

Total Number of Survey Responses

32K

Our Performance in November 2024

Customer Feedback Metrics

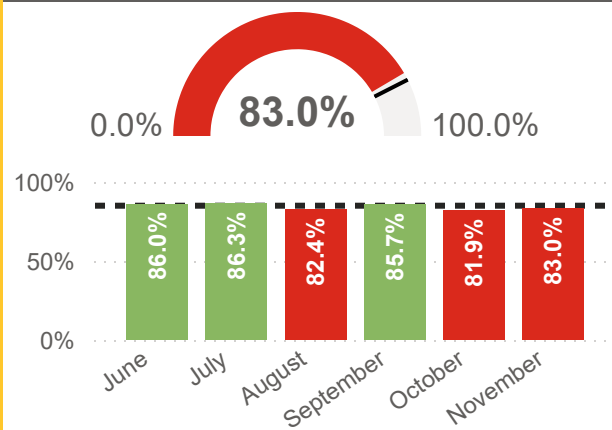
Network Wide



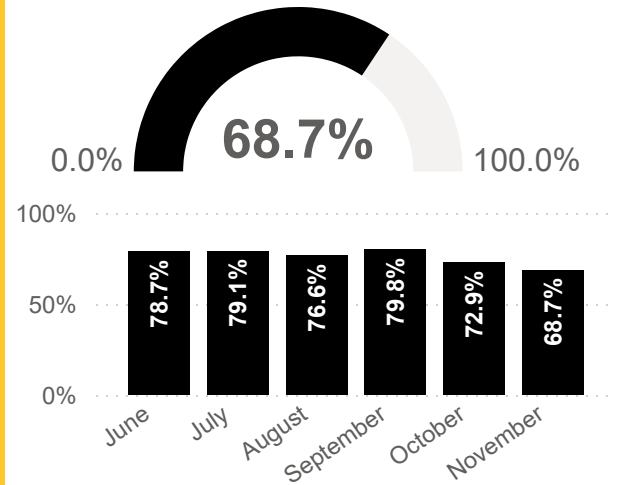
For all metrics: **RED** - Has failed to meet KPI target within the shown timeframe. **GREEN** - Has met KPI Target within shown timeframe. **BLACK** - has KPI targets pending.

