

Our Performance in February 2025

Customer Feedback Metrics

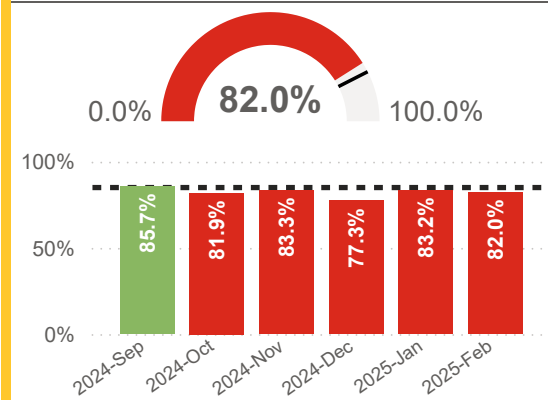
Network Wide



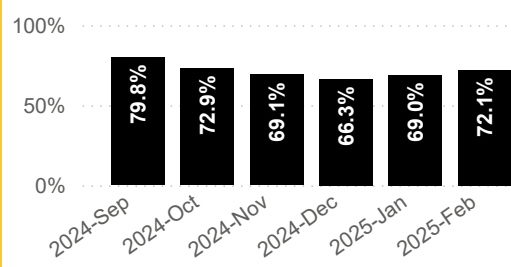
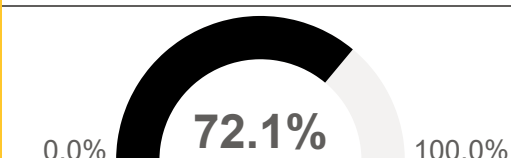
For all metrics: **RED** - Has failed to meet KPI target within the shown timeframe. **GREEN** - Has met KPI Target within shown timeframe. **BLACK** - has KPI targets pending.

Overall Satisfaction

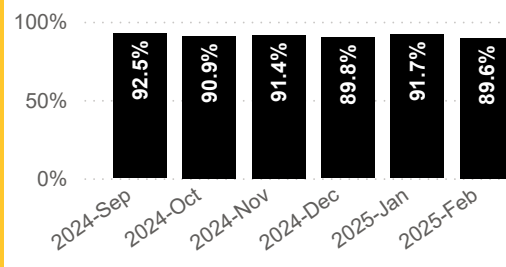
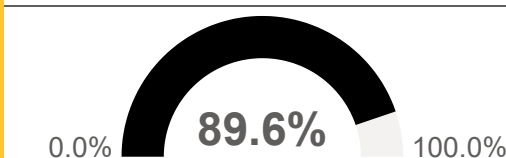
Target: 85%



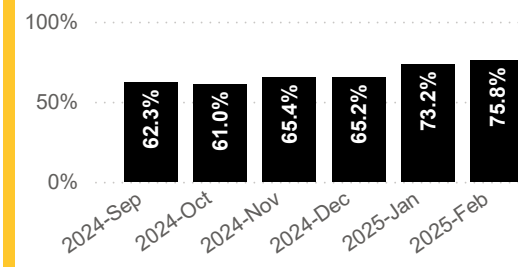
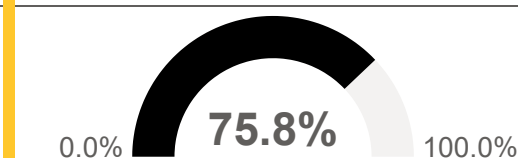
Trust to Deliver Service



