



## **Customer Charter Audit Quarter 3 – 2017**

### **Introduction**

The Bus Éireann Customer Charter Audit is conducted quarterly to establish if the company's performance levels reach the requirements outlined in its Customer Charter. The Audit is carried out by an independent research company, in three parts:

1. Customers are interviewed about their experiences and opinions of Bus Éireann services
2. Independent researchers observe bus departures and queuing times for tickets/information
3. Mystery shop evaluations measure response times to enquiries and availability of station facilities

The Bus Éireann Customer Charter sets out a range of commitments in areas such as:

- service reliability & punctuality
- bus cleanliness & on-board comfort
- display of route number and destination on buses
- safety & the enforcement of regulations on smoking and alcohol
- appearance, courtesy and helpfulness of bus drivers and station staff
- provision of information on services & response times to enquiries and complaints
- station cleanliness, facilities and services

The surveys and observations are conducted at eight locations (Dublin, Dublin Airport, Waterford, Cork, Limerick, Galway, Sligo and Dundalk) and cover all service categories (i.e. Expressway, Local/Commuter and City/Town services).

The Quarter 3 2017 Audit was conducted by Interactions Ltd.

# 1. Customer surveys

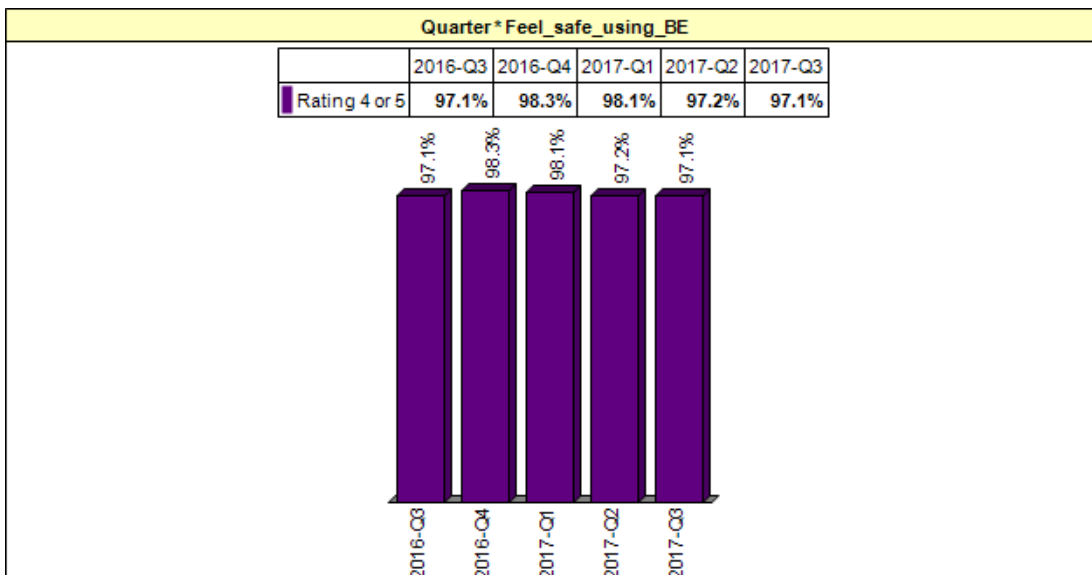
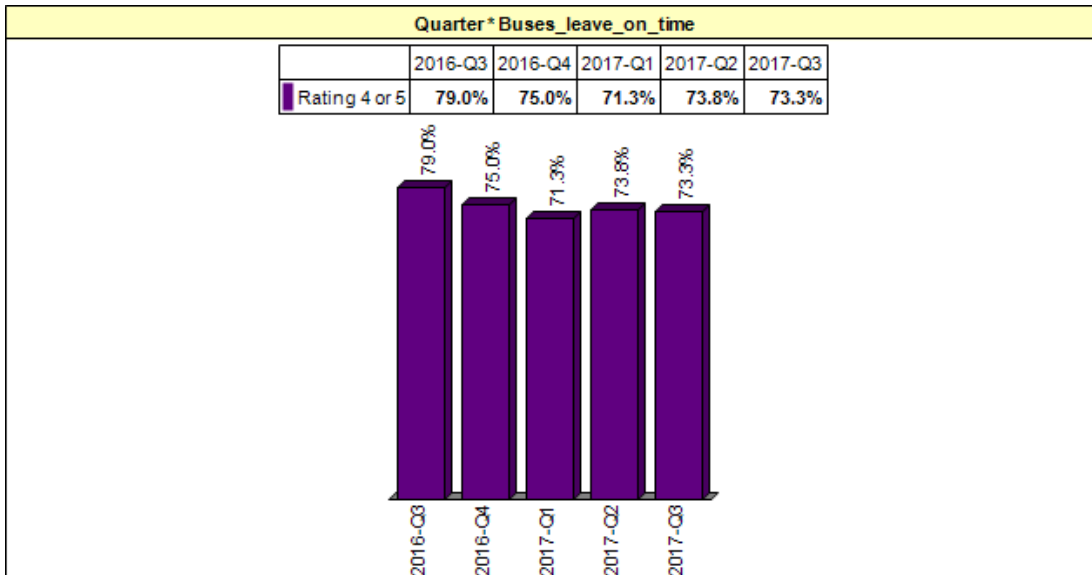
## Introduction

