

# NTA Mystery Shops Waterford City Quarter 4 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.1: Bus Cleanliness

Summary

Appendix

# Background to Research



This research programme monitors service, quality and compliance with contractual Bus Éireann requirements in Waterford City, 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 Waterford City service through the eyes of its ‘customers’.



36 mystery shops were conducted from Mid September to End December as mystery shoppers acted as passengers while waiting for and on board selected Waterford City bus 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, in line with the ongoing mystery shopping research conducted for Bus Éireann over the last few years. 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.



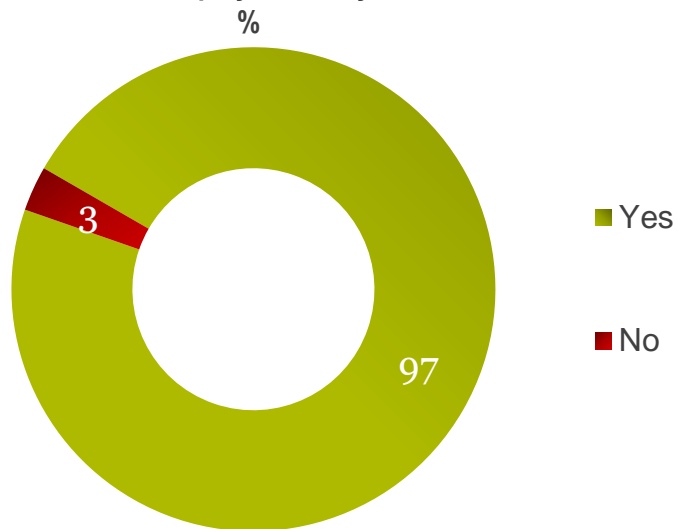
## Section 2: Customer Information Performance (CI)



## Fares Displayed: On nearly all trips fares were displayed clearly at the entrance to the bus

Base: (36), Routes with Fares Displayed at the Entrance

Q26 Were the fares displayed clearly at the entrance?



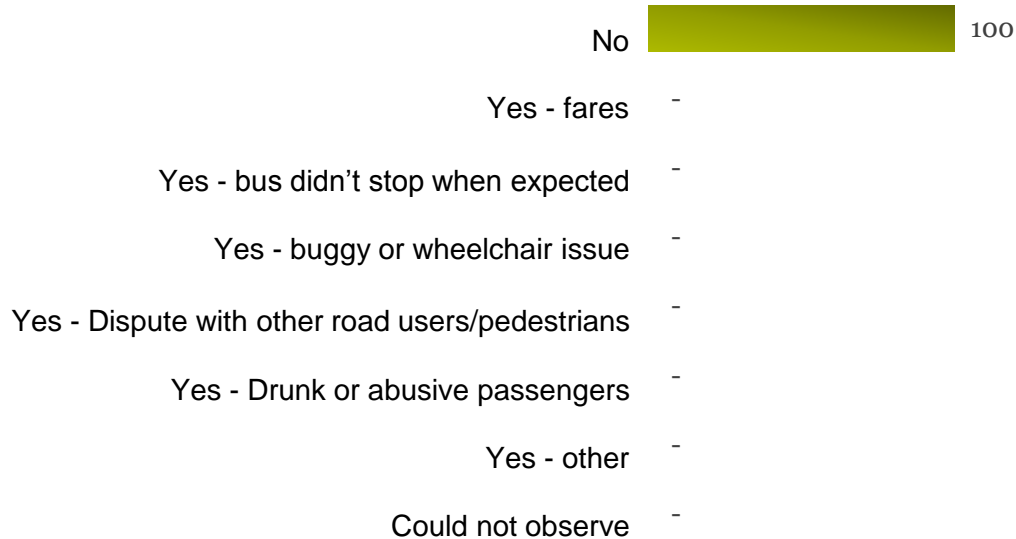


## Section 3: Bus Driver Performance – D1

# Driver Interaction: There were no instances of driver disputes on these routes

Base: (36)

