Customer Satisfaction Survey

Report on Static Unit - Fast food Unit (FFU) at Ranchi

IRCTC Customer Satisfaction Survey Report

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Abbreviations

EL	Executive Lounge
FFU	Fast Food Units
FP	Food Plaza
IRCTC	The Indian Railway Catering and Tourism Corporation
JA	Jan Aahaar Units
RR	Refreshment Units

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 is prepared as an analysis of the survey of a Static Unit at the station Ranchi at Fast food Unit (FFU) unit type that was conducted from 30 Dec 2025 to 02 Jan 2026. A total of 50 surveys were conducted.

2   Introduction and Background

IRCTC has asked for conducting Customer Satisfaction Surveys at around 500 static food units across the country. These static food units are broadly divided into the following types:

- Food Plazas (FP)
- Refreshment Rooms (RR)
- Fast Food Units (FFU)
- Jan Aahar Units (JA)
- Executive Lounges EL)

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)

Specific quotas are set depending on the type of Static unit, as follows:

Type of Static unit	Quota
Executive Lounge (EL)	30
Fast Food Unit (FFU)	50
Food Plaza (FP)	100
Refreshment Room (RR)	100
Jan Ahaar (JA)	50

Data was collected using a standard data collection methodology where Field Enumerators were deployed across each Static 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

This section highlights the key demographic parameters of the survey carried out for the Fast food Unit (FFU) at Ranchi.

3.1 Gender

This graph presents the demographic breakdown of survey respondents by gender.
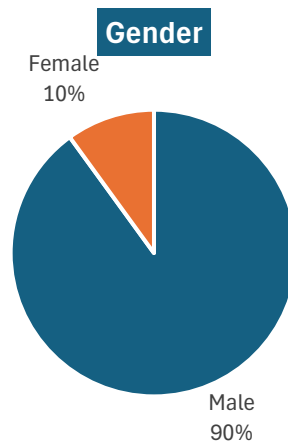
Figure 1: Distribution of respondents by Gender

The distribution shows 90% male respondents and 10% female respondents.

3.2 Age Groups

The following graph represents the age-wise distribution of respondents across different age groups based on the survey conducted.
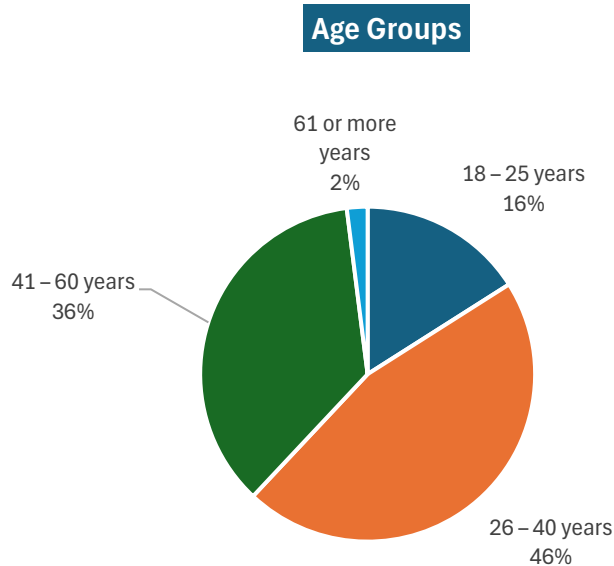
Age Groups

Figure 2: Distribution of respondents by Age Groups

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 percentage of respondents surveyed in each age group are:

The respondent base is predominantly millennials, with the 26–40 years age group forming the largest segment at 46%. This is followed by respondents from 41–60, 18–25, 61 and above years. Participation from the age group(s) 18–25 (16%), 61 and above (2%) years is comparatively limited, indicating lower engagement levels.

3.3 Type of Food

The dietary preferences of customers, segmented into Vegetarian, Non-Vegetarian, Eggitarian, Satvik/Jain, and Vegan options.
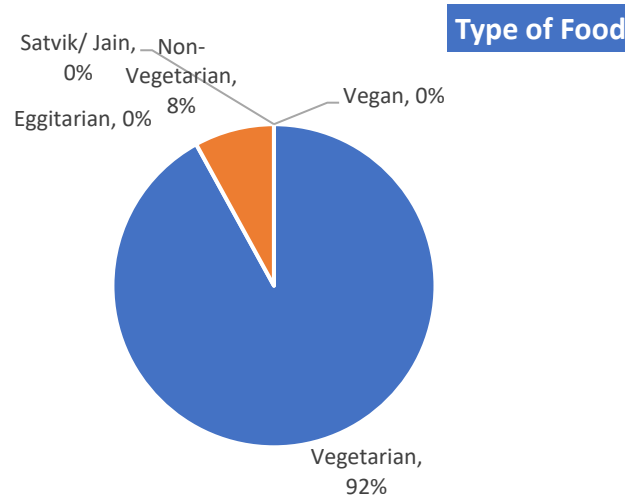
Figure 3: Distribution of respondents by Type of Food preferred

The analysis reveals that Vegetarian emerge as the most preferred options, accounting for 92% of the responses. This is followed by Non-Vegetarian (eggs and all types of meat) with 8%. No responses were recorded for Eggitarian (Vegetarian but eat egg & egg products), Satvik / Jain, Vegan.

3.4 Purpose of Visit

This graph illustrates the primary reasons customers visit the railway restaurant/static unit.
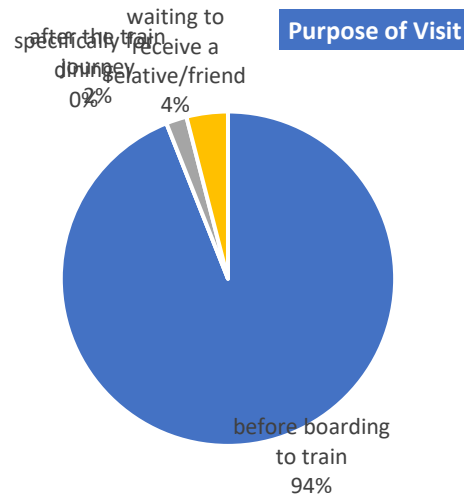
Figure 4: Distribution of respondents by purpose of visit to Restaurant

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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 data indicates that customers rated their overall experience with a mean score of **3.28** out of 5.
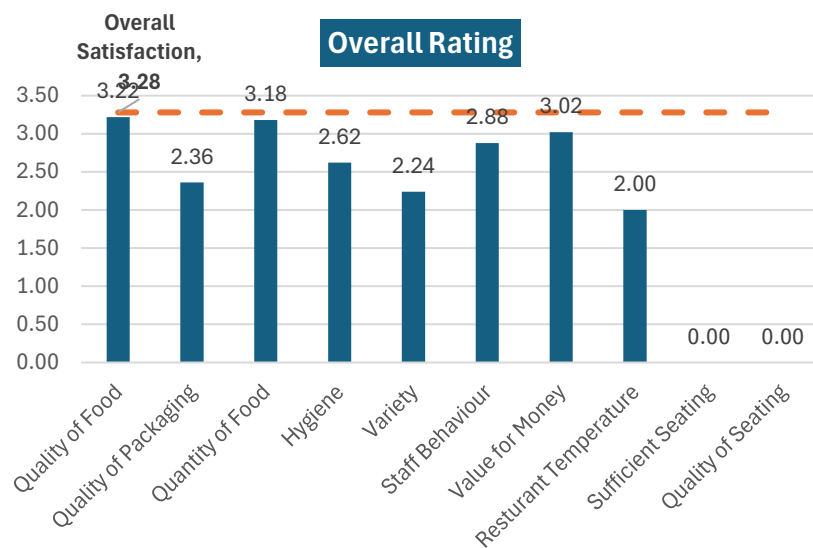
(all scores on a scale of 1 to 5, where 5 indicates, Excellent, and 1 indicates Bad)

Figure 5: Overall rating of the Unit

The below graph represents the gender wise distribution of overall rating.
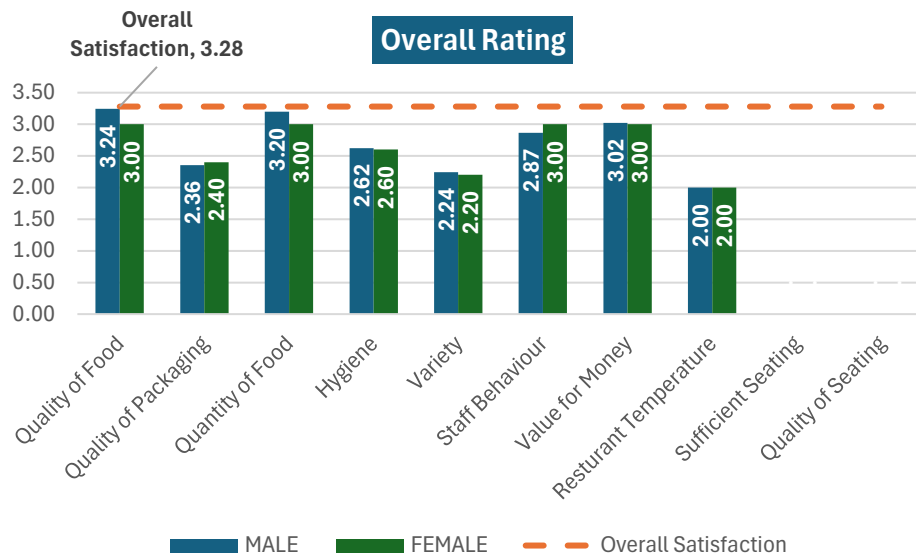
(all scores on a scale of 1 to 5, where 5 indicates, Excellent, and 1 indicates Bad)

Figure 6: Gender-wise distribution of Overall Rating

Overall satisfaction is primarily driven by Quality of Food (Male: 3.24, Female: 3) and Quantity of Food (Male: 3.2, Female: 3). Conversely, Resturant Temperature emerges as the lowest-rated attribute, with an average score of 2 (Male: 2, Female: 2), indicating a clear opportunity for targeted improvement. No responses were recorded for Sufficient Seating, Quality of Seating.

