

NTA Mystery Shops

Bus Éireann

Quarter 1 2019

41300621




NTA
Údarás Náisiúnta Iompair
National Transport Authority

KANTAR

Outline of Presentation



Background to Research

Section 1: Stop Maintenance Performance (SI)

Section 2: Customer Information Performance (CI)

Section 3: Bus Driver Performance - D.1

Section 4: Bus Equipment Performance - E.1

Section 5: Cleanliness Performance - C.2: Station Cleanliness

Section 6: Cleanliness Performance - C.1: Bus Cleanliness

Section 7: Customer Service Performance (CS)

Summary

Appendix

Background to Research



This research programme monitors service, quality and compliance with contractual Bus Éireann requirements, through utilising “mystery shopping” surveys to measure key aspects of service delivery (i.e. the driver and the vehicle)



This mystery shopping programme was designed to provide robust and actionable data to the National Transport Authority to measure the overall service performance of Bus Éireann through the eyes of its ‘customers’.

150 mystery shops (plus an additional 26 bus station boosts) were conducted from early January to end March as mystery shoppers acted as passengers while waiting for and on board selected Bus Éireann around the country. Different Bus Éireann services were included such as **city services, town services, Dublin Commuter services and long distance interurban services**. These were all conducted across different days of the week and times of the day.



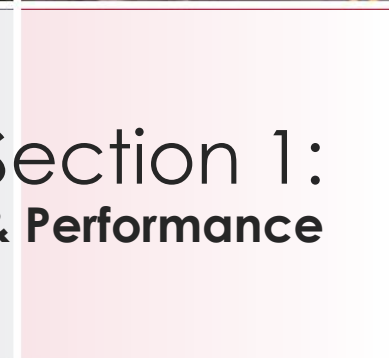
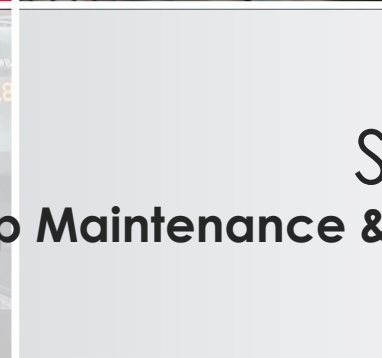
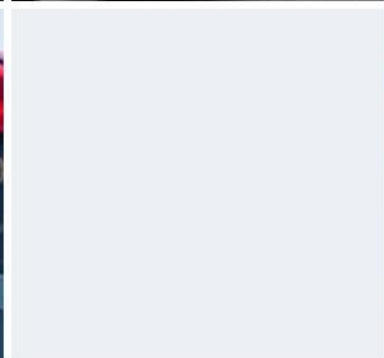
The mystery shops were carried out by trained Millward Brown interviewers, following an initial pilot on Dublin Bus and briefing session. These interviewers use portable HAPI (HandHeld Personal Interviewing) devices which enable both discreet and effective interviewing before, when boarding, on board the buses and after alighting.



Quarter 1 2019: 1st January – 25th March 2019



We have used the following symbols to indicate significant differences versus the previous quarter i.e. Qtr 4 Sep – Dec 2018 Q4 or versus the same quarter last year i.e. Qtr 1 Jan – Mar 2018 Q1



Section 1: Stop Maintenance & Performance

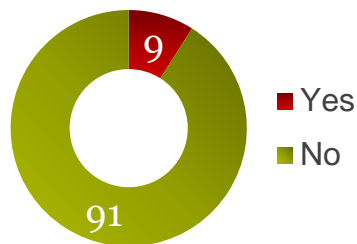


Advertising on Shelter or Bus Stop: There were no instances of commercial advertising present on bus stop poles this quarter, while 1 in 10 saw advertising on shelter glass.

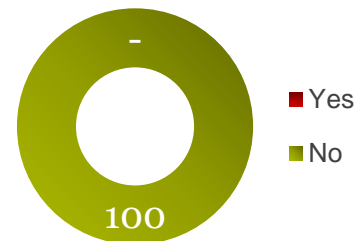
Base: IF YES TO BUS SHELTER Q37/1 (80) / (44) YES TO BUS STOP POLE AND FLAG Q38/1

27% observed a Bus Stop Pole & 57% observed a shelter at the stop

Q 37 Additional Commercial Advertising on Shelter Glass
(80)
%



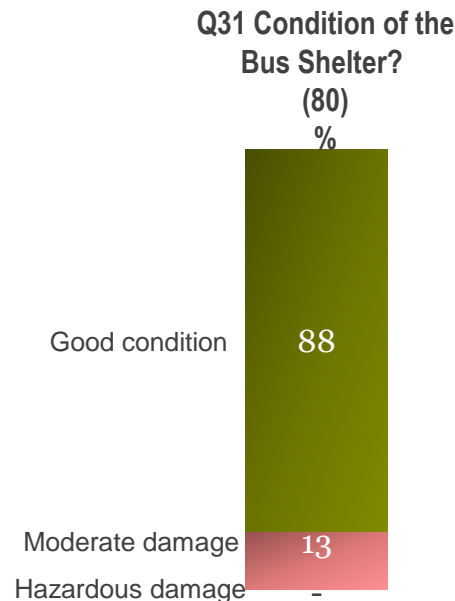
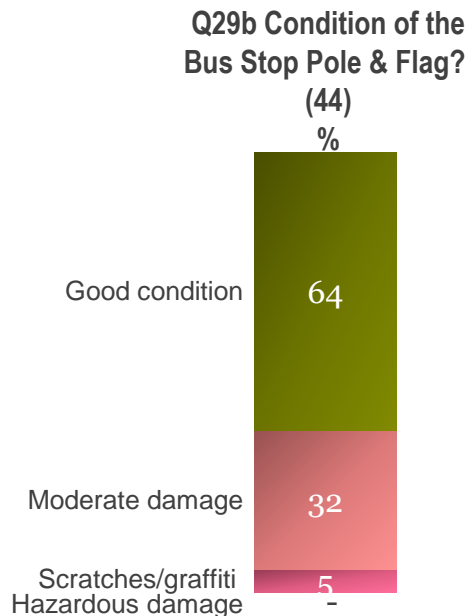
Q38 Third Party Commercial Advertising on Bus Stop Pole
(44)*
%



↕↗ = Statistically significant differences are versus Qtr 1 2018 Jan-Mar_{Q1} – Mar-Jun 2018_{Q4}

Bus Shelters: Just over 3 in 5 interviewers found the bus stop poles to be in good condition; while a third saw signs of moderate damage. Nearly 9 in 10 felt that the bus shelters were in good condition with minimal instances of damage reported. There were no reports of more hazardous damage.

Base: (80), IF YES TO BUS SHELTER Q30/1 (44) IF YES TO BUS STOP POLE AND FLAG Q29/1



↓↑ = Statistically significant differences are versus Qtr 1 2018 Jan-Mar_{Q1} – Mar-Jun 2018_{Q4}

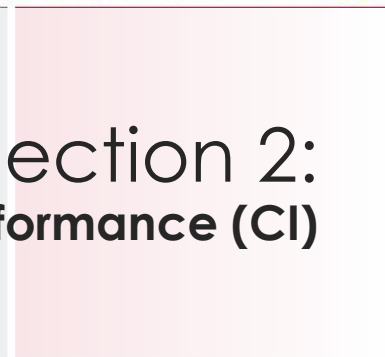
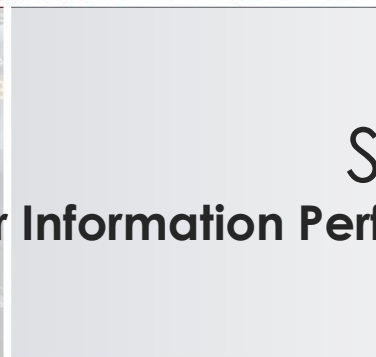
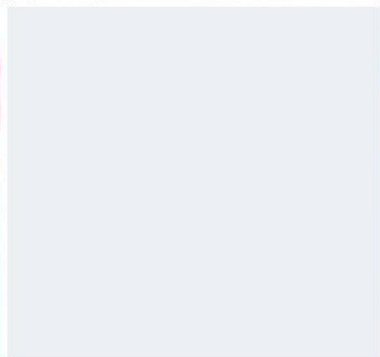
Information Display: Half of interviewers saw an information panel on the shelter, while 1 in 5 saw a small panel on the pole. 4 in 5 interviewers found the information displays to be fully legible and clean, with declines in reports of dirt or graffiti versus last quarter.

Base: (112) IF POLE OR SHELTER AT Q28C



↓↑ = Statistically significant differences are versus Qtr 1 2018 Jan-Mar_{Q1} – Mar-Jun 2018_{Q4}

*New for Q1 2018



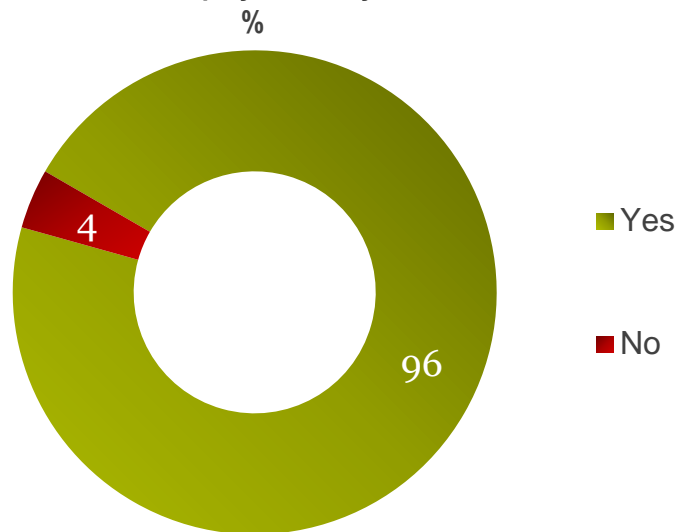
Section 2: Customer Information Performance (CI)



Fares Displayed: Almost all interviewers found fares were displayed clearly at the entrance to the bus, with no significant movements observed.