## Q79 Any Disputes with Passengers/ Other Road Users (36)%

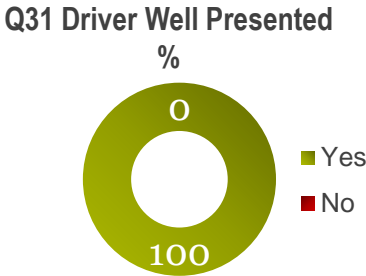
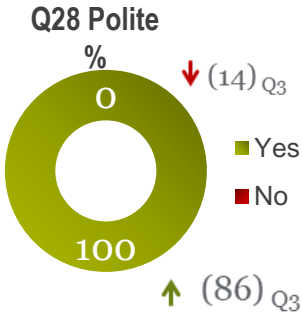
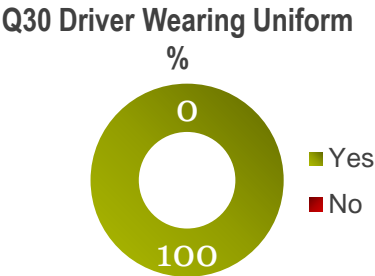
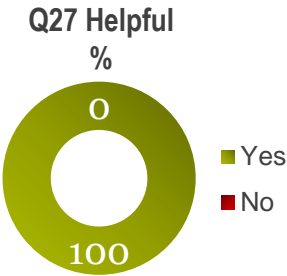


# Driver Assessment: Drivers are positively regarded in terms of both being helpful and their presentation. Once again this quarter there is a significant uplift on drivers being polite

Base: (36)