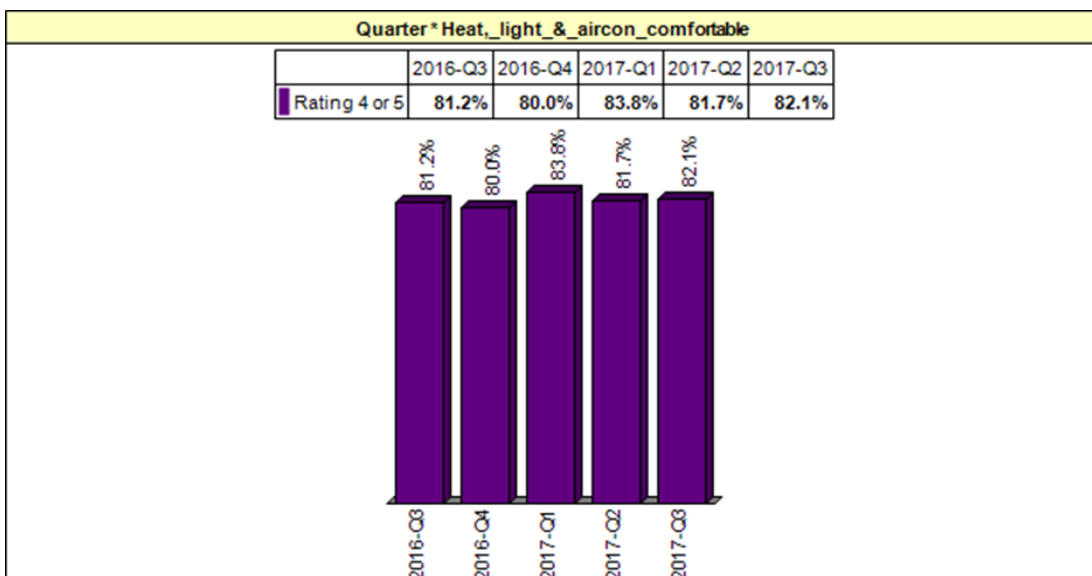
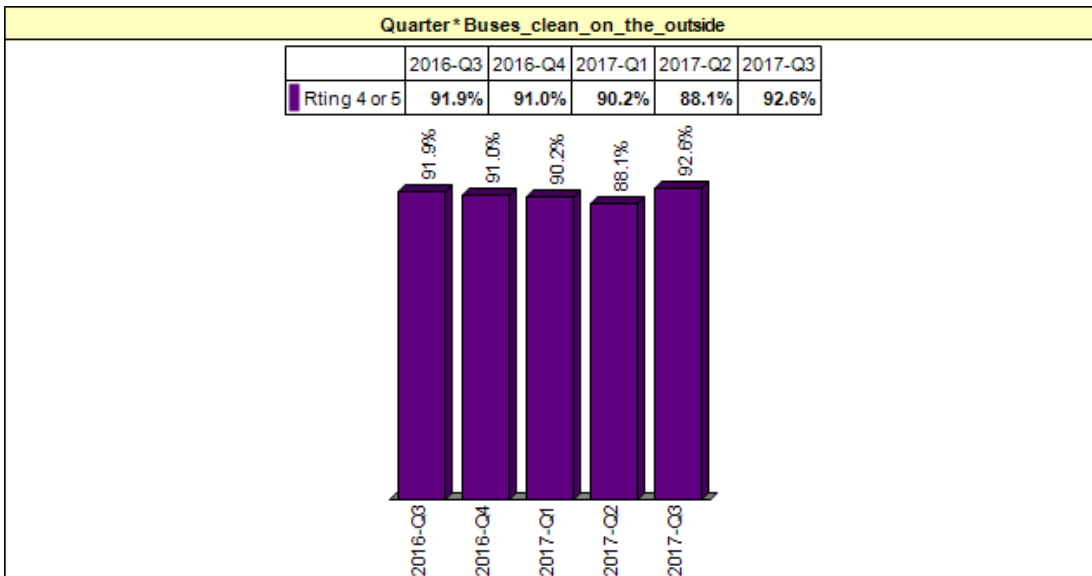
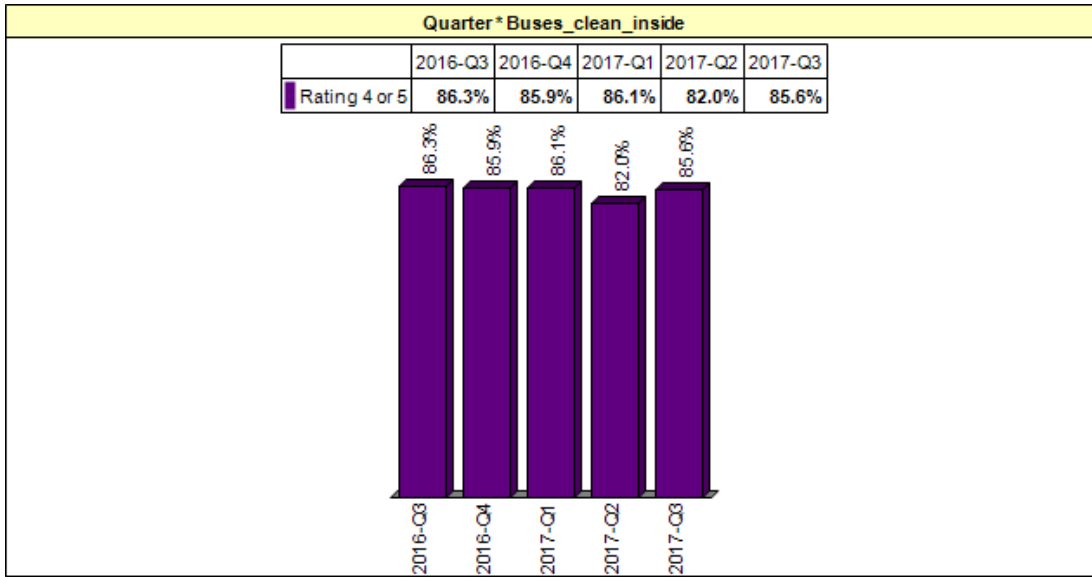
For the customer surveys, respondents rate their level of agreement with a range of statements covering bus and station operations, information provision, value for money and overall satisfaction. A 5-point rating scale is used, with '5' indicating high satisfaction. Percentages in the following charts show the proportion of respondents answering 4 or 5 (i.e. satisfied or highly satisfied).

## Bus Operations

Bus Operations includes the punctuality of buses, and how safe customers feel using them. It also covers the cleanliness and comfort of the buses.

The charts below show the five-quarter trend for questions relating to bus operations. 73.3% of passengers agree that 'Bus Éireann buses leave on time', and 97.1% say they feel safe on Bus Éireann buses. 85.6% say that buses are clean inside and 92.6% say that buses are clean on the outside. 82.1% feel that heating, lighting and air conditioning levels on-board are comfortable.

