Total Number of Survey Responses
Last 6 Months
31K

Our Performance in September 2026

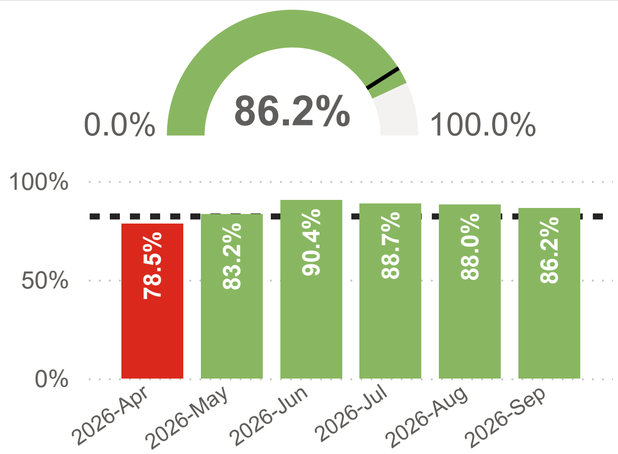
Customer Feedback Metrics

Network Wide

For all metrics: **RED** - Has failed to meet KPI target within the shown timeframe. **GREEN** - Has met KPI Target within shown timeframe. **BLACK** - has KPI targets pending.