Questions to Driver

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

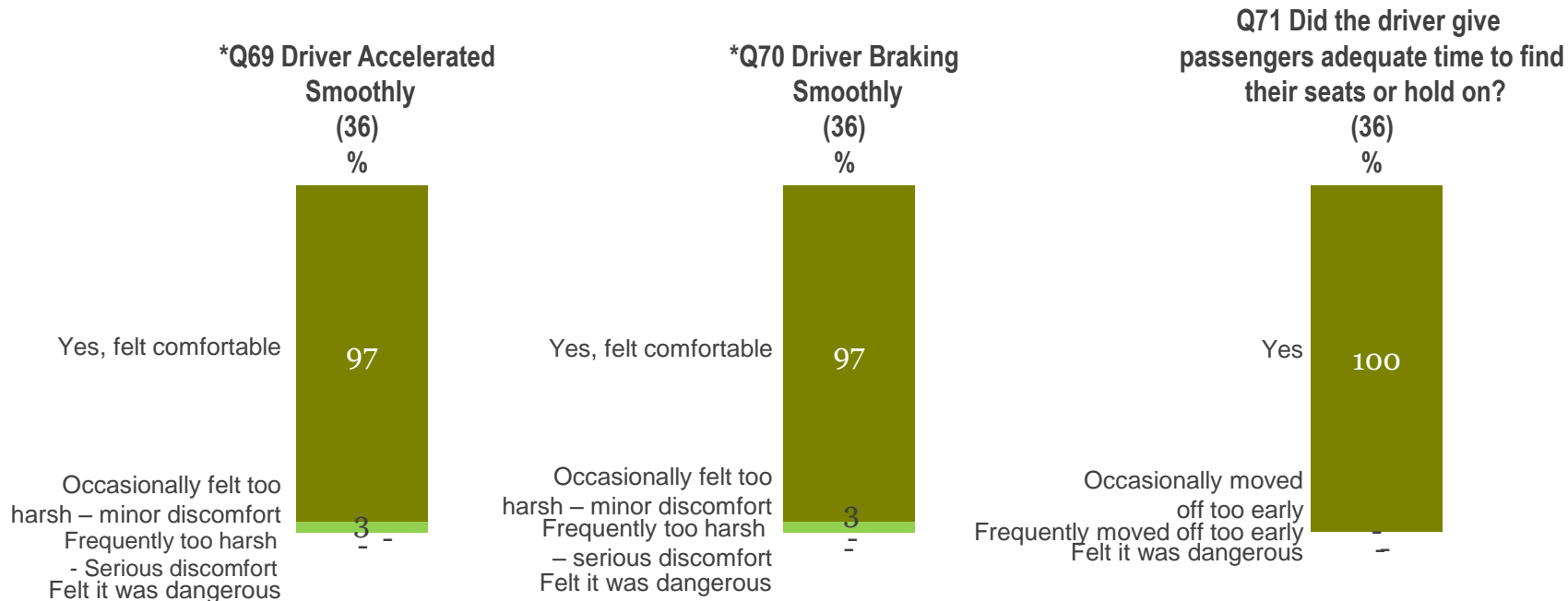


↓↑ = Statistically significant differences versus , Qtr 3 July – Sept 2019<sub>Q3</sub>



# Bus Safety: Nearly all drivers accelerated and applied breaks smoothly and all allowed passengers enough time to find their seats

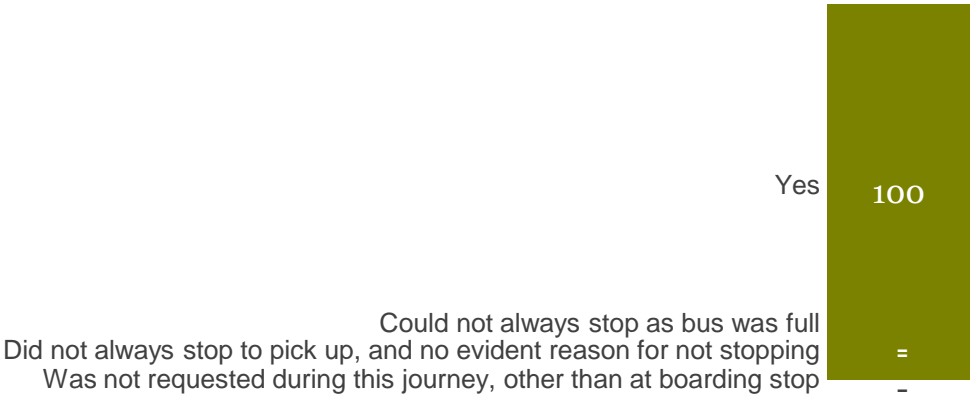
Base: (36)