Customer Satisfaction with Staff

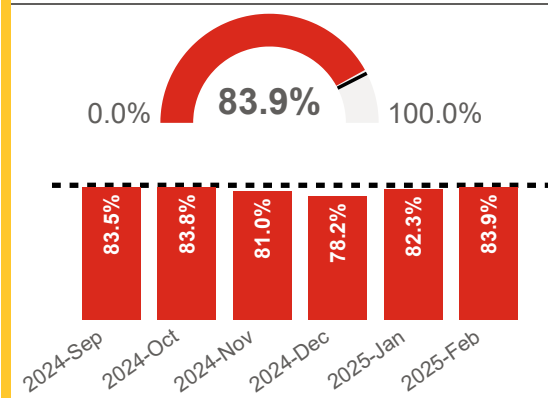


Calls Resolved on 1st Call

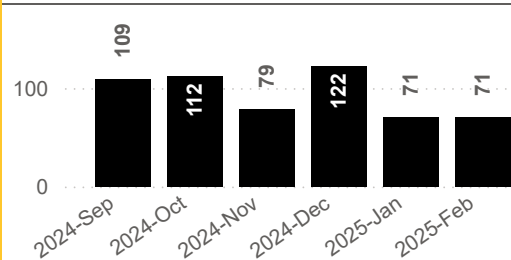


Sentiment

Target: 85%



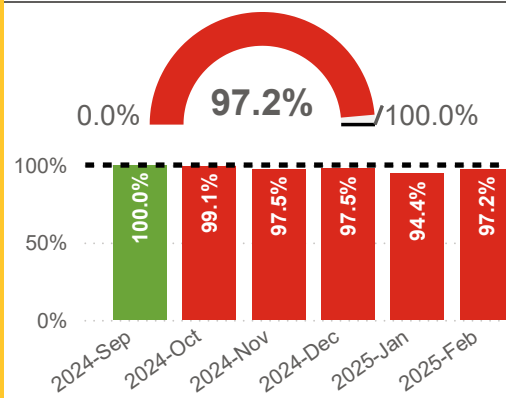
Number of Complaints Received



Complaints have held broadly static over the last 6 months. A lower than normal % were answered within 21 days last month due to the complexity of the cases involved.

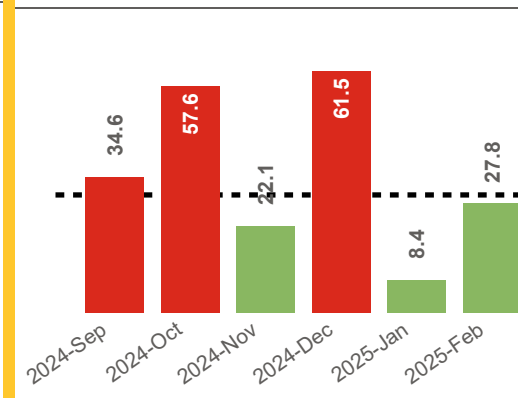
Complaints Handled within 21 Days

Target: 100%



Average of Time to Answer (s)

Target: 30s



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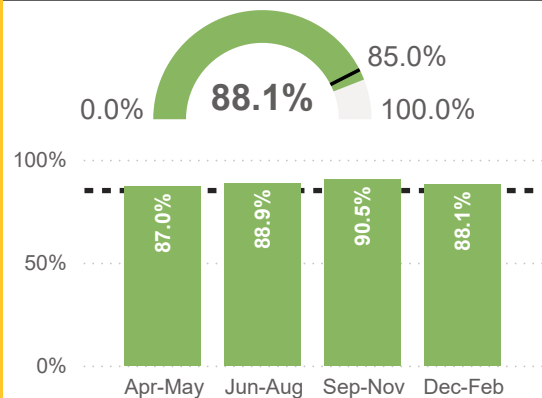
Clyde North



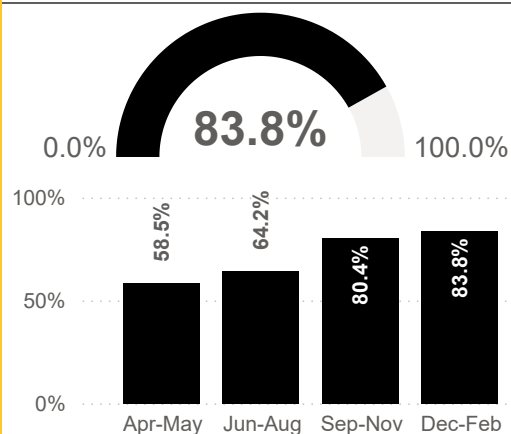
For all metrics: **RED** - Has failed to meet KPI target within the shown timeframe. **GREEN** - Has met KPI Target within shown timeframe. **BLACK** - has KPI targets pending.
Data is aggregated at a quarterly level due to small volumes of **Community** responses. Work is ongoing to increase response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