Base: (106), Routes with Fares Displayed at the Entrance

Q50 Were the fares displayed clearly at the entrance?

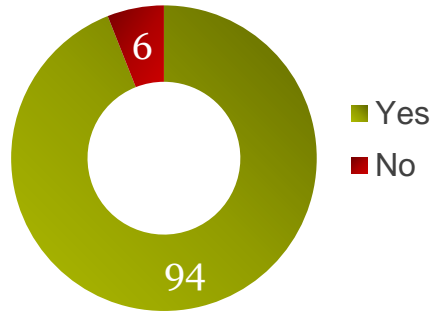


↕ = Statistically significant differences are versus Qtr 1 2018 Jan-Mar_{Q1} – Mar-Jun 2018_{Q4}

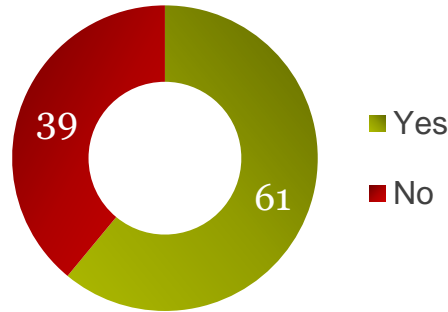
Timetable: Of the 9 in 10 interviewers who had time to assess the bus stop before the arrival of the bus, just under 3 in 5 found the bus stop numbers to be clearly visible, whilst almost 7 in 10 saw a printed timetable present. Almost half were able to observe the operative date on the timetable.

Base: (150)

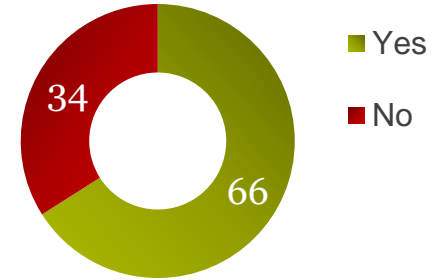
Q28 Did you have time to assess bus stop before arrival of bus
(150)
%



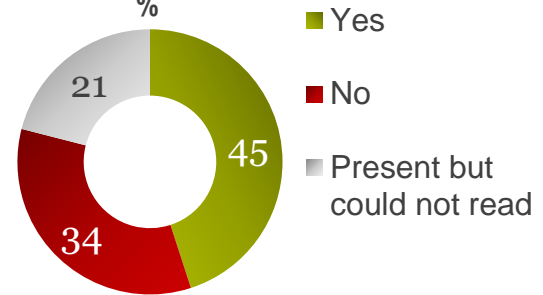
Q32 Bus Stop Number Visible
(44)
%



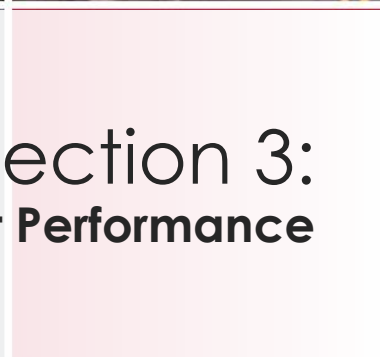
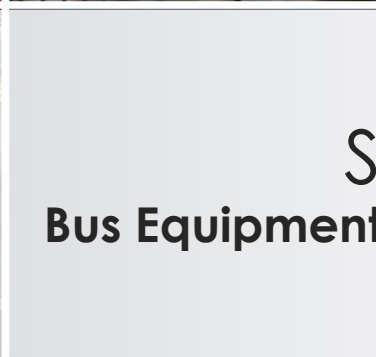
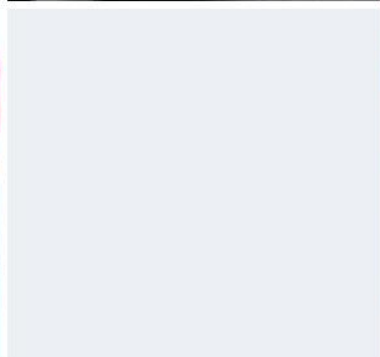
Q34 Printed Timetable Present
(44)
%



Q36 Operative Date Present
(29)
%



↓↑ = Statistically significant differences are versus Qtr 1 2018 Jan-Mar_{Q1} – Mar-Jun 2018_{Q4}



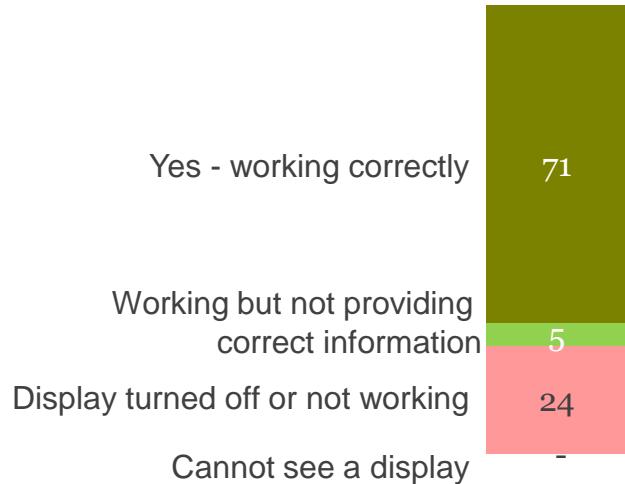
Section 3: Bus Equipment Performance



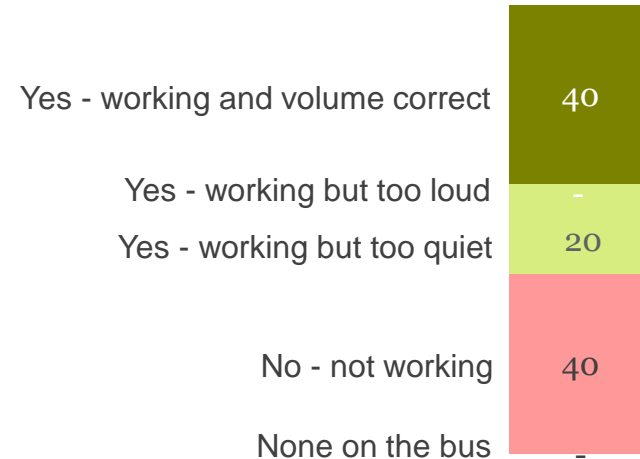
Electronic Displays & Announcements: Of those who saw an electronic next stop display present, 7 in 10 saw that they were working correctly, while 1 in 4 found that they were turned off or not working. For those who heard an audio next stop announcement, 2 in 5 found that it was working with volume correct, while a further 2 in 5 noted that it was not working.

Base: (101), ALL WHO COULD SEE A DISPLAY / HEAR AN ANNOUNCEMENT (80)

**Q80* Electronic Displays
for Next Stop Working (101)**
%



**Q81* Audio Announcement
for Next Stop Working (80)**
%



↓↑ = Statistically significant differences are versus Qtr 1 2018 Jan-Mar_{Q1} – Mar-Jun 2018_{Q4}

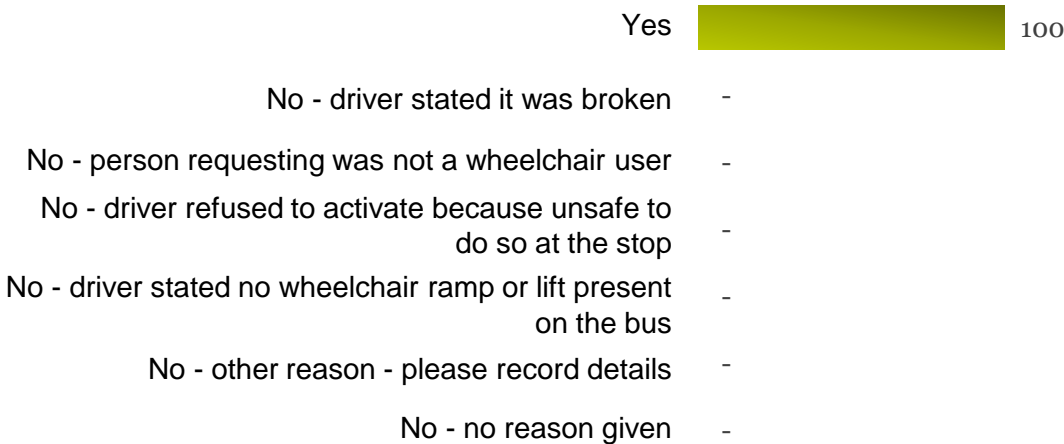
* Question rebased off those who could see a display / hear an announcement

Wheelchair Ramp/Lift: Of the 5 interviewers who observed a wheelchair ramp request, all found that it was activated upon request.

Base: (150), If yes to WHEELCHAIR RAMP OR LIFT REQUEST Q105 (5)

Q106 Wheelchair Ramp/Lift Activated Upon Request (5)

%

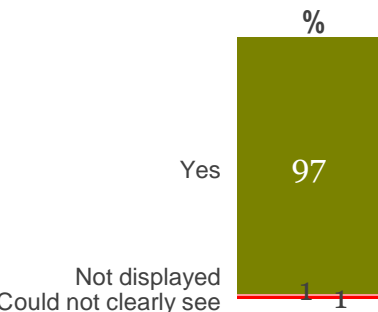


↕↗ = Statistically significant differences are versus Qtr 1 2018 Jan-Mar_{Q1} – Mar-Jun 2018_{Q4}

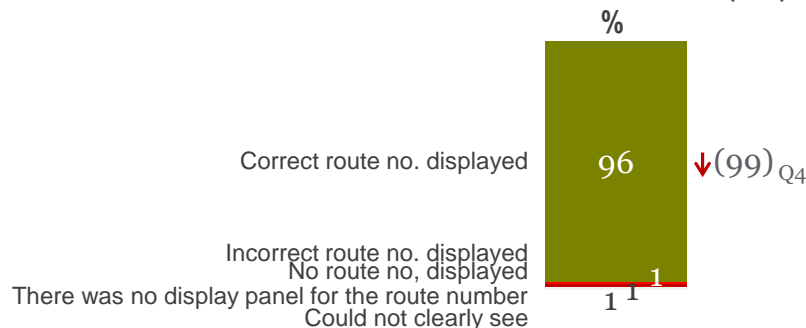
Route Number and Destination Visible: Almost all interviewers reported seeing both route and destination numbers on the front and sides of the bus. 4 interviewers noted that the bus they were on appeared to be a replacement bus.

