

## OPRAF

## DOCUMENT "A" - CUSTOMER SATISFACTION BENCHMARKS

Customer Satisfaction Benchmarks for LTS Rail Ltd.

Ratings are determined by asking passengers to rate the performance of LTS Rail Ltd. for each measure using the following criteria; very good, good, average, poor and very poor. An aggregate rating is produced by summing the number of responses for the first three categories and then expressing it as a percentage of the number of passengers surveyed.

	With effect from commencement date	With effect from 1 April 2000	With effect from 1 April 2003
Quality measure	Benchmarking out of 100	Benchmark rating out of 100	Benchmark rating out of 100
Punctuality	82	88	90
Cancellations	72	78	81
Availability of information	70	74	78
Helpfulness of staff	87	90	92
Interior cleanliness	70	82	90
Exterior cleanliness	70	80	90
Seat availability in peak	73	75	78
Condition of stations	75	85	91
Overall value for money	72	80	85
Quality of service improving	52	65	70
Meeting customer needs	72	80	85

## **Statement of Methodology**

### **1. Survey Approach**

A quarterly survey known as the quality wave monitor is currently undertaken on behalf of LTS Rail by NOB, an independent market research company. Quality wave monitors have been produced since 1982, thereby providing a significant amount of historical data.

The main emphasis of the wave monitor is the passenger's perception of service delivery by the company. The service factors were selected on the basis of Network South East/MAI (market research company) research. These are elements of the rail journey which are perceived as important by customers and management and those for which historically LTS Rail's recorded delivery against those measures was poor. Passengers are asked in the surveys to rate LTS Rail's performance for each of the criteria, utilising the following categories: very good; good; average; poor; very poor. An aggregate score is produced on the number of responses for the first three categories by attributing marks to 'Very good', 'Good' and 'Average' respectively and expressed as a percentage. These scores are known as the wave monitor figures.

### **2. Proposed Operation**

OPRAF intend that future surveys are conducted in the same way to provide results for monitoring against the benchmarks. Customer satisfaction benchmarks may be set for additional factors during the course of the franchise, such benchmarks would be set using the average results of four most recent periods' surveys. OPRAF's current intention however is that the factors for which benchmarks are set should continue to be monitored for at least three years.