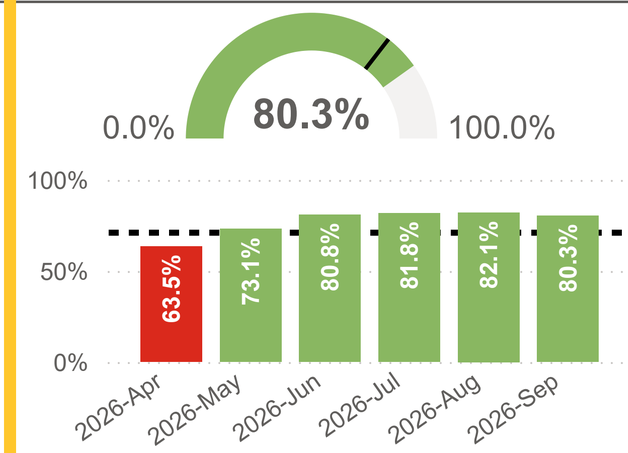
Overall Satisfaction

CHFS 3 Target: 82%

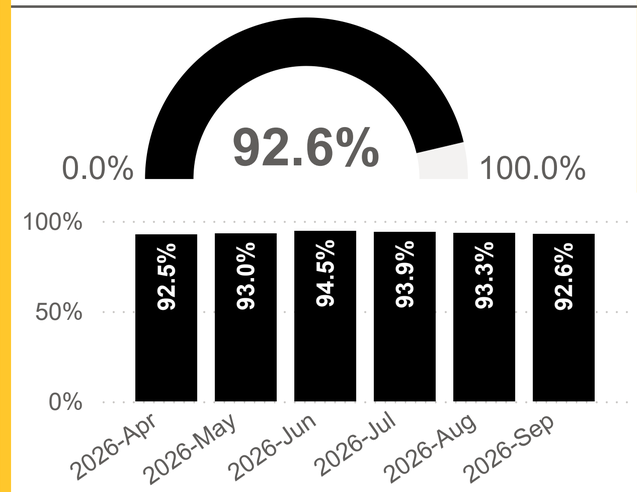


Trust to Deliver Service

CHFS 3 Target: 71%

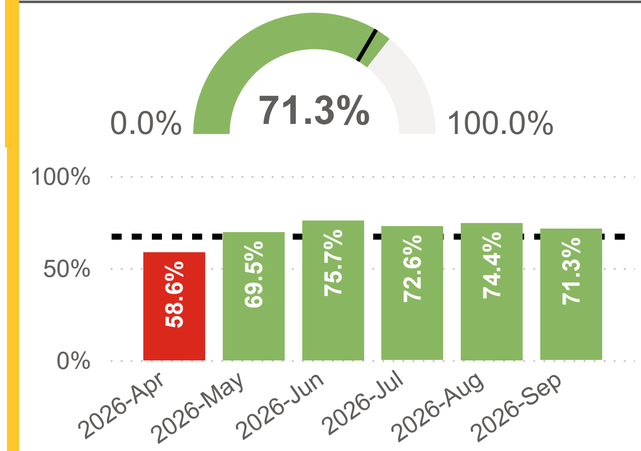


Customer Satisfaction with Staff



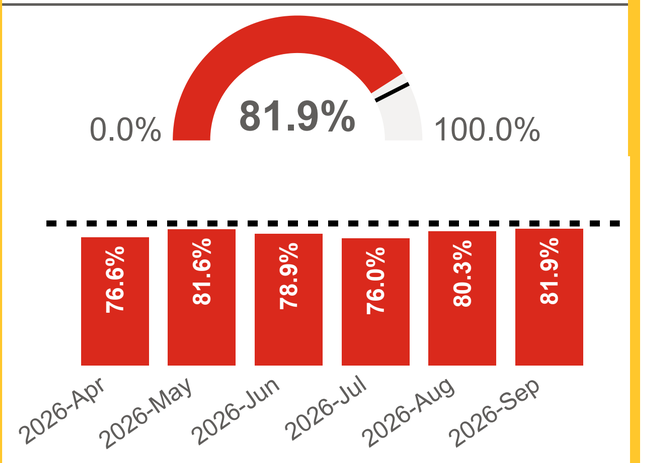
Calls Resolved on 1st Call

CHFS 3 Target: 67%

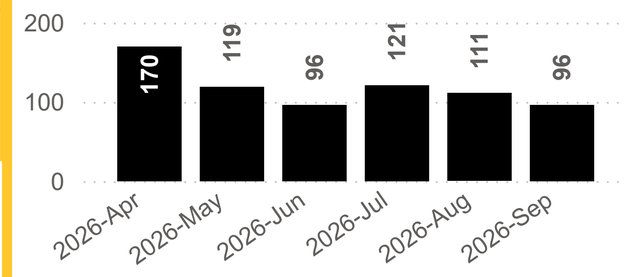


Sentiment

Target: 85%



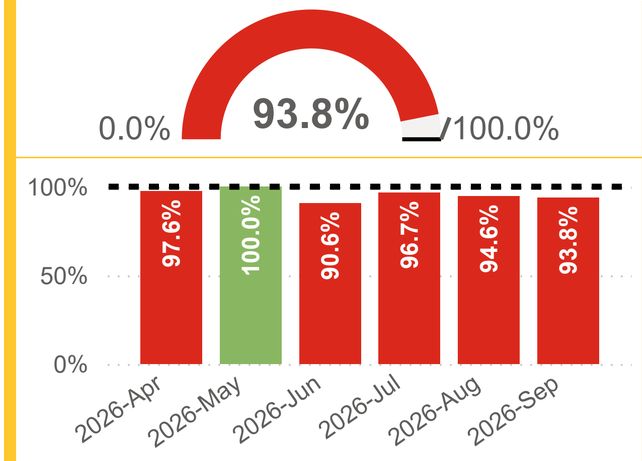
Number of Complaints Received



Complaints reduced overall from **170 in April to 96 in September**, despite a temporary increase in July. This downward trend suggests an improvement in customer experience.

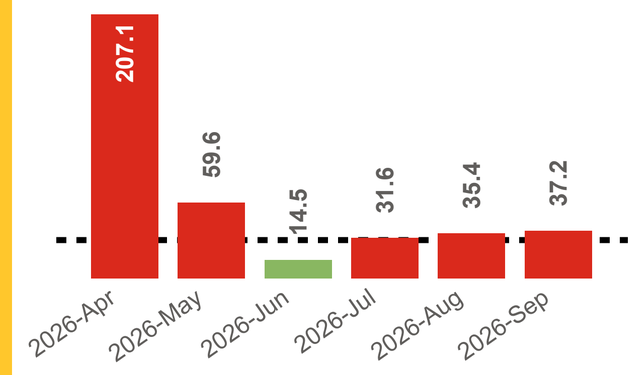
Complaints Handled within 21 Days

Target: 100%



Average of Time to Answer (s)

Target: 30s



Clyde North

Total Number of Survey Responses

256

Our Performance in September 2026

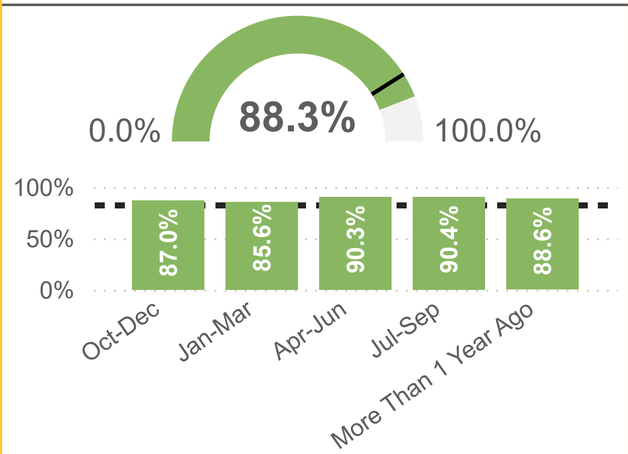
Customer Feedback Metrics

Clyde North

For all metrics: **RED** - Has failed to meet KPI target within the shown timeframe. **GREEN** - Has met KPI Target within shown timeframe. **BLACK** - has KPI targets pending.
Data is aggregated at a quarterly level due to small volumes of **Community** responses. Work is ongoing to increase response rate.

