

Rail Delivery Group

Ticket Office Sales

Mystery Shopping 2018

Report of Findings

December 2018



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1. Executive Summary

- The 2018 Retail Mystery Shopper Ticket Office survey pass rate was 96.8%, a significant improvement on the 95.5% recorded last year and beating the target of 96.5%.
- The best performing scenarios were First Class and the Disabled Railcard scenario, both scoring 100%. All scenarios exceeded the 96.5% overall target apart from Remote Sale, Frequent Traveller and Railcards.
- Only one scenario had a score statistically different from last year – Turn Up and Go, Return same day.
- The worst performing scenario was the Remote sale scenario with a score of 91.5%.
- The main reasons for failure this year were associated with issuing the wrong type of ticket, in particular not selling a cheaper routed/dedicated ticket and selling off-peak tickets rather than more appropriate peak tickets.
- Analysis of qualitative factors shows generally that performance improved over last year in some areas and declined in others. Both queueing times and queue lengths were worse than last year but were more similar to 2016. The most significant deterioration came in clerks asking questions to confirm when the customer was departing. As last year, a general picture emerges of clerks being less likely to ask important confirmatory questions about the transaction. While less important to a customer's everyday travel needs, the significant decline in providing information on the Conditions of Carriage is also a cause for concern.

2. Introduction

In February 2018, the Rail Delivery Group (RDG) appointed Line by Line Ltd. (LBL) to advise on the methodology for the 2018 Retail Mystery Shopper Survey. The survey has been carried out annually since 1997.

The purpose of this report is to outline the steps taken in the design of the 2018 Accurate and Impartial Retailing Survey and to comment on the results. In order to establish a consistent measure of Train Operating Company (TOC) performance over successive years, this year's methodology is broadly based on that used by ATOC/RDG since 1999.

2.1 Background

The underlying objective behind the Mystery Shopper Survey is to improve the accuracy of station ticket retailing. The purpose of the survey is to measure this, with the key output being a table of industry retail performance by scenario and an overall industry score.

The key principle underlying the design of the methodology is that accuracy of retailing at stations is sampled and evaluated in the research in a way that is reflective of current customer transactions. This has two implications for the survey:

The transactions undertaken by the mystery shoppers are based on actual transactions as recorded in LENNON, the national rail ticket sales database;

The results by scenario are weighted by the actual proportion of ticket issues for each scenario so that the overall weighted score reflects the mix of ticket issues.

The process involves generating plausible customer questions in different ticketing scenarios. These random scenarios are chosen based on the most current ticket data and the definitions are the same as 2017. The ticket purchases are split into scenarios using assumptions as laid out in part 2 of the Appendix.

Table 1 below summarises the scenarios and target sample sizes for 2018 compared with last year.

| Scenario No. | Scenario Description | 2018 target shops | 2017 target shops |
|---------------------|---|--------------------------|--------------------------|
| 1a | Turn up & go, return same day. Priority = flexibility/speed | 290 | 269 |
| 1b | Turn up & go, Single. Priority = flexibility/speed | 103 | 136 |
| 1c | Turn up & go, Return same day. Priority = cost | 7 | 14 |
| 1d | Turn up & go, Single. Priority = cost | 6 | 6 |
| 2 | Turn up & go return 7 days' time | 273 | 270 |
| 3 | First Class | 9 | 9 |
| 4 | Advance Purchase | 98 | 85 |
| 5 | Remote Sale | 106 | 100 |
| 6a | Frequent Traveller (5 days a week) | 19 | 17 |
| 6b | Frequent Traveller (4 days a week) | 18 | 17 |
| 6c | Frequent Traveller (3 days a week) | 18 | 18 |
| 7 | Monthly Season Ticket | 40 | 38 |
| 8 | Travelling with other adults | 76 | 81 |
| 9a | Railcard-Senior | 89 | 83 |
| 9b | Railcard-Family & Friends | 12 | 17 |
| 9c | Railcard-Network | 26 | 28 |
| 9d | Railcard-16-25 year old | 85 | 89 |
| 10 | Disabled Traveller (using Disabled Persons Railcard) | 25 | 23 |
| Total | | 1,300 | 1,300 |

Table 1A – Comparison of sample sizes for 2018 and 2017

2.2 Scenario Definitions

The ten basic scenarios and their characteristics are shown below and are described in further detail following the table.

| Scenario Number | Time of Travel | Return Date | Class | Customer Priority | Additional Factors |
|------------------------------|---------------------------|-----------------------------|-----------------|-----------------------|-----------------------|
| Turn Up and Go | | | | | |
| 1 | Immediate | Same day (or not if single) | Std | Journey time or cost | None |
| 2 | Immediate | 7 days later | Std | Cost | Route & prices |
| First Class | | | | | |
| 3 | Immediate & Future | Same day | 1 st | Comfort | Discounts on advance |
| Advance purchase | | | | | |
| 4 | Two weeks' time, off-peak | 7 days later | Std | Cost | None |
| Remote sale | | | | | |
| 5 | Next day | Same day | Std | Cost | Route & prices |
| Frequent Traveller | | | | | |
| 6 | From today | 3,4 or 5 days in same week | Std | Cost | None |
| Monthly season ticket | | | | | |
| 7 | Immediate | | Std | Monthly season ticket | Multi-modal options |
| Travelling with other adults | | | | | |
| 8 | Immediate | Same day | Std | Cost | Group ticket options |
| Railcard user | | | | | |
| 9 | Same day and future | Same day & future | Std | Cost | None |
| Disabled Railcard | | | | | |
| 10 | 5 days' time | Same day & future | Std | Accessibility | Minimise interchanges |

Table 1B – Scenario Definitions

Note: All scenarios involve return journeys except Season tickets and the single ticket sub-scenarios of scenario 1.

Scenario 1 – Turn Up & Go, Return Today or Single Ticket

This scenario is based around a requirement for immediate travel either returning today (1a) or asking for a single ticket (1b). Both 1a and 1b shoppers want maximum flexibility as to the departure of the next most convenient train and to the time of the return journey later in the day, in the case of 1a. 1c and 1d are sub-scenarios where a shopper asks for a return or single but a cheaper fare is more important than flexibility.

Scenario 2 – Turn Up & Go, Return in 7 Days' Time

This is very closely based on Scenario 1. The difference is that the return ticket is for 7 days' time and cost is the main criterion, rather than journey time. The return journey time can be flexible, so slower but cheaper routes may be offered.

Scenario 3 – First Class

This is the only scenario asking about First Class, and comfort becomes the principal criterion with cost the second. In other respects it is broadly similar to Scenario 1. The journey will be one where First Class is available for at least part of the route. A proportion of these are designated as "weekend" so that the availability of cheaper first class supplements like Weekend First can be tested.

Scenario 4 – Advance Purchase

The advance purchase scenario considers the case of purchasing a ticket a significant time in advance – typically two weeks – to allow sufficient time to qualify for advance purchase fares. Advance purchase fares are quota restricted and come with reservations for specific trains. The return journey was specified as seven days following outward travel. All shoppers asked the clerk whether the ticket being sold was an Advance ticket and the clerk's response was noted. Where the shopper was informed that the Advance quotas had been checked and were no longer available, the shop was deemed void.

Scenario 5 – Remote Sale

The exercise for this scenario involves buying a ticket to travel from a station other than the one at which the purchase is being made. The principal criterion is cost, so some options with cheaper but slower routes may be presented.

