



## Customer Satisfaction Survey



**Report on Mobile Unit Banaras-Agra Cantt Vande Bharat Express**

**Northern Zone**



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## Abbreviations

<b>EZ</b>	East Zone
<b>IRCTC</b>	The Indian Railway Catering and Tourism Corporation
<b>NZ</b>	North Zone
<b>RTE</b>	Ready to Eat
<b>SCZ</b>	South Central Zone
<b>SZ</b>	South Zone
<b>WZ</b>	West Zone

## **1 Overview**

The Indian Railway Catering and Tourism Corporation (IRCTC) is interested in determining the levels of satisfaction amongst its customers for both Static units (food serving units at railway stations), as well as Mobile units (food being served inside trains).

For this purpose, surveys have been designed to be administered to customers at the point of purchase or consumption to collect feedback across various parameters such as Overall rating, Quality of Food, Quantity of Food, Hygiene, Variety of Food, Staff Behaviour, Availability of specific items, and Service time.

This report presents an analysis of customer feedback collected through a Mobile Unit survey for the train 'Banaras-Agra Cantt Vande Bharat Express', conducted between 28-Dec-2025 and 29-Dec-2025. A total of 154 surveys were conducted.

## **2 Introduction and Background**

IRCTC has asked for conducting Customer Satisfaction Surveys at around 600 Mobile units across the country. These Mobile units are trains spread across each of the five zones of the country, as follows:

- Eastern Zone (EZ)
- Western Zone (WZ)
- South Central Zone (SCZ)
- Southern Zone (SZ)
- Northern Zone (NZ)

Data is collected using a survey instrument that asks feedback on a 5 point Likert scale with responses ranging from Excellent (5 points), to Bad (1 point). Wherever a specific experience is not encountered by a respondent, the service is indicated as "Not Applicable". (refer to Annexure 1: Questionnaire for Customer Satisfaction Surveys)

Quotas were set for each mobile unit, consisting of a total of 150 surveys to be conducted, spread across gender, age, and type of compartment.

Data was collected using a standard data collection methodology where Field Enumerators were deployed across each Mobile unit. In order to ensure uniformity of data collection and response, a standard training was provided to each Field Enumerator to familiarize them with the requirements of the Survey, and to ensure that quality norms were being achieved. A detailed methodology for data collection and analysis is provided in Annexure 2 to this report.

## 3 Summary Findings

### 3.1 Gender

This graph presents the demographic breakdown of survey respondents by gender.

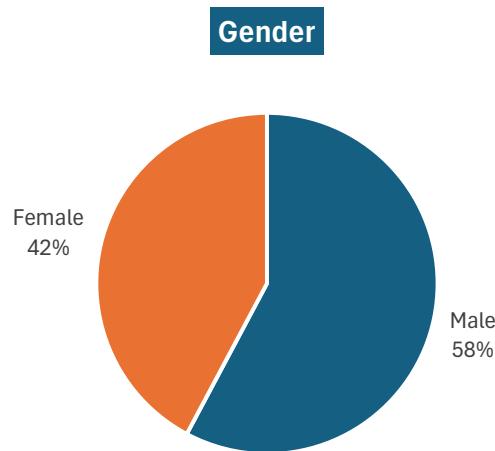


Figure1: Gender

The respondent base comprises 89 male participants (57.79%) and 65 female participants (42.21%), resulting in a total sample size of 154 respondents.

## 3.2 Age Groups

The below graph represents the age-wise distribution of respondents across different age groups.

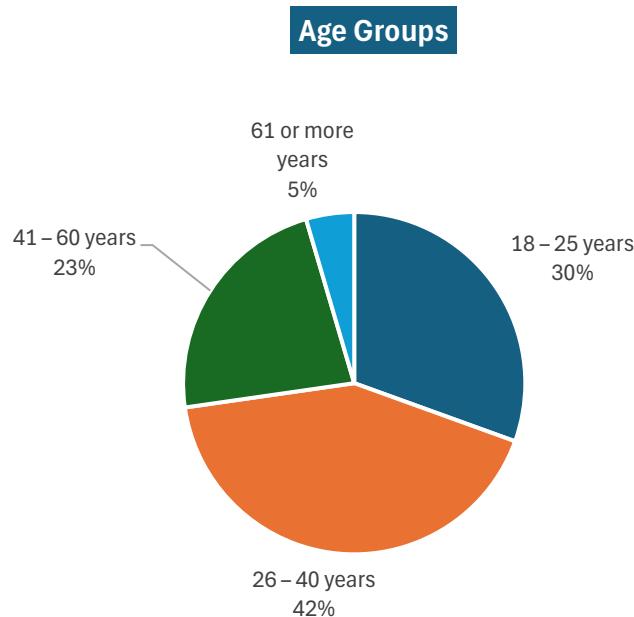


Figure 1: Age group

The age distribution of respondents is segmented into four age brackets: 18-25 years, 26-40 years, 41-60 years and 61 years and above. The number of respondents surveyed in each age group are as follows:

- 18 – 25 years: 47
- 26 – 40 years: 65
- 41 – 60 years: 35
- 61 or more years: 7

The respondent base is predominantly older, with the 26 – 40 years age group forming the largest segment at 42%. This is followed by respondents from 18 – 25 years (31%), 41 – 60 years (23%), 61 or more years (5%). Participation from 61 or more years (5%) is comparatively limited, indicating small sample representation.

### 3.3 Food Preference Type

The dietary preferences of customers, segmented into Vegetarian, Non-Vegetarian, Eggitarian, Satvik/Jain, and Vegan options.

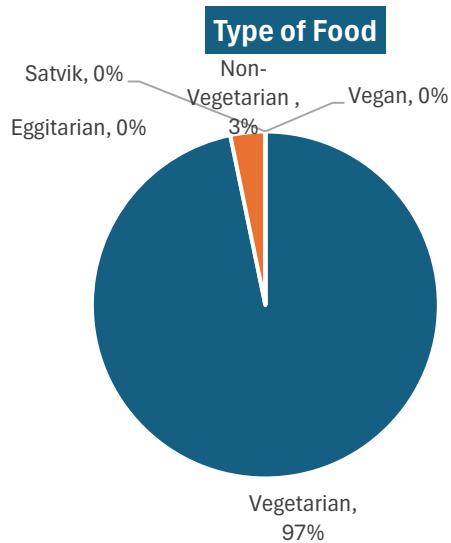


Figure 2: Type of Food

- Vegetarian: 149
- Non-Vegetarian : 5

The analysis reveals that Vegetarian emerge as the most preferred options, accounting for 97% of the responses. This is followed by Non-Vegetarian (3%). No responses were recorded for Eggitarian, Satvik, Vegan.

### 3.4 Compartment Type

The below graph represents the distribution of various compartment types chosen by the passengers.

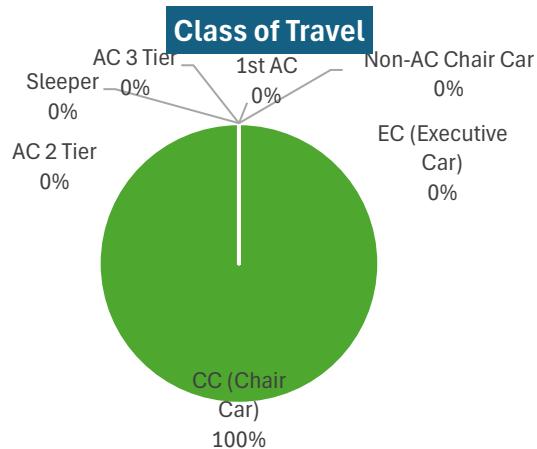


Figure 3: Class of Travel

The responses by type of Compartment for this survey are as follows:

- CC (Chair Car): 154

All survey responses were recorded exclusively for CC (Chair Car), accounting for 100% of the journeys reported indicating a highly uniform travel preference within the respondent group.

### 3.5 Type of Food

The below graph represents the Type of food (Cooked Food / Ready-To-Eat Food) chosen by the passenger for meal option during their Journey.

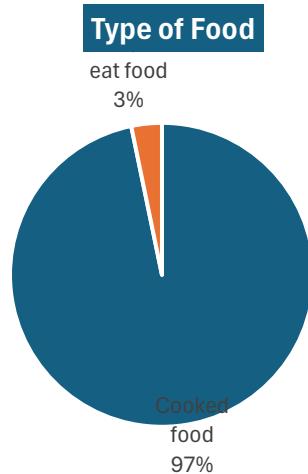


Figure 4: Type of Food

The number of respondents surveyed in each food type category are:

- Cooked food: 149
- Ready-to-eat food: 5

All recorded responses indicate exclusive or near-exclusive preference for Cooked food, accounting for the overwhelming majority of food choices. This reflects a strong inclination toward this food type during travel.



## 4 Detailed Analysis

This section provides a detailed analysis of the survey responses across the 8 dimensions against which the survey responses were collected. Each of the responses have been analysed at an overall level, and then further examined at a gender-wise, age-wise, and food-preference level, since our understanding is that there are differences in satisfaction level that can be observed at these levels of granularity.

### 4.1 Overall Rating

For the overall rating section, the ratings for each parameter have been further benchmarked against the overall rating to provide an indication of which parameters are performing better than the overall benchmark.

The graph represents the overall customer satisfaction for categories like Quality of Food, Quality of Packaging, Quantity of Food, Hygiene, Variety, Staff Behaviour, Value of Money.

