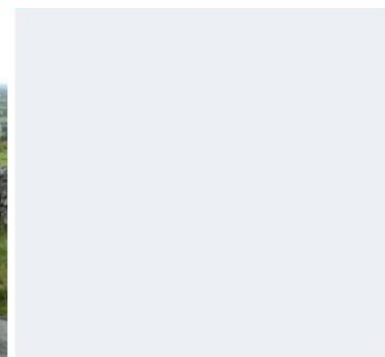


NTA Mystery Shops Bus Éireann Quarter 2 2019

41300621



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’.



140 mystery shops on Bus Éireann busses and 31 mystery shops on bus stations were conducted from early March to mid June 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.



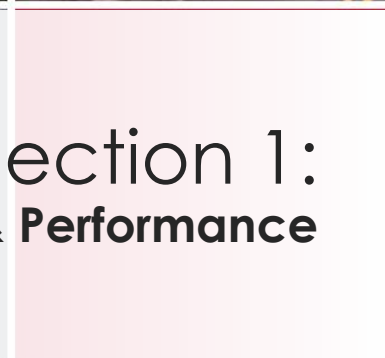
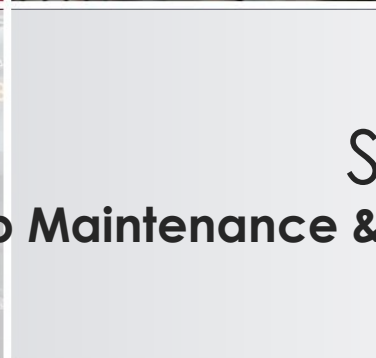
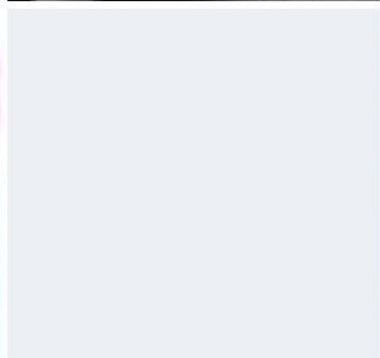
The mystery shops were carried out by trained Kantar Millward Brown interviewers, and has been ongoing since 2016. These interviewers use portable HAPI (HandHeld Personal Interviewing) devices which enable both discreet and effective interviewing before, when boarding, on board the buses and after alighting.



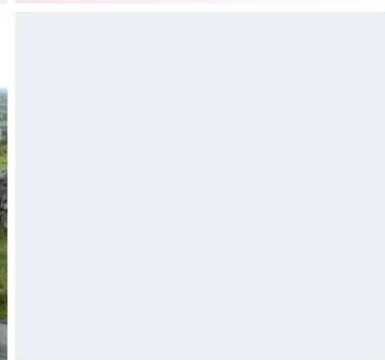
Quarter 2 2019: 26th March – 18th June 2019



We have used the following symbols to indicate significant differences versus previous quarter i.e. Qtr 1 Jan – March 2019_{Q1} or year on year changes for same quarter last year i.e. Qtr 2 March – June 2018_{Q2}



Section 1: Stop Maintenance & Performance

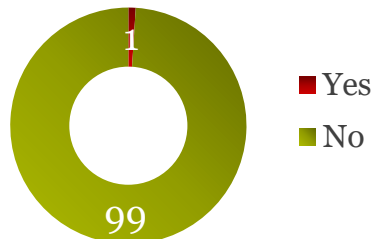


Advertising on Shelter or Bus Stop: There were very limited instances of commercial advertising present at bus stops/shelters this quarter

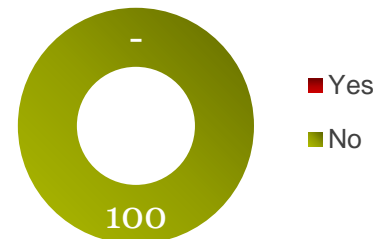
Base: (67) IF YES TO BUS SHELTER Q30/1 / (52) YES TO BUS STOP POLE AND FLAG Q29/1

38% observed a Bus Stop Pole & 49% observed a shelter at the stop

Q37 Additional Commercial Advertising on Shelter Glass (70)%



**Q38 Third Party Commercial Advertising on Bus Stop Pole (52)
%**



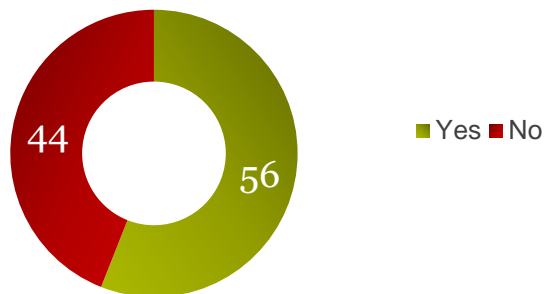
↓↑ = Statistically significant differences are versus Qtr 2 Mar - Jun 2018_{Q2}, Qtr 1 Jan - Mar 2019_{Q1}

Timetable: Just over half of interviewers noted a printed timetable present on the bus stop pole, in line with last quarter.

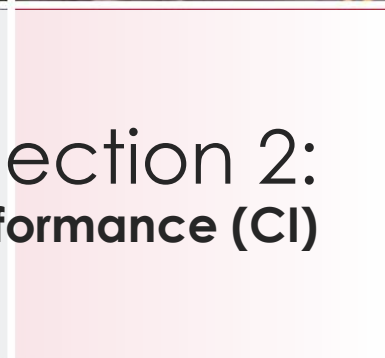
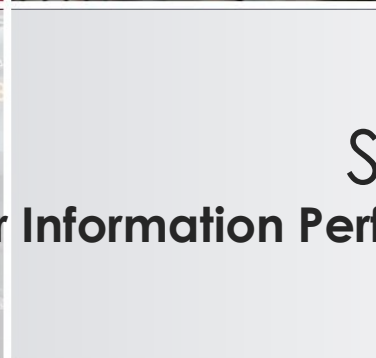
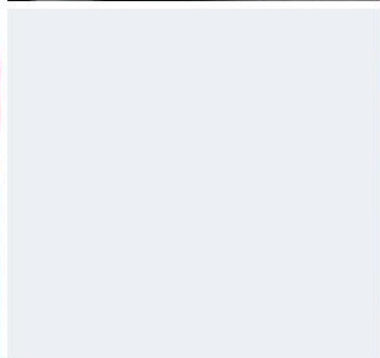
Base: (52) IF YES TO BUS STOP POLE AND FLAG Q29/1

Q34 Printed Timetable Present (52)

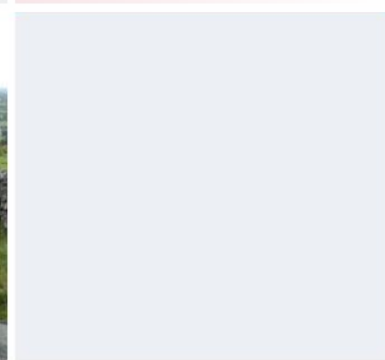
%



↓↑ = Statistically significant differences are versus Qtr 2 Mar - Jun 2018_{Q2}, Qtr 1 Jan - Mar 2019_{Q1}



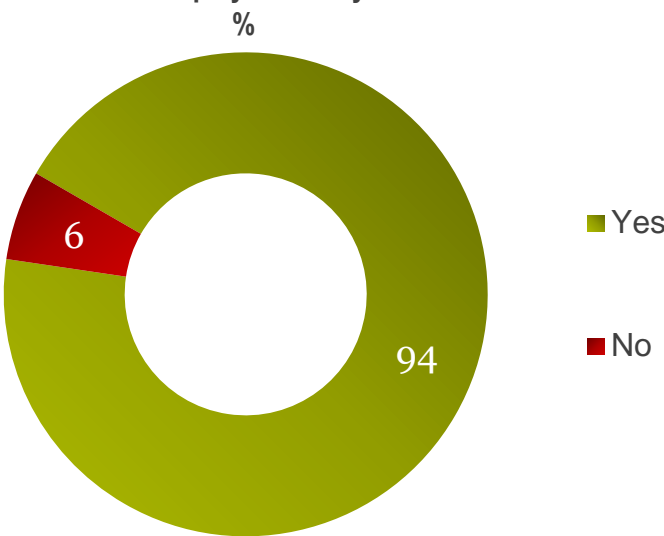
Section 2: Customer Information Performance (CI)



Fares Displayed: Almost all had fares were displayed clearly at the entrance to the bus

Base: (107), Routes with Fares Displayed at the Entrance* (amended Q3'16)

Q50 Were the fares displayed clearly at the entrance?