Overall Satisfaction

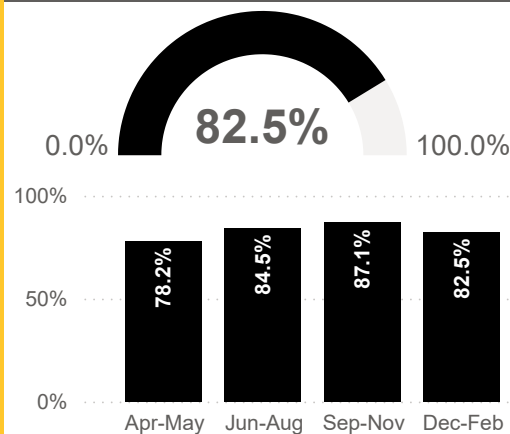
Target: 85%



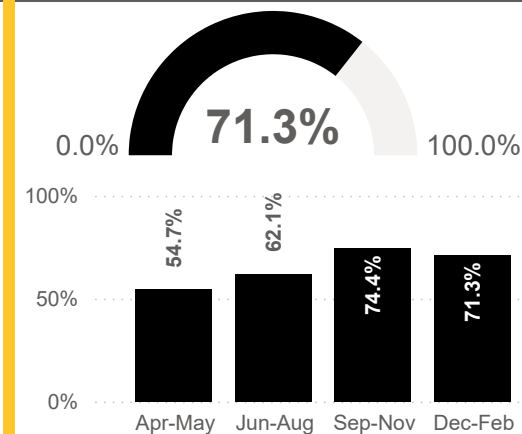
Overall Satisfaction: Community



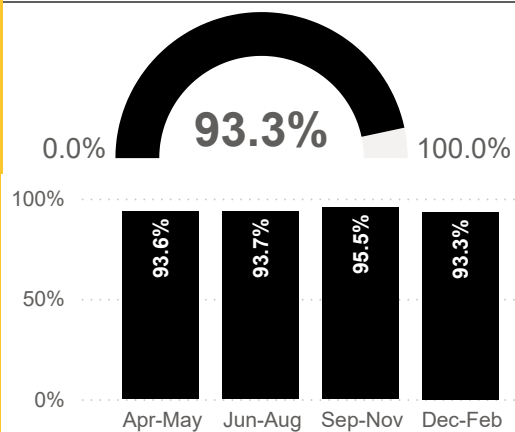
Trust to Deliver Service



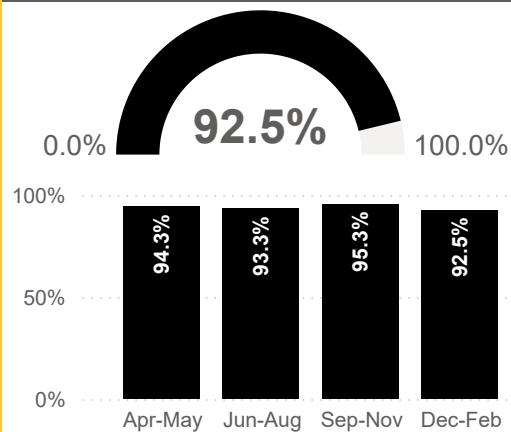
