

रसोई भण्डार यान  
PANTRY CAR

आपातकाल खिड़की



## Customer Satisfaction Survey



Report on Mobile Unit Hazrat Nizamuddin-Khajuraho Vande Bharat Express  
Northern Zone



## IRCTC Customer Satisfaction Survey Report



---

ISO 9001: 2015 Certificate Number: 112008041

ISO 27001:2013 Certificate Number: 162012004

FTCCI Membership No. C-6511 MRSI Membership No. C-72

MSME Certificate Number UDYAM:TS-20-0002595

DATAWISE® is a registered Trademark of Datawise Services Private Limited (Trademark No: 4247105)

dATTAb® is a registered Trademark of Datawise Services Private Limited (Trademark No. 2361614)

SatisACTual® is a registered Trademark of Datawise Services Private Limited (Trademark No.5018144)



## IRCTC Customer Satisfaction Survey Report



---

*The material in this report is confidential and the property of **DATAWISE**<sup>®</sup>. This report has been prepared specifically for the use of the Indian Railway Catering and Tourism Corporation (IRCTC). This report provides information on the approach and methodology adopted for this assignment based on the TOR provided, our analysis of the survey findings, our conclusions, and recommendations. **DATAWISE**<sup>®</sup> shall not be liable if this report is used in any manner other than the purpose for which it is intended. Any copying or duplicating in any manner or use of this material by any third person or party, without the explicit written permission of **DATAWISE**<sup>®</sup>, is strictly prohibited and shall be liable for legal action*

---

## Table of Contents

<b>1</b>	<b>OVERVIEW .....</b>	<b>1</b>
<b>2</b>	<b>INTRODUCTION AND BACKGROUND .....</b>	<b>1</b>
<b>3</b>	<b>SUMMARY FINDINGS.....</b>	<b>2</b>
3.1	GENDER.....	2
3.2	AGE GROUPS.....	3
3.3	FOOD PREFERENCE TYPE.....	4
3.4	COMPARTMENT TYPE .....	5
3.5	TYPE OF FOOD .....	6
<b>4</b>	<b>DETAILED ANALYSIS .....</b>	<b>7</b>
4.1	OVERALL RATING .....	7
4.2	QUALITY OF FOOD & PACKAGING.....	11
4.3	QUANTITY OF FOOD.....	15
4.4	READY-TO-EAT.....	18
4.5	HYGIENE .....	21
4.6	MENU VARIETY.....	25
4.7	STAFF BEHAVIOUR .....	28
4.8	AVAILABILITY.....	32
<b>5</b>	<b>CONCLUSIONS .....</b>	<b>36</b>
<b>6</b>	<b>ANNEXURE 1: QUESTIONNAIRE FOR CUSTOMER SATISFACTION SURVEY (MOBILE UNITS) .....</b>	<b>37</b>
<b>7</b>	<b>ANNEXURE 2: METHODOLOGY .....</b>	<b>41</b>



## Table of Figures

FIGURE 1: AGE GROUP.....	3
FIGURE 2: TYPE OF FOOD.....	4
FIGURE 3: CLASS OF TRAVEL .....	5
FIGURE 4: TYPE OF FOOD.....	6
FIGURE 5: OVERALL RATING .....	7
FIGURE 6: GENDER-WISE OVERALL RATING.....	8
FIGURE 7: AGE GROUP-WISE DISTRIBUTION OF OVERALL RATING .....	9
FIGURE 8: DISTRIBUTION OF OVERALL RATING BASED ON TYPE OF FOOD .....	10
FIGURE 9: QUALITY OF FOOD & PACKAGING.....	11
FIGURE 10: GENDER-WISE DISTRIBUTION OF QUALITY OF FOOD & PACKAGING .....	12
FIGURE 11: AGE GROUP-WISE DISTRIBUTION OF QUALITY OF FOOD & PACKAGING.....	13
FIGURE 12: QUALITY OF FOOD & PACKAGING BASED ON TYPE OF FOOD .....	14
FIGURE 13: QUANTITY OF FOOD.....	15
FIGURE 14: GENDER WISE DISTRIBUTION OF QUANTITY OF FOOD.....	15
FIGURE 15: AGE GROUP WISE DISTRIBUTION OF QUANTITY OF FOOD .....	16
FIGURE 16: TYPE OF FOOD BASED DISTRIBUTION OF QUANTITY OF FOOD .....	17
FIGURE 17: READY TO EAT .....	18
FIGURE 18: RTE BASED GENDER-WISE RATING .....	18
FIGURE 19: RTE BASED ON AGE GROUPS.....	19
FIGURE 20: RTE BASED ON TYPE OF FOOD .....	20
FIGURE 21: HYGIENE.....	21
FIGURE 22: GENDER BASED RATING OF HYGIENE FACTOR .....	22
FIGURE 23: AGE GROUP WISE DISTRIBUTION OF HYGIENE FACTORS.....	23
FIGURE 24: FOOD TYPE BASED DISTRIBUTION OF HYGIENE FACTORS .....	24
FIGURE 25: MENU VARIETY .....	25
FIGURE 26: GENDER WISE DISTRIBUTION OF MENU VARIETY.....	25
FIGURE 27: AGE GROUP WISE DISTRIBUTION OF MENU VARIETY .....	26
FIGURE 28: FOOD TYPE BASED DISTRIBUTION OF MENU VARIETY .....	27
FIGURE 29: STAFF BEHAVIOUR .....	28
FIGURE 30: GENDER BASED DISTRIBUTION OF STAFF BEHAVIOUR .....	29
FIGURE 31: AGE GROUP BASED DISTRIBUTION OF STAFF BEHAVIOUR RATING .....	29
FIGURE 32: STAFF BEHAVIOUR BASED ON TYPE OF FOOD .....	30
FIGURE 33: AVAILABILITY .....	32
FIGURE 34: AVAILABILITY BASED ON GENDER.....	33
FIGURE 35: AVAILABILITY BASED ON AGE GROUP.....	33
FIGURE 36: AVAILABILITY FACTORS BASED ON TYPE OF FOOD.....	34



## 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 'Hazrat Nizamuddin-Khajuraho Vande Bharat Express', conducted between 19-Dec-2025 and 20-Dec-2025. A total of 157 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.

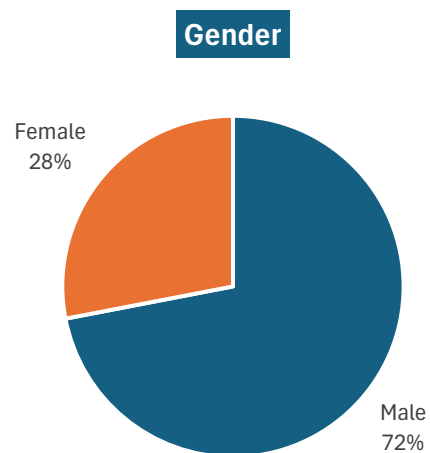


Figure1: Gender

The respondent base comprises 113 male participants (71.97%) and 44 female participants (28.03%), resulting in a total sample size of 157 respondents.





## 3.2 Age Groups

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

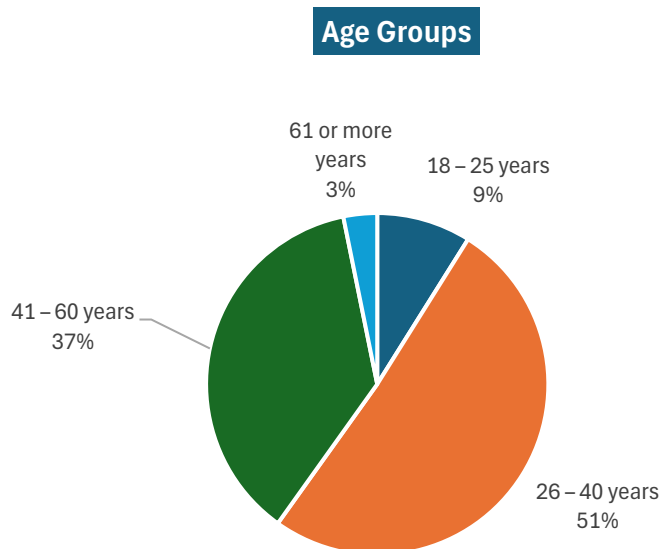


Figure 1: Age group

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: 14
- 26 – 40 years: 80
- 41 – 60 years: 58
- 61 or more years: 5

The respondent base is predominantly older, with the 26 – 40 years age group forming the largest segment at 51%. This is followed by respondents from 41 – 60 years (37%), 18 – 25 years (9%), 61 or more years (3%). Participation from 18 – 25 years (9%), 61 or more years (3%) 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.

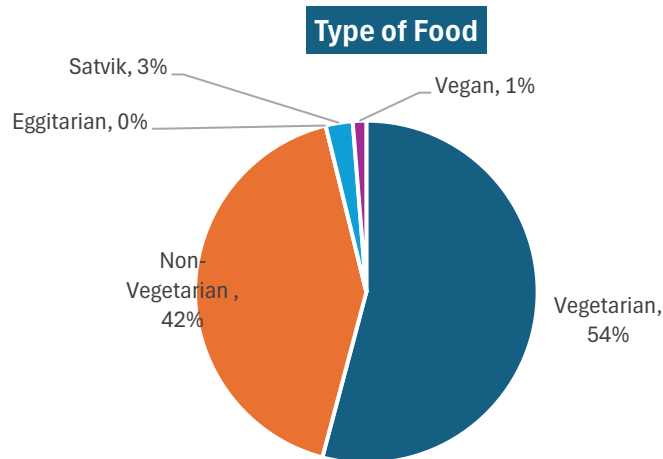


Figure 2: Type of Food

- Vegetarian: 85
- Non-Vegetarian : 66
- Satvik: 4
- Vegan: 2

The analysis reveals that Vegetarian emerge as the most preferred options, accounting for 54% of the responses. This is followed by Non-Vegetarian (42%), Satvik (3%), Vegan (1%). No responses were recorded for Eggitarian.



