

RESEARCH SUMMARY

Title: Exploring the Bus CSS metrics

Objective: Identify all the different journey aspects that influence the customer experience of travelling by bus and compare to existing CSS metrics to validate for relevance to bus travel

Date: 6/02/2014

Agency: 2CV

Methodology: Social media analysis, 4 x intercept sessions, 10 x journey diaries (Momento app) and 4 x 1.5hr focus groups with a mix of frequency, gender, lifestage, location and SEG

Abstract

This research validates of the existing CSS metrics (ie five satisfaction drivers) for bus travel. Reliability sits at the core of satisfaction with Ease of journey, Stress, Human and Personal comfort also contributing to satisfaction. While the current CSS questioning covers some of the functional and emotional elements of the satisfaction drivers, there is opportunity to improve questioning to better reflect all five drivers of satisfaction at each stage of a bus journey, particularly the emotional elements. Additionally, future satisfaction scores could rise if bus driver engagement with customers is improved.

Key Findings

Existing CSS metrics for bus travel have been validated through this research. Reliability sits at the core of bus satisfaction and can have a more positive impact on the CSS score for the bus than the Tube, DLR, Tram or Overground. Bus drivers also have a bigger impact on satisfaction for the bus than rail modes as they are more visible on the bus, therefore engagement is increased and satisfaction is impacted through the Human driver. Ease of Journey, Stress, and Personal comfort also contribute to satisfaction scores. Within these five satisfaction drivers, there are emotional and functional elements, but not all are covered by current CSS questioning, in particular, if customers feel in control, confident and reassured. This provides opportunity to improve current questioning to better reflect all five drivers of satisfaction at each stage of a bus journey.

Customers feel that bus travel is improving; this is due to the availability of live bus information through apps and the presence of the iconic NBfL. The former allows customers to self-serve and be in control and the latter gives customers a sense of progress and innovation, both of which deliver to the five satisfaction drivers. In the future, satisfaction scores may be improved through better bus driver engagement with customers, as customers currently express dissatisfaction with this part of the bus travel experience.

If you require a full version of the below report please contact victorsantos@tfl.gov.uk

Job number: 13262