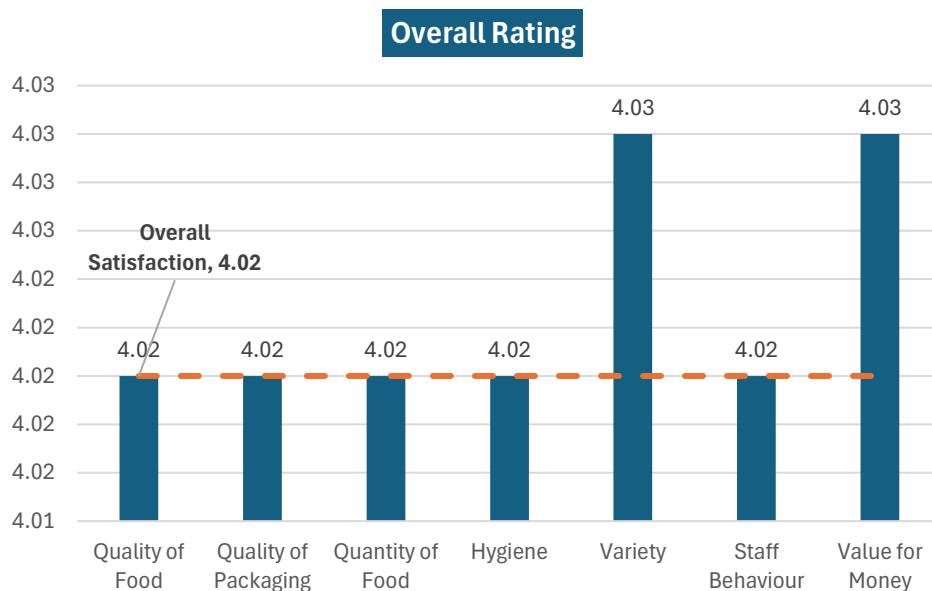


Figure 5: Overall Rating

The overall customer experience achieved a strong mean score of 4.02 out of 5, indicating high satisfaction and consistent alignment with customer expectations.



The below graph represents the gender wise distribution of overall rating.

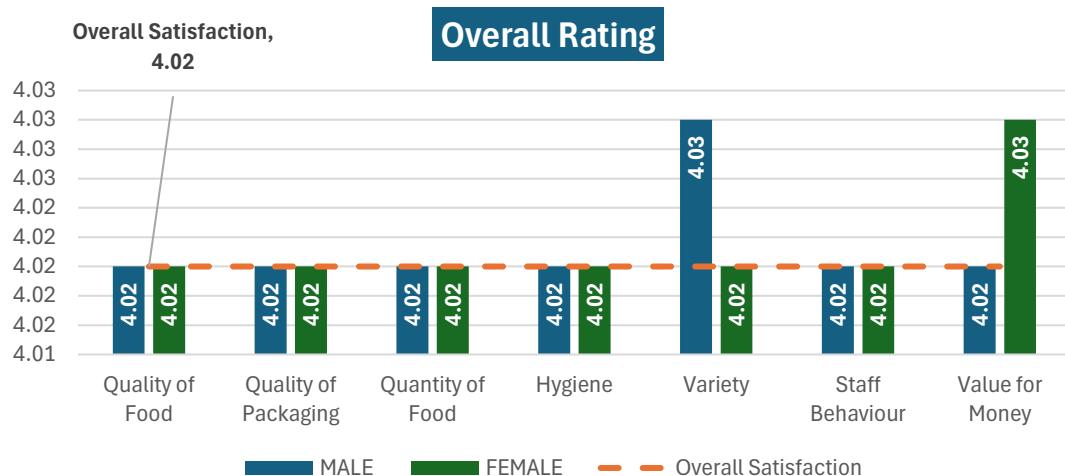


Figure 6: Gender-wise Overall Rating

Overall customer satisfaction is jointly driven by Variety (Male: 4.03, Female: 4.02, Avg: 4.03), Value for Money (Male: 4.02, Female: 4.03, Avg: 4.03), with all attributes recording a shared top average score of 4.03. Male customers primarily emphasize Variety, while female customers place greater importance on Value for Money, indicating gender-specific drivers of satisfaction. Conversely, Quality of Packaging (Male: 4.02, Female: 4.02, Avg: 4.02), Quantity of Food (Male: 4.02, Female: 4.02, Avg: 4.02), Hygiene (Male: 4.02, Female: 4.02, Avg: 4.02), Staff Behaviour (Male: 4.02, Female: 4.02, Avg: 4.02) records comparatively lower satisfaction, indicating a possible area of improvement.



The below graph represents the distribution of overall rating based on age group.

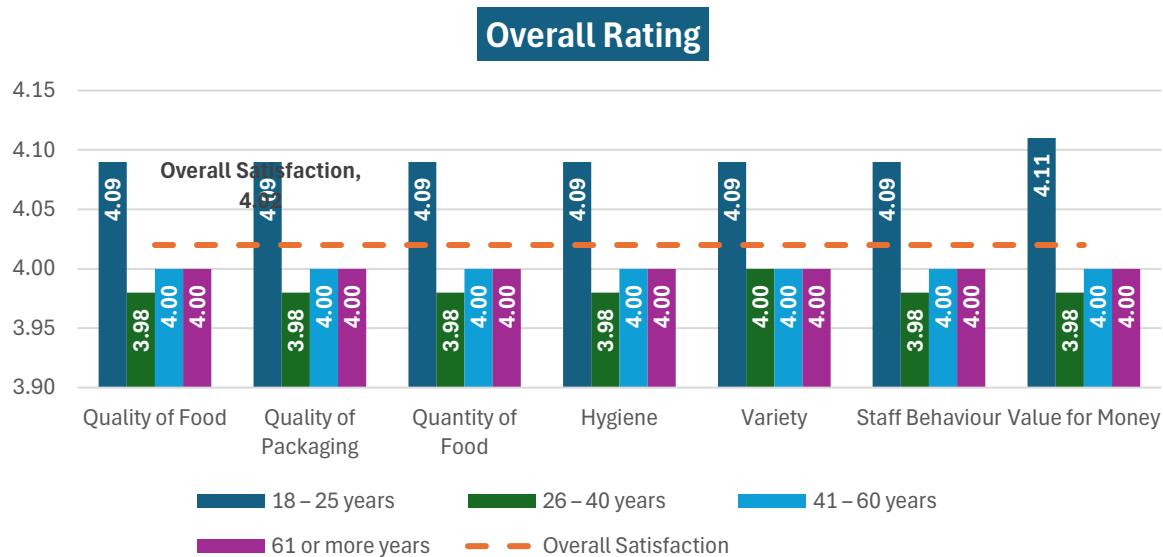


Figure 7: Age group-wise distribution of Overall Rating

Overall customer satisfaction across age groups is jointly driven by Variety (18–25: 4.09, 26–40: 4.00, 41–60: 4.00, 61+: 4.00, Avg: 4.03), Value for Money (18–25: 4.11, 26–40: 3.98, 41–60: 4.00, 61+: 4.00, Avg: 4.03), with all attributes recording a shared top average score of 4.03. Customer priorities show partial alignment across age groups. Customers aged 41–60 and senior customers (61+) prioritize Quality of Food, Quality of Packaging, Quantity of Food, Hygiene, Variety, Staff Behaviour, Value for Money. Younger customers (18–25) prioritize Value for Money. Customers aged 26–40 prioritize Variety. Conversely, Quality of Food, Quality of Packaging, Quantity of Food, Hygiene, Staff Behaviour records comparatively lower satisfaction across age groups, indicating a focused opportunity for service improvement.

The below graph represents distribution of overall rating by type of food.

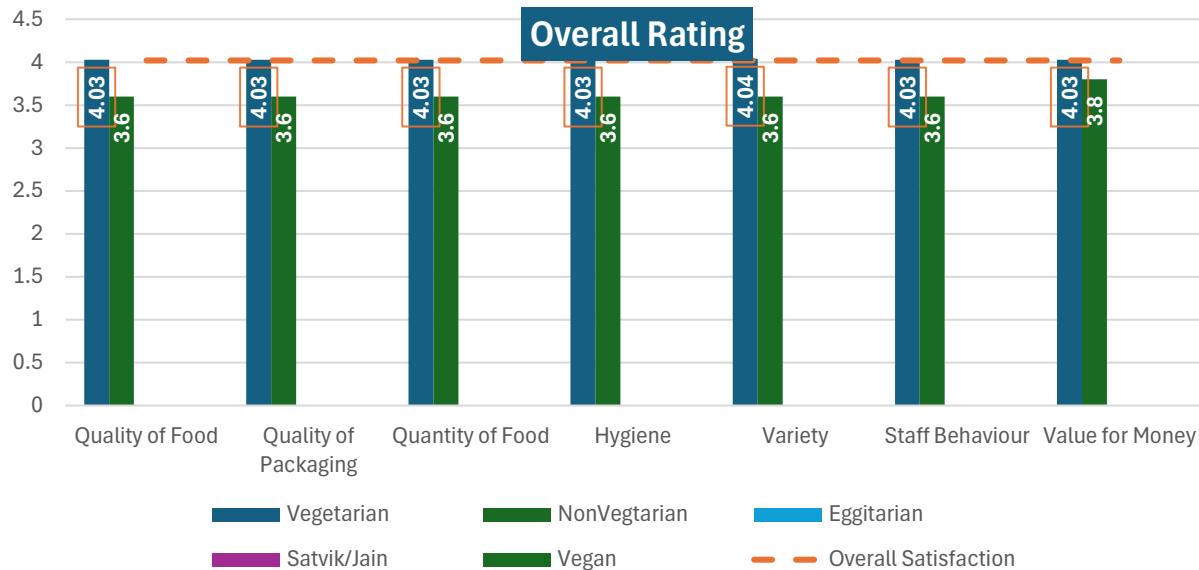


Figure 8: Distribution of Overall Rating based on Type of Food

Overall satisfaction across food types is jointly driven by Variety (Vegetarian: 4.04, Non-Vegetarian: 3.60, Eggitarian: 0.00, Satvik/Jain: 0.00, Vegan: 0.00, Avg: 4.03), Value for Money (Vegetarian: 4.03, Non-Vegetarian: 3.80, Eggitarian: 0.00, Satvik/Jain: 0.00, Vegan: 0.00, Avg: 4.03), all recording a shared top average score of 4.03. Customer satisfaction varies by food type. Vegetarian customers highly prioritize Variety. Non-vegetarian customers emphasize Value for Money. Conversely, Quality of Food (Vegetarian: 4.03, Non-Vegetarian: 3.60, Avg: 4.02), Quality of Packaging (Vegetarian: 4.03, Non-Vegetarian: 3.60, Avg: 4.02), Quantity of Food (Vegetarian: 4.03, Non-Vegetarian: 3.60, Avg: 4.02), Hygiene (Vegetarian: 4.03, Non-Vegetarian: 3.60, Avg: 4.02), Staff Behaviour (Vegetarian: 4.03, Non-Vegetarian: 3.60, Avg: 4.02) records comparatively lower satisfaction across food types, indicating a targeted opportunity for improvement. No responses were captured from the Eggitarian, Satvik/Jain, Vegan category.