The below graph represents the age wise distribution of overall rating.
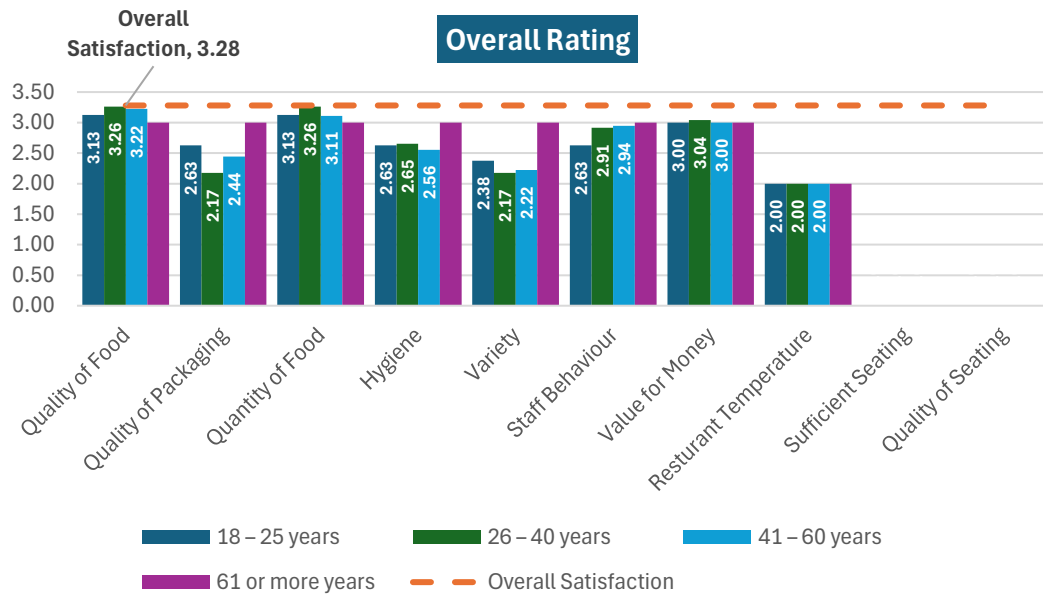
(all scores on a scale of 1 to 5, where 5 indicates, Excellent, and 1 indicates Bad)

Figure 7: Age-wise distribution of Overall Rating

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The below is the graph representing the distribution of overall rating based on Food Type Preference of customers.
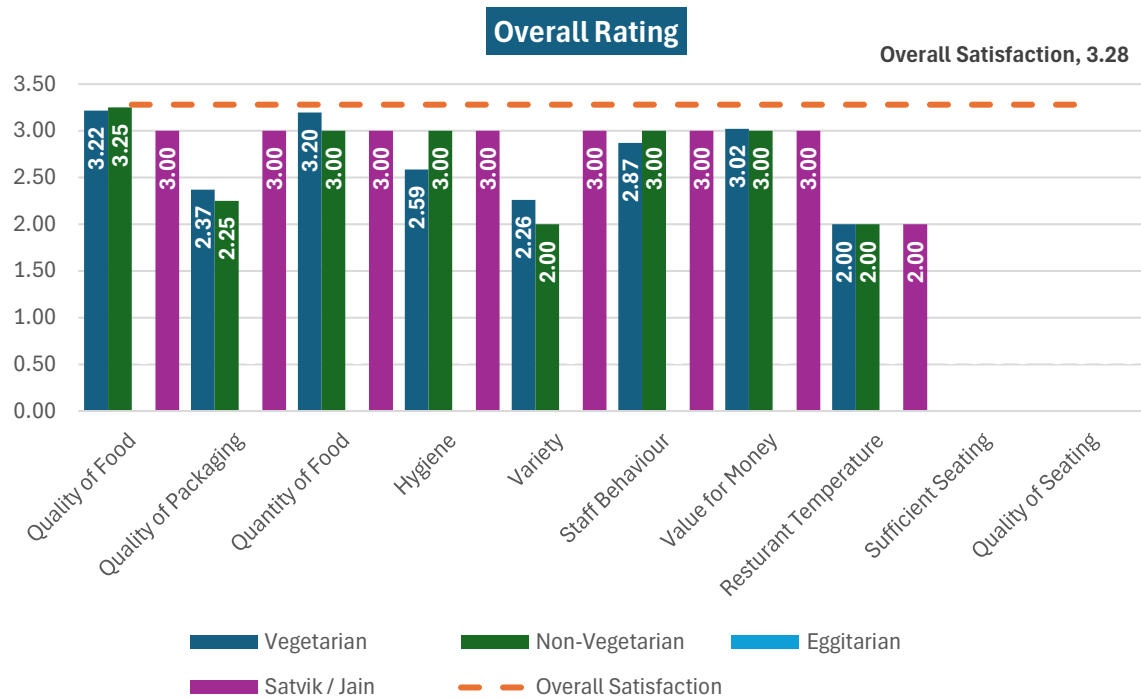
(all scores on a scale of 1 to 5, where 5 indicates, Excellent, and 1 indicates Bad)

Figure 8: Food preferences-wise distribution of overall rating

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4.2 Quality of Food & Packaging

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

Average rating for food preparation is 3.08, food temperature is 3.04, freshness is 3.24, and packaging quality is 3.22.
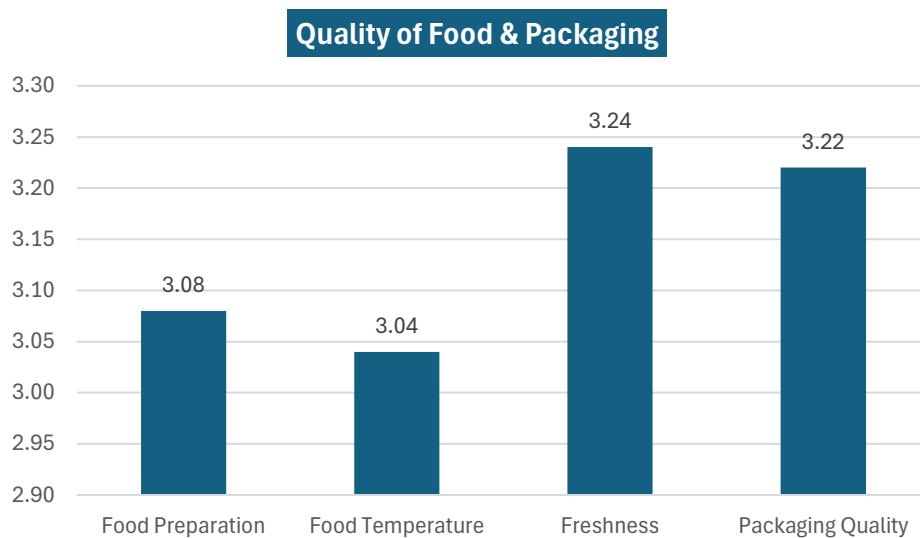
(all scores on a scale of 1 to 5, where 5 indicates, Excellent, and 1 indicates Bad)

Figure 9: Quality of Food & Packaging rating

Average rating for food preparation is 3.08, food temperature is 3.04, freshness is 3.24, and packaging quality is 3.22.

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

(all scores on a scale of 1 to 5, where 5 indicates, Excellent, and 1 indicates Bad)

Figure 10: Gender-wise distribution of Quality of Food Rating

Within Quality of Packaging, customer satisfaction is primarily driven by Freshness (Male: 3.27, Female: 3) and Packaging Quality (Male: 3.24, Female: 3). Conversely, Food Temperature emerges as the least-rated packaging attribute, with an average score of 3.04 (Male: 3.02, Female: 3.2), indicating an opportunity for improvement.