### 3.4 Compartment Type

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

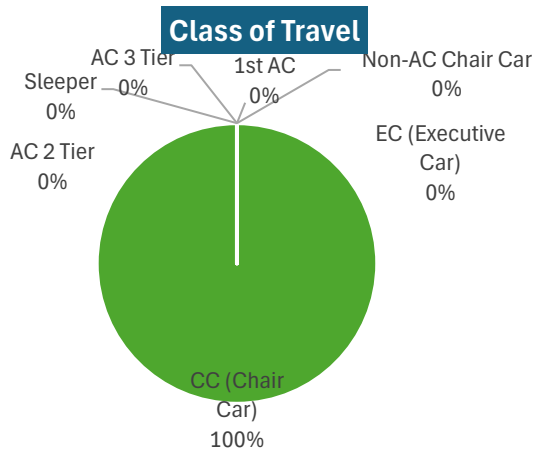


Figure 3: Class of Travel

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

- CC (Chair Car): 157

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.

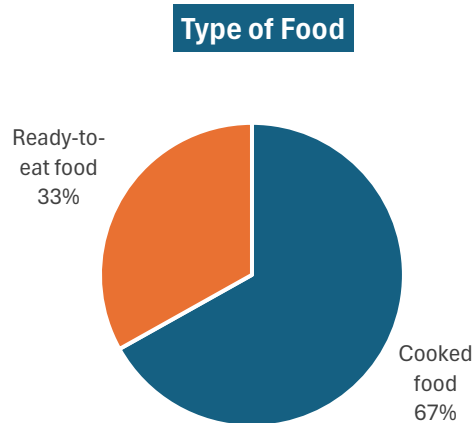


Figure 4: Type of Food

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

- Cooked food: 105
- Ready-to-eat food: 52

The respondent base shows a strong preference for Cooked food, which constitutes the majority of food choices during travel. Ready-to-eat food is used by a smaller segment of respondents, indicating secondary but present demand.



## 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.

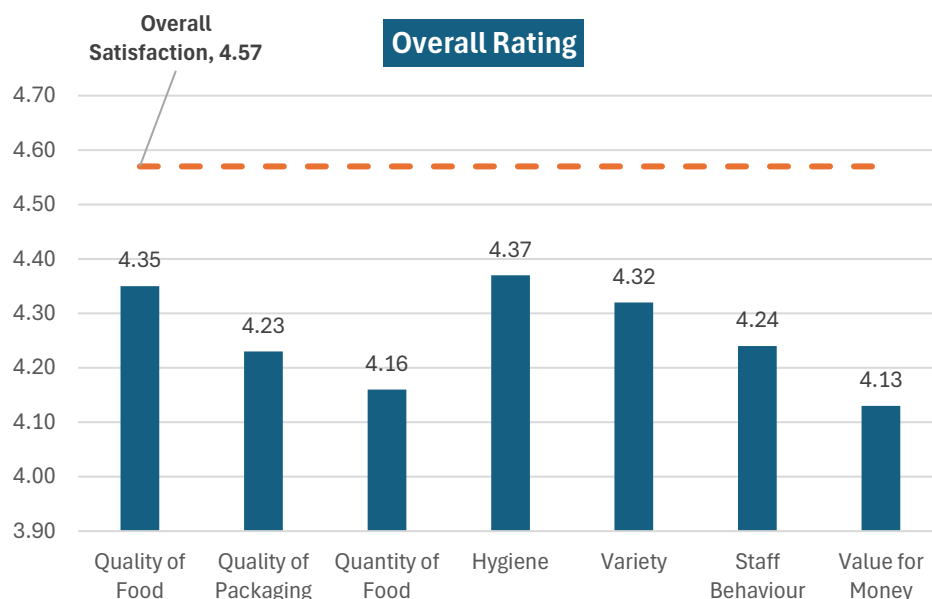


Figure 5: Overall Rating

The overall customer experience achieved a strong mean score of 4.57 out of 5, indicating high satisfaction and consistent alignment with customer expectations.



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

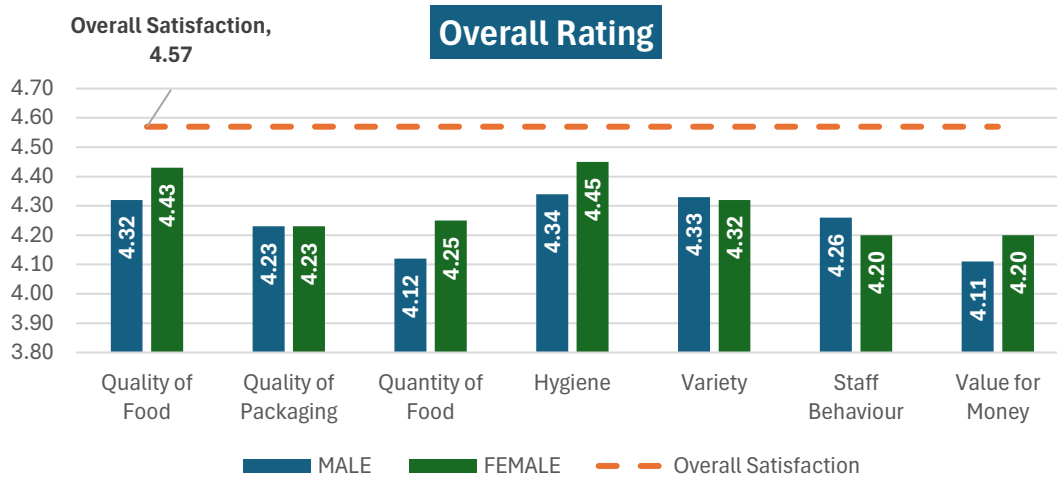


Figure 6: Gender-wise Overall Rating

Overall customer satisfaction is primarily driven by Hygiene (Male: 4.34, Female: 4.45, Avg: 4.37) with an average score of 4.37, followed by Variety (Male: 4.33, Female: 4.32, Avg: 4.32) at 4.32. Conversely, Value for Money (Male: 4.11, Female: 4.20, Avg: 4.13) records comparatively lower satisfaction, indicating a possible area of improvement.



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

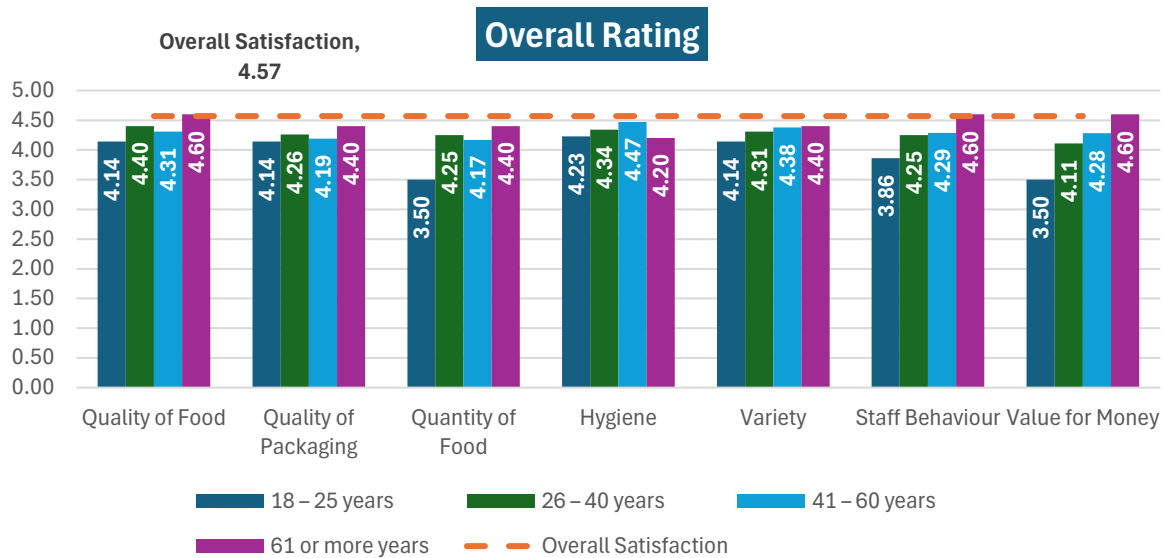


Figure 7: Age group-wise distribution of Overall Rating

Overall customer satisfaction across age groups is primarily driven by Hygiene (18–25: 4.23, 26–40: 4.34, 41–60: 4.47, 61+: 4.20, Avg: 4.37) with an average score of 4.37, followed by Quality of Food (18–25: 4.14, 26–40: 4.40, 41–60: 4.31, 61+: 4.60, Avg: 4.35) at 4.35. Customer priorities show partial alignment across age groups. Younger customers (18–25) and customers aged 41–60 prioritize Hygiene. Customers aged 26–40 prioritize Quality of Food. Senior customers (61+) prioritize Quality of Food, Staff Behaviour, Value for Money. Conversely, Value for Money 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.

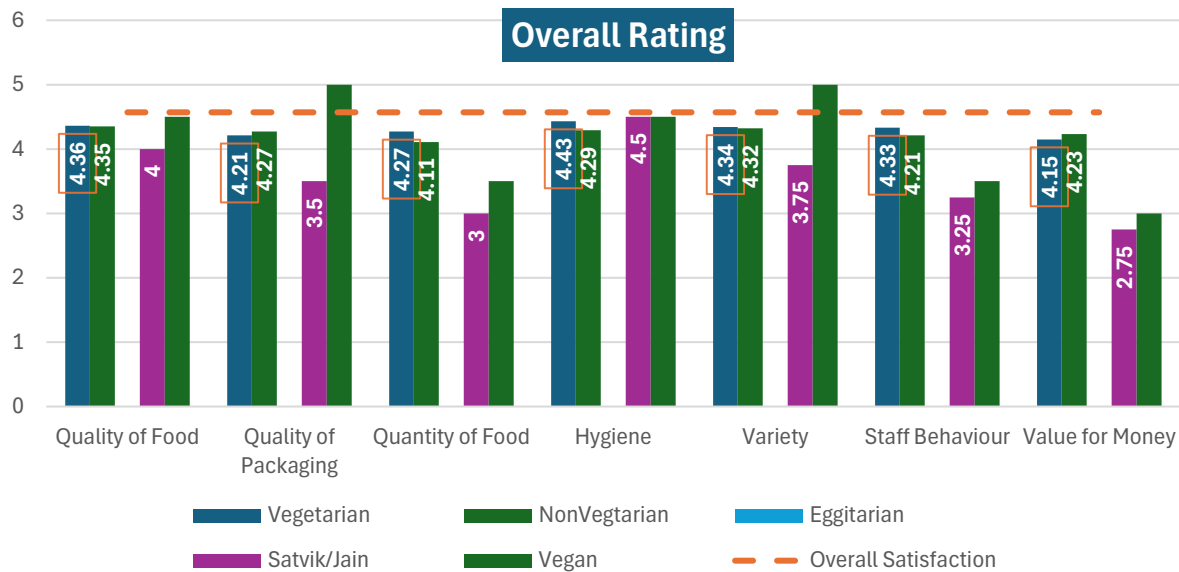


Figure 8: Distribution of Overall Rating based on Type of Food

Overall satisfaction across food types is primarily driven by Hygiene (Vegetarian: 4.43, Non-Vegetarian: 4.29, Eggitarian: 0.00, Satvik/Jain: 4.50, Vegan: 4.50, Avg: 4.37) with an average score of 4.37, followed by Quality of Food (Vegetarian: 4.36, Non-Vegetarian: 4.35, Eggitarian: 0.00, Satvik/Jain: 4.00, Vegan: 4.50, Avg: 4.35) at 4.35. Customer satisfaction varies by food type. Vegetarian customers highly prioritize Hygiene. Non-vegetarian customers emphasize Quality of Food. Satvik/Jain customers prioritize Hygiene. Vegan customers are most influenced by Quality of Packaging, Variety. Conversely, Value for Money (Vegetarian: 4.15, Non-Vegetarian: 4.23, Satvik/Jain: 2.75, Vegan: 3.00, Avg: 4.13) records comparatively lower satisfaction across food types, indicating a targeted opportunity for improvement. No responses were captured from the Eggitarian 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