## 4.2 Quality of Food & Packaging

The Quality of Food & Packaging section evaluates customer perceptions regarding food preparation, temperature, freshness, and packaging standards.



*Figure 9: Quality of Food & Packaging*

Across food and packaging parameters, customer satisfaction remains consistently high, with all attributes scoring around 4.09. This indicates stable execution across food preparation, temperature control, freshness, and packaging quality, with broad performance gaps.



The graph below represents the gender wise distribution of rating for Quality of Food & Packaging.



Figure 10: Gender-wise distribution of Quality of Food & Packaging

Overall Quality of Food & Packaging satisfaction is jointly driven by Food Preparation (Male: 4.09, Female: 4.08, Avg: 4.09), Food Temperature (Male: 4.10, Female: 4.08, Avg: 4.09), Freshness (Male: 4.10, Female: 4.07, Avg: 4.09), Packaging Quality (Male: 4.09, Female: 4.08, Avg: 4.09), with all attributes recording a shared top average score of 4.09. Male customers primarily emphasize Food Temperature, Freshness, while female customers place greater importance on Food Preparation, Food Temperature, Packaging Quality, indicating gender-specific drivers of Quality satisfaction. Conversely, Food Preparation (Male: 4.09, Female: 4.08, Avg: 4.09), Food Temperature (Male: 4.10, Female: 4.08, Avg: 4.09), Freshness (Male: 4.10, Female: 4.07, Avg: 4.09), Packaging Quality (Male: 4.09, Female: 4.08, Avg: 4.09) records comparatively lower satisfaction, indicating a clear area of improvement.



The below graph represents the distribution of customer rating for quality of food & packaging based on age-group



Figure 11: Age group-wise distribution of Quality of Food & Packaging

Overall satisfaction with food quality and packaging is jointly driven by Food Preparation (18–25: 4.10, 26–40: 4.08, 41–60: 4.06, 61+: 4.29, Avg: 4.09), Food Temperature (18–25: 4.10, 26–40: 4.09, 41–60: 4.09, 61+: 4.14, Avg: 4.09), Freshness (18–25: 4.07, 26–40: 4.08, 41–60: 4.09, 61+: 4.29, Avg: 4.09), Packaging Quality (18–25: 4.10, 26–40: 4.08, 41–60: 4.09, 61+: 4.14, Avg: 4.09), with all attributes recording a shared top average score of 4.09. Customer priorities related to food quality and packaging vary significantly by age segment. Customers aged 18–25 prioritize Food Preparation, Food Temperature, Packaging Quality. Customers aged 26–40 prioritize Food Temperature. Customers aged 41–60 prioritize Food Temperature, Freshness, Packaging Quality. Senior customers (61+) prioritize Food Preparation, Freshness. Conversely, Food Preparation, Food Temperature, Freshness, Packaging Quality records comparatively lower satisfaction in food quality and packaging, highlighting a focused opportunity for operational and quality improvements.

The below graph represents distribution of customer ratings of Quality of Food & Packaging based on the food type.



Figure 12: Quality of Food & Packaging based on Type of Food

Overall satisfaction with food quality and packaging is jointly driven by Food Preparation (Vegetarian: 4.10, Non-Vegetarian: 3.80, Eggitarian: 0.00, Satvik/Jain: 0.00, Vegan: 0.00, Avg: 4.09), Food Temperature (Vegetarian: 4.10, Non-Vegetarian: 3.80, Eggitarian: 0.00, Satvik/Jain: 0.00, Vegan: 0.00, Avg: 4.09), Freshness (Vegetarian: 4.10, Non-Vegetarian: 3.60, Eggitarian: 0.00, Satvik/Jain: 0.00, Vegan: 0.00, Avg: 4.09), Packaging Quality (Vegetarian: 4.10, Non-Vegetarian: 3.80, Eggitarian: 0.00, Satvik/Jain: 0.00, Vegan: 0.00, Avg: 4.09), each recording a shared top average score of 4.09. Customer priorities for food quality and packaging vary by food type. Vegetarian customers place the highest emphasis on Food Preparation, Food Temperature, Freshness, Packaging Quality. Non-vegetarian customers prioritize Food Preparation, Food Temperature, Packaging Quality. Conversely, Food Preparation (Avg: 4.09), Food Temperature (Avg: 4.09), Freshness (Avg: 4.09), Packaging Quality (Avg: 4.09) records comparatively lower satisfaction, indicating a focused improvement opportunity within food quality and packaging. No responses were captured from the Eggitarian, Satvik/Jain, Vegan category.

## 4.3 Quantity of Food

The graph below represents the distribution of customer rating for Quantity of Food.



Figure 13: Quantity of Food

Customer satisfaction across Quantity of Food parameters is consistently high. Sufficient Meal Quantity (Avg: 4.04) and Availability of other items (Avg: 4.03), indicating that both meal sufficiency and availability of additional items meet customer expectations.

The graph below shows the gender wise distribution of ratings for Quantity of Food served.

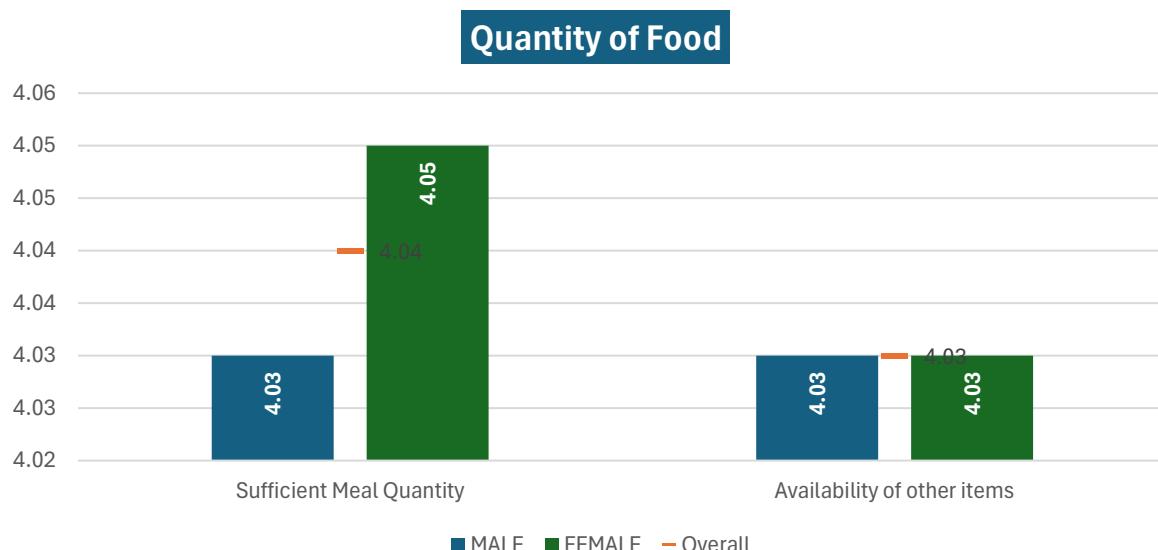


Figure 14: Gender wise distribution of Quantity of Food



Customer satisfaction with Quantity of Food is consistently high across genders. Sufficient Meal Quantity (Male: 4.03, Female: 4.05, Avg: 4.04) and Availability of other items (Male: 4.03, Female: 4.03, Avg: 4.03), indicating strong alignment between portion sufficiency and availability of additional items for both male and female customers.

The below graph represents age group wise distribution of customer rating for quantity of food.

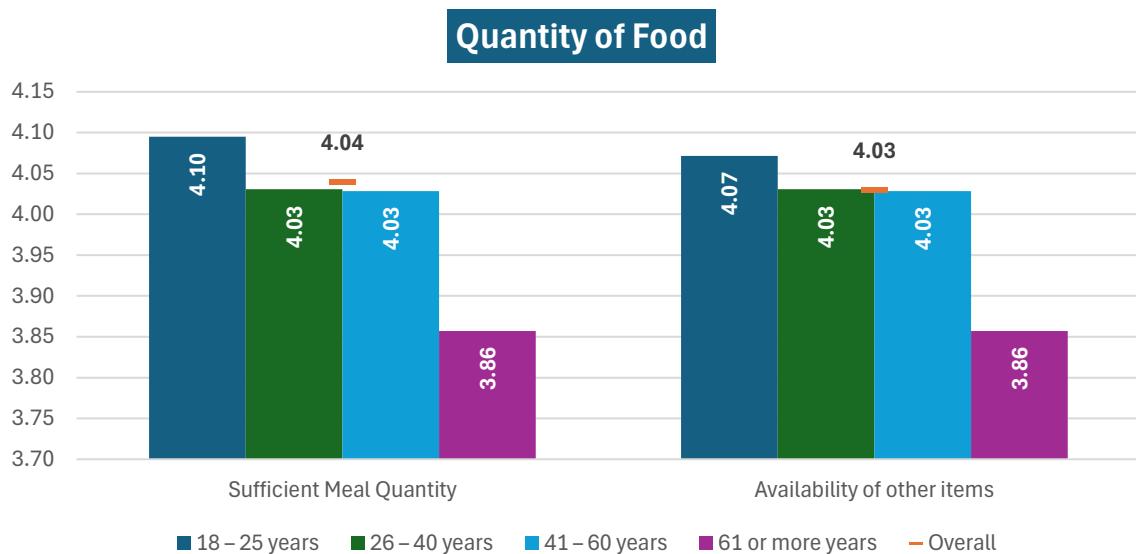


Figure 15: Age group wise distribution of Quantity of Food

Across age groups, customer satisfaction with quantity is mainly driven by Sufficient Meal Quantity (18–25: 4.10, 26–40: 4.03, 41–60: 4.03, 61+: 3.86, Avg: 4.04 | High satisfaction), followed by Availability of other items (18–25: 4.07, 26–40: 4.03, 41–60: 4.03, 61+: 3.86, Avg: 4.03 , High satisfaction). At the same time, Availability of other items (18–25: 4.07, 26–40: 4.03, 41–60: 4.03, 61+: 3.86, Avg: 4.03 , High satisfaction) shows relatively lower satisfaction, suggesting room to improve the serving for certain age groups.



