/184/188/146), Trainline or 3rd party retailer website (156/146/137/145/162/178/148/150/157), By phone or via a call centre (98/70/80/91/86/120/92/100/91), Automatic delay repay (78/75/74/73/77/88/89/86/68).



# Experience with disruptions

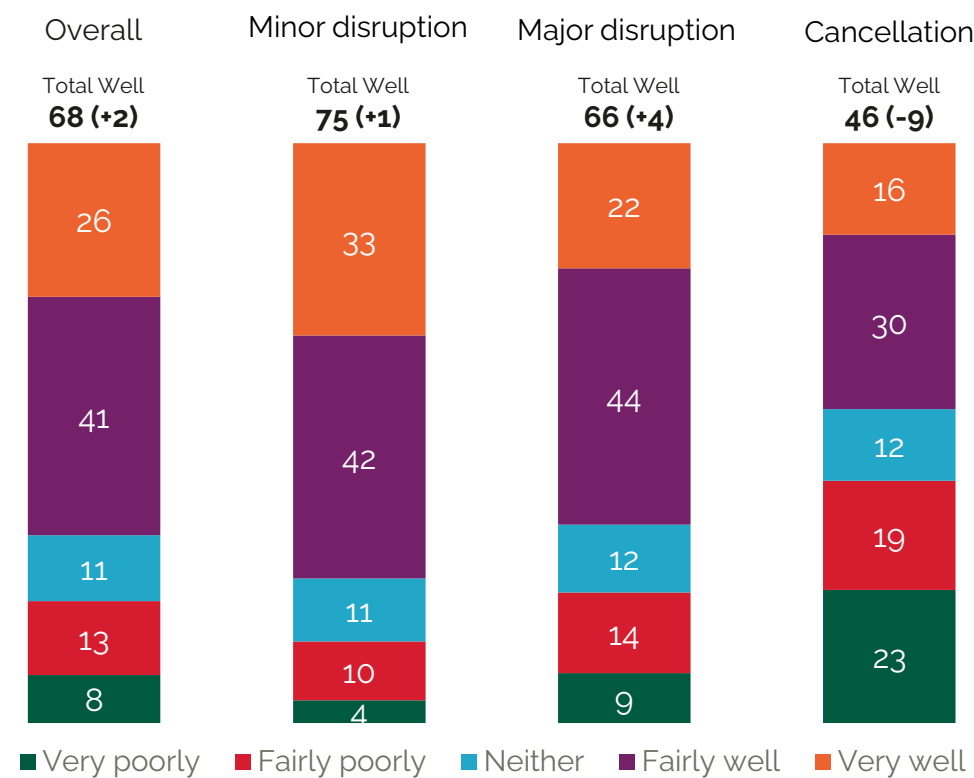
**Rail Delivery Group**



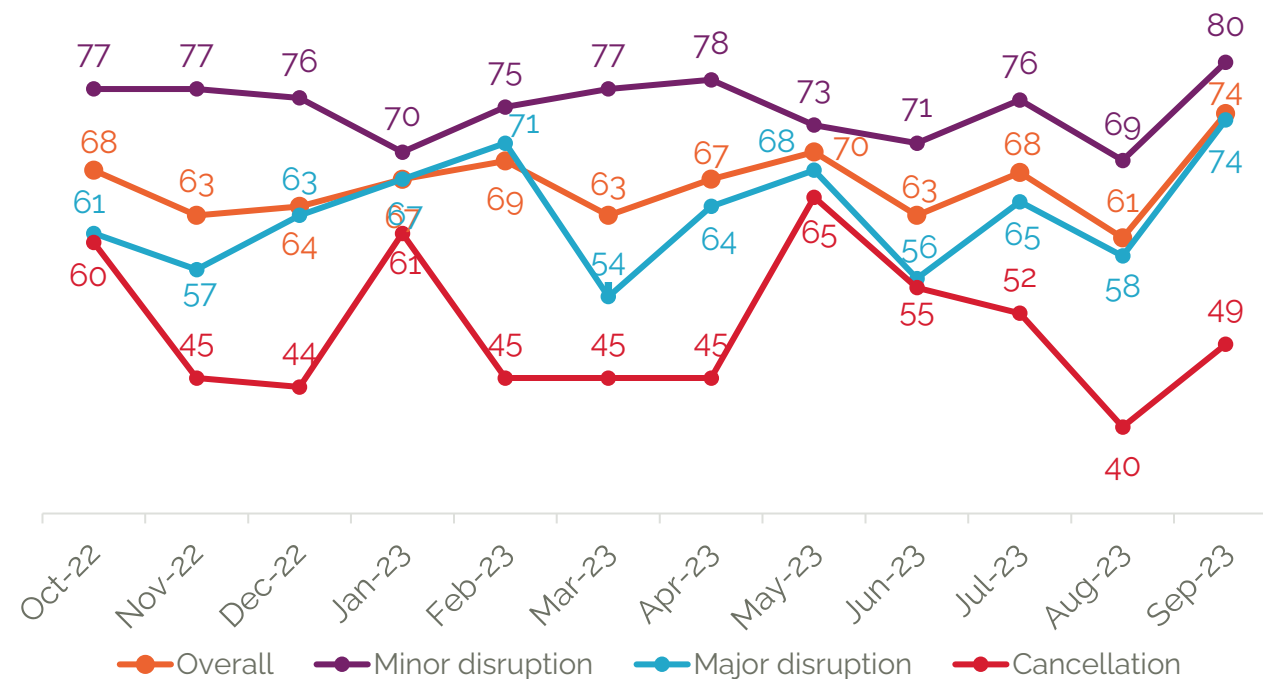
# Overall rating of information provided about the delay (1/2)

Comparable to last quarter, two thirds of customers rated that the TOC had kept them fairly or well informed about the delay. From July to August there was a notable decline in the rating of how well information was provided about the delay, most markedly among cancelled passengers who had a poorer experience this quarter. This mirrors trends overall where satisfaction ratings dipped in August and subsequently led to a lower overall rating this quarter.

Overall rating with information provided about delay by disruption (%)



Total Well Trend

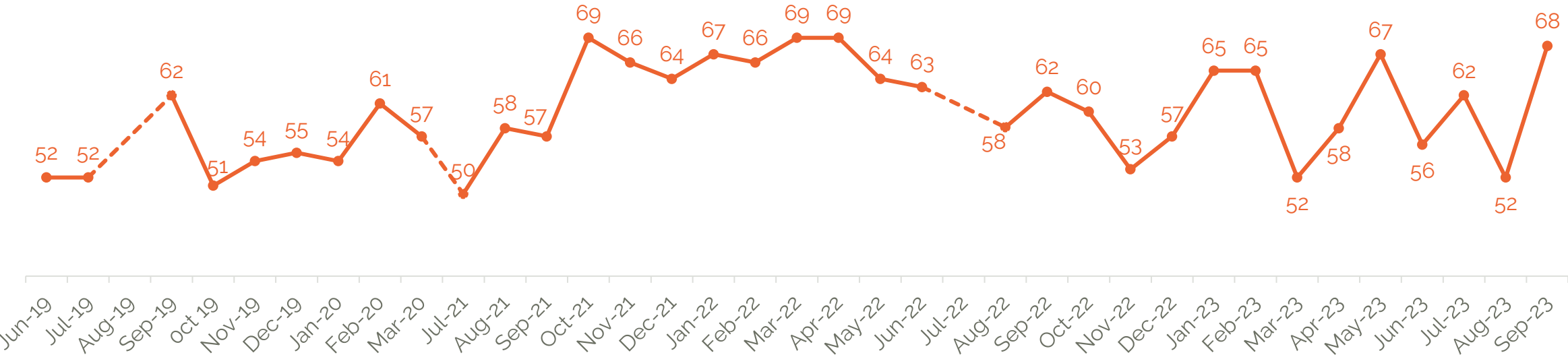


# Overall rating of information provided about the delay (2/2)

Focusing solely on cancelled and majorly disrupted passengers, the last 12 months have shown far more variability in the rating of information for these passengers compared to historic PiDD data. This coincides with the on-going strikes that began in Summer 2022, adding to disruptions and last-minute cancellations.