# Driver Actions: All drivers stopped to pick up passengers on these routes

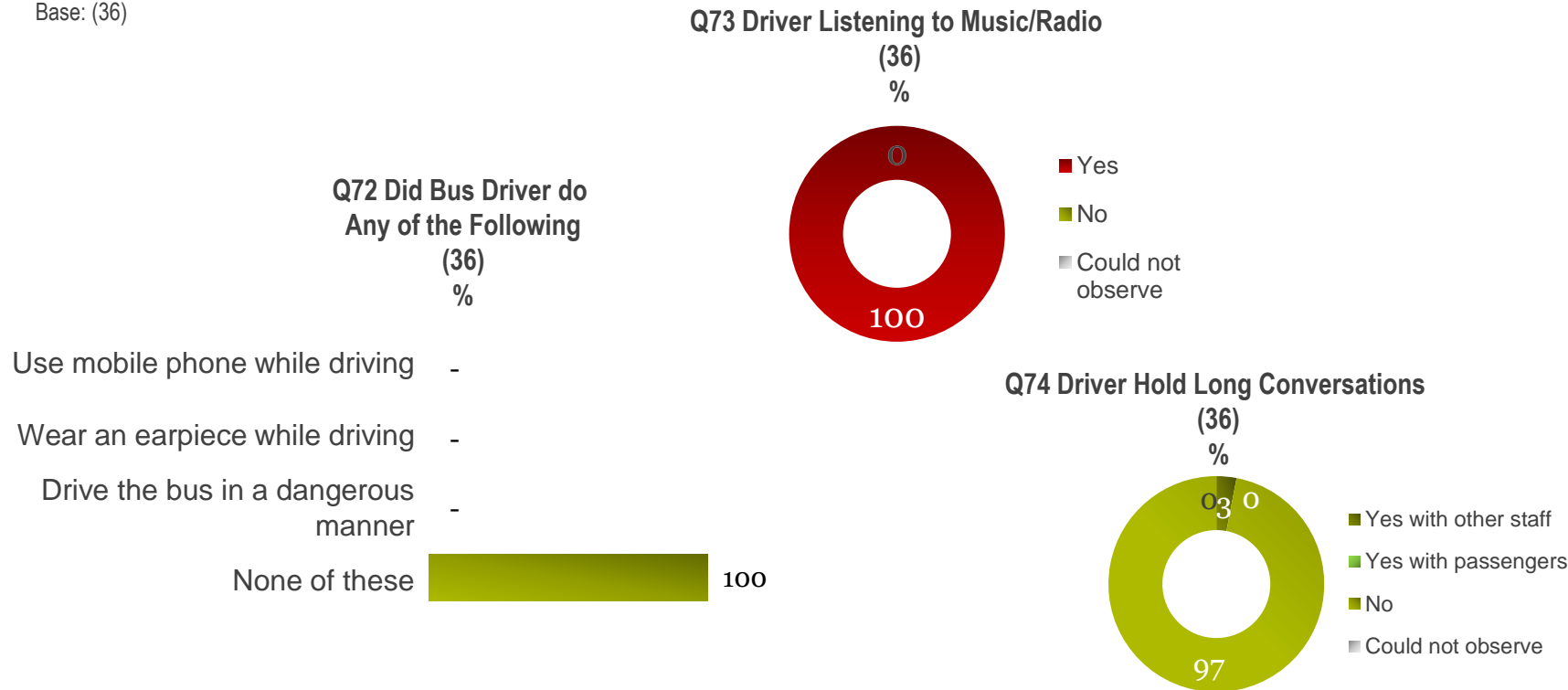
Base: (36)

Q78 Stopped to Pick Up Passengers  
 (36)  
 %



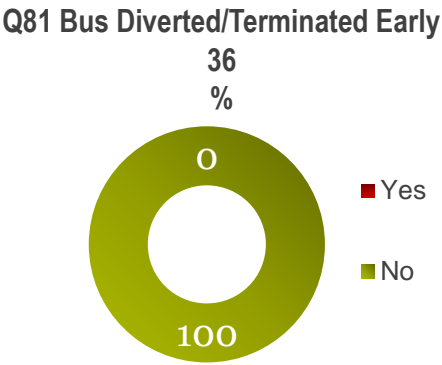
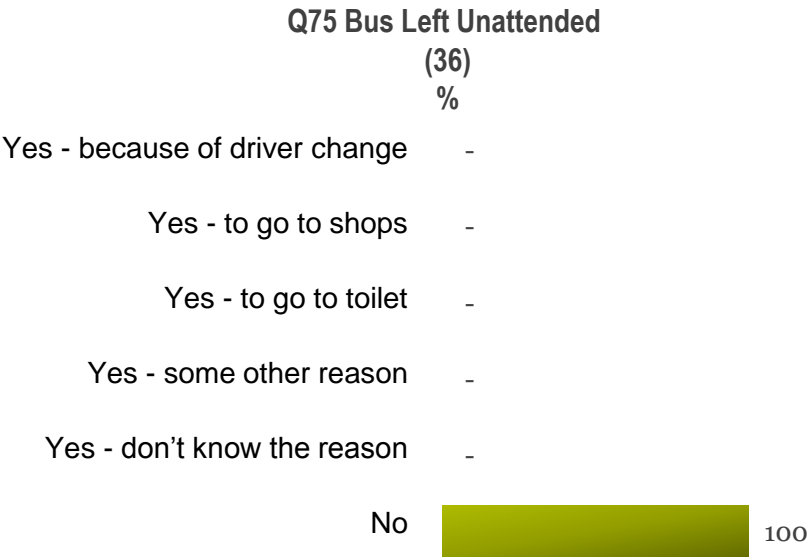
**Driver Behaviour:** The behaviour of the drivers was very positively regarded overall no issues cited. Drivers were found to be listening to music or the radio but only minimal interaction with other staff.