Base: (150)

Q43 Route No. on Front (150)

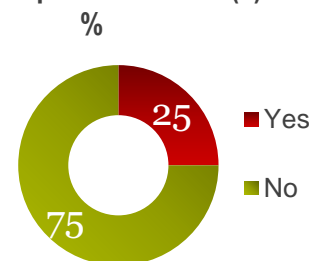


Q45 Route No. on Side (150)

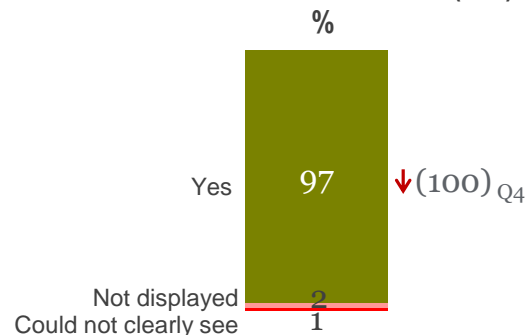


* = Small Base Size
** = Q added in Q2 2018

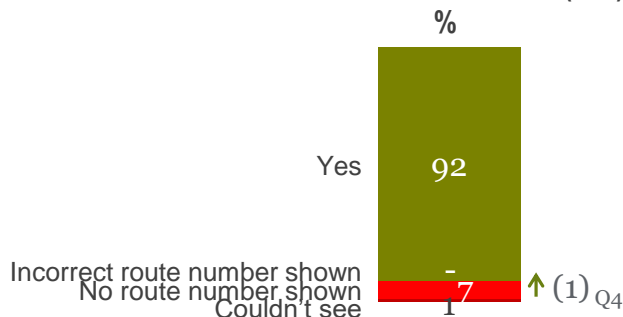
****Q45a Replacement Bus (4)***



Q44 Destination on Front (150)



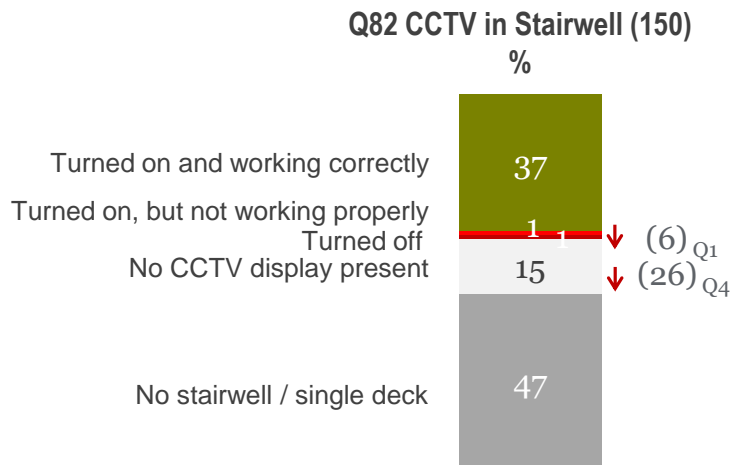
Q87 Route No. on Back (150)



↓↑ = Statistically significant differences are versus Qtr 1 Jan-Mar 2018_{Q1} – Sep-Dec 2018_{Q4} –

CCTV: More than a third of interviewers saw the CCTV screens turned on and working correctly whilst on the bus. As almost half of interviewers were on board single deck buses, they were not in a position to observe any CCTV screens in the stairwell.

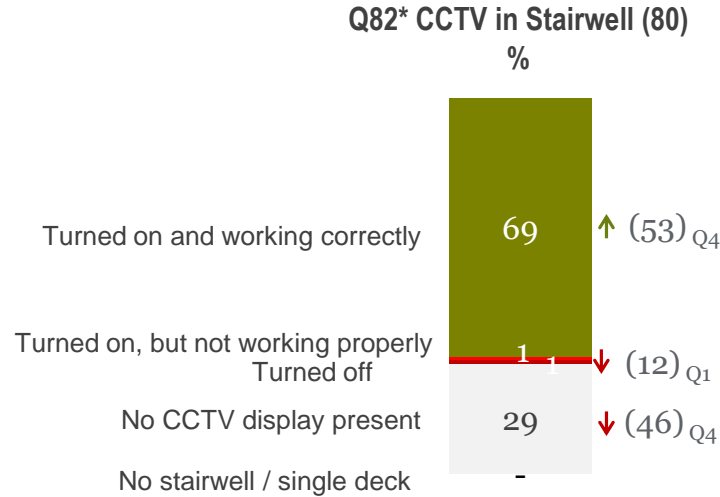
Base: (150)



↓↑ = Statistically significant differences are versus Qtr 1 2018 Jan-Mar_{Q1} – Mar-Jun 2018_{Q4}

CCTV: For those interviewers who observed a CCTV screen in the stairwell, 7 in 10 found that they were turned on and working correctly, increasing versus last quarter, while reports of screens that were either turned off or not present have declined.

Base: (80), ALL EXCLUDING NO STAIRWELL / SINGLE DECK

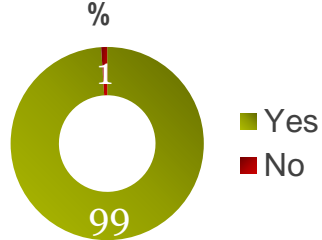


↕ = Statistically significant differences are versus Qtr 1 2018 Jan-Mar_{Q1} – Mar-Jun 2018_{Q4}

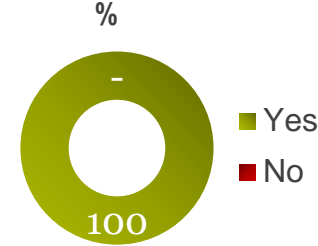
* Question rebased off those who could see a CCTV display

Fare Payment: Almost all interviewers reported that the ticket machine & Leap Card readers were working correctly. The majority of cash payers received either a printed ticket or the correct change, however reports of interviewers not receiving a ticket have increased versus last year. 3 in 5 Leap users were able to see what fare they were charged when boarding the bus, dropping versus last year, while those who couldn't see the fare charged have increased.

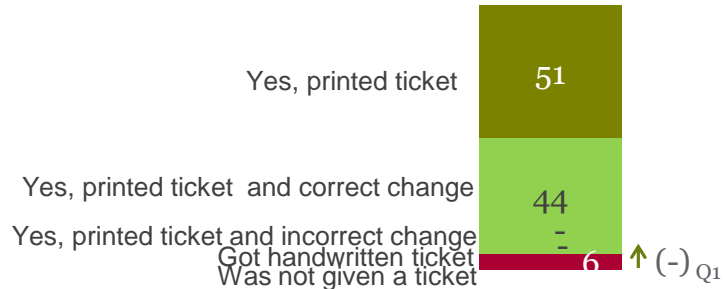
Q56 Cash Fare (85)
If Cash Fare at R5
Ticket Machine Working Correctly



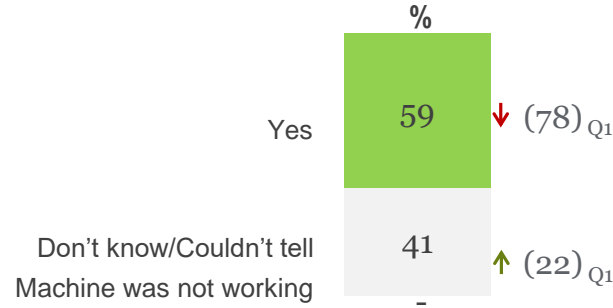
Q58b Leap Card Reader Present
at Driver Working Correctly (64)



Q57b Cash Fare
If Cash Fare at R5
Given Printed Ticket/Change Receipt (85)



Q59b Leap Card Reader at Driver
See Fare Charged (64)



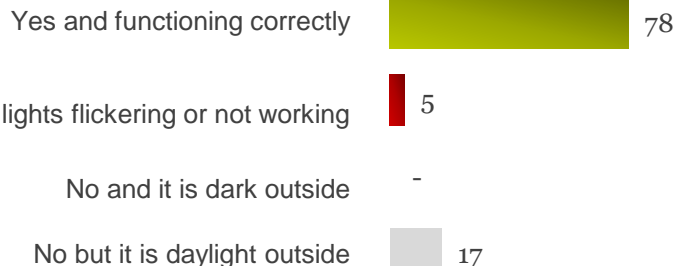
↓↑ = Statistically significant differences are versus Qtr 1 2018 Jan-Mar_{Q1} – Mar-Jun 2018_{Q4}

Interior Lighting and Temperature: 3 in 4 interviewers found the interior lighting of the buses to be functioning correctly, with minimal reports of lights flickering / not working. Almost all interviewers found the on-board temperatures on the buses to be reasonable considering the weather conditions outside; with only 5 interviewers feeling the temperatures on board were unreasonable.