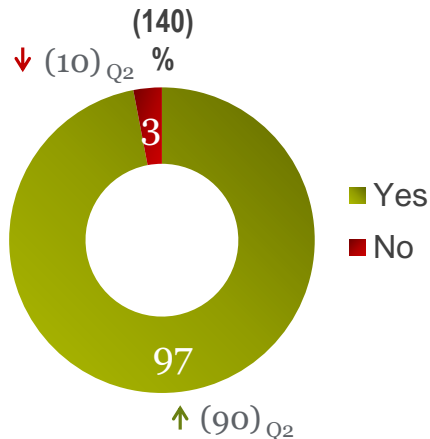


↕ = Statistically significant differences are versus Qtr 2 Mar - Jun 2018_{Q2}, Qtr 1 Jan - Mar 2019_{Q1}

Timetable: 7 in 10 bus stop numbers were visible on bus stop poles, half of these has printed timetables, but only 45% of these had a legible operative date

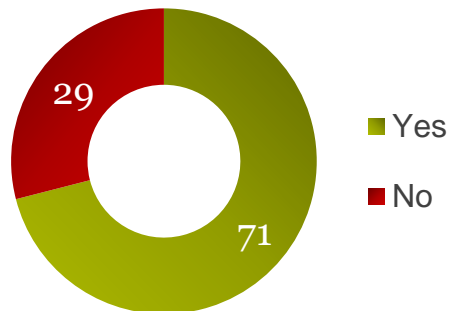
Base: (140)

Q28 Did you have time to assess bus stop before arrival of bus



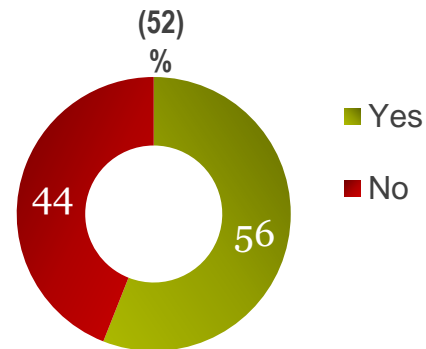
Q32 Bus Stop Number Visible

(52) %



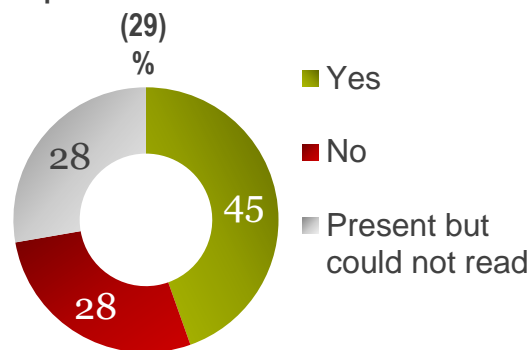
Q34 Printed Timetable Present

(52) %

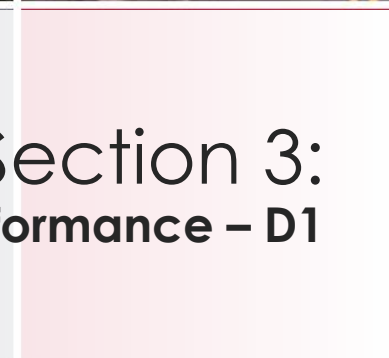
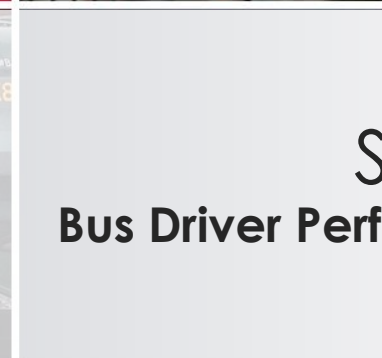
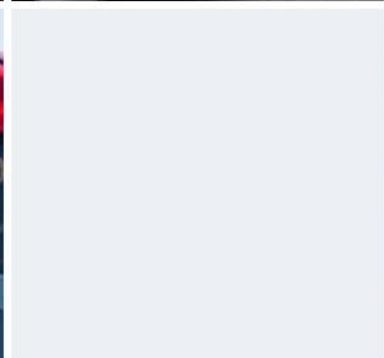


Q36 Operative Date Present

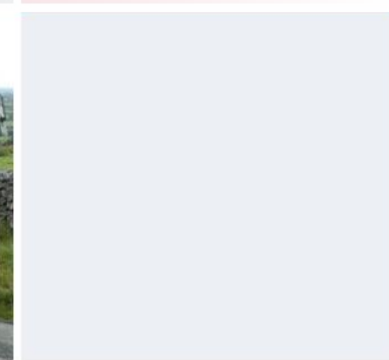
(29) %



↓↑ = Statistically significant differences are versus Qtr 2 Mar - Jun 2018_{Q2}, Qtr 1 Jan - Mar 2019_{Q1}



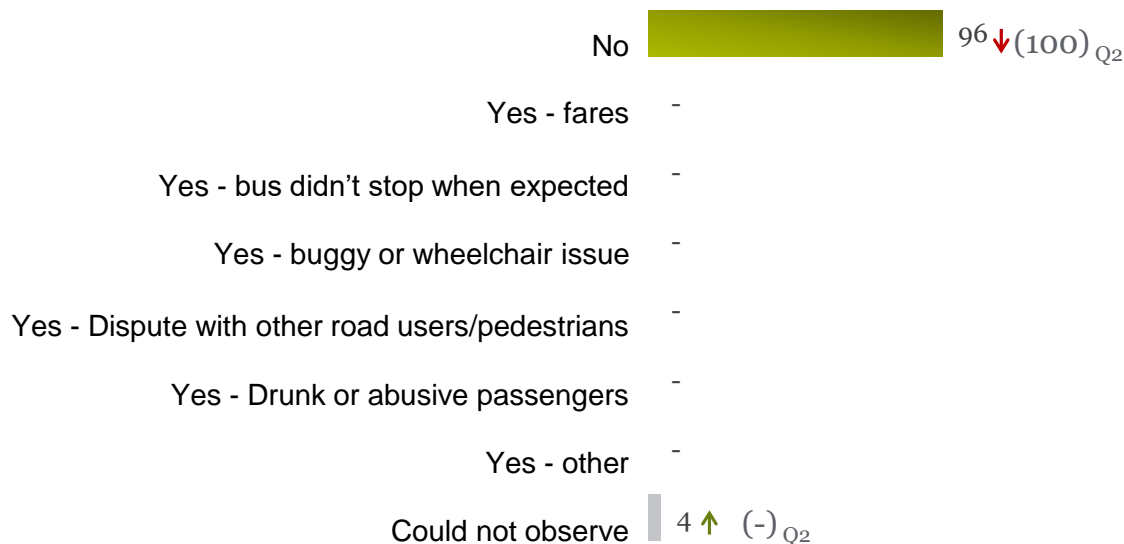
Section 3: Bus Driver Performance – D1



Driver Interaction: There were minimal instances of any disputes with passengers or other road users but the details were not observed

Base: (140)

Q103 Any Disputes with Passengers/ Other Road Users (140) %



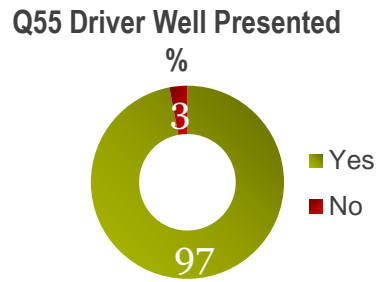
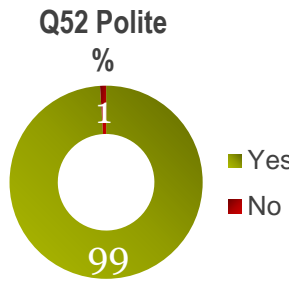
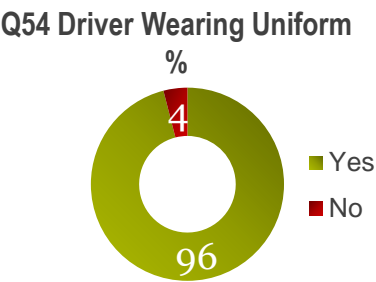
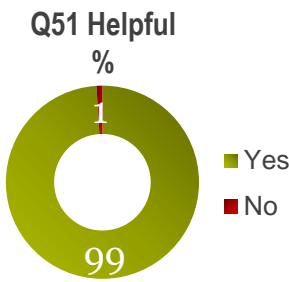
↓↑ = Statistically significant differences are versus Qtr 2 Mar - Jun 2018_{Q2}, Qtr 1 Jan - Mar 2019_{Q1}

Driver Assessment: Drivers continue to be very positively regarded in terms of both attitude & presentation

Base: (140)

Questions to Driver

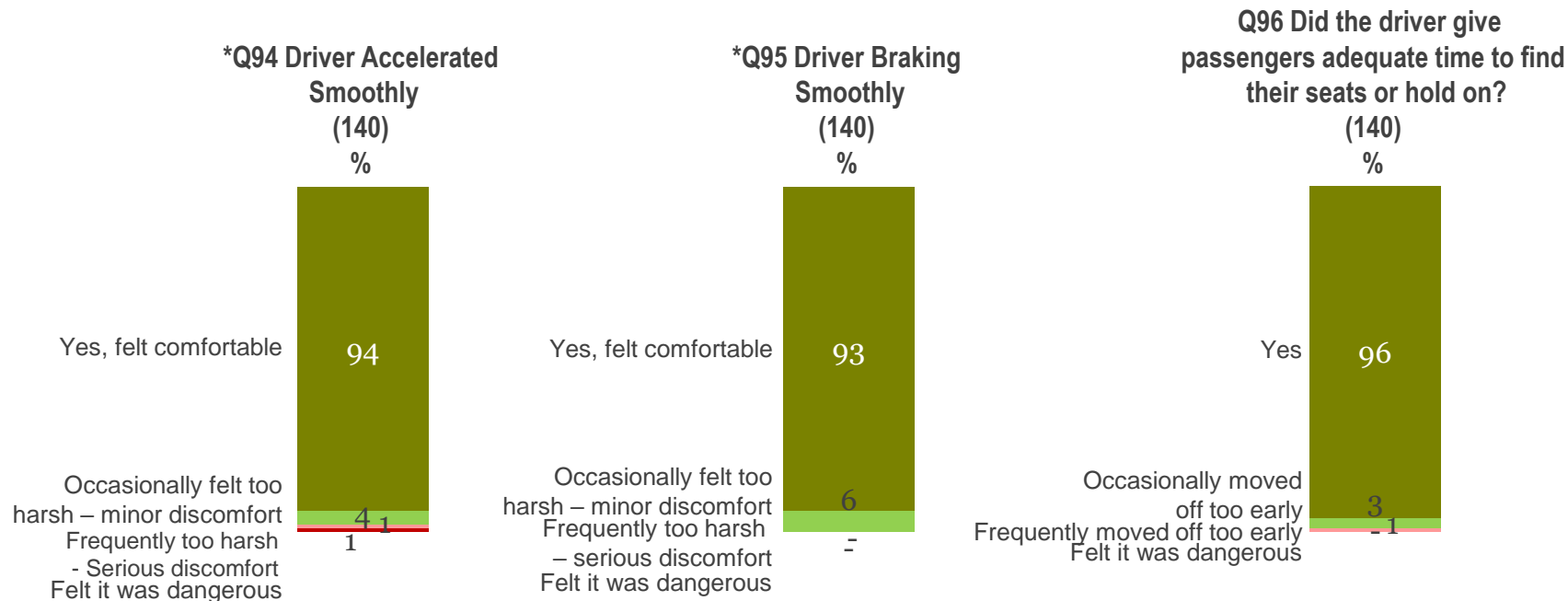
- How much is it to ____?
- Can I pay with a note?
- Does this bus go to ____?



