

Customer satisfaction

We use evidence-based research to influence how we seek to improve services for customers.

Understanding what our customers think of the service we provide is very important to us. The independent statutory watchdog Transport Focus conducts surveys annually for bus passengers and twice a year for rail passengers. These reports are published on Transport Focus's website. All our operating companies will use the results of these in-depth surveys to seek to improve the service provided and increase customer satisfaction. The research will assist the operating companies establish what areas need additional attention.

Our operating companies will also use other customer and stakeholder feedback to drive improvements. They seek to capture the experiences, views and priorities of customers through various channels including: surveys, audits, complaints, social media, 'meet the manager' sessions, and forums.

By listening to what different customer groups will help to identify opportunities to meet their needs and aspirations.