

Passenger Inquiry Insights & Recommendations Report

Prepared by: Md Shihab As Samad

Introduction

This report provides an analysis of customer inquiries collected during my duties as a security officer at Iarnród Éireann. Through daily interactions with passengers, important questions related to service delivery and customer satisfaction were gathered, intentionally excluding security-specific inquiries. The aim is to identify frequent issues causing customer dissatisfaction and suggest actionable recommendations.

Data Overview

Passenger inquiries collected in January 2025 were categorized as Platform & Direction, Delay, Station Facilities, Train Times and General Information.

Data Collection

- Initial notes were taken via mobile phone's note.
- Relevant questions were transferred to an Excel sheet post-shift.
- A total of 103 questions were collected.
- Data points: Shift, location, date, interaction time, question, estimated passenger age, gender and passenger mood (frustrated, confused, Angry, etc).

Key Findings

1. Data Sample Overview

Typical passenger inquiries, demographics and interaction specifics are represented in this snapshot of collected data.

Example

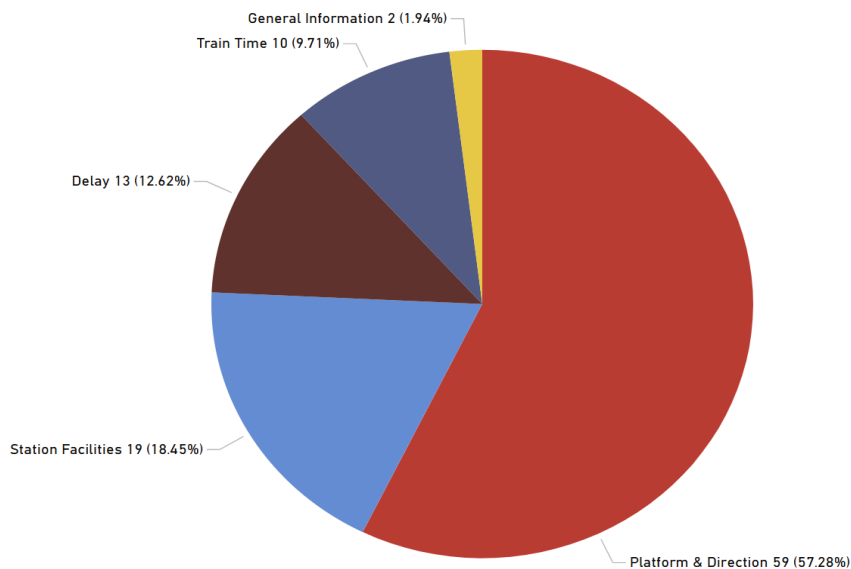
10 Examples of the data

Location	Question/Comment	Category	Time	Sex	Age (Est)	Notes
Onboard	Will you please tell me when it's Raheny?	Platform & Direction	4:42:00 PM	Female	65	Scared
Bray	Why the train to Howth still not here?	Delay	9:27:00 PM	Male	30	Frustrated
Bray	Why the train to Howth delayed and for how long?	Delay	6:50:00 PM	Male	45	Frustrated
Bray	Why the train to Howth delayed and for how long?	Delay	10:50:00 PM	Male	35	Frustrated
Raheny	Why the train is taking so long?	Delay	8:56:00 PM	Male	45	Sunday service
Bray	Why the train delayed, waiting for 15 min?	Delay	5:01:00 PM	Male	25	Frustrated
Killester	Why the ticket validator not working?	General Information	6:25:00 PM	Female	35	Frustrated
Salthill	Why the station looks dark?	General Information	10:50:00 PM	Male	35	Frustrated about the lighting.
Dalkey	Why the screen is showing 2 min for last 5 min?	Delay	10:02:00 PM	Male	35	Frustrated
Clontarf Road	Why the Bray train delayed?	Delay	6:21:00 PM	Male	40	Angry
Pearse	Why the board showing the same time for last 5 min?	Delay	10:35:00 PM	Male	40	Frustrated

2. Question Category Distribution

- **Majority Inquiry Categories:** Platform & Direction (57.28%), Station Facilities (18.45%), Delays (12.62%).
- Immediate action is needed to enhance station's directional guidance and provide real-time (**minute-to-minute**) delay updates.