↓↑ = Statistically significant differences are versus Qtr 2 Mar - Jun 2018_{Q2}, Qtr 1 Jan - Mar 2019_{Q1}

Bus Safety: Encouragingly, almost all interviewers reported comfortable journeys with only minor instances of harsh braking, accelerating & moving off too early; nobody felt it was dangerous

Base: (140)



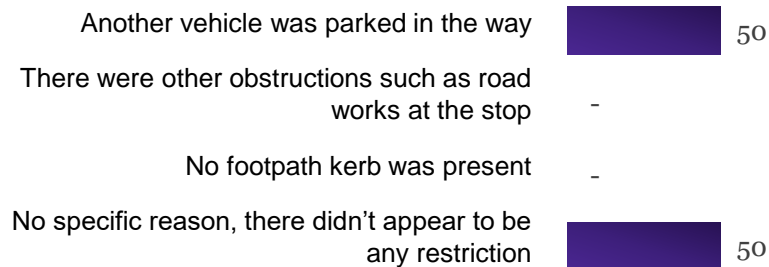
↓↑ = Statistically significant differences are versus Qtr 2 Mar - Jun 2018_{Q2}, Qtr 1 Jan - Mar 2019_{Q1}

When Getting on the Bus: Of the 4 instances where the bus did not pull up to the kerb for boarding passengers, in 2 of these cases a vehicle was parked in the way. Where the bus did not pull up to the kerb for alighting passengers, there was a specific reason in 3 of these 4 cases

Base: (140)

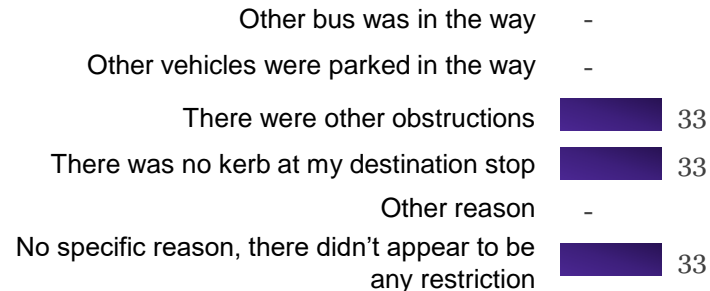
Q62 Why Not Pulled to Kerb (4) Boarding

%



Q93 Why Not Pulled to Kerb (3) Alighting

%

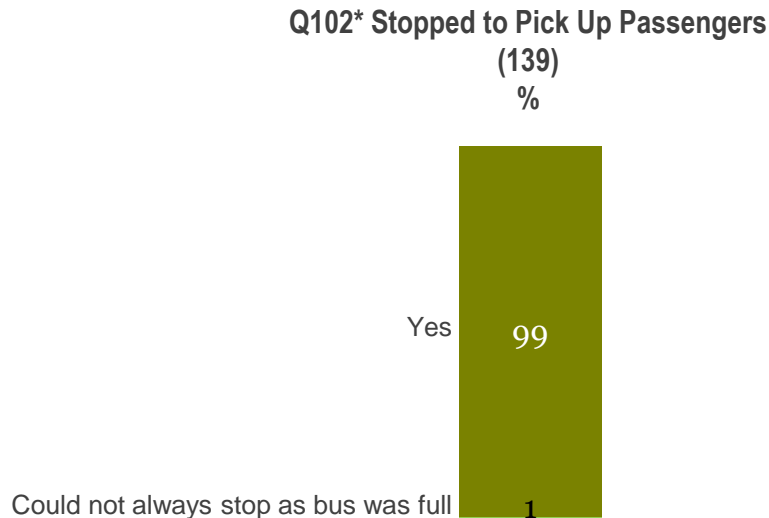


↓↑ = Statistically significant differences are versus Qtr 2 Mar - Jun 2018_{Q2}, Qtr 1 Jan - Mar 2019_{Q1}

Q92 Did the bus pull up to the kerb at the bus stop sufficiently to allow passengers board and alight from the bus?
Q93 Why did the bus not pull up to the kerb??

Driver Actions: Virtually all drivers stopped to pick up passengers when signalled to do so, on the very rare occasion they didn't there was no specific reason.

Base: (139), ALL EXCLUDING THOSE NOT REQUESTED TO STOP



↕ = Statistically significant differences are versus Qtr 2 Mar - Jun 2018_{Q2}, Qtr 1 Jan - Mar 2019_{Q1}

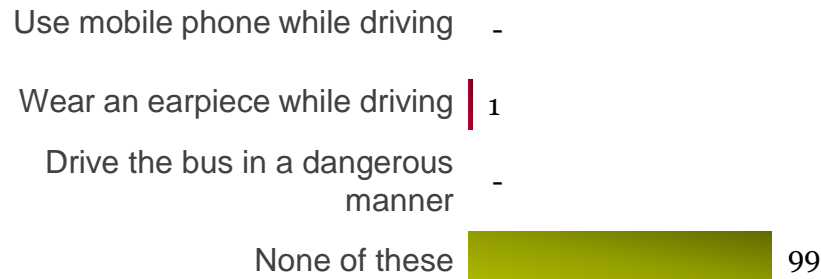
* Question rebased off those whose bus stopped to pick up passengers

Driver Behaviour: The behaviour of the drivers was very positively regarded overall with very minimal mentions of wearing an ear piece. There has been a small decline in the no of drivers listening to music/radio while driving, now at 14%. Most did not hold long conversations with others such as staff or passengers

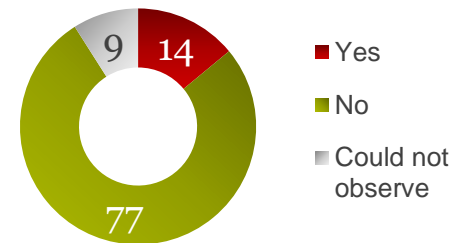
Base: (140)

**Q97 Did Bus Driver do
Any of the Following**

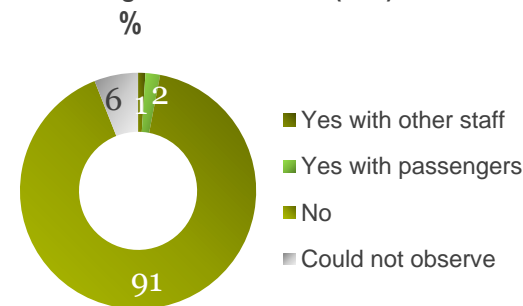
(140)
%



Q98 Driver Listening to Music/Radio (140)



Q99 Driver Hold Long Conversations (140)

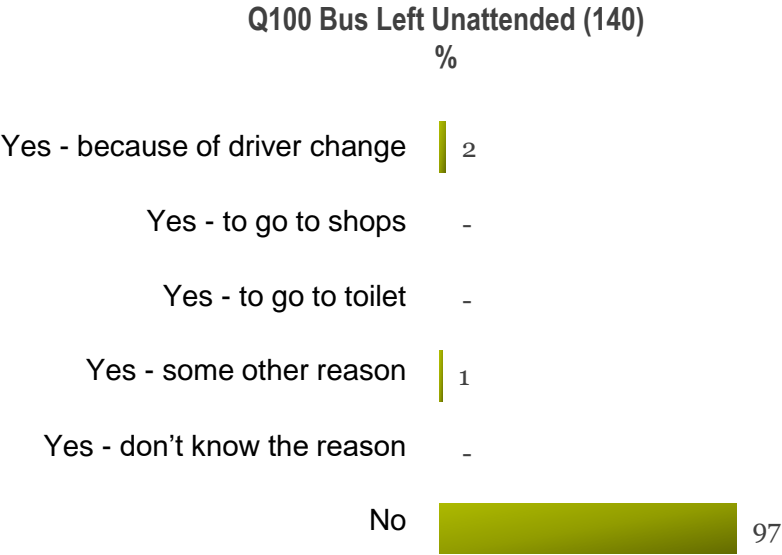


↓↑ = Statistically significant differences are versus Qtr 2 Mar - Jun 2018_{Q2}, Qtr 1 Jan - Mar 2019_{Q1}

Q97	Did the bus driver do any of the following while driving?
Q98	Did the driver listen to music or the radio whilst driving?
Q99	Did the driver hold long conversations with other people on the bus while driving?

Leave Bus Unattended: there were minimal mentions of the bus being left unattended for driver change or other reason

Base: (140)



“When bus arrived in Cork Merchants Quay and before other passengers got on, driver stepped outside bus for a cigarette.”

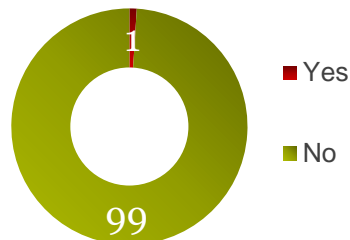
“Because Driver Finished Work”

↕ = Statistically significant differences are versus Qtr 2 Mar - Jun 2018_{Q2}, Qtr 1 Jan - Mar 2019_{Q1}

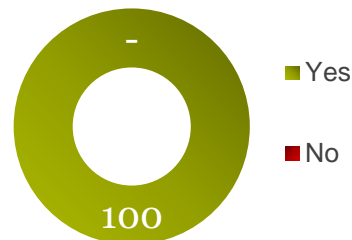
Diversion or Terminated Early: For the one instance when the bus was diverted or terminated early the reason was shouted out to passengers.