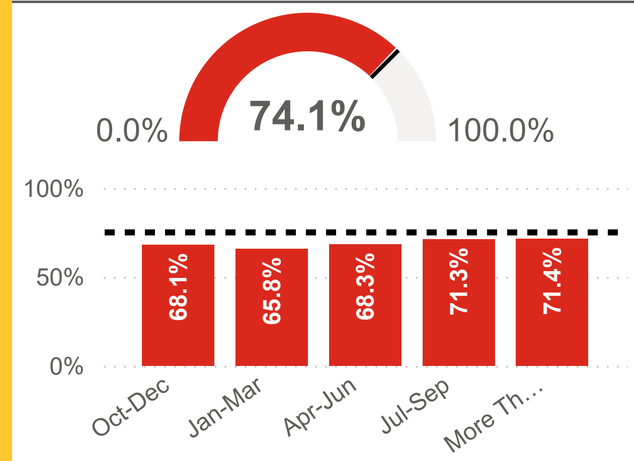
Overall Satisfaction

CHFS 3 Target: 82%



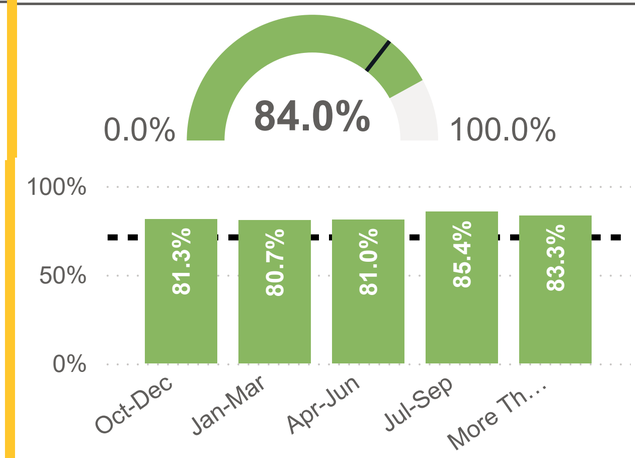
Overall Satisfaction: Community

CHFS 3 Target: 75%



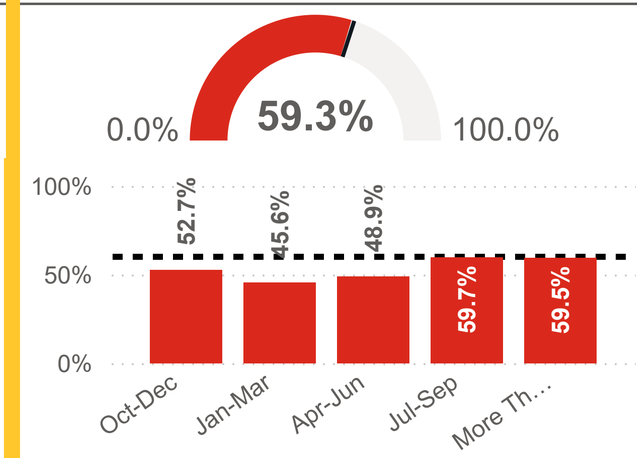
Trust to Deliver Service

CHFS 3 Target: 71%

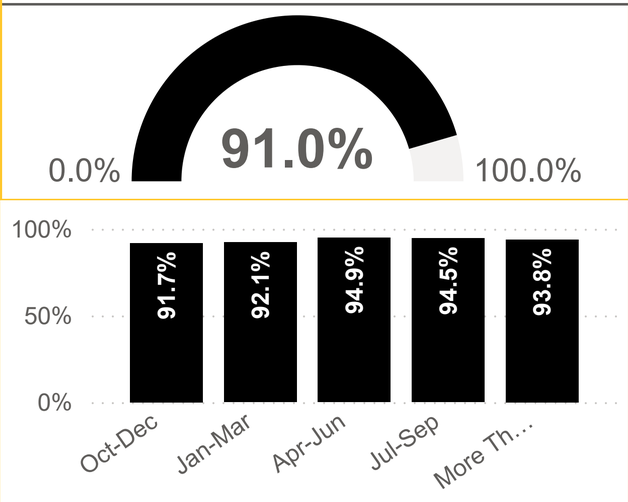


Trust to Deliver: Community

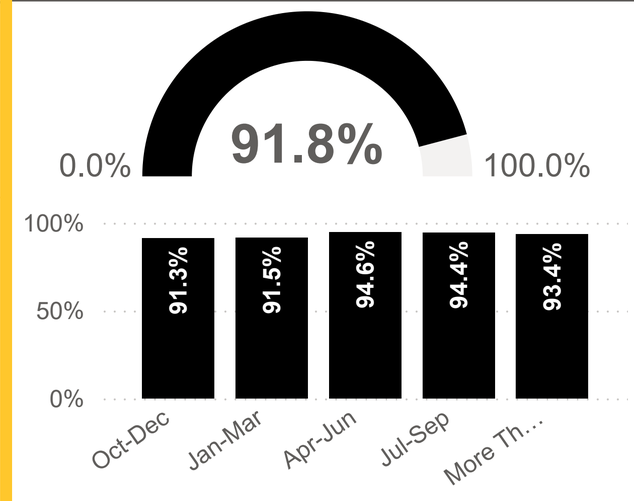
CHFS 3 Target: 60%