Base: (150)

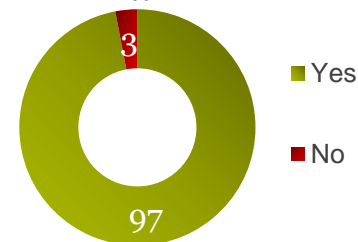
Q83 Interior Lighting (150)

%



Q84 Temperature Reasonable (150)

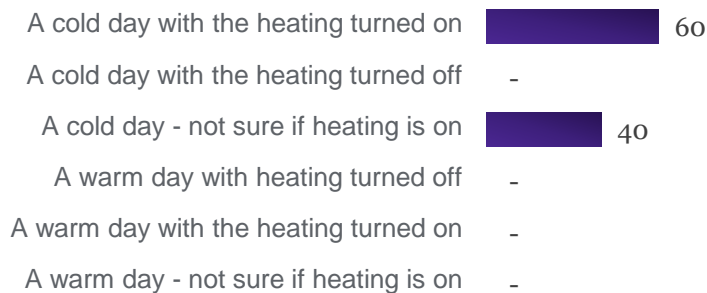
%



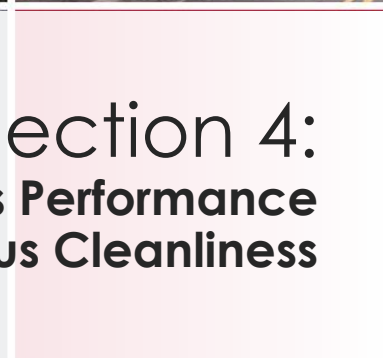
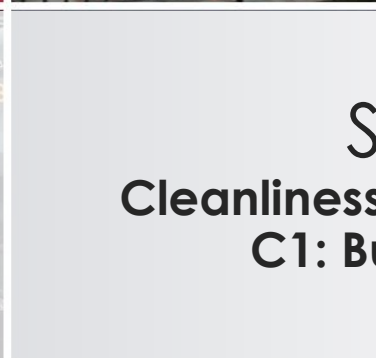
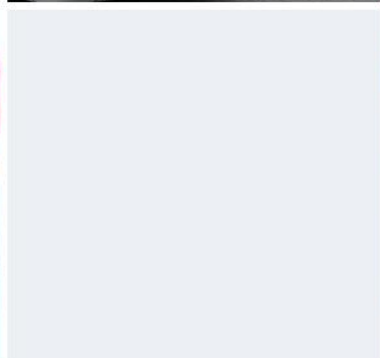
Q85 Why Temperature Not Reasonable

(5)

%



↓↑ = Statistically significant differences are versus Qtr 1 2018 Jan-Mar_{Q1} – Mar-Jun 2018_{Q4}

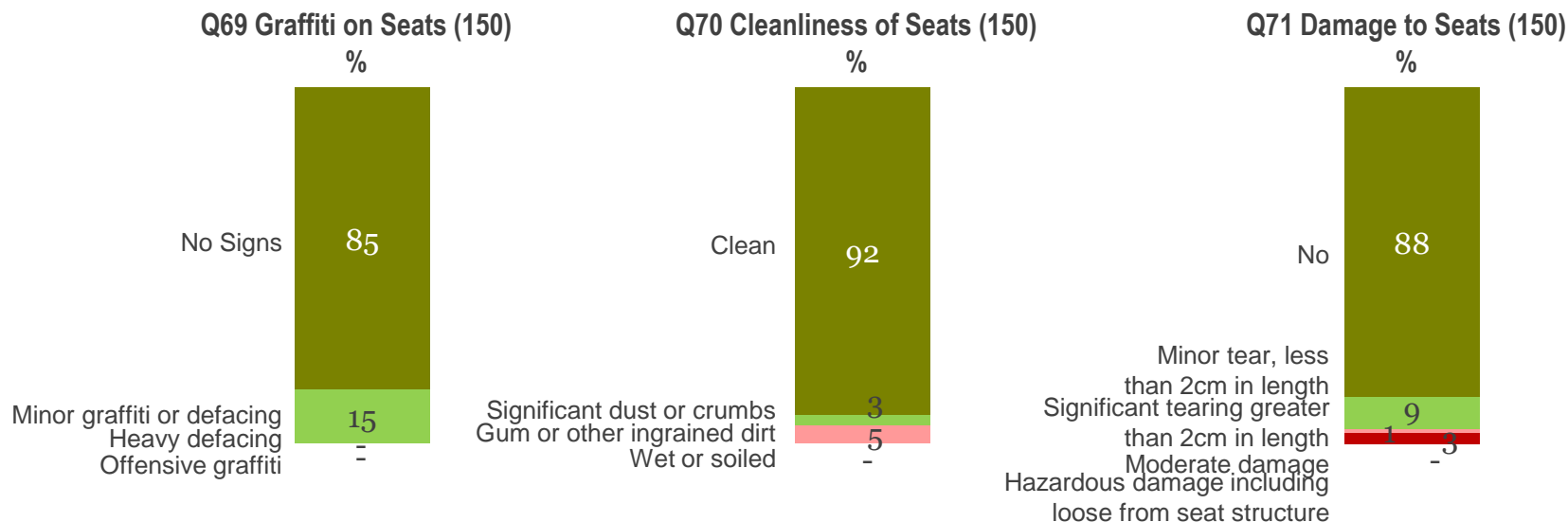


Section 4: Cleanliness Performance C1: Bus Cleanliness



Assessment of Seats: Most interviewers found both bus seats & cushions to be clean & well-maintained with minimal reports of graffiti or tearing observed.

Base: (150)



↓↑ = Statistically significant differences are versus Qtr 1 2018 Jan-Mar_{Q1} – Mar-Jun 2018_{Q4}

Q69 How would you best describe graffiti or other defacing on seat cushions or seat structure?

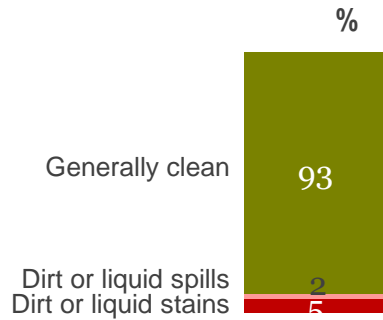
Q70 What best describes level of cleanliness of seat cushions?

Q71 Were any bus seat cushions you observed damaged in any way?

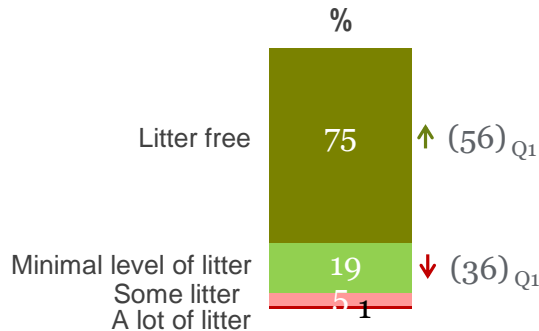
Bus Interior: The interior of the buses were generally positively regarded overall, with reports of litter free floors and stairs increasing this year.

Base: (150)

Q75 Cleanliness of Floors and Stairs (150)



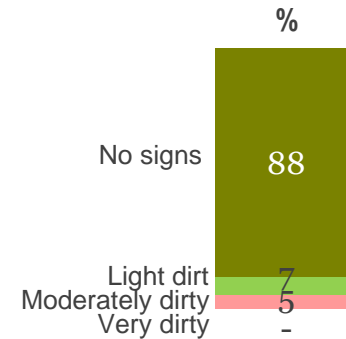
Q76 Litter on Seats/Floor or Stairs* (150)



Q77 Graffiti of Panels Ceilings, Stairs and other Fixtures/Fittings (150)



Q78 Cleanliness of Panels, Ceilings and other Fixtures/Fittings (150)

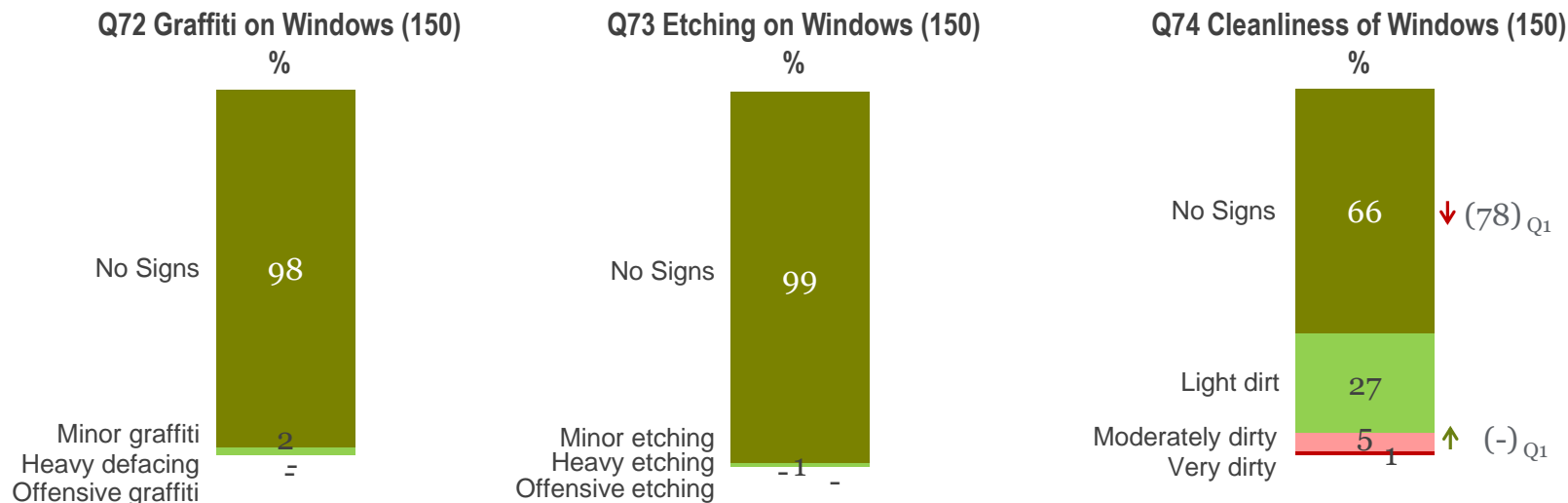


↓↑ = Statistically significant differences are versus Qtr 1 2018 Jan-Mar_{Q1} – Mar-Jun 2018_{Q4}

* Question amended in Q2 2016

Bus Windows: The majority of interviewers reported no signs of graffiti or etchings on bus windows while a third observed light dirt. The number of windows seen to be moderately dirty have significantly increased versus last year while reports of very dirty windows are only reported at minimal levels.