The below graph represents distribution of customer rating for quantity of food based on type of food consumed.

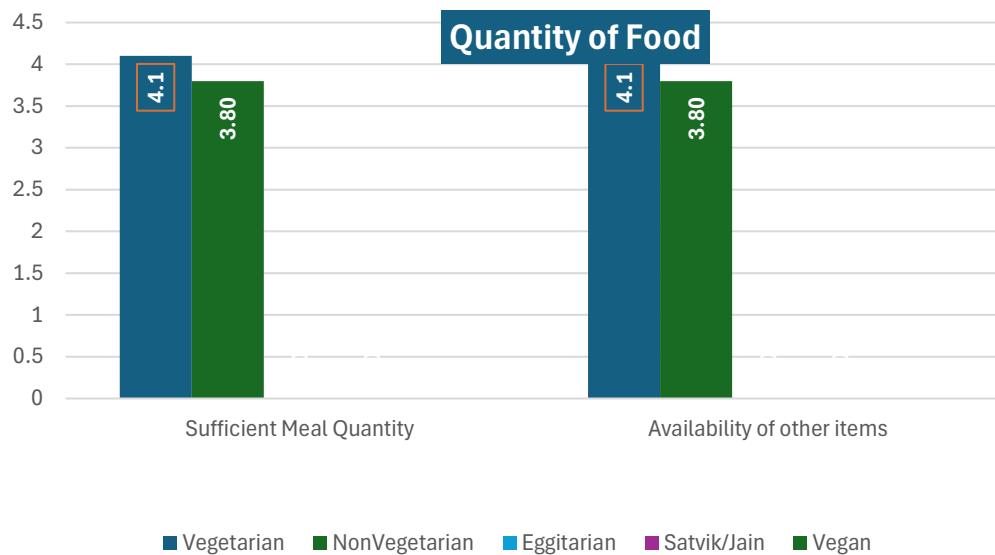


Figure 16: Type of Food based distribution of Quantity of Food

Customer satisfaction with quantity-related aspects of Ready-to-Eat items is primarily driven by Sufficient Meal Quantity (Vegetarian: 4.05, Non-Vegetarian: 3.80, Avg: 4.04 | High satisfaction), followed by Availability of other items (Vegetarian: 4.05, Non-Vegetarian: 3.60, Avg: 4.03 | High satisfaction). However, Availability of other items (Vegetarian: 4.05, Non-Vegetarian: 3.60, Avg: 4.03 | High satisfaction) reflects relatively lower perceived performance, indicating an area for improvement. No responses were captured from the Eggitarian, Satvik/Jain, Vegan category.



## 4.4 Ready-To-Eat

The Ready-to-Eat (RTE) section evaluates customer perceptions across key purchase and consumption drivers, including brand credibility, clarity of expiry information, perceived food quality, adequacy of quantity, and fairness of pricing (overcharging).



Figure 17: Ready to eat

Customer satisfaction across all Ready-to-Eat attributes is uniform, with Brand, Expiry, Quality, Quantity, and Overcharging each recording an identical average score of 4.60. This reflects a consistently perceived experience across product quality, freshness, portioning, and pricing.

The below graph represents the customer rating for factors of Ready to Eat food.



Figure 18: RTE based gender-wise rating



Overall Ready-to-Eat satisfaction is jointly driven by Brand (Male: 5.00, Female: 4.50, Avg: 4.60), Expiry (Male: 5.00, Female: 4.50, Avg: 4.60), Quality (Male: 5.00, Female: 4.50, Avg: 4.60), Quantity (Male: 5.00, Female: 4.50, Avg: 4.60), Overcharging (Male: 5.00, Female: 4.50, Avg: 4.60), with all attributes recording a shared top average score of 4.60. Customer priorities are broadly aligned across genders, with Brand, Expiry, Quality, Quantity, Overcharging emerging as a shared driver of satisfaction. Conversely, Brand (Male: 5.00, Female: 4.50, Avg: 4.60), Expiry (Male: 5.00, Female: 4.50, Avg: 4.60), Quality (Male: 5.00, Female: 4.50, Avg: 4.60), Quantity (Male: 5.00, Female: 4.50, Avg: 4.60), Overcharging (Male: 5.00, Female: 4.50, Avg: 4.60) records comparatively lower satisfaction, indicating a clear area of improvement.

The below represents RTE ratings distributed across various age group.



Figure 19: RTE based on age groups

Overall satisfaction with Ready-to-Eat products is jointly driven by Brand (18–25: 4.60, 26–40: 0.00, 41–60: 0.00, 61+: 0.00, Avg: 4.60), Expiry (18–25: 4.60, 26–40: 0.00, 41–60: 0.00, 61+: 0.00, Avg: 4.60), Quality (18–25: 4.60, 26–40: 0.00, 41–60: 0.00, 61+: 0.00, Avg: 4.60), Quantity (18–25: 4.60, 26–40: 0.00, 41–60: 0.00, 61+: 0.00, Avg: 4.60), Overcharging (18–25: 4.60, 26–40: 0.00, 41–60: 0.00, 61+: 0.00, Avg: 4.60), with all attributes recording a shared top average score of 4.60. Customer preferences for Ready-to-Eat products are strongly aligned across age groups. Customers across all age segments consistently prioritize Brand, Expiry, Quality, Quantity, Overcharging. Conversely, Brand, Expiry, Quality, Quantity, Overcharging

records comparatively lower satisfaction for Ready-to-Eat products across age groups, indicating a targeted opportunity for product or pricing optimization. No responses were captured from the 26–40, 41–60, 61+ age segment for Ready-to-Eat products.

The below graph represents RTE distribution across various food type consumed by customers.

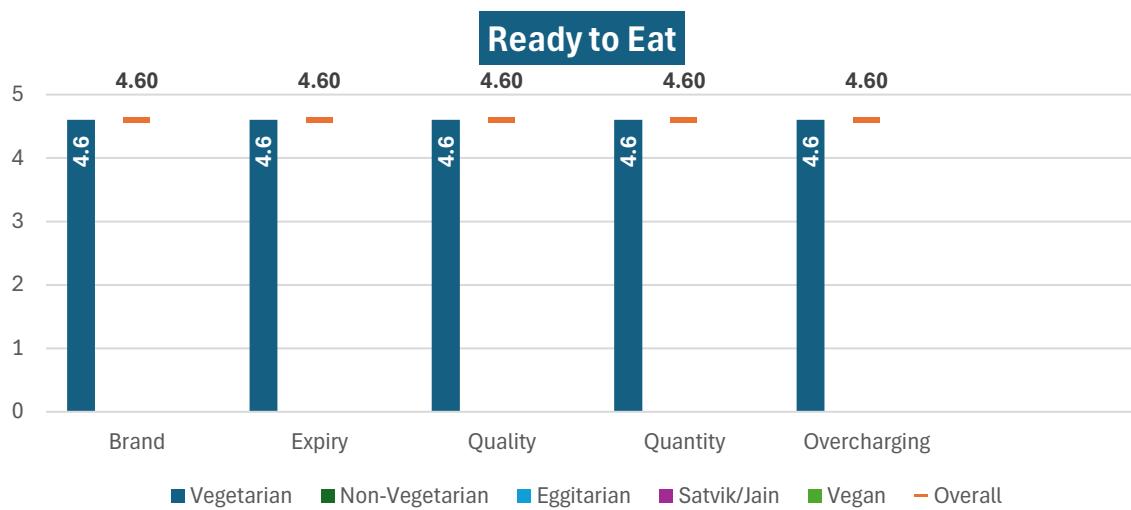


Figure 20: RTE based on Type of food

Overall satisfaction with Ready-to-Eat offerings is jointly driven by Brand (Vegetarian: 4.60, Avg: 4.60), Expiry (Vegetarian: 4.60, Avg: 4.60), Quality (Vegetarian: 4.60, Avg: 4.60), Quantity (Vegetarian: 4.60, Avg: 4.60), Overcharging (Vegetarian: 4.60, Avg: 4.60), all recording a top average score of 4.60. Customer satisfaction priorities for Ready-to-Eat items remain broadly consistent across food preferences, with Brand, Expiry, Quality, Quantity, Overcharging emerging as the strongest driver across attributes. Conversely, Brand (Avg: 4.60), Expiry (Avg: 4.60), Quality (Avg: 4.60), Quantity (Avg: 4.60), Overcharging (Avg: 4.60) records comparatively lower satisfaction within Ready-to-Eat offerings, indicating a focused opportunity to strengthen trust on freshness, quantity assurance, or pricing integrity. No responses were captured from the Non-Vegetarian, Eggitarian, Satvik/Jain, Vegan category.



## 4.5 Hygiene

The Hygiene section assesses customer perceptions across various factors, including cutlery, food trays, availability of tissues and sanitizers, cleanliness of furniture and counters, and washroom/hand sink hygiene.