Base: (140)

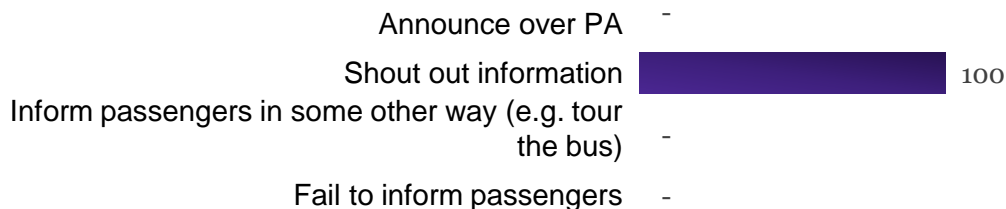
Q107 Bus Diverted/Terminated Early



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

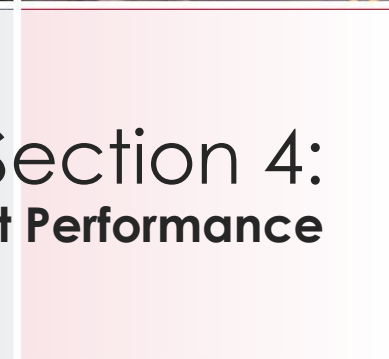
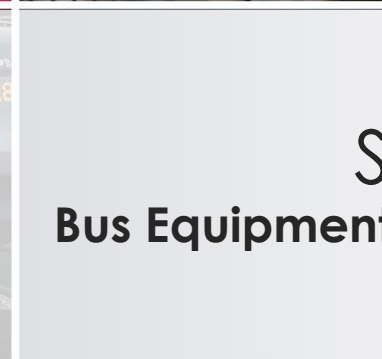
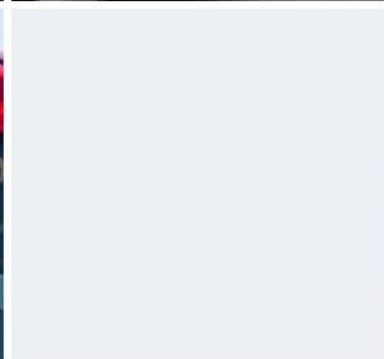


Q108 If Bus Diverted/Terminated Early (1)

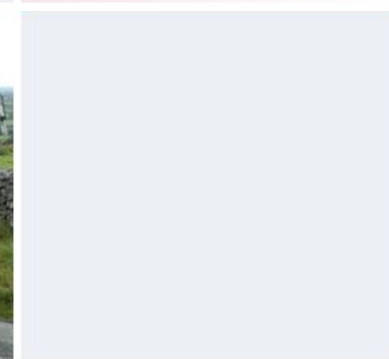


"Driver asked passengers for their destination. All passengers were going to (destination) so driver said we would go directly there. Traffic was slow, stationery at times. The driver referred to Road works on a Friday. Therefore the bus journey the interviewer shopped went directly from Town Centre (Markievicz Rd) to where the interviewer alighted at destination (opposite Village Inn.)"

↓↑ = Statistically significant differences are versus Qtr 2 Mar - Jun 2018_{Q2}, Qtr 1 Jan - Mar 2019_{Q1}



Section 4: Bus Equipment Performance

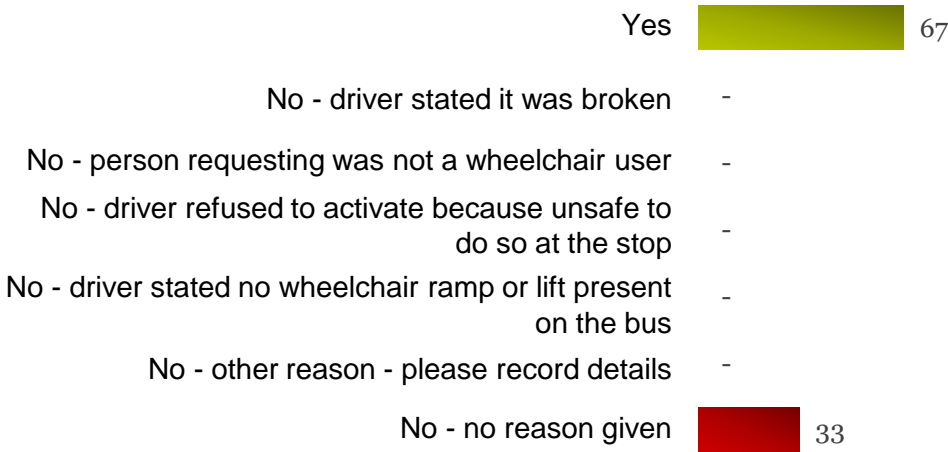


Wheelchair Ramp/Lift: Of the 4 times the wheelchair ramp was request, two were not activated and no reason was given.

Base: (140), If yes to WHEELCHAIR RAMP OR LIFT REQUEST Q105 (2)

Q106 Wheelchair Ramp/Lift Activated Upon Request (3)

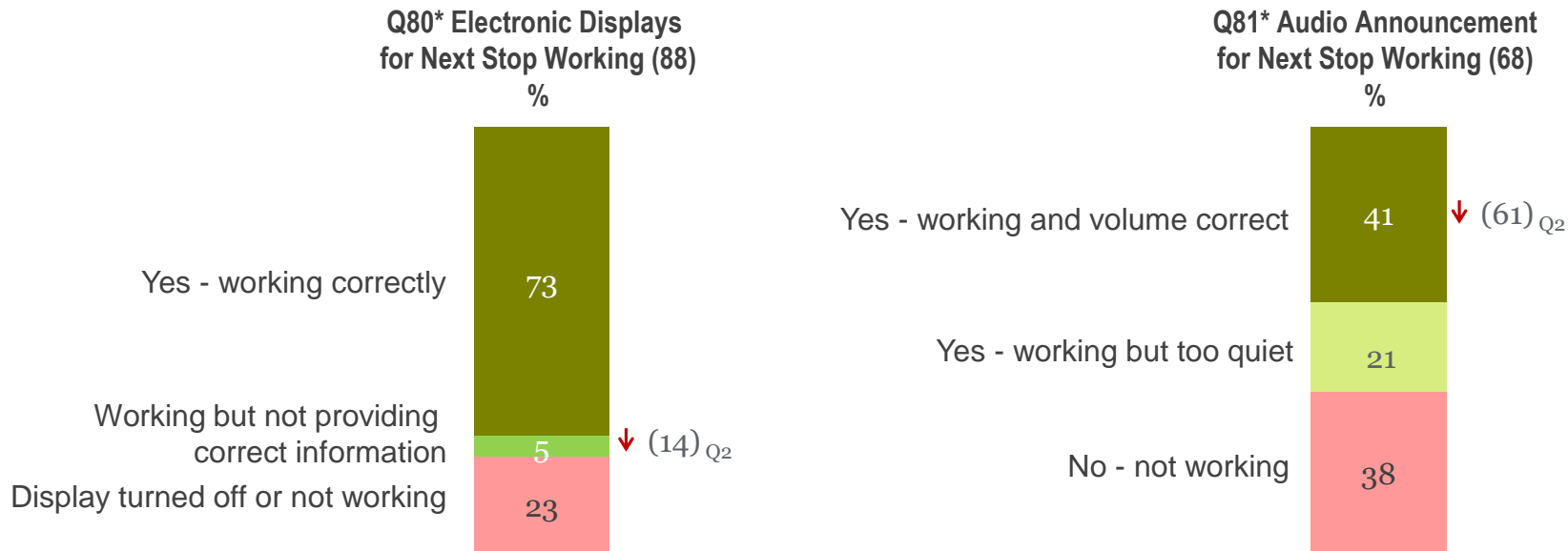
%



↓↑ = Statistically significant differences are versus Qtr 2 Mar - Jun 2018_{Q2}, Qtr 1 Jan - Mar 2019_{Q1}

Electronic Displays & Announcements: When an electronic next stop display was present, almost three quarters were working correctly, a quarter were turned off/not working & only 4% were not providing correct details, significantly reduced down a year ago. As many audio announcements were not working as were working correctly, the later significantly down from this time last year

Base: (88), ALL WHO COULD SEE A DISPLAY / HEAR AN ANNOUNCEMENT (68)



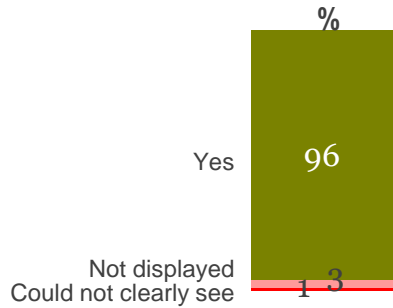
↓↑ = Statistically significant differences are versus Qtr 2 Mar - Jun 2018_{Q2}, Qtr 1 Jan - Mar 2019_{Q1}

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

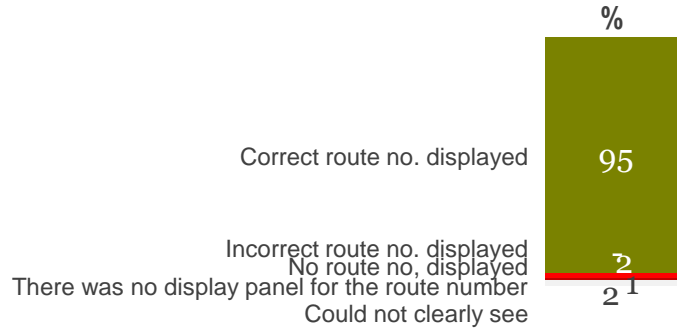
Route Number and Destination Visible: Almost all (95%+) of buses had both route and destination numbers on the front, side and rear of the bus and destination on the front.