Scenario 6 – Frequent Traveller

This scenario involves a shopper travelling 3, 4 or 5 days for this week only (starting from today) and asking the clerk for the cheapest way of doing this. This scenario is designed to test the clerk's ability to check whether several day tickets is cheaper than a weekly season or whether Oyster Pay As You Go (PAYG) in London may be the cheapest option. As per last year, all mystery shoppers for this scenario had passport photos in their possession so that if they were not offered a season (when it was the cheapest option) it would be down to the clerk's error rather than the shopper's.

Scenario 7 – Monthly Season Ticket

The test involves advance purchase of a Monthly Season ticket with travel commencing from the following day. In London and Passenger Transport Executive (PTE) areas, integrated travel options (e.g. Travelcards) will be included.

Scenario 8 – Travelling with Other Adults

This scenario involves a shopper travelling with two other adults and asking the cheapest way of doing this. This is designed to test whether cheaper adult group options such as GroupSave are offered.

Scenario 9 – Railcard User

This is the only scenario involving purchases with railcards. The exercise involves 16-25, Senior, Family & Friends and (in the South East) Network Railcards. The Family & Friends Railcard option requires purchase of tickets for an adult and one child; the other three railcards involve the customer shopping for a friend or relative travelling alone. For fieldwork purposes, this scenario is split into four according to railcard. The Senior and Family & Friends sub-scenarios involve purchase of a ticket to return a week later while the 16-25 and Network sub-scenarios involve day return travel.

Scenario 10 – Disabled Railcard

This scenario involves buying a return ticket with a Disabled Railcard. It is designed to test the special needs of a passenger rather than merely speed, flexibility or cost. The shopper should be sold a ticket which minimises interchanges and has assistance available as well as a disabled toilet and these requirements take priority over other aspects such as cost.

2.3 Methodology

2.3.1 Sampling

This section summarises the methodology used to create the 2018 ticket office sample.

Overall sample sizes were 1,300 shops, the same as 2017. The main steps were as follows:

- To ensure that each TOC was adequately represented in the sample a fixed sample size was set for all TOCs was set at 73 (Approximately 1300 / 18) .
- There were no minimum sample sizes for scenarios so that scenarios could be selected at random based on ticket type. For this reason, there are much lower sample sizes for some scenarios such as First Class and Disabled Railcard;
- There was one restriction placed on scenario sample size. As before a maximum of around 400 Scenario 1 records was set to ensure that this scenario would not be too dominant in the sample. However, the impact of this scenario is then restored with the weighting process;
- For the purposes of scenario analysis, some records which were picked at random were permitted to count towards more than one scenario. For example, purchasing a Brighton-London ticket at Worthing ticket office with a 16-25 Railcard would prior to 2015 have been allocated to the Remote Scenario and the railcard element removed. However, this year as in the past two years, the record was permitted within each scenario. This means that records available for scenario analysis are higher than the 1,300, improving statistical significance. Also the survey is more representative as it takes into account more transactions with multiple facets. Although, some records were allocated to more than one scenario, each record was given a primary scenario.

LENNON Data Collection

Information on annual ticket sales for year ending 31 March 2018 was obtained from the LENNON sales database for each ticket sales location for each retailing TOC. This was broken down by Ticket Type, Ticket Status (i.e. with or without Railcard, and adult or child), and associated journey origin and destination. Records with differences between ticket selling location and journey origin were used in conjunction with scenario 5. During this stage, the outputs were checked and the following sales points were removed:

- Ticket Vending Machines (TVMs) – note that these were shopped separately as part of another exercise
- Internet sales points – these were also shopped separately.
- Telesales offices
- Business Travel Offices and Travel Centres
- Any other non-ticket office sales points such as portable ticket machines for on-train sales.

The remaining stations were checked in conjunction with the National Rail website to confirm that they were valid station ticket offices. Note that in some cases, a station will have more than one ticket office and each of these can appear separately in the sample if it has enough transactions. In a few cases, ticket offices at the same station are operated by different TOCs such as Euston (Virgin West Coast and London Midland) and Liverpool Lime Street (Northern and Merseyrail).

2.3.2 Scenarios

As our starting point, we selected a disproportionate stratified sample, selecting a maximum of around 400 flows (where a flow is defined as a unique origin-destination-scenario combination) from Scenario 1, while the other scenarios were sampled in direct proportion to the ticket types and travel cards representing the scenario. Note that Scenario 1 is capped at around 400 records as it represents a very significant proportion of transactions on the railway. Selecting flows directly in proportion would result in too many other scenarios with insufficient sample sizes for analysis purposes.

As the sample design is disproportionate, the overall pass rate was weighted by scenario at the analysis stage, to ensure it is a representative of all ticket types (see section 4.4).

Although the methodology is not designed to measure retail accuracy by TOC, to ensure a representative spread of mystery shops across all TOCs, the sample size within each scenario for each TOC will be proportional to the corresponding ticket issues.

Allocating Flows to Scenarios

For each TOC, all Origin and Destination, Ticket Type and Status flows were downloaded from LENNON to MS Excel. Ticket flows were then allocated to scenarios based on the scenario definitions. These were based on LENNON ticket type and status definitions (as shown in Table 4 below) with three exceptions:

- Scenarios 1c and 1d were based on choosing which of the Scenario 1 journeys could involve a cheaper dedicated or routed ticket based on checks using a combination of network and fares data.
- Frequent Traveller flows were taken from a sample of weekly season transactions within LENNON;
- Travelling with Other Adults flows were taken from a sample of tickets purchased with group ticket types.

For each scenario, a sample of flows was randomly selected from each TOC file. The sample size for each TOC and scenario pair was calculated proportional to the ticket sales of the scenario type in that TOC. As in previous surveys, this random sampling process was proportionate to the issues of each flow.

This year, given the reduction in overall sample size, the sample was spread evenly across all TOCS. This was done to ensure an adequate number of shops in each TOC. While results are not presented at TOC level, a minimum sample by TOC is desirable as sampling on a purely proportional basis would give tiny sample sizes for some TOCs.

A stratified sample is taken for each scenario, in each TOC, in direct proportion to the tickets sales for that scenario TOC pair. This ensures a representative sample by TOC and also provides an overall sample which will also be close to representative. TOC size and scenario spread differences across TOCs mean the overall sample is not an exact representative sample. A overall weighted sample result by scenario is calculated at the analysis stage to account for these differences.

Previously these scenarios would have been sampled at station level but as we require a fixed sample size for each scenario, it is much more efficient to randomly select them at TOC level. Additionally, as the sampling within scenarios is now completely random and not weighted, the sampling error is reduced.