Overall Satisfaction

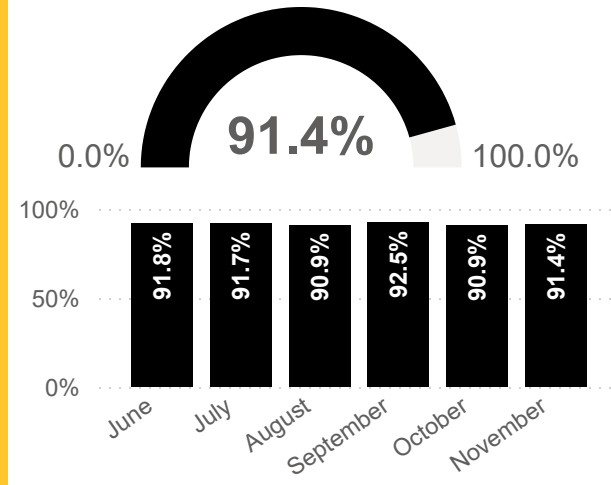
Target: 85%



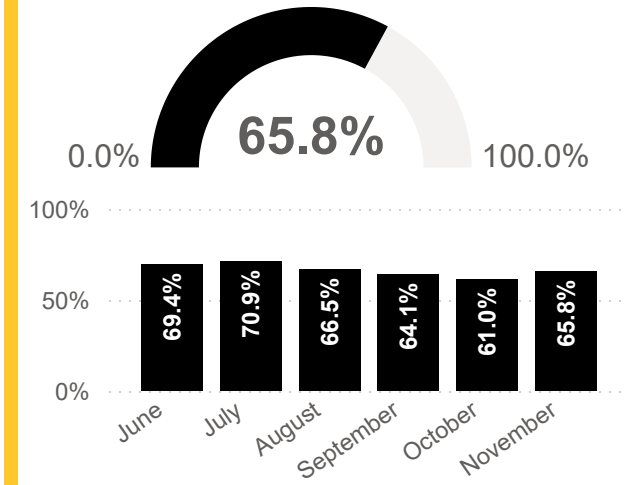
Trust to Deliver Service



Customer Satisfaction with Staff

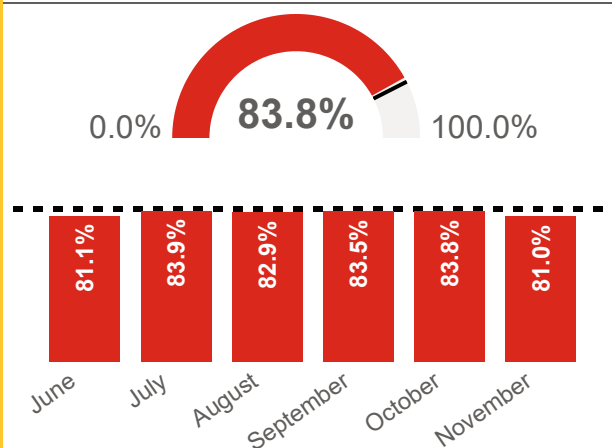


Calls Resolved on 1st Call

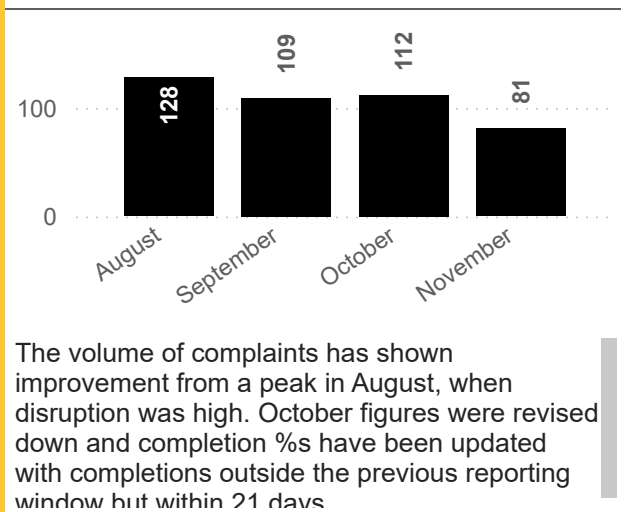


Sentiment

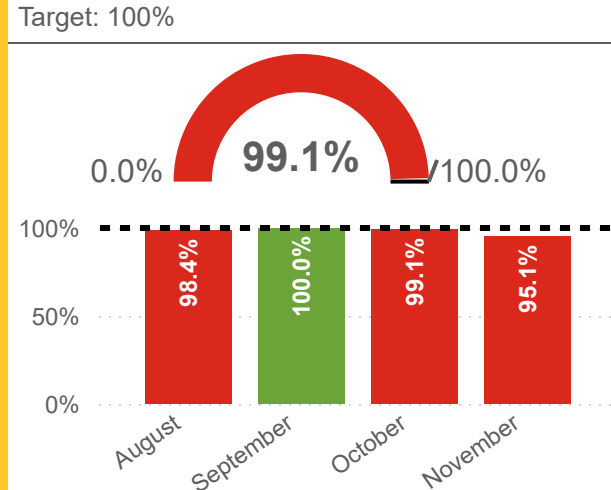
Target: 85%



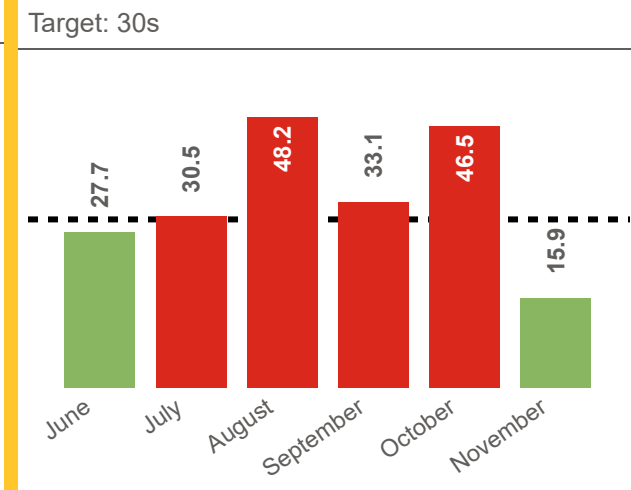
Number of Complaints Received



Complaints Handled within 21 Days



Average of Time to Answer (s)