The graph below shows age group wise distribution of Quality of Food & Packaging.

Quality of Food & Packaging

(all scores on a scale of 1 to 5, where 5 indicates, Excellent, and 1 indicates Bad)

Figure 11: Age-wise Distribution of *Quality of Food* Rating

Overall customer satisfaction is driven primarily by Freshness (Average Score: 3.24), followed by Packaging Quality (Average Score: 3.22). For Freshness, age-wise satisfaction levels are observed as follows: 18–25 years (3.13), 26–40 years (3.26), 41–60 years (3.28), 61+ years (3.00).Customer preferences exhibit variation across age segments. Customers aged 18–25 rate Freshness, Packaging Quality highest. Customers aged 26–40 prioritize Freshness, Packaging Quality. Customers aged 41–60 lean toward Freshness. Customers aged 61 and above favor Food Preparation, Food Temperature, Freshness, Packaging Quality. This divergence indicates age-specific drivers of satisfaction.Conversely, Food Temperature records the lowest satisfaction levels with an average score of 3.04, indicating an opportunity for targeted improvement.

The below graph represents the distribution of Quality of Food & Packaging based on Food Preference Type by customers.

Quality of Food & Packaging

(all scores on a scale of 1 to 5, where 5 indicates, Excellent, and 1 indicates Bad)

Figure 12: type of Food-wise distribution of Quality of Food Rating

Within Food Quality and Packaging dimensions, customer satisfaction is highest for Freshness (Average Score: 3.24) and Packaging Quality (Average Score: 3.22). For Freshness, satisfaction by food preference is as follows: Vegetarian (3.26), Non-Vegetarian (3.00), Eggitarian (0.00), Satvik / Jain (0.00).Preferences within food quality and packaging attributes vary by food type. Vegetarian customers rate Freshness highest. Non-Vegetarian customers prioritize Packaging Quality. Conversely, Food Temperature records the lowest satisfaction levels with an average score of 3.04, indicating an opportunity for improvement within food quality and packaging.No responses were recorded from Eggitarian, Satvik / Jain customers, limiting food-type-based comparison for food quality and packaging.

4.3 Quantity of Food

The average rating for sufficient meal quantity is 3.22, while the availability of other items received an average rating of 2.00.
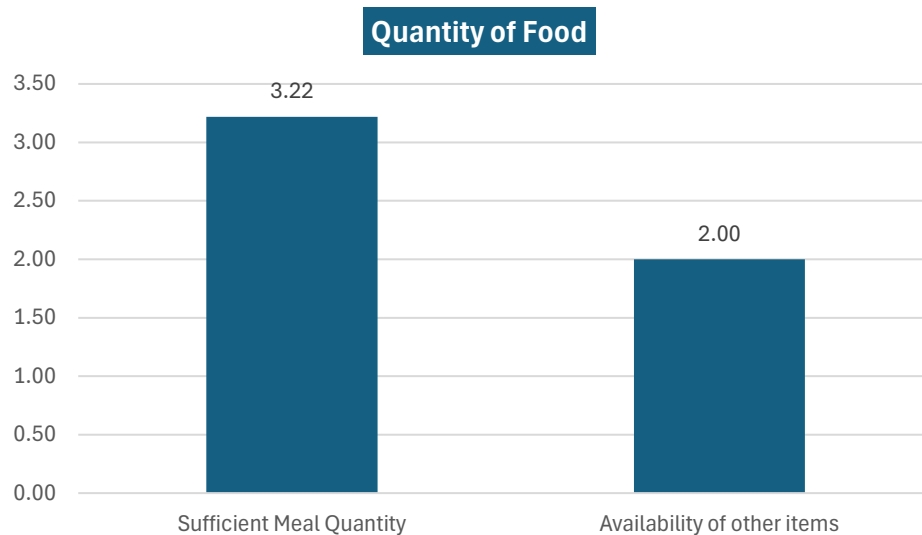
(all scores on a scale of 1 to 5, where 5 indicates, Excellent, and 1 indicates Bad)

Figure 13: Quantity of Food

The average rating for sufficient meal quantity is 3.22, while the availability of other items received an average rating of 2.00.

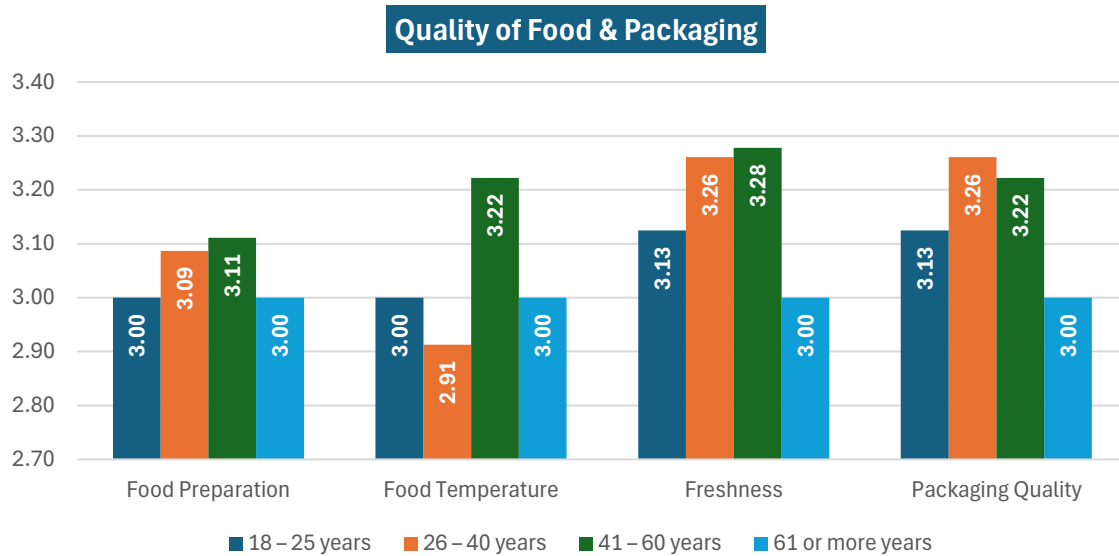The graph below shows the gender wise distribution of ratings for Quantity of Food served.
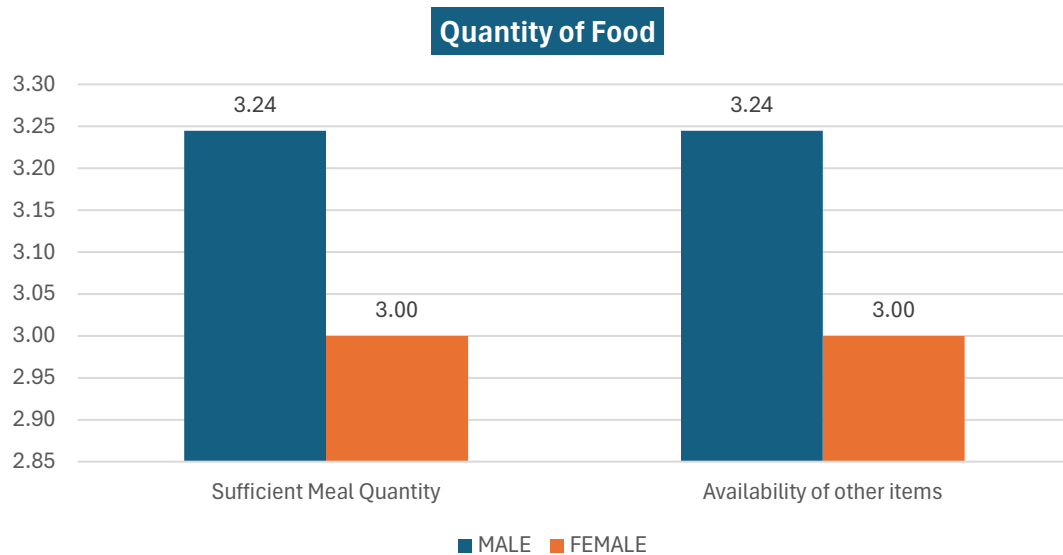
(all scores on a scale of 1 to 5, where 5 indicates, Excellent, and 1 indicates Bad)

Figure 14: Gender-wise distribution of Quantity of Food rating

Both male and female customers are highly satisfied with Sufficient Meal Quantity, Availability of other items.

Across quantity-related parameters, customer satisfaction is led by Sufficient Meal Quantity (Male: 3.2, Female: 3), followed by Availability of other items (Male: 3.2, Female: 3).The relatively lower-rated parameter is Availability of other items, with an average score of 2, indicating scope for targeted improvement.