Base: (150)

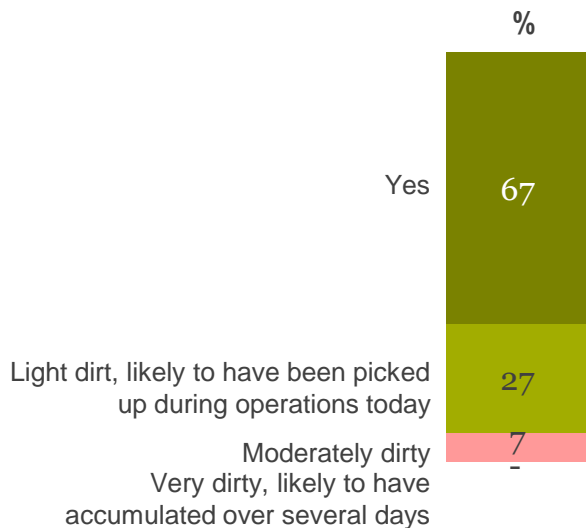


↓↑ = Statistically significant differences are versus Qtr 1 2018 Jan-Mar_{Q1} – Mar-Jun 2018_{Q4}

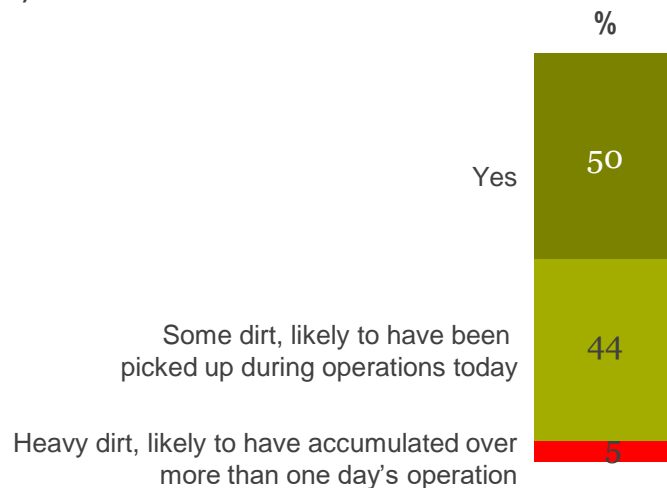
Front, Side and Rear of Bus: In the majority of instances, buses were thought to be clean at both the front, sides & rear. Any dirt observed was mainly thought to have been picked up during operations that day with fewer instances of heavier dirt reported.

Base: (150)

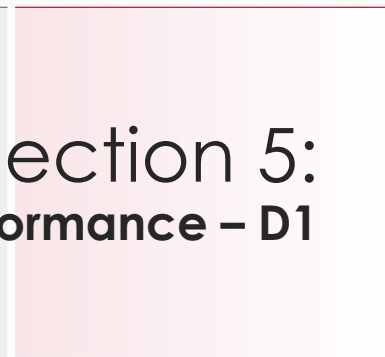
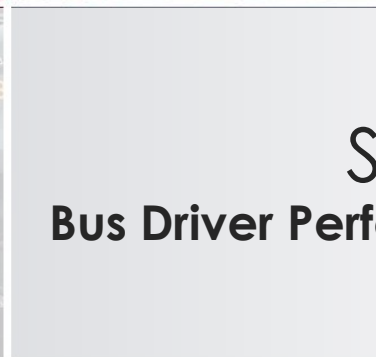
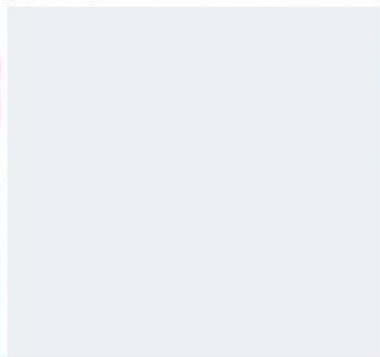
Q47 Cleanliness of Front/Side of Bus (150)



Q90 Was the Rear of the Bus Clean? (150)



↓↑ = Statistically significant differences are versus Qtr 1 2018 Jan-Mar_{Q1} – Mar-Jun 2018_{Q4}



Section 5: Bus Driver Performance – D1

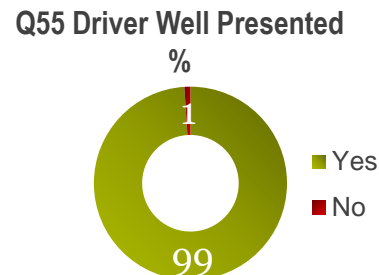
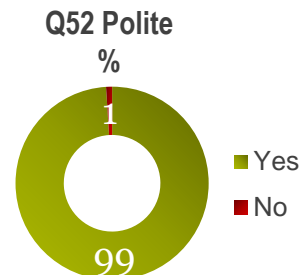
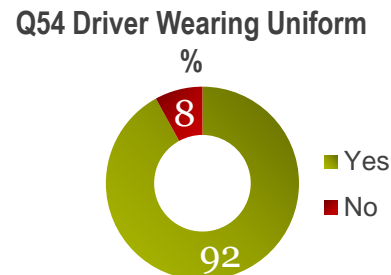
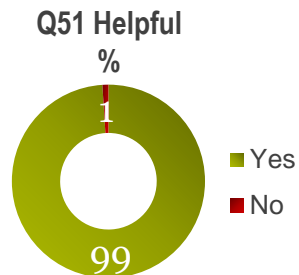


Driver Assessment: Drivers continue to be very positively regarded in terms of both attitude & presentation, with little movement observed this quarter.

Base: (150)

Questions to Driver

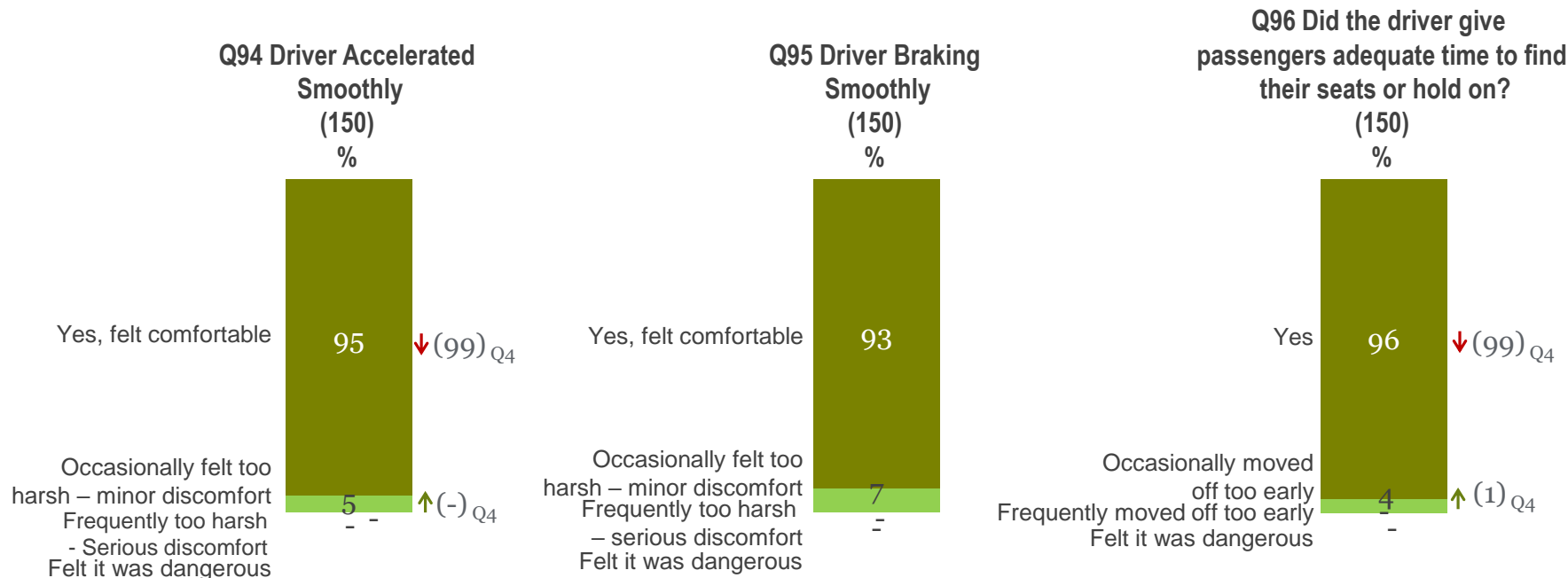
- How much is it to ____?
- Can I pay with a note?
- Does this bus go to ____?



↓↑ = Statistically significant differences are versus Qtr 1 2018 Jan-Mar_{Q1} – Mar-Jun 2018_{Q4}

Bus Safety: Almost all interviewers reported comfortable journeys with minor instances of harsh acceleration or drivers moving off too early; however these have both risen versus last quarter.

Base: (150)

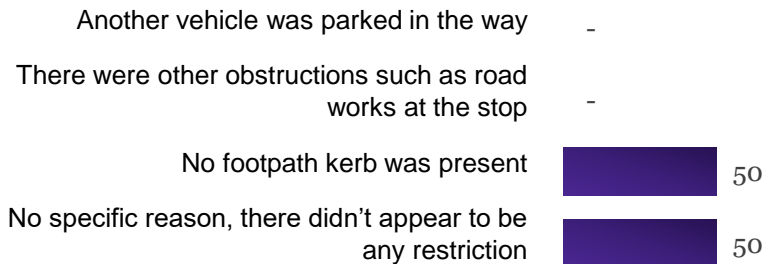


↓↑ = Statistically significant differences are versus Qtr 1 2018 Jan-Mar_{Q1} – Mar-Jun 2018_{Q4}

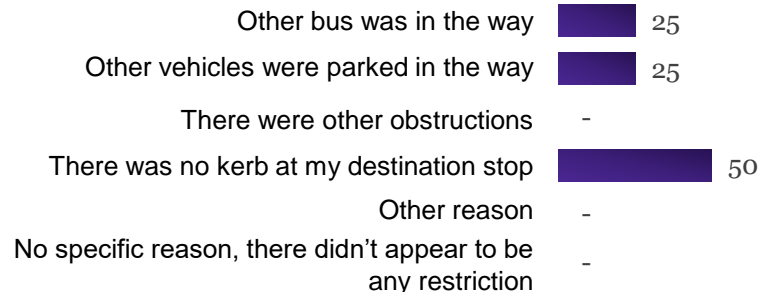
When Getting on the Bus: On the 2 instances where the bus did not pull up to the kerb for boarding passengers, 1 interviewer noted that this was because another vehicle was parked in the way while the other found that there was no footpath kerb present. On the 4 occasions where the bus did not pull up to the kerb for alighting passengers, 2 interviews found that either a bus or another vehicle was parked in the way, while the remaining 2 reported there being no footpath kerb present at the destination stop.

