



Transport Customer Satisfaction Index

SMBSC 14 – Forest Coach Lines | May 2017

Survey approach

- Customers were surveyed in mode during May 2017 (n=374)
- 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 May 2017 **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?
(X one only)

2. In which suburb will you get **OFF** this bus?
(X one only)

3. What time did you get **ON** this bus?
[] [] [] am [] [] pm

4. Where did you purchase your ticket for this trip?
(X one only)

5. What type of ticket did you purchase for this trip?
(X one only)

6. How did you get to the bus stop today?
(X all that apply)

7. What is your main purpose for taking this trip?
(X one only)

8. How are you connecting this trip today?
(X all that apply)

9. How often do you travel on bus services?
(X one only)

10. Did you have to stand on this service when you wanted a seat?

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

	Very Dissatisfied	Dissatisfied	Partly Dissatisfied	Neither Satisfied / Dissatisfied	Partly Satisfied	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"/>	<input type="checkbox"/>
Timeliness								
The 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"/>	<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"/>	<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"/>	<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"/>	<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"/>	<input type="checkbox"/>
Feeling safe while on the bus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The 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"/>	<input type="checkbox"/>
Ticketing								
Ease of purchasing ticket / topping up Opal card	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ease of using Opal card	<input type="checkbox"/>	<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 this report

- 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 wave compared to the benchmark November 2012 result unless otherwise noted (change – since Nov 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

Verbatim comments

- Customers were asked: "Please tell us the main reasons for your overall satisfaction rating with this bus service."

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	2017 Q2 Overall Satisfaction	Factors Within Operator Control	Operator
SMBSC 14	92%	92%	Forest Coach Lines



Summary dashboard – SMBSC 14

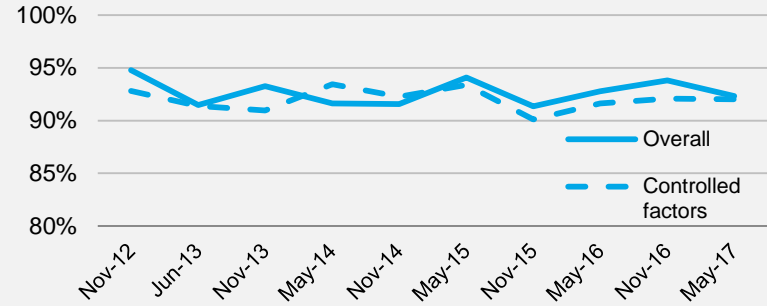
OVERALL SATISFACTION INDEX

92%

↓ -1
↓ -2

change – last 6 months

change – since Nov 2012



TIMELINESS

83% ↑ +1
↑ +4



CONVENIENCE

89% - 0
↑ +1*

* Comparison result is to May 2016
NOT November 2012



CLEANLINESS

93% ↓ -1
- 0



SAFETY & SECURITY

97% - 0
↑ +2



ACCESSIBILITY

90% ↓ -2
↓ -3



INFORMATION

74% - 0
↑ +9



TICKETING

94% - 0
↑ +4



COMFORT

89% - 0
↓ -1



CUSTOMER SERVICE

90% ↓ -1
↓ -1

Detailed results – SMBSC 14

Route	# of Respondents	Percent
194	51	13.6%
195	6	1.6%
196	11	2.9%
197	29	7.8%
270	99	26.5%
271	54	14.4%
277	1	0.3%
280	77	20.6%
281	8	2.1%
283	30	8.0%
284	8	2.1%