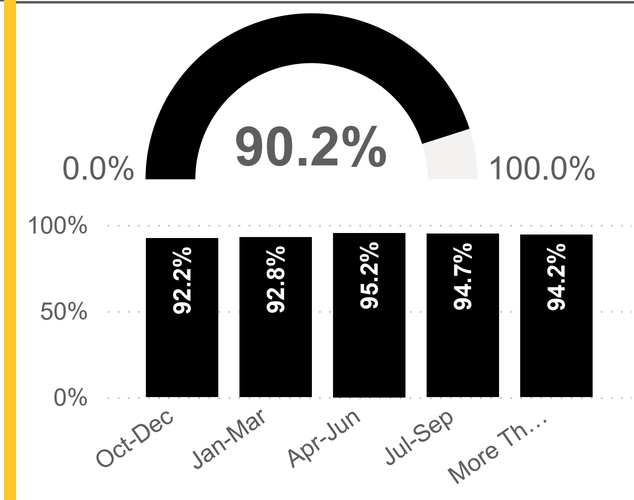
Customer Satisfaction with Staff



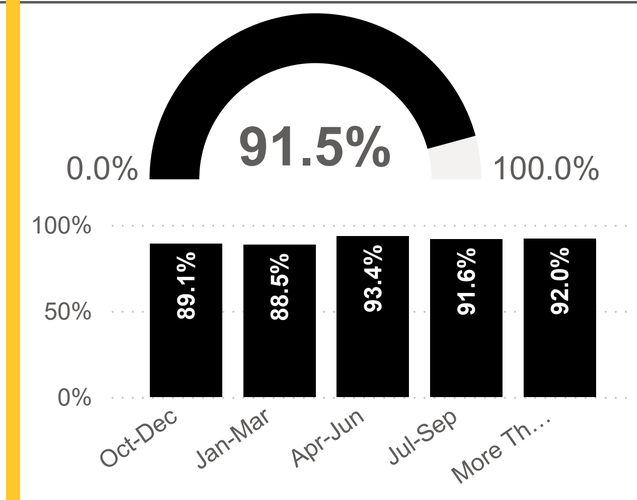
Satisfaction with Port Staff



Satisfaction with Onboard Crew



Satisfaction with the Port

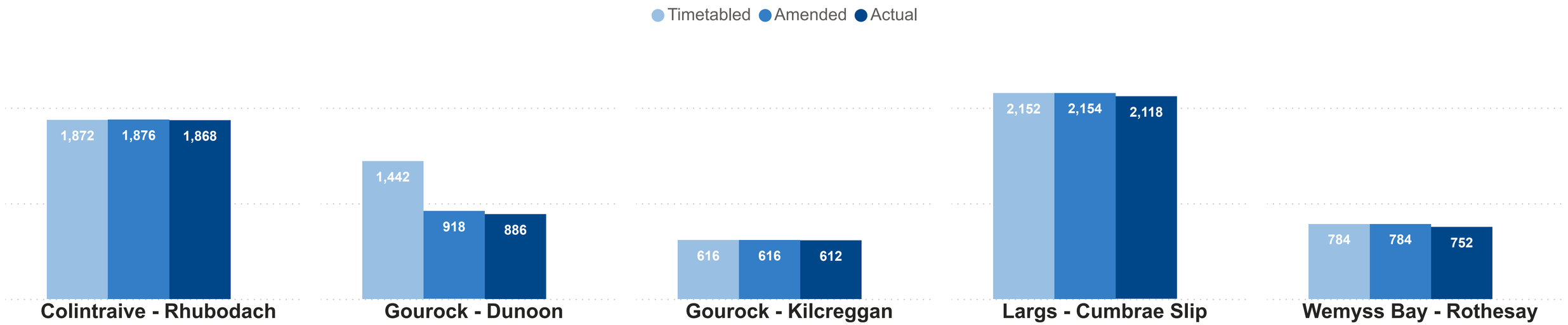


Clyde North

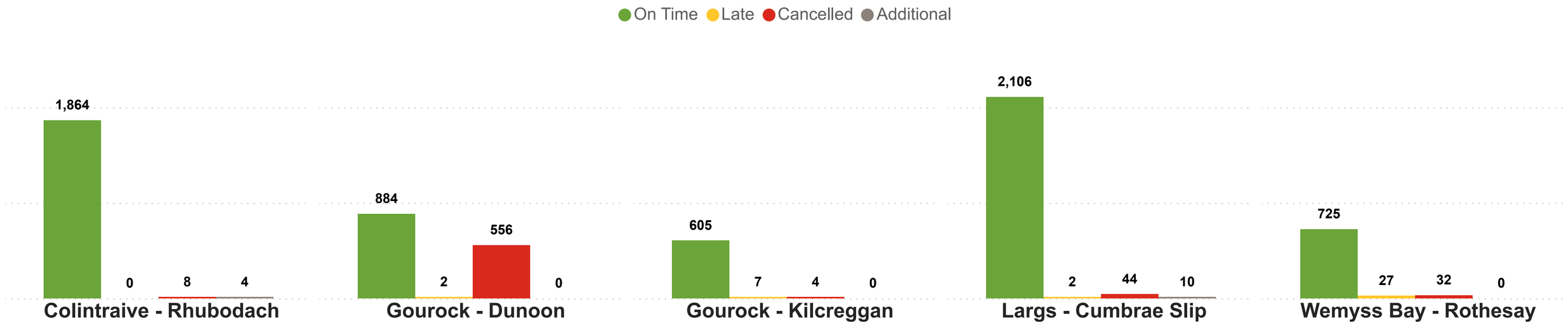
Our Performance in September 2026

Sailing Performance & Capacity