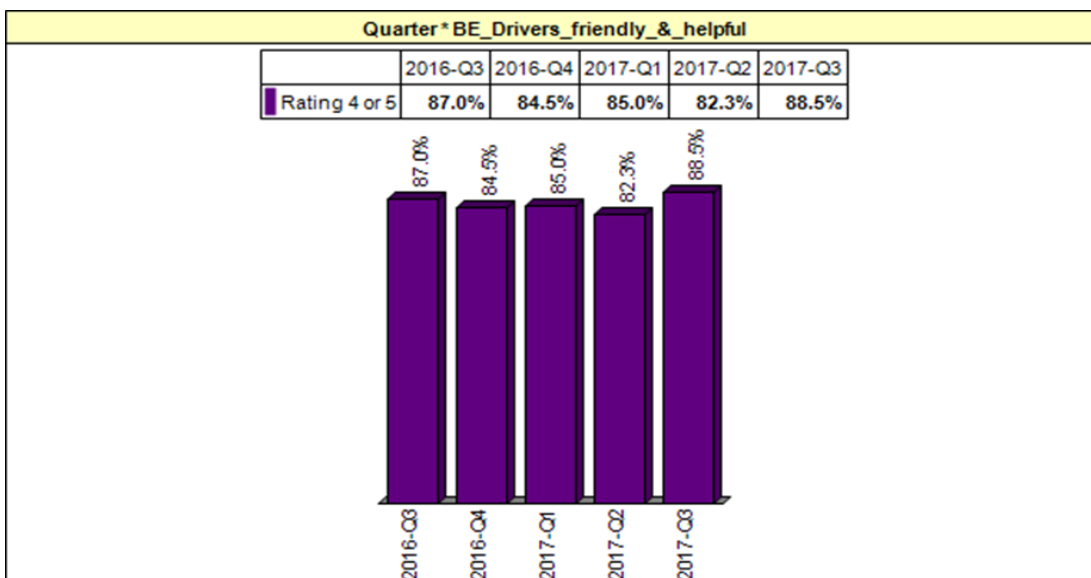
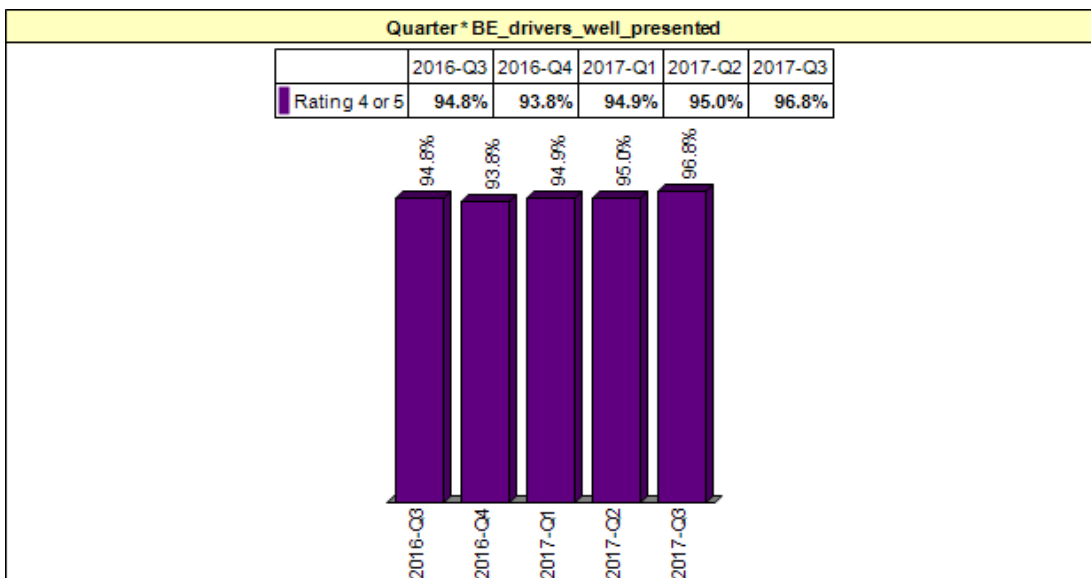