However, as shown in Table 1C below, there is a representative range of station sizes being sampled in 2018. This table shows the number of stations within each size band for the railway as a whole and the number surveyed within each size band.

| Group Number | Ticket Issues/Year | No. of Ticket Offices | No. of ticket offices sampled 2018 |
|---------------------|---------------------------|------------------------------|---|
| 1 | > 750,000 | 6 | 6 |
| 2 | > 195,000 | 161 | 142 |
| 3 | > 47,000 | 481 | 239 |
| 4 | < 47,000 | 729 | 139 |
| Total | | 1,377 | 526 |

Table 1C – Selected Station Ticket Offices by Group

Creating Scenario Weights

As noted earlier, the overall rail pass rate needs to reflect the number of different transactions by scenarios; i.e., it needs to be a weighted result across the different scenarios based on LENNON issues and any other relevant market research available. Our definition and assumptions used in calculating the weights by scenario are shown in the table below.

| Scenario description | Scenario Number | Description |
|------------------------------|------------------------|--|
| Turn up and go | 1a | All Standard Class returns, non-advance purchase tickets, not from remote stations, not using a Railcard and travelling back the same day. |
| | 1b | All Standard Class singles, non-advance purchase tickets, not from remote stations, not using a Railcard. |
| | 2 | All Standard Class, non-advance purchase return tickets, not using a Railcard and able to stay away at least one day. |
| First Class | 3 | All First Class tickets excluding seasons and advance purchase products. |
| Advance Purchase | 4 | All advance purchase tickets. |
| Remote Sale | 5 | Based on proportions from large sample of LENNON records studied as part of the Scenario Review (2010) |
| Frequent Traveller | 6 | Based on proportions from National Passenger Survey and National Rail Travel Survey analysis (2010) |
| Monthly season | 7 | All Standard Class season tickets with a validity of between 30 and 89 days. |
| Travelling with other adults | 8 | Based on proportions from large sample of LENNON records studied as part of the scenario review (2010) |
| Railcard User | 9 | All Standard Class tickets, non-advance purchase stations, using one of the 4 major railcards. |
| Disabled Railcard | 10 | All Standard Class tickets, non-advance purchase, not from remote stations, using a Disabled Railcard. |

Table 1D – Definition of Scenario Weights

Note: Apart from Scenarios 9 and 10, all tickets are at public adult rate.

Reality check

Once all the mystery shop records had been selected, each record was checked to ensure that the ticket type and journey were compatible, for instance, to ensure that a same day return ticket was not bought for a journey between Portsmouth and Aberdeen. This is a very important concern, because any unusual ticket requests may alert the ticket office to the presence of a mystery shopper.

2.3.3 Fieldwork and Marking

LBL provided the fieldwork company, ESA, with a set of survey records. As well as carrying out the shops, ESA also marked the shops with any that they were unsure of, being sent to RDG for further adjudication.

Spreadsheets which contained data on each completed transaction were sent from the fieldwork company to RDG and LBL. LBL then sent those that were marked fails to TOCs for comment.

As in previous years, electronic copies of the actual tickets purchased were sent with the failure information.

After the return of these records from TOCs, RDG made a further adjudication when TOCs had disputed a particular record. The data was then sent onto LBL for analysis of failure rates and reasons for failure.

3. Analysis of Results

3.1 Response Rates

3 of the 1,300 (0.2%) of the mystery shopper were not completed successfully, leaving 1,297 completed transactions (99.8% response rate) for analysis. This is the same as last year but significantly higher than 2016 (98.5%). The reasons for the reduction from 1,300 were:

Two instances of ticket office closure (0.15% of the proposed sample, compared with only one instance in last year's sample) where no transaction took place because a ticket office was closed during its advertised opening hours. Because the transactions themselves had not failed, these records were not classified as a "retail" failure but were removed from the analysis sample.

One instance where the purchase was not completed as the only recommended option was Oyster or contactless payment and this falls outside of the scenarios tested in the survey.

A breakdown of the completed shops by scenario is shown below.

| Scenario Number | Scenario Description | Sample size | Completed | Response rate |
|-----------------|---------------------------------|-------------|-----------|---------------|
| 1 | Turn up and go, return same day | 406 | 405 | 99.8% |
| 2 | Turn up and go, return 7 days | 273 | 273 | 100.0% |
| 3 | First Class | 9 | 9 | 100.0% |
| 4 | Advance Purchase | 98 | 98 | 100.0% |
| 5 | Remote Sale | 106 | 106 | 100.0% |
| 6 | Frequent Traveller | 55 | 53 | 96.4% |
| 7 | Monthly Season ticket | 40 | 40 | 100.0% |
| 8 | Travelling with other adults | 76 | 76 | 100.0% |
| 9 | Railcard | 212 | 212 | 100.0% |
| 10 | Disabled Railcard | 25 | 25 | 100.0% |
| Overall | | 1,300 | 1,297 | 99.8% |

Table 2 – Completed Transactions by Scenario (based on primary scenario)

3.2 Ticket Accuracy (Pass Rates)

The completed shops were used to calculate the proportion of successful mystery shop transactions. These figures were broken down by scenario. As noted earlier, to ensure that the overall industry result was a true reflection of the actual mix of ticket types purchased, the success rates were weighted using LENNON ticket issues data from the year ending March 2018.

Table 3 contains these results and the associated 95% confidence intervals. Confidence intervals are shown in Table 3 to demonstrate whether pass rates are statistically significant -if the (absolute) difference between the pass rates is greater than the confidence interval then the difference is said to be "statistically significant". Statistical significance means that any differences are likely to reflect actual behaviour changes as opposed to random fluctuations or "scatter" in the pass rate data such as might result from choosing a different sample of stations or survey dates (e.g., staff may differ).

As per previous years, the target pass rate was 96.5%. The overall (all-scenario) score of 96.8% this year is above this target but with a confidence interval of 0.9%, this result is not statistically significant.

The overall score of 96.8% is however above last year's score of 95.5% and this difference is statistically significant.

Table 3 shows that on an individual scenario level, there is one scenario that is significantly different from last year – significance defined as the difference between the 2018 pass rate and the 2017 pass rate being higher than the confidence interval. This is Scenario 1 and is shown in italics below.

| Scenario Number | Scenario Description | Pass Rate 2018 | 95% Confidence Interval 2018 | Sample Size 2018 | Pass Rate 2017 |
|-----------------|---------------------------------|----------------|------------------------------|------------------|----------------|
| 1 | Turn up and go, return same day | 97.0% | 1.7% | 405 | 95.1% |
| 2 | Turn up and go, return 7 days | 96.7% | 2.1% | 273 | 95.9% |
| 3 | First Class | 100.0% | 0.0% | 9 | 100.0% |
| 4 | Advance Purchase | 98.0% | 2.8% | 98 | 98.0% |
| 5 | Remote Sale | 91.5% | 5.3% | 106 | 95.0% |
| 6 | Frequent Traveller | 96.2% | 5.1% | 53 | 96.2% |
| 7 | Monthly Season Ticket | 100.0% | n/a | 40 | 97.4% |
| 8 | Travelling with other adults | 98.8% | 2.4% | 80 | 97.6% |
| 9 | Railcard | 96.3% | 2.2% | 273 | 94.7% |
| 10 | Disabled Railcard | 100.0% | n/a | 33 | 100.0% |
| Overall | | 96.8% | 0.9% | 1370 | 95.5% |

Table 3 – Mystery Shopper Success Rates by Scenario

As last year, sample sizes were too small to enable statistically robust analysis by TOC. However, disaggregate analysis of pass rates was undertaken on a sector basis with TOCs divided between Long Distance, London and South East and Regional.

Table 4 below shows the pass rates by sector with Long Distance TOCs scoring highest; although none of the differences between the sectors are statistically significant. The Long Distance pass rate, however, is significantly higher than the 2017 figure while the other sectors have scored similar to last year.

| Sector | Pass rate 2018 | Pass rate 2017 | Pass rate 2016 | Statistical significance (2018 vs 2017) |
|---------------------|---------------------------|---------------------------|---------------------------|--|
| Long Distance | 97.5% | 95.3% | 95.3% | Yes |
| London & South East | 96.0% | 95.5% | 95.0% | No |
| Regional | 97.0% | 96.9% | 96.8% | No |

Table 4 – Unweighted Pass Rates by Sector

3.3 Reasons for Failure Analysis

Using data gained from the marking stage, those records which were marked as “failures” were analysed.