Overall rating with information provided about delay including PiDD historic data – focusing only on cancelled and major disruption (%)

Total Well Trend

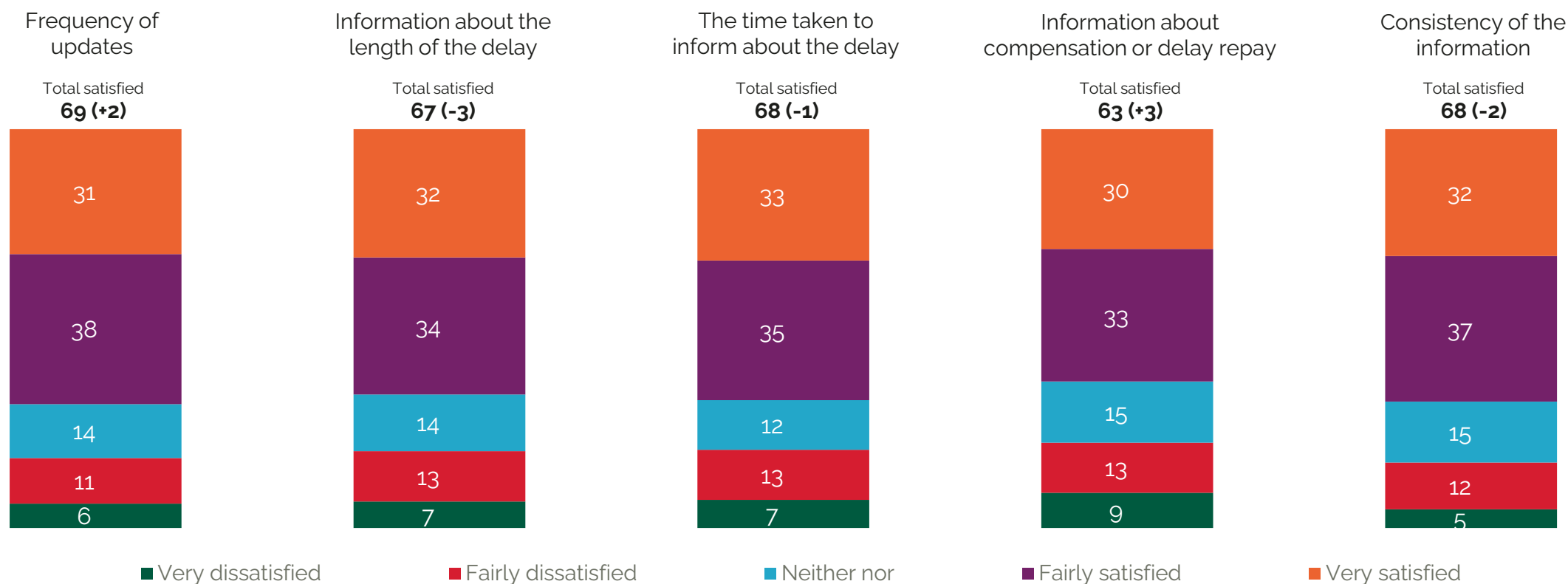


Overall, how well do you think the train company kept you informed about the delay or cancellation? Aug/Sept/Oct/Nov/Dec 22/Jan/Feb/Mar/Apr/May/Jun/July/Aug/Sep 23 – Overall (701/364/210/199/265/363/297/365/289/299/389/163/149/221/183/179/178), Disruption: Dotted lines refer to data where responses were not possible due to no panel data for this period of time or pause in fieldwork during the pandemic

# Overall satisfaction with aspects of information provided during the delay (1/4)

At an overall level, satisfaction with the majority of aspects of the delay information are stable or improving. The information about compensations or delay repay is an area where passengers report the highest level of dissatisfaction (9%), yet this shows to be improving on last quarter.

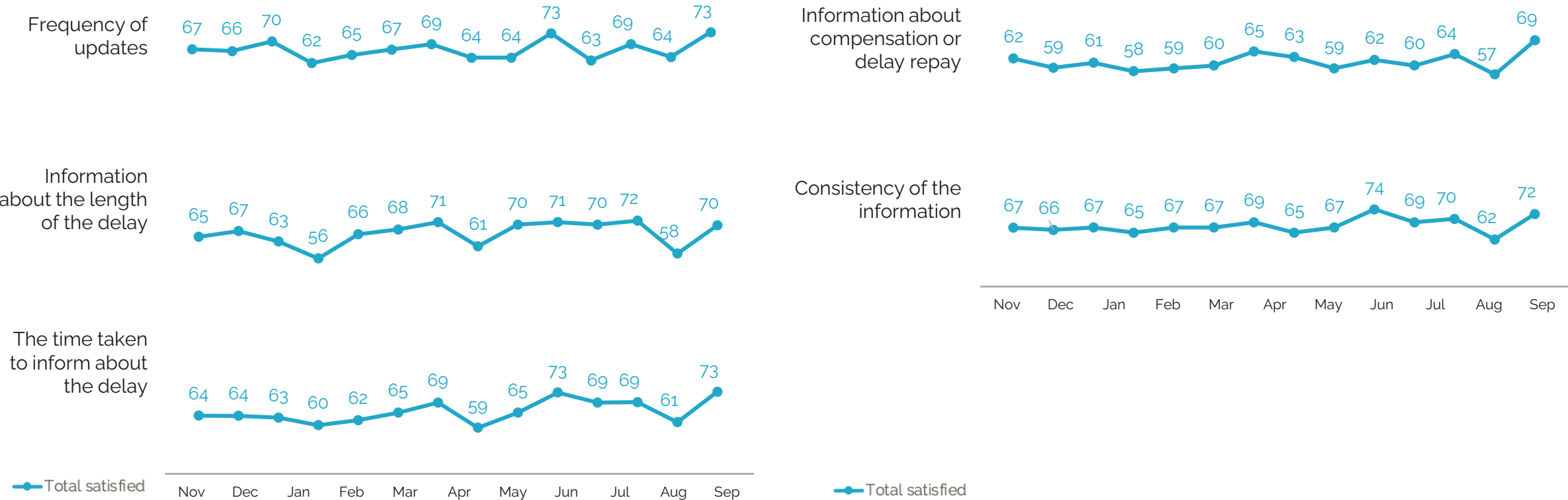
## Overall satisfaction with aspects of information provided during the delay (%)



# Overall satisfaction with aspects of information provided during the delay (2/4)

The satisfaction with aspects of information provided during a delay dropped in August and helps to explain why those disrupted had a poorer experience in August.

Overall satisfaction with aspects of information provided during the delay – trended (%)



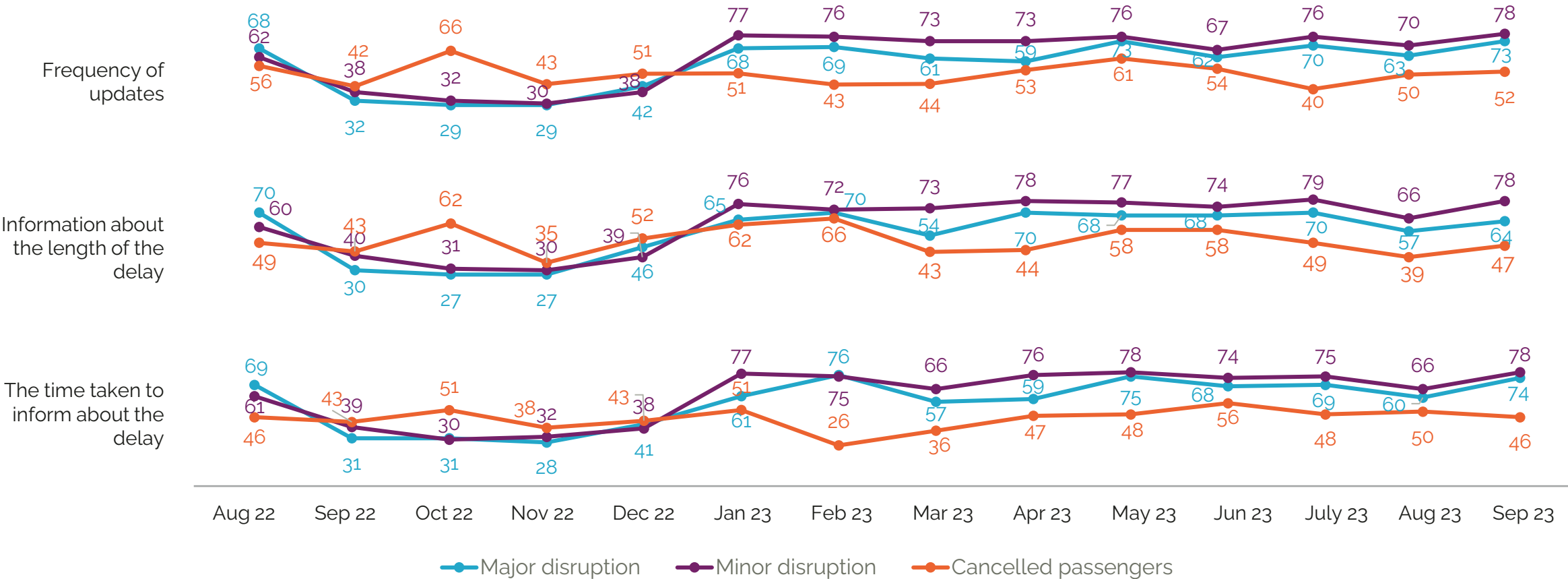
How satisfied were you with the following aspects of the information provided in relation to the delay or cancellation you experienced during your journey? (excl DK) Aug/Sep/Oct/Nov/Dec 22/Jan/Feb/Mar/Apr/May/Jun/July/Aug/Sep 23 – Frequency of updates (701/361/345/340/433/359/301/364/291/299/389/216/230/250), Length of delay (696/359/350/342/430/362/299/364/289/295/389/224/217/238), Time taken (697/366/350/342/431/360/299/364/287/300/388/213/220/242), Compensation (679/352/344/329/414/347/295/349/281/291/380/187/202/229), consistency (698/364/350/341/431/360/300/363/287/297/387/215/231/246)