Trust to Deliver: Community



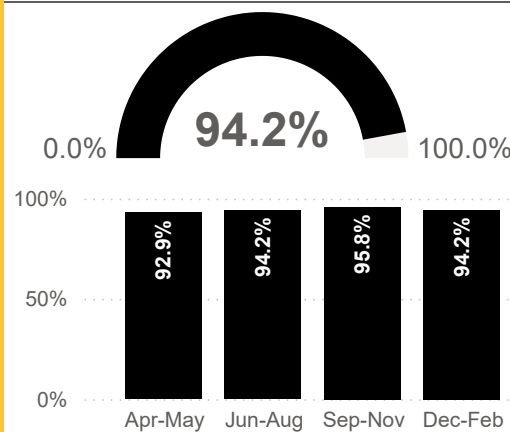
Customer Satisfaction with Staff



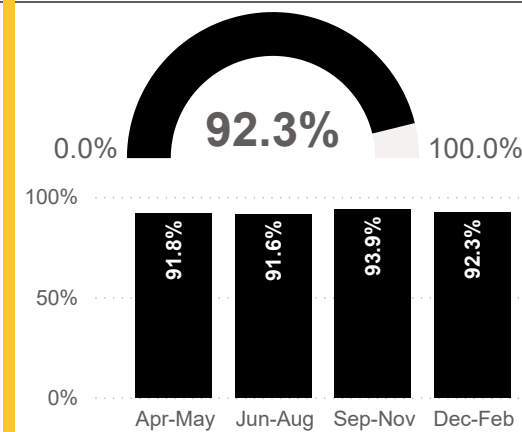
Satisfaction with Port Staff



Satisfaction with Onboard Crew



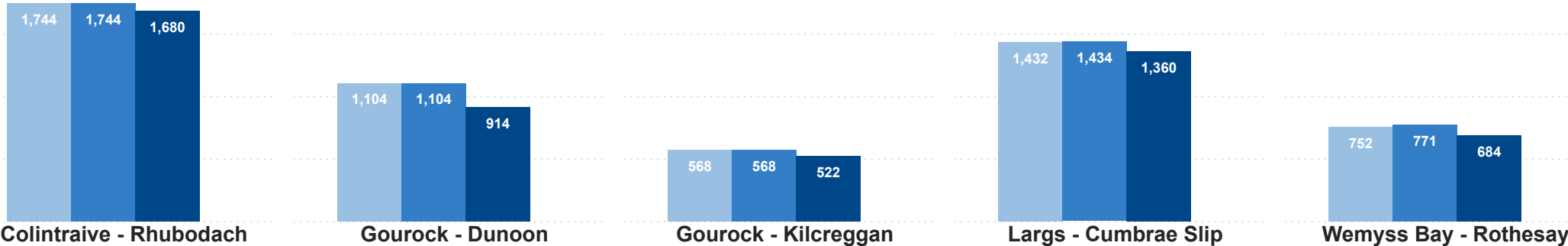
Satisfaction with the Port





