

## Customer Satisfaction

Understanding what our customers think of the services we provide is very important to us.

We use evidence-based research to influence how we seek to improve services for customers. The independent statutory watchdog Transport Focus conducts surveys annually for bus passengers and twice a year for rail passengers. All of our operating companies use the results of these in-depth surveys to seek to improve the service provided and increase customer satisfaction.

Our operating companies 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 different customer groups, we can identify opportunities to meet their needs and aspirations.