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

Quantity of Food
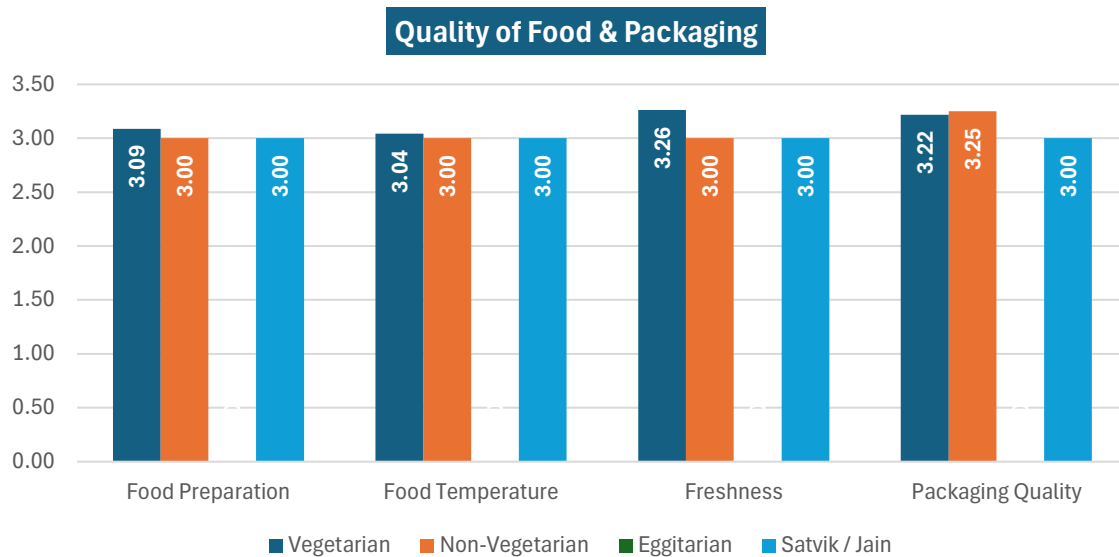
(all scores on a scale of 1 to 5, where 5 indicates, Excellent, and 1 indicates Bad)

Figure 15: Age-wise distribution of Quantity of Food rating

Customer satisfaction around Menu Variety is driven primarily by Variety in Thali with an average score of 3.00. Age-wise ratings for this attribute indicate: 18–25 (3.13), 26–40 (3.19), 41–60 (2.78), 61+ (2.00). Menu variety preferences display age-driven segmentation. Customers aged 18–25, 41–60, 61+ show stronger preference for Variety in Thali. In contrast, customers aged 26–40 demonstrate higher satisfaction with Choice Available. Choice Available records comparatively lower satisfaction with an average score of 2.50, highlighting a clear opportunity to enhance menu variety perception.

The below graph represents the distribution of customer ratings for Quantity of Food based their Food Type Preference.

Quantity of Food

	Sufficient Meal Quantity	Availability of other items
Vegetarian	3.22	3.22
Non-Vegetarian	3.25	3.25

■ Vegetarian ■ Non-Vegetarian ■ Eggitarian ■ Satvik / Jain

(all scores on a scale of 1 to 5, where 5 indicates, Excellent, and 1 indicates Bad)

Figure 16: Food preferences-wise distribution of Quantity of Food rating

4.4 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.

(all scores on a scale of 1 to 5, where 5 indicates, Excellent, and 1 indicates Bad)

Figure 17: Rating on Hygiene

The average overall ratings for attributes of hygiene are:

• Cutlery: 2.00
• Food Tray: 2.00
• Tissue/Napkins/Liquid Soaps/Sanitizers: 1.11
• Cleanliness of Furniture and Counters: 1.50
• Cleanliness of Washroom/Hand Sink: 1.00

The graph below shows gender wise distribution of ratings of hygiene factors.
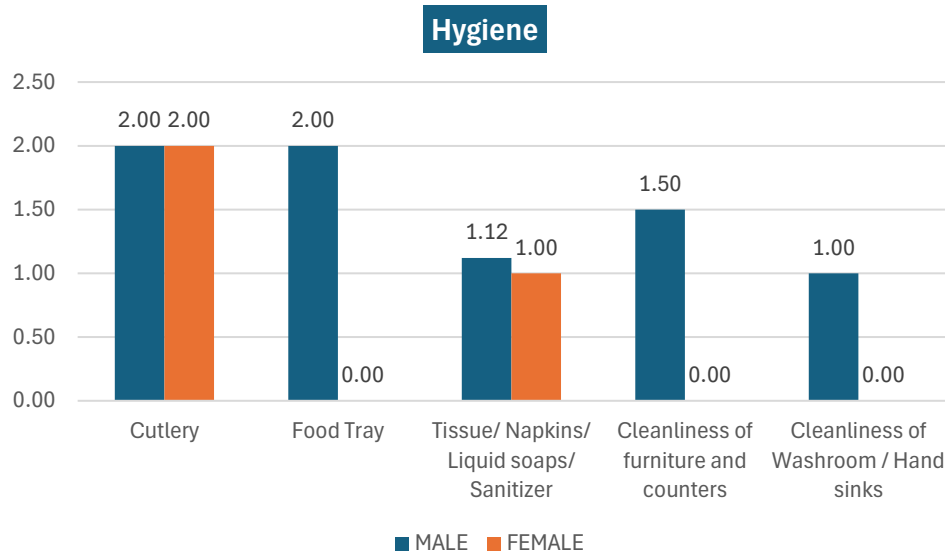
(all scores on a scale of 1 to 5, where 5 indicates, Excellent, and 1 indicates Bad)

Figure 18: Gender-wise distribution of Hygiene rating

Male respondents rate Cutlery (2.00), Food Tray (2.00), Cleanliness of furniture and counters (1.50) most favorably, while female respondents assign stronger evaluations to Cutlery (2.00), Tissue/ Napkins/ *Liquid soaps/ Sanitizer (1.00), indicating hygiene priorities across genders. Relatively weaker evaluations are observed for Tissue/ Napkins/ Liquid soaps/ Sanitizer (Male 1.12), Cleanliness of Washroom / Hand sinks (Male 1.00), Food Tray (Female 0.00), Tissue/ Napkins/ Liquid soaps/ Sanitizer (Female 1.00), Cleanliness of furniture and counters (Female 0.00), Cleanliness of Washroom / Hand sinks (Female 0.00), suggesting the need for targeted hygiene and maintenance improvements.*

The graph below demonstrates the age-wise distribution of ratings for Hygiene:
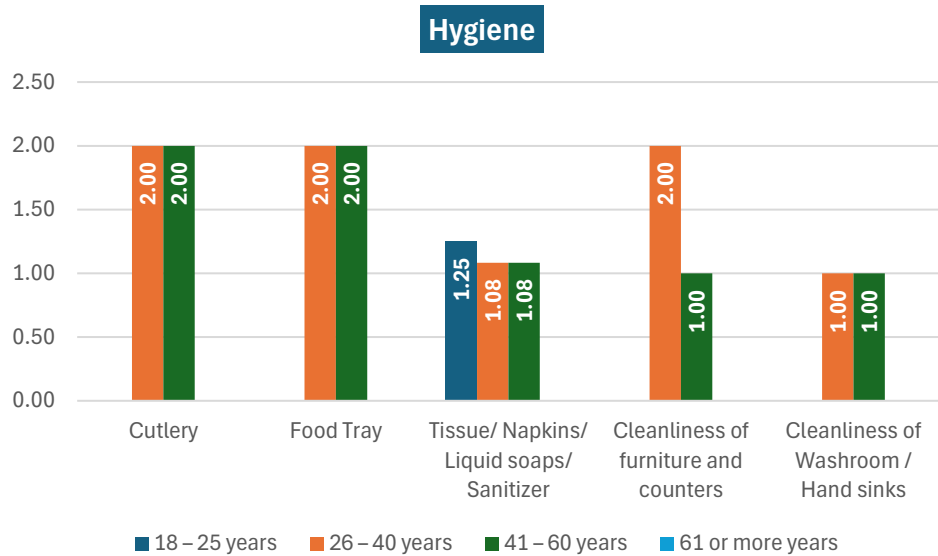
(all scores on a scale of 1 to 5, where 5 indicates, Excellent, and 1 indicates Bad)