Table 5 below shows the analysis of reasons for failure by scenario.

| Reason for failure | Scenario | | | | | | | | | | Total |
|---|-----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | |
| Cheaper routed ticket not sold | 3 | 4 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 9 |
| Off-peak rather than peak | 2 | 2 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 6 |
| Refused to sell ticket | 0 | 0 | 0 | 0 | 3 | 1 | 0 | 0 | 1 | 0 | 5 |
| Incorrect date of travel | 0 | 2 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 4 |
| Incorrect destination | 1 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 3 |
| Multimodal rather than rail only | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 0 | 3 |
| Routed ticket rather than Any Permitted | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 |
| Single rather than return | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 1 | 0 | 3 |
| Incorrect discount applied | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 2 |
| Tickets don't cover full journey | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 2 |
| Day ticket rather than cheaper weekly | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 |
| Period return rather than day return | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| Return rather than single | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| Total | 12 | 9 | 0 | 2 | 9 | 2 | 0 | 1 | 8 | 0 | 43 |

Table 5 – Reasons for Failure by Scenario.

The most significant failure this year was that of not selling a cheaper routed ticket, which accounted for over 20% of all failures. This is a similar proportion to last year’s survey. There were also two other significant categories - where an off-peak was sold rather than more appropriate peak or where the clerk refused to sell a ticket. These three reasons account for nearly half of all failures in 2018.

However, there was a fall in some categories over last year; in particular day tickets rather than a weekly ticket and applying an incorrect discount (usually in the railcard or group scenarios).

As with previous years, we also split the type of failure into one of three groups:

- **Transaction failures** – where a clerk refused to sell a ticket without sufficient reason. There were five instances this year, a deterioration on the two recorded last year. Note that mystery shoppers are instructed to persist in trying to buy a ticket even if the clerk initially advises against.
- **Pricing failures** – where the correct ticket was sold but at the wrong price. This includes selling tickets in the Railcard scenario at the wrong discount and selling tickets

for more than one (adult) traveller without an appropriate group discount. There were two instances of pricing failure this year (both involving an incorrect railcard discount), compared with four last year.

- **Ticket failures** – where a ticket was sold but it was incorrect or inappropriate to the scenario for various reasons. This was by far the most common type of failure this year, accounting for 36 of the 43 failures. As noted earlier, not selling a cheaper routed/dedicated ticket was the single most common failure but there were also many instances of other failures, such as selling a routed ticket where the scenario demanded a more flexible Any Permitted routeing.

Reasons for failure for each scenario are now discussed in further detail.

Turn Up and Go Scenarios

As per previous years, Scenario 1 was split into four sub-scenarios: -

- 1a (Turn up and go, return same day - flexibility);
- 1b (Turn up and go, single journey - flexibility);
- 1c (Turn up and go, return same day - wanting cheapest ticket); and
- 1d (Turn up and go, single journey - wanting cheapest ticket).

There were seven failures within scenario 1a, compared with 12 last year, resulting in a pass rate of 97.6%% for this sub-scenario – significantly higher than last year’s 95.5%. The failures were dominated by selling off-peak tickets rather than more appropriate peak or super off-peak tickets and by selling routed tickets where an Any Permitted routeing was more appropriate to the scenario. The improvement in this scenario, which has the largest weight of any scenario, had a significant impact in increasing the overall TOC score.

Scenario 1b had three failures this year (97.1%) the same as last year. Note, however, that this sub-scenario should be the highest scoring scenario as it is the most straightforward of all.

Scenarios 1c and 1d are more complex scenarios as they are testing the clerk’s ability to sell cheaper but often slower or less convenient “turn up and go” tickets. Reflecting the relative rarity of these scenarios amongst rail travel, few shops of these types were undertaken. As a result, the one failure recorded in 1c means that the overall score for this sub-scenario was only 85.7% while 1d recorded only 83.3%. Both the failures in 1c and 1d were associated with not selling a cheaper routed ticket.

Scenario 2 which is Turn Up and Go but Return a Week Later recorded 96.7% this year, not significantly different from the 95.9% last year. As seen in Table 5 above, most of the failures were associated with cheaper dedicated or cheaper routed tickets not being offered or with selling off-peak tickets rather than more appropriate peak tickets.

First Class

There were no failures in this scenario in 2018, the same as last year. Note however, owing to the relative scarcity of First Class travel when compared with other scenarios, sample sizes for this scenario are very small.

Advance Purchase

This scenario score of 98% was the same as 2017. In both failures in this scenario in 2017, while an advance product was available for the trains/dates requested for the customer, the failures resulted from other factors – i.e., cheaper routed ticket not sold date and selling off-peak rather than the more appropriate peak ticket.

Remote Sale

This scenario was down on last year (91.5% vs 95%), although this difference is not statistically significant. There were nine failures this year, dominated by refusal to sell a ticket, incorrect destination and selling a single rather than a return.

This is one of the more complex scenarios and it is interesting to note that there were no cases this year of getting an incorrect origin, the reason for failure that one might most expect. It is possible, however, that with the clerk concentrating on getting the origin correct, it makes it more likely that errors will occur elsewhere.

Frequent Traveller

This scenario scored the same as last year. There were only two failures this year, one refusal to sell a ticket and one case where day tickets were sold rather than a cheaper weekly season.

Monthly Season Ticket

There were no failures in this scenario this year. While this is an improvement on last year's score of 97.4%, this difference was statistically insignificant owing to a relatively small sample size.

Travelling with other Adults

This scenario scored higher than last year, although this improvement was not statistically significant. The only failure this year was for not selling a cheaper routed ticket, rather than failure to sell a cheaper group ticket which was the main reason for failure last year.

Railcards

This scenario scored higher than last year but the reduction was not statistically significant. There were a number of different reasons for failure this year and failing to provide the correct discount was only one out of eight recorded failures. Note that the main reason for failure was actually selling multimodal tickets when "rail only" would have been sufficient.

This scenario is split between four sub-scenarios, the Senior, Family and Friends, Network and 16-25 Railcards. This year, the Network Railcard scored 100%, followed by 16-25 Railcard at 96.5%, Senior Railcard at 95.5% and the Family and Friends sub-scenario at 91.7%. While these differences appear large, owing to small sample sizes, they are not statistically significant.

Disabled Railcard

This scenario was the joint highest scoring this year with 100%. This was the same as last year.

3.4 Station Size Analysis

Analysis by station ticket office size was undertaken this year comparing station ticket offices with over 200,000 issues per year versus outlets with less than 200,000. Table 6 below shows that while large stations appear to perform better this year (as opposed to the reverse last year) the difference is not statistically significant.

| Ticket Office Size | Pass rate | Sample size | Confidence Interval |
|---------------------------|------------------|--------------------|----------------------------|
| Large | 97.0% | 640 | 1.3% |
| Small | 96.3% | 657 | 1.4% |

Table 6 – Pass Rates by Ticket Office Size

Note: These pass rates are unweighted.

3.5 Level of Partial Retailing

There was a small amount of evidence for potential partial retailing in 2018 based on the Retail Mystery Shopper survey. Partial retailing is defined to have taken place where the retailing TOC issued a ticket with a route which was not appropriate to the scenario and in doing so may have affected the earnings of other "carrier" TOCs who operate between the same origin and destination. In particular, these instances can occur when:

- the retailing TOC sells the "any permitted" route rather than a cheaper routed ticket (where a competitor TOC may have gained more), as the scenario demanded;
- the retailing TOC sells a cheaper routed ticket (where their own TOC stands to gain more) rather than the more flexible "any permitted" route as the scenario demanded.

