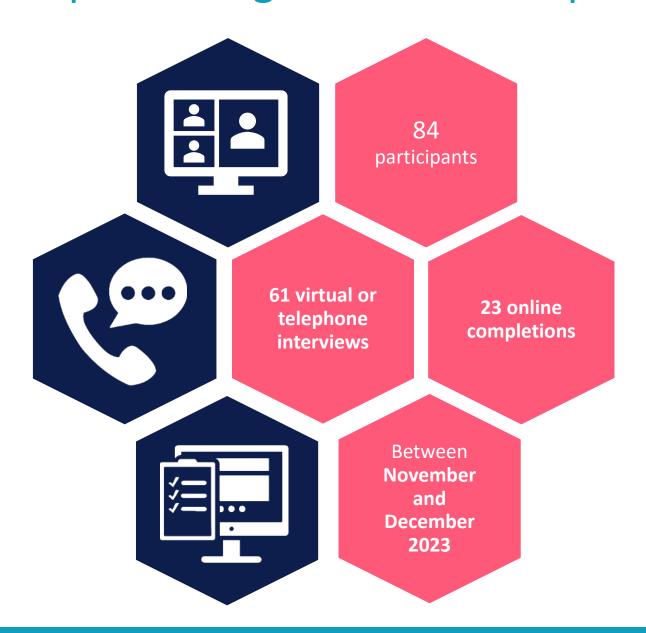


Southeastern Stakeholder feedback report

Report background and sample



Responses by Stakeholder Groups



Accessibility Panel

4 responses 5%



Education

4 responses 5%



MP

6 responses 7%



Rail User and Consumer

4 responses 5%



Other - NHS & Government

2 responses 2%



Business and Tourism

10 responses 12%



Local Government

46 responses 55%



Parish Council and Community

4 responses 5%



Trade Union

4 responses 5%

Overall Summary



Perception

- Stakeholders are most likely to use positive words but Expensive is still the most mentioned word
- Reliability and unreliability have a similar number of mentions
- Friendly and helpful staff, communication and good service are key strengths
- Perception of strike handling has improved



Relationship and reputation

- Relationships are more likely to have improved
- Communication and engagement are key to the improvement
- Stakeholders are less likely to speak highly of Southeastern unprompted but the proportion who would speak negatively of Southeastern is unchanged



Satisfaction & Service Ratings

- Satisfaction (6.7) recovers from last year's dip
- Service ratings have improved, particularly on passenger information and customer service
- Despite slight improvement fares and station facilities continue to be rated poorly



Strikes and accessibility

- There is praise for good clear communication around strikes
- Southeastern is seen to be doing as well as can be expected with much beyond your control
- Rating for accessibility continues its slow improvement but there is much more to be done



Communication

- All aspects of stakeholder communication are more highly rated in 2023
- Further improvement could be made with consistent frequency, and some would like more comms
- Better communication is a key factor in relationship improvement

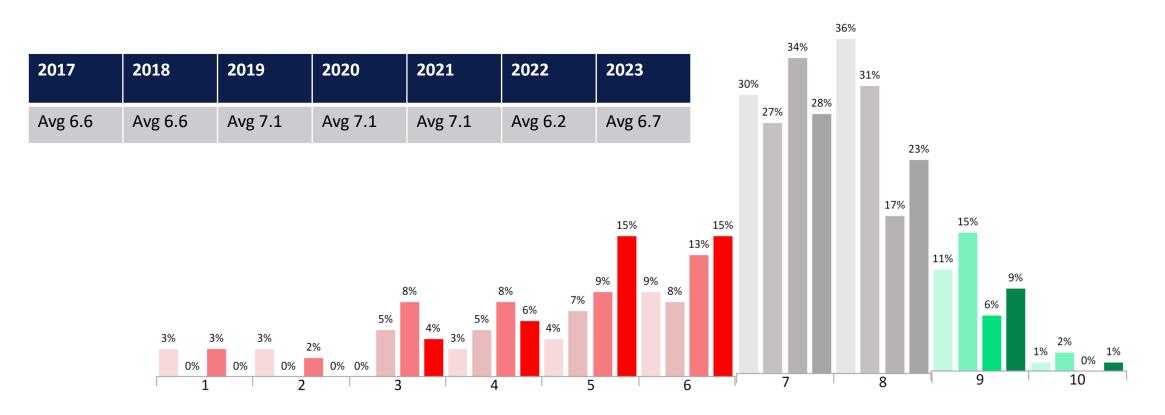


E-ticketing

- A majority of stakeholders say etickets improve the customer experience
- F-tickets are viewed as good for younger people and the 'tech savvv'
- Older people, those without mobile phones or not online are seen as needing physical tickets and this is also preferred for some journey types