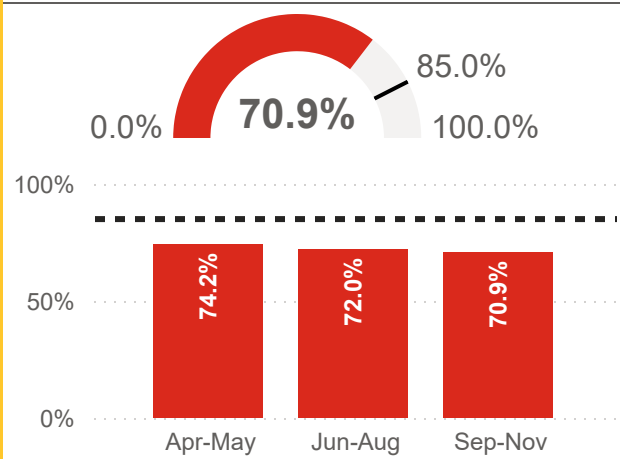




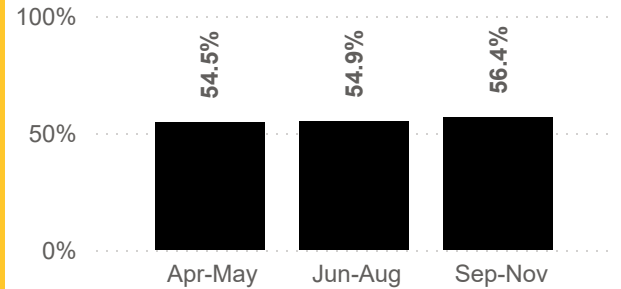
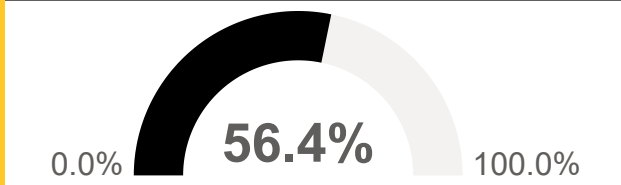
For all metrics: **RED** - Has failed to meet KPI target within the shown timeframe. **GREEN** - Has met KPI Target within shown timeframe. **BLACK** - has KPI targets pending. Data is aggregated at a quarterly level due to small volumes of **Community** responses. Work is ongoing to increase response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

Overall Satisfaction

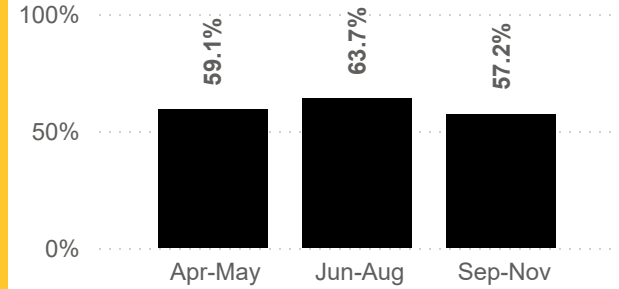
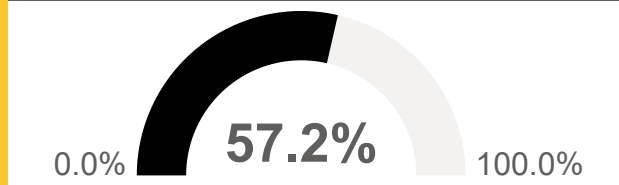
Target: 85%



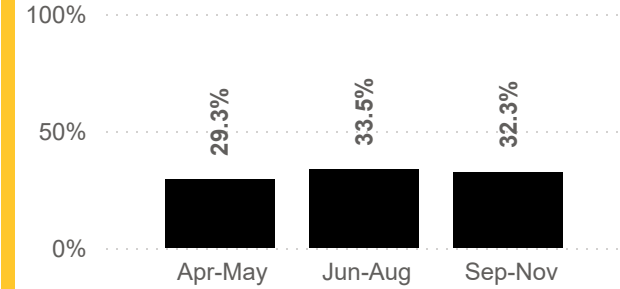
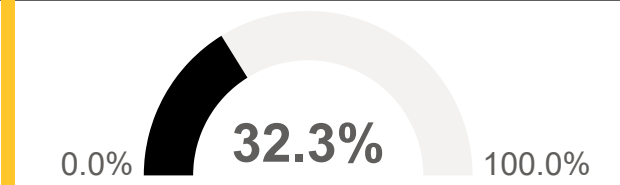
Overall Satisfaction: Community



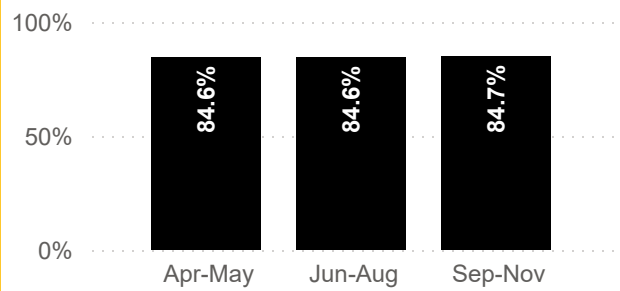
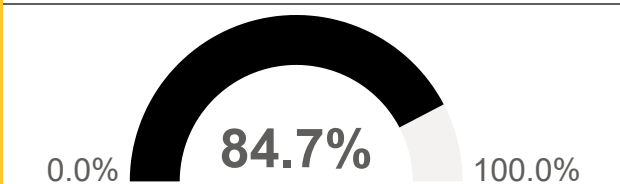
Trust to Deliver Service