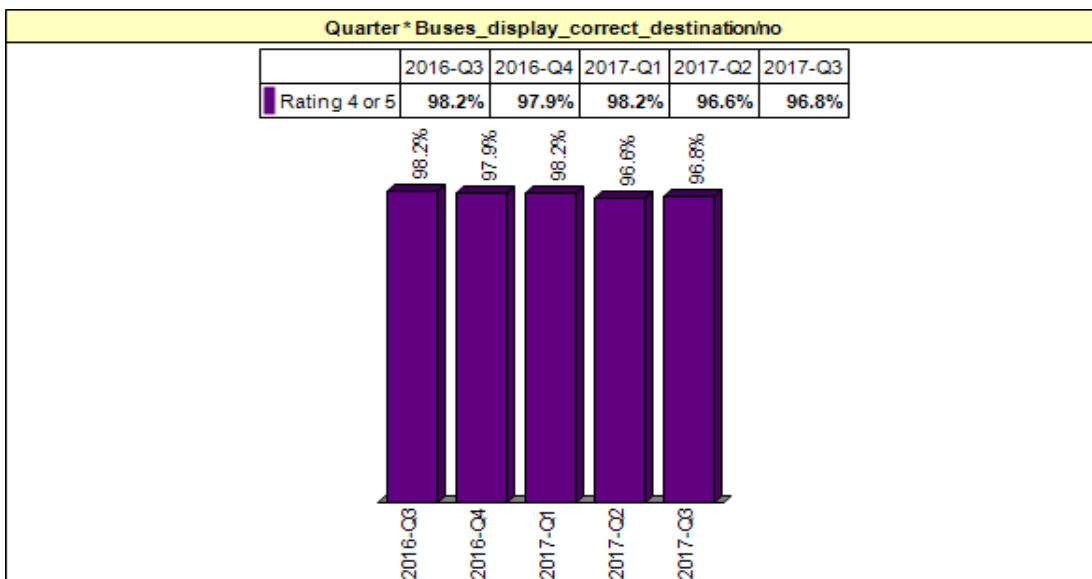
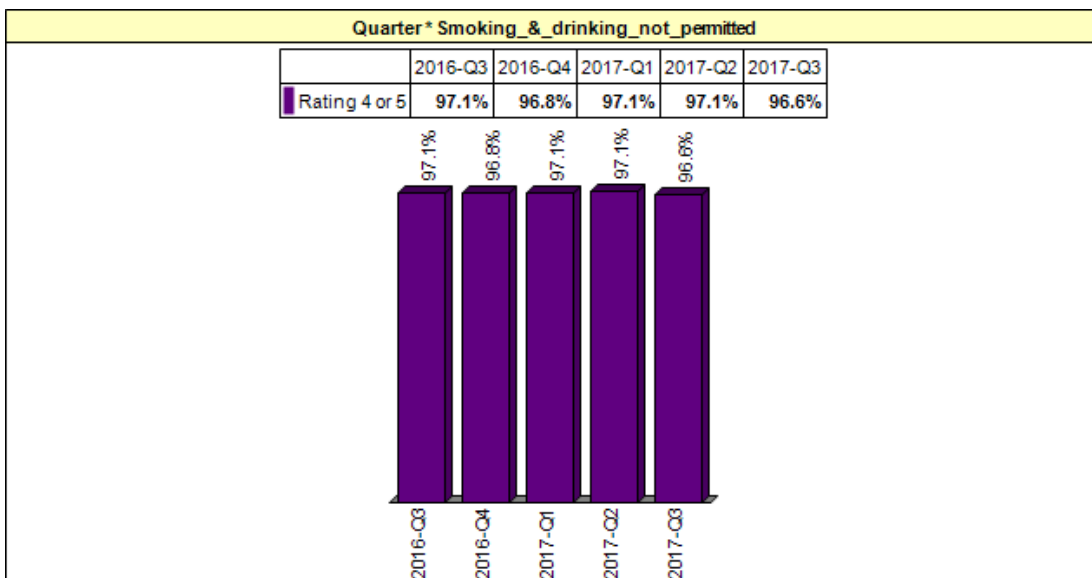
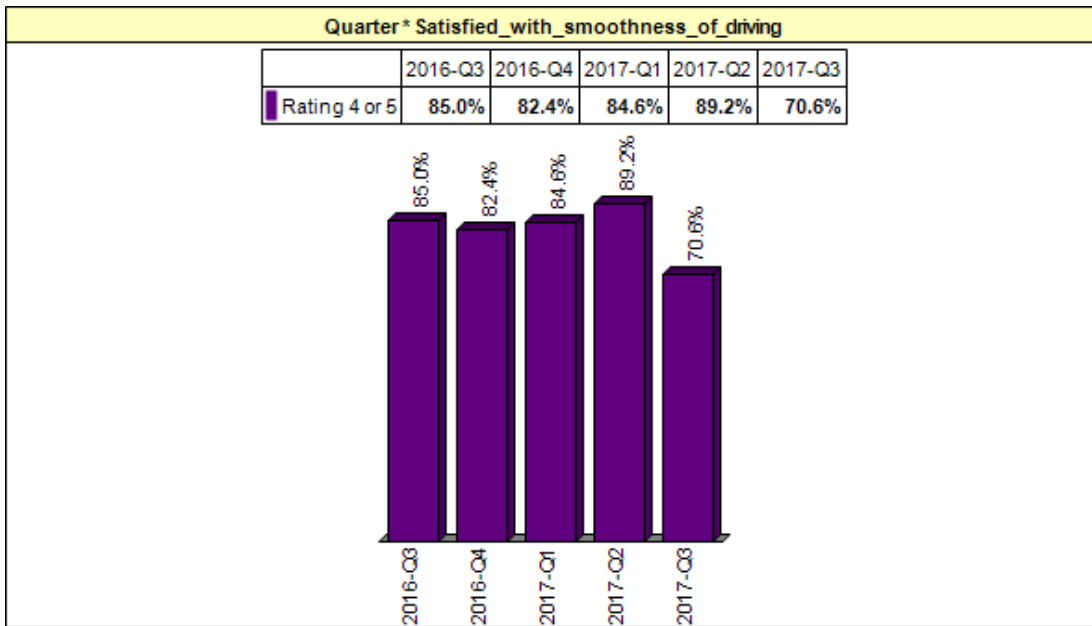


## Drivers and Legal Requirements

This section deals with how customers rate their bus drivers in terms of friendliness and presentation. It also deals with how customers perceive Bus Éireann’s effectiveness in enforcing regulations prohibiting smoking and the consumption of alcohol on buses, and the display of destination information on Bus Éireann buses.

96.8% agree that Bus Éireann drivers are well dressed, and 88.5% agree they are friendly and helpful. 70.6% are satisfied with the smoothness of driving, 96.6% agree that smoking and alcohol consumption are not allowed on-board and 96.8% agree that buses display the correct route number or destination.

