

# Customer Satisfaction and Non-user awareness survey results June 2017

Bringing Nottingham *together*

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# Customer Satisfaction survey

The survey was conducted between 12<sup>th</sup> May and 16<sup>th</sup> June 2017, a year and nine months after the opening of Phase Two.

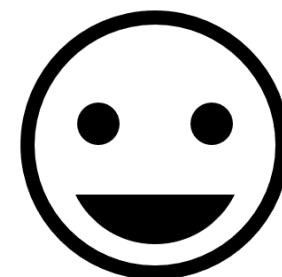
A total of 1,530 customers completed the survey.

The survey helps us to understand how the NET service is perceived and to take steps to improve the service.



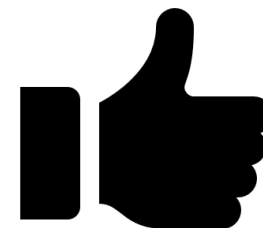
## Key results

- Satisfaction with overall service received is 94%
- 98% of respondents would recommend the NET service to a friend or family member
- 98% of respondents were happy with the frequency of service
- 93% of respondents were happy with the ease of getting on and off the tram
- 94% of respondents were happy with the reliability of the trams



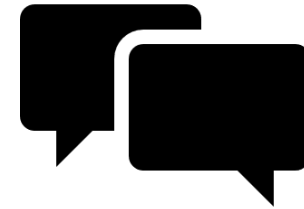
## Key results continued

- 84% of respondents rated NET Customer Service good or very good, an 5% increase on last year
- 98% of respondents find the NET website useful or very useful, compared to 85% in 2016
- 96% of respondents find NETs social media useful or very useful
- 85% of respondents find it easy to purchase a tram ticket
- 88% of respondents find the overall NET service easy to understand



# Reasons why customers like to use the tram...

- Frequency of service
- Ease of getting on and off the tram
- Reliability/speed of the trams
- Journey time/avoiding traffic
- Quality of journey



## Some of the things customers think we can improve on...

- More/better seating at tram stops
- More/better seating on board trams
- More/better ticket machines



## Issues to be addressed

- Seating - although there are no plans to review this, the frequency of trams means there is always one on the way and a short wait time for customers at tram stops.
- Smart ticketing - There have been significant developments around smart ticketing which in time will address issues around ticket machines as more options become available than simply paying by cash at the platform.
- In August 2017, all of NETs season ticket products moved over to a new smart ticketing system. Any customer renewing or purchasing a season ticket will now be on this system, offering an easy to use “touch on and go” service.



# Non User Survey

The Non-User Awareness Survey sampled 1,296 people across a 12 day period between 16<sup>th</sup> and 30<sup>th</sup> June 2017.

Spread across key commuter and travel points close to the network as well as nearby suburbs Stapleford and Long Eaton.





# Key Results

- The main reasons for not using the tram included preferring to use other modes of transport (34.2%), no tram stops near to home (28.4%) and preferring to drive (27.4%)
- 59% of respondents said that they would use the tram if required
- Non-users chose not to use park and ride sites due to it either being too far from home (20%), just don't want to (12.7%) or prefer to drive (12.7%)
- When asked what could be done to persuade non-users to use the tram, 20.1% said there was nothing we could do to persuade them to use the tram, 14.8% suggested new lines may encourage them whilst 14.1% suggested more stops
- 40% of respondents were aware of the frequency of the trams
- 90% of the respondents find the service easy to understand
- Suggested new routes included Long Eaton, Mansfield and Derby



## Issues to address

As in previous years, those that don't use the tram, don't live or work near to a tram stop, have a bus stop close by or prefer to use their car.

If there were additional lines and stops added closer to where people lived or worked, this would encourage them to use it.

# Marketing initiatives targeting non-users

- A targeted marketing campaign promoting the positive messages about Park and Ride sites.
- Introductory offers such as a discounted monthly season tickets for new customers.
- Work with major employers in the area to promote the positive benefits of tram travel.



# Public Information Project

- Actively promoting our social media platforms to increase passenger engagement, provide more real time information during disruptions to reach a broader audience
- Hosting meet the manager sessions on our platforms, engage with our customers whilst on our system, gain feedback and improve our service
- Full restructure of customer services in regards to delivery standards, improve our service and customer satisfaction
- Review and improvement of [www.thetram.net](http://www.thetram.net) and Tram stop posters
- Try the tram campaign, familiarise customers with our system and provide further support to non-users
- You said we did based on customers feedback, appreciate the responses we receive and showcase customers are listened to