Customer satisfaction within food and packaging is led by Food Preparation (average score: 4.30), while relatively lower performance is observed in Packaging Quality (average score: 4.00), indicating a targeted opportunity for incremental improvement.



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

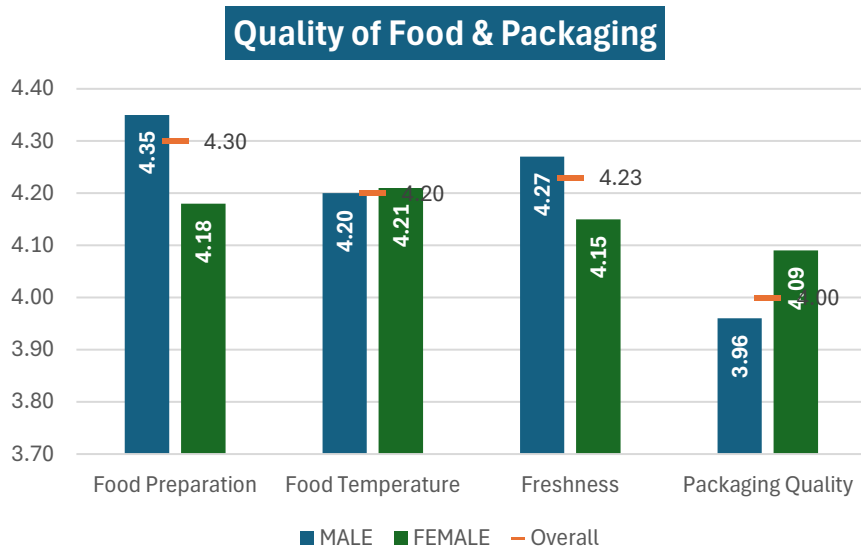


Figure 10: Gender-wise distribution of Quality of Food & Packaging

Overall Quality of Food & Packaging satisfaction is primarily driven by Food Preparation (Male: 4.35, Female: 4.18, Avg: 4.30) with an average score of 4.30, followed by Freshness (Male: 4.27, Female: 4.15, Avg: 4.23) at 4.23. Male customers primarily emphasize Food Preparation, while female customers place greater importance on Food Temperature, indicating gender-specific drivers of Quality satisfaction. Conversely, Packaging Quality (Male: 3.96, Female: 4.09, Avg: 4.00) 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

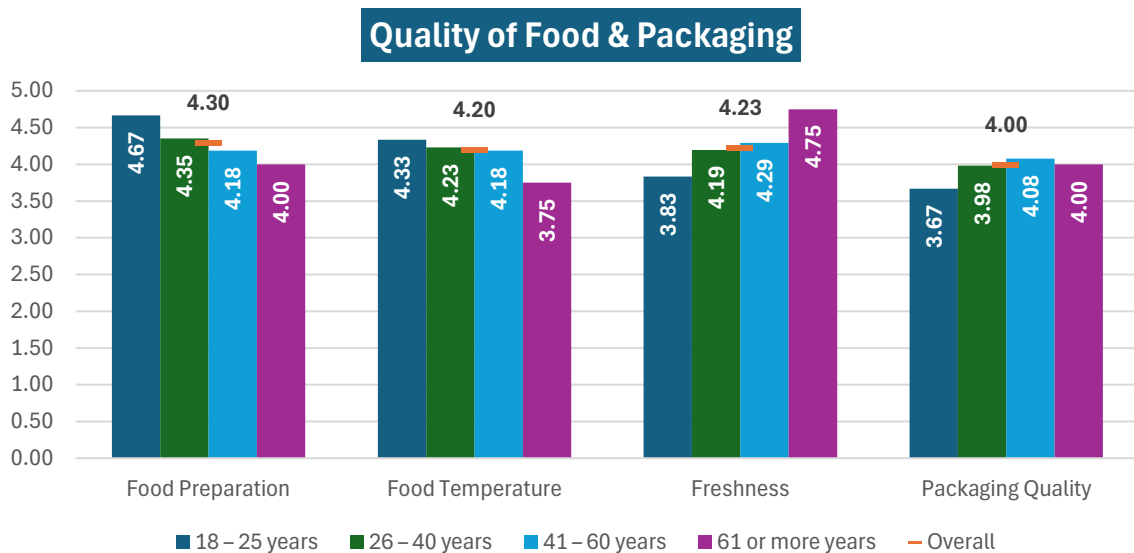


Figure 11: Age group-wise distribution of Quality of Food & Packaging

Overall satisfaction with food quality and packaging is primarily driven by Food Preparation (18–25: 4.67, 26–40: 4.35, 41–60: 4.18, 61+: 4.00, Avg: 4.30), . . . with an average score of 4.30, followed by Freshness (18–25: 3.83, 26–40: 4.19, 41–60: 4.29, 61+: 4.75, Avg: 4.23) at 4.23. Customer priorities related to food quality and packaging vary significantly by age segment. Customers aged 18–25 prioritize Food Preparation. Customers aged 26–40 prioritize Food Preparation. Customers aged 41–60 prioritize Freshness. Senior customers (61+) prioritize Freshness. Conversely, 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.

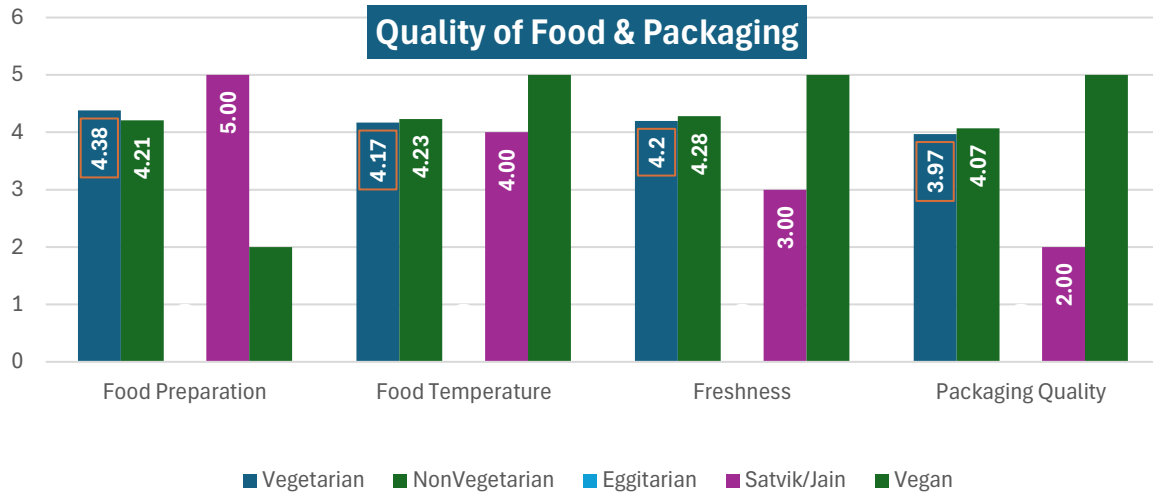


Figure 12: Quality of Food & Packaging based on Type of Food

Overall satisfaction with food quality and packaging is primarily driven by Food Preparation (Vegetarian: 4.38, Non-Vegetarian: 4.21, Eggitarian: 0.00, Satvik/Jain: 5.00, Vegan: 2.00, Avg: 4.30) with an average score of 4.30, followed by Freshness (Vegetarian: 4.20, Non-Vegetarian: 4.28, Eggitarian: 0.00, Satvik/Jain: 3.00, Vegan: 5.00, Avg: 4.23) at 4.23. Customer priorities for food quality and packaging vary by food type. Vegetarian customers place the highest emphasis on Food Preparation. Non-vegetarian customers prioritize Freshness. Satvik/Jain customers emphasize Food Preparation. Vegan customers prioritize Food Temperature, Freshness, Packaging Quality. Conversely, Packaging Quality (Avg: 4.00) records comparatively lower satisfaction, indicating a focused improvement opportunity within food quality and packaging. No responses were captured from the Eggitarian category.



### 4.3 Quantity of Food

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

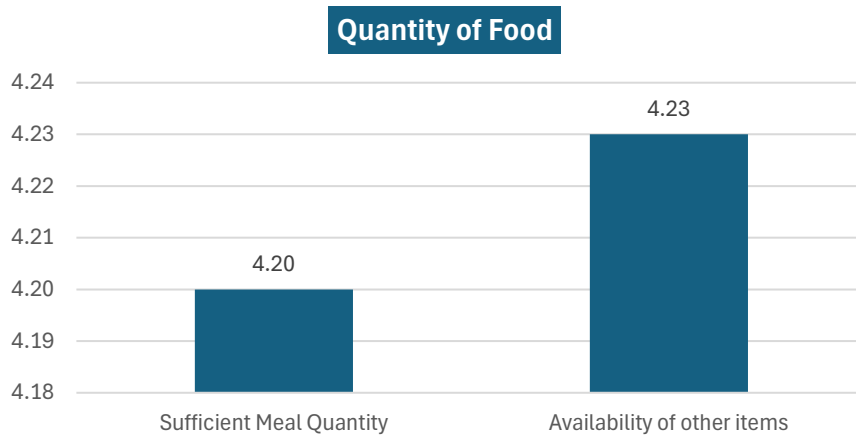


Figure 13: Quantity of Food

Customer satisfaction across Quantity of Food parameters is consistently high. Sufficient Meal Quantity (Avg: 4.20) and Availability of other items (Avg: 4.23), 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.