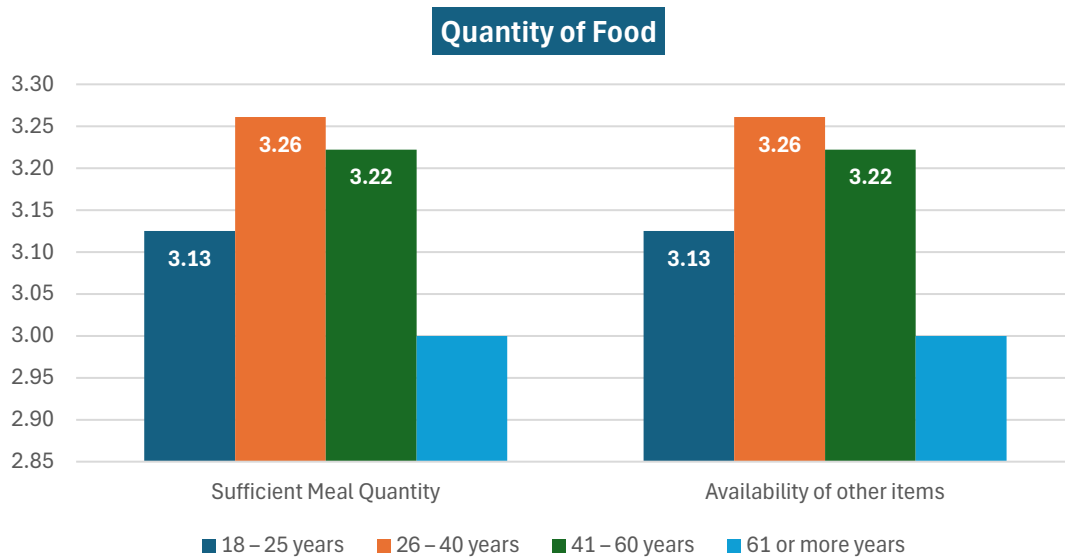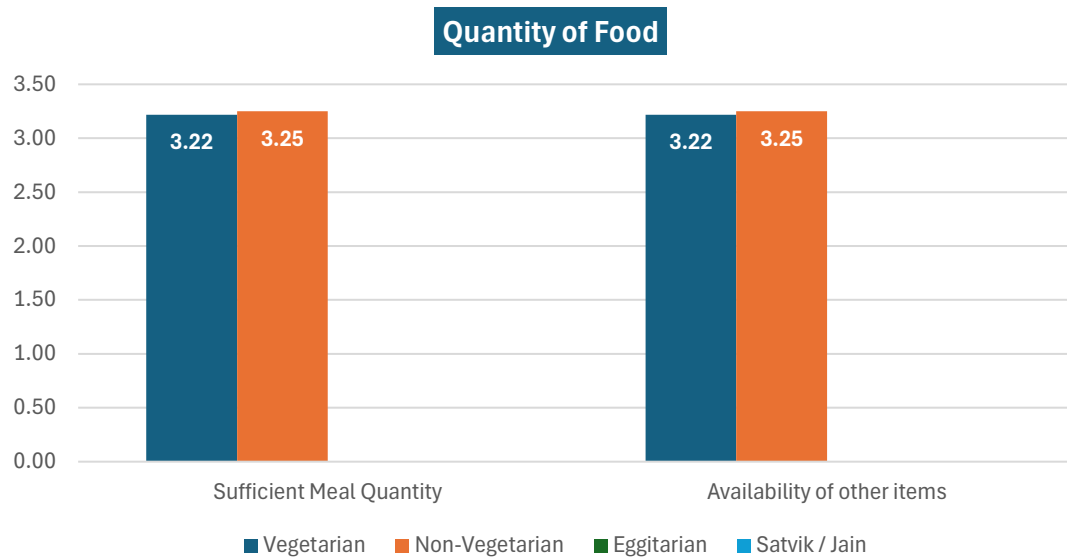*Figure 19: Age-wise distribution of Hygiene rating*

Hygiene-related satisfaction is strongest for Cutlery, Food Tray (Average Score: 2.00). Performance on Cutlery, Food Tray remains consistently acceptable across age cohorts: 18–25 years (0.00), 26–40 years (2.00), 41–60 years (2.00), 61+ years (0.00).Conversely, Cleanliness of Washroom / Hand sinks records comparatively lower hygiene satisfaction (Average Score: 1.00), representing an area that requires corrective action.No feedback was recorded from customers aged 61 or more years.

The below graph represents the distribution of customer rating of Hygiene based on their food type preference.
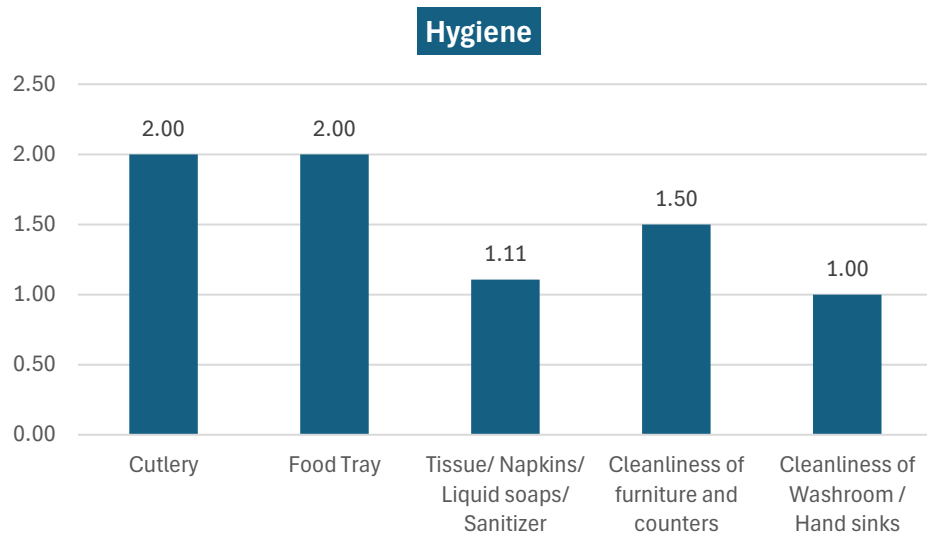

Hygiene

(all scores on a scale of 1 to 5, where 5 indicates, Excellent, and 1 indicates Bad)

Figure 20: Food preference-wise distribution of Hygiene rating

Within hygiene dimensions, customer satisfaction is strongest for Tissue/ Napkins/ Liquid soaps/ Sanitizer (Average Score: 0.53) followed by Cutlery, Food Tray (Average Score: 0.50). For Tissue/ Napkins/ Liquid soaps/ Sanitizer, satisfaction by food preference is as follows: Vegetarian (1.11), Non-Vegetarian (1.00), Eggitarian (0.00), Satvik / Jain (0.00).Preferences within hygiene dimensions vary by food type. Vegetarian customers rate Cutlery, Food Tray highest. Non-Vegetarian customers prioritize Tissue/ Napkins/ Liquid soaps/ Sanitizer. Conversely, Cleanliness of Washroom / Hand sinks registers the lowest satisfaction levels with an average score of 0.25, highlighting an area of improvement. No responses were recorded from Eggitarian, Satvik / Jain customers.

4.5 Menu Variety

The Menu Variety section evaluates customer perceptions regarding the variety offered in thalis and the range of choices available.
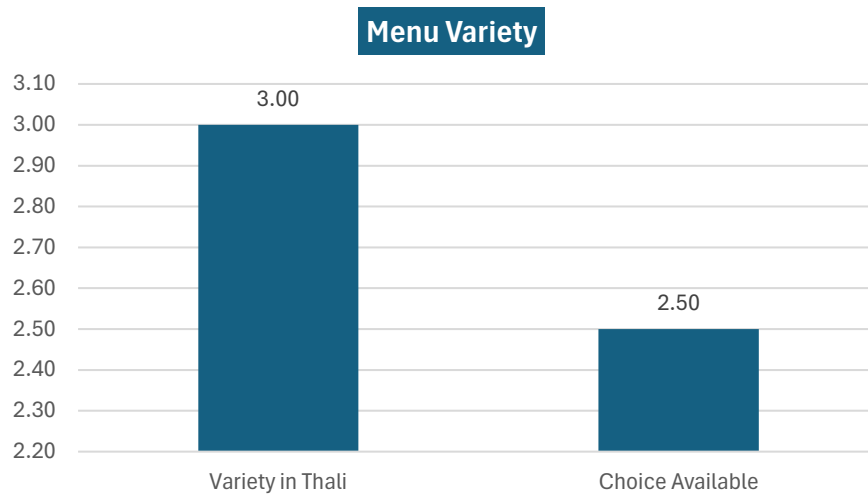
(all scores on a scale of 1 to 5, where 5 indicates, Excellent, and 1 indicates Bad)

Figure 21: Menu Variety rating

The average rating for:

• Variety in Thali: 3.00
• Choice Availability: 2.50

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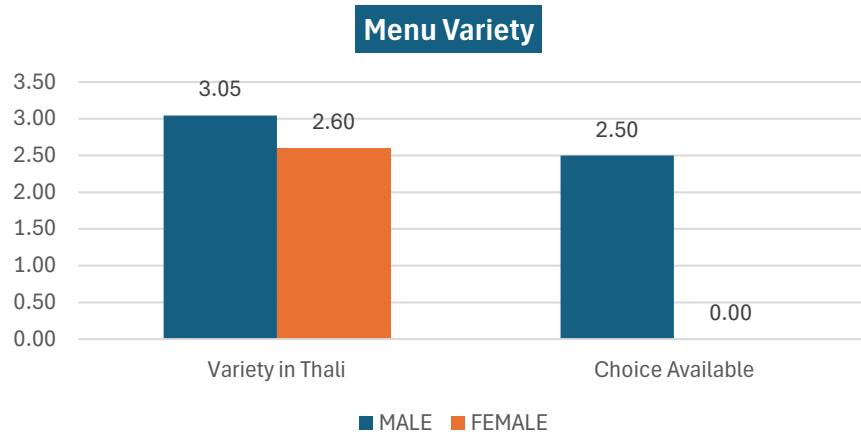
Menu Variety

(all scores on a scale of 1 to 5, where 5 indicates, Excellent, and 1 indicates Bad)

Figure 22: Gender-wise distribution of Menu Variety rating

Within Menu Variety, customer satisfaction is shaped by both evaluated attributes. Variety in Thali demonstrates relatively stronger performance, with male respondents rating it at 3.05 and female respondents at 2.6. Conversely, Choice Available records comparatively lower satisfaction, with an average score of 2.5, indicating scope for targeted improvement within the Menu Variety offering. No responses were recorded for Choice Available.