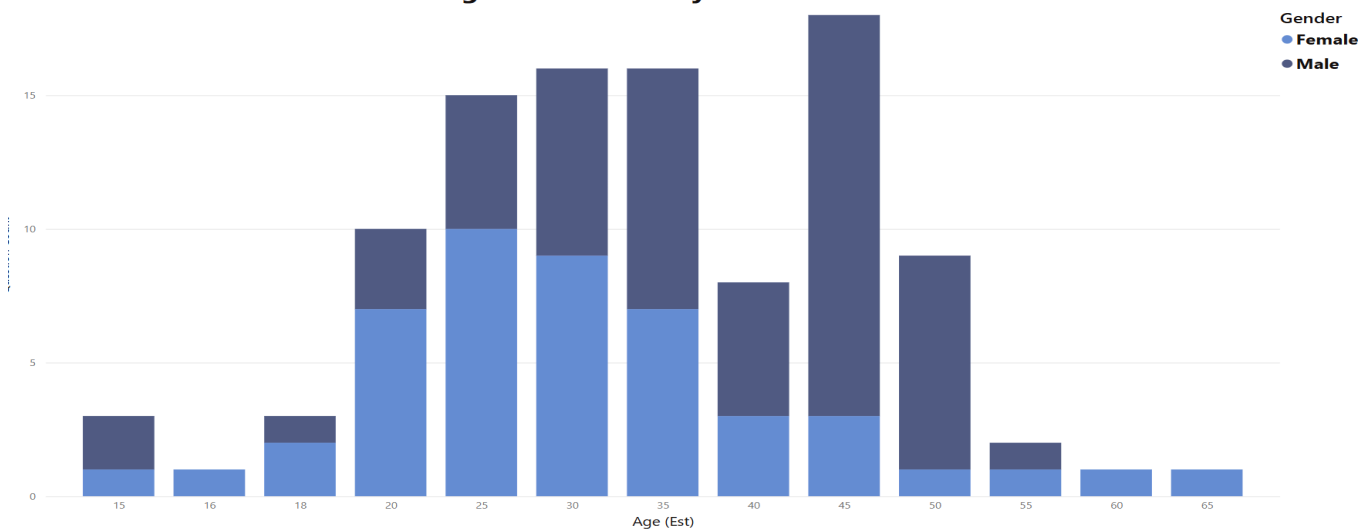
Questions Category Distribution



3. Age and Gender Analysis

- Passengers aged between **20-50** constitute the largest portion of inquiries.
- Gender distribution is relatively balanced, suggesting generalized dissatisfaction and confusion.