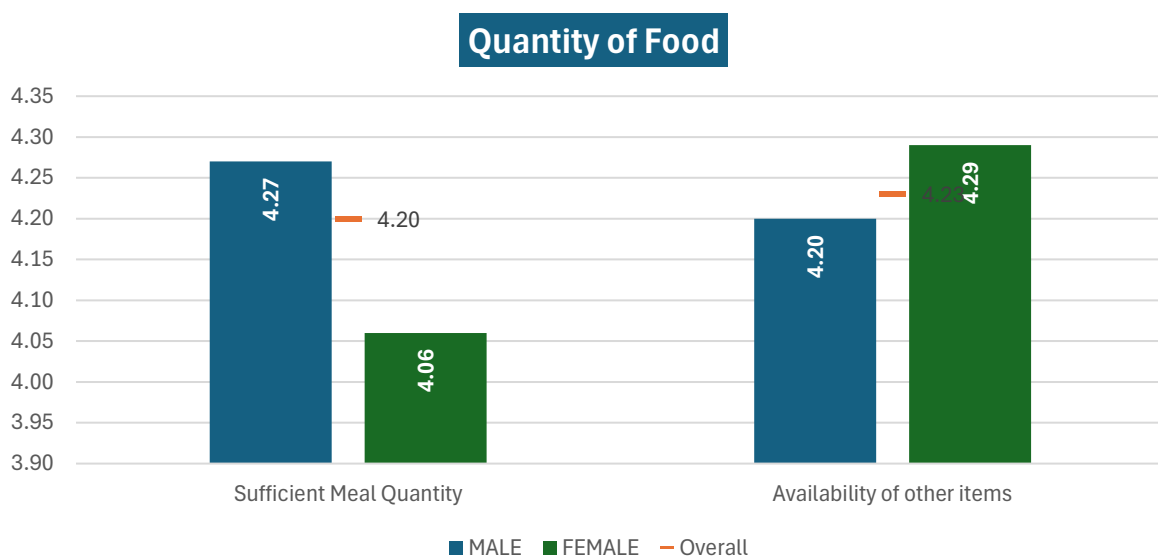


Figure 14: Gender wise distribution of Quantity of Food



Customer satisfaction with Quantity of Food is consistently high across genders. Sufficient Meal Quantity (Male: 4.27, Female: 4.06, Avg: 4.20) and Availability of other items (Male: 4.20, Female: 4.29, Avg: 4.23), 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.

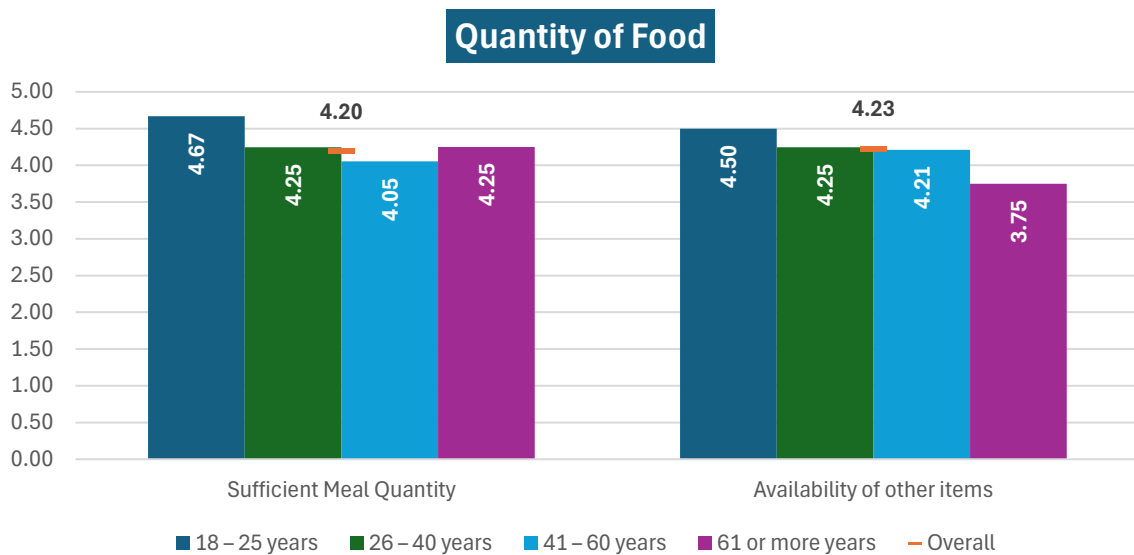


Figure 15: Age group wise distribution of Quantity of Food

Across age groups, customer satisfaction with quantity is mainly driven by Availability of other items (18–25: 4.50, 26–40: 4.25, 41–60: 4.21, 61+: 3.75, Avg: 4.23 | High satisfaction), followed by Sufficient Meal Quantity (18–25: 4.67, 26–40: 4.25, 41–60: 4.05, 61+: 4.25, Avg: 4.20 , High satisfaction). At the same time, Sufficient Meal Quantity (18–25: 4.67, 26–40: 4.25, 41–60: 4.05, 61+: 4.25, Avg: 4.20 , 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.

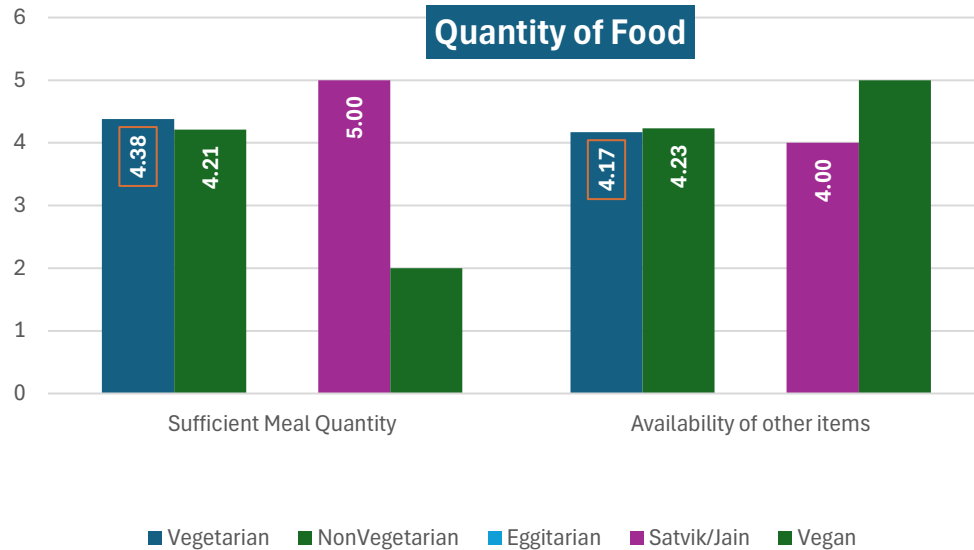


Figure 16: Type of Food based distribution of Quantity of Food

Customer satisfaction with quantity-related aspects of Ready-to-Eat items is primarily driven by Availability of other items (Vegetarian: 4.28, Non-Vegetarian: 4.14, Satvik/Jain: 4.00, Vegan: 5.00, Avg: 4.23 | High satisfaction), followed by Sufficient Meal Quantity (Vegetarian: 4.33, Non-Vegetarian: 3.98, Satvik/Jain: 5.00, Vegan: 5.00, Avg: 4.20 | High satisfaction). However, Sufficient Meal Quantity (Vegetarian: 4.33, Non-Vegetarian: 3.98, Satvik/Jain: 5.00, Vegan: 5.00, Avg: 4.20 | High satisfaction) reflects relatively lower perceived performance, indicating an area for improvement. No responses were captured from the Eggitarian 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).

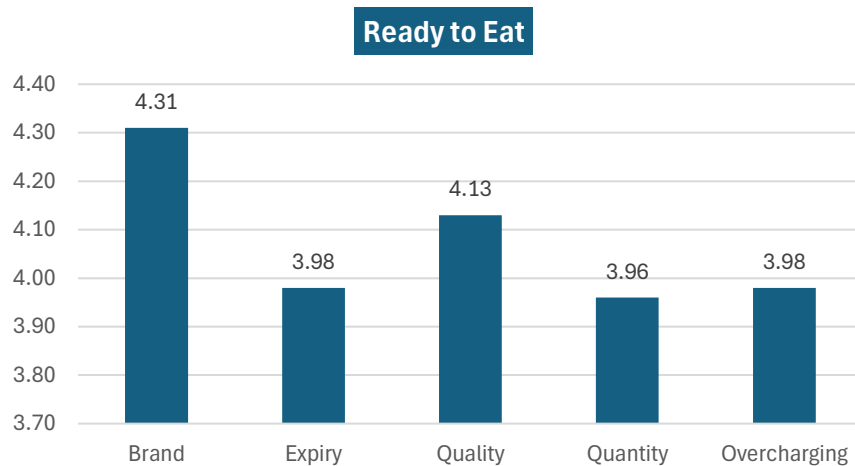


Figure 17: Ready to eat

Within the Ready-to-Eat category, customer satisfaction is led by Brand (average score: 4.31), while comparatively lower ratings are observed for Quantity (average score: 3.96). This variation indicates an opportunity to improve consistency across freshness control, quantity adequacy, or pricing perception.