Sailings Timetabled, Amended & Actual



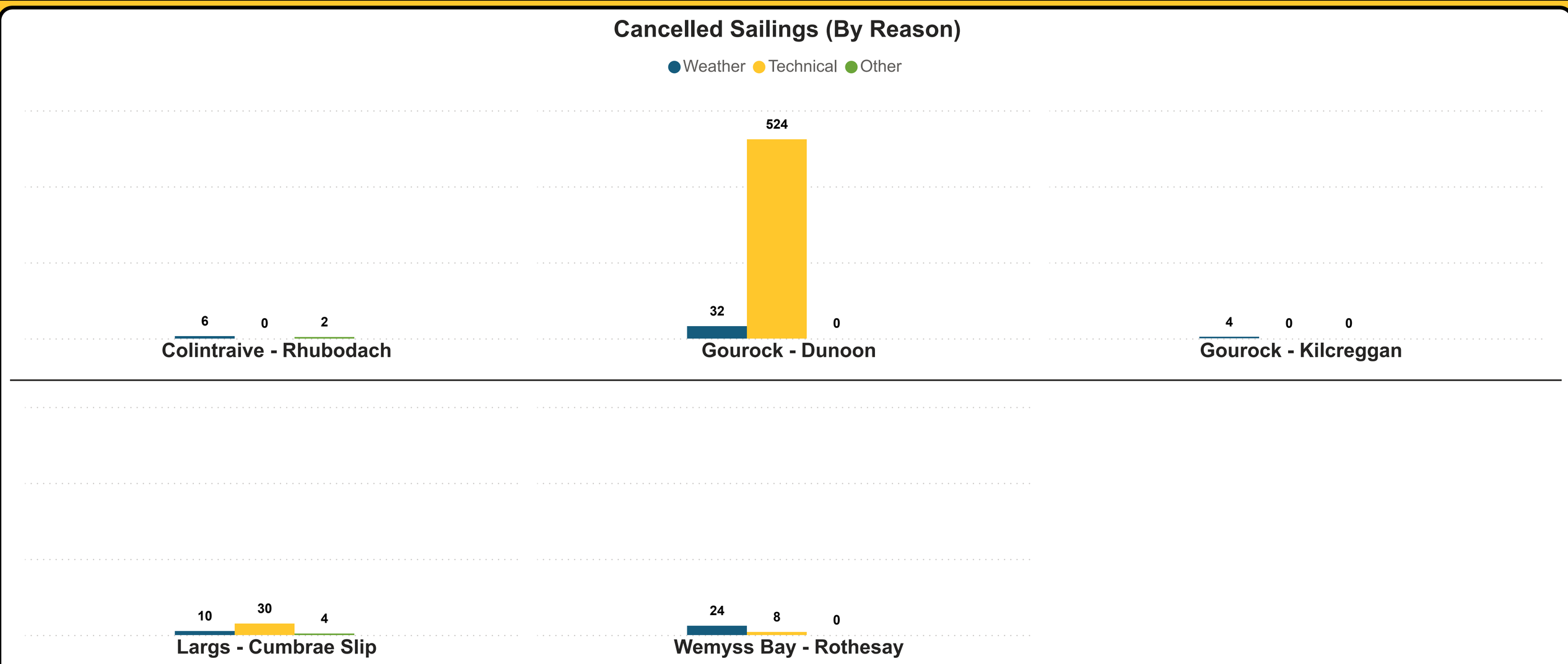
Punctuality & Reliability



Clyde North

Our Performance in September 2026

Sailing Performance & Capacity



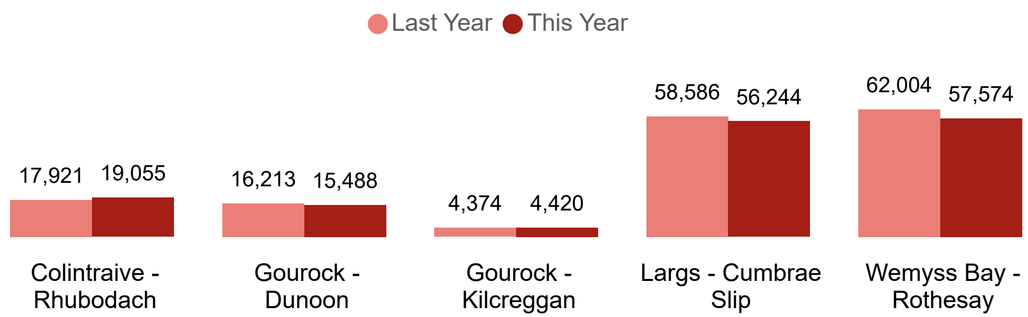
"Other" refers to any cancellations not resulting from weather and technical disruption. This includes cancellations due to reasons such as bunkering issues, berth unavailability etc.