# Overall satisfaction with aspects of information provided during the delay (3/4)

Tracking the aspects of information provided during a delay highlights areas that could have been better for each disruption type. For cancelled passengers, who rated the information provided as significantly lower, they were least satisfied with information about the length of the delay in August. For minor and major disruption all aspects of information proved to be less satisfactory in August.

Overall satisfaction with aspects of information provided during the delay – trended (%)



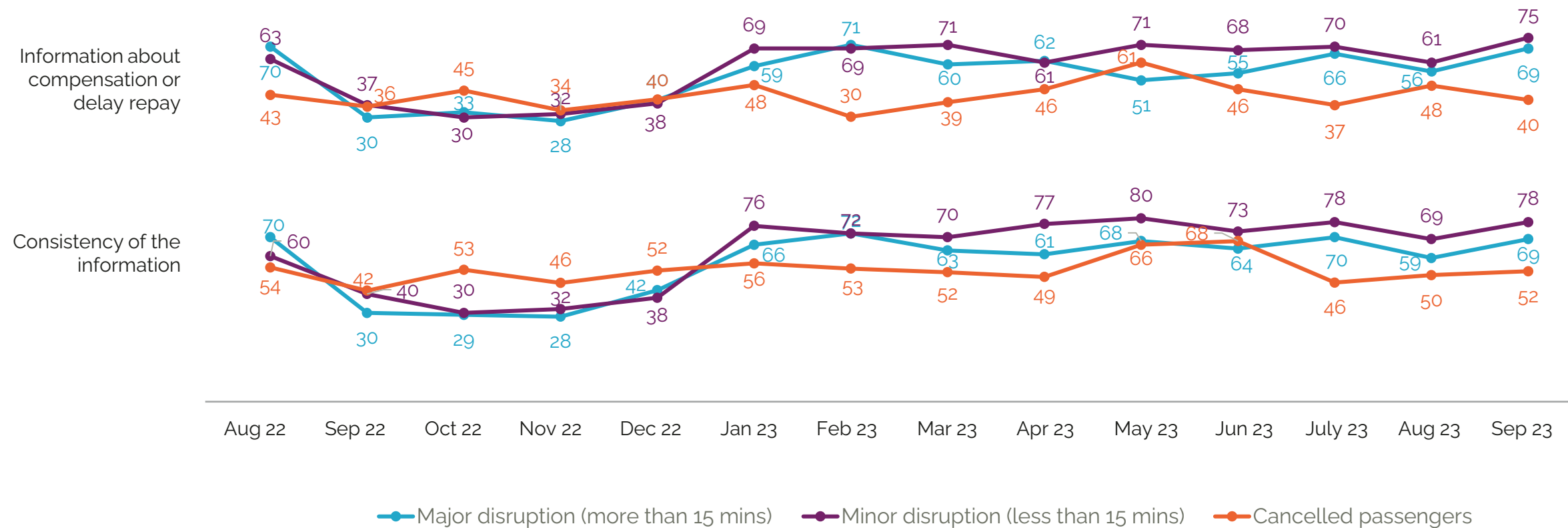
How satisfied were you with the following aspects of the information provided in relation to the delay or cancellation you experienced during your journey? (excl DK) Aug/Sep/Oct/Nov/Dec 22/Jan/Feb/Mar/Apr/May/Jun/July/Aug/Sep 23 – Frequency of updates (701/361/345/340/433/359/301/364/979), Length of delay (696/359/350/342/430/362/299/364/973), Time taken (697/366/350/342/431/360/299/364/975)



# Overall satisfaction with aspects of information provided during the delay (4/4)

Moving into September showed a recovery for most. Where the cancelled passengers likely experienced more impact, compensation and delay repay was rated more highly.

Overall satisfaction with aspects of information provided during the delay – trended (%)

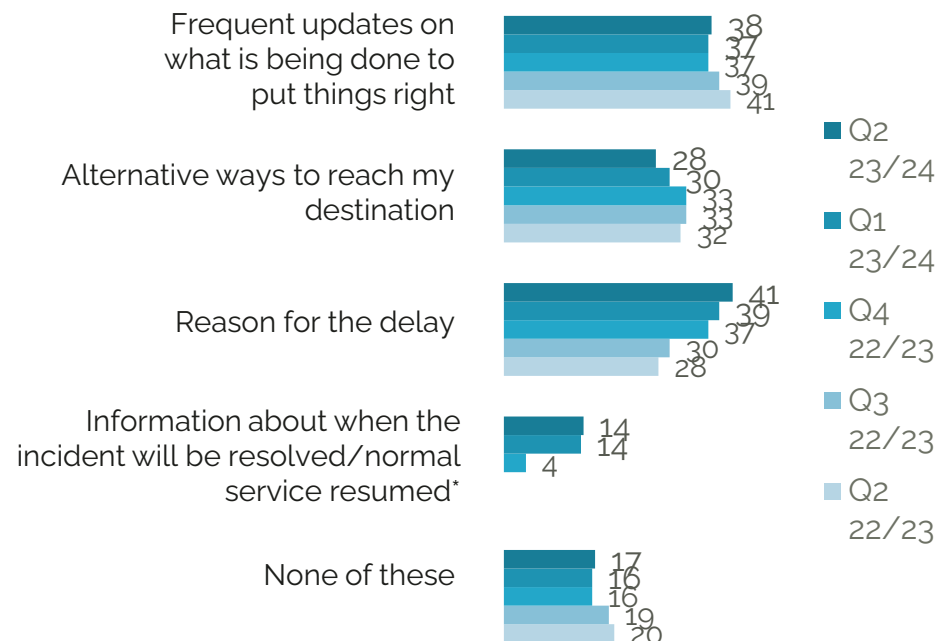


How satisfied were you with the following aspects of the information provided in relation to the delay or cancellation you experienced during your journey? (excl DK) Aug/Sep/Oct/Nov/Dec 22/Jan/Feb/Mar/Apr/May/Jun/July/Aug/Sep 23 – Frequency of updates (701/361/345/340/433/359/301/364/979), Length of delay (696/359/350/342/430/362/299/364/973), Time taken (697/366/350/342/431/360/299/364/975), Compensation (679/352/344/329/414/347/295/349/952), consistency (698/364/350/341/431/360/300/363/971)