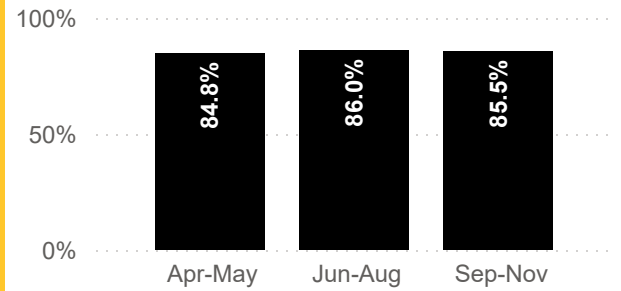
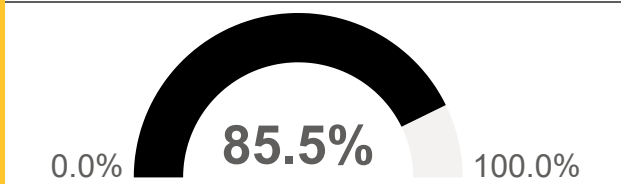
Trust to Deliver: Community



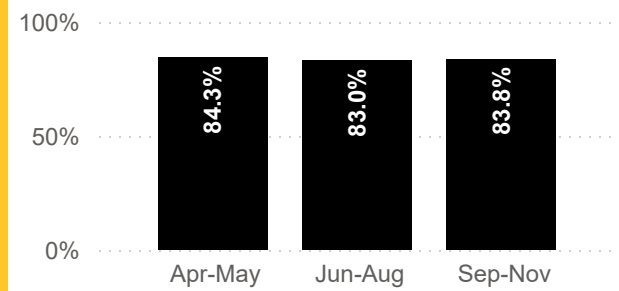
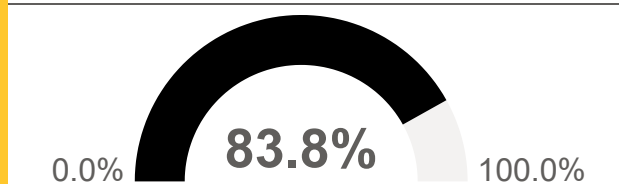
Customer Satisfaction with Staff



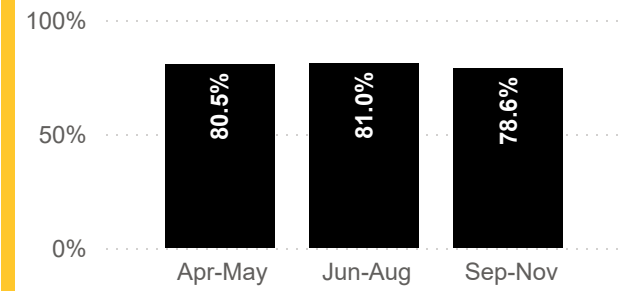
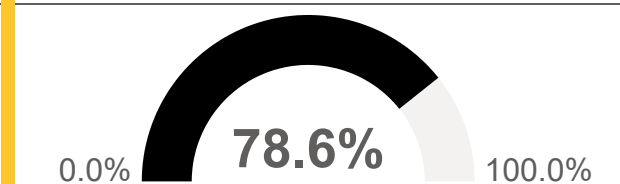
Satisfaction with Port Staff