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

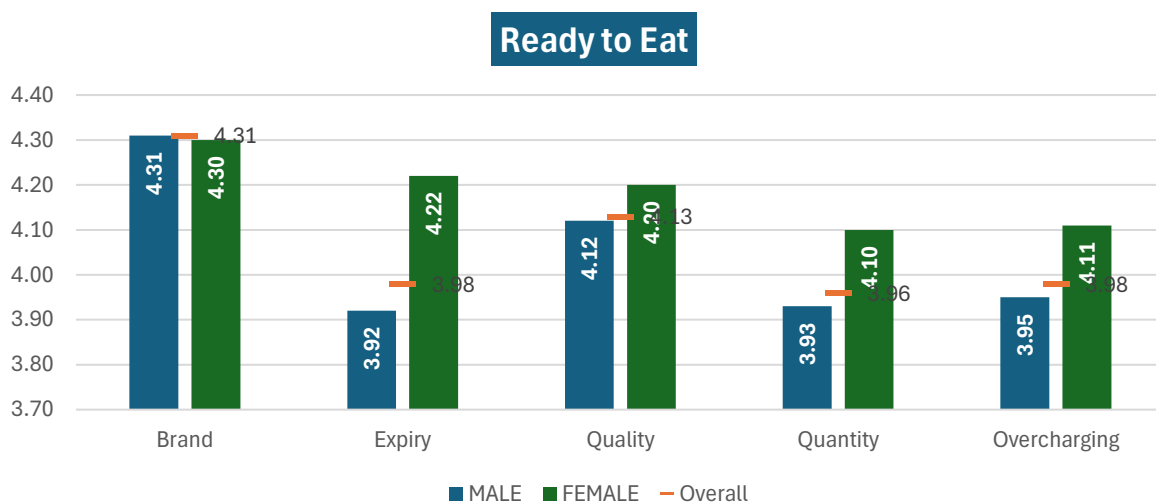


Figure 18: RTE based gender-wise rating





Overall Ready-to-Eat satisfaction is primarily driven by Brand (Male: 4.31, Female: 4.30, Avg: 4.31) with an average score of 4.31, followed by Quality (Male: 4.12, Female: 4.20, Avg: 4.13) at 4.13. Customer priorities are broadly aligned across genders, with Brand emerging as a shared driver of satisfaction. Conversely, Quantity (Male: 3.93, Female: 4.10, Avg: 3.96) records comparatively lower satisfaction, indicating a clear area of improvement.

The below represents RTE ratings distributed across various age group.

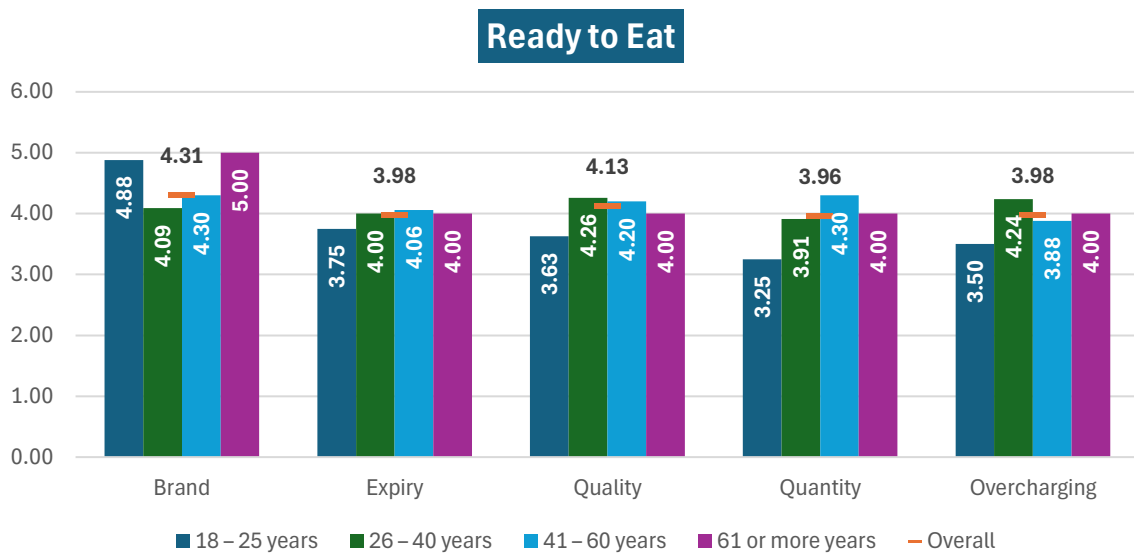


Figure 19: RTE based on age groups

Overall satisfaction with Ready-to-Eat products is primarily driven by Brand (18–25: 4.88, 26–40: 4.09, 41–60: 4.30, 61+: 5.00, Avg: 4.31) with an average score of 4.31, followed by Quality (18–25: 3.63, 26–40: 4.26, 41–60: 4.20, 61+: 4.00, Avg: 4.13) at 4.13. Customer preferences for Ready-to-Eat products vary significantly by age segment. Customers aged 18–25 prioritize Brand. Customers aged 26–40 prioritize Quality. Customers aged 41–60 prioritize Brand, Quantity. Senior customers (61+) prioritize Brand. Conversely, Quantity records comparatively lower satisfaction for Ready-to-Eat products across age groups, indicating a targeted opportunity for product or pricing optimization.

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

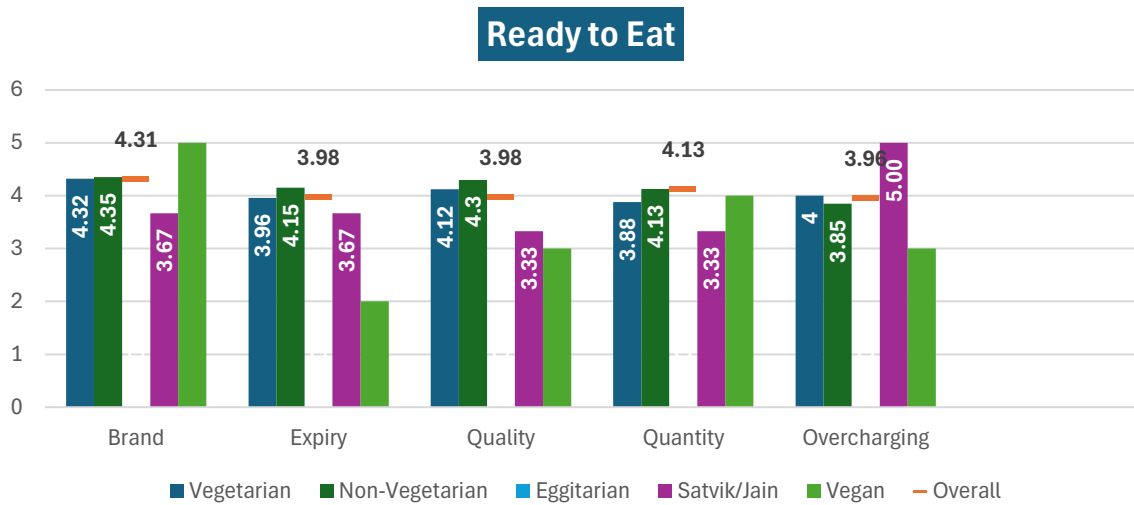


Figure 20: RTE based on Type of food

Overall satisfaction with Ready-to-Eat offerings is primarily driven by Brand (Vegetarian: 4.32, Non-Vegetarian: 4.35, Satvik/Jain: 3.67, Vegan: 5.00, Avg: 4.31) with an average score of 4.31, followed by Quantity (Vegetarian: 3.88, Non-Vegetarian: 4.13, Satvik/Jain: 3.33, Vegan: 4.00, Avg: 4.13) at 4.13. Customer satisfaction with Ready-to-Eat offerings varies by food type. Vegetarian customers place the highest emphasis on Brand. Non-vegetarian customers prioritize Brand. Satvik/Jain customers emphasize Overcharging. Vegan customers are most sensitive to Brand. Conversely, Overcharging (Avg: 3.96) 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 Eggitarian 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.

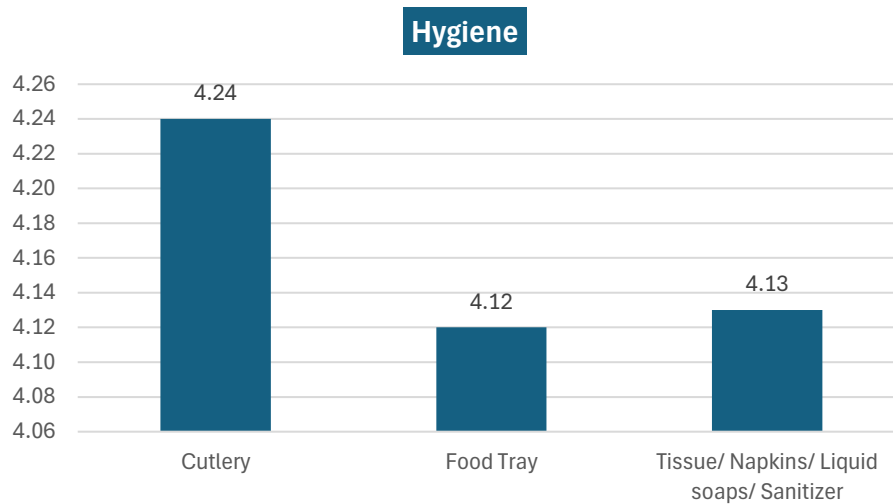


Figure 21: Hygiene

Within the hygiene dimension, customer satisfaction is led by Cutlery (average score: 4.24), while comparatively lower ratings are observed for Food Tray (average score: 4.12). While overall hygiene performance remains favorable, this variance highlights an opportunity to strengthen consistency across all hygiene touchpoints.



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

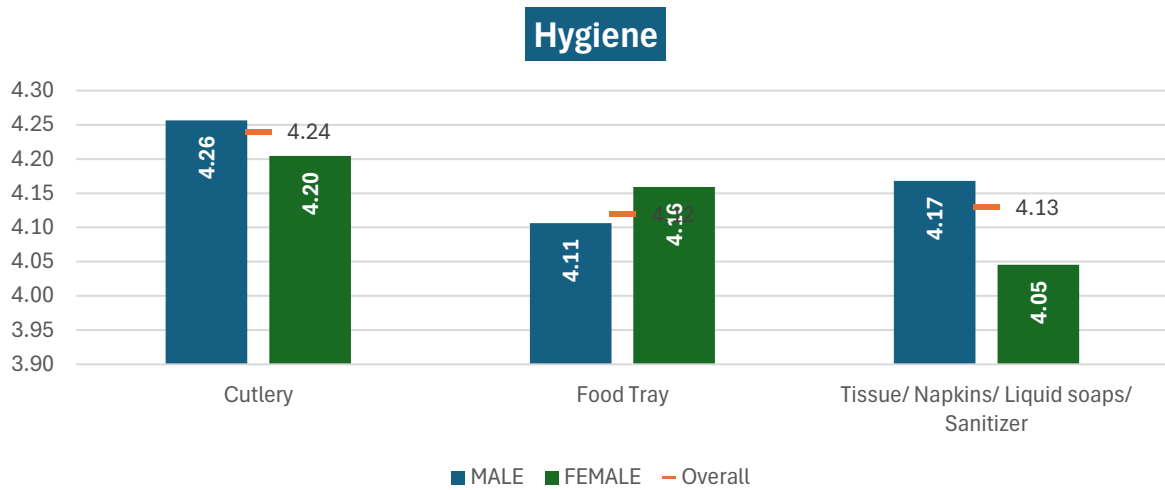


Figure 22: Gender based rating of hygiene factor

Overall Hygiene satisfaction is primarily driven by Cutlery (Male: 4.26, Female: 4.20, Avg: 4.24) with an average score of 4.24, followed by Tissue/ Napkins/ Liquid soaps/ Sanitizer (Male: 4.17, Female: 4.05, Avg: 4.13) at 4.13. Customer priorities are broadly aligned across genders, with Cutlery emerging as a shared driver of satisfaction. Conversely, Food Tray (Male: 4.11, Female: 4.16, Avg: 4.12) records comparatively lower satisfaction, indicating a clear area of improvement.