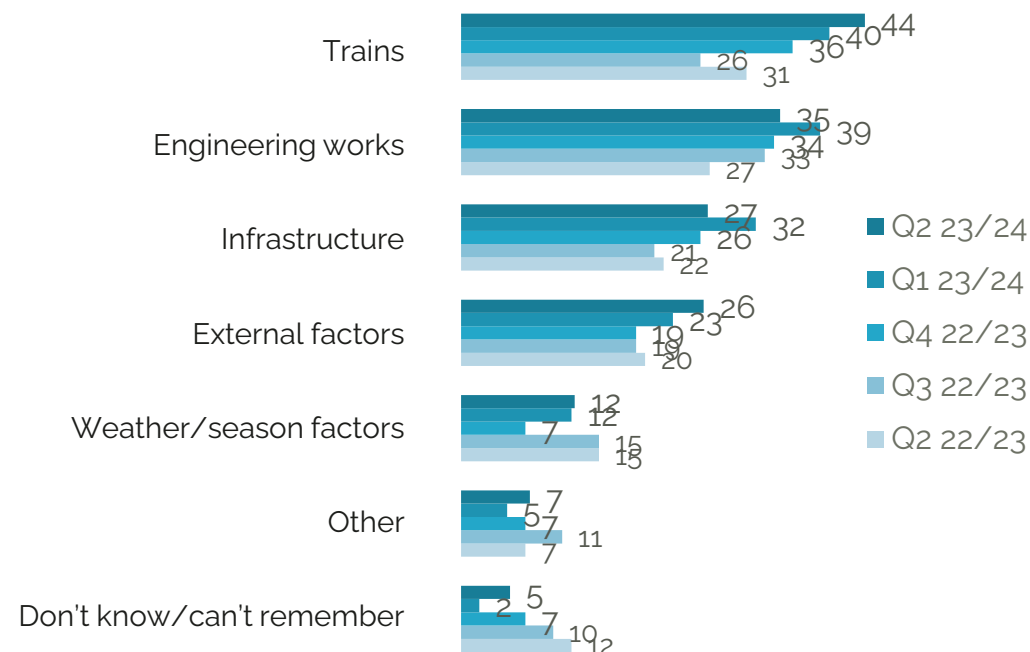
# Provision of information during disruption and the reason given

Of the information provided to passengers, the reason for delay continues to be the main type of information provided to disrupted passengers. Trains were the main reason for disruptions, likely driven by continued strikes.

Type of information provision during the disruption (%)



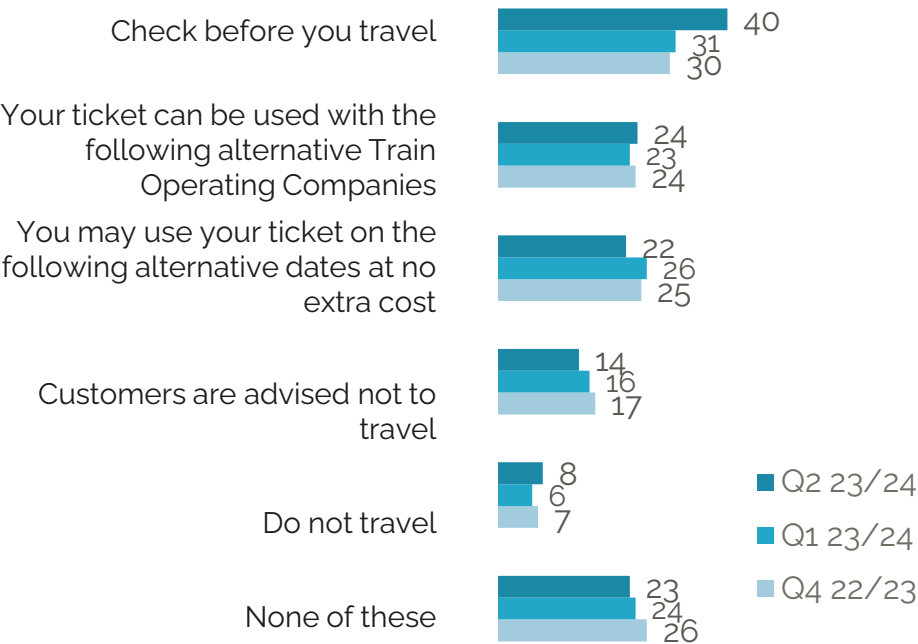
Reasons for the given disruption (%)



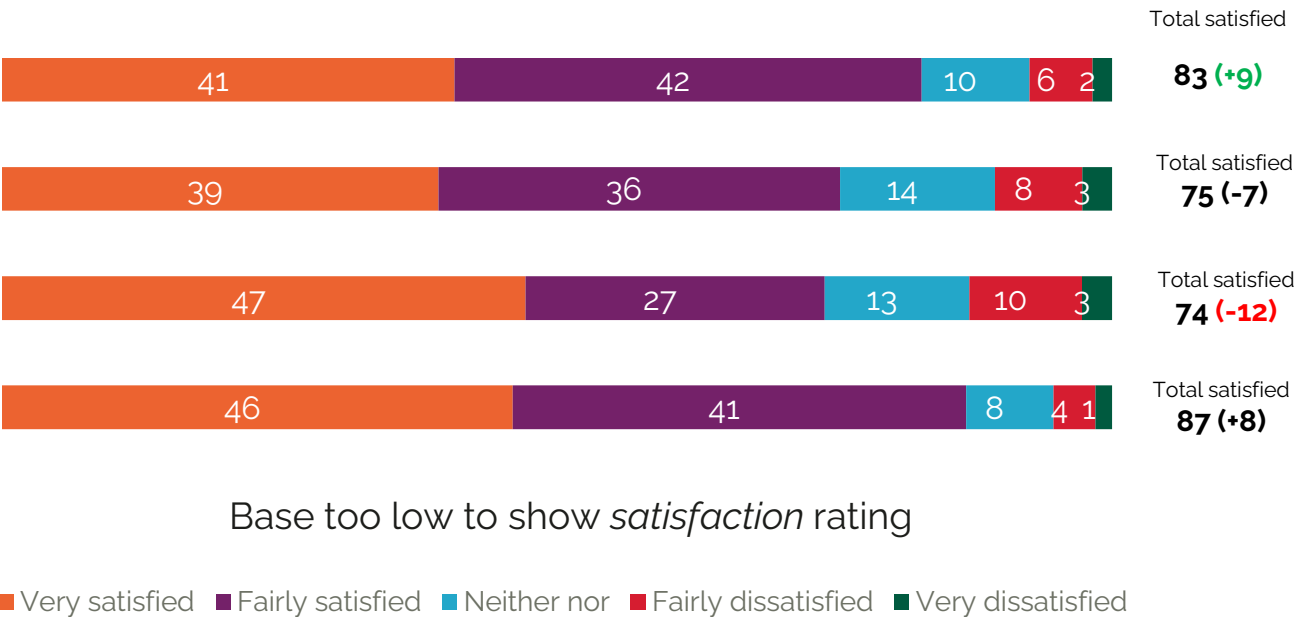
# Messages recalled by those experiencing a major disruption

The most common message recalled by those experiencing a major disruption was “check before you travel”, of which just over 4 in 5 were satisfied with this message (this has significantly increased on last quarter). On the other hand, passengers were significantly less satisfied with advice on tickets or on not to travel – suggesting there was less clarity over what could be done with unused tickets or changing plans as a result of a disruption.

Messaging recalled seeing during journey (%)



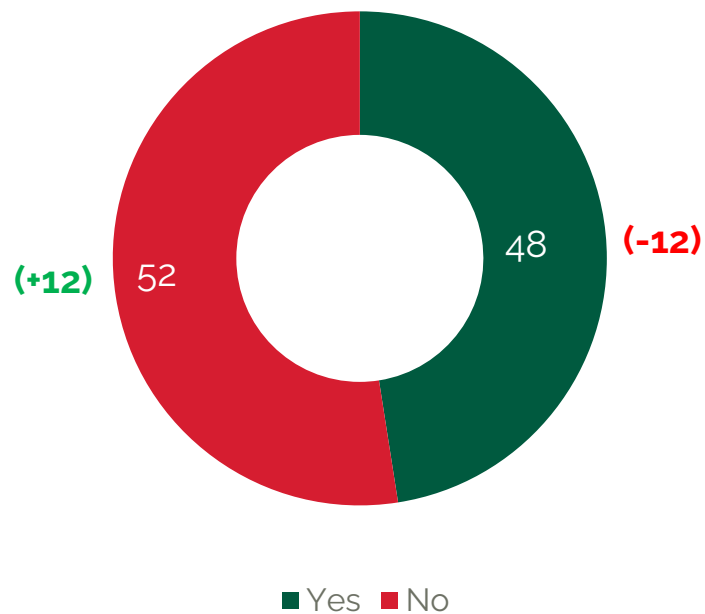
Satisfied with the following.... (%)