Clyde North

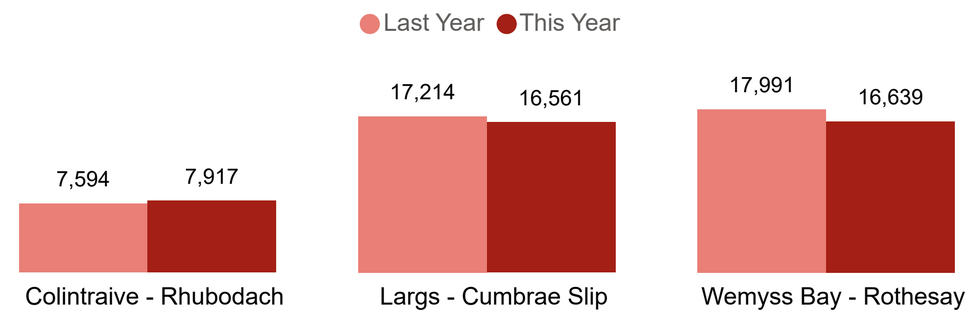
Our Performance in September 2026

Carryings

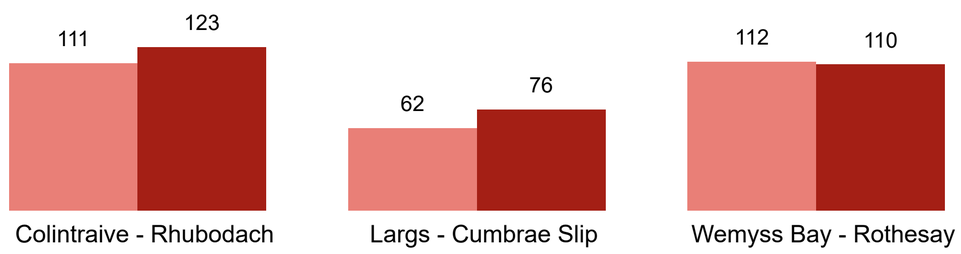
Shipped Passengers



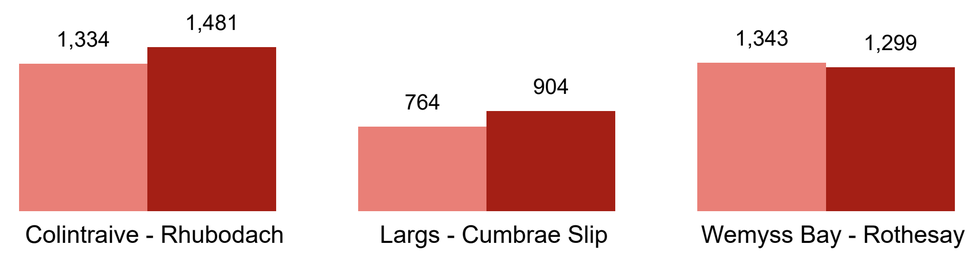
Shipped Cars



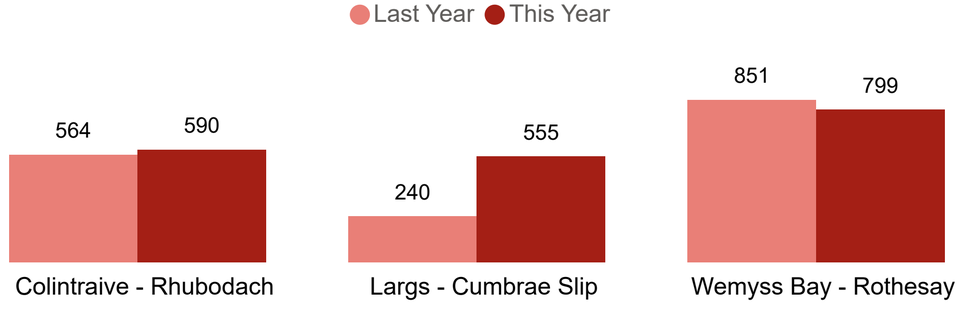
Shipped Coaches



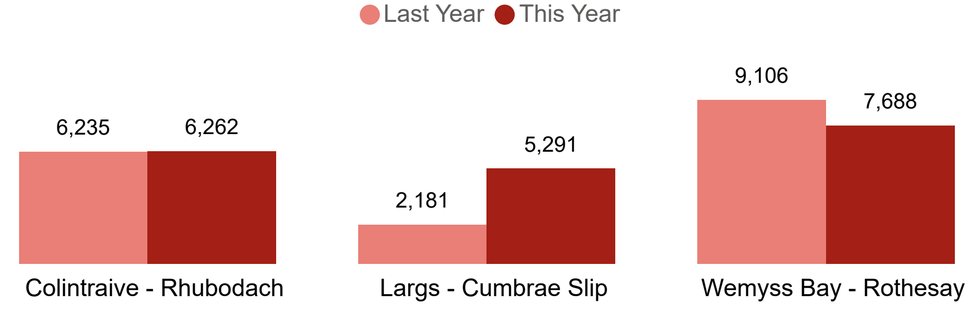
Shipped Coach Metres



Shipped Commercial Vehicles



Shipped Commercial Vehicle Metres



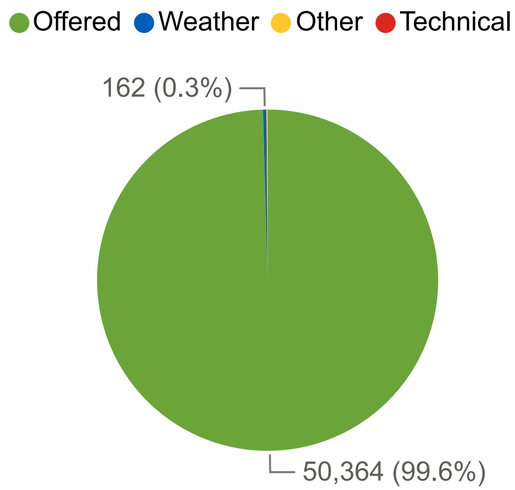
Clyde North

Our Performance in September 2026

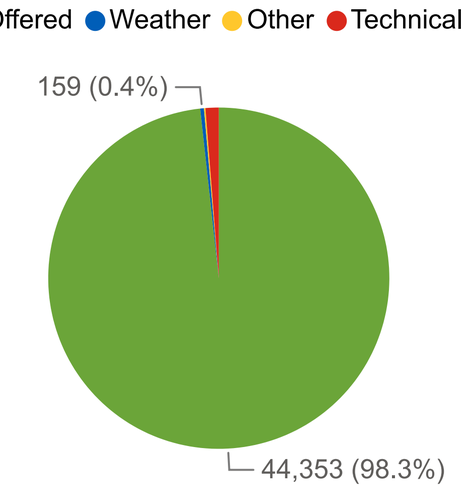