Base: (36)



# Leave Bus Unattended: The buses were not left unattended or terminated early or diverted.

Base: (36)





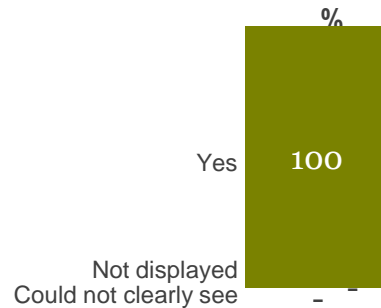
## Section 4: Bus Equipment Performance



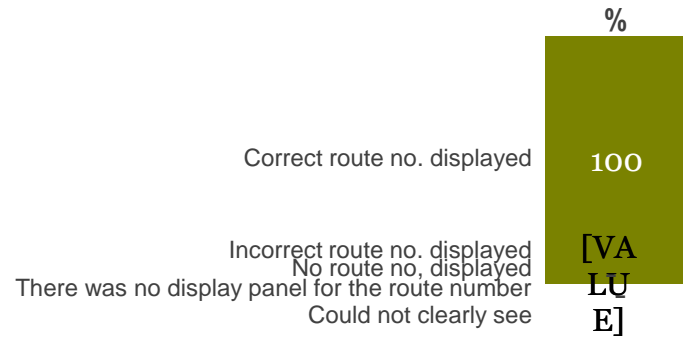
# Route Number and Destination Visible: Bus numbers and destinations appeared on both the front and back and sides of all of the buses.

Base: (36)

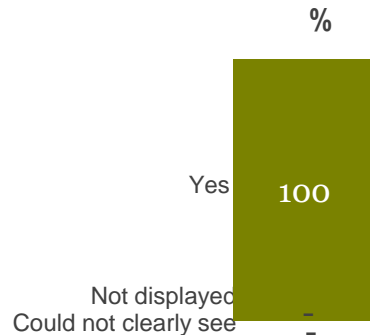
**Q20 Route No. on Front (36)**



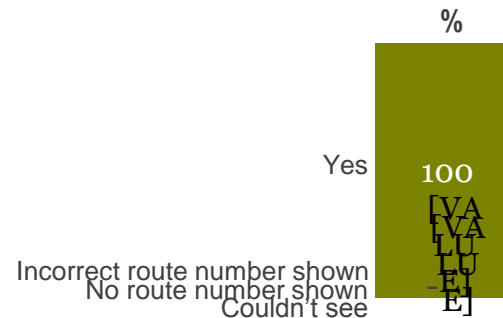
**Q22 Route No. on Side (36)**



**Q21 Destination on Front (36)**

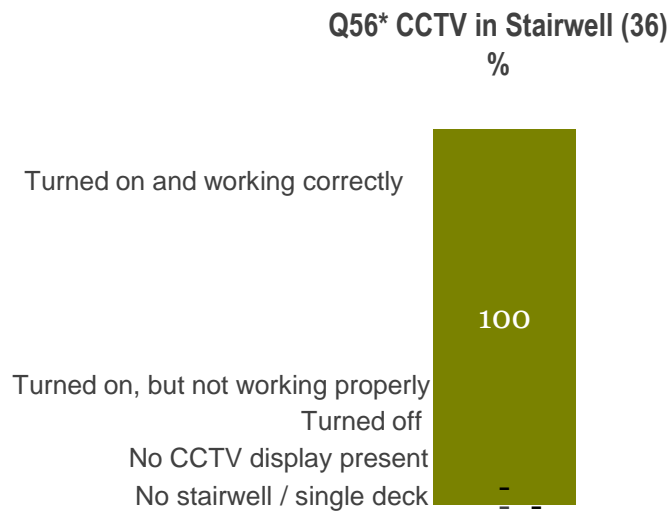


**Q61 Route No. on Back (36)**



# CCTV: in all instances the CCTV was turned on and working correctly

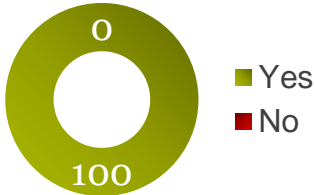
Base: (36), ALL EXCLUDING NO STAIRWELL / SINGLE DECK



