

---

# Transport Customer Satisfaction Index

SMBSC 14 – Forest Coach Lines |  
November 2016


---

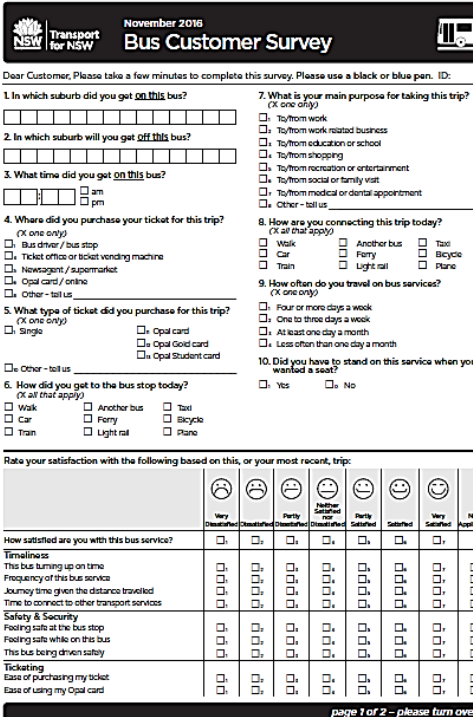
# Survey approach

- Customers were surveyed in mode during November 2016 (n= 399)
- The survey used a 7 point scale to define customer satisfaction

1	2	3	4	5	6	7
Very Dissatisfied	Dissatisfied	Partly Dissatisfied	Neither	Partly Satisfied	Satisfied	Very Satisfied

- Attributes were aligned with customer importance from CVP research

-  TIMELINESS
-  SAFETY & SECURITY
-  TICKETING
-  CONVENIENCE
-  ACCESSIBILITY
-  COMFORT
-  CLEANLINESS
-  INFORMATION
-  CUSTOMER SERVICE



Transport for NSW November 2016 Bus Customer Survey

Dear Customer, Please take a few minutes to complete this survey. Please use a black or blue pen. ID: \_\_\_\_\_

1. In which suburb did you get on this bus?  
 \_\_\_\_\_

2. In which suburb will you get off this bus?  
 \_\_\_\_\_

3. What time did you get on this bus?  
 \_\_\_\_\_ am  
 \_\_\_\_\_ pm

4. Where did you purchase your ticket for this trip?  
 (X one only)  
 Bus driver / bus stop  
 Ticket office or ticket vending machine  
 Newsagent / supermarket  
 Opal card / online  
 Other - tell us \_\_\_\_\_

5. What type of ticket did you purchase for this trip?  
 (X one only)  
 Single  
 Opal card  
 Opal Gold card  
 Opal Student card  
 Other - tell us \_\_\_\_\_

6. How did you get to the bus stop today?  
 (X all that apply)  
 Walk  
 Car  
 Train  
 Another bus  
 Ferry  
 Light rail  
 Taxi  
 Bicycle  
 Plane

7. What is your main purpose for taking this trip?  
 (X one only)  
 To/from work  
 To/from work related business  
 To/from education or school  
 To/from shopping  
 To/from recreation or entertainment  
 To/from social or family visit  
 To/from medical or dental appointment  
 Other - tell us \_\_\_\_\_

8. How are you connecting this trip today?  
 (X all that apply)  
 Walk  
 Car  
 Train  
 Another bus  
 Ferry  
 Light rail  
 Taxi  
 Bicycle  
 Plane

9. How often do you travel on bus services?  
 (X one only)  
 Four or more days a week  
 One to three days a week  
 At least one day a month  
 Less often than one day a month

10. Did you have to stand on this service when you wanted a seat?  
 Yes  No

Rate your satisfaction with the following based on this, or your most recent, trip:

	Very Dissatisfied	Dissatisfied	Partly Dissatisfied	Satisfied	Partly Satisfied	Very Satisfied	Not Applicable
How satisfied are you with this bus service?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Timeliness							
This bus turning up on time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Frequency of this bus service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Journey time given the distance travelled	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Time to connect to other transport services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Safety & Security							
Feeling safe at the bus stop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Feeling safe while on this bus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
This bus being driven safely	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ticketing							
Ease of purchasing my ticket	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ease of using my Opal card	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

page 1 of 2 - please turn over

# How to read these results

- Arrows and the amount of change (+/-) are used throughout the report to show the differences between the current result and:
  - The result of the previous wave 3 months ago (change – last 3 months)
  - The result of the base-line wave 3+ years ago (change – since November 2012)



Indicates a change of +5% points or more



Indicates a change of 1% to 4% points



Indicates no change



Indicates a change of -1% to -4% points



Indicates a change of -5% points or more

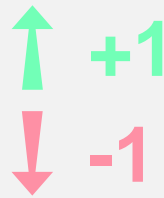
## Notes to the report

- The sum of individual components may be different to the displayed total of the individual components due to rounding
- The sum of individual components may not add to 100% due to rounding
- The displayed variance between some results may be different from the variance between the whole number results due to rounding