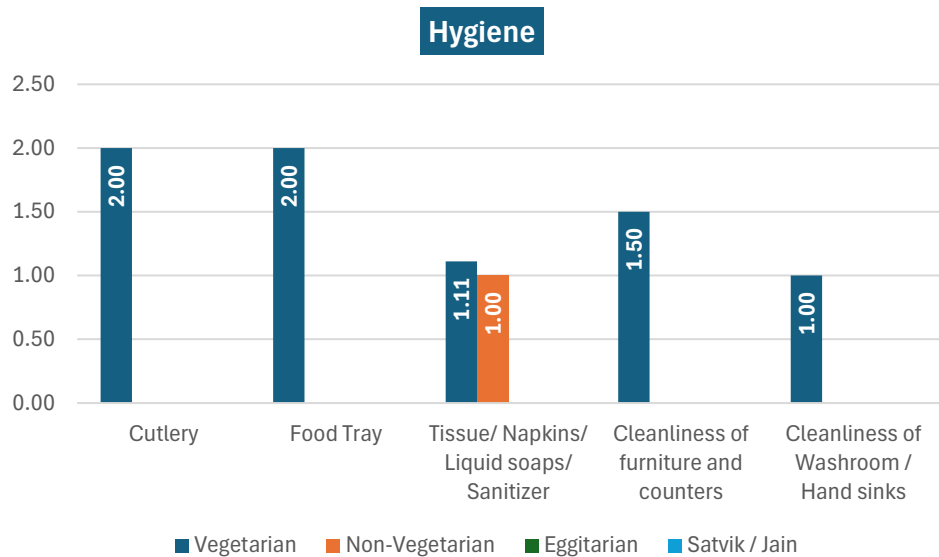The following graph shows the distribution of ratings on Menu Variety by Age groups:
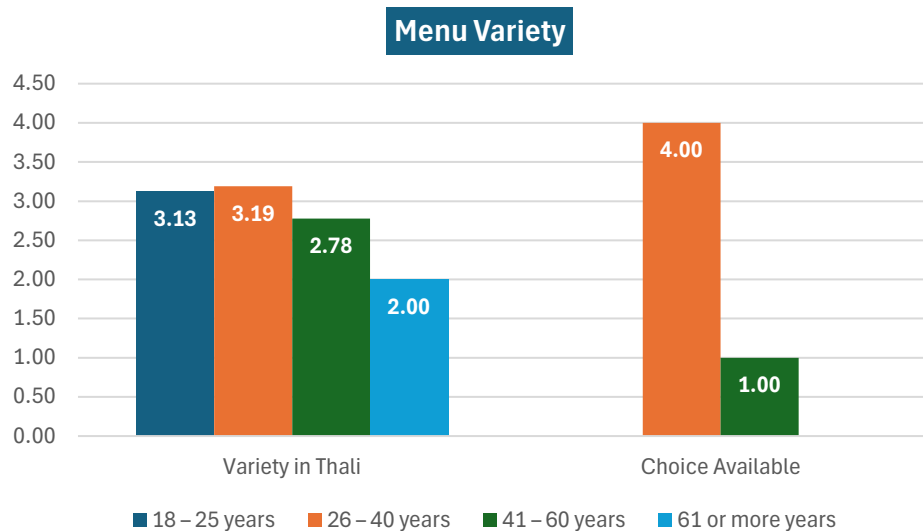
(all scores on a scale of 1 to 5, where 5 indicates, Excellent, and 1 indicates Bad)

Figure 23: Age-wise distribution of Menu Variety rating

Customer satisfaction around Menu Variety is driven primarily by Variety in Thali with an average score of 3.00. Age-wise ratings for this attribute indicate: 18–25 (3.13), 26–40 (3.19), 41–60 (2.78), 61+ (2.00). Menu variety preferences display age-driven segmentation. Customers aged 18–25, 41–60, 61+ show stronger preference for Variety in Thali. In contrast, customers aged 26–40 demonstrate higher satisfaction with Choice Available. Choice Available records comparatively lower satisfaction with an average score of 2.50, highlighting a clear opportunity to enhance menu variety perception.

The below graph represents the menu variety rating based on the customers' food type preference.
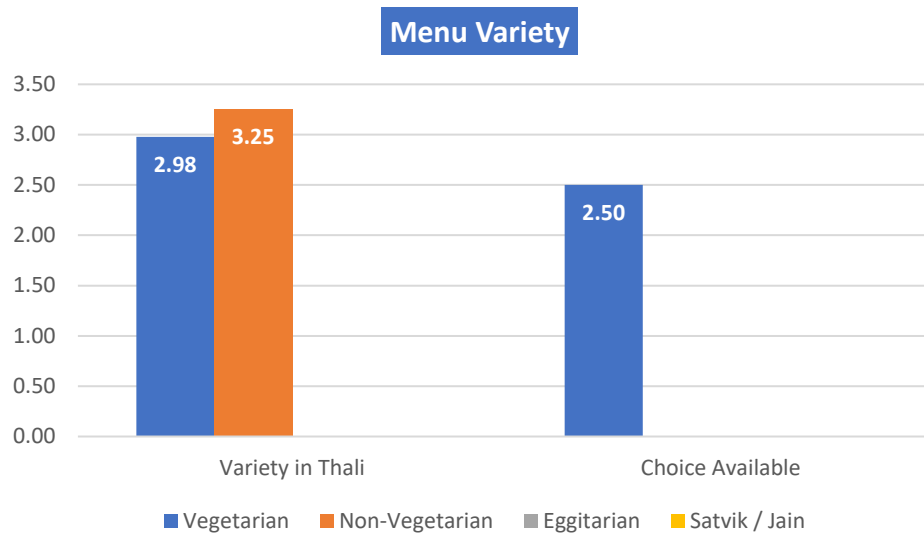
(all scores on a scale of 1 to 5, where 5 indicates, Excellent, and 1 indicates Bad)

*Figure 24: Food preferences-wise distribution of Menu Variety rating*

4.6 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.

(all scores on a scale of 1 to 5, where 5 indicates, Excellent, and 1 indicates Bad)

Figure 25: Staff Behaviour rating

The average rating of these factors are as follows:

• Politeness: 2.84
• Responsiveness: 2.86
• Staff Appearance: 2.53
• Explanation of Menu Options: 3.26
• Timely Food Service: 3.26
• Handling of Extra Requests: 2.04

The graph below, represents the gender wise distribution of ratings for Staff Behaviour.
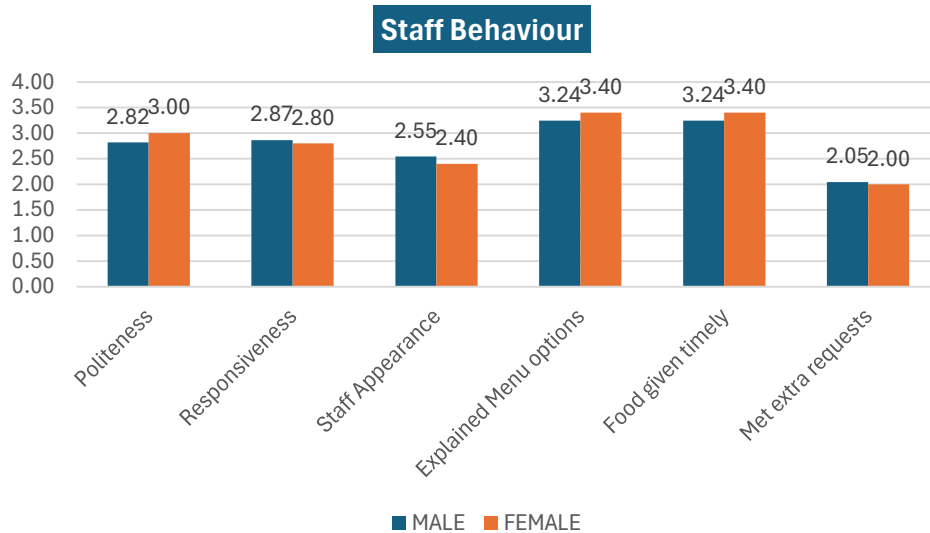
(all scores on a scale of 1 to 5, where 5 indicates, Excellent, and 1 indicates Bad)

Figure 26: Gender-wise distribution of Staff Behaviour rating

Within Staff Behaviour, customer satisfaction is primarily driven by Explained Menu options (Male: 3.24, Female: 3.4). Conversely, Met extra requests emerges as the least-rated staff behaviour attribute, with an average score of 2.04 (Male: 2.05, Female: 2), indicating a clear opportunity for targeted improvement.