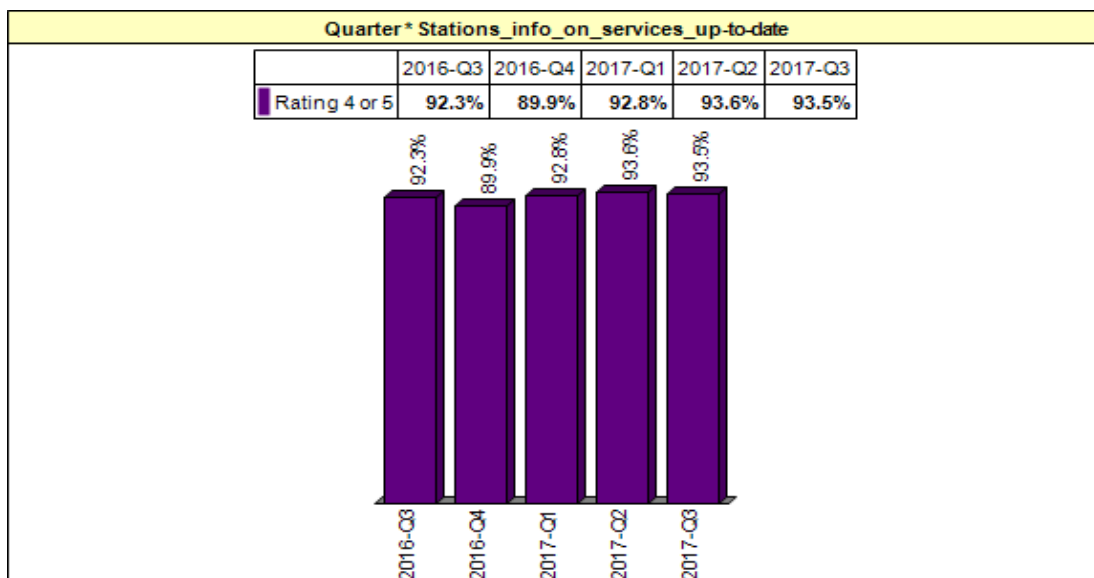
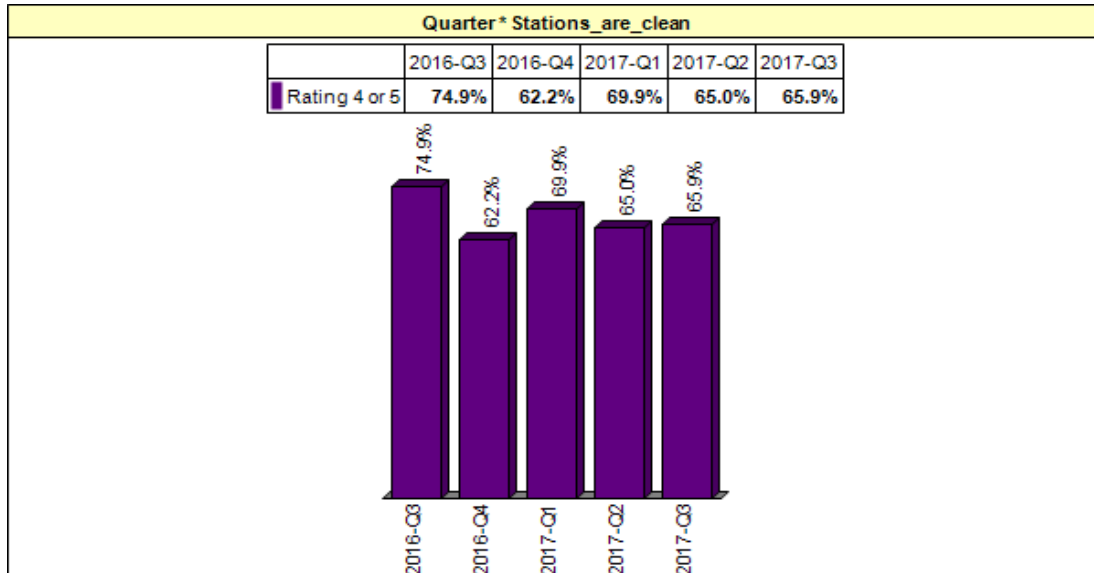




## Station Operations

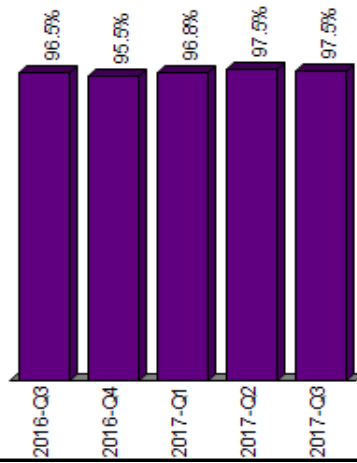
Station operations surveys deal with the station building and its facilities, the length of time a customer has to queue to buy a bus ticket and the professionalism of the staff.

Regarding station operations, 65.9% agree that stations are clean, while 93.5% agree that stations have up-to-date information on bus services. Regarding Bus Éireann staff at stations, 97.5% of passengers agree that staff are well dressed and 96.8% agree that they are friendly and helpful.



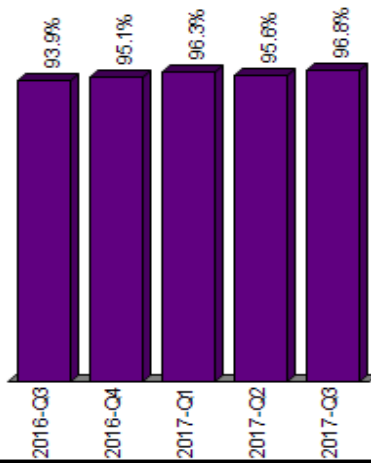
Quarter\* Staff\_at\_Station\_are\_well\_presented

	2016-Q3	2016-Q4	2017-Q1	2017-Q2	2017-Q3
Rating 4 or 5	96.5%	95.5%	96.8%	97.5%	97.5%