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

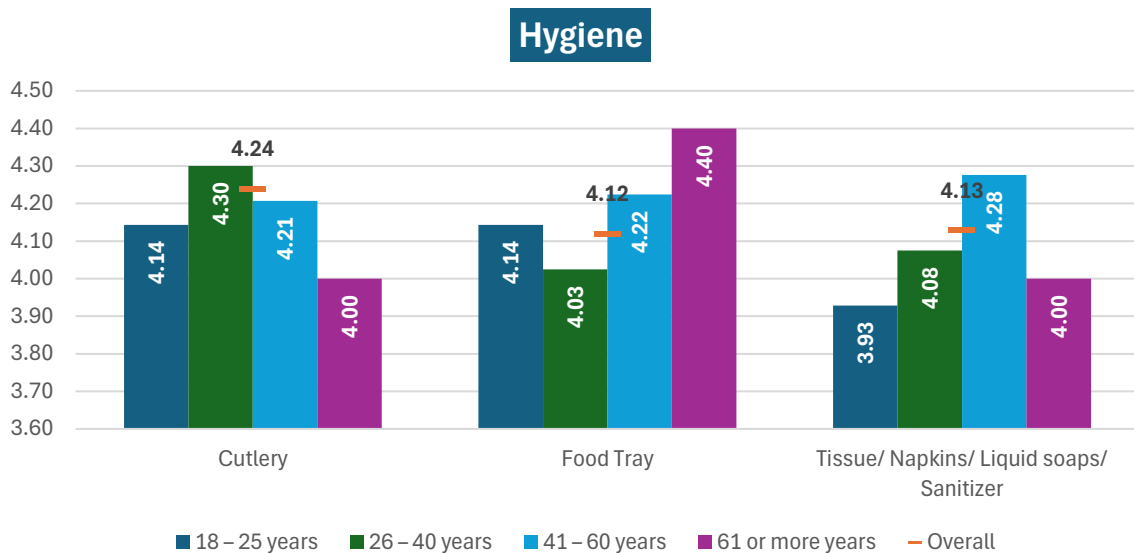


Figure 23: Age group wise distribution of Hygiene factors

Overall customer satisfaction with hygiene standards is primarily driven by Cutlery (18–25: 4.14, 26–40: 4.30, 41–60: 4.21, 61+: 4.00, Avg: 4.24) with an average score of 4.24, followed by Tissue/ Napkins/ Liquid soaps/ Sanitizer (18–25: 3.93, 26–40: 4.08, 41–60: 4.28, 61+: 4.00, Avg: 4.13) at 4.13. Expectations around hygiene vary by age segment. Customers aged 18–25 prioritize Cutlery, Food Tray. Customers aged 26–40 prioritize Cutlery. Customers aged 41–60 prioritize Tissue/ Napkins/ Liquid soaps/ Sanitizer. Senior customers (61+) prioritize Food Tray. Conversely, Food Tray 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.

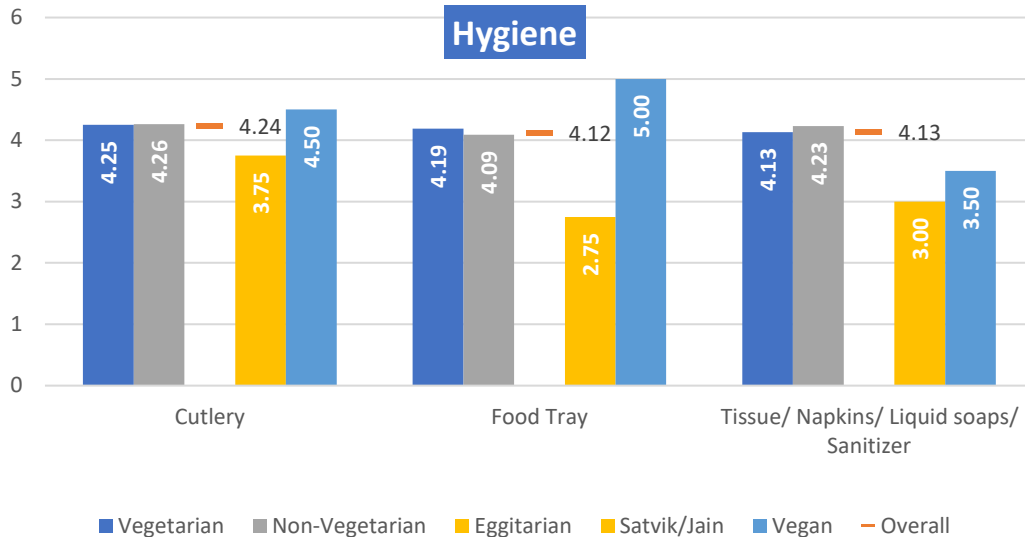


Figure 24: Food type based distribution of Hygiene factors

Overall satisfaction with hygiene is primarily driven by Cutlery (Vegetarian: 4.25, Non-Vegetarian: 4.26, Eggitarian: 0.00, Satvik/Jain: 3.75, Vegan: 4.50, Avg: 4.24) with an average score of 4.24, followed by Tissue/ Napkins/ Liquid soaps/ Sanitizer (Vegetarian: 4.13, Non-Vegetarian: 4.23, Eggitarian: 0.00, Satvik/Jain: 3.00, Vegan: 3.50, Avg: 4.13) at 4.13. Hygiene priorities vary by food type. Vegetarian customers place the greatest emphasis on Cutlery. Non-vegetarian customers prioritize Cutlery. Satvik/Jain customers emphasize Cutlery. Vegan customers prioritize Food Tray. Conversely, Food Tray (Avg: 4.12) records comparatively lower satisfaction on hygiene, indicating a targeted opportunity for improvement. No responses were captured from the Eggitarian category.



## 4.6 Menu Variety

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

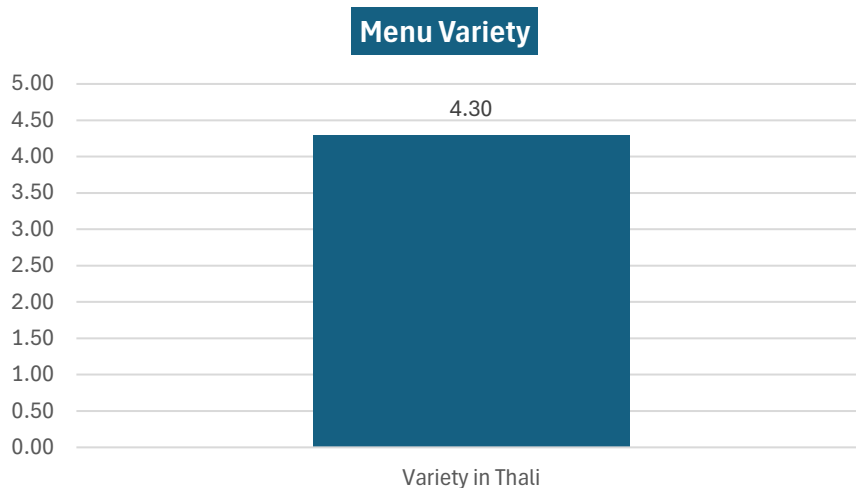


Figure 25: Menu Variety

Customer satisfaction with Variety in Thali is high, with an average score of 4.30. 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.

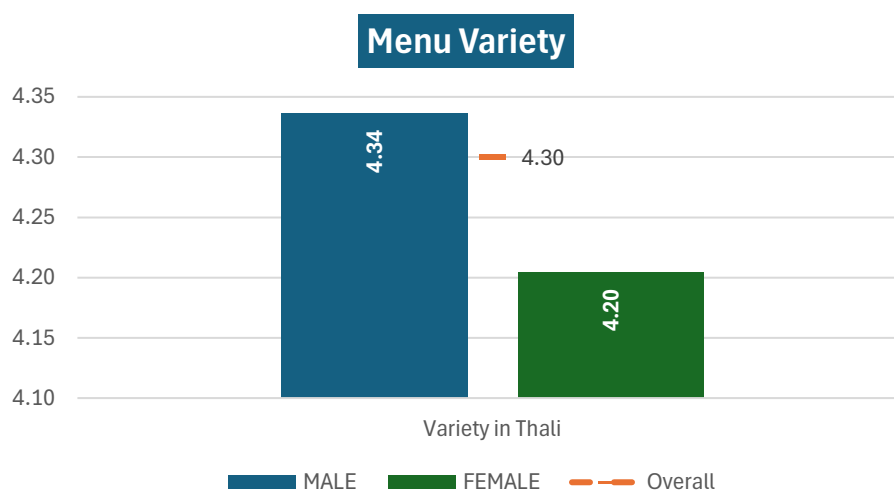


Figure 26: Gender wise distribution of Menu Variety



Customer satisfaction with Variety in Thali is high overall, though a marginal gender difference is observed (Male: 4.34, Female: 4.20). Despite this variance, menu variety is perceived positively across both segments.

