

Total Number of Survey Responses

19K

Our Performance in December 2024

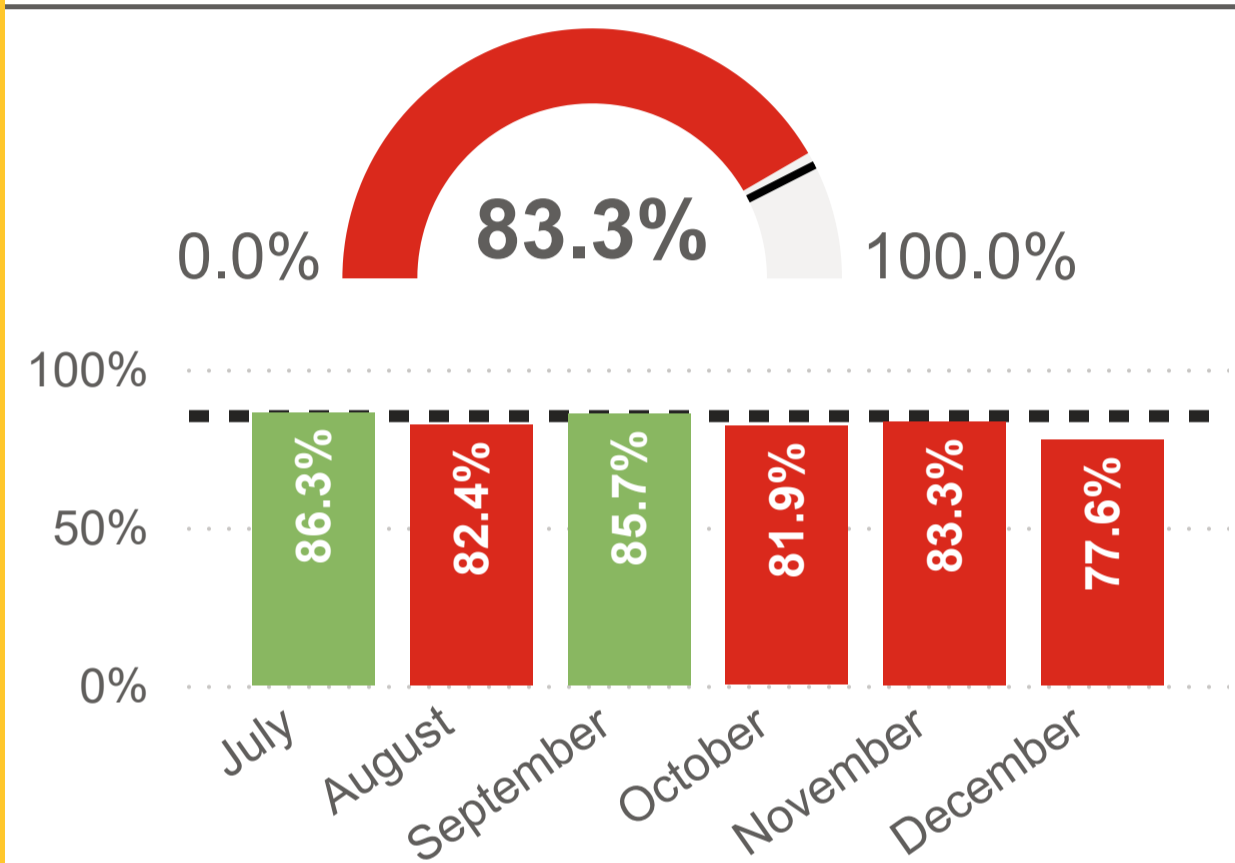
Customer Feedback Metrics Network Wide



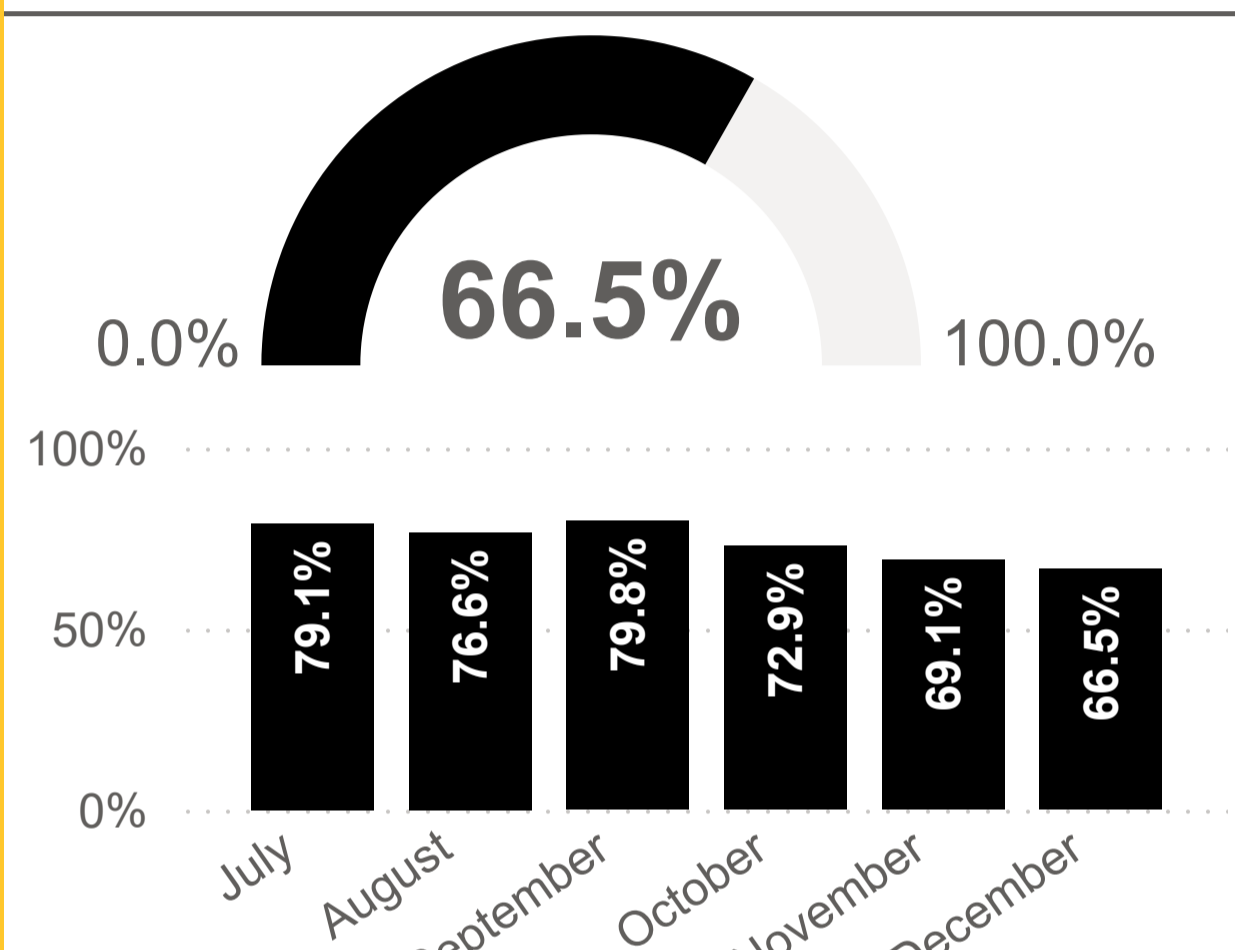
For all metrics: **RED** - Has failed to meet KPI target within the shown timeframe. **GREEN** - Has met KPI Target within shown timeframe. **BLACK** - has KPI targets pending.