Base: (150)

Q62 Why Not Pulled to Kerb (2)
Boarding
%



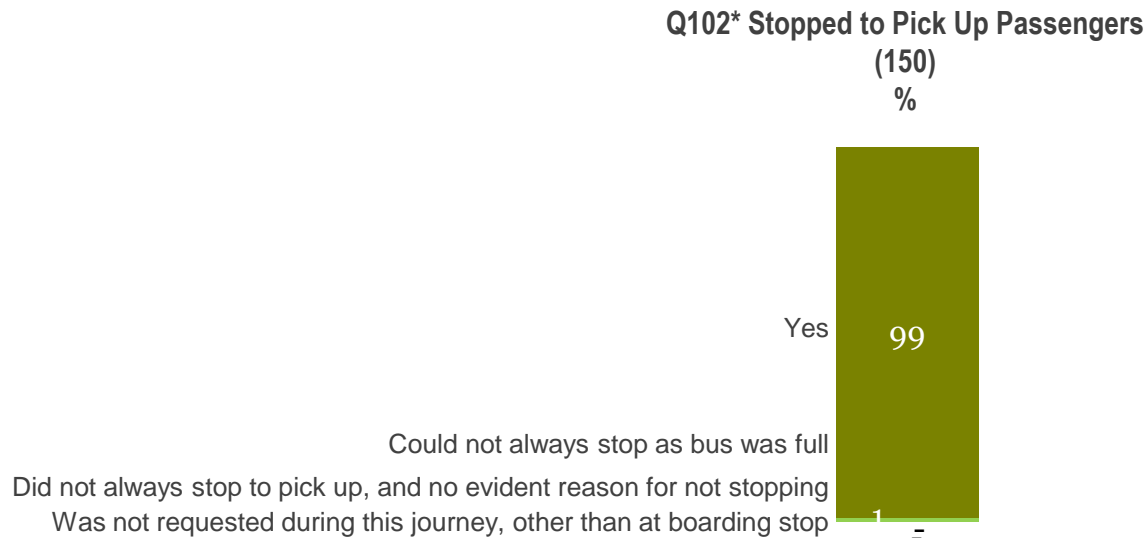
Q93 Why Not Pulled to Kerb (4)
Alighting
%



↓↑ = Statistically significant differences are versus Qtr 1 2018 Jan-Mar_{Q1} – Mar-Jun 2018_{Q4}

Driver Actions: Almost all interviewers reported drivers stopping to pick up passengers when signalled to do so, the remainder noted that the bus could not always stop as it was full.

Base: (150), ALL EXCLUDING THOSE NOT REQUESTED TO STOP



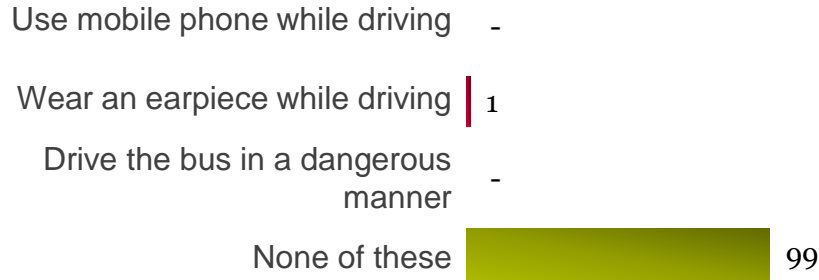
↕ = Statistically significant differences are versus Qtr 1 2018 Jan-Mar_{Q1} – Mar-Jun 2018_{Q4}

* Question rebased off those whose bus stopped to pick up passengers

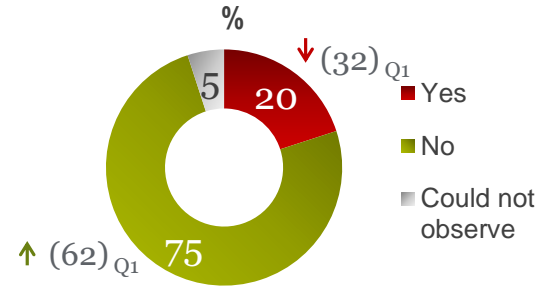
Driver Behaviour: The behaviour of the drivers was very positively regarded overall, with minimal reports of drivers wearing an earpiece while driving. One fifth of interviewers observed drivers listening to music, dropping year on year, while there were no reports of drivers holding any long conversations with others this quarter.

Base: (150)

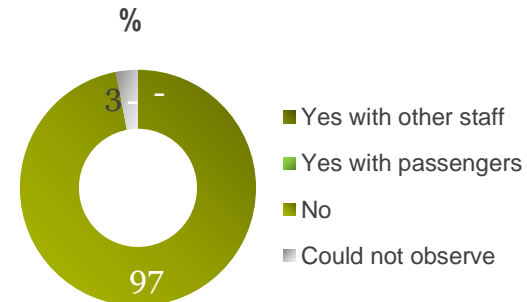
Q97 Did Bus Driver do Any of the Following (150)
%



Q98 Driver Listening to Music/Radio (150)
%



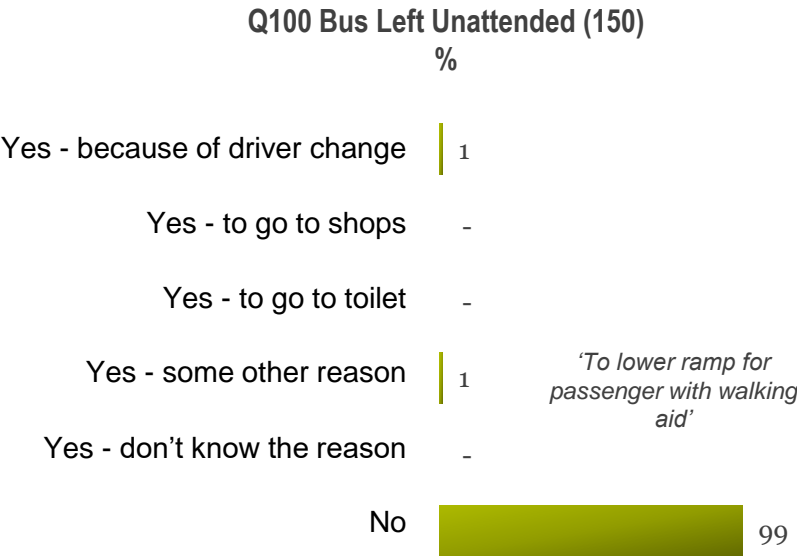
Q99 Driver Hold Long Conversations (150)
%



↓↑ = Statistically significant differences are versus Qtr 1 2018 Jan-Mar_{Q1} – Mar-Jun 2018_{Q4}

Leave Bus Unattended: There were 2 instances of drivers leaving buses unattended this quarter; one was because of a driver change while the other was to assist a passenger with the wheelchair ramp.

Base: (150)

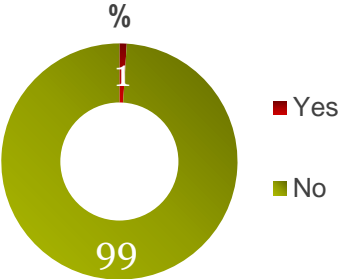


↕ = Statistically significant differences are versus Qtr 1 2018 Jan-Mar_{Q1} – Mar-Jun 2018_{Q4}

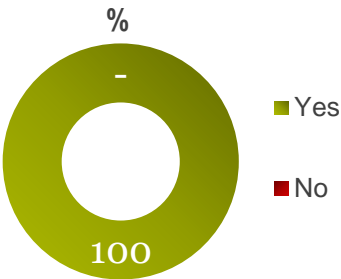
Diversion or Terminated Early: For the one interviewer who encountered a bus diversion/termination, they were informed by the driver that there would be a termination but were not told of the exact reason.

Base: (150)

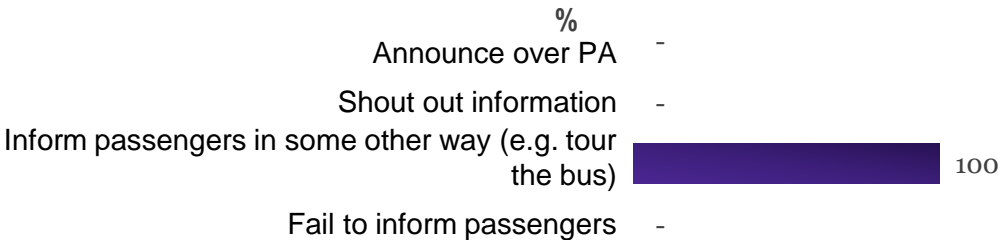
Q107 Bus Diverted/Terminated Early



Q109 Passengers Told Reason for Early Termination/Diversion (1)*



Q108 If Bus Diverted/Terminated Early (1)