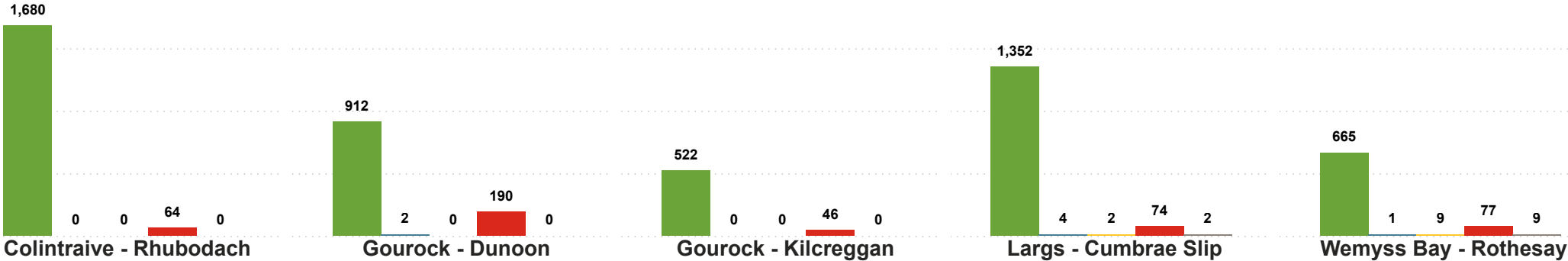
Sailings Timetabled, Amended & Actual

● Timetabled ● Amended ● Actual



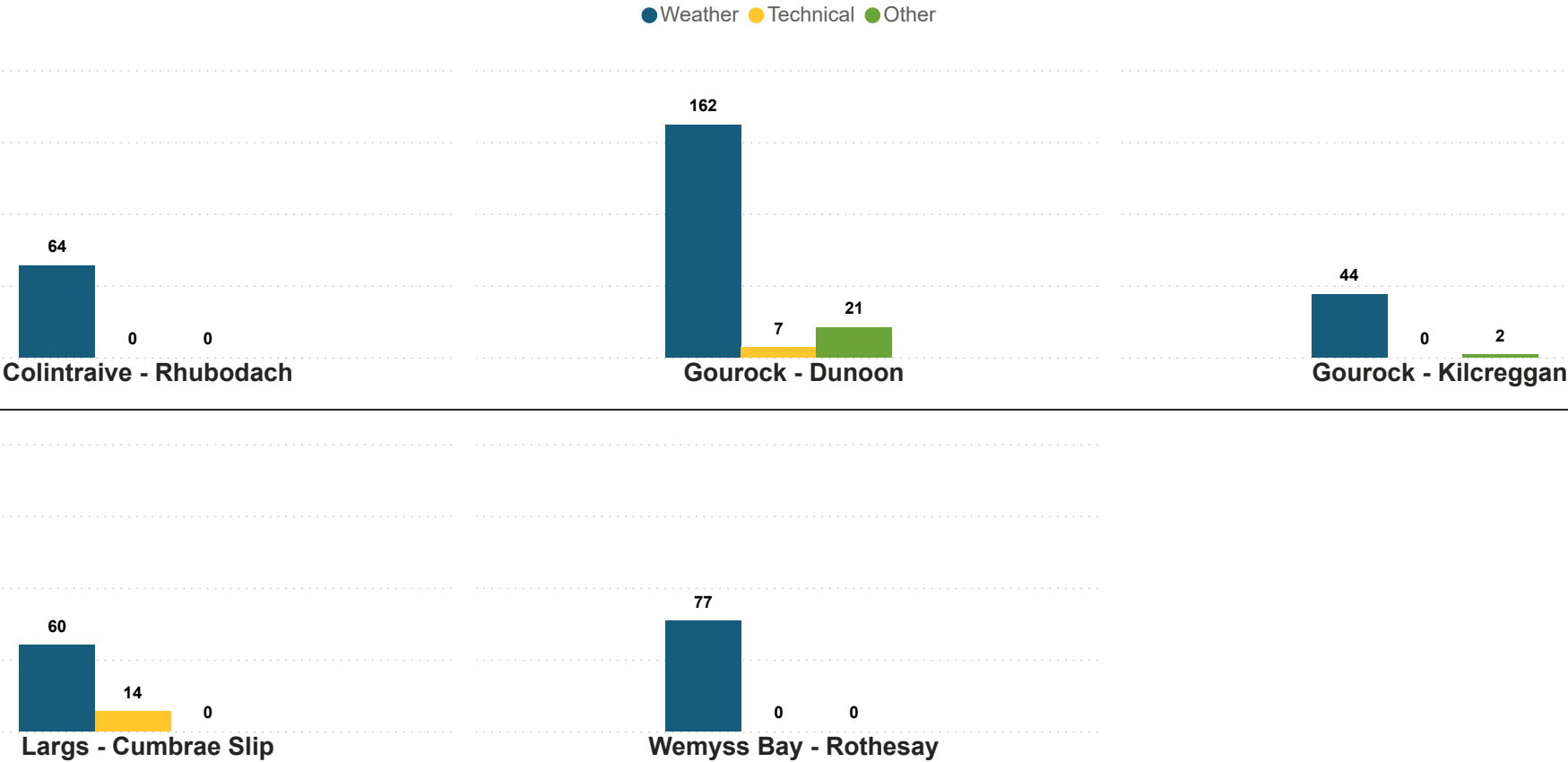
Punctuality & Reliability

● On Time ● Level 1 Lateness ● Level 2 Lateness ● Cancelled ● Additional





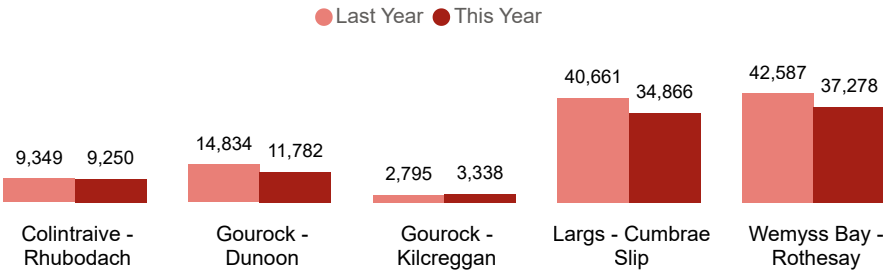
Cancelled Sailings (By Reason)



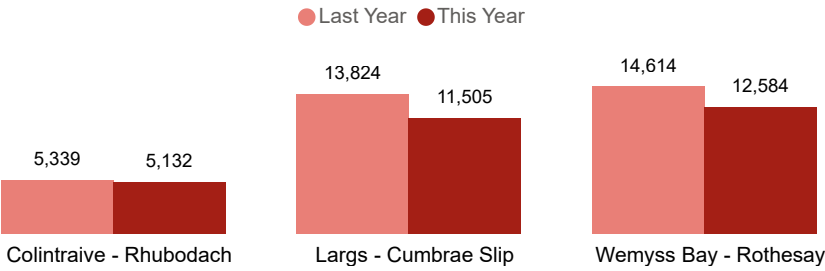
"Other" refers to any cancellations not resulting from weather and technical disruption. This includes cancellations due to reasons such as bunkering issues, berth unavailability etc.