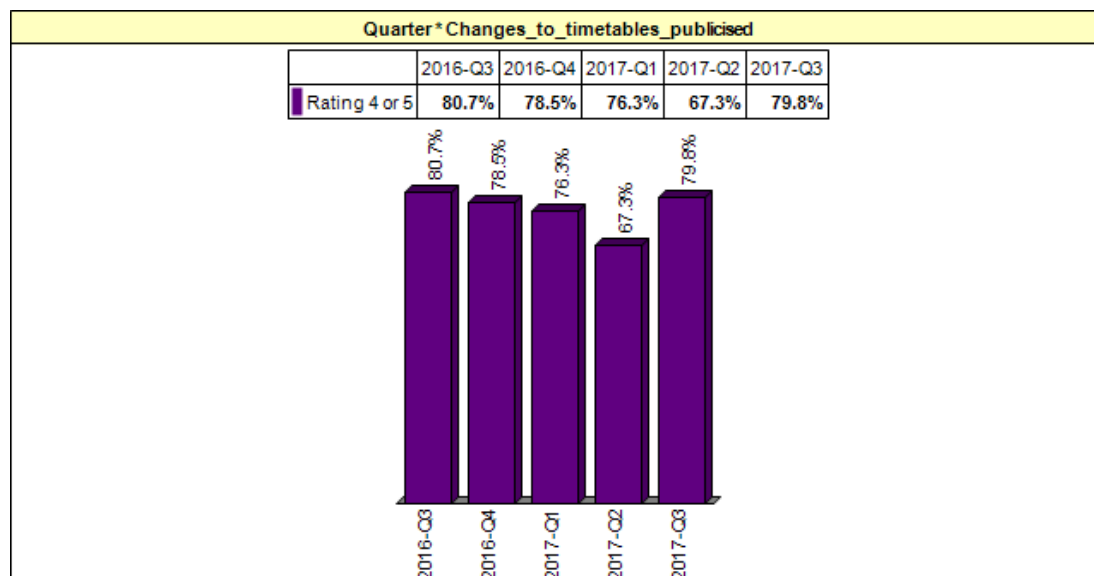
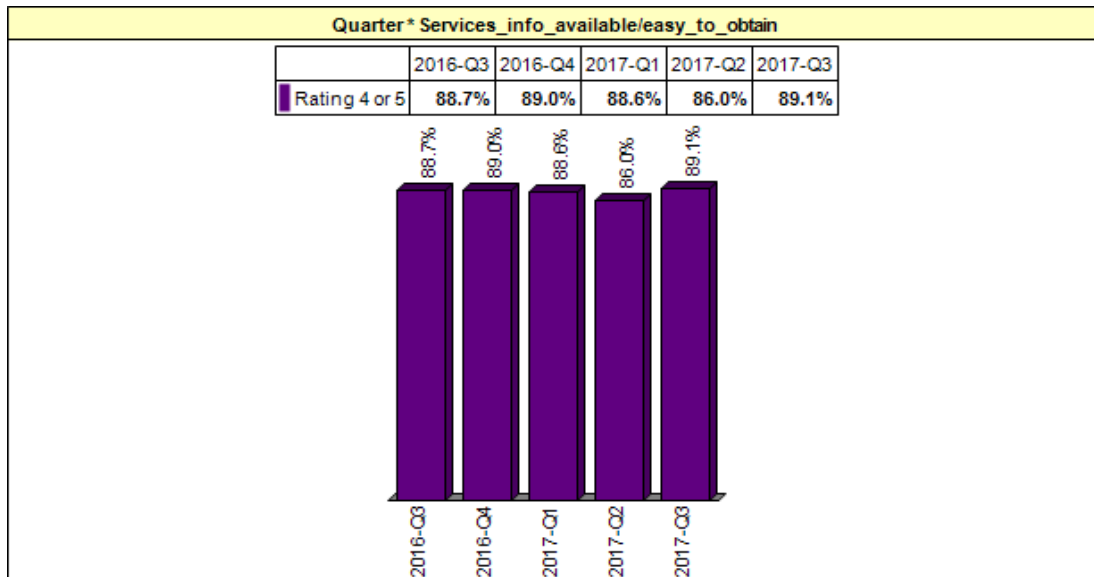
Quarter\* Staff\_at\_Station\_friendly\_&\_helpful

	2016-Q3	2016-Q4	2017-Q1	2017-Q2	2017-Q3
Rating 4 or 5	93.9%	95.1%	96.3%	95.6%	96.8%



## Information Provision

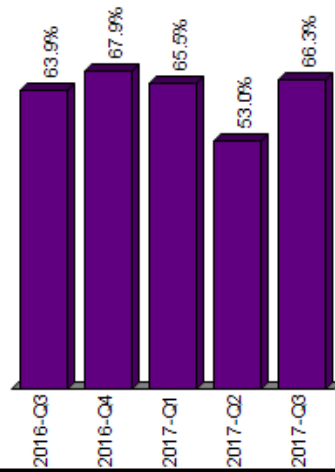
On information provision, 89.1% agree that information on services is 'available and easy to obtain', while 79.8% agree that timetable changes are adequately publicised. 66.3% say they are made aware of last minute changes to bus schedules, 88.2% are satisfied with on board information and 86.6% are satisfied with real time information.





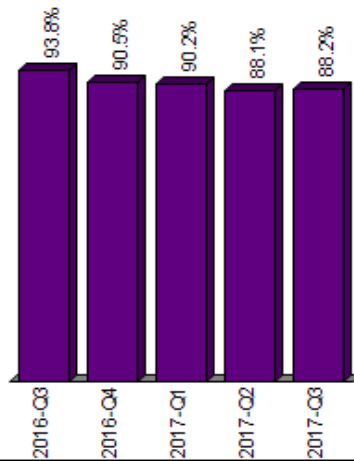
**Quarter \* Made\_aware\_last\_minutes\_changes\_to\_bus**

	2016-Q3	2016-Q4	2017-Q1	2017-Q2	2017-Q3
Rating 4 or 5	63.9%	67.9%	65.5%	53.0%	66.3%



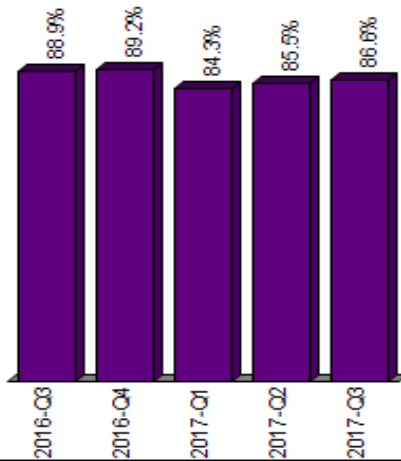
**Quarter \* Satisfied\_with\_on\_board\_information**

	2016-Q3	2016-Q4	2017-Q1	2017-Q2	2017-Q3
Rating 4 or 5	93.8%	90.5%	90.2%	88.1%	88.2%