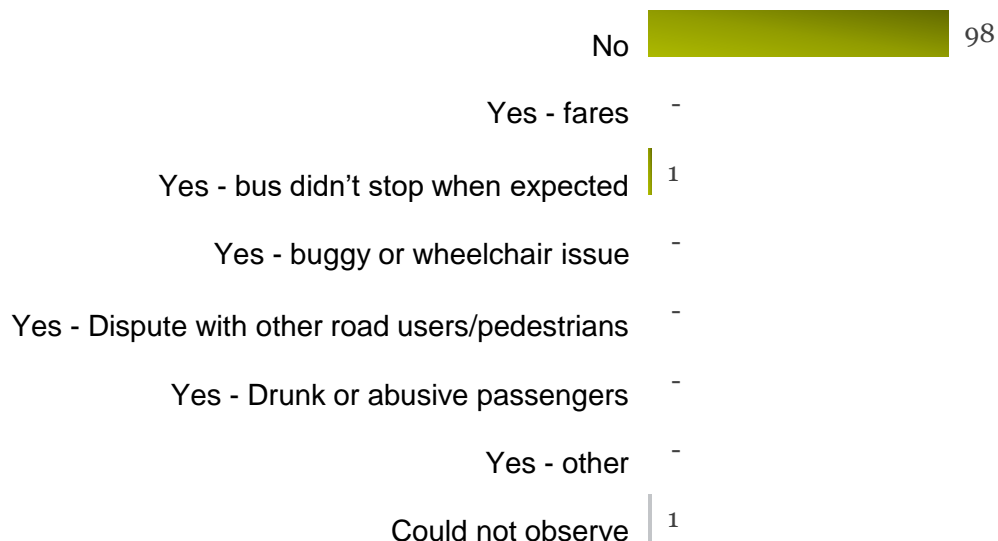


↕↗ = Statistically significant differences are versus Qtr 1 2018 Jan-Mar_{Q1} – Mar-Jun 2018_{Q4}

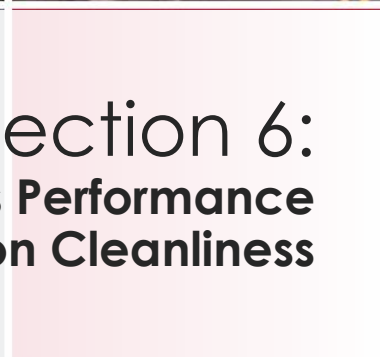
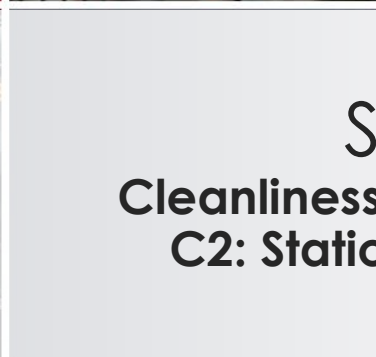
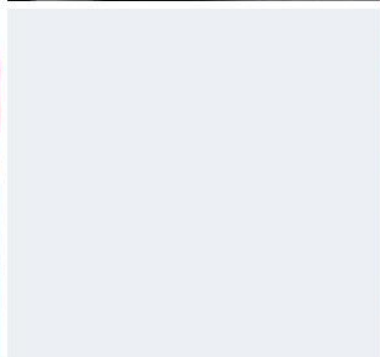
Driver Interaction: There were minimal instances of driver disputes recorded this quarter, mainly due to the bus not stopping when expected. On the other occasions, interviewers were unable to observe the incident at the time.

Base: (150)

Q103 Any Disputes with Passengers / Other Road Users
(150)
%



↕ = Statistically significant differences are versus Qtr 1 2018 Jan-Mar_{Q1} – Mar-Jun 2018_{Q4}



Section 6: Cleanliness Performance C2: Station Cleanliness



Station Seating: The majority of interviewers found the station seats to be free of graffiti or damage, however reports of clean seats have declined versus last quarter.

Base: (37), IF ASKED TO ASSESS A BUS EIREANN STATION Q1A

(5), IF ASKED TO ASSESS BUSÁRAS Q1A

Q1 Graffiti on Station Seats

%

Total
(37)

No graffiti or defacing

86

(80)

Minor graffiti or defacing
Offensive graffiti
Heavy defacing

11

(20)

3

-

Q2 Station Seats Damaged

%

Total
(37)

No visible damage

97

(100)

Minor damage
Moderate damage
Hazardous damage including
seat loose from seat structure

3

-

-

Q3 Cleanliness of Station Seats

%

Total
(37)

Clean

86

(60)

↓ (100) Q4

Significant dust or crumbs
Gum or other ingrained dirt
Wet or soiled

8

(5)

(40)

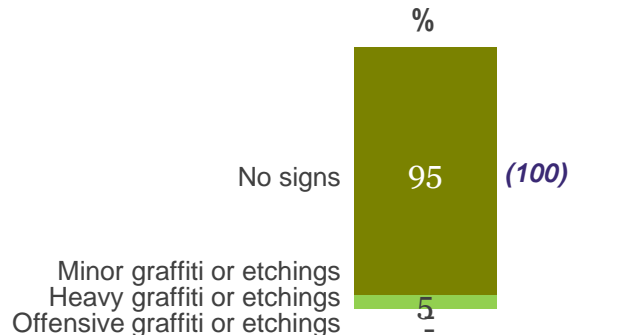
↓↑ = Statistically significant differences are versus Qtr 1 2018 Jan-Mar_{Q1} – Mar-Jun 2018_{Q4}

() = Busáras

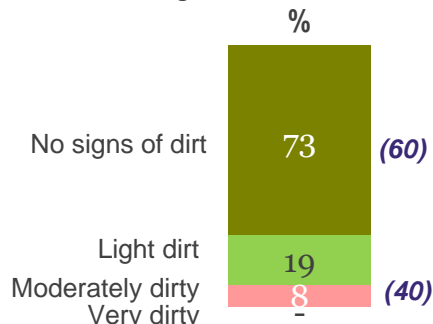
Station Cleanliness: Station walls, floors, ceilings & stairs were found to be generally clean by most interviewers, with only minimal instances of dirt or litter reported.

Base: (37), IF ASKED TO ASSESS A BUS EIREANN STATION Q1A. **Base: (5), IF ASKED TO ASSESS BUSÁRAS Q1A**

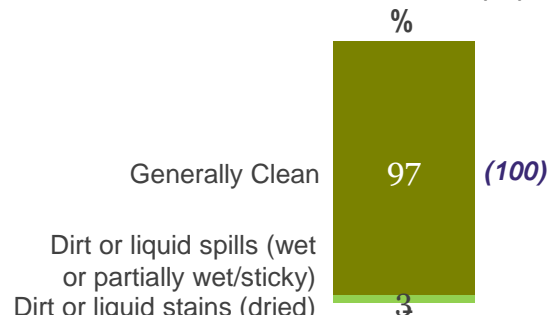
**Q4 Graffiti on Walls, Panels
Ceilings and other Fixtures (37)**



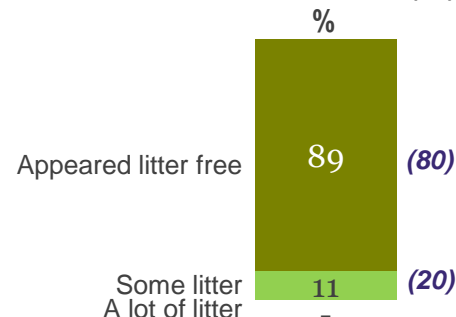
**Q5 Cleanliness of Walls, Panels
Ceilings and other Fixtures (37)**



**Q9 Cleanliness of Station
Floors or Stairs (37)**



**Q10 Litter on Seats,
Floors or Stairs? (37)**



↓↑ = Statistically significant differences are versus Qtr 1 2018 Jan-Mar_{Q1} – Mar-Jun 2018_{Q4}

() = Busáras

*Caution: Small base size

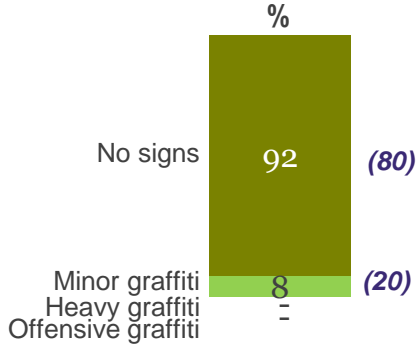
Q4 What best describes level of graffiti or etchings on of walls, panels, ceilings, stairs and other fixtures
Q5 What best describes level of cleanliness of walls panels, ceilings and other fixtures and fittings?

Q9 What best describes level of cleanliness of station floors or stairs?
Q10 Was there litter on station seats, floor or stairs?

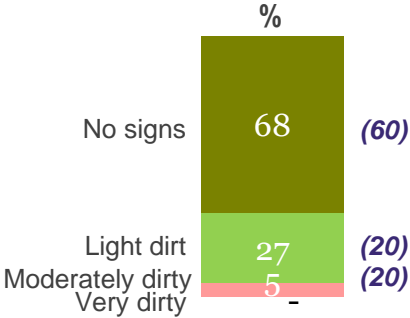
Station Windows and Exterior: Station windows were thought to be free of graffiti or etchings by most interviewers, with dirt reported at light to moderate levels. Outside of the bus station, the majority of interviews reported seeing no litter present.

Base: (37), IF ASKED TO ASSESS A BUS EIREANN STATION Q1A, Base: (4), IF ASKED TO ASSESS BUSÁRAS Q1A

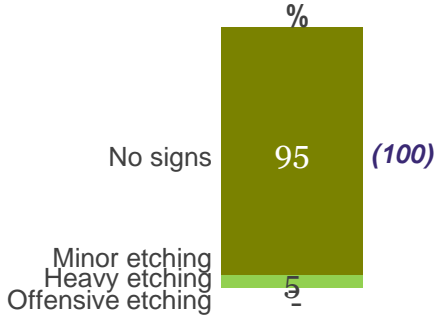
Q6 Graffiti on Station Windows (37)



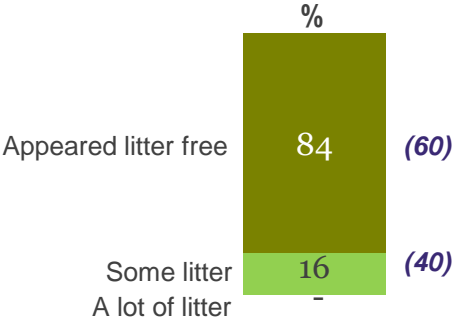
Q8 Cleanliness of Station Windows (37)



Q7 What best describes level of etching on station windows? (37)



Q11 Exterior Litter Free (37)



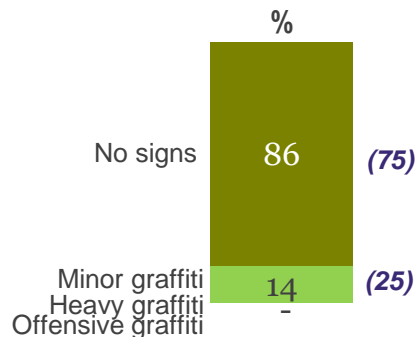
↓↑ = Statistically significant differences are versus Qtr 1 2018 Jan-Mar_{Q1} – Mar-Jun 2018_{Q4}

() = Busáras
*Caution: Small base size

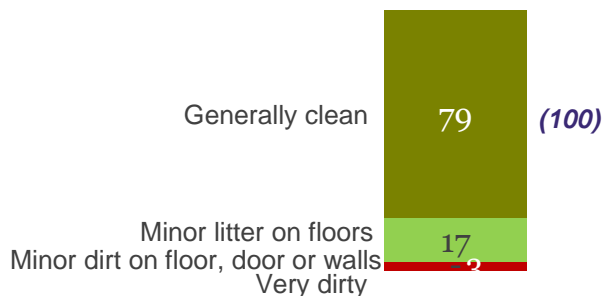
Station Toilets: Station toilets were seen to be generally free of both graffiti and litter by the majority of interviewers, with facilities functioning correctly. Less than 1 in 5 reported some dirt and graffiti at minor levels.

