

Service Quality and Mystery Travelers

Regional Bus Subcommittee
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EN 13816 - European Regulation for Public Transport Service Quality

- The EN 13816 regulation requires government owned or contracted public transport services to measure service quality through both internal and external measures
 - Comparison of the two is intended to provide accountability to governments and to the public

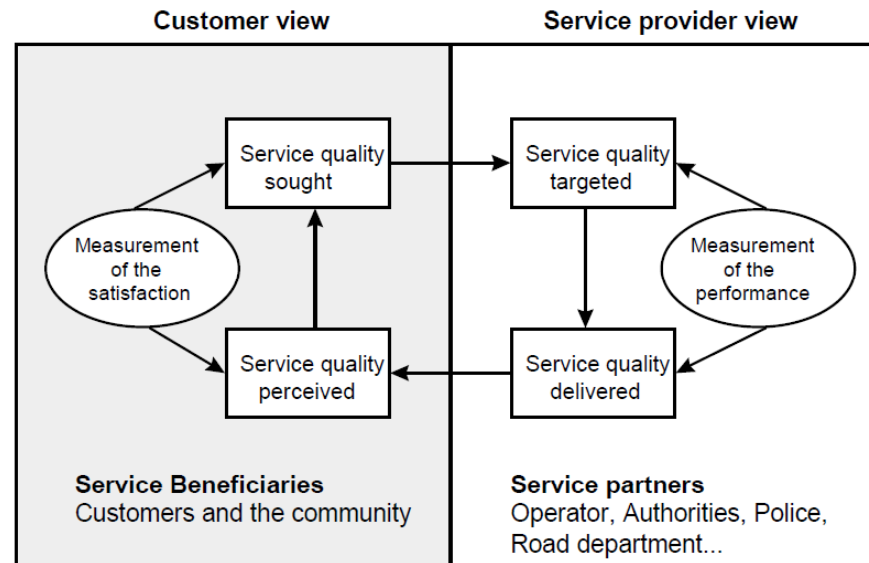
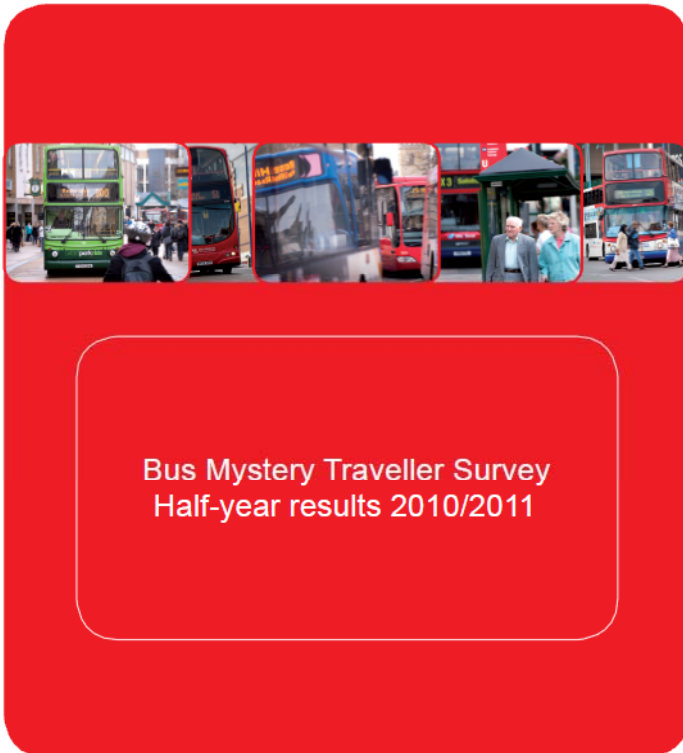


Figure 1 – Service quality loop

EN 13816 and Mystery Shopper Surveys

- Mystery shopper surveys are a required part of performance measurement (along with customer satisfaction surveys and direct performance measurement)
 - Mystery shoppers provide quantitative data for the ‘customer view’ half of the EN 13816 regulation
 - Measure the service quality of public transport against the 8 areas identified by the regulation
 1. Availability
 2. Accessibility
 3. Information
 4. Time
 5. Customer Care
 6. Comfort
 7. Security
 8. Environmental Impact

UK Mystery Traveler



Separate for London and for other cities

- Passenger Focus is an independent public body set up by the Government to protect the interests of Britain's rail passengers and England's bus passengers outside London, coach passengers on scheduled domestic services and tram passengers.
- Funded by the Department for Transport but operations and policy-making are independent of government.
- Each quarter, 1200 journeys are assessed by 'mystery travellers'.
- Mystery travellers are researchers are trained to assess aspects of the journey objectively and consistently. Objectivity is enhanced by a training video and assessor briefing notes.

Survey Questions



Bus Mystery Traveller Survey



Technical Annex

April - July 2010/11 (Half yearly results)

- Mystery Traveller surveys done by a contractor: GfK Mystery Shopping
- Survey form available in technical appendix
 - 24 page survey form
 - 13 page assessor instructions

Example Survey Questions

8.8 Did you observe the driver doing any of the following whilst you were on the bus?

This question does not include the authorised use of the two-way radio fitted to buses for operational and security reasons. Please comment where necessary about the driver's behaviour at question 8.10

	Yes	No
I Pod		
Mobile phone		
Eating		
Smoking		
Having a conversation with a friend / passenger		

8.9 Your overall satisfaction with this bus trip

Finally, as a member of the public, how satisfied were you with the overall service?

Please give a score out of 10 where 10 means you were "Completely Satisfied" with the overall service and 0 means you were "Completely Dissatisfied". A score between 0 and 10 indicates how satisfied or dissatisfied you feel with the service.

Score out of 10