

## **NET CUSTOMER SATISFACTION SURVEY RESULTS**

### **1. SUMMARY OF ISSUES**

- 1.1. The report summarises the results of two customer surveys that have been undertaken on NET within the last twelve months and describes the steps that are being taken by the tram operator to improve customer satisfaction.

### **2. RECOMMENDATION**

- 2.1. It is RECOMMENDED that the Committee notes this report.

### **3. INTRODUCTION**

- 3.1. The results of two passenger surveys that have taken place over the last 12 months have given Nottingham's tram network impressive customer satisfaction ratings of well over 90%. The survey results are outlined in this report. We are delighted the figures show that more than nine out of ten customers are satisfied or very satisfied with their journey.
- 3.2. The survey undertaken on behalf of NET in June, before the new tram lines were opened, showed overall satisfaction levels of 92% for services on NET Line One. The survey also revealed that the tram service continued to have a very high approval rating with 96% of respondents saying they would recommend NET to their friends and family.
- 3.3. These are really welcome figures bearing in mind the significant changes which have been made to our operations over the last few years and noting that the survey took place before we were able to open the new lines.
- 3.4. Coupled with the results of a national survey, undertaken by Passenger Focus earlier this year, they demonstrate that NET is amongst the most popular tram networks in the country.
- 3.5. We are never complacent however and we're constantly striving to further improve the customer experience. Now that we have opened the expanded network to Clifton and Chilwell it is important that we maintain our levels of service to a whole host of new customers.

### **4. NATIONAL TRAM PASSENGER SURVEY AUTUMN 2014 (PASSENGER FOCUS)**

- 4.1. Top line satisfaction results:
  - Overall satisfaction: 96% (overall for all networks satisfaction is at 90% so NET is well above the national average)
  - Value for money: 70% (3rd highest compared to other light rail in UK)
  - Punctuality: 93% (2nd highest after Edinburgh)

- Wait times: 92% (joint highest with Edinburgh)
- On tram journey time: 91% (joint highest with Edinburgh)
- Frequency of trams: 93% (Highest percentage)

## **5. TRAMLINK CUSTOMER SATISFACTION SURVEY (JUNE 2015)**

### 5.1. Top line satisfaction results:

- Satisfaction with overall service received on tram journey: 92%
- Satisfaction at the tram stop: 74%
- Satisfaction overall on-board the tram and the journey: 76%
- Recommendation of the tram service to a friend: 96%
- Satisfaction with our Customer Services: 79%.

## **6. SUMMARY CONCLUSIONS**

6.1. Following the change to off-tram ticketing and the removal of conductors last year, our customers' confidence using ticket machines has grown and the effective deployment of our Travel Officers has provided reassurance to customers' perceived concerns regarding safety and security. Nottingham Trams is now achieving well over the national average of customer satisfaction of 90%.

## **7. STEPS TAKEN TO IMPROVE OVERALL SATISFACTION**

- Overcrowding – a tiered approach to enhancing tram services at peak morning and evening times has been executed with positive results.
- 13 point travel officer improvement plan inclusive of training, change of name from revenue protection officer to Travel Officer (more friendly), new guidelines introduced with regards to dealing with vulnerable people, personality profiling of travel officers, mystery shopper surveys, monitor, training and feedback to staff with use of CCTV footage, complaints monitored and actioned upon, Conflict Resolution and Personal Safety training to all staff. Visit national light rail operators to ensure best practice is being delivered.
- Introduction of driver simulators & revision of training plans.
- Nottingham Trams Ltd joined The Institute of Customer Service in November 2014 and is working towards achieving an accreditation in Customer Service.
- 72 customer facing staff attended a customer service "First Impressions" accredited training course. Work-based assignments part of the course focussing on improving the customer experience with a working group of champions to drive the assignments and drive a culture of customer service excellence. Customer Service, Travel Officers and Infrastructure cleaners attended the training.

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