There were six instances of "1", but no instances of "2". Each of the instances of "1" were within the nine "Cheaper routed/dedicated ticket not sold" transactions identified in Table 8. There is no evidence, though, of any deliberate strategy by a TOC to increase its earnings through partial retailing.

3.6 Analysis of Quality Factors

The Retail Mystery Shopper survey also collects information on several “quality-type” factors. These are now analysed in total and by sector and station size where relevant and any significant conclusions are drawn.

3.6.1 Ticket Office Closures

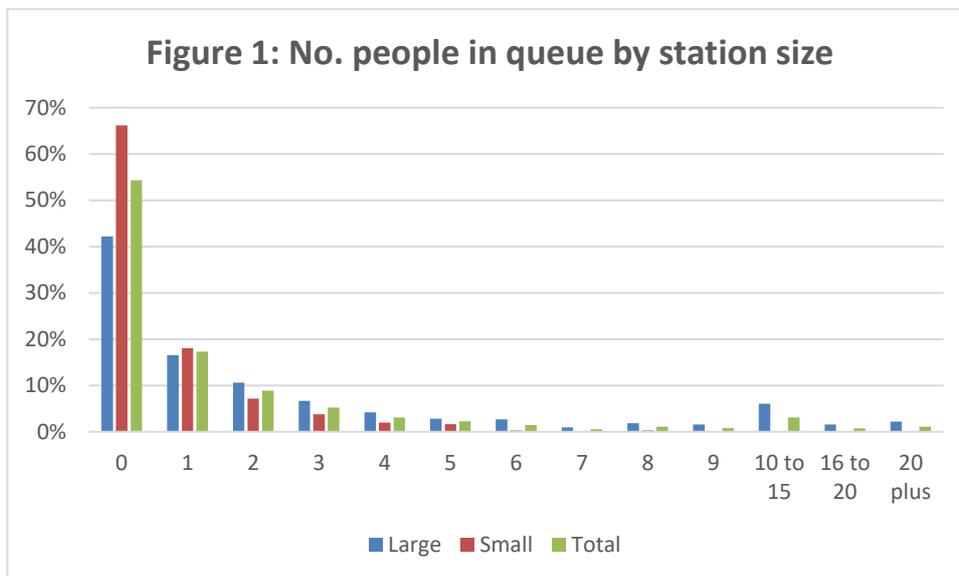
There were only two cases of ticket office closure in the survey this year. This is similar to last year’s figure of one.

3.6.2 Queuing Data

Two measures of queuing were recorded in the survey:

- Numbers of people ahead in the queue – a measure of queue length
- Number of minutes waiting to be served (after arrival at station) – a measure of queuing time.

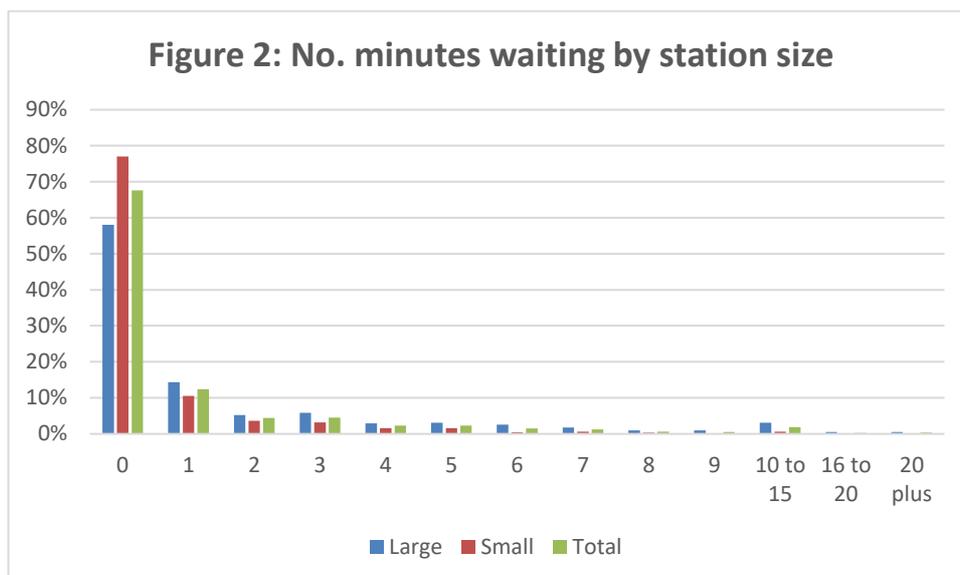
The average number of people in the queue ahead of the shopper on arrival was 1.8, above the figure of 1.4 for 2017 but the same as 2016 (see Table 7). The average of 1.8, though, hides a significant amount of variation as shown in Figure 1 below. Over 60% of the shoppers in the 2018 survey had no-one or only one person ahead of them in the queue. However, the long tail on this distribution (seen almost totally at the larger stations) pushes the average up to 1.8.



The average number ahead in the queue is strongly correlated with ticket office size with larger ticket offices having longer average queue lengths (see Table 7).

| Ticket Office size | 2018 | 2017 | 2016 |
|--------------------|------------|------------|------------|
| Large | 3.0 | 2.1 | 3.1 |
| Small | 0.7 | 0.6 | 0.7 |
| Total | 1.8 | 1.4 | 1.8 |

Table 7 – No. in Queue by Ticket Office Size



A similar pattern is observed in the average number of minutes waiting to be served. The average is 1.4 minutes but the distribution of this shown in Figure 2 is very similar to that in Figure 1 with 80% having to wait only a minute. As queue length is longer at larger ticket offices, so is queuing time as shown in Table 8.

Table 8 also shows that as with queue length there has been a significant change in the average minutes waiting to be served – higher than 2017 but lower than 2016.

| Ticket Office size | 2018 | 2017 | 2016 |
|---------------------------|-------------|-------------|-------------|
| Large | 2.0 | 1.5 | 2.2 |
| Small | 0.8 | 0.7 | 1.2 |
| Total | 1.4 | 1.1 | 1.6 |

Table 8 – Average Minutes Waiting by Ticket Office Size

3.6.4 Clerk's Questions and Actions – Outward Journey

The Mystery Shopper surveys for 2018 contained a number of yes/no fields on whether the ticket clerk asked the shopper particular questions or undertook particular actions. This sub-section deals with questions that the clerk might be expected to ask about the passenger's outward journey. Note that in some cases, some scenarios have been excluded from these analyses – for example, the Monthly Season Ticket scenario, Frequent Traveller and the Turn Up and Go flexibility scenarios (1a and 1b) are not scenarios where travelling earlier/later are relevant.

Table 9 below shows that in only just over a third of the cases does the clerk attempt to confirm where the passenger wants to travel and in half of cases when they want to travel. However, these proportions drop considerably for options which might involve the passenger getting a cheaper ticket using some alternative route, especially for slower trains and for journeys which might involve changes. The lower percentages probably reflect the fact the clerk is likely to know that for some particular transactions there are no appropriate cheaper tickets associated with changing time of travel, using a slow service, changing trains, and/or taking a different route. Note that there is a statistically significant difference between large and small stations for two indicators in this analysis – “when departing” and “would you mind changing trains”.

| Clerk asked: | Large | Small | Total |
|--------------------------------|--------------|--------------|--------------|
| Exactly where going | 37.9% | 35.6% | 36.8% |
| When departing | 52.6% | 48.1% | 50.4% |
| Can you travel earlier/later | 20.4% | 19.9% | 20.2% |
| Can you take a slower service | 6.2% | 4.7% | 5.5% |
| Would you mind changing trains | 4.0% | 6.6% | 5.2% |
| Which route are you taking | 9.6% | 8.6% | 9.1% |

Table 9 – Questions Asked (Outward Journey) by Station Size

Note: Detailed question wording is adjusted according to the scenario, but these results reflect transactions across all relevant scenarios.