Overall Satisfaction

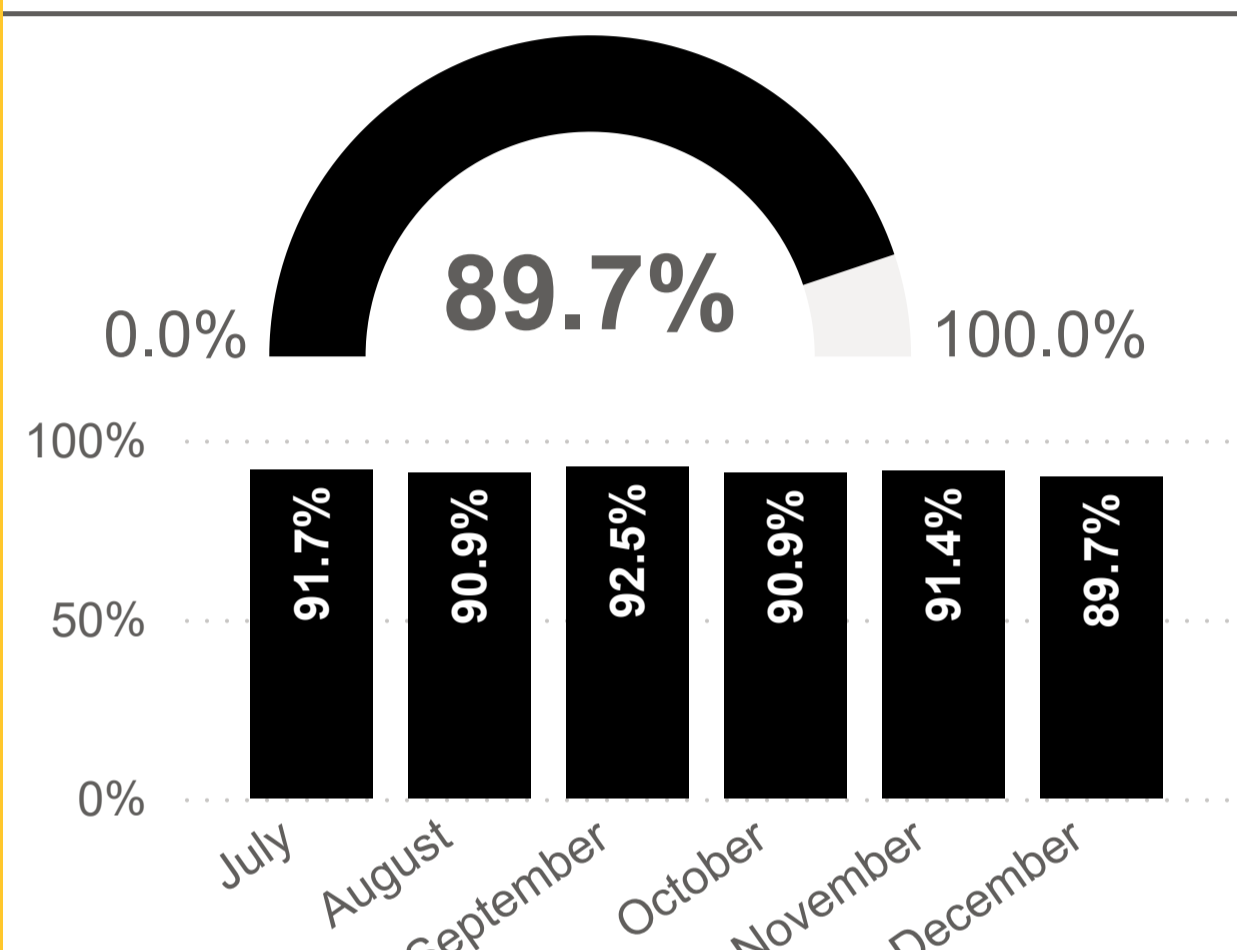
Target: 85%