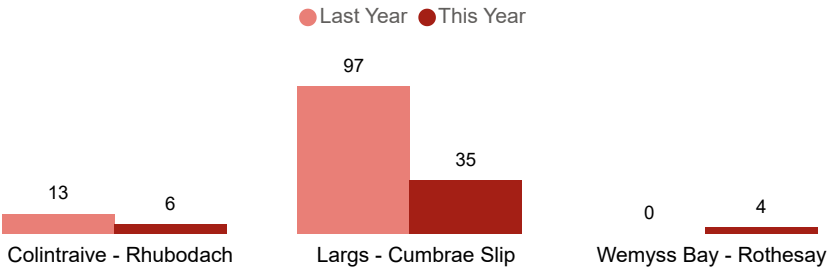
Shipped Passengers



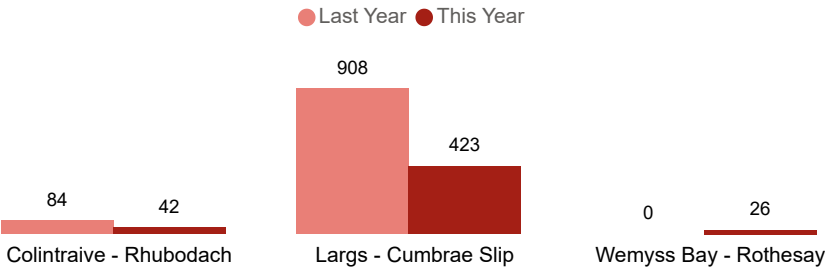
Shipped Cars



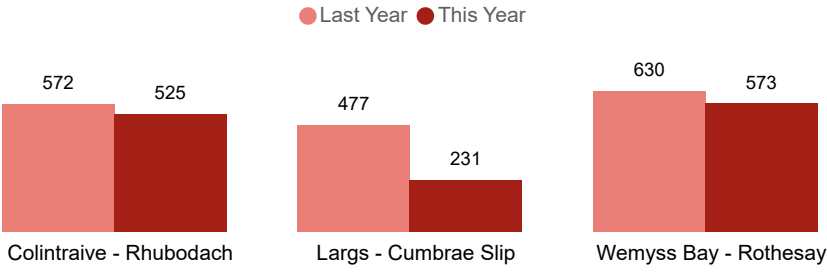
Shipped Coaches



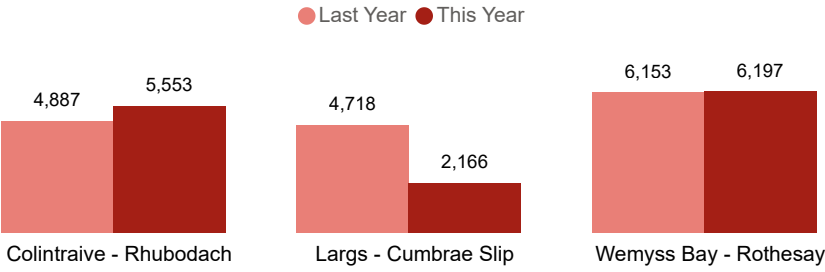
Shipped Coach Metres



Shipped Commercial Vehicles



Shipped Commercial Vehicle Metres

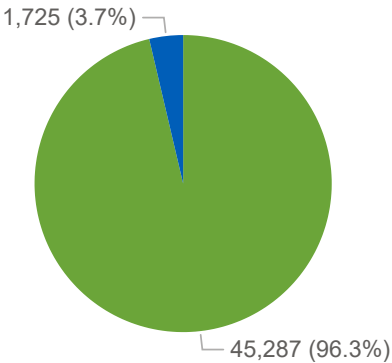




- 1 Car Equivalent Space is equal to 4.6 General Lane Metres
- Below visuals represent car equivalent spaces offered vs car equivalent space made unavailable as a result of technical, weather and all other cancellations