Comparing these numbers with 2017 figures (Table 10) shows that clerks appear to be significantly worse than 2017 at asking about when people are travelling on the outward journey. Otherwise, performance is similar to last year.

| Clerk asked: | 2018 | 2017 | Statistical significance |
|--------------------------------|-------------|-------------|---------------------------------|
| Exactly where going | 36.8% | 36.7% | No |
| When departing | 50.4% | 63.6% | Yes |
| Can you travel earlier/later | 20.2% | 22.5% | No |
| Can you take a slower service | 5.5% | 4.5% | No |
| Would you mind changing trains | 5.2% | 5.1% | No |
| Which route are you taking | 9.1% | 9.5% | No |

Table 10 – Questions Asked (Outward Journey) by Year

Note: Detailed question wording is adjusted according to the scenario, but these results reflect transactions across all relevant scenarios.

3.6.5 Clerk’s Questions and Actions – Return Journey Leg

This sub-section deals with questions that the clerk might be expected to ask about the passenger’s return journey. Note that as in 4.3 above, some scenarios have been excluded – for example, the monthly season ticket scenario and the turn up and go flexibility scenarios (1a and 1b) are not scenarios where coming back at specific times are relevant.

Table 11 below shows that in around two thirds of cases, the clerk is trying to ascertain when the passenger is coming back. However, this proportion drops to just over 40% for time of day returning and less than 40% for confirming the restrictions on the return journey. In terms of differences between large and small stations, the difference in the proportion of clerks making the restrictions clear is statistically significant – a result also observed in last year’s survey.

| Clerk asked: | Large | Small | Total |
|---|--------------|--------------|--------------|
| When coming back | 67.4% | 64.8% | 66.3% |
| Time of day returning | 42.9% | 39.6% | 41.4% |
| Restrictions on return journey made clear | 40.7% | 33.7% | 37.7% |

Table 11 – Questions Asked (Return Journey) by Station Size

Note: Detailed question wording is adjusted according to the scenario, but these results reflect transactions across all relevant scenarios.

When compared with 2017, Table 12 below shows that in asking about the return journey results are similar to last year apart from the “when coming back” question which is better than last year and the difference is statistically significant.

| Clerk asked: | 2018 | 2017 | Statistical significance |
|---|-------------|-------------|---------------------------------|
| When coming back | 66.3% | 62.3% | Yes |
| Time of day returning | 41.4% | 39.5% | No |
| Restrictions on return journey made clear | 37.7% | 40.0% | No |

Table 12 – Questions Asked (Return Journey) by Year

Note: Detailed question wording is adjusted according to the scenario, but these results reflect transactions across all relevant scenarios.

3.6.6 Clerk’s Questions and Actions – Cheaper Ticket

This sub-section deals with questions that the clerk might be expected to ask specifically about cheaper tickets which may be gained from departing later, travelling by a slower route, changing trains or being offered an off-peak return. As above, these questions are only relevant to some scenarios (and also are not necessarily relevant to every transaction within the selected scenarios). Generally, Table 13 below shows that the proportions of the time that the clerk suggested these options are very low. In some cases, of course, a cheaper ticket may not be a realistic option; nevertheless, the proportions when a cheaper option is available is still likely to be higher than the results below, apart from the off-peak return option. Note that for two of these questions, large stations were significantly better than smaller ones – whether a slower route was suggested and whether an off-peak return was suggested.

| Clerk asked: | Large | Small | Total |
|----------------------------------|--------------|--------------|--------------|
| Cheaper ticket – departing later | 10.2% | 9.4% | 9.9% |
| Cheaper ticket – slower route | 4.4% | 2.2% | 3.4% |
| Cheaper ticket – changing trains | 2.2% | 2.8% | 2.5% |
| Cheaper ticket – off-peak return | 53.3% | 45.2% | 49.6% |

Table 13 – Questions Asked about Cheaper Tickets – by Station Size

Table 14 shows that, generally, results are very similar to last year for these indicators with one exception – suggesting an off-peak return which is significantly worse than last year. As shown in Table 13, this is primarily the result of poorer performance at smaller stations.

| Clerk asked: | 2018 | 2017 | Statistical significance |
|----------------------------------|-------------|-------------|---------------------------------|
| Cheaper ticket – departing later | 9.9% | 11.8% | No |
| Cheaper ticket – slower route | 3.4% | 3.7% | No |
| Cheaper ticket – changing trains | 2.5% | 2.1% | No |
| Cheaper ticket – off-peak return | 49.6% | 54.6% | Yes |

Table 14 – Questions Asked about Cheaper Tickets – by Year

3.6.7 Clerk’s Questions and Actions – Railcards

This sub-section deals with two specific questions over railcards (see Tables 15 and 16):

- Asking if the passenger had a railcard; and/or
- Suggesting the passenger buy a railcard to reduce the journey cost.

As per other questions in these sections, this analysis was confined to relevant scenarios.

In terms of asking whether the customer had a railcard, smaller stations appear to be significantly better than large ones. Note that the 31.5% scored overall here is higher than 2017 and this difference is statistically significant.

The proportion of times when the clerk suggested that the passenger buy a railcard to reduce the cost of the journey is very small at 2.5%, although this is still higher than last year’s score (albeit not a significant difference).

| Clerk asked: | Large | Small | Total |
|--|--------------|--------------|--------------|
| Asked if had railcard | 28.2% | 35.6% | 31.5% |
| Suggested buying railcard to reduce journey cost | 2.1% | 2.9% | 2.5% |

Table 15 – Questions Asked about Railcards – by Station Size

| Clerk asked: | 2018 | 2017 | Statistical significance |
|--|-------------|-------------|---------------------------------|
| Asked if had railcard | 31.5% | 24.5% | Yes |
| Suggested buying railcard to reduce journey cost | 2.5% | 1.6% | No |

3.6.8 Conditions of Carriage

As in the previous six years, a designated proportion of the shops involved the shopper also requesting to see the national conditions of carriage. Table 17 below shows that in only just over three quarters of transactions where the conditions were requested, a positive response was given (examples of positive responses are shown in Table 18). The difference between large and small ticket offices here is not statistically significant.

| | Large | Small | Total |
|------------|-------|-------|-------|
| Proportion | 80.0% | 73.3% | 76.5% |

Table 17 – Clerk Gave Positive Response on Conditions of Carriage – by Station Size

Table 18 below shows, however, that the proportion of positive responses given by clerks has decreased significantly from 2017, although it is more in line with the 2016 figure of 77.1%. Amongst the non-positive responses, there are still some cases where the clerk confused Conditions of Carriage with Passengers’ Charter, along with a few cases where the clerk clearly did not know what the Conditions of Carriage were.