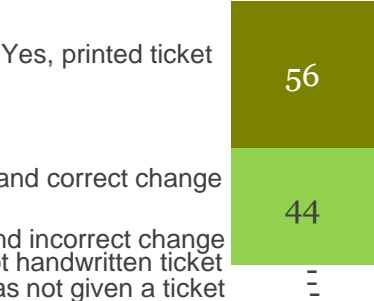
\* Question rebased off those who could see a CCTV display

**Fare Payment:** Cash fare ticket machines and Leap card readers were working correctly and could be seen. All were given a printed ticket and the correct change where appropriate.

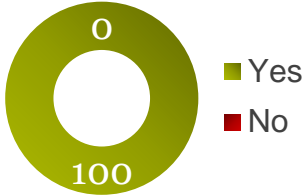
Q32 Cash Fare (18)  
If Cash Fare at R5  
Ticket Machine Working Correctly  
%



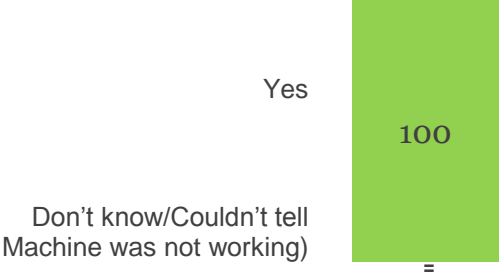
Q33 Cash Fare  
If Cash Fare at R5  
Given Printed Ticket/Change Receipt (18)  
%



Q34\* Leap Card Reader Present  
at Driver Working Correctly (18)  
%



Q35\* Leap Card Reader at Driver  
See Fare Charged (18)  
%

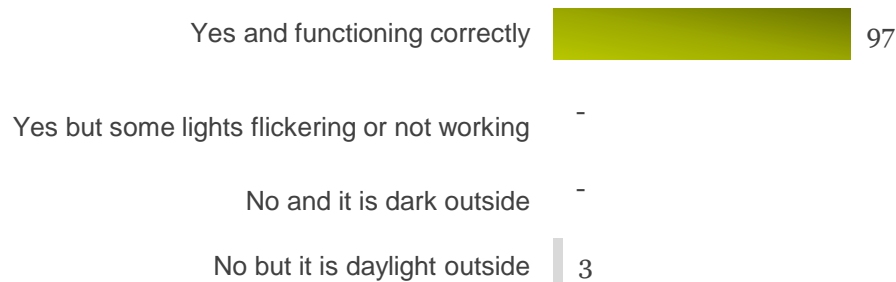


# Interior Lighting and Temperature: the temperature was reasonable and the lighting functioning correctly in the majority of instances.

Base: (36)

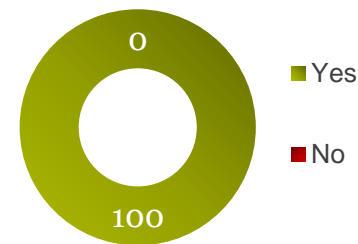
Q57 Interior Lighting (36)

%



Q58 Temperature Reasonable (36)