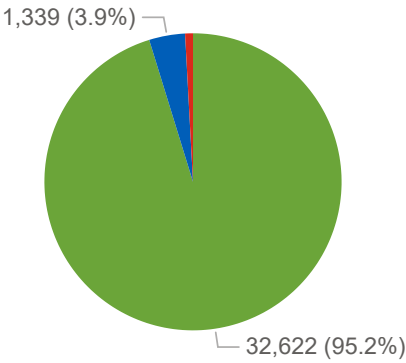
Colintraive - Rhubodach

Offered Weather Other Technical



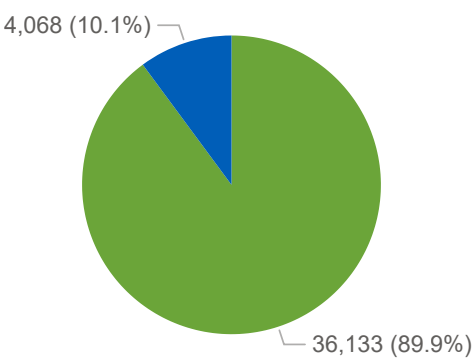
Largs - Cumbrae Slip

Offered Weather Other Technical



Wemyss Bay - Rothesay

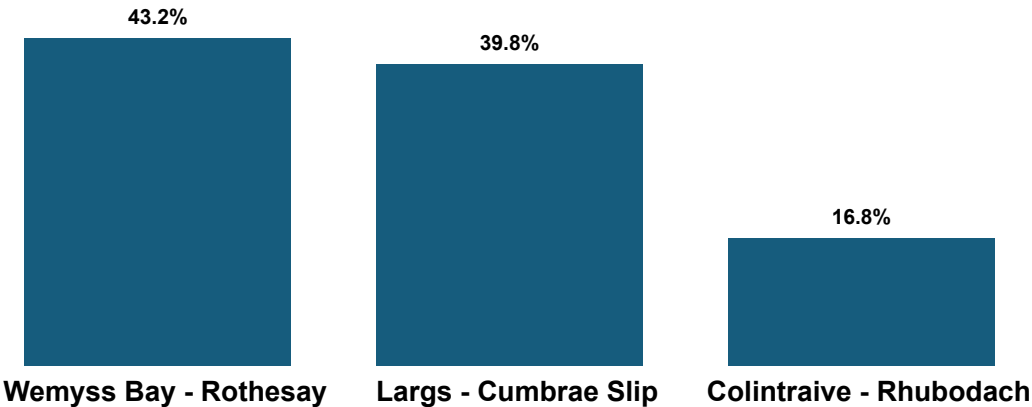
Offered Technical Weather Other



| Route | Offered | Weather | Technical | Other |
|-------------------------|---------|---------|-----------|-------|
| Colintraive - Rhubodach | 45,287 | 1,725 | | |
| Largs - Cumbrae Slip | 32,622 | 1,339 | 292 | |
| Wemyss Bay - Rothesay | 36,133 | 4,068 | | |



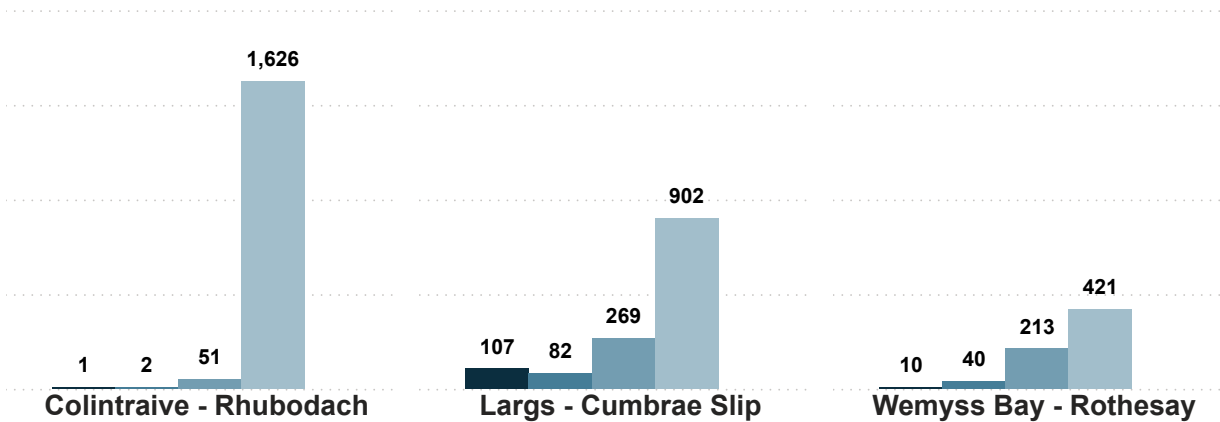
Average Deck Utilisation



| Route | GLM Offered | GLM Used | Car Equiv. Spaces Used | % Used |
|-------------------------|-------------|----------|------------------------|--------|
| Wemyss Bay - Rothesay | 166.2K | 71.8K | 15,618 | 43.2% |
| Largs - Cumbrae Slip | 150.1K | 59.7K | 12,981 | 39.8% |
| Colintraive - Rhubodach | 208.3K | 35.0K | 7,614 | 16.8% |
| Total | 524.6K | 166.6K | 36,214 | 31.8% |

Overall Utilisation of Sailings

Legend: >90% (dark blue), 75-89% (medium blue), 50-74% (light blue), <50% (very light blue)





| 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 |