Base: (140)

Q43 Route No. on Front (140)

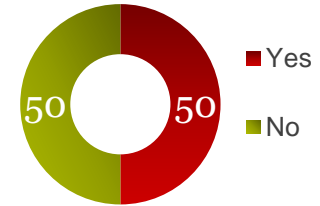


Q45 Route No. on Side (140)

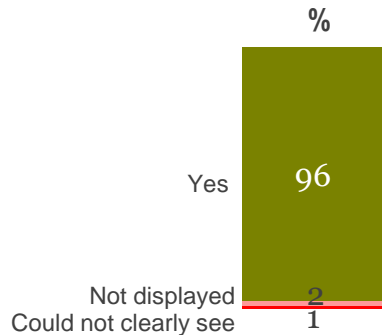


* = Small Base Size
** = Q added in Q2 2018

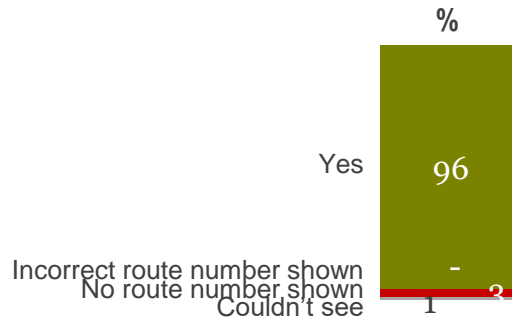
****Q45a Replacement Bus (4)**



Q44 Destination on Front (140)



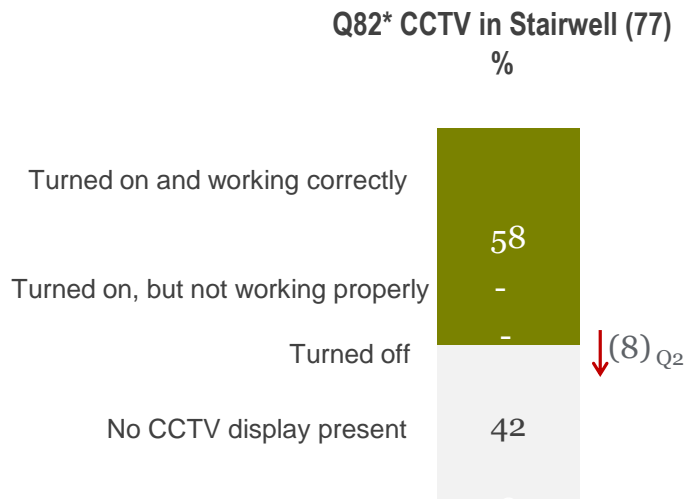
Q87 Route No. on Back (140)



↓↑ = Statistically significant differences are versus Qtr 2 Mar - Jun 2018_{Q2}, Qtr 1 Jan - Mar 2019_{Q1}

CCTV: Three in five of CCTV screens in the stairwell were turned on and working correctly. There were no records of screens turned on and not working properly or turned off. 41% had no CCTV display

Base: (77), ALL EXCLUDING NO STAIRWELL / SINGLE DECK

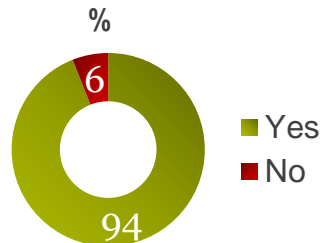


↓↑ = Statistically significant differences are versus Qtr 2 Mar - Jun 2018_{Q2}, Qtr 1 Jan - Mar 2019_{Q1}

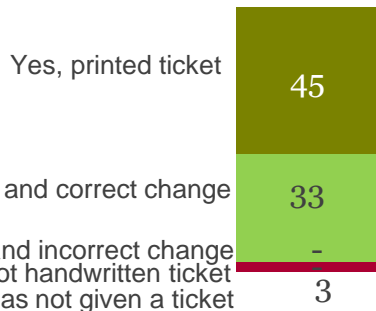
* Question rebased off those who could see a CCTV display

Fare Payment: Almost all cash ticket machines & all Leap Card readers were working correctly. The majority of cash payers received either a printed ticket or the correct change, with minimal instances of receiving incorrect change occurring. Significantly less than last year were able to see what fare they were charged on their Leap card (64%)

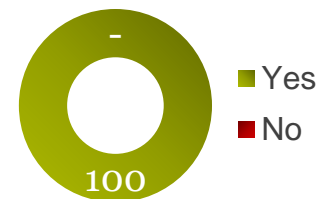
Q56 Cash Fare (80)
If Cash Fare at R5
Ticket Machine Working Correctly



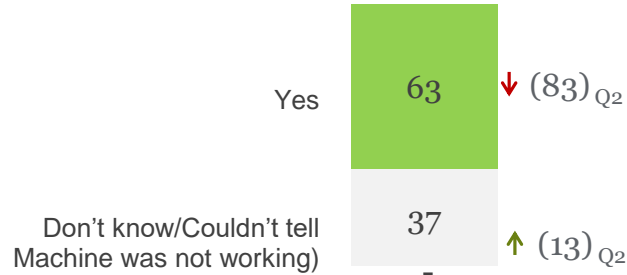
Q57b Cash Fare
If Cash Fare at R5
Given Printed Ticket/Change Receipt (80)



Q58b* Leap Card Reader Present
at Driver Working Correctly (60)



Q59b* Leap Card Reader at Driver
See Fare Charged (60)

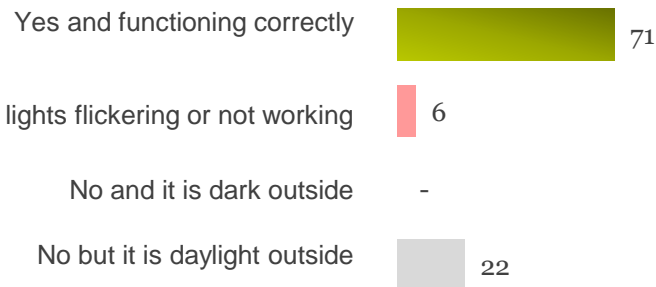


↕ = Statistically significant differences are versus Qtr 2 Mar - Jun 2018_{Q2}, Qtr 1 Jan - Mar 2019_{Q1}

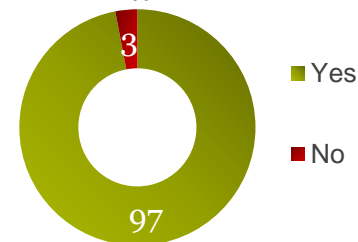
Interior Lighting and Temperature: 7 in 10 reported interior lighting to be functioning correctly when needed, with minimal instances of lights flickering/not working. Almost all interviewers found the on-board temperatures on the buses to be reasonable, with minimal issues

Base: (140)

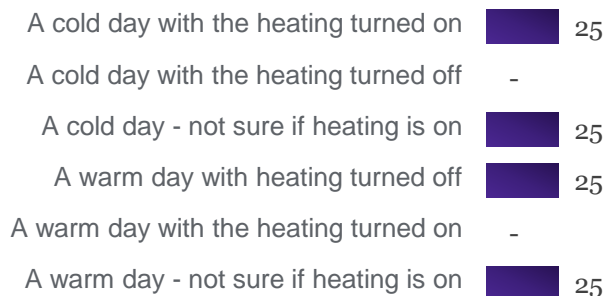
Q83 Interior Lighting (140)
%



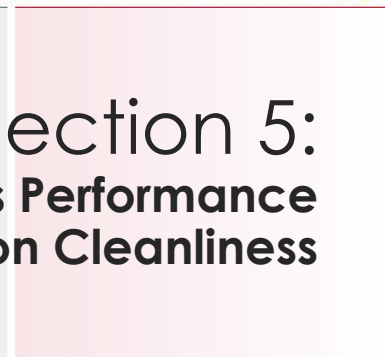
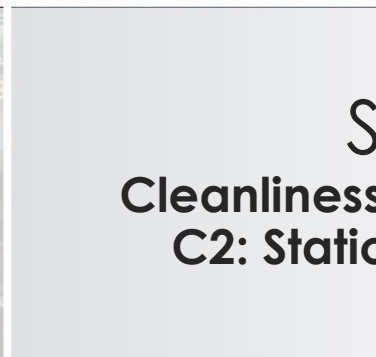
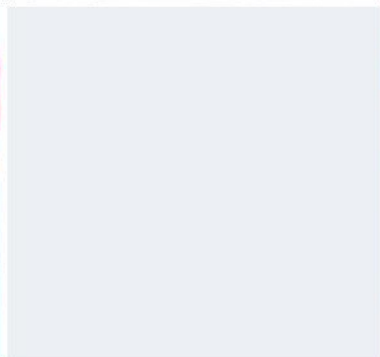
Q84 Temperature Reasonable (140)
%



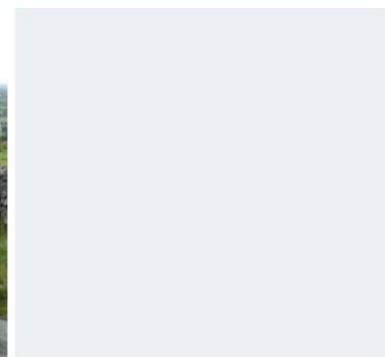
Q85 Why Temperature Not Reasonable (4)
%



↓↑ = Statistically significant differences are versus Qtr 2 Mar - Jun 2018_{Q2}, Qtr 1 Jan - Mar 2019_{Q1}



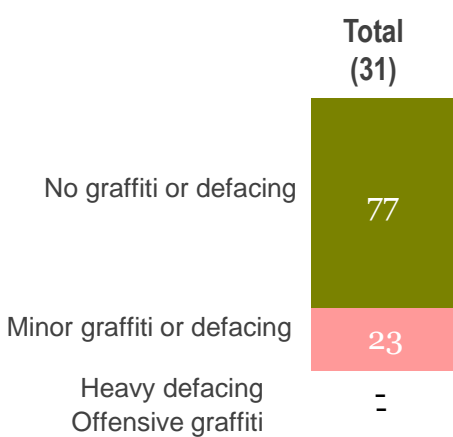
Section 5: Cleanliness Performance C2: Station Cleanliness



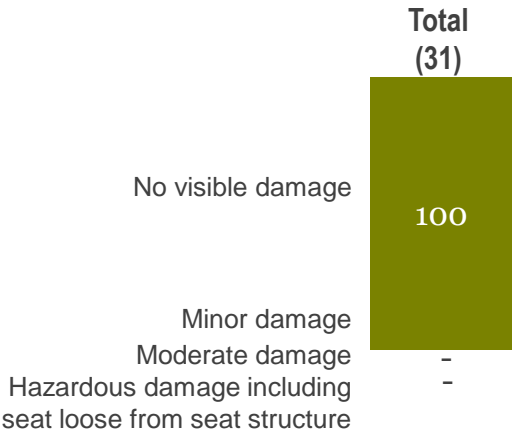
Station Seating: Station seats showed no visible damage and in most cases were clean with only minimal mentions of dust, crumbs and ingrained dirt. Just under one in five saw minor graffiti or defacing on seats.