Overall satisfaction

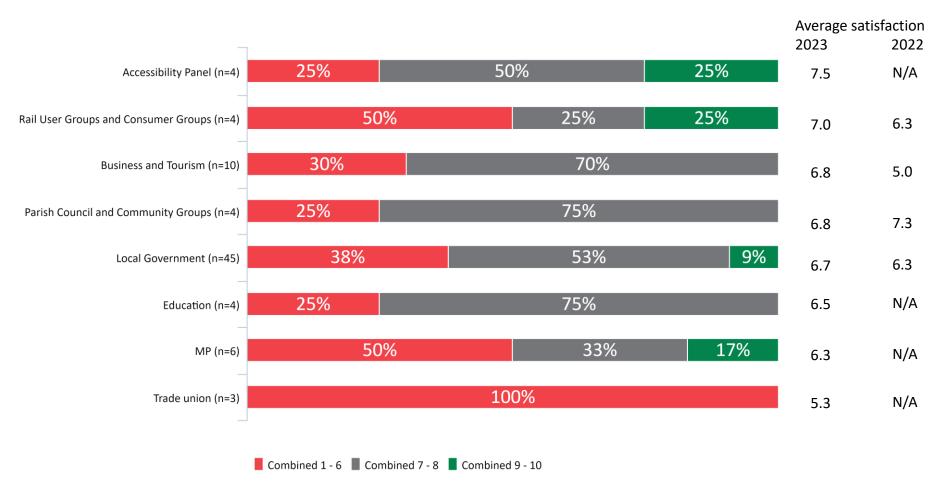
Overall satisfaction has increased. Lower scores (1-4) have decreased since last year and there are more 8 or 9 scores



Q: How would you rate your overall satisfaction with Southeastern, on a scale of 1 to 10. Where 1 is 'Not satisfied at all' and 10 is 'Completely satisfied'. Base: 82 participants

Overall satisfaction by stakeholder group

Accessibility Panel stakeholders scored highest



Q: How would you rate your overall satisfaction with Southeastern, on a scale of 1 to 10. Where 1 is 'Not satisfied at all' and 10 is 'Completely satisfied'. Base: 82 participants

All stakeholders describing Southeastern

More positive words used to describe Southeastern than in 2022. Expensive is again the most mentioned word. Unreliability is now mentioned slightly more than Reliability



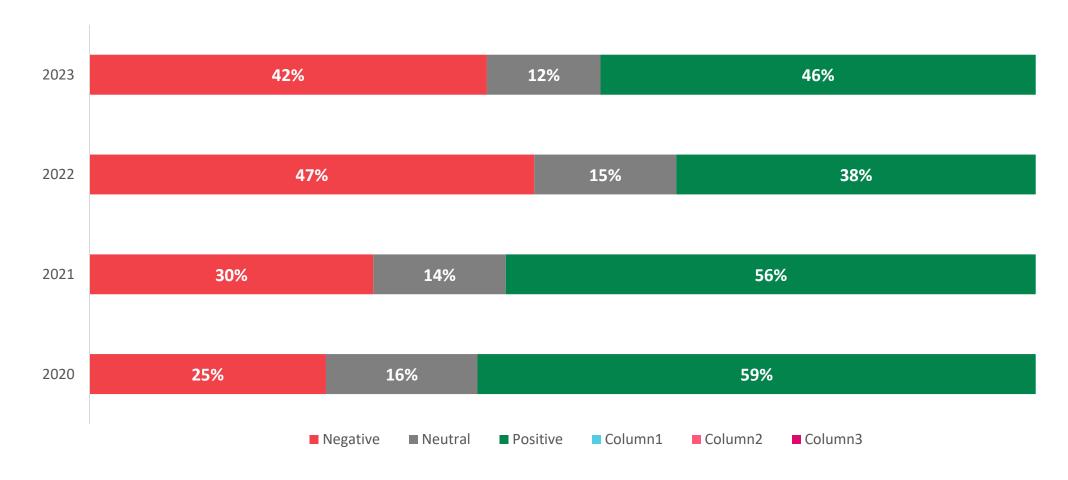


Q: If you had to describe Southeastern to a colleague using only three_words, what three words would you choose and why?