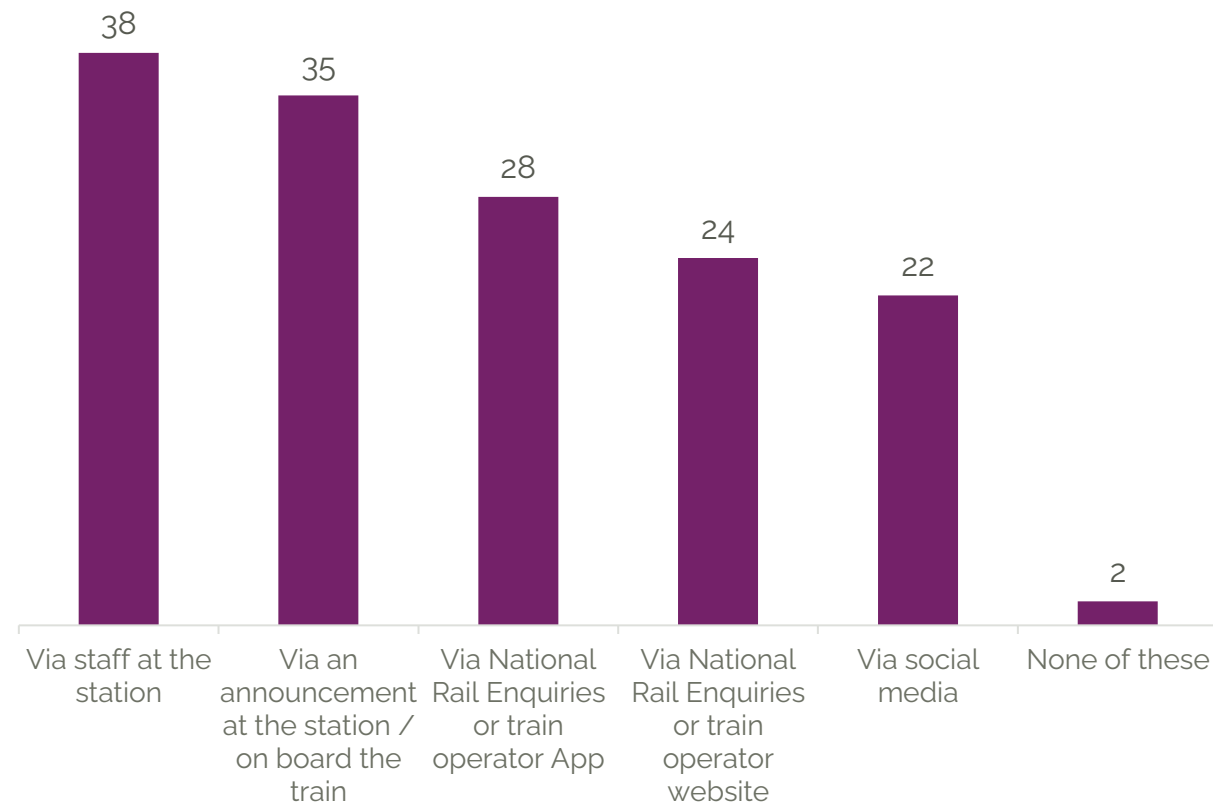
# Alternative route information during a major disruption

Just under half of passengers that were major disrupted received information on alternative routes, a significant decline on last quarter. The main route for receiving this information was via a member of staff at the station.

Did you receive information about alternative routes during a major disruption? (%)



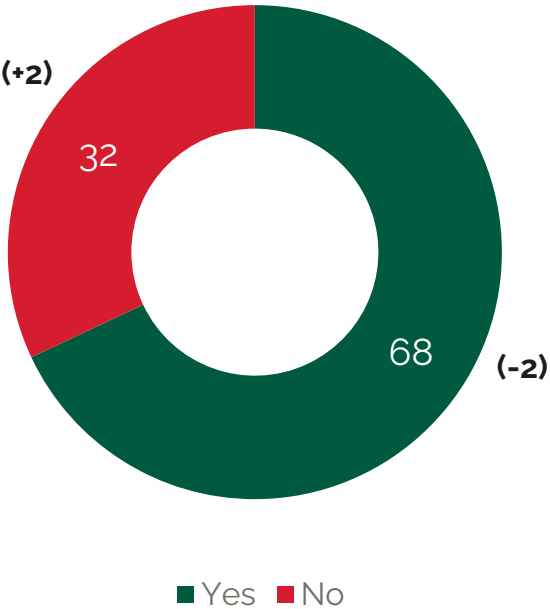
Which channels did they receive this information (%)



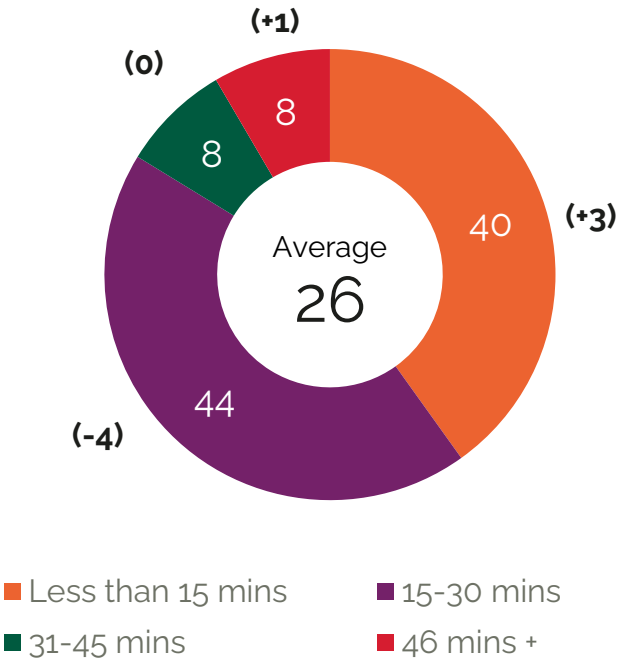
# Delay length

Around two thirds of disrupted passengers were given an estimate for the length of their delay. For the majority of passengers, the delay was less than 30 minutes, however Leisure passengers were more likely to experience a longer delay to their arrival.

Were you given an estimate for how long the delay will be going on for? (%)



How late was the arrival to the destination station? (%)

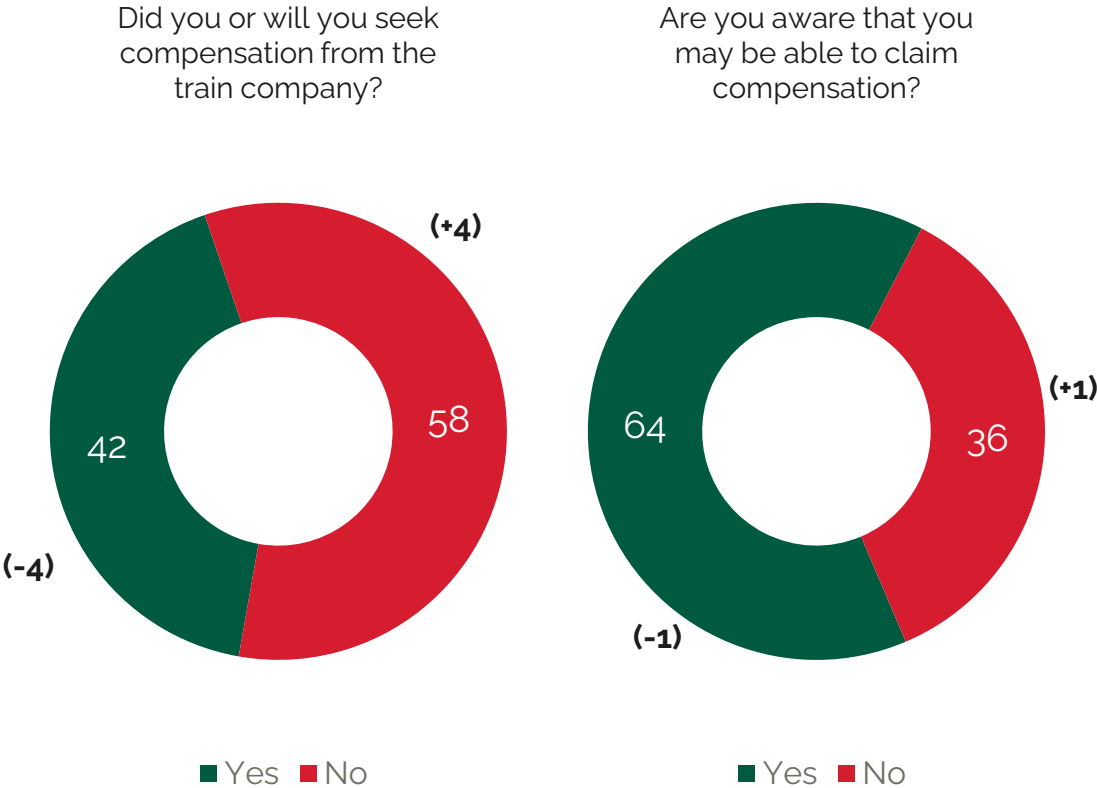


Avg. wait time	
Commuters	22 (-3)
Business	20 (-3)
Leisure	32 (+8)