Table 18 also shows that the advice given by clerks is concentrated on advising the customer to either consult the National Rail website (www.nationalrail.co.uk) or the TOC’s own website. Note that the “Other” category principally contains the clerk giving passengers a copy of the National Rail guide to tickets which is also defined as a positive response.

| Positive response to question | 2018 | 2017 |
|---|--------------|--------------|
| Advised to visit website | 65.2% | 84.7% |
| Given hard copy | 2.5% | 4.7% |
| Other | 8.8% | 0.0% |
| Hard copy to look at but had to give back | 0.0% | 2.8% |
| Total | 76.5% | 92.3% |

Table 18 – Range of Positive Responses on Conditions of Carriage – by Year

3.6.10 Actions to Improve TOC Retailing

Based on this year's survey, actions within the following areas would most help improve TOC retail performance:

- Improving awareness amongst staff of the cheaper dedicated or routed tickets that may be available for journeys sold from each ticket office. Staff should not make assumptions on a customers' behalf as to whether time of travel, length of journey or number of changes outweigh potential cost savings. Similarly, the clerk should not sell customers a more expensive flexible return ticket because they feel they do not have the time to exactly identify the customer's requirements for the return journey leg;
- Improving concentration or checking by staff so that it is established that the customer wants either the most flexible or cheapest ticket.
- Encourage a culture among clerks of asking confirmatory questions, for example, the clerk repeating the customer's request, in order to confirm:
 - when the customer wants to depart;
 - where the customer wants to travel to; and
 - when the customer wants to return.

Improving staff awareness of the Conditions of Carriage, where they can be accessed and what distinguishes them from other rail regulations such as the Passengers' Charter.

Appendix – Questionnaire

| Train Ticket Mystery Shopping 2018 - Ticket Office ALL scenarios | |
|---|---|
| Location: | |
| Date of Assessment: | |
| Time of Assessment: | |
| Visit Information | |
| Q1. Researcher name | |
| Q3. Date of mystery shop | |
| Q4. Day of mystery shop | <input type="checkbox"/> Monday <input type="checkbox"/> Tuesday <input type="checkbox"/> Wednesday <input type="checkbox"/> Thursday <input type="checkbox"/> Friday <input type="checkbox"/> Saturday <input type="checkbox"/> Sunday |
| Q5. Time of arrival at station | |
| Q6. Was the ticket office open? | <input type="checkbox"/> Yes (1) <input type="checkbox"/> No (0) |
| Q7. If ticket office closed: was there any information on why the office was closed? | <input type="checkbox"/> Yes (1) <input type="checkbox"/> No (0) |
| Q8. What did the information say? | |
| <i>If there was please take a photo or comment on what information was there.</i> | |
| Q9. What time did you join the queue? | |
| Q10. How many people were ahead of you in the queue when you joined? | |
| Q11. How many minutes did you have to wait to be served? | |
| <i>Please comment</i> | |
| Q12. At what time was your transaction completed? | |
| Were you asked any of the following about your outward journey at any time during the transaction? | |
| Q13. Exactly where you were going? eg if you stated London as your destination were you asked for the actual station? | <input type="checkbox"/> Yes (1) <input type="checkbox"/> No (0) |
| Q14. When you were departing? | <input type="checkbox"/> Yes (1) <input type="checkbox"/> No (0) |
| Q15. If you could travel at an earlier/later time of day? | <input type="checkbox"/> Yes (1) <input type="checkbox"/> No (0) |
| Q16. If you would be willing to take a slower service? | <input type="checkbox"/> Yes (1) <input type="checkbox"/> No (0) |
| Q17. If you would mind changing trains? | <input type="checkbox"/> Yes (1) <input type="checkbox"/> No (0) |
| Q18. What route you were taking? | <input type="checkbox"/> Yes (1) <input type="checkbox"/> No (0) |
| Were you asked any of the following about your return journey at any time during the transaction? | |
| Q19. When you were coming back? | <input type="checkbox"/> Yes (1) <input type="checkbox"/> No (0) |
| Q20. What time of day you would be returning? | <input type="checkbox"/> Yes (1) <input type="checkbox"/> No (0) |
| Q20a. What time of day you would be returning each day? | <input type="checkbox"/> Yes (1) <input type="checkbox"/> No (0) |
| Q21. Were you told your return journey could be made any time? | <input type="checkbox"/> Yes (1) <input type="checkbox"/> No (0) |
| Q21a. Did the clerk make clear what restrictions, if any, applied to the return ticket? | <input type="checkbox"/> Yes (1) <input type="checkbox"/> No (0) |
| Q21c - Were you told your return journey could be made any time on each day? | <input type="checkbox"/> Yes (1) <input type="checkbox"/> No (0) |

| Railcards | |
|--|--|
| Q22. Were you asked at any stage if you had a Railcard? | <input type="checkbox"/> Yes (1) <input type="checkbox"/> No (0) |
| <i>If asked, say no UNLESS you are carrying out a rail card scenario.</i> | |
| Q23. Did they suggest that you should buy a Railcard in order to obtain the cheapest ticket for this journey? | <input type="checkbox"/> Yes (1) <input type="checkbox"/> No (0) |
| Details of your request | |
| Q24a) - What ticket did you ask for? | |
| <i>Please comment</i> | |
| 1. Q24 ai) Please enter the Start and Finish locations you requested at the Ticket Office | |
| <i>For example "Start Location: Kings Cross St Pancras, Finish Location: Bedford Station".</i> | |
| 2. Q24 aii) Please enter the travel date/s you requested at the Ticket Office | |
| <i>Please type the dates you said you were travelling (outward and return if valid).</i> | |
| 3. Q24 aiii) Please enter the time of travel you requested at the Ticket Office (or the general time of day you indicated). | |
| Q24b) - Please state what ticket choices you were offered by the Clerk. (please recall exactly what choices were offered to you and list the ticket types in the box provided). | |
| <i>Please comment</i> | |
| Q24bi) Please provide a comment stating what ticket/s you chose from this list. | |
| <i>Please comment</i> | |
| Were you offered any of the following? | |
| Q24. A cheaper ticket departing later | <input type="checkbox"/> Yes (1) <input type="checkbox"/> No (0) |
| Q25. A cheaper ticket on a slower route | <input type="checkbox"/> Yes (1) <input type="checkbox"/> No (0) |
| Q26. A cheaper ticket changing trains | <input type="checkbox"/> Yes (1) <input type="checkbox"/> No (0) |
| Q27. An off-peak return | <input type="checkbox"/> Yes (1) <input type="checkbox"/> No (0) |
| Q27a. An Oyster Card | <input type="checkbox"/> Yes (1) <input type="checkbox"/> No (0) |
| Q27b. An off-peak single | <input type="checkbox"/> Yes (1) <input type="checkbox"/> No (0) |
| Q27c. A First Class off-peak return | <input type="checkbox"/> Yes (1) <input type="checkbox"/> No (0) |
| Q27d. An advance purchase ticket | <input type="checkbox"/> Yes (1) <input type="checkbox"/> No (0) |
| Q28. Any other cheaper ticket | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| <i>Please give details of what you were told about any other cheaper ticket you were offered.</i> | |
| Q29a. What other cheaper ticket were you offered? | |
| <i>Please state the name of the cheaper ticket that you were offered</i> | |
| Q29b. Did they check the availability of a disabled toilet for your journey? | <input type="checkbox"/> Yes (1) <input type="checkbox"/> No (0) |
| Q29c. Did they offer to make an special arrangements for your journey? (if they do, please accept) | <input type="checkbox"/> Yes (1) <input type="checkbox"/> No (0) |
| Q29d. Did they actually make these arrangements for you? | <input type="checkbox"/> Yes (1) <input type="checkbox"/> No (0) |
| If so, please comment on the arrangements made. | |
| | |