Car Equivalent Spaces Offered vs Cancelled

- 1 Car Equivalent Space is equal to 4.6 General Lane Metres
- Below visuals represent car equivalent spaces offered vs car equivalent space made unavailable as a result of technical, weather and all other cancellations

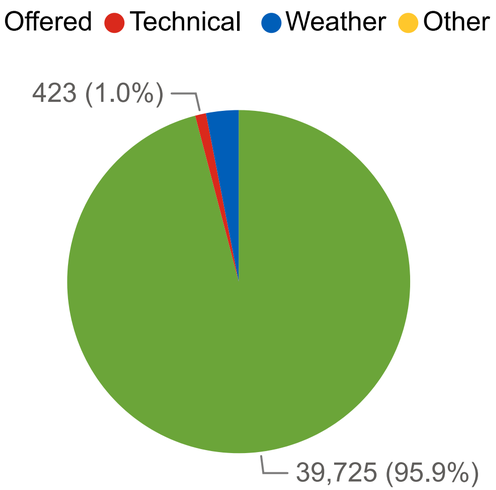
Colintraive - Rhubodach



Largs - Cumbrae Slip



Wemyss Bay - Rothesay



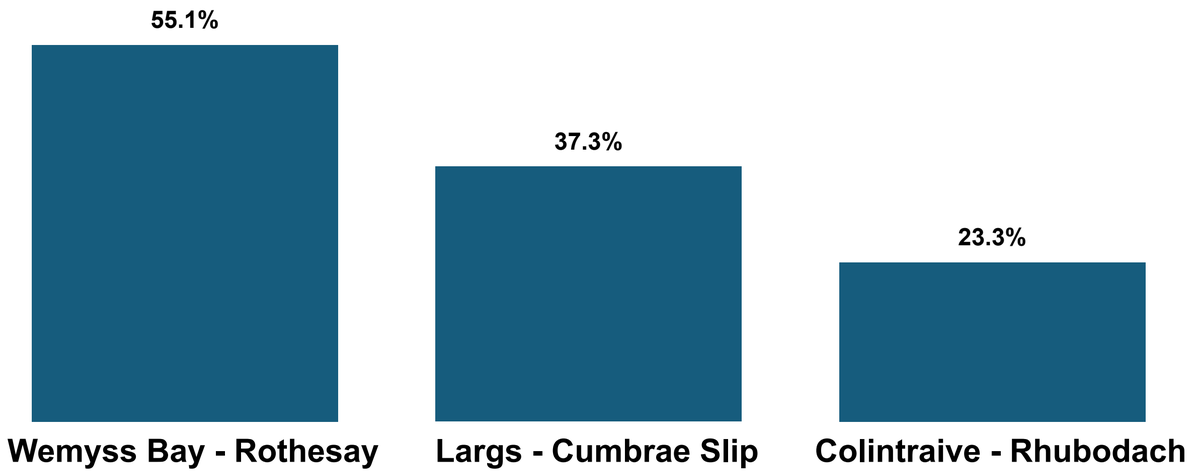
Route	Offered	Weather	Technical	Other
Colintraive - Rhubodach	50,364	162		54
Largs - Cumbrae Slip	44,353	159	563	63
Wemyss Bay - Rothesay	39,725	1,268	423	