Base: (31), IF ASKED TO ASSESS A BUS EIREANN STATION Q1A
(4), IF ASKED TO ASSESS BUSÁRAS Q1A

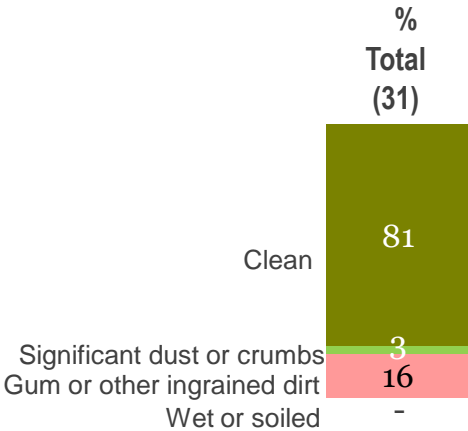
Q1 Graffiti on Station Seats %



Q2 Station Seats Damaged %



Q3 Cleanliness of Station Seats %



↓↑ = Statistically significant differences are versus Qtr 2 Mar - Jun 2018_{Q2}, Qtr 1 Jan - Mar 2019_{Q1}

*Caution: Small base size

Station Cleanliness: Station walls, panels and ceiling were found in the main to be graffiti free and generally clean, however there was some light and moderate dirt and one mention of very dirty. Floors were also generally clean with minimal mentions of spills and litter.

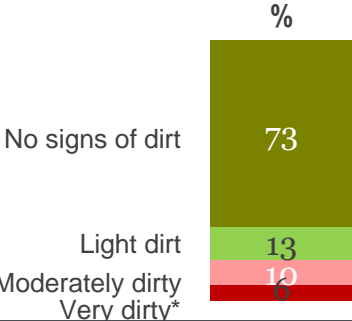
Base: (31), IF ASKED TO ASSESS A BUS EIREANN STATION Q1A. Base: (4), IF ASKED TO ASSESS BUSÁRAS Q1A

**Q4 Graffiti on Walls, Panels
Ceilings and other Fixtures (31)**

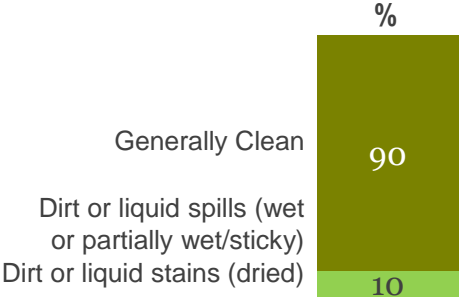


**Q5 Cleanliness of Walls, Panels
Ceilings and other Fixtures (31)**

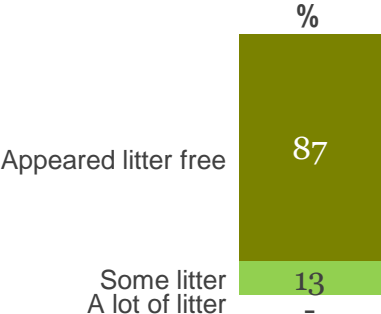
*Busáras and
Sligo deemed
very dirty



**Q9 Cleanliness of Station
Floors or Stairs (31)**



**Q10 Litter on Seats,
Floors or Stairs? (31)**



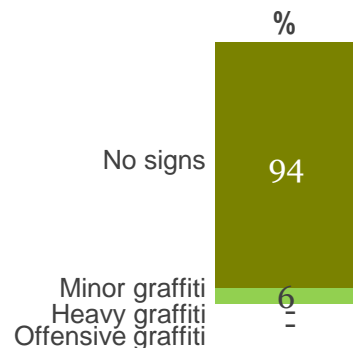
↕↗ = Statistically
significant differences
are versus Qtr 2 Mar -
Jun 2018_{Q2}, Qtr 1
Jan - Mar 2019_{Q1}

*Caution: Small base size

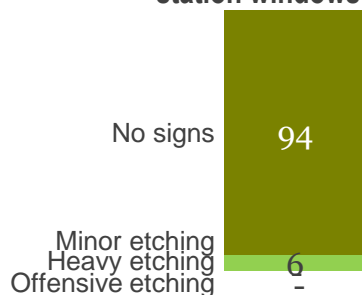
Station Windows and Exterior: Station windows were though to be kept in good condition with very limited graffiti and etchings, with some mentions of lights and moderate direct and Busaras rated as very dirty on one occasion. Outside of the bus station, the majority were seen as litter free with a quarter seeing some litter and one mention of a lot of litter for Sligo

Base: (31), IF ASKED TO ASSESS A BUS EIREANN STATION Q1A, Base: (4), IF ASKED TO ASSESS BUSÁRAS Q1A

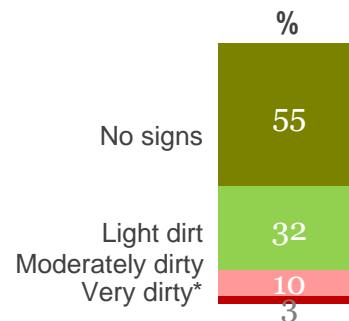
Q6 Graffiti on Station Windows (31)



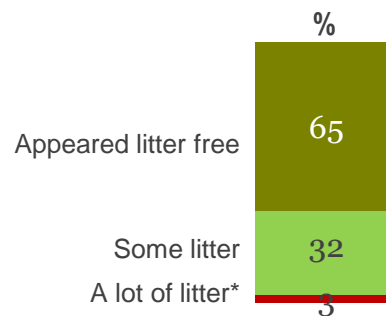
Q7 What best describes level of etching on station windows? (31)



Q8 Cleanliness of Station Windows (31)



Q11 Exterior Litter Free (31)



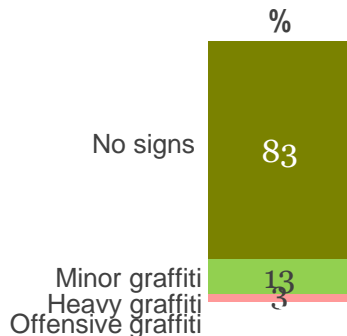
↓↑ = Statistically significant differences are versus Qtr 2 Mar - Jun 2018_{Q2}, Qtr 1 Jan - Mar 2019_{Q1}

*Caution: Small base size

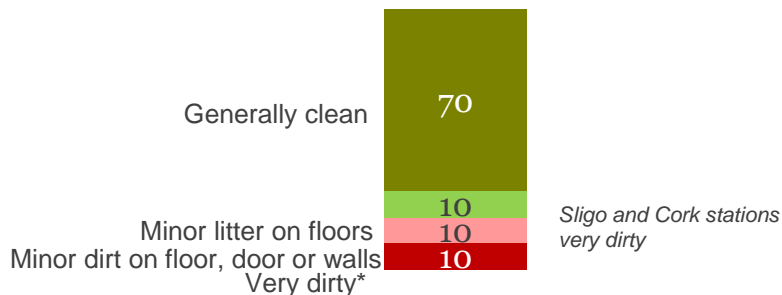
Station Toilets: Station toilets were seen to be generally graffiti free with only a few mentions of minor of heavy graffiti. 7 in 10 toilets were deemed clean, with some minor litter on floor but also some mentions of minor dirt or very dirty for Sligo and Cork. There were a few mentions of toilets being blocked or no toilet paper available

Base: (30), IF TOILETS OPEN Q15/2, Base: (4), IF TOILETS OPEN BUSÁRAS Q15/2

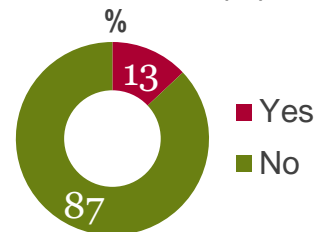
Q16 Graffiti on Toilet Area (30)



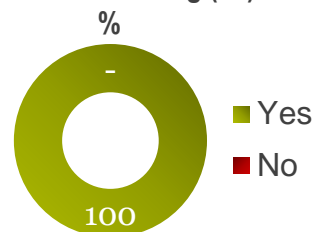
Q17 What best describes cleanliness of toilet area? (30)



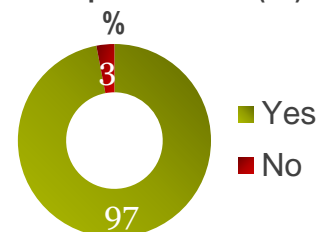
Q18 Toilets Blocked (30)



Q19 Flush Working (30)



Q20 Toilet Paper Available (30)



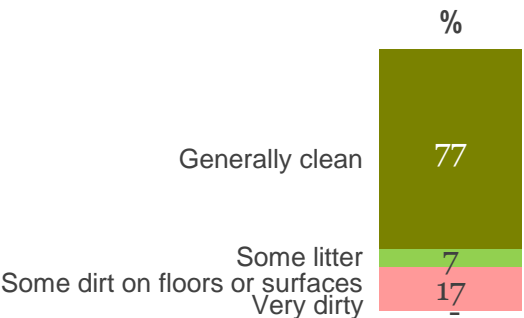
↓↑ = Statistically significant differences are versus Qtr 2 Mar - Jun 2018_{Q2}, Qtr 1 Jan - Mar 2019_{Q1}