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

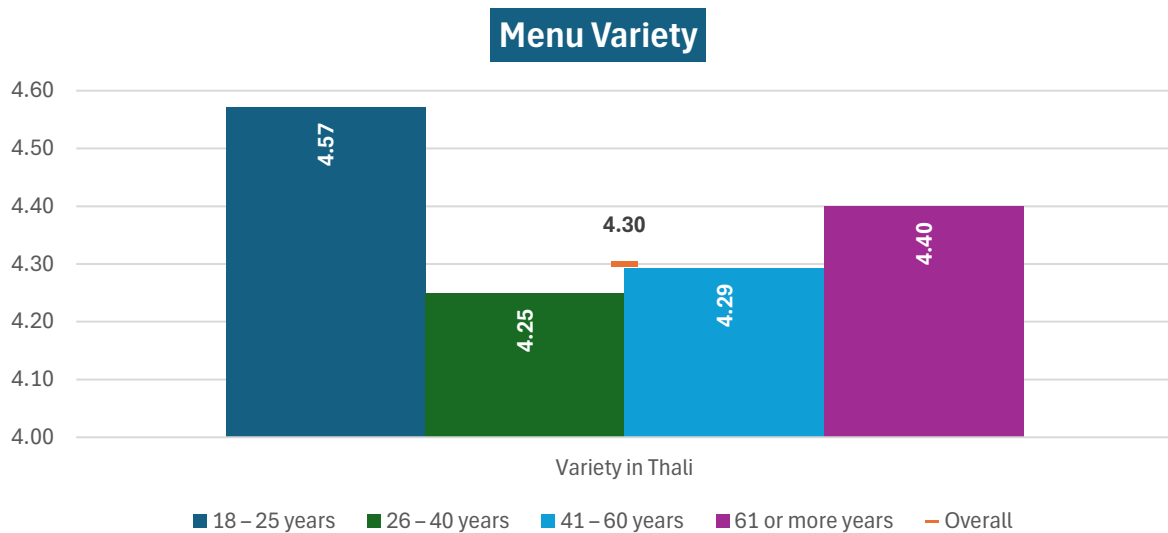


Figure 27: Age group wise distribution of Menu variety

Customer satisfaction with Variety in Thali is high overall, though variation exists across age groups (18–25: 4.57, 26–40: 4.25, 41–60: 4.29, 61+: 4.40). Despite this divergence, menu variety is perceived positively across cohorts.





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

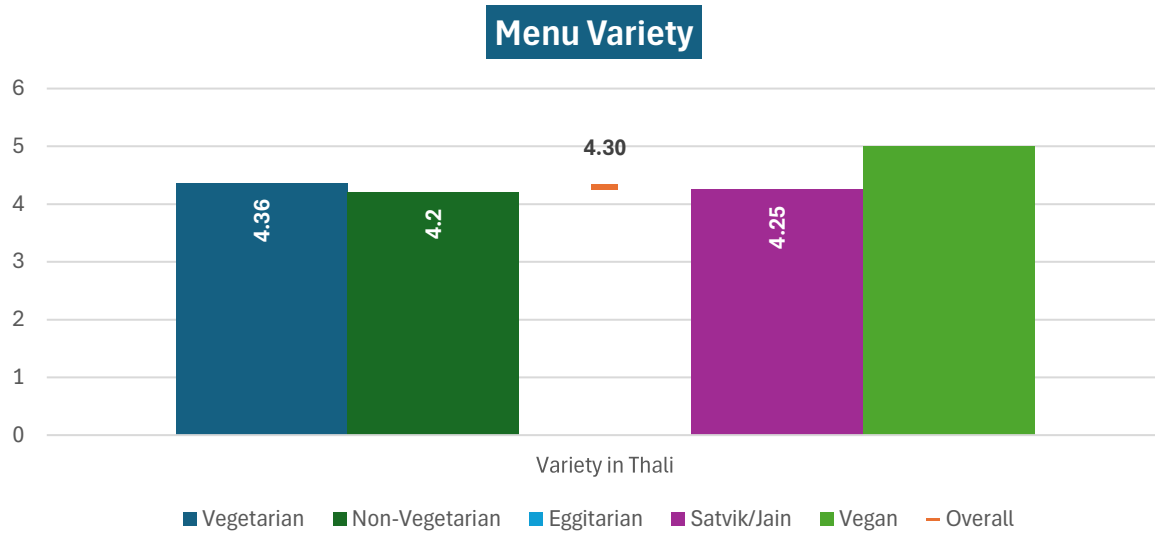


Figure 28: Food type based distribution of Menu Variety

Customer satisfaction with Variety in Thali is high overall, led by (Vegan) (average score: 5.00), while lower perceptions are observed for (Non-Veg) (average score: 4.20).



## 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

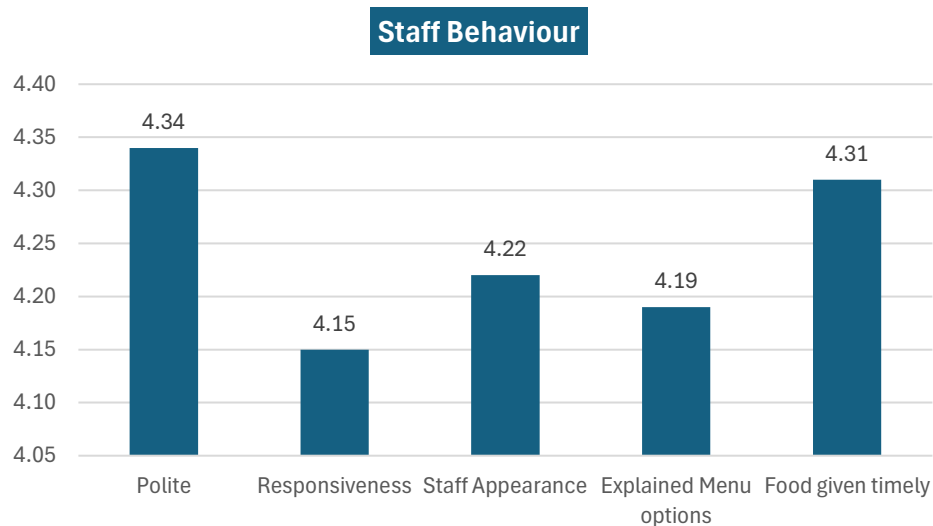


Figure 29: Staff Behaviour

Within the staff behaviour dimension, customer satisfaction is led by Polite (average score: 4.34), while relatively lower ratings are observed for Responsiveness (average score: 4.15). Although overall staff performance remains positive, this variation highlights an opportunity to strengthen consistency across all service interactions.



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

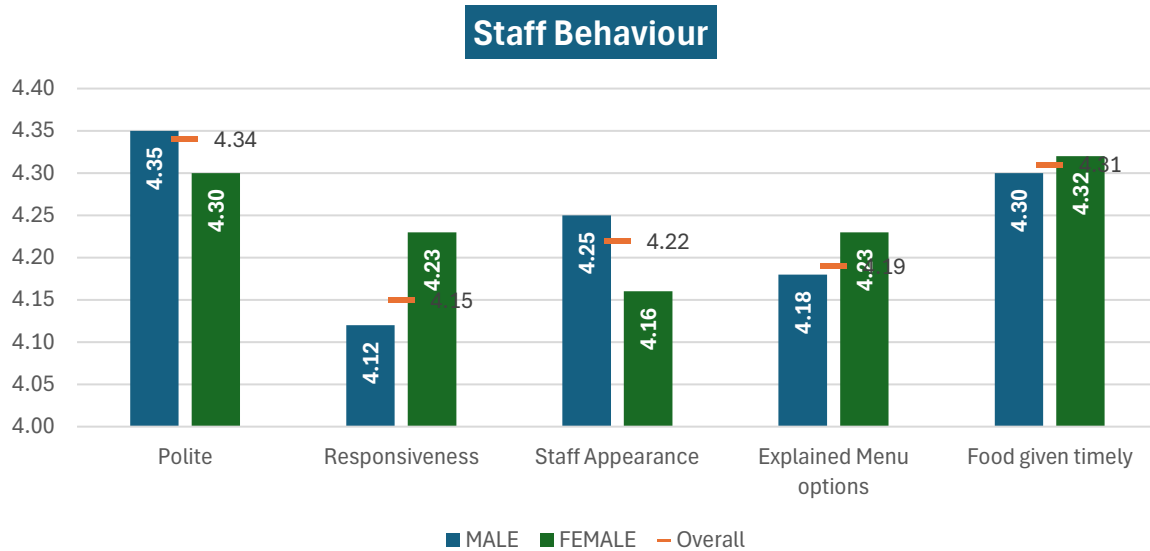


Figure 30: Gender based distribution of Staff Behaviour

Customer satisfaction with staff behaviour is led by Responsiveness (Male: 4.12, Female: 4.23, Avg: 5.00), while comparatively lower ratings are observed for Polite (Male: 4.35, Female: 4.30, Avg: 1.00). 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

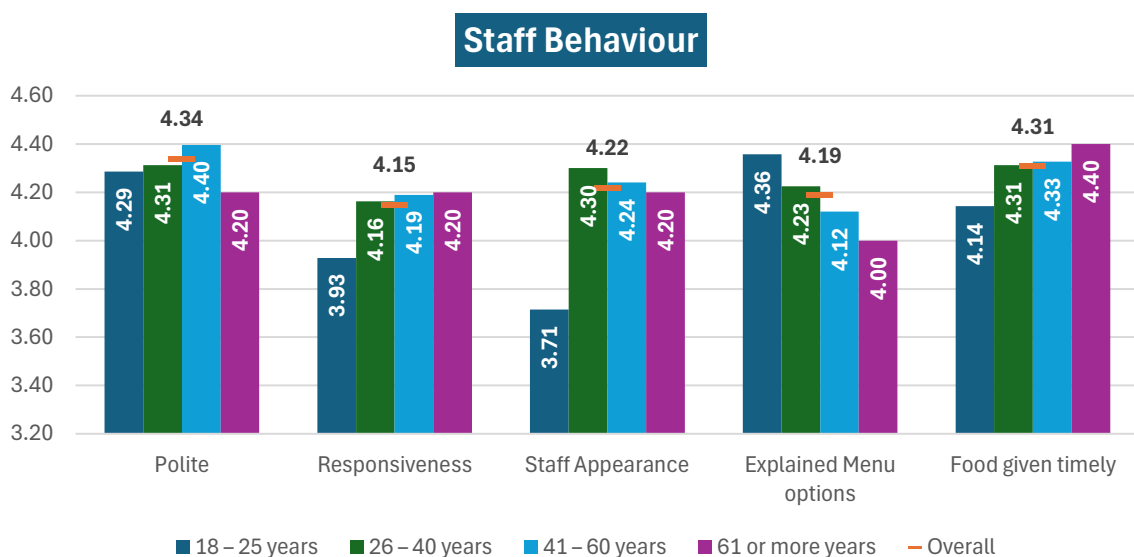


Figure 31: Age group based distribution of Staff behaviour Rating



Overall customer satisfaction with staff behaviour is primarily driven by Polite (18–25: 4.29, 26–40: 4.31, 41–60: 4.40, 61+: 4.20, Avg: 4.34) with an average score of 4.34, followed by Food given timely (18–25: 4.14, 26–40: 4.31, 41–60: 4.33, 61+: 4.40, Avg: 4.31) at 4.31. Staff behaviour expectations vary by age segment. Customers aged 18–25 place greater emphasis on Explained Menu options. Customers aged 26–40 prioritize Polite, Food given timely. Customers aged 41–60 value Polite most. Senior customers (61+) emphasize 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.