Size of word represents number of mentions. "Expensive" was mentioned 14 times, "Unreliable" 11 times, "Reliable" 10 times, "Responsive" 5 times

Sentiment over time

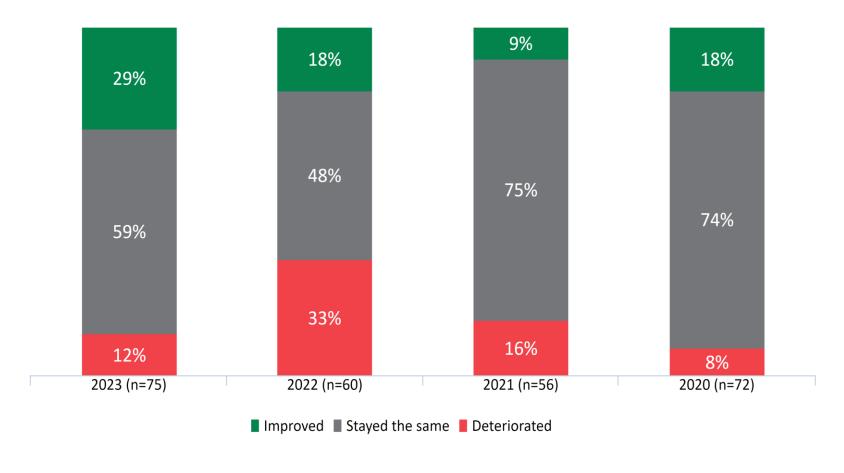
More positive words than in 2022



Q: If you had to describe Southeastern to a colleague using only three words, what three words would you choose and why? Each word is themed as having a positive, neutral (neither positive or negative or factual) or negative sentiment

Relationship over Time

The Relationship profile has improved - the % of positive responses is at a four year high



Q: From your perspective, do you feel that the relationship has deteriorated, stayed the same or improved over the last 12 months? What is the reason for your response? Base: 75 participants. Each verbatim is one person.

Specific Service areas: overall

All areas show some improvement. The biggest improvement is on Passenger info and Customer service. Fares remains the lowest rated aspect. Overall scores are below the highs of 2020.



Q: For each of the below service areas, please give Southeastern a score from 1 to 10 in terms of how well they are performing, using a scale of 1 'Poor' to 10 'Excellent'. Base: 66 participants.

*Note Capacity has been renamed to Sufficient Seating this year

What works well: key themes

Customer service the most prominent strength in 2023; staff being helpful and polite key factors



Customer service (22)

- Helpful/polite staff (10)
- Customer service (6)
- Good staff (5)

Also mentioned

Helpful ticket collectors

Space available on the train (10)

• Seats/space available (10)



Punctuality / Reliability (20)

- Punctual service (13)
- Mostly reliable (6)

Also mentioned

Much better

Station facilities (9)

- Good (3)
- Accessibility (2)
- Maidstone refurb (2)



Safety (11)

- Safety on train (5)
- Good record (3)
- Safety at station (2)

Also mentioned

• Staff make me feel safe



- Cleanliness (5)
- Good onboard environment (2)

Also mentioned

- Comfortable
- USB chargers
- Refurbished trains



- Good communication
 (3)
- Well informed while on trains (2)
- Access to information online/social media (2)

Also mentioned

- Well informed when service is disrupted
- Improved
- Good information at stations

Q: For each of the below service areas, please give Southeastern a score from 1 to 10 in terms of how well they are performing, using a scale of 1 'Very Poor' to 10 'Excellent' Please tell us what has worked particularly well in these areas. The number in brackets indicates the number of times a theme has been mentioned.

Key strengths: stakeholder differences

A good service is a common factor across these stakeholders



MP

- Good service (2)
- Competent
- High Speed service
- Operational information
- Responsive



Parish Council and **Community Groups**

• Good service (3)



Rail user groups and Consumer groups

- Customer service & polite/helpful staff
- Good communication
- Good for employees
- Good service
- Responsive



Local Government

- Customer service & helpful/polite staff (17)
- Cleanliness on trains (7)
- Reliability (5)
- Good communication₍₄₎
- High speed service (4)
- Digital innovation (3)
- Good service (3)
- Quality of trains (3)
- Clean stations (2)

Q: What is the main thing you think Southeastern does well?