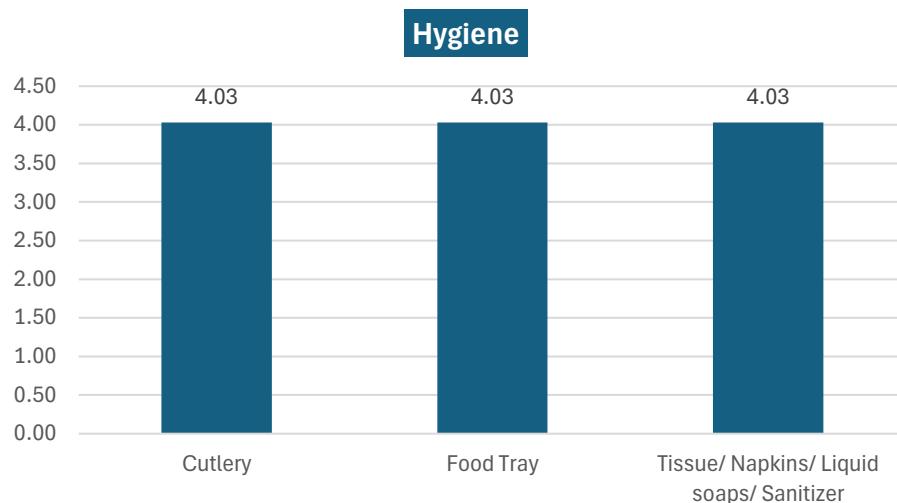


Figure 21: Hygiene

Customer satisfaction across hygiene parameters remains consistently strong, with Cutlery (4.03), Food Tray (4.03), and Tissue/Napkins/Liquid Soaps/Sanitizer (4.03) all scoring around an overall average of 4.03. This reflects stable and uniform hygiene execution across key customer touchpoints.

The graph below shows gender wise distribution of ratings of hygiene factors.

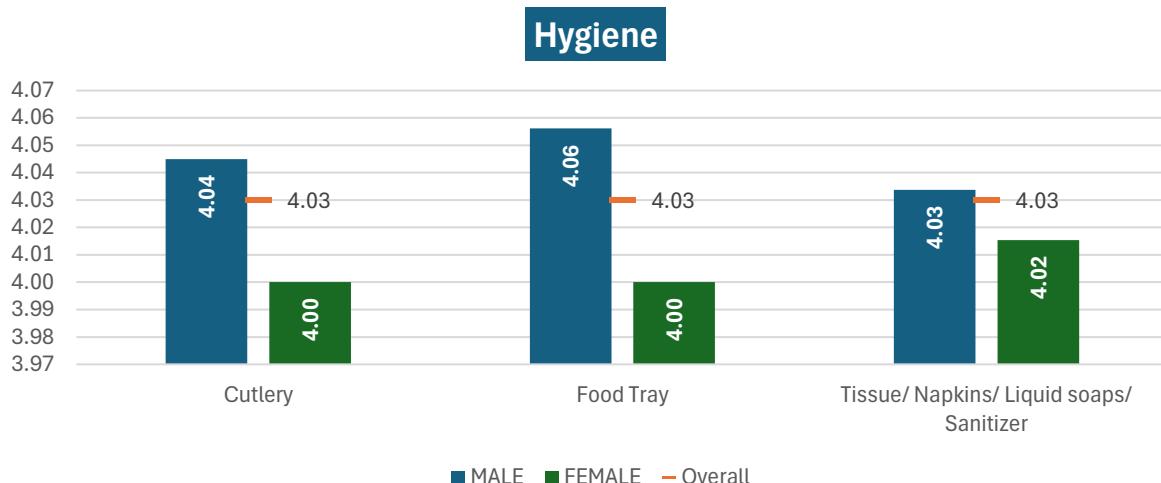


Figure 22: Gender based rating of hygiene factor

Overall Hygiene satisfaction is jointly driven by Cutlery (Male: 4.04, Female: 4.00, Avg: 4.03), Food Tray (Male: 4.06, Female: 4.00, Avg: 4.03), Tissue/ Napkins/ Liquid soaps/ Sanitizer (Male: 4.03, Female: 4.02, Avg: 4.03), with all attributes recording a shared top average score of 4.03. Male customers primarily emphasize Food Tray, while female customers place greater importance on Tissue/ Napkins/ Liquid soaps/ Sanitizer, indicating gender-specific drivers of Hygiene satisfaction. Conversely, Cutlery (Male: 4.04, Female: 4.00, Avg: 4.03), Food Tray (Male: 4.06, Female: 4.00, Avg: 4.03), Tissue/ Napkins/ Liquid soaps/ Sanitizer (Male: 4.03, Female: 4.02, Avg: 4.03) records comparatively lower satisfaction, indicating a clear area of improvement.



The below graphs represents age group wise distribution of customer rating for hygiene factors.

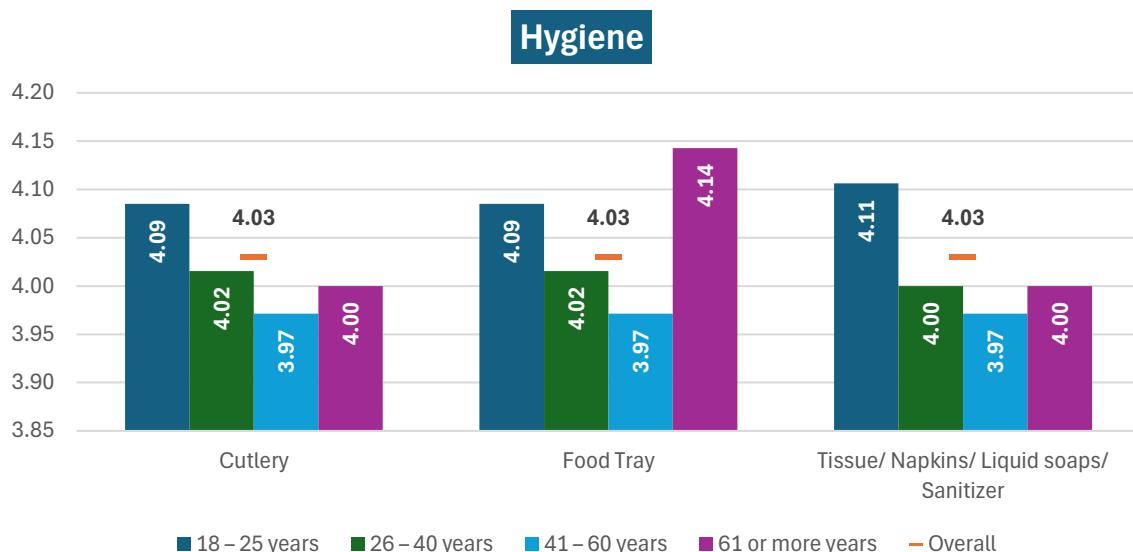


Figure 23: Age group wise distribution of Hygiene factors

Overall customer satisfaction with hygiene standards is jointly driven by Cutlery (18–25: 4.09, 26–40: 4.02, 41–60: 3.97, 61+: 4.00, Avg: 4.03), Food Tray (18–25: 4.09, 26–40: 4.02, 41–60: 3.97, 61+: 4.14, Avg: 4.03), Tissue/ Napkins/ Liquid soaps/ Sanitizer (18–25: 4.11, 26–40: 4.00, 41–60: 3.97, 61+: 4.00, Avg: 4.03), with all hygiene attributes recording a shared top average score of 4.03. Expectations around hygiene vary by age segment. Customers aged 18–25 prioritize Tissue/ Napkins/ Liquid soaps/ Sanitizer. Customers aged 26–40 prioritize Cutlery, Food Tray. Customers aged 41–60 prioritize Cutlery, Food Tray, Tissue/ Napkins/ Liquid soaps/ Sanitizer. Senior customers (61+) prioritize Food Tray. Conversely, Cutlery, Food Tray, Tissue/ Napkins/ Liquid soaps/ Sanitizer records comparatively lower satisfaction on hygiene parameters, highlighting a targeted opportunity for hygiene process and upkeep improvements.

The graph below represents distribution of hygiene factors based on type of food customers consumed.

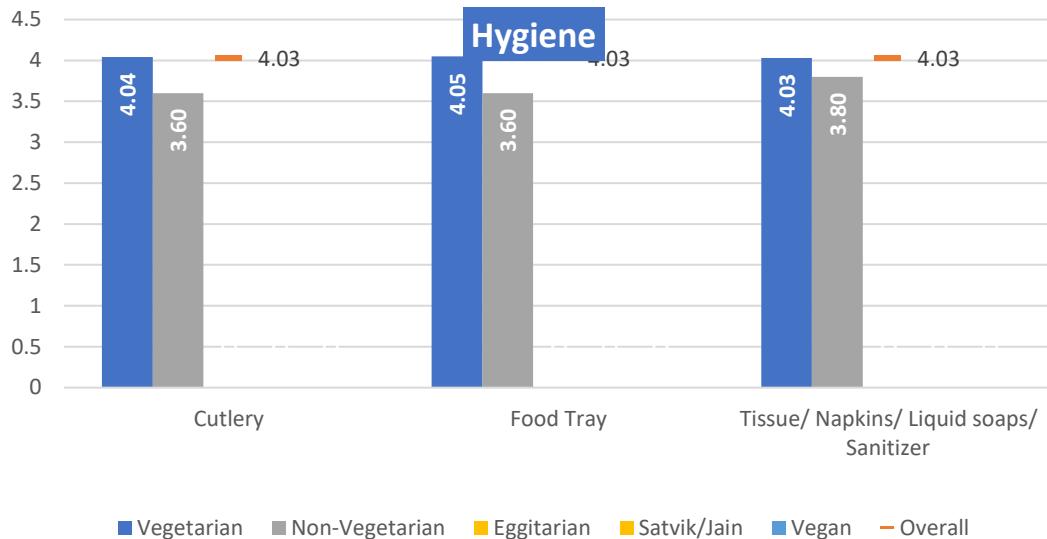


Figure 24: Food type based distribution of Hygiene factors

Overall satisfaction with hygiene is jointly driven by Cutlery (Vegetarian: 4.04, Non-Vegetarian: 3.60, Eggitarian: 0.00, Satvik/Jain: 0.00, Vegan: 0.00, Avg: 4.03), Food Tray (Vegetarian: 4.05, Non-Vegetarian: 3.60, Eggitarian: 0.00, Satvik/Jain: 0.00, Vegan: 0.00, Avg: 4.03), Tissue/ Napkins/ Liquid soaps/ Sanitizer (Vegetarian: 4.03, Non-Vegetarian: 3.80, Eggitarian: 0.00, Satvik/Jain: 0.00, Vegan: 0.00, Avg: 4.03), with all attributes recording a shared top average score of 4.03. Hygiene priorities vary by food type. Vegetarian customers place the greatest emphasis on Food Tray. Non-vegetarian customers prioritize Tissue/ Napkins/ Liquid soaps/ Sanitizer. Conversely, Cutlery (Avg: 4.03), Food Tray (Avg: 4.03), Tissue/ Napkins/ Liquid soaps/ Sanitizer (Avg: 4.03) records comparatively lower satisfaction on hygiene, indicating a targeted opportunity for improvement. No responses were captured from the Eggitarian, Satvik/Jain, Vegan category.