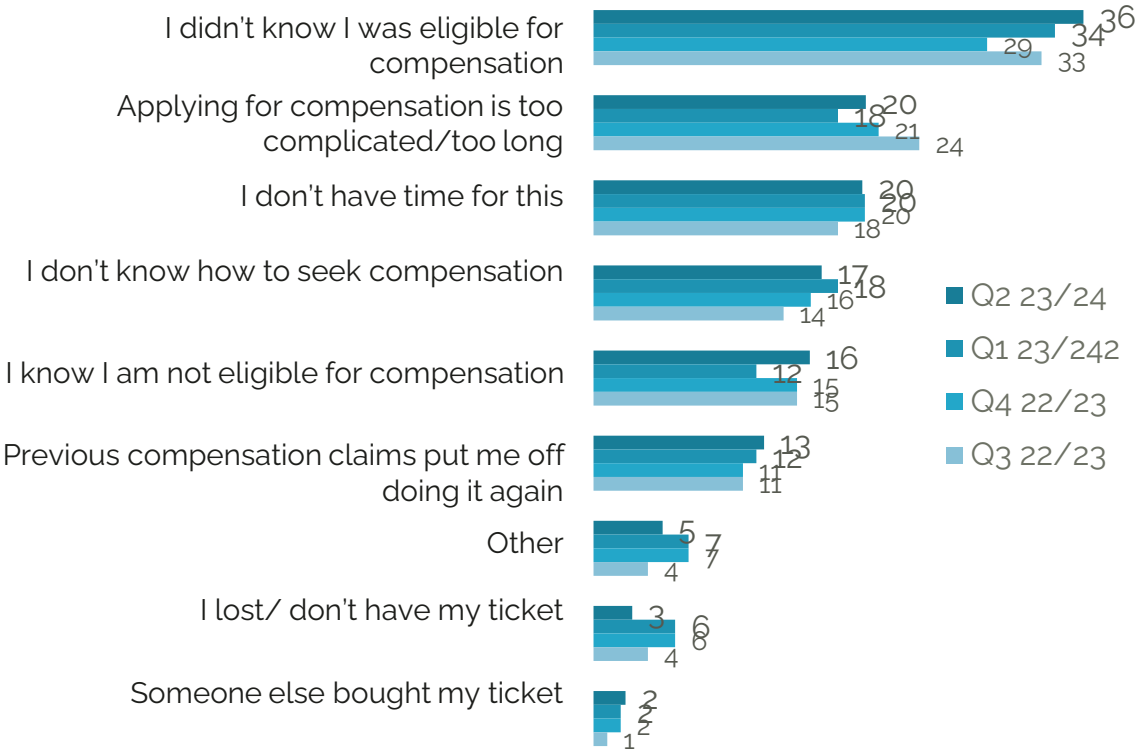
# Compensation for delayed journeys

While the majority are aware they could maybe seek compensation regarding their disruption, only 42% suggest they will do so – a figure that has gone down this quarter. It is still an area that could be better at providing information, as a third of these passengers were unaware if they were eligible.

## Compensation (%)



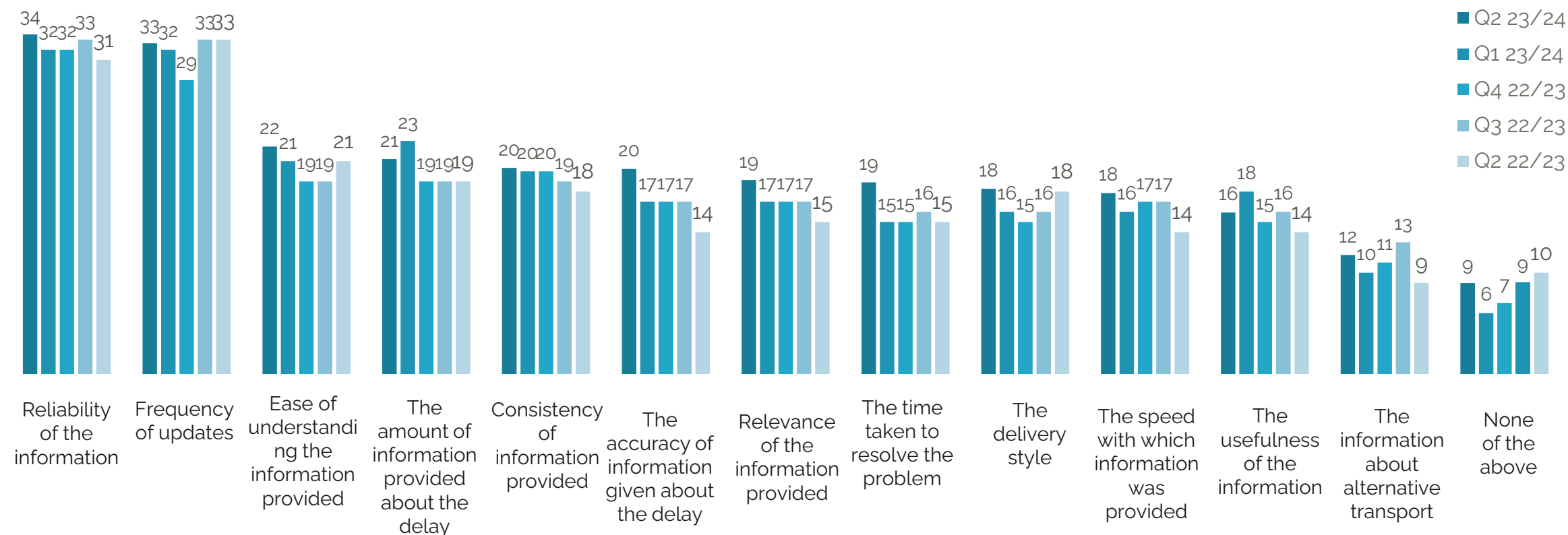
## Reasons why they won't claim compensation (%)



# Improvements desired for information on disruptions in the future

Frequent updates and reliable information are key to supporting those disrupted in the future. Looking at the monthly picture on slide 67, these are not consistently maintained and subsequently will impact overall rating and satisfaction scores if they are not present.

Information improvement desired for future disruptions or cancellations (%)







# Appendix

***Rail Delivery Group***



# Best parts of information provision during the journey

Generally, passengers are positive regarding the service they received from notices on apps and the real time updates that the apps provide, notices on the platform and announcements on board the train. People appreciate being updated on delays whilst on board the train. The automated announcements of station stop destinations which are key to their journey departure times along with information of on-board facilities, including busy-ness are also valued. People also valued the response when a train is delayed or cancelled and the information provided on the alternative transport being provided in its place.

## Best parts of information provision during your journey



The real-time updates on delays and cancellations, because you can see how long the delay is expected to last.

**Minor disruption/Avanti West Coast/Commuter**



The ability to organise of another train immediately and without asking for more expenses from the passengers

**Major disruption/GTR/Commuter**



I am constantly told about the replacement buses. I have had letters to my home, the times and the fact it's a bus are advertised clearly online, there are signs in the village showing where the bus comes from and there is mostly staff at the replacement

**No disruption/Transport for Wales/Commuter**



I received a text message then was able to look on the train operators app to see what was happening with the train I planned to use.

**Major disruption/Transpennine Express/Business**



The time of the delay was clearly stated as was the reason for the delay

**Minor disruption/Great Northern/Leisure**



On board screens advising next destination

**No disruption/ScotRail/Leisure**



It informed me for how long the station would be out of action for so that I can accommodate future travel plans.

**Major disruption/Chiltern Railways/Leisure**



The best part was to provide information about train stations particularly they made sure people were aware some platforms were small and they had to be at the front coaches to get off the train

**No disruption/Southeastern/Business**



The best part about the information provided was that it was clear and easy to understand. There were constant updates both on the platform and on the train.

**Major disruption/London Overground/Leisure**

# Parts of information provision requiring improvement

Passengers feel the information is shared too late which results in them being unable to make alternative arrangements. Suggestions on improving this could be incorporating alerts into apps that don't require internet connection. Passengers would like to receive information about delays or cancellations before they have left to travel to the station or before they have bought a ticket for the train. This means they won't have to wait at the station for ages if there is some sort of delay.