Satisfaction with Onboard Crew



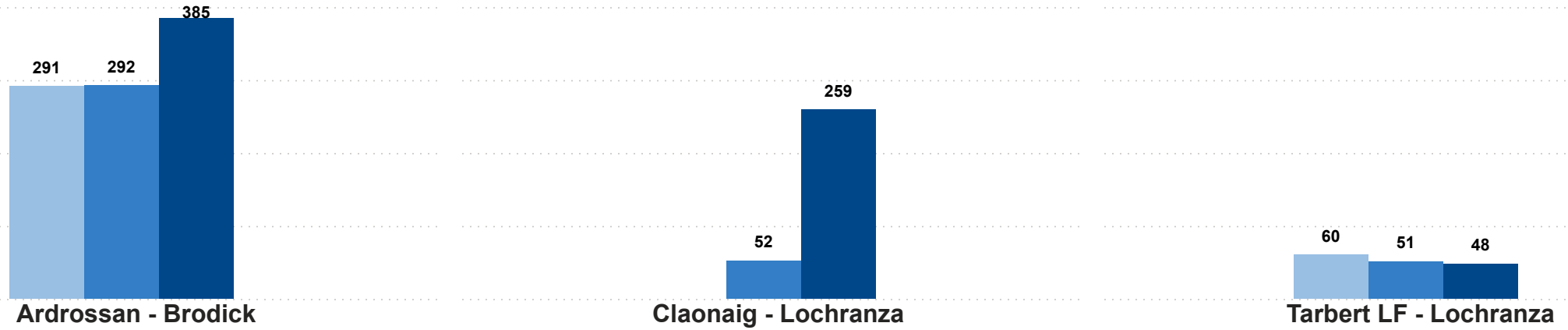
Satisfaction with the Port





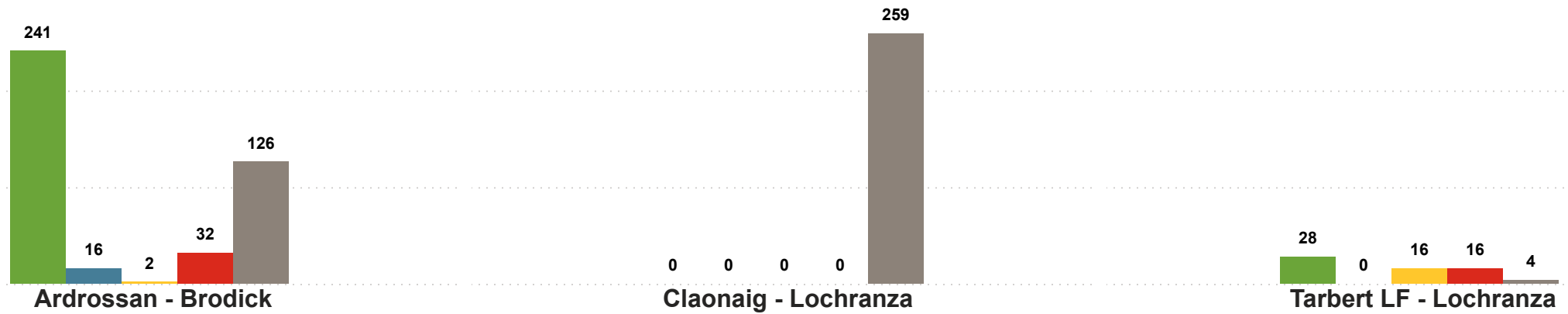
Sailings Timetabled, Amended & Actual

● Timetabled ● Amended ● Actual



Punctuality & Reliability

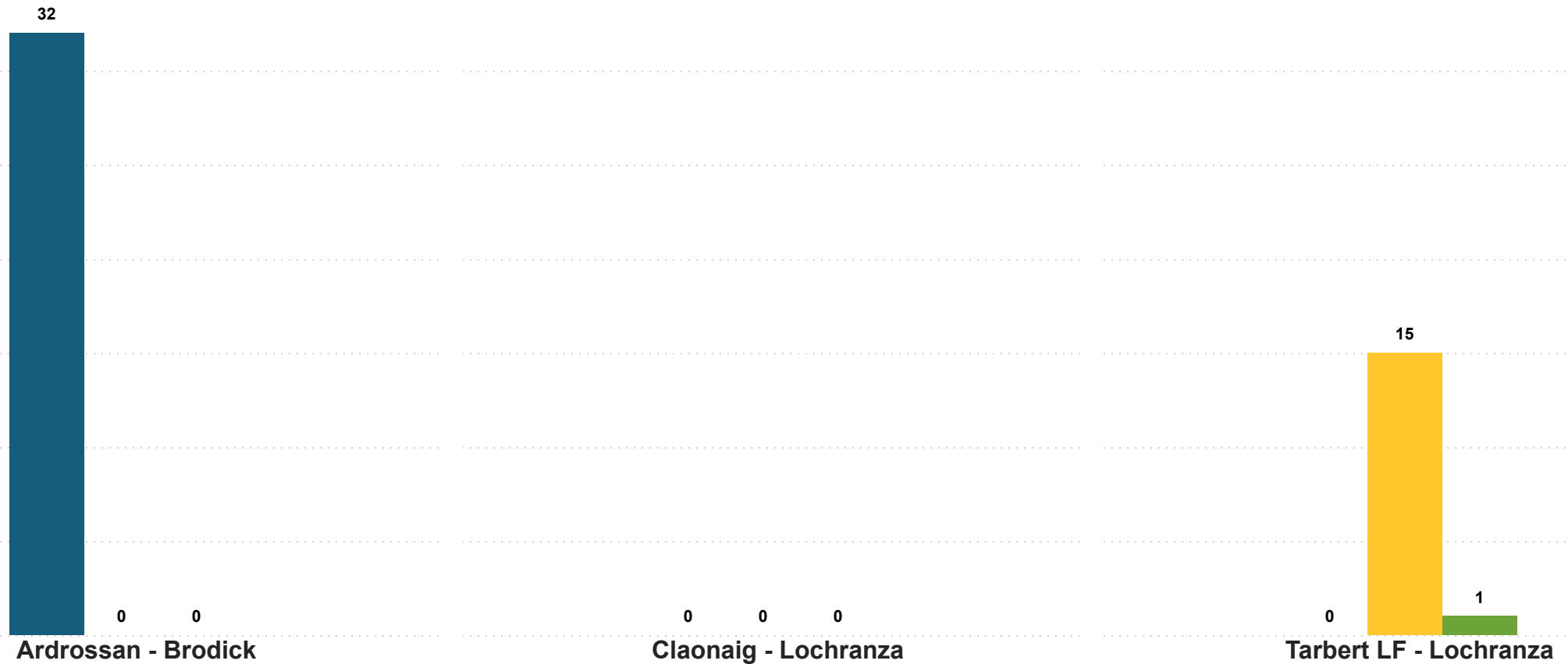
● On Time ● Level 1 Lateness ● Level 2 Lateness ● Cancelled ● Additional