| | |
|--|---|
| Q30. Were you asked any other questions? | <input type="checkbox"/> Yes (1) <input type="checkbox"/> No (0) |
| <i>If 'YES' please record other questions asked below</i> | |
| Q30b. Did the ticket clerk warn you about any service disruption and/or advise you of a replacement bus for all/part of the journey? | <input type="checkbox"/> Yes (1) <input type="checkbox"/> No (0) |
| <i>If so, please comment on the service information provided</i> | |
| Q31. Were you offered any other information? | <input type="checkbox"/> Yes (1) <input type="checkbox"/> No (0) |
| <i>If 'YES' please record other information given below</i> | |
| Q32. Did you purchase a ticket? | <input type="checkbox"/> Yes (1) <input type="checkbox"/> No (0) |
| Q33. If 'No' was it because... | <input type="checkbox"/> They refused to sell you the ticket (please comment below) (0) <input type="checkbox"/> You were told to purchase the ticket on the train (0) <input type="checkbox"/> The Clerk said there were no tickets available (0) <input type="checkbox"/> Was there any other reason - if so, please comment |
| <i>please select</i> | |
| Q33g. Did you ask whether this was an Advance ticket? | <input type="checkbox"/> Yes (1) <input type="checkbox"/> No (0) |
| <i>Please record the Ticket Clerks response</i> | |
| Q34. Do you believe you were given the right ticket? | <input type="checkbox"/> Yes (1) <input type="checkbox"/> No (0) |
| Q35. If 'No' was it because... | <input type="checkbox"/> You asked for a return and were sold a single <input type="checkbox"/> Other (please comment) |
| Q35a. Were you offered a seat reservation with this ticket? | |
| <input type="checkbox"/> Yes (1) <input type="checkbox"/> No (0) | |
| <i>If offered you should accept</i> | |
| Q35b. Did the clerk give you a seat reservation? | <input type="checkbox"/> Yes (1) <input type="checkbox"/> No (0) |
| Q36a. Please provide us with the name of the ticket clerk that served you. | |
| <i>Write 'N/A' if no name obtained.</i> | |
| 4. Q36ai). Please type in the description of the Ticket Clerk below | <input type="checkbox"/> N/A |
| Q36b. Please provide any other information you would like to give about your transaction which has not been covered in the questionnaire in the space below. | <input type="checkbox"/> N/A |
| Ticket Details Please complete the following details about the ticket you purchased: UNDERSTANDING YOUR TICKET:- PLEASE ENSURE THAT YOU UPLOAD A PHOTO OF YOUR TICKET(S) AT THE END OF THIS SURVEY | |
| Q37a. Ticket type provided by Clerk. | |
| <i>Please write in exactly as shown on the ticket.</i> | |

| | |
|---|---------|
| <i>If offered an Oyster Card, Key Smart-card or told to purchase via the 'contactless ' card method, then please indicate this in the box below and then state the price offered on the following questions - You will attempt to decline these alternative types of purchase as per your shopper instructions.</i> | |
| Q37b. Ticket Type - adult | |
| Q37c. Ticket type - child | |
| Q38a. Ticket number of first ticket (outward journey) | |
| Q38b. Ticket number of adult ticket (outward journey) | |
| Q38c. Ticket number of child ticket (outward journey) | |
| Q39. Ticket number of second ticket (return journey) | |
| Q39a. Please insert any other ticket numbers below, if applicable | |
| <i>Including tickets purchased when travelling with other adults</i> | |
| Q39ai. Outward day/adult 2 | |
| <i>write in 5 digit number including any leading 0's</i> | |
| Q39aii. Outward day/adult 3 | |
| <i>write in 5 digit number including any leading 0's</i> | |
| Q39aiii. Outward day/adult 4 | |
| <i>write in 5 digit number including any leading 0's</i> | |
| Q39aiv. Outward day 5 | |
| <i>write in 5 digit number including any leading 0's</i> | |
| Q39bi. Return day/adult 2 | |
| <i>write in 5 digit number including any leading 0's</i> | |
| Q39bii. Return day/adult 3 | |
| <i>write in 5 digit number including any leading 0's</i> | |
| Q39biii. Return day/adult 4 | |
| <i>write in 5 digit number including any leading 0's</i> | |
| Q39biv. Return day 5 | |
| <i>write in 5 digit number including any leading 0's</i> | |
| Q39c. Ticket number of adult ticket (return journey) | |
| Q39d. Ticket number of child ticket (return journey) | |
| Q40. Ticket price | |
| <i>If sold two single tickets instead of one return record price of first ticket here and second in Q41</i> | |
| <i>However, If you are carrying out a frequent traveler Scenario and have more than one return ticket (i.e 3,4 or 5 return tickets for different days) - please sum the cost of all tickets in this box only.</i> | |
| <i>please enter the figure directly, without a currency sign.</i> | |
| Q40b. Child ticket price 1 | |
| <i>If sold two single tickets instead of one return record price of first ticket here and second in Q41 (#.## format)</i> | |
| Q41. Second ticket price | [] N/A |
| <i>Only complete if sold two singles instead of a return</i> | |
| Q41b. Child ticket price 2 | |
| <i>Only complete if sold two singles instead of a return (#.## format)</i> | |
| Q42. Station leaving from | |
| <i>Write in exactly as shown on ticket</i> | |
| Q43. Station going to | |

| | |
|---|--|
| <i>Write in exactly as shown on ticket</i> | |
| Q44. Via which station(s)/route | |
| <i>Write in exactly as shown on ticket - Refer to the ticket image above and the flexibility/route box. Simply type here what it says in that section of your Ticket (examples include:- 'Any Permitted', or 'Virgin Only' etc)</i> | |
| Q44a. Outward trip reservation details: | |
| Q44ai. Date train leaving | |
| Q44aii. Time train leaving | |
| Q44aiii. Coach | |
| Q44aiv. Seat | |
| Q44b. Return trip reservation details: | |
| Q44bi. Date train leaving | |
| Q44bii. Time train leaving | |
| Q44biii. Coach | |
| Q44biv. Seat | |
| Please enter the amount spent on Postage sending this ticket back | |
| <i>If you have posted a batch of tickets together in one envelope, please provide the total postage cost for this envelope in one of the relevant surveys; please do not duplicate this value across all the surveys</i> | |
| If valid, please enter the amount of any credit charge expense incurred (or other expenses) | <input type="checkbox"/> N/A |
| <i>Please ensure copy of receipt is attached at the bottom of this survey in addition to the photo's of Ticket(s) purchased.</i> | |
| Q45. Did you ask the clerk where you could find a copy of The National Rail Conditions of Carriage? | <input type="checkbox"/> No (0) <input type="checkbox"/> Yes, given hard copy (0) <input type="checkbox"/> Yes, shown hard copy to look at, but gave it back to clerk (0) <input type="checkbox"/> Yes, advised to visit www.nationalrail.co.uk (0) <input type="checkbox"/> Yes, other (please specify) (0) |
| Q46 Please select Yes to confirm that you have attached an image of all tickets purchased to this question | <input type="checkbox"/> Yes |
| Tracking Payments | |
| <i>Sample Comment Text (Click to enter comment text)</i> | |
| Advance payment amount | |
| Ticket Total | |
| Postage amount | |
| Credit Card/Other Charges | |
| Reimbursement Total | |
| Overall comments - Please provide a few comments informing us your experience at the Ticket Office | |
| <i>Please comment</i> | |
| Was there any terminology used by the clerk that you did not understand? (please write in your comments and include examples of any jargon terms that you found confusing during the process) | |
| <i>Please comment</i> | |

What was the one improvement you would like to see being implemented to make the experience at the ticket office efficient and easy? (Please write in your full comments and include the biggest challenge/s you faced when using the ticket office)

Please comment