Improvements needed for information provision based on your journey



'The information should be more personalized this means that the information should be tailored to the specific needs of the individual passenger  
**Minor disruption/Avanti West Coast/Commuter**



'Let passengers know of any delays or cancellations before they travel to the train station  
**Major disruption/Grand Central/Business**



'Don't get rid of or close the ticket offices  
**No disruption/Greater Anglia/Leisure**



Information should be given in apps and/or ticket machine when tickets are being purchased  
**Minor disruption/Elizabeth Line/Leisure**



Find a way to communicate it to those who are deaf or blind.  
**No disruption/Merseyrail/Business**



'To be told beforehand so you don't wait at the train station for too long.  
**Major disruption/Cross Country/Commuter**



Provide the regular platform for specific trains so can get the right train  
**No disruption/Chiltern Railways/Commuter**



A notice outside the station so you can change your plans before buying a ticket  
**Major disruption/Great Northern/Leisure**



Better speakers on the train as could hardly hear the announcements being given  
**Minor disruption/Southeastern/Business**

# Information tailored to their needs

Of those who felt the information they were given was tailored to their needs, it was because it gave them exact details that were relevant to their journey, which, in turn allowed them time to make any other arrangements if necessary. The tailored information that passengers most appreciated was the live journey times, platform numbers and which carriage was best to be in for their stops.

How was information tailored to their needs?



It told me the stations that there were issues at which helped me plan my journey quicker.  
**Major disruption/London Overground/Leisure**



It predicted my train travelling time accurately.  
**No disruption/Southeastern/Commuter**



Was specific to my journey times and route  
**Minor disruption/Gatwick Express/Commuter**



It explained the platform we needed to be on and how to reach that level  
**Minor disruption/Great Western Railway/Leisure**



Trainline sent me notifications of my train journey time and that the train was on time  
**No disruption/Chiltern Railways/Leisure**



The staff were very friendly and made a horrible situation more relaxing. They were kind and actually offered partial compensation.  
**Major disruption/Northern/Leisure**



The information gave us other trains we could get to get where we wanted to go  
**Major disruption/Greater Anglia/Commuter**



It was information about my journey and my train  
**Minor disruption/LNER/Business**



It was referencing the carriages to be in to get off at my stop.  
**No disruption/GTR/Business**



# Information that was not tailored to their needs

On the other hand, those that thought it was not tailored felt it lacked enough detailed information in order for them to be able to make alternative plans when there were delays and felt it was generalised information given to all passengers and not tailored to the journey in hand. The main annoyance for passengers was the lack of detail given when there was a delay and particularly not being told how long the delay would be.

How was information not tailored to their needs?

It provides no information about connections or onward journeys and support for that  
**Major disruption/GTR/Commuter**

I wasn't told why I had to change trains and what the disruption was  
**Minor disruption/London Northwestern Railway/Commuter**

Maybe adding destination arrival times? How busy the train is, like it does in cities?  
**No disruption/Transport for Wales/Commuter**

I didn't get enough information for getting to my home station and missed my last train  
**Minor disruption/WMT/Leisure**

No announcements were made that the train would not be going to my destination  
**Major disruption/East Midlands Railway/Leisure**

It was not as all the information is just for the generic train users, for my personal journey I used plan a journey on tfl  
**No disruption/c2c/Leisure**

Information not pertaining to my journey was given to me  
**No disruption/Greater Anglia/Business**

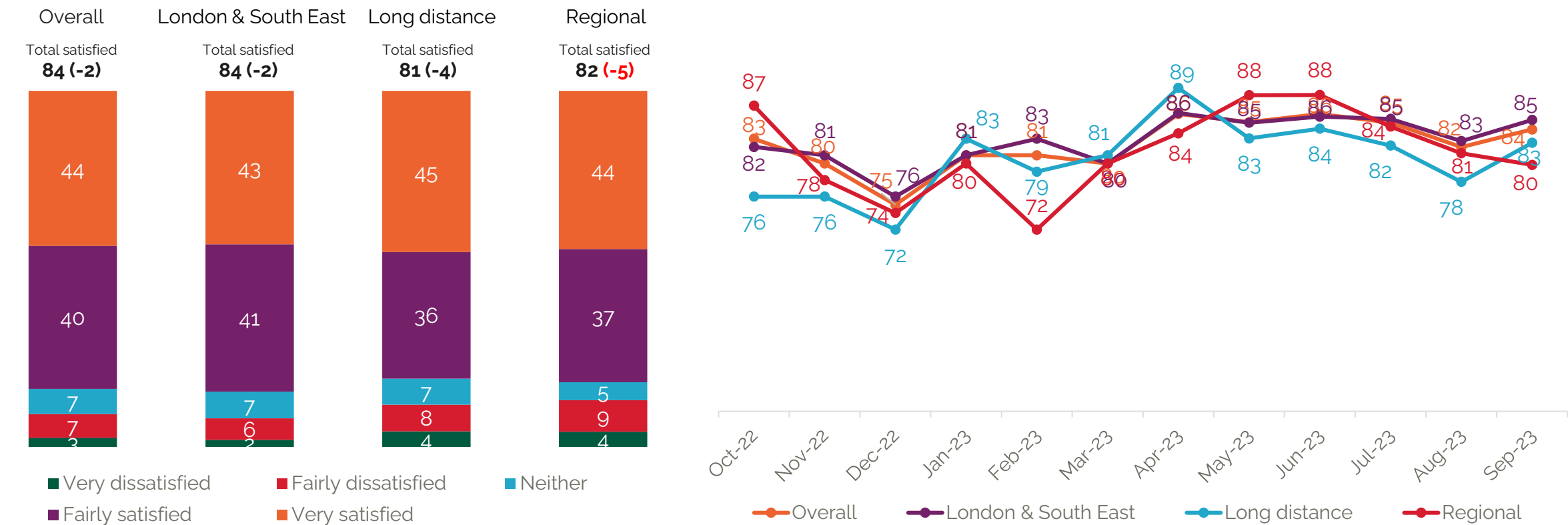
It didn't give me enough information on my personal stop  
**Minor delay/East Midlands Railway/Business**

There was no specific information as to why the delay was taking place or how long we would be expected to wait  
**Major disruption/Cross Country/Business**