Cancelled Sailings (By Reason)

● Weather ● Technical ● Other

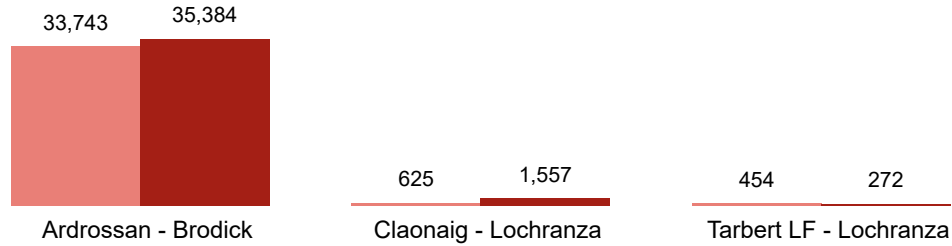


"Other" refers to any cancellations not resulting from weather and technical disruption. This includes cancellations due to reasons such as bunkering issues, berth unavailability etc.



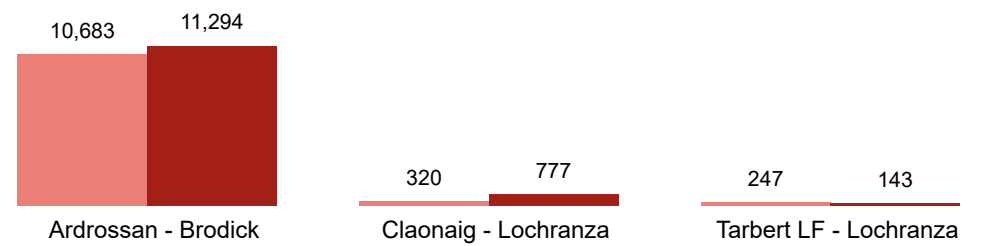
Shipped Passengers

● Last Year ● This Year



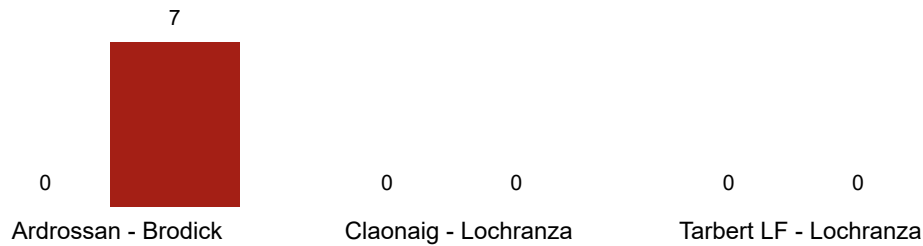
Shipped Cars