## 4.6 Menu Variety

The Menu Variety section evaluates customer perceptions regarding the variety offered in thalis and the range of choices available.

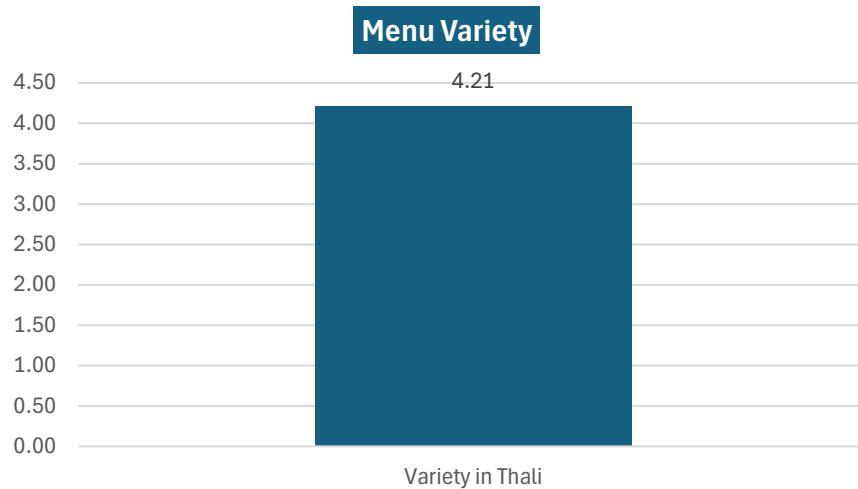


Figure 25: Menu Variety

Customer satisfaction with Variety in Thali is high, with an average score of 4.21. This indicates that the current range and diversity of offerings are meeting customer expectations effectively.

The graph below shows gender wise distribution of ratings for Menu variety.

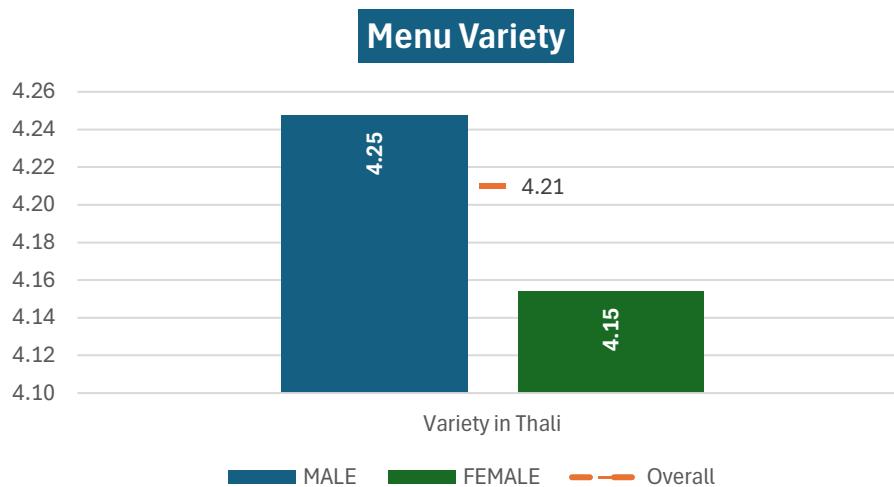


Figure 26: Gender wise distribution of Menu Variety



Customer satisfaction with Variety in Thali is high overall, though a marginal gender difference is observed (Male: 4.25, Female: 4.15). Despite this variance, menu variety is perceived positively across both segments.

The below graph represents age-wise distribution of menu variety.

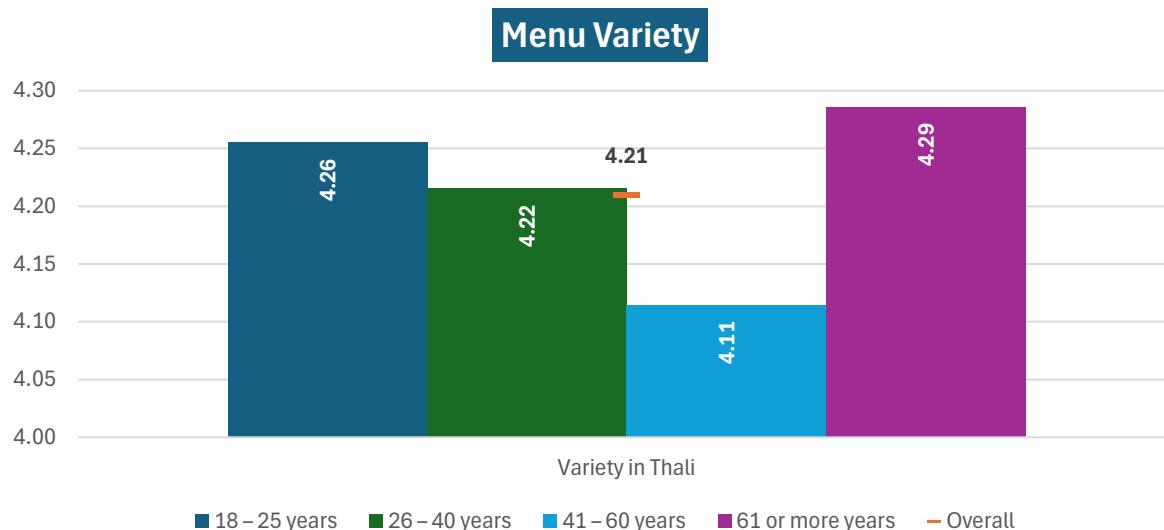


Figure 27: Age group wise distribution of Menu variety

Customer satisfaction with Variety in Thali is high overall, though variation exists across age groups (18–25: 4.26, 26–40: 4.22, 41–60: 4.11, 61+: 4.29). Despite this divergence, menu variety is perceived positively across cohorts.



The below graph represents food type based distribution of menu variety.

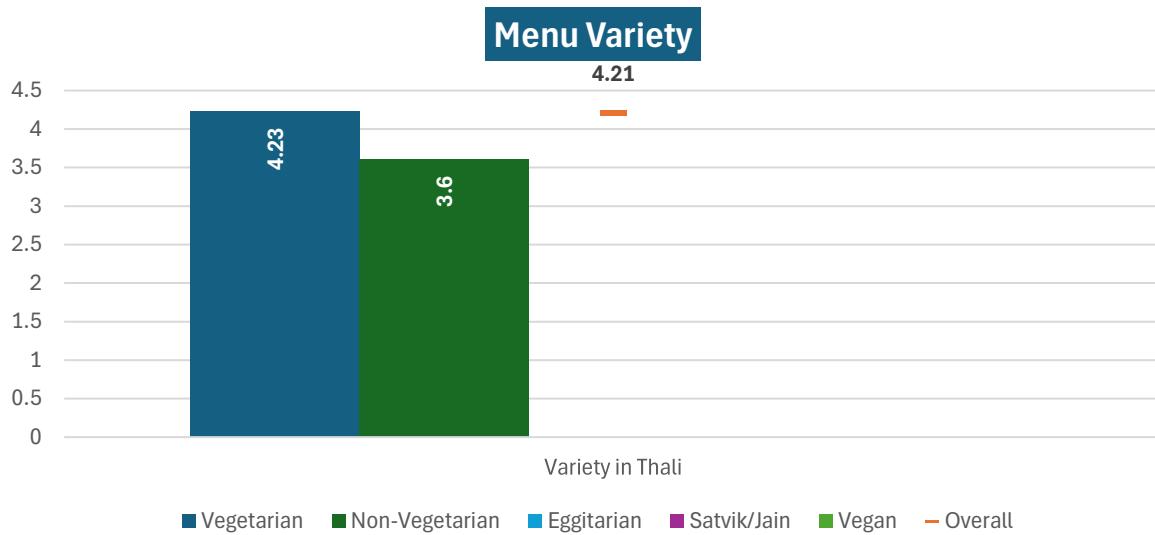


Figure 28: Food type based distribution of Menu Variety

Customer satisfaction with Variety in Thali is high overall, led by (Vegetarian) (average score: 4.23), while lower perceptions are observed for (Non-Veg) (average score: 3.60).