The below graph represents age group wise distribution of ratings of Staff Behaviour.

Staff Behaviour

| Category	18 – 25 years	26 – 40 years	41 – 60 years	61 or more years
Politeness	2.88	2.78	2.89	
Responsiveness	2.88	2.83	2.89	
Staff Appearance	2.38	2.59	2.50	
Explained Menu options	3.13	3.22	3.39	
Food given timely	3.13	3.22	3.39	
Met extra requests	1.88	2.13	2.00	

(all scores on a scale of 1 to 5, where 5 indicates, Excellent, and 1 indicates Bad)

Figure 27: Age-wise distribution of Staff Behaviour rating

Customer perception of staff behaviour is strongest for Explained Menu options, Food given timely (Average Score: 3.26). For Explained Menu options, Food given timely, performance remains consistently positive across age cohorts: 18–25 years (3.13), 26–40 years (3.22), 41–60 years (3.39), 61+ years (3.00).Conversely, Met extra requests registers comparatively lower staff behaviour ratings (Average Score: 2.04), indicating a potential service delivery gap that may impact overall customer experience.

The below graph represents the distribution of customer ratings for Staff behaviour based on their food type preferences.

(all scores on a scale of 1 to 5, where 5 indicates, Excellent, and 1 indicates Bad)

Figure 28: Food preferences wise distribution of Staff Behaviour rating

Within staff behaviour dimensions, customer experience is most positively influenced by Explained Menu options, Food given timely (Average Score: 3.26). For Explained Menu options, Food given timely, ratings by food preference indicate: Vegetarian (3.28), Non-Vegetarian (3.00), Eggitarian (0.00), Satvik / Jain (0.00).Perceptions of staff behaviour vary across food preference groups. Vegetarian customers respond most positively to Explained Menu options, Food given timely. Non-Vegetarian customers highest rated on Responsiveness, Staff Appearance, Explained Menu options, Food given timely. This indicates that staff behaviour drivers are not uniform across customer segments.Conversely, Met extra requests receives the lowest ratings with an average score of 2.04, highlighting a behavioural execution gap requiring focused attention. No responses were recorded from Eggitarian, Satvik / Jain customers.

4.7 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. The highest-rated attribute is the issuance of bills, with an average score of 2.73. Overall, availability performance is poor, suggesting that gaps exist in: menu card/**rate list, complaint and suggestion book.**
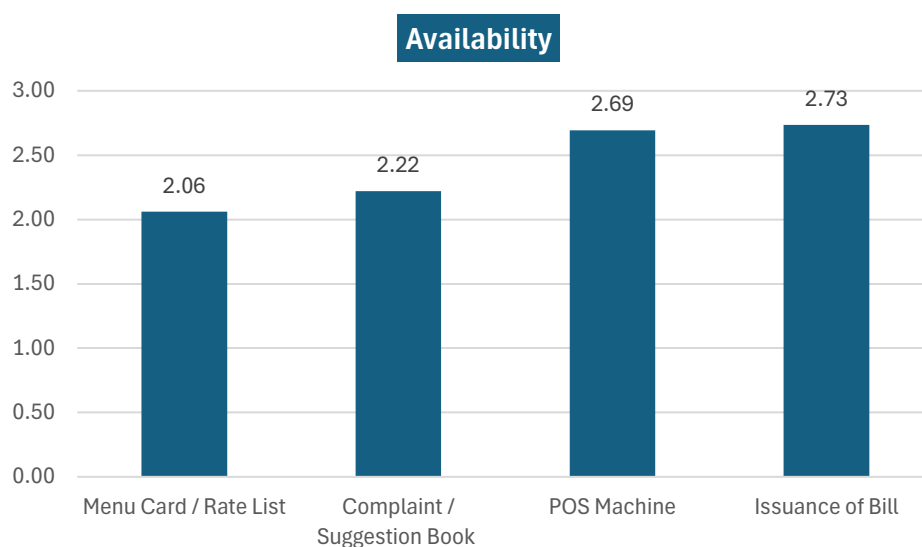
Availability

(all scores on a scale of 1 to 5, where 5 indicates, Excellent, and 1 indicates Bad)

Figure 29: Availability rating

The graph below shows the gender-wise distribution of ratings for Availability Factors.
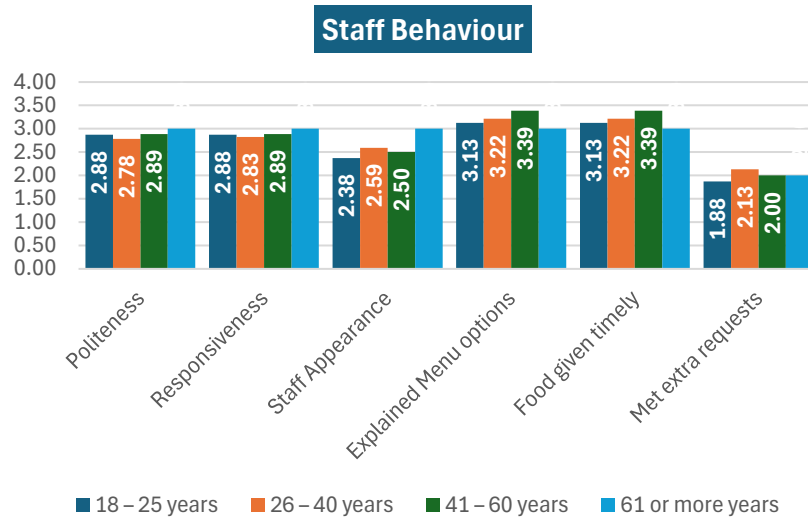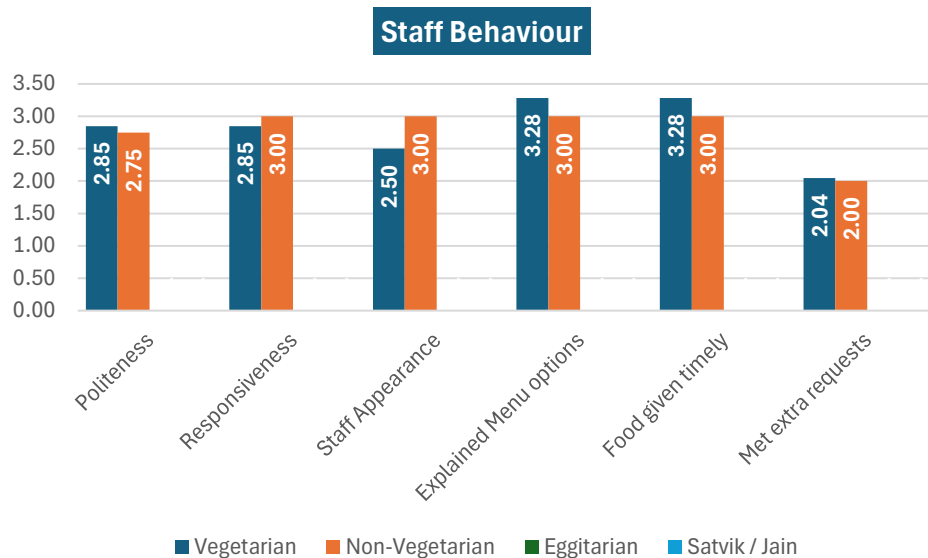
Availability