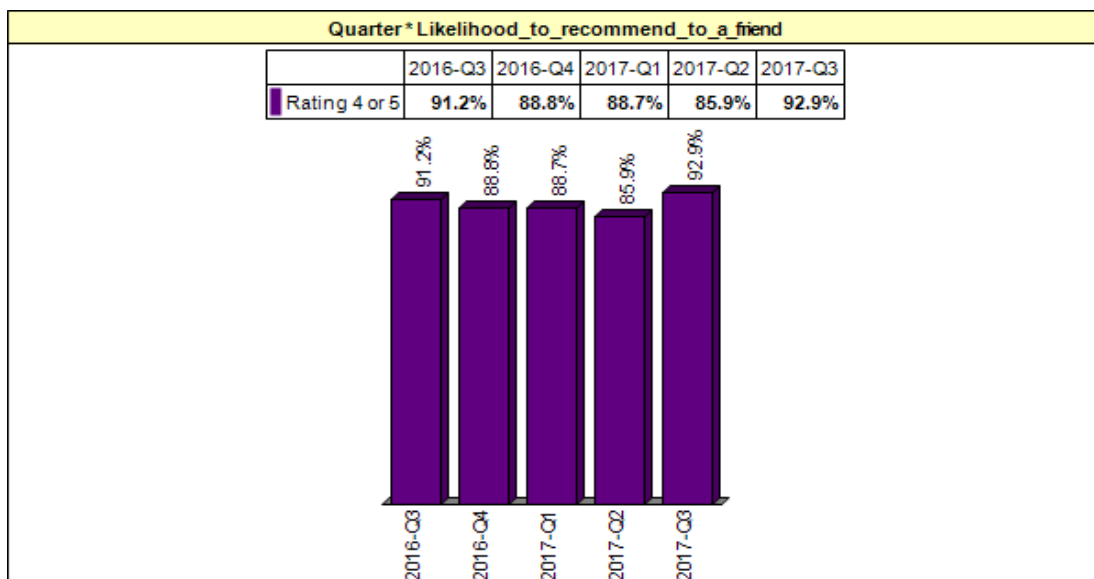
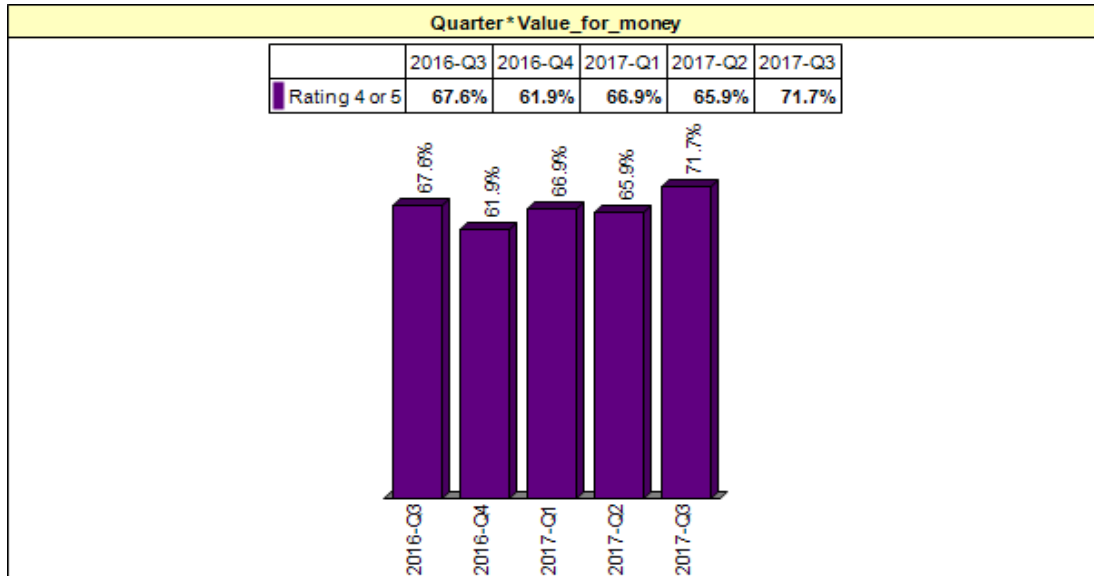
**Quarter \* Satisfied\_with\_Real\_Time\_Information**

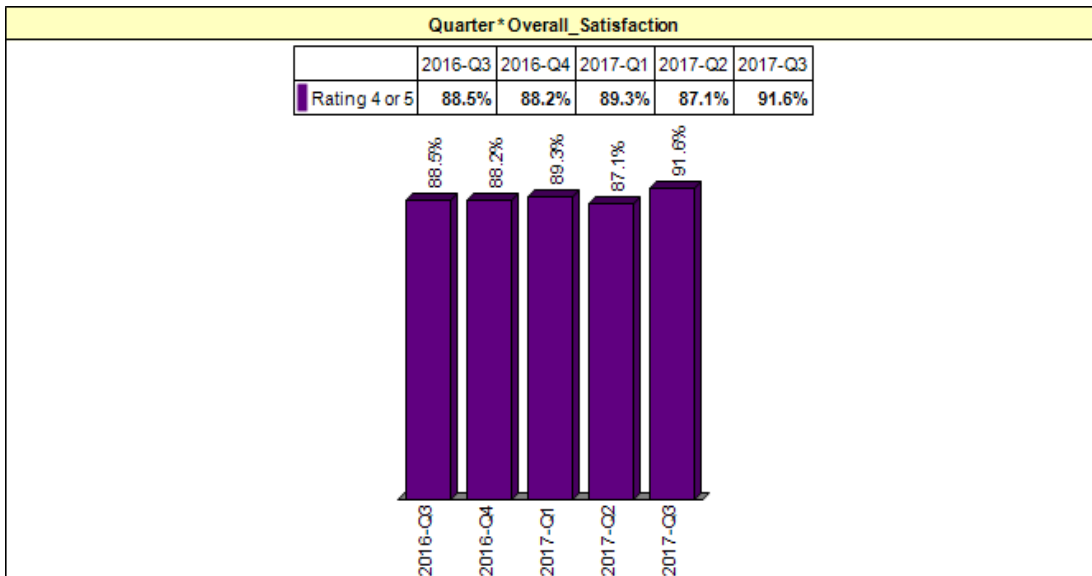
	2016-Q3	2016-Q4	2017-Q1	2017-Q2	2017-Q3
Rating 4 or 5	88.9%	89.2%	84.3%	85.5%	86.6%