## 4.7 Staff Behaviour

The Staff Behaviour evaluates customer perceptions across key service dimensions, including politeness, responsiveness, staff appearance, clarity in explaining menu options, timeliness of food service, and handling of extra requests

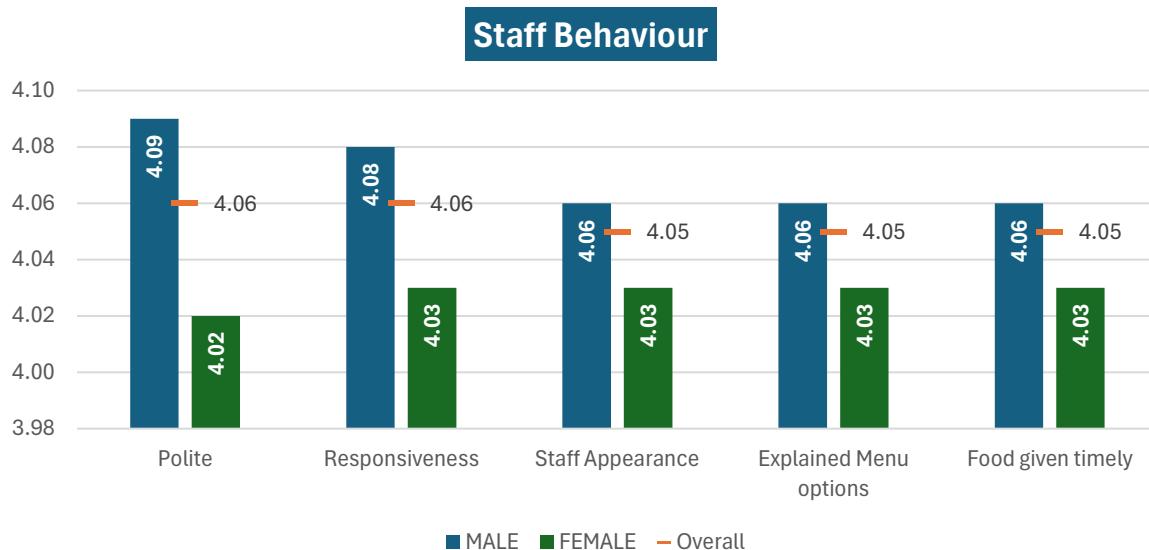


Figure 29: Staff Behaviour

Customer satisfaction across staff behaviour parameters remains consistently high, with Polite, Responsiveness all scoring around a common average of 4.05. This indicates stable and well-aligned staff conduct, with no single behavioural dimension significantly outperforming or underperforming the others.



The graph below represents the gender wise distribution of ratings for Staff behaviour.



*Figure 30: Gender based distribution of Staff Behaviour*

Customer satisfaction with staff behaviour is led by Food given timely (Male: 4.06, Female: 4.03, Avg: 5.00), while comparatively lower ratings are observed for Polite (Male: 4.09, Female: 4.02, Avg: 4.01). While overall performance remains favorable, this spread highlights an opportunity to strengthen consistency across all staff interaction points.

The below graph represents age group wise distribution of ratings of Staff behaviour



*Figure 31: Age group based distribution of Staff behaviour Rating*



Overall customer satisfaction with staff behaviour is jointly driven by Polite (18–25: 4.15, 26–40: 4.05, 41–60: 3.97, 61+: 4.00, Avg: 4.06), Responsiveness (18–25: 4.11, 26–40: 4.08, 41–60: 3.97, 61+: 4.00, Avg: 4.06), with all staff-related attributes recording a shared top average score of 4.06. Staff behaviour expectations vary by age segment. Customers aged 18–25 place greater emphasis on Polite. Customers aged 26–40 prioritize Responsiveness. Customers aged 41–60 value Polite, Responsiveness, Staff Appearance, Explained Menu options, Food given timely most. Senior customers (61+) emphasize Polite, Responsiveness, Staff Appearance, Explained Menu options, Food given timely. Conversely, records comparatively lower satisfaction in staff behaviour, indicating a opportunity for training and service process improvement.

The graph below represents distribution of staff behaviour ratings across different type of food consumed by customers.

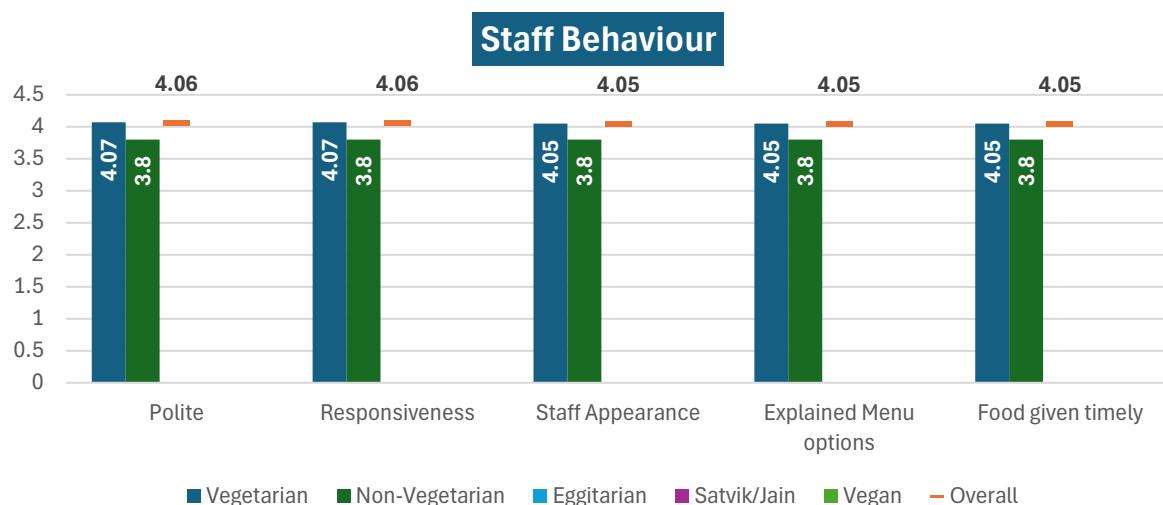


Figure 32: Staff Behaviour based on type of food

Staff behaviour priorities vary by food type. Vegetarian customers value Politeness, Responsiveness most. Non-vegetarian customers emphasize Politeness, Responsiveness, Staff Appearance, Explained Menu options, Food given timely. Staff behaviour priorities vary across dietary segments. Vegetarian customers emphasize Politeness, Responsiveness. Non-Vegetarian customers prioritize Politeness, Responsiveness, Staff Appearance, Explained Menu options, Food given timely. Conversely, Quality of Food (Vegetarian: 4.03, Non-Vegetarian: 3.60, Avg: 4.02), Quality of Packaging (Vegetarian: 4.03, Non-Vegetarian: 3.60, Avg: 4.02), Quantity of Food (Vegetarian: 4.03, Non-Vegetarian: 3.60, Avg: 4.02), Hygiene (Vegetarian: 4.03, Non-



Vegetarian: 3.60, Avg: 4.02), Staff Behaviour (Vegetarian: 4.03, Non-Vegetarian: 3.60, Avg: 4.02) reflects comparatively lower satisfaction in staff behaviour, highlighting a opportunity for service improvement.No responses were captured from the Eggitarian, Satvik/Jain, Vegan category.



## 4.8 Availability

The Availability section assesses customer perceptions regarding access to service facilities, including the menu card/rate list, complaint and suggestion book, POS machine, and issuance of bills.



Figure 33: Availability

Availability performance remains consistently high across all parameters, with Complaint / Suggestion Book , POS Machine , Issuance of Bill clustering closely around an overall average score of 4.10. This indicates stable system readiness and minimal variation in access to essential service facilities.



The below graph represents gender wise distribution of ratings of Availability Factors.

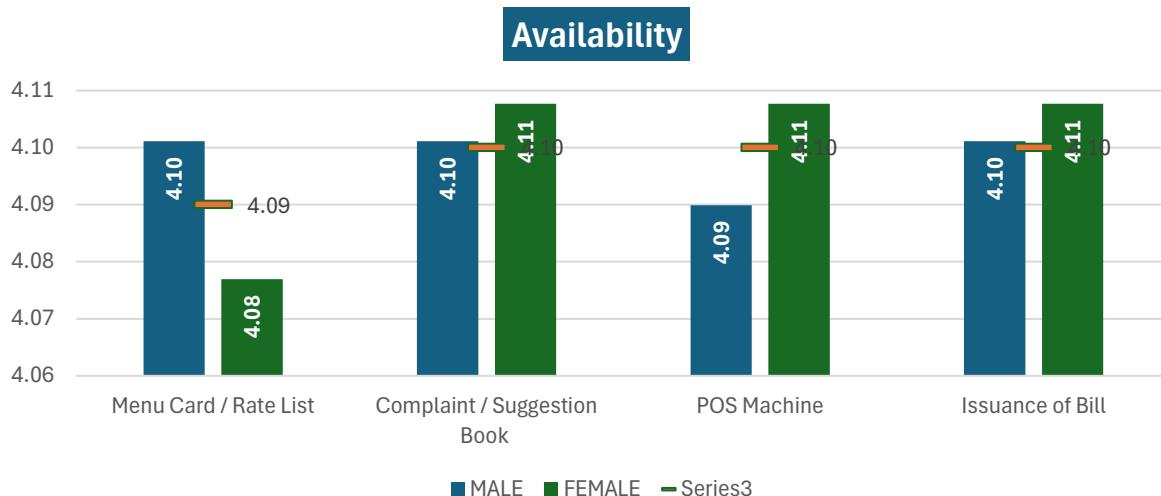


Figure 34: Availability based on Gender

Availability performance remains consistently high across all parameters, with Menu Card / Rate List , Complaint / Suggestion Book , POS Machine , Issuance of Bill clustering closely around an overall average score of 4.10. This suggests stable and gender-neutral access to essential service facilities.

The below graph represents distribution of ratings for availability factors based on Age group of respondents.



Figure 35: Availability based on age group



Overall customer satisfaction with availability-related facilities is jointly driven by Complaint / Suggestion Book (18–25: 4.17, 26–40: 4.06, 41–60: 4.06, 61+: 4.29, Avg: 4.10), POS Machine (18–25: 4.17, 26–40: 4.05, 41–60: 4.06, 61+: 4.29, Avg: 4.10), Issuance of Bill (18–25: 4.17, 26–40: 4.06, 41–60: 4.06, 61+: 4.29, Avg: 4.10), with all attributes recording a shared top average score of 4.10. Customer expectations regarding availability vary across age segments. Customers aged 18–25 emphasize Menu Card / Rate List, Complaint / Suggestion Book, POS Machine, Issuance of Bill. Customers aged 26–40 prioritize Complaint / Suggestion Book, Issuance of Bill. Customers aged 41–60 value Menu Card / Rate List, Complaint / Suggestion Book, POS Machine, Issuance of Bill most. Senior customers (61+) place higher importance on Complaint / Suggestion Book, POS Machine, Issuance of Bill. Conversely, Menu Card / Rate List records comparatively lower satisfaction in availability, highlighting a clear operational improvement opportunity.