# Summary dashboard – SMBSC 14

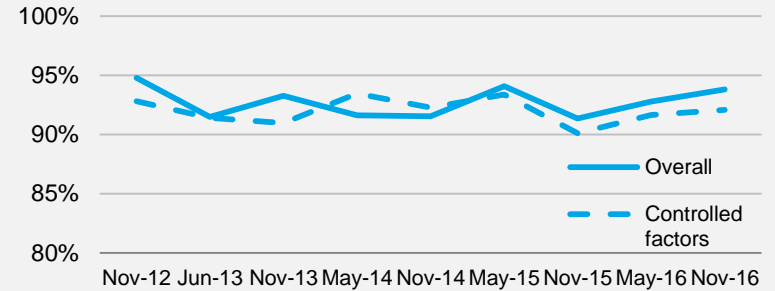
## OVERALL SATISFACTION INDEX

94%



change – last 6 months

change – since Nov 2012



### TIMELINESS

83%



### CONVENIENCE

89%

= 0

\* Comparison result is to May 2016  
NOT November 2012



### CLEANLINESS

92%

= 0



### SAFETY & SECURITY

97%



### ACCESSIBILITY

92%



### INFORMATION

74%



### TICKETING

95%



### COMFORT

89%



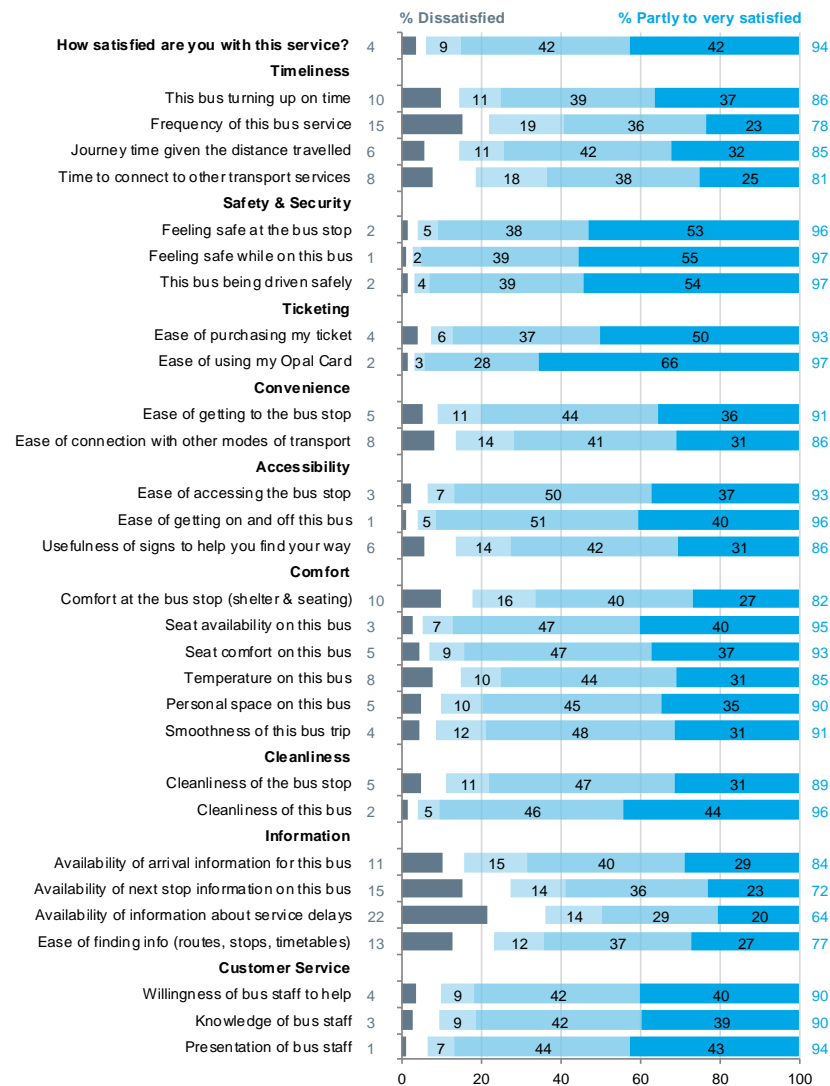
### CUSTOMER SERVICE

91%



# Detailed results – SMBSC 14

Route	# of Respondents	Percent
194	77	19.3%
195	7	1.8%
196	11	2.8%
197	61	15.3%
270	61	15.3%
271	57	14.3%
274	15	3.8%
277	3	0.8%
280	68	17.0%
281	9	2.3%
282	1	0.3%
283	29	7.3%



# Factors within operator control

## Factors Within Operator Control

### Timeliness

This bus turning up on time

### Safety & Security

Feeling safe while on this bus

This bus being driven safely

### Accessibility

Ease of getting on and off this bus

### Comfort

Seat comfort on this bus

Temperature on this bus

Personal space on this bus

Smoothness of this bus trip

### Cleanliness

Cleanliness of this bus

### Customer Service

Willingness of bus staff to help

Knowledge of bus staff

Presentation of bus staff

## Calculation:

The number of the ratings above the mid-point divided by the total number of ratings multiplied by 100.

# Factors within operator control

Contract	2016 Q4 Overall Satisfaction	Factors Within Operator Control	Operator
SMBSC 14	94%	92%	Forest Coach Lines