MALE   FEMALE
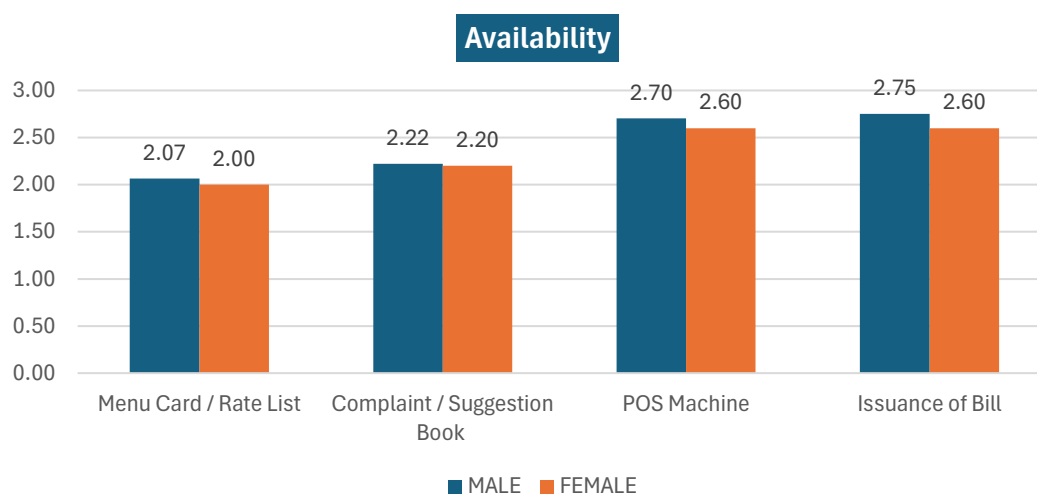
(all scores on a scale of 1 to 5, where 5 indicates, Excellent, and 1 indicates Bad)

Figure 30: Gender-wise distribution of Availability rating

Within Availability, customer satisfaction is primarily driven by Issuance of Bill (Male: 2.75, Female: 2.6) and POS Machine (Male: 2.7, Female: 2.6). Conversely, Menu Card / Rate List emerges as the least-rated availability attribute, with an average score of 2.06 (Male: 2.07, Female: 2), indicating a clear opportunity for operational improvement.

The following graph shows the age-wise distribution of rating on availability factors:

Availability

	Menu Card / Rate List	Complaint / Suggestion Book	POS Machine	Issuance of Bill
18 – 25 years	2.00	2.25	2.88	2.88
26 – 40 years	2.09	2.22	2.82	2.86
41 – 60 years	2.06	2.17	2.44	2.50
61 or more years	2.00	3.00	3.00	3.00

■ 18 – 25 years   ■ 26 – 40 years   ■ 41 – 60 years   ■ 61 or more years
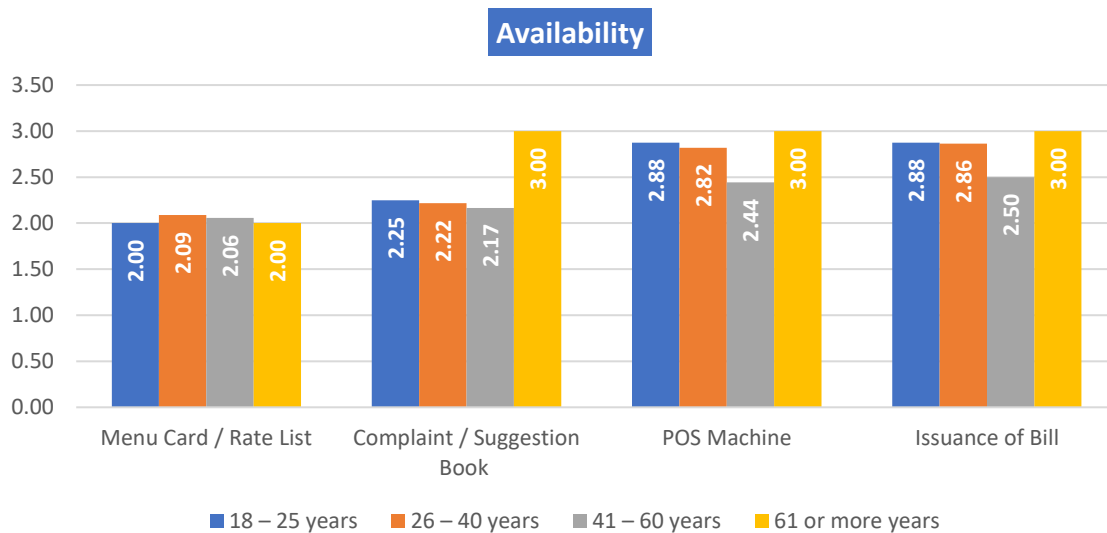
(all scores on a scale of 1 to 5, where 5 indicates, Excellent, and 1 indicates Bad)

Figure 31: Age-wise distribution of Availability rating

4.8 Service Time

The average service time is:
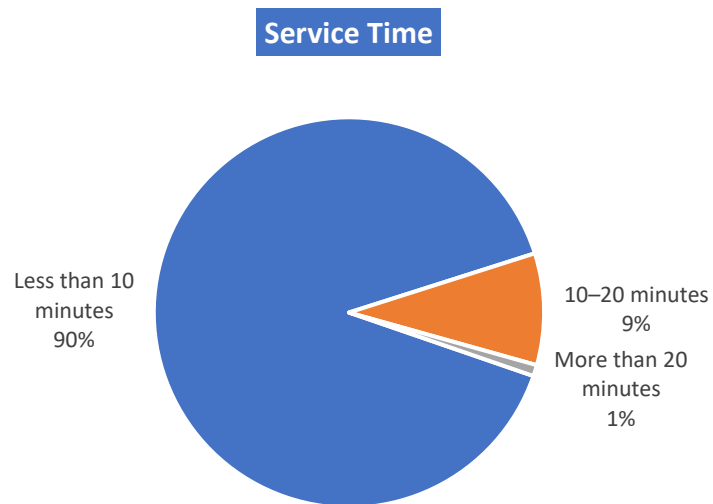
(all scores on a scale of 1 to 5, where 5 indicates, Excellent, and 1 indicates Bad)

Figure 32: Overall Service Time distribution

5 Conclusion

Strength Areas Driving Satisfaction

Across dimensions, Quality of Packaging, Hygiene, Menu Choice Availability, and POS/Billing efficiency consistently emerge as top-performing drivers. These act as core hygiene and trust enablers and should be protected as non-negotiable service standards.

Value Perception and Staff Behaviour as Key Gaps

Value for Money, Politeness, Staff Appearance, and Food Tray hygiene repeatedly score lower, indicating execution gaps rather than systemic failures. These represent high-impact, low-investment improvement opportunities.

Operational Availability Is Functional but Not Differentiated

While POS machines and billing processes perform well, visibility and accessibility of menu cards and complaint mechanisms lag behind, pointing to missed opportunities in transparency and customer feedback loops.

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

Passenger Details

Station Name	
Unit Type	
First Name Last Name	
Address	
PNR No.	
Mobile Number	
Email ID	

Section A: Respondent Details

A1. Purpose of Visit to Restaurant

Have arrived after Train Journey	
Will undertake Train Journey after visit	
Came here while waiting to receive a relative/friend/colleague	
Came here for eating purpose	

A2. Gender

Male	
Female	
Transgender	

A3. Your Age

18 – 25 years	
26 – 40 years	
41 – 60 years	
61 or more years	

A4. What kind of food did you have?

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

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						
Hygiene Level						
Variety in Menu						
Staff Behavior						
Value for Money						
Restaurant Temperature (Hot/Cold/Normal)						
Sufficient number of chairs and tables						
Quality of chairs						

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						
Packaging Quality						

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.						

SECTION C: HYGIENE

	Excellent	Very Good	Good	Average	Bad	N/A
Cutlery						
Food Tray						
Availability of Tissue/Napkins/Liquid soaps/Sanitizer						
Cleanliness of chairs, tables, floors, serving counters						
Cleanliness of Washroom / Hand sinks						

SECTION D: MENU VARIETY

	Excellent	Very Good	Good	Average	Bad	N/A
Variety in Thali / Combos, North/South Indian, Chinese, Continental, Snacks, Dessert, Beverages						
Choice of Only Roti / Rice / Chowmein / Thali / Meal Combos						

SECTION E: STAFF BEHAVIOUR

	Excellent	Very Good	Good	Average	Bad	N/A
Polite						
Responsiveness						
Staff Appearance						

Explained Menu / Options					
Food Timely Given					
Met Extra Requests (like extra wrapping layer, tissues)					

SECTION F: AVAILABILITY

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

SECTION G: SERVICE TIME

Please tell us how much time it took for the Restaurant to serve your meal.

< 10 minutes	
10–20 minutes	
>20 minutes	

SECTION H

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

_____

_____

_____

_____

7 Annexure 2: Methodology

Data Collection

An enumerator was deployed with a survey instrument that was designed to capture the data electronically at the Static Unit at the specified railway stations. An enumerator was required to be present at the Railway Station 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 Static unit be closed or unavailable (due to construction or any such activities), 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.

If the number of people at the Static unit were inadequate to cover the quota, a subsequent visit was planned to achieve the quota.

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 static 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.

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 Station name and Static Unit type 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 Static 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 of both risks and opportunities.

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