The below graph represents availability factors based on type of food consumed by customers.



Figure 36: Availability Factors based on Type of Food

Overall availability and service readiness is jointly driven by Complaint / Suggestion Book (Vegetarian: 4.11, Non-Vegetarian: 4.00, Eggitarian: 0.00, Satvik/Jain: 0.00, Vegan: 0.00, Avg: 4.10), POS Machine (Vegetarian: 4.10, Non-Vegetarian: 4.00, Eggitarian: 0.00, Satvik/Jain: 0.00, Vegan: 0.00, Avg: 4.10), Issuance of Bill (Vegetarian: 4.11, Non-Vegetarian: 4.00, Eggitarian: 0.00, Satvik/Jain: 0.00, Vegan: 0.00, Avg: 4.10), all recording a shared top average score of 4.10. Availability perceptions vary by food type. Vegetarian customers emphasize Complaint / Suggestion Book, Issuance of Bill. Non-vegetarian



customers prioritize Menu Card / Rate List , Complaint / Suggestion Book , POS Machine , Issuance of Bill . Conversely, Menu Card / Rate List (Vegetarian: 4.09, Non-Vegetarian: 4.00, Avg: 4.09) reflects relatively weaker availability performance.No responses were captured from the Eggitarian, Satvik/Jain, Vegan category.



## 5 Conclusions

A summary of the key findings from the Survey for the Mobile unit is as follows:

The overall customer satisfaction rating for travel on the Banaras-Agra Cantt Vande Bharat Express train was excellent and is reflected in the Overall Rating provided by Survey respondents at 4.02. There is little variation between the ratings between the highest rated parameter and the lowest rated parameter.

Nevertheless, the highest customer-rated attribute across all sections was Brand under the Ready to Eat section, with an average score of 4.60 out of 5. This indicates strong performance in this area and reflects alignment with customer expectations.

The section with the highest overall customer satisfaction was Ready to Eat. High satisfaction reflects positive perception across ready-to-eat aspects such as brand assurance, quality, quantity, unexpired food sales, and pricing practices.

Whereas the lowest overall customer satisfaction was observed in the Overall Rating section. This suggests that the overall service experience may lack consistency across key touchpoints, indicating a need for end-to-end service review.



## 6 Annexure 1: Questionnaire for Customer Satisfaction Survey (Mobile Units)

### Passenger Details

Train Number
Train Name
Journey From
Journey To
Name
Address
PNR No.
Mobile Number
Email ID

### Section A: Respondent Details

#### A1. Purpose of Travel

Business / Official / Conference
Social Purpose (Wedding/Function/Meeting/Family/ Friends/Home visit)
Sight Seeing/Tourism /Pilgrimage
Others(Medical Visit/ Educational Visit etc.)

#### A2. Type of Compartment

1st AC
AC2 Tier
AC 3 Tier
EC (Executive Car)
CC (Chair Car)
Non AC - Chair Car
Sleeper

#### A3. Please tell us if you are

Vegetarian
Satvik / Jain
Vegan
Non-Vegetarian (eggs and all types of meat)
Eggitarian (Vegetarian but eat egg & egg products)

#### A4. Your Age

18 – 25 years
26 – 40 years



41 – 60 years	
61 or more years	

**A5. Gender**

Male	
Female	
Transgender	

**Section B: Rating Experience****Instructions:**

In the next few questions, we would request you to rate your satisfaction/dissatisfaction with various attributes.

The last column "**Not Applicable (NA)**" is to be ticked if it does not apply in your case (you may not have had the opportunity to experience this service/meal).

Please **TICK (✓)** only **one box** in your choice. Request you to **rate all questions**.

**Section B: Overall Rating**

	Excellent	Very Good	Good	Average	Bad	N/A
Overall Satisfaction with food and services						
Quality of food and beverages served						
Quality of Packaging of the food & beverages served						
Quantity of food and beverages served on train						
Hygiene Level						
Variety in Menu						
Staff Behavior						
Value for Money						

**Section B1:QUALITY OF FOOD & PACKAGING**

	Excellent	Very Good	Good	Average	Bad	N/A
Food Preparation (Properly cooked)						



Temperature of Food & Beverages (Hot/Cold/Normal)						
Freshness of Food						
Quality of Rail Neer, Packaged Drinking Water						

### SECTION B2: QUANTITY OF FOOD

	Excellent	Very Good	Good	Average	Bad	N/A
Sufficient Quantity of meal – Thali / Combos, Snacks, Desserts						
Availability of salt, pepper, and sugar etc.						

### RTE (Ready to Eat) (if Applicable)

### SECTION C: QUALITY & QUANTITY OF FOOD

	Excellent	Very Good	Good	Average	Bad	N/A
Brand						
Expiry						
Quality						
Quantity						
Overcharging						

### SECTION D: HYGIENE

	Excellent	Very Good	Good	Average	Bad	N/A
Cutlery						
Food Tray						
Availability of Tissue/Napkins/Liquid soaps/Sanitizer						

### SECTION E: MENU VARIETY

	Excellent	Very Good	Good	Average	Bad	N/A
Variety in Thali / Combos, North/South Indian, Chinese,						



Continental, Snacks,      Dessert, Beverages						
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### SECTION F: STAFF BEHAVIOUR

	Excellent	Very Good	Good	Average	Bad	N/A
Polite						
Responsiveness						
Staff Appearance						
Explained Menu / Options						
Food Timely Given						

### SECTION G: AVAILABILITY

	Excellent	Very Good	Good	Average	Bad	N/A
Menu Card / Rate List						
Complaint / Suggestion Book						
POS Machine						
Issuance of Bill						

### SECTION H

Please give us suggestions that you think could help us in improving the Quality of food and refreshment services.:

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## 7 Annexure 2: Methodology

### *Data Collection*

An enumerator was deployed with a survey instrument that was designed to capture data electronically in the specified Mobile unit. An enumerator was required to be present on the Train at a time preceding a major meal time, such as breakfast, lunch, or dinner.

The completion of such surveys was intimated to the zonal point of contact at IRCTC prior to the commencement of surveys.

Should the Mobile unit be cancelled or rerouted, or unavailable (due to any other reasons), the survey would be rescheduled to another time, or intimated to the zonal point of contact for alternatives.

Each enumerator is required to mark his presence through the application that would capture both the geotag as well as timestamp to indicate the time of survey. If the number of respondents were available to meet the targeted quota at the time of the survey, the surveys would be completed in the same round. At the beginning of each survey, the Enumerator was required to first meet the Pantry Manager, and explain the survey that was being conducted.

If the number of people at the Mobile unit were inadequate to cover the quota, surveys were planned on the return trip so that the required quota was achieved.

### *Quality Check*

An online, real time check was performed simultaneously to monitor the number of surveys that were being conducted. Field supervisors were required to co-ordinate with the enumerators

Subsequent to the completion of the surveys for each mobile unit, quality reviews are performed for several issues:

- Any partially completed surveys were rejected.
- Checks were performed for speeding (surveys being completed too fast)
- Checks were performed for robotic responses (survey responses that were not showing any significant variance to questions).

Any shortfall in quota after completion of these checks and rejection of such surveys was intimated to the enumerators so that he/she would undertake additional surveys to meet the quota while returning on the reverse direction.



### *Raw data*

Raw data was subsequently transformed into the format that is required by IRCTC for reporting purposes, for ease of review and access. Whereas data was collected for about 95 dimensions, eventual data reporting was for 50 dimensions. Data was reordered by Station Name and type of unit for ease of review.

### *Scoring*

IRCTC provided a specific scoring mechanism across 9 parameters, on a scale of 1 to 5, as follows:

1. Food Quality and Service Standards
  - Quality of Food and Beverages Served
  - Food Preparation and Freshness
  - Variety – Thali/Combos, Snacks, Beverages
  - Value for Money for Catering Services
2. Assessment of Unit and Overall Experience
  - Staff – Politeness and Responsiveness
  - Overall Hygiene Level of Service
  - Sufficient Sitting Availability
  - Overall Cleanliness of Unit
  - Overall Satisfaction with Food and Services

Responses were graded by Train name against each of these 9 parameters and provided in a tabular form.

### *Analysis*

Data analysis has been carried out at three levels:

- A macro analysis that summarises the outcomes of each Mobile unit survey on terms such as Gender, Age, food preferences and purpose of visit.
- A detailed analysis of Overall rating (11 parameters), Quality of Food and Packaging (4 parameters), Quantity of Food (2 parameters), Hygiene (5 parameters), Menu Variety (2 parameters), Staff Behaviour (6 parameters), Availability of services (4 parameters), and Service Time (1 parameter).



- A further deep dive for each of the above 8 parameters was carried out to examine if there were any discernable differences in satisfaction levels based on demographic patterns such as Gender, Age and Food Preferences.



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**DATAWISE®**'s business analysis services support the full spectrum of clients' needs with services directed mainly at helping companies discover opportunities for improvement through use of analytical capabilities. We offer analytical services in the following areas:

**Strategic Analytics:** Alignment of strategic intent with actual work, requiring strategic analytics to answer key decision support questions such as whether to enter into a new segment of business

or not, whether to reach new customers or not, and other go, no-go decisions.

**Behavioral Analytics:** Assistance in determining the 'why' and 'how' of a customer behavior (rather than the 'what') in order to ensure that marketing plans yield the desired results through capturing customer events and actions over time and using these stored interactions to determine typical behavior and deviations from that behavior.

**Tactical Analytics:** Tactical analytics models that we deploy are typically short-term in nature, and are focused on answering immediate questions rather than aligning to a longer term goal.

**Predictive Analytics:** We created complex multi-dimensional models that collate data generated from several interaction points to create models that enable the prediction of future events to help identify both risks and opportunities.

**DATAWISE®** has also developed proprietary analytics models DATTAB™, CREST™, SatisACTual, and OPTLIOX™ catering to specific customer needs.



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