%



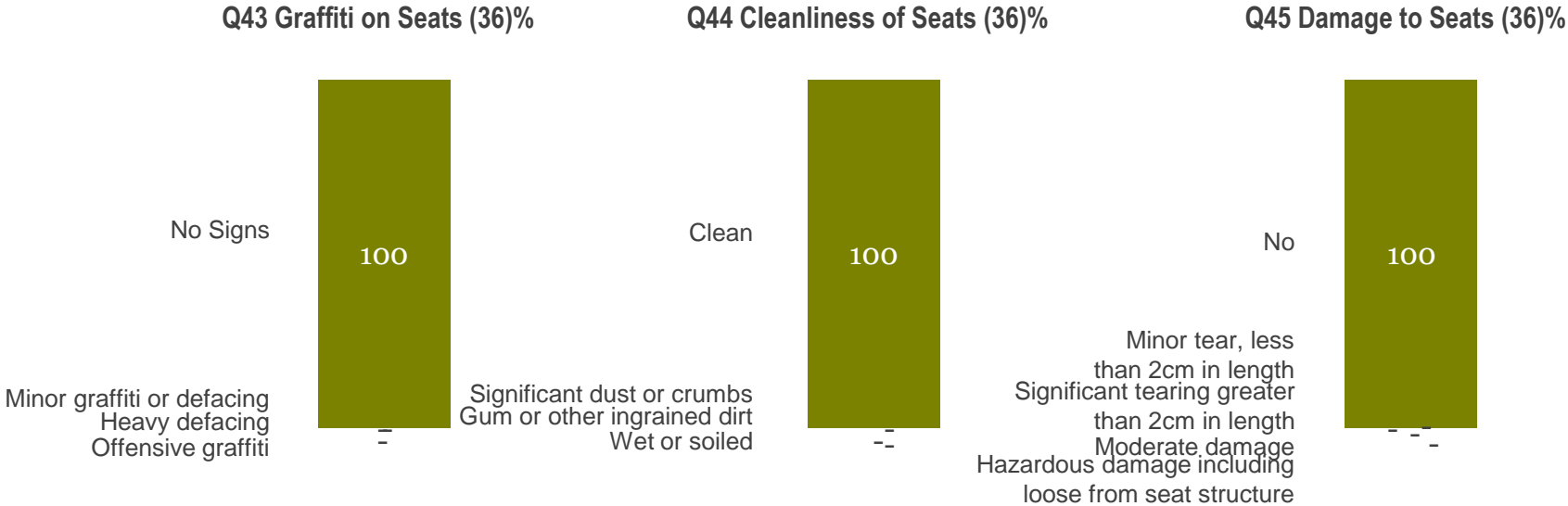


## Section 5: Cleanliness Performance C1: Bus Cleanliness



# Assessment of Seats: there were no reports of graffiti or damage to seats which were regarded as clean

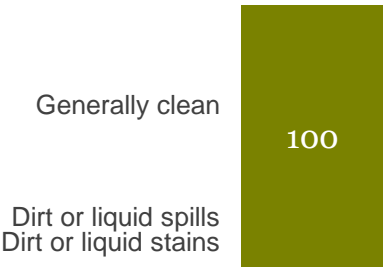
Base: (36)



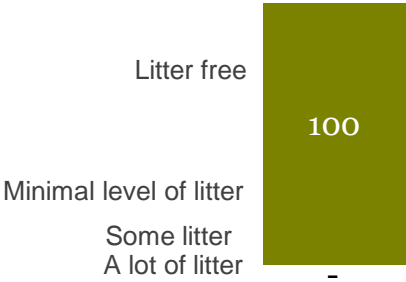
# Bus Interior: all aspects of the bus interior were seen to be clean and free of graffiti

Base: (36)

**Q49 Cleanliness of Floors and Stairs (36)**  
%



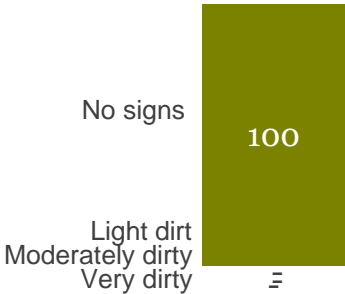
**Q50 Litter on Seats/Floor or Stairs\* (36)**  
%