● Last Year ● This Year



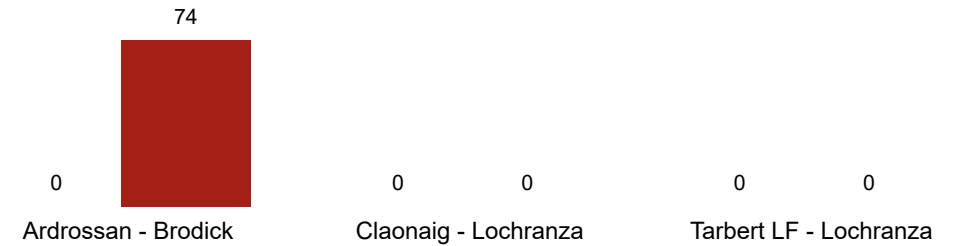
Shipped Coaches

● Last Year ● This Year



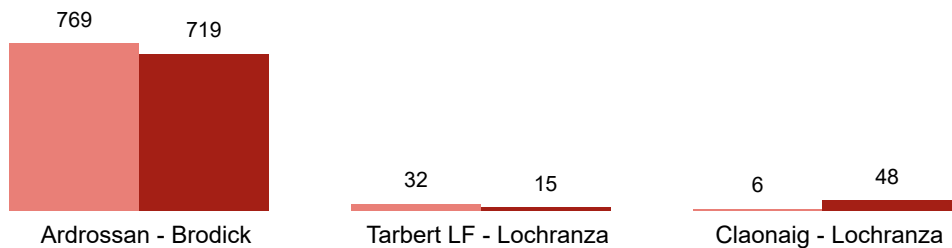
Shipped Coach Metres

● Last Year ● This Year



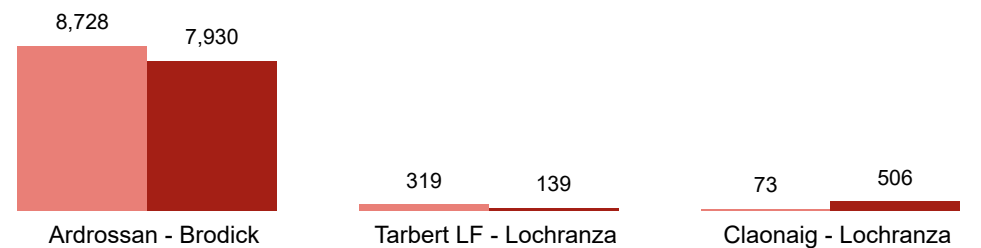
Shipped Commercial Vehicles

● Last Year ● This Year



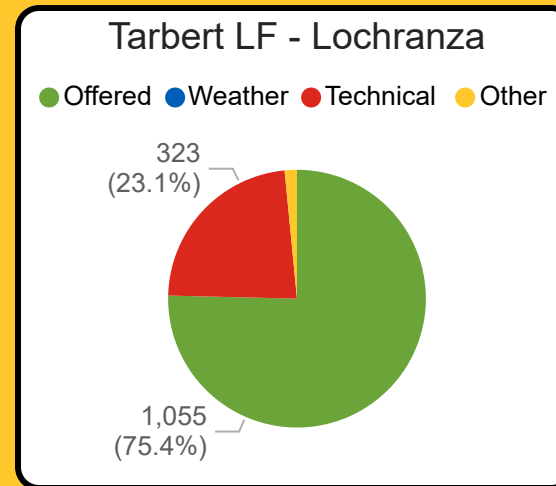
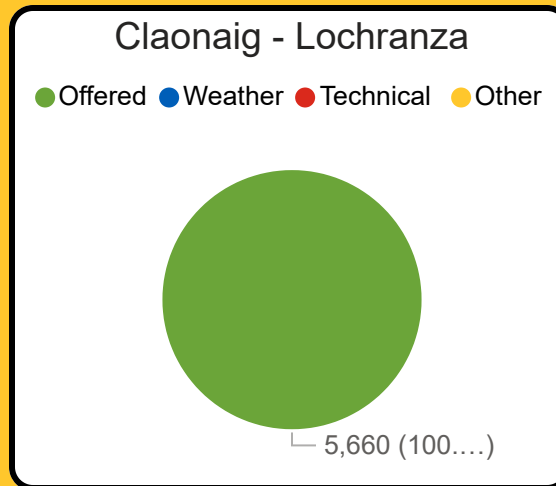
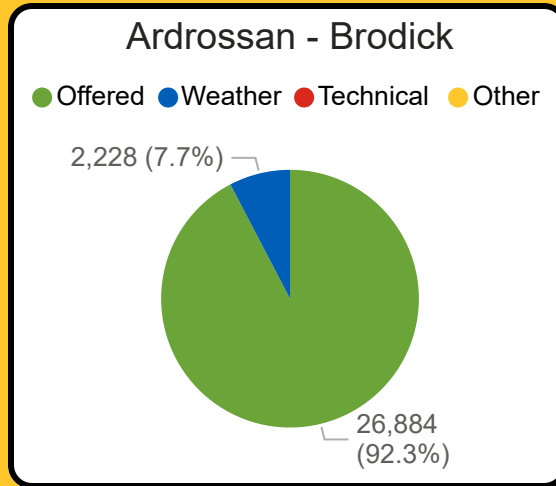
Shipped Commercial Vehicle Metres