The number in brackets indicates the number of times a theme has been mentioned. One person can mention more than one theme.

What could improve: key themes

Stations and trains are once again the main areas for improvement. Increased criticism about fares, on-board toilet facilities, and old trains



- Lack of/dirty toilets (14)
- Lack of staffing (8)
- Accessibility (5)
- Varying quality at stations (4) Waiting facilities (3)
- Wider stairs and/ or entrances (2)
- Lack/reliability of lifts (2)
- Cleanliness (2)



- Old train/needs refurb (9)
- Staffing/enforcing policies /checking tickets (4)
- Toilets (4)
- Cramped/ uncomfortable seating (4)
- Better Wi-Fi (3)
- Cleanliness (3)
- Limited luggage space (2)



Fares (31)

- Fairer/lower fares /compared to EU (18)
- Cheaper peak fares (5)
- Improved flexi ticket (3)
- Clearer structure (3)
- Combo tickets (2)

Safety (12)

- Staffing at stations (7)
- Unsafe due to standing /overcrowding (2)



Space available on the train (18)

- Lack of seating/space (8)
- More seats in peak (8)
- Too many short trains (2)

Punctuality / Reliability (7)

• Unreliable service (5)



- Fast provision of info in service disruptions (7)
- Better marketing (2)
- Information about carriage capacity (2)

Other (9)

- Customer service (4)
- Train services (4)

Q: For each of the below service areas, please give Southeastern a score from 1 to 10 in terms of how well they are performing, using a scale of 1 'Very Poor' to 10 'Excellent' Please tell us what could improve in these areas. The number in brackets indicates the number of times a theme has been mentioned.

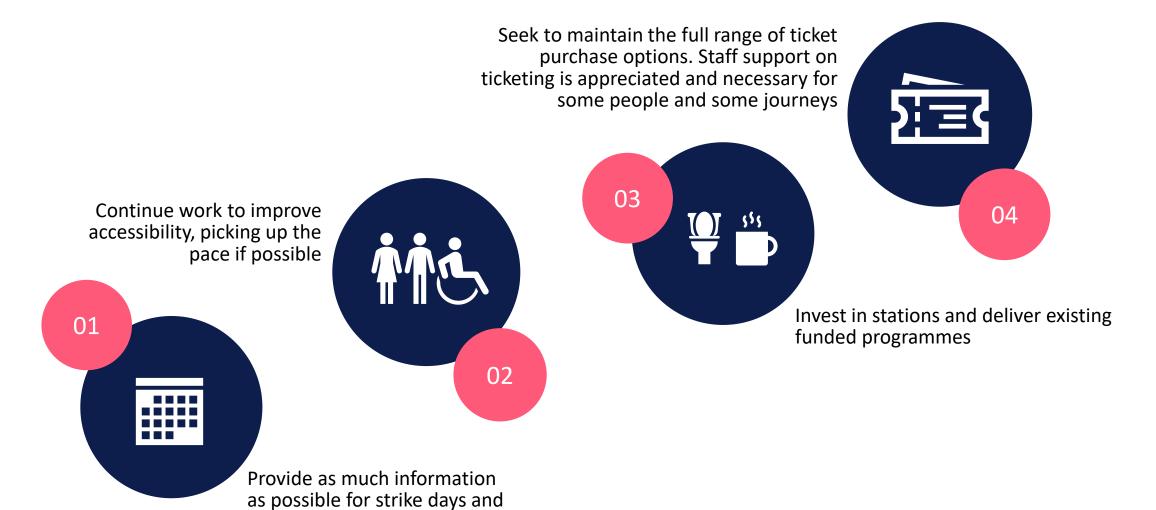
Performance over the past year: key themes

Performance is generally perceived to have declined due to service reduction, strikes and new timetable proposals but some report a good or better service

Declined Stayed the same **Improved** Reliable if no Handled strikes Strike disruption Better communication Poor frequency strikes /services well More services Also mentioned: Cost is prohibitive, Cost is Unreliable unreliable and strike disruption prohibitive Also mentioned: 'Can do' Also mentioned: Service declining, approach, friendly staff and new station and not as good as others

Q: Overall, do you feel that Southeastern's performance has improved, declined or stayed the same since last year? What is the reason for your response

Suggested Action Areas



Public

run as many services as

feasible



southeastern

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