# Overall satisfaction with information provision

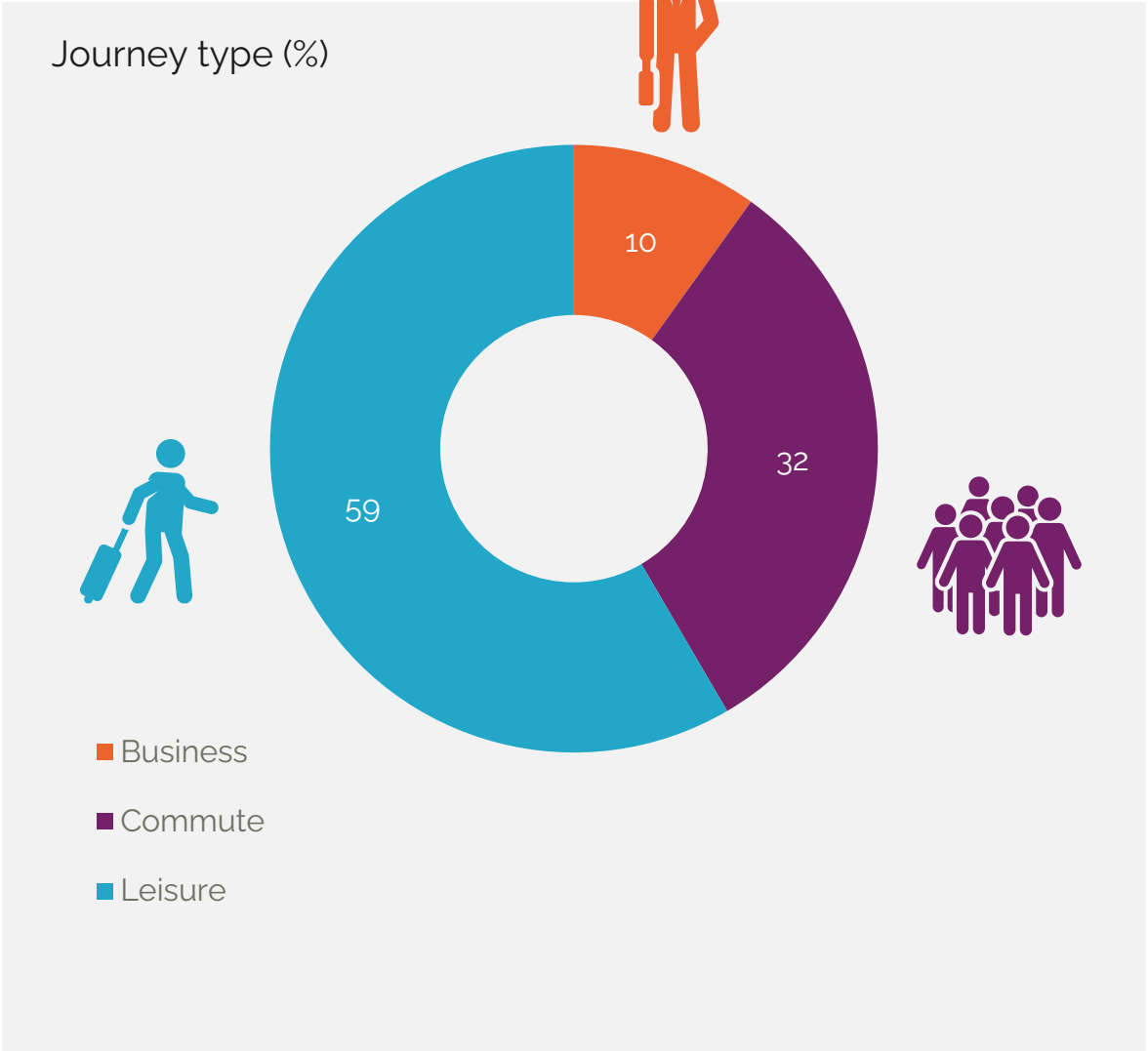
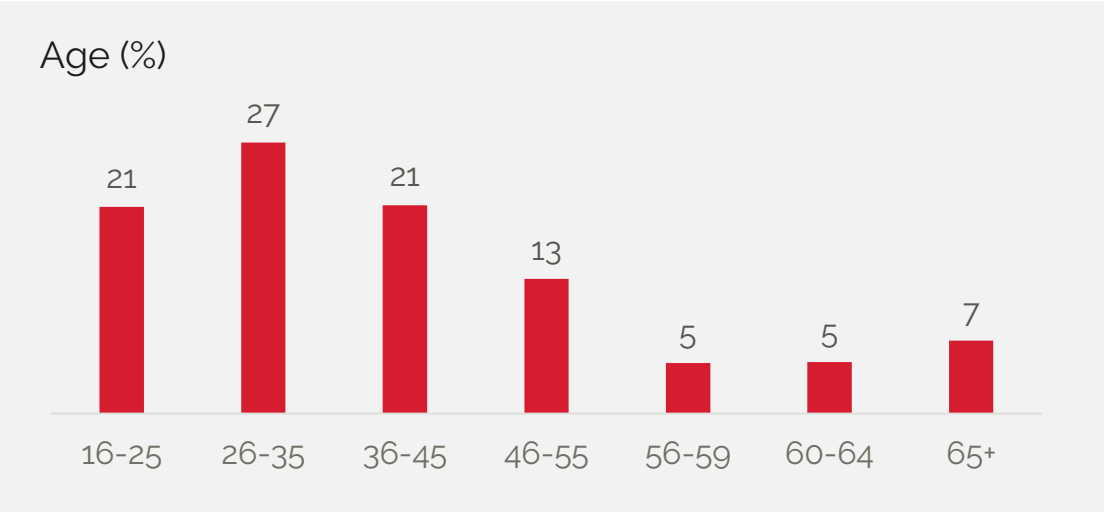
Satisfaction with the information provided decreased across all regions, with regional TOCs showing the strongest decrease.

Overall satisfaction with information provision by sectors (%)



Overall, how satisfied were you with the information provided during your journey? (excl DK)  
Oct/Nov/Dec 22/Jan/Feb/Mar/Apr/May/ Jun 23/July/Aug/Sep 23 – Overall (852/834/870/694/590/710/811/786/1037/854/858/847), London + SE (488/475/503/392/326/374/464/439/589/503/499/487), Long Distance (197/179/178/152/143/180/176/178/218/182/181/185), Regional (165/180/189/150/121/154/170/168/228/169/178/175)

# Demographics





## Contact us



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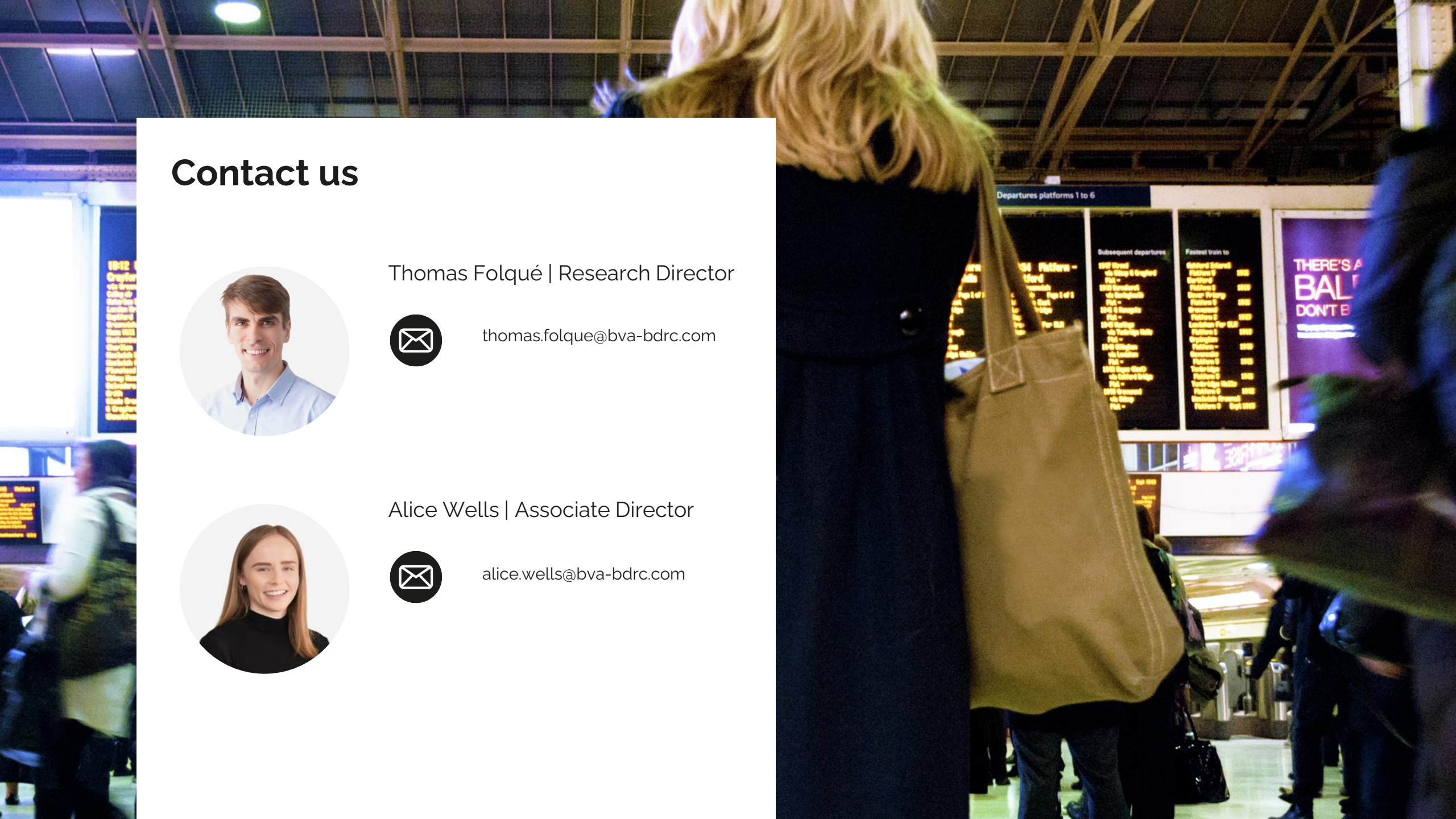
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# Quality standards and other details

BVA BDRC is certified to ISO 20252:2012 and 27001:2013, the recognised international quality standards for market research and information security, thus the project has been carried out in accordance with these standards.

- We are working towards ISO 20252:2019 and expect to be fully certified to that by February 2023
- Adherence to the standard is independently audited once per year
- This project has also been carried out in conformity to the MRS Code of Conduct, GDPR, the UK's Data Protection Act, and all other relevant industry codes, legal and ethical requirements
- Where subcontractors are used by BVA BDRC, they are assessed to ensure any outsourced parts of the research are conducted in adherence with these same standards.

Full methodological details relevant to the project are available upon request.

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