*Caution: Small base size

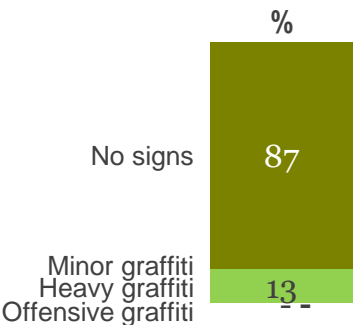
Station Washroom Area: Station washrooms are seen to be generally clean but with some instances of litter, dirt and minor graffiti. The washroom facilities were thought to be functioning correctly in the majority of cases

Base: (30), IF TOILETS OPEN Q15/2, Base: (4), IF TOILETS OPEN BUSÁRAS Q15/2

Q21 Cleanliness of Washroom Area (30)

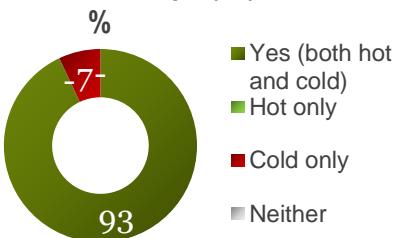


Q22 Graffiti in Washroom Area (30)

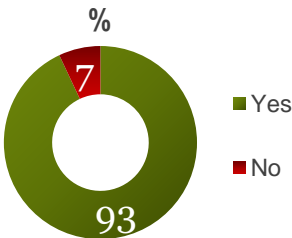


↓↑ = Statistically significant differences are versus Qtr 2 2019 Mar-Jun_{Q2} – Jan-Mar 2018_{Q1}

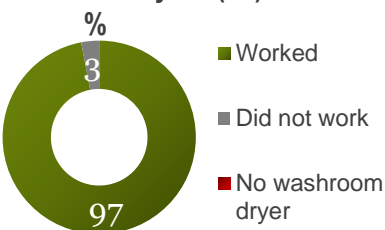
Q23 Washroom Taps (30)



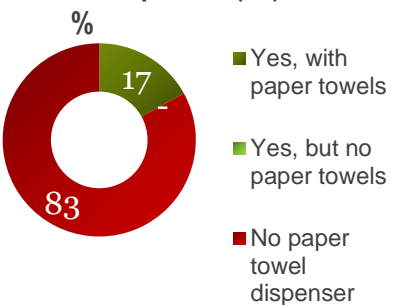
Q24 Soap/Hand Cleanser Available (30)



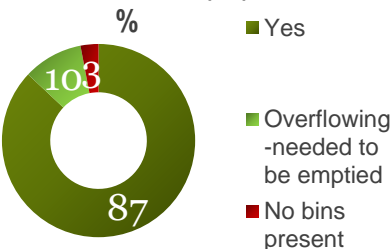
Q25 Washroom Dryers (30)



Q26 Paper Towel Dispenser (30)

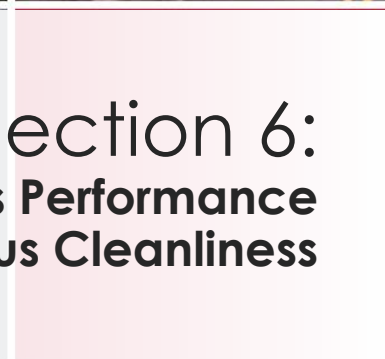
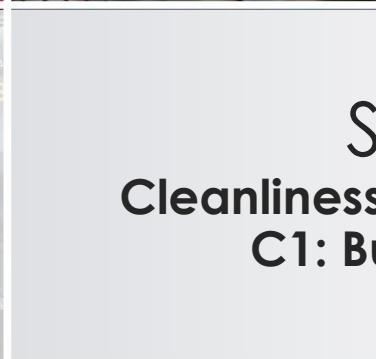
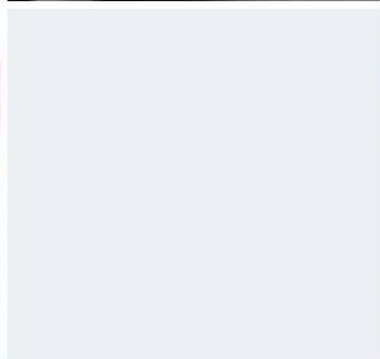


Q27 Bins Clean (30)

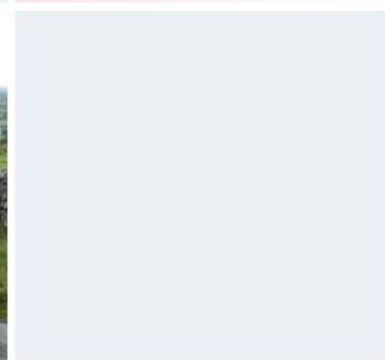


*Caution: Small base size

36	Q21	What best describes cleanliness of washroom area?	Q24	Did the washroom taps you tested work?	Q27	Were the toilet and washroom bins clean?
	Q22	What best describes level of graffiti in washroom area?	Q25	Did the washroom dryer(s) you tested work?		
	Q23	Did the washroom taps you tested work?	Q26	Was there a paper towel dispenser?		

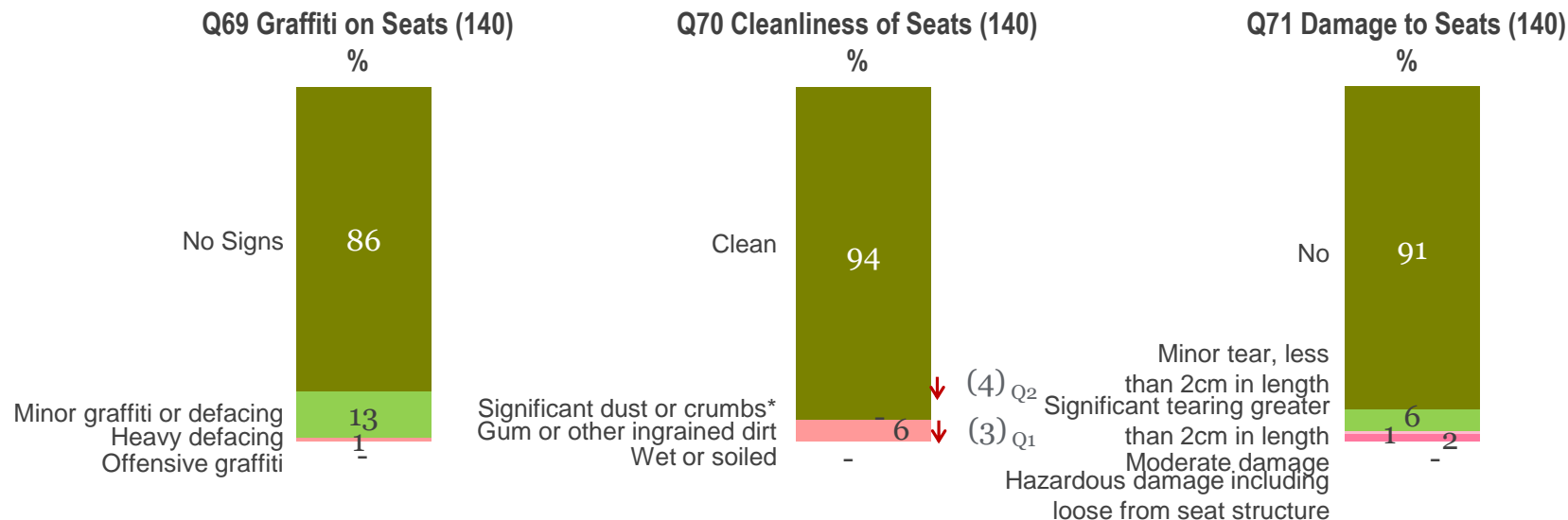


Section 6: Cleanliness Performance C1: Bus Cleanliness



Assessment of Seats: Almost all interviewers found both bus seats & cushions to be clean & well-maintained with minimal levels of graffiti or ingrained dirt (see example). There was minimal mentions of tearing on seats

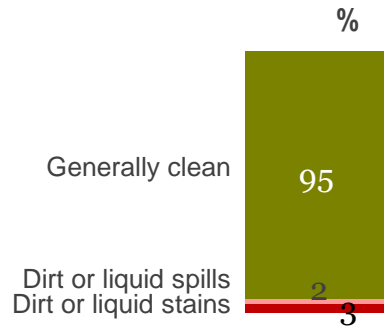
Base: (140)



Bus Interior: The interior of the buses were generally clean and graffiti free. However, there has been a significant drop in those that were litter free (now 63%), although most others has minimal litter and only a few mentions of a lot of litter. There has been a significant drop in reports of moderate dirt on panels, ceilings etc.