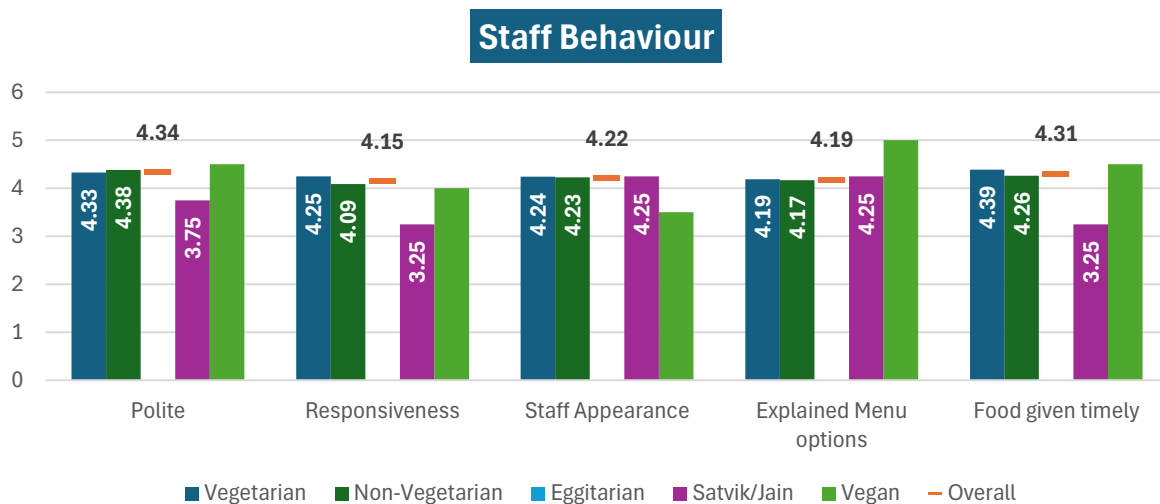


Figure 32: Staff Behaviour based on type of food

Staff behaviour priorities vary by food type. Vegetarian customers value Food given timely most. Non-vegetarian customers emphasize Politeness. Satvik/Jain customers prioritize Staff Appearance, Explained Menu options. Vegan customers are most influenced by Explained Menu options. Staff behaviour priorities vary across dietary segments. Vegetarian customers emphasize Food given timely. Non-Vegetarian customers prioritize Politeness. Satvik/Jain customers place greater emphasis on Staff Appearance, Explained Menu options. Conversely, Value for Money (Vegetarian: 4.15, Non-Vegetarian: 4.23, Satvik/Jain: 2.75, Vegan: 3.00, Avg: 4.13) reflects comparatively lower satisfaction in staff behaviour, highlighting a opportunity for service improvement. No responses were captured from the Eggitarian 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.

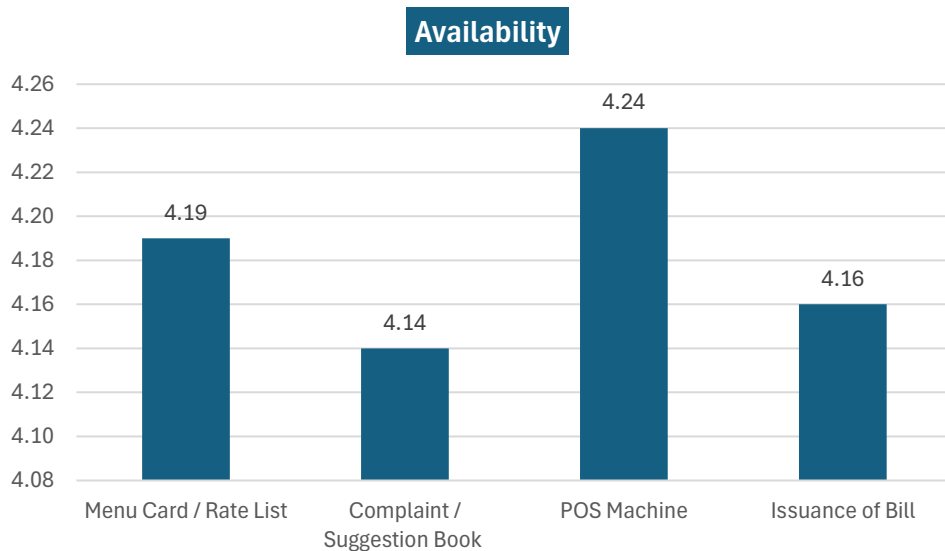


Figure 33: Availability

Within the availability dimension, customer satisfaction is led by POS Machine (average score: 4.24), while comparatively lower ratings are observed for Complaint / Suggestion Book (average score: 4.14). Although overall availability remains strong, this spread highlights an opportunity to further standardize access to all service support elements.



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

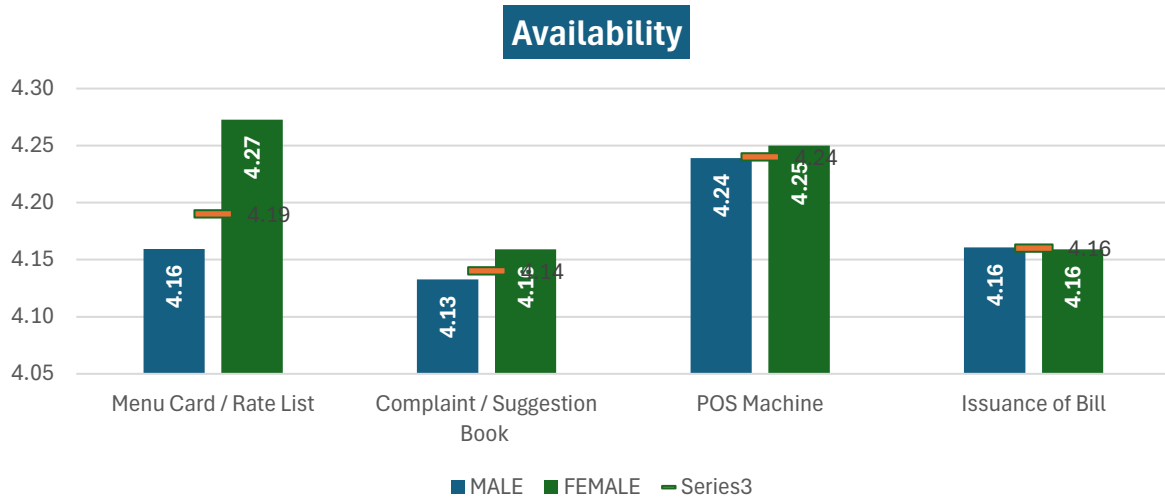


Figure 34: Availability based on Gender

Within the availability dimension, customer satisfaction is led by POS Machine (Male: 4.24, Female: 4.25, Avg: 4.24), while comparatively lower ratings are observed for Complaint / Suggestion Book (Male: 4.13, Female: 4.16, Avg: 4.14). While overall access remains strong, this variation highlights an opportunity to further standardize availability across all service touchpoints.

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 primarily driven by POS Machine (18–25: 4.36, 26–40: 4.21, 41–60: 4.28, 61+: 4.00, Avg: 4.24) with an average score of 4.24, followed by Menu Card / Rate List (18–25: 4.00, 26–40: 4.23, 41–60: 4.21, 61+: 4.00, Avg: 4.19) at 4.19. Customer expectations regarding availability vary across age segments. Customers aged 18–25 emphasize POS Machine. Customers aged 26–40 prioritize Menu Card / Rate List. Customers aged 41–60 value POS Machine most. Senior customers (61+) place higher importance on Menu Card / Rate List, Complaint / Suggestion Book, POS Machine, Issuance of Bill. Conversely, Complaint / Suggestion Book 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 primarily driven by POS Machine (Vegetarian: 4.32, Non-Vegetarian: 4.15, Eggitarian: 0.00, Satvik/Jain: 4.25, Vegan: 4.00, Avg: 4.24) with an average score of 4.24, followed by Menu Card / Rate List (Vegetarian: 4.29, Non-Vegetarian: 4.09, Eggitarian: 0.00, Satvik/Jain: 3.75, Vegan: 4.00, Avg: 4.19) at 4.19. Availability perceptions vary by food type. Vegetarian customers emphasize POS Machine. Non-vegetarian customers prioritize Issuance of Bill. Satvik/Jain customers prioritize Complaint / Suggestion Book, POS Machine. Vegan customers emphasize Issuance of Bill. Conversely, Complaint / Suggestion Book (Vegetarian: 4.15, Non-





Vegetarian: 4.14, Satvik/Jain: 4.25, Vegan: 3.50, Avg: 4.14) reflects relatively weaker availability performance.No responses were captured from the Eggitarian 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 Hazrat Nizamuddin-Khajuraho Vande Bharat Express train was excellent and is reflected in the Overall Rating provided by Survey respondents at 4.57. 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 Overall Satisfaction under the Overall Rating section, with an average score of 4.57 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 Overall Rating. Overall performance in this section indicates effective service delivery aligned with customer expectations.

Whereas the lowest overall customer satisfaction was observed in the Ready to Eat section. Issues related to compliance, freshness, or transactional trust may be influencing customer dissatisfaction in this area.



## 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						
---	--	--	--	--	--	--

#### 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.:

---



---



---



---



---



## 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.



**DATAWISE®** offers a suite of products and solutions suited to the needs of various situations and industries. Solutions provided for one customer are not necessarily suitable for others, and readers are advised to use their own judgment regarding the suitability of these solutions to their business needs.

**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 of both risks and opportunities.

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



• Houston • London • Connecticut • Hyderabad • Delhi • Bengaluru