Age Distribution By Question Count

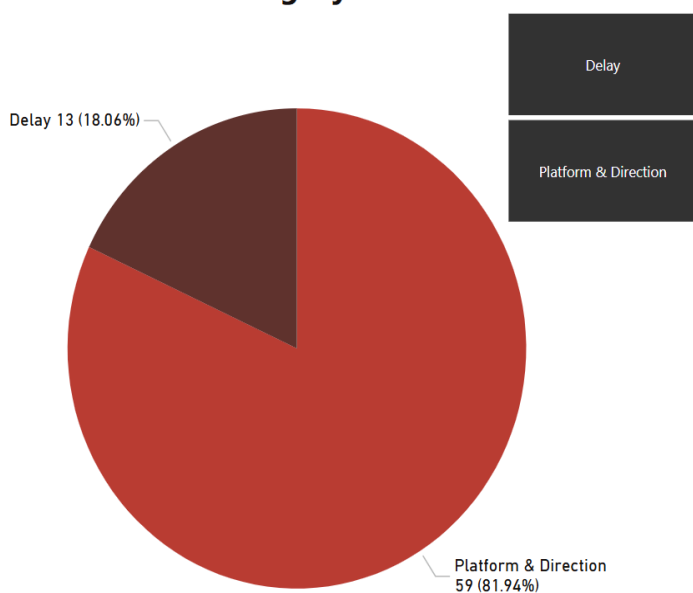


4. Deep Dive: Platform & Direction and Train Delay Concerns

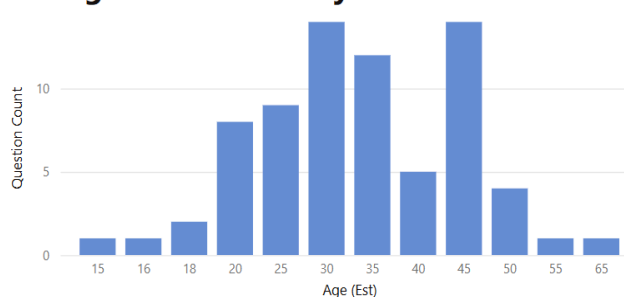
- These two categories **Platform & Direction (81.94%)** and **Train Delay (18.06%)**, represent the most frequently asked questions and are closely correlated to visible customer dissatisfaction and confusion.
- The **20–50 age group** represents the majority of customer inquiries which suggest their increased sensitivity to real-time service clarity and their expectation for timely and accurate information.
- Given their strong link to customer frustration, addressing these issues effectively is critical to maintaining customer trust and protecting **Irish Rail's brand image**.

Customers with Platform & Direction and Train Delays questions By question category with their age group and gender

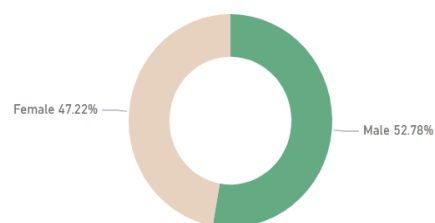
Questions Category Distribution



Age Distribution By Question Count



Gender Distribution By Question Count



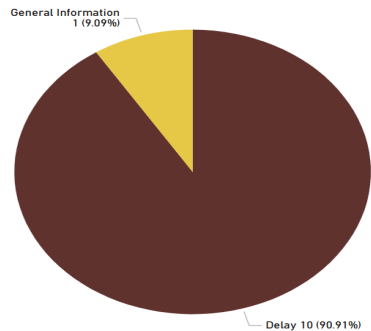
5. Frustration Insights

- A significant **90.91%** of **frustration-related** inquiries are linked to **delays**, mainly affecting customers aged **20–45**.
- This shows the importance of delivering real-time, accurate delay updates to reduce customer dissatisfaction.

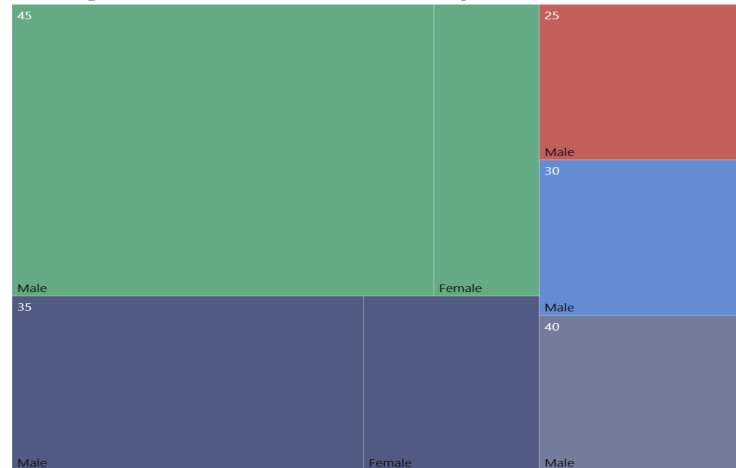
Frustrated Customers By Age And Gender With In Question Category They Fall In