● Last Year ● This Year





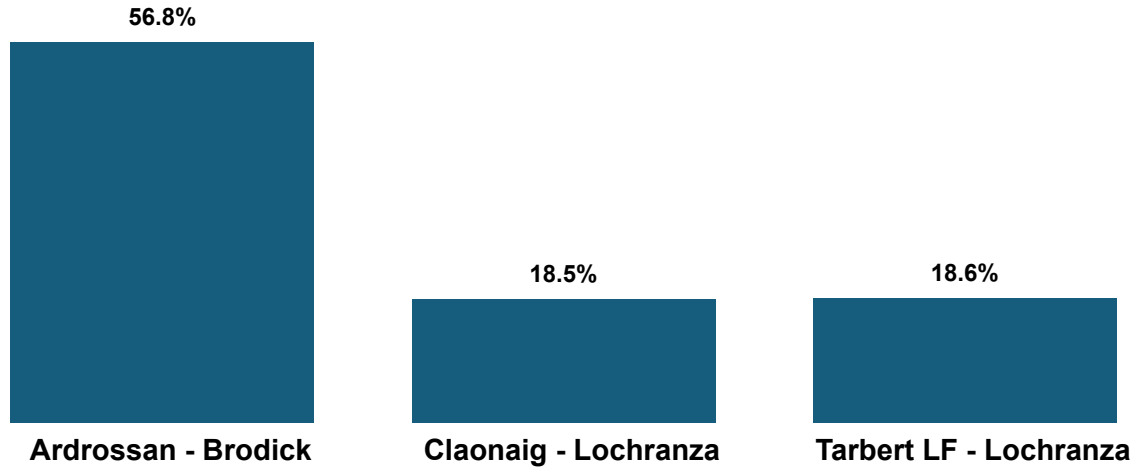
- 1 Car Equivalent Space is equal to 4.6 General Lane Metres
- Below visuals represent car equivalent spaces offered vs car equivalent space made unavailable as a result of technical, weather and all other cancellations



Route	Offered	Weather	Technical	Other
Ardrossan - Brodick	26,884	2,228	0	0
Claonaig - Lochranza	5,660	0	0	0
Tarbert LF - Lochranza	1,055	0	323	22



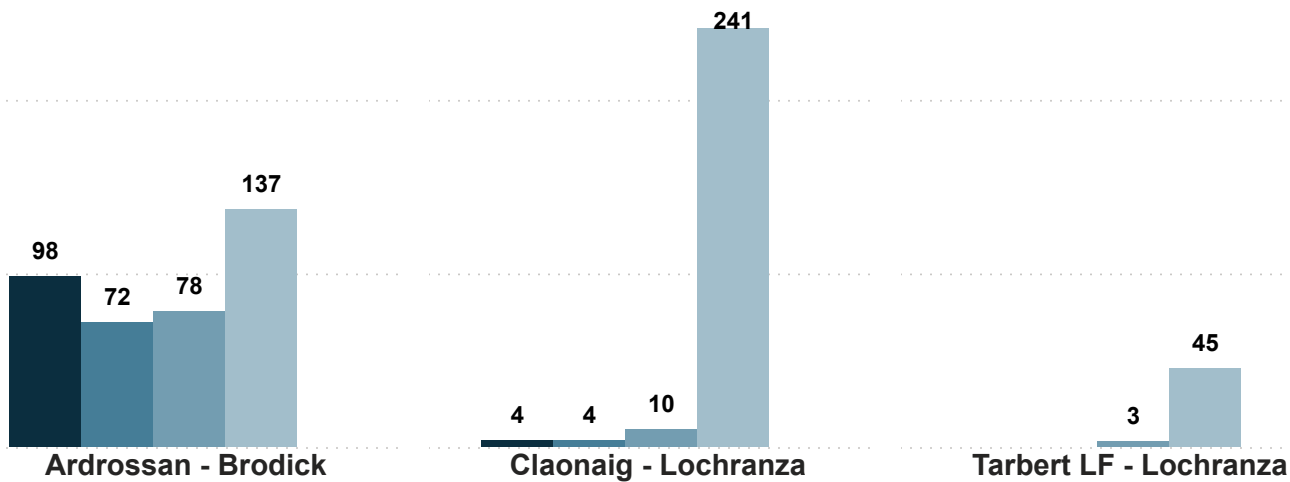
Average Deck Utilisation



Route	GLM Offered	GLM Used	Car Equiv. Spaces Used	% Used
▲				
Ardrossan - Brodick	123.7K	70.2K	15,270	56.8%
Claonaig - Lochranza	26.0K	4.8K	1,047	18.5%
Tarbert LF - Lochranza	4.9K	0.9K	196	18.6%
Total	154.6K	76.0K	16,513	49.1%

Overall Utilisation of Sailings

● >90% ● 75-89% ● 50-74% ● <50%



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