## Customer Satisfaction

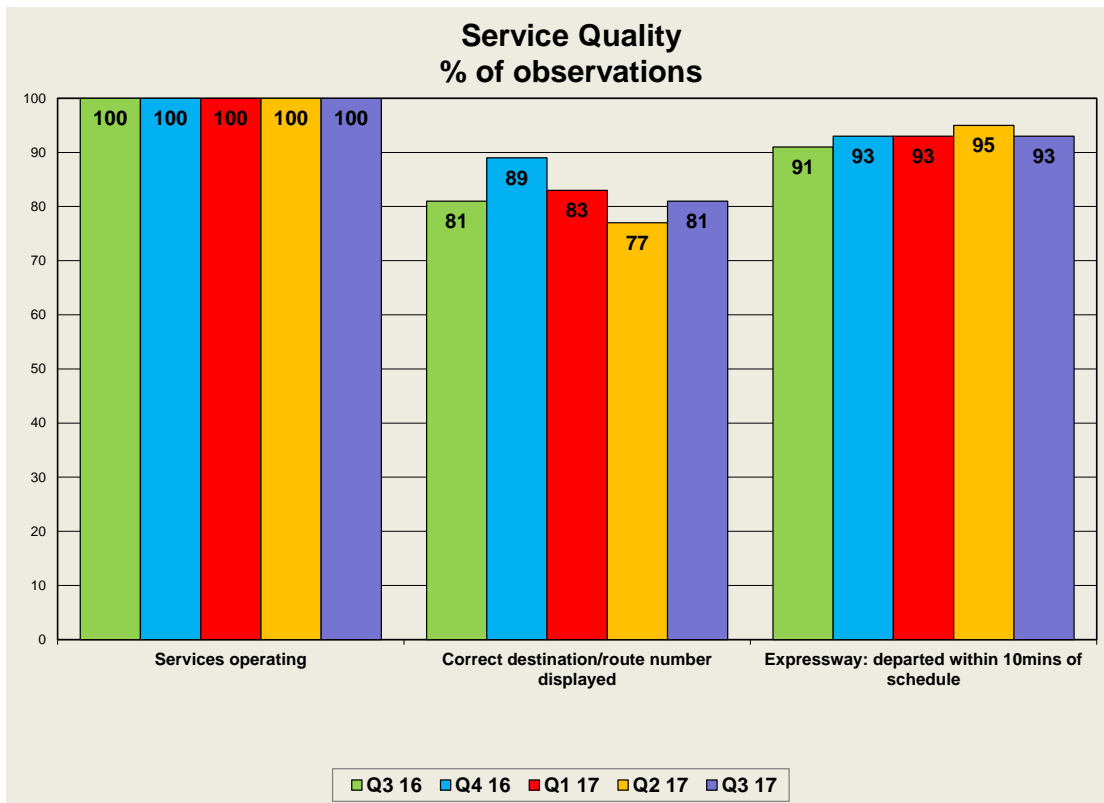
71.7% agree that Bus Éireann services are value for money, and 92.9% agree that they would recommend Bus Éireann services to a friend. Finally, 91.6% agree that 'overall, I am satisfied with the service provided by Bus Éireann'.





## 2. Observations by researchers of bus departures

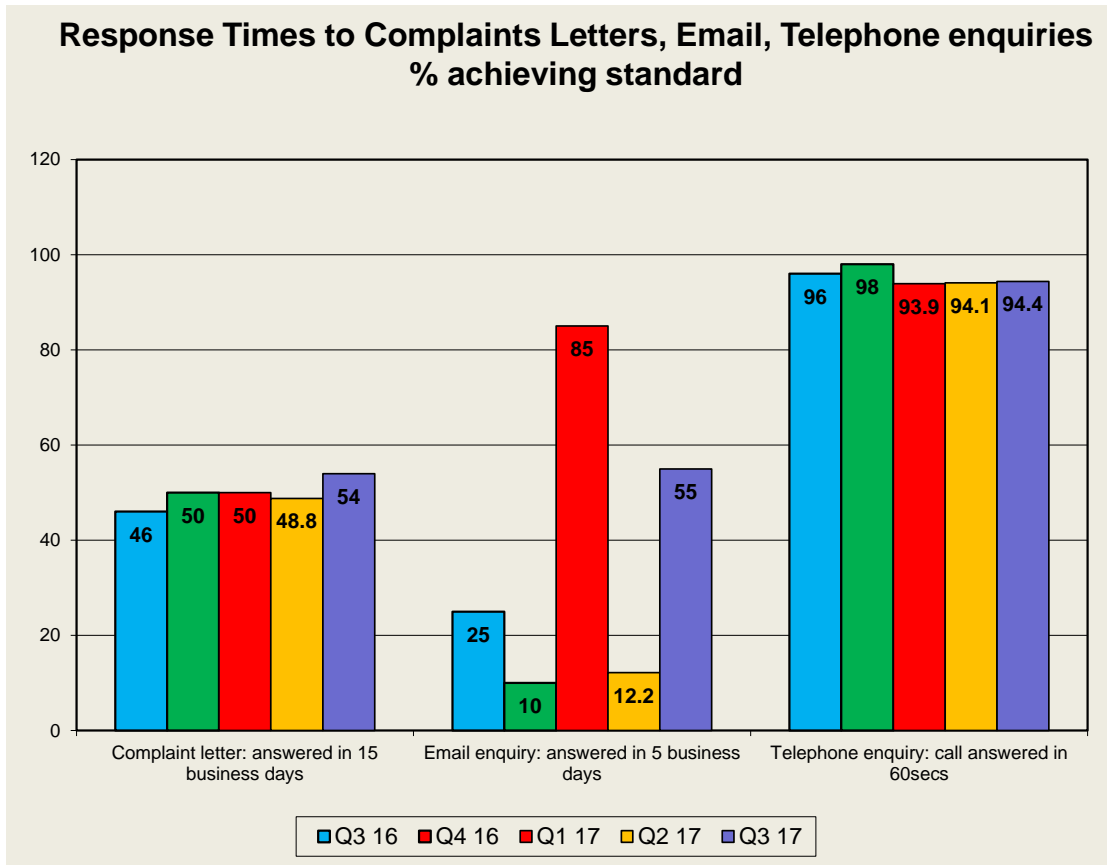
Observations of bus departures are conducted by researchers at the point of origin of the service. Of the sample of over 600 departures, 100% of services operated, and 81% displayed either a correct route number or destination. 93% of Expressway services departed within 10 minutes of their scheduled departure time.



### 3. Mystery shops & station inspections

Mystery shopping evaluations are carried out to monitor how Bus Éireann staff members respond to customer queries and complaints on the phone, by email or by letter.

54% of complaint letters received a reply within 15 business days and 55% of email enquiries received a reply within 5 business days. For telephone enquiries, 94.4% were answered within 60 seconds.



Researchers in the bus stations also monitored the availability of customer facilities. These include toilets, sheltered waiting areas and wheelchair access. In the locations inspected, most stations had all facilities available.