Base: (140)

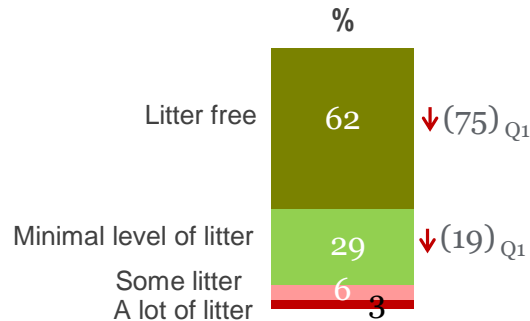
Q75 Cleanliness of Floors and Stairs (140)



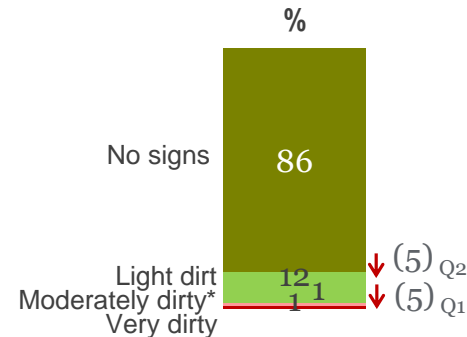
Q77 Graffiti of Panels Ceilings, Stairs and other Fixtures/Fittings (140)



Q76 Litter on Seats/Floor or Stairs* (140)



Q78 Cleanliness of Panels, Ceilings and other Fixtures/Fittings (140)

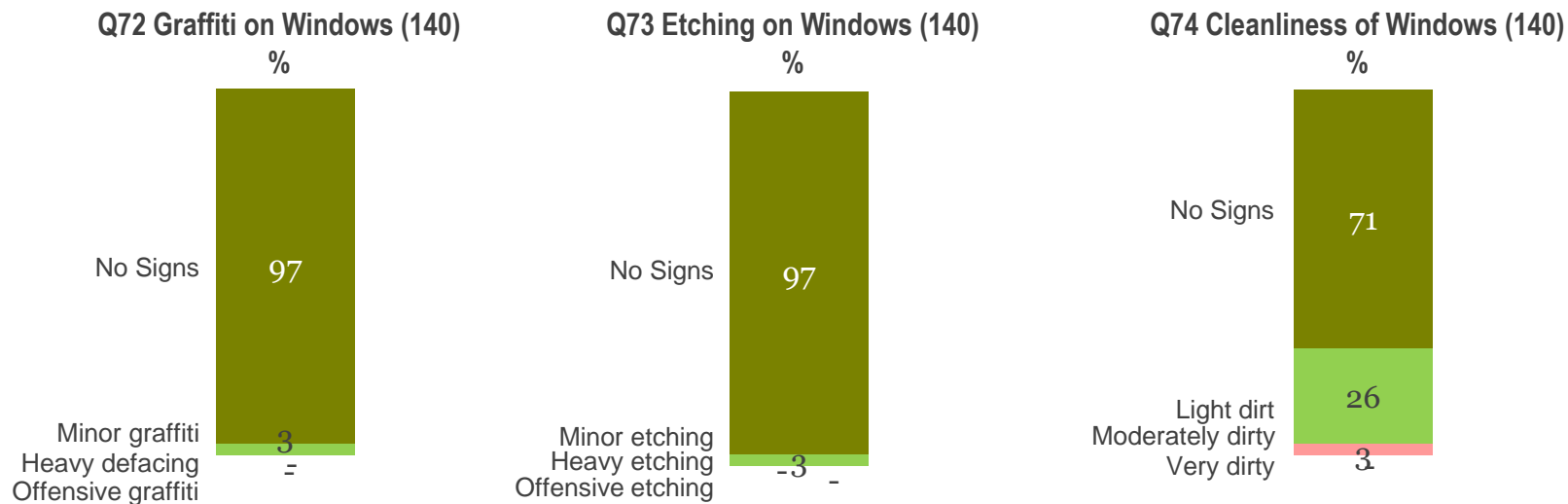


↓↑ = Statistically significant differences are versus Qtr 2 Mar - Jun 2018_{Q2}, Qtr 1 Jan - Mar 2019_{Q1}

* Question amended in Q2 2016

Bus Windows: The majority of interviewers reported no signs of graffiti or etchings on bus windows. 7 in 10 window were clear, with a quarter showing light direct and limited mentions of moderate dirt.

Base: (140)

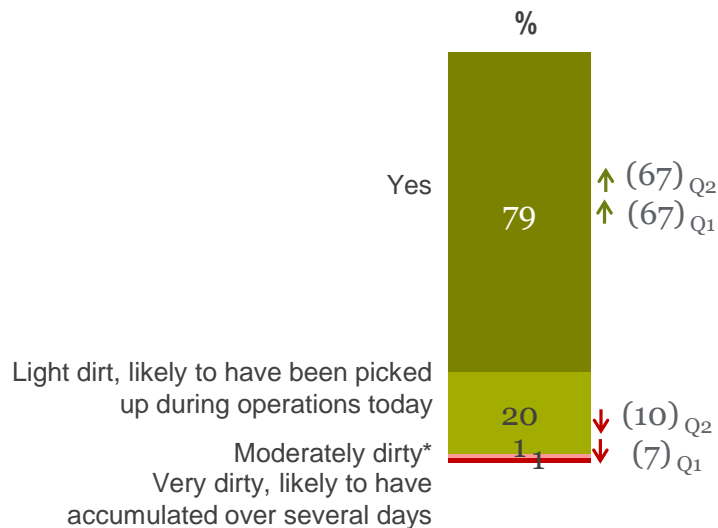


↓↑ = Statistically significant differences are versus Qtr 2 Mar - Jun 2018_{Q2}, Qtr 1 Jan - Mar 2019_{Q1}

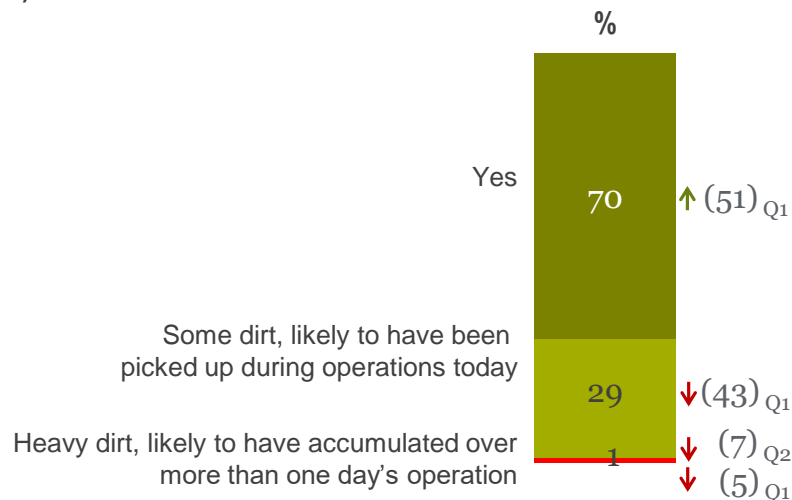
Front, Side and Rear of Bus: In the majority of instances, buses were thought to be clean at both the front, sides & rear with significant increase this quarter. Any dirt observed was mainly thought to have been picked up during operations that day with a significant drop in mentions of moderate direct, especially for the rear of the bus.

Base: (140)

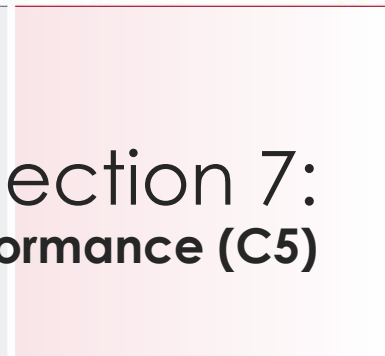
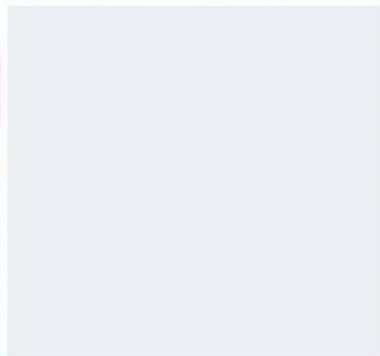
Q47 Cleanliness of Front/Side of Bus (140)



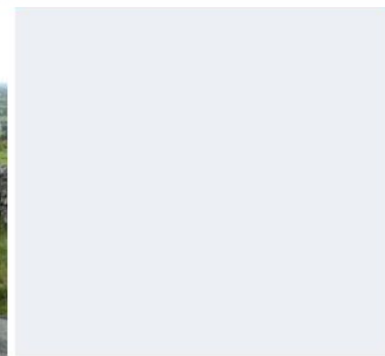
Q90 Was the Rear of the Bus Clean? (140)



↓↑ = Statistically significant differences are versus Qtr 2 Mar - Jun 2018_{Q2}, Qtr 1 Jan - Mar 2019_{Q1}



Section 7: Customer Service Performance (C5)

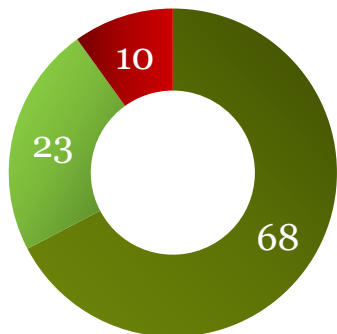


Travel Centre: Travel centre staff were seen as polite and professional, with one incidence of indifference and all information appeared to be correct

Base: IF TRAVEL CENTRE OPEN Q13A/1

Q12 Travel Centre at Station (31)

%



■ Yes -open

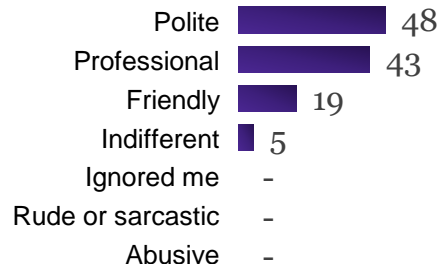
■ Yes - closed*

■ No



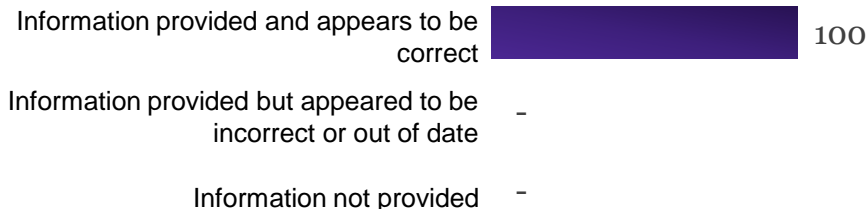
Q13 Travel Centre Assistant Response (21)

%



Q14 Travel Centre Assistant Provide Correct Information? (21)

%



* Travel Centres were closed for some weekend interviewing



= Statistically significant differences are versus Qtr 2 Mar - Jun 2018_{Q2}, Qtr 1 Jan - Mar 2019_{Q1}