Base: (29), IF TOILETS OPEN Q15/2, **Base: (4), IF TOILETS OPEN BUSÁRAS Q15/2**

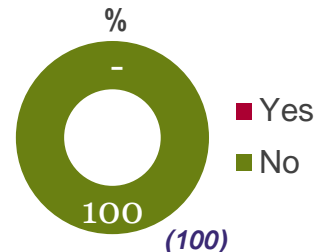
Q16 Graffiti on Toilet Area (29)*



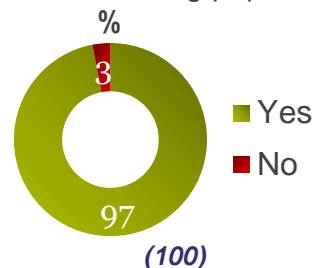
Q17 What best describes cleanliness of toilet area? (29)*



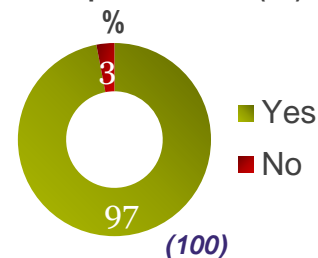
Q18 Toilets Blocked (29)



Q19 Flush Working (29)



Q20 Toilet Paper Available (29)



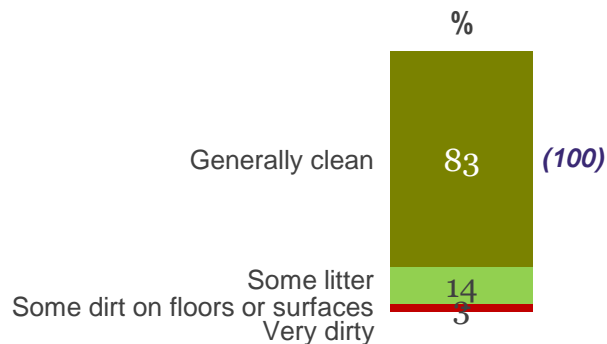
() = Busáras

↓↑ = Statistically significant differences are versus Qtr 1 2018 Jan-Mar_{Q1} – Mar-Jun 2018_{Q4}

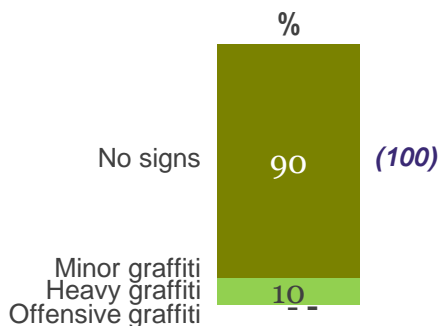
Station Washroom Area: Station washrooms are seen to be generally clean but with some minor instances of litter and graffiti reported. The washroom facilities were thought to be functioning correctly by almost all interviewers.

Base: (29), IF TOILETS OPEN Q15/2, **Base: (4), IF TOILETS OPEN BUSÁRAS Q15/2**

Q21 Cleanliness of Washroom Area (29)*



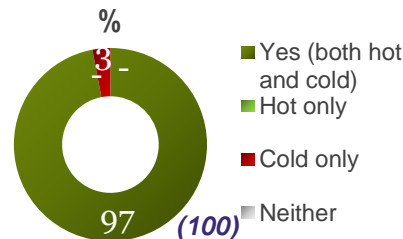
Q22 Graffiti in Washroom Area (29)*



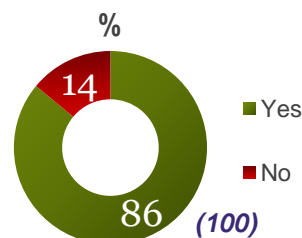
↓↑ = Statistically significant differences are versus Qtr 1 2018 Jan-Mar_{Q1} – Mar-Jun 2018_{Q4}

() = Busáras

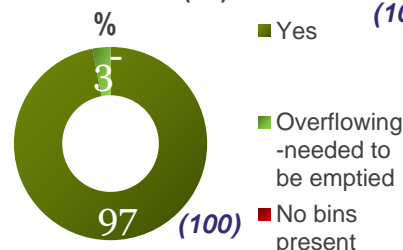
Q23 Washroom Taps (29)



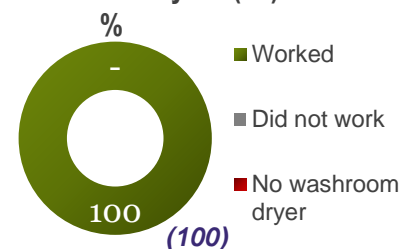
Q24 Soap/Hand Cleanser Available (29)



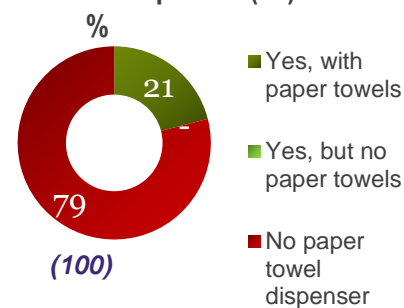
Q27 Bins Clean (29)



Q25 Washroom Dryers (29)



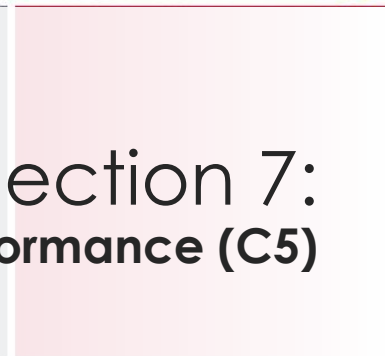
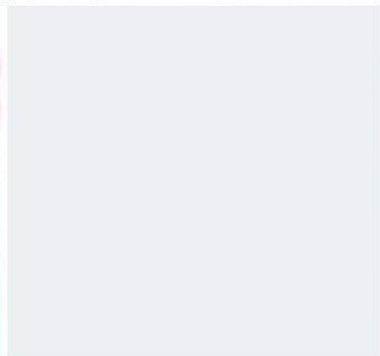
Q26 Paper Towel Dispenser (29)



40 Q21 What best describes cleanliness of washroom area?
Q22 What best describes level of graffiti in washroom area?
Q23 Did the washroom taps you tested work?

Q24 Did the washroom taps you tested work?
Q25 Did the washroom dryer(s) you tested work?
Q26 Was there a paper towel dispenser?

Q27 Were the toilet and washroom bins clean?



Section 7: Customer Service Performance (C5)

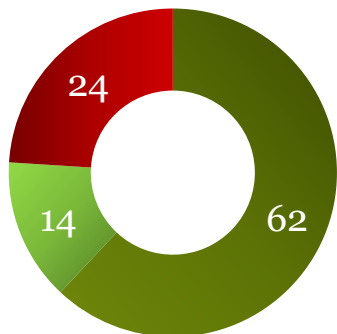


Travel Centre: Of the 37 interviewers who surveyed a bus station, 23 were able to assess the relevant travel centres. Of these, the staff were thought to be polite, professional and friendly and almost all found that the information they were given appeared to be correct

Base: (23), IF TRAVEL CENTRE OPEN Q13A/1

Q12 Travel Centre at Station (37)*

%



■ Yes -open

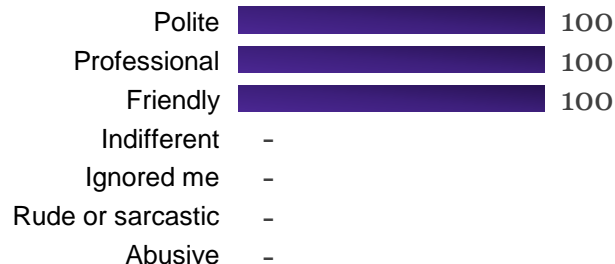
■ Yes - closed*

■ No



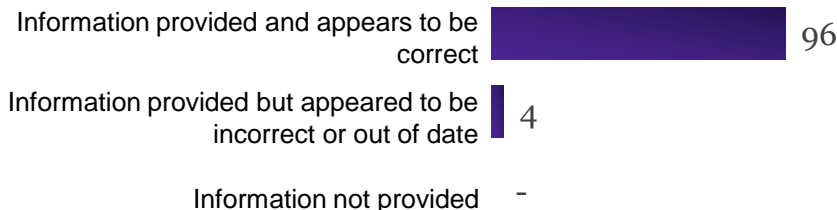
Q13 Travel Centre Assistant Response (23)*

%



Q14 Travel Centre Assistant Provide Correct Information? (23)*

%



* Travel Centres were closed for some weekend interviewing

↓ ↑ = Statistically significant differences are versus Qtr 1 2018 Jan-Mar_{Q1} – Mar-Jun 2018_{Q4}