



**PROJECT**

Merseyrail Customer Satisfaction Survey

**CLIENT**

Merseytravel

**BRIEF**

To design and manage two Customer Satisfaction Surveys across Merseyside. In 2002, Merseytravel wanted to understand the perspectives and priorities of both existing and potential customers, to help set the targets against which the Merseyrail franchise should respond. In 2008, Merseyrail wanted to determine how they were performing in comparison to the feedback received in the first survey.

**OUR RESPONSE**

The research programme involved a range of techniques to communicate with the target audiences and gain a large response rate to the surveys. The following techniques were used:

- Designing, producing and distributing 60,000 'Shaping the Franchise' surveys in 2002 and 60,000 'Customer Satisfaction Surveys' in 2008. These were designed to elicit responses about the public perception of the services on the trains and in the stations, and identify any suggestions for improvements.
- The surveys were distributed on board trains, at stations, at Merseyrail Community Outlets and via a range of other shops and amenities across Merseyside.
- 1000 infrequent or non users of Merseyrail were also interviewed on-street throughout Merseyside, and non users received a follow up survey to determine more in-depth perspectives of Merseyrail.
- A telephone information line was open during the survey and feedback programmes, to provide a further opportunity for the public to provide more detailed comments.
- A dedicated website provided an additional opportunity for respondents to have their say. The website also provided an illustrated flip book, with a poem by Ian McMillan, detailing Merseyrail's achievements and progress over the years.
- Feedback materials were produced and distributed through the same channels as the original surveys. Techniques included posters, A4 leaflets and frequent updates of the website, informing the public of the feedback received, and comparing it to the responses from 2002.
- An extensive report was produced following both surveys, providing in-depth analysis of the responses and cross tabulations of various demographics where appropriate, to inform future improvements and allow for more focused marketing.

**SUCCESSSES**

32,000 respondents provided feedback for the 'Shaping the Franchise' survey and responses were incorporated into the five year aims of the new franchise.

- Many respondents to the second survey were aware of, and benefiting from, the improvements made over the five years of the franchise.
- Many non users of Merseyrail would now consider using the services due to the raised awareness of the improvements made.