■ Frustrated

Questions Category Distribution



Age and Gender Distribution By Question Count



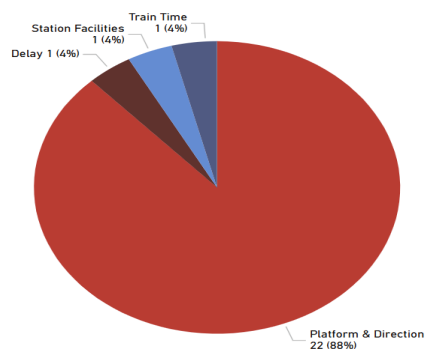
6. Confusion Insights

- Platform & Direction queries account for **88%** of **confusion**, pointing to gaps in **wayfinding** and **signage**.
- Indicates a urge for better station direction sign and more user-friendly digital navigation support.

Confused Customers By Age And Gender With In Question Category They Fall In

■ Confused

Questions Category Distribution



Age and Gender Distribution By Question Count



Recommendations

Recommendation 1: Upgraded Station Displays

Install **larger, high-visibility** screens on each platform that provide more than just arrival times, for example, instead of simply showing “**2 min**,” the display would read “**Delayed +2 | Train approaching from Pearse Station**.” This would give passengers contextual, real-time information about train location and delay reasons.

- Moderate implementation complexity involving **hardware upgrades**, data feed integration and can be **costly**.

Recommendation 2: Enhanced Irish Rail App & QR Code Integration (Recommended)

Introduce clearly **visible QR codes** throughout stations that link directly to a page on the **Irish Rail website or app** showing real-time train updates, platform details and a **static or interactive station map** with clearly marked platform numbers and directions. Include a simple “**View Station Map**” button for quick access within the app or site.

- Analysis shows the majority of question-asking and frustrated passengers fall within the 20–45 age group (an age range that predominantly uses **smartphones**), making this solution highly practical and user-aligned.
- Low implementation complexity; leverages existing digital infrastructure with **minimal cost** and wide potential reach.

Recommendation 3: Improved Physical Signage

Install **larger, high-contrast static signs** and **station maps** strategically placed that clearly indicate platform numbers, exits, and directions. Use bold colors and simple labels to enhance visibility and comprehension for all age groups and **first-time** users.

- Easy to implement and universally accessible, especially beneficial for **tourists** and customers without smartphones.

Chosen Recommendation: Enhanced Irish Rail App & QR Code Integration

This solution offers the best balance between **cost-effectiveness**, ease of implementation and real impact on customer experience. It directly addresses two of the most frequently raised concerns (train delays and platform navigation) especially among passengers aged **20–45**, who are the most active users of **smartphones**. Passengers can be guided more efficiently with clearly visible **QR codes** placed throughout stations (at platform entrances, near ticket validators and seating areas), linking directly to a dedicated page on the Irish Rail website or app. This page would show:

- **Real-time train updates**
- **Platform numbers and directions**
- **A static or interactive station map**
(with a simple “**View Station Map**” button for quick access)

Implementation Steps:

- **App/Website Enhancement:** Collaborate with IT to integrate real-time delay data, platform-specific alerts and clear maps with directional signage into the Irish Rail app and website.
- **QR Code Deployment:** Install QR codes in high-visibility areas across all stations to enable immediate access to the information.
- **Awareness Campaign:** Use posters, on-screen messages, and digital banners to educate passengers about the feature and encourage usage.
- **Feedback Loop:** To improve user experience, maintain relevance regularly gather user feedback through in-app prompts or surveys.

Conclusion

The analysis highlights key areas for improving the passenger experience, especially around **train delays** and **platform navigation**. Most queries came from **tech-savvy** passengers aged 20–45, indicating a clear need for better digital guidance.

Among the recommendations, enhancing the Irish Rail app with **station maps** and **real-time updates**, supported by **QR code** access, offers a practical and **cost-effective** solution. Implementing this can lead to more **informed, confident** and **satisfied passengers**.

Md Shihab As Samad

LinkedIn: www.linkedin.com/in/shihab-as-samad-1507a317b