**Q51 Graffiti of Panels Ceilings, Stairs and other Fixtures/Fittings (36)**  
%

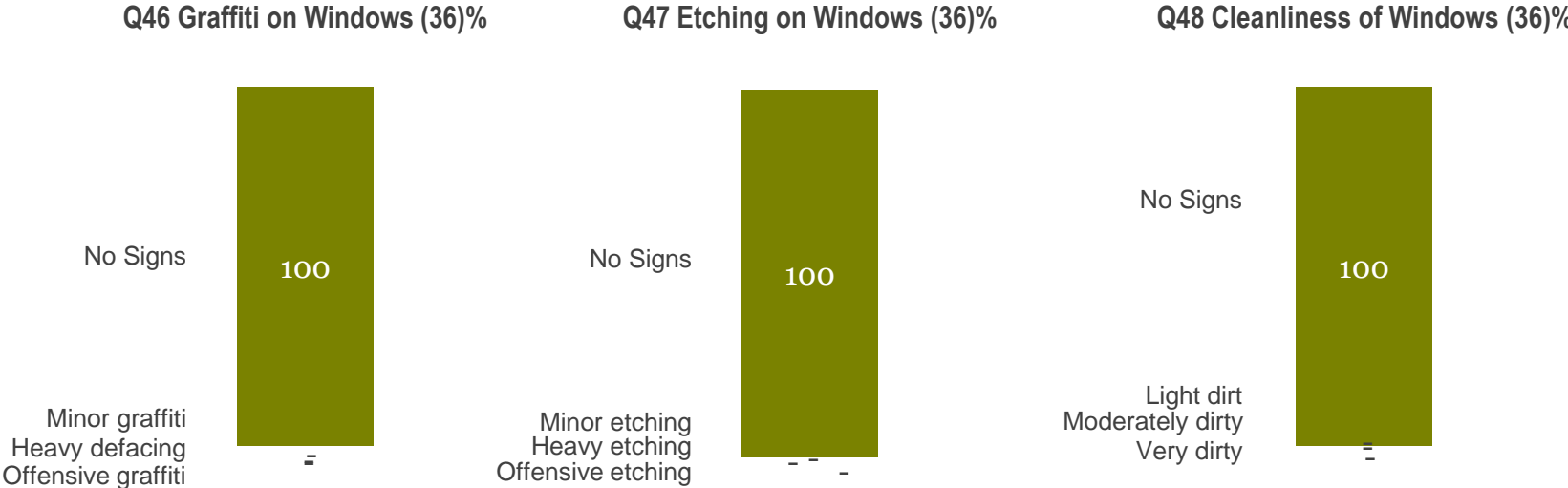


**Q52 Cleanliness of Panels, Ceilings and other Fixtures/Fittings (36)**  
%



# Bus Windows: the windows were clean and free from graffiti and etchings

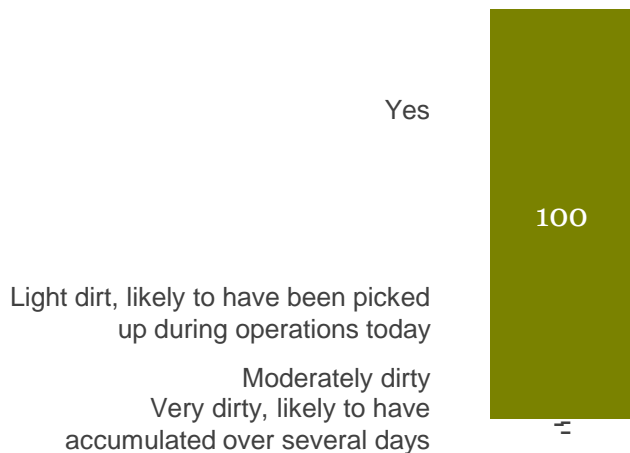
Base: (36)



# Front, Side and Rear of Bus: the front, side and rear of the buses were clean

Base: (36)

Q23 Cleanliness of Front/Side of Bus (36)%



Q64 Was the Rear of the Bus Clean? (36)%