Clyde North

Our Performance in September 2026

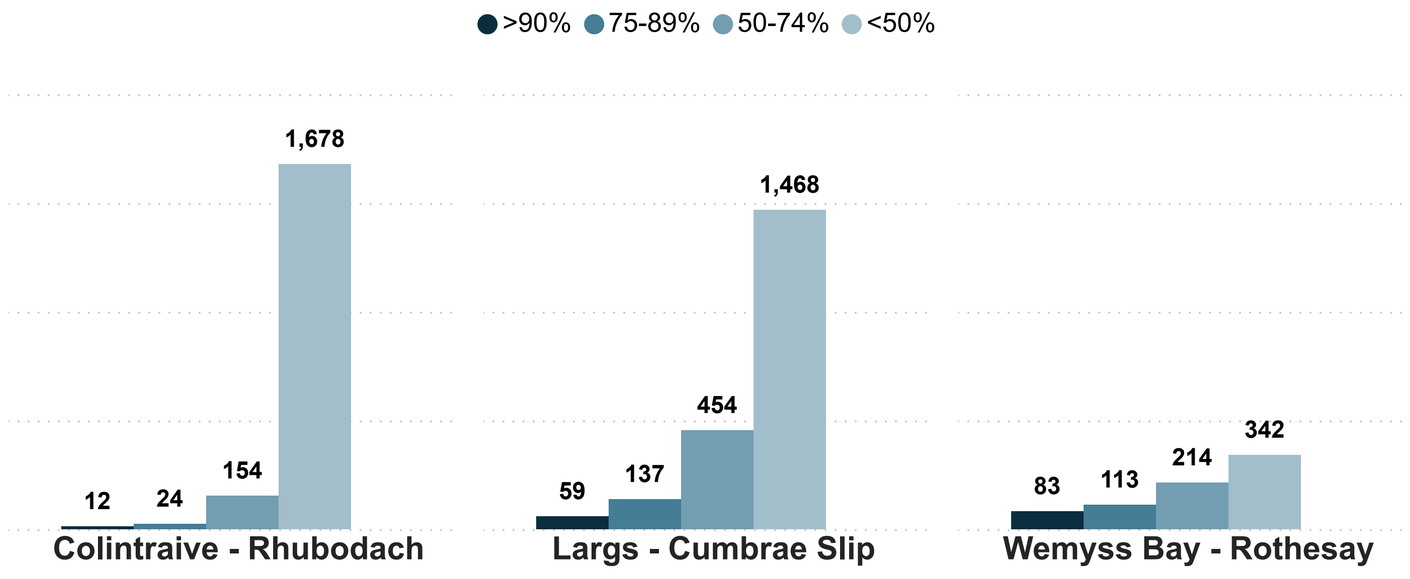
Vehicle Deck Utilisation

Average Deck Utilisation



Route	GLM Offered	GLM Used	Car Equiv. Spaces Used	% Used
Wemyss Bay - Rothesay	182.7K	100.7K	21,889	55.1%
Largs - Cumbrae Slip	204.0K	76.1K	16,550	37.3%
Colintraive - Rhubodach	231.7K	54.0K	11,744	23.3%
Total	**618.4K**	**230.8K**	**50,183**	**37.3%**

Overall Utilisation of Sailings



Glossary

Term	Definition
Average Speed of Answer	Average number of seconds taken to answer a call to our Customer Engagement Centre
Community	Respondents who answer the question "Where do you live?" with "On a Scottish island" or "On a Scottish peninsula"
Complaints	Number of complaints received by CalMac Customer Engagement Centre
Complaints Resolved in 21 Days	% of complaints to the CalMac Customer Care department that were closed in the reporting month and resolved within 21 working days
Customer Satisfaction with Staff	% rating based on customers rating their satisfaction with our port staff and onboard crew as "Very Satisfied" and "Satisfied"
Engagement	Number of meetings and hours spent by Area Operation Managers (AOMs) and Port Managers engaging with local community groups
First Contact Resolution	% of respondents to the Customer Engagement Centre Customer Experience survey who responded yes to the 'this is the First time I have contacted you about this' and answer to Task Completion (were you able to complete your task) was also 'Yes'
Overall Satisfaction	% of our customers rating their overall satisfaction with our service as "Very Satisfied or Satisfied", from our Post Journey Survey, Onboard and Port Surveys
Sentiment	Sentiment of comments on our operational social media channels, taken from our social media management platform.
Trust Score	% of respondents to our Post Journey, Onboard and Port CX surveys who answer 'Do Trust' or 'Definitely Do Trust' to the survey question 'How much do you trust Caledonian MacBrayne to deliver the service it offers?'
Actual Sailings	Sailings/car spaces/capacity offered on the day of travel
Amended Sailings	Sailings/car spaces/capacity advertised 7 days prior to the departure date
Banding	Based on scheduled passage duration: Band A: 30 minutes or less Band B: More than 30 minutes, up to 90 minutes Band C: More than 90 minutes
Cancelled (Other)	Sailings cancelled for any reason other than technical issues or weather
Cancelled (Technical)	Sailings cancelled due to a technical issue with the vessel in question or as a result of a technical issue with another vessel
Cancelled (Weather)	Sailings cancelled due to adverse weather or very high/low tides
Car Spaces	Equivalent to 4.6 General Lane Metres
GLM	General Lane Metres - the vehicle metres available onboard
Lateness Levels	Based on minutes late arrival Level 1 Lateness: Band A (5-10 mins late) | Band B (10-20 mins late) | Band C (15-30 mins late) Level 2 Lateness: Band A (>10 mins late) | Band B (>20 mins late) | Band C (>30 mins late)
Missed Train Connections	Number of train connections, advertised in the published timetable for Band C sailings, that were missed
Timetabled Sailings	Sailings/car spaces/capacity originally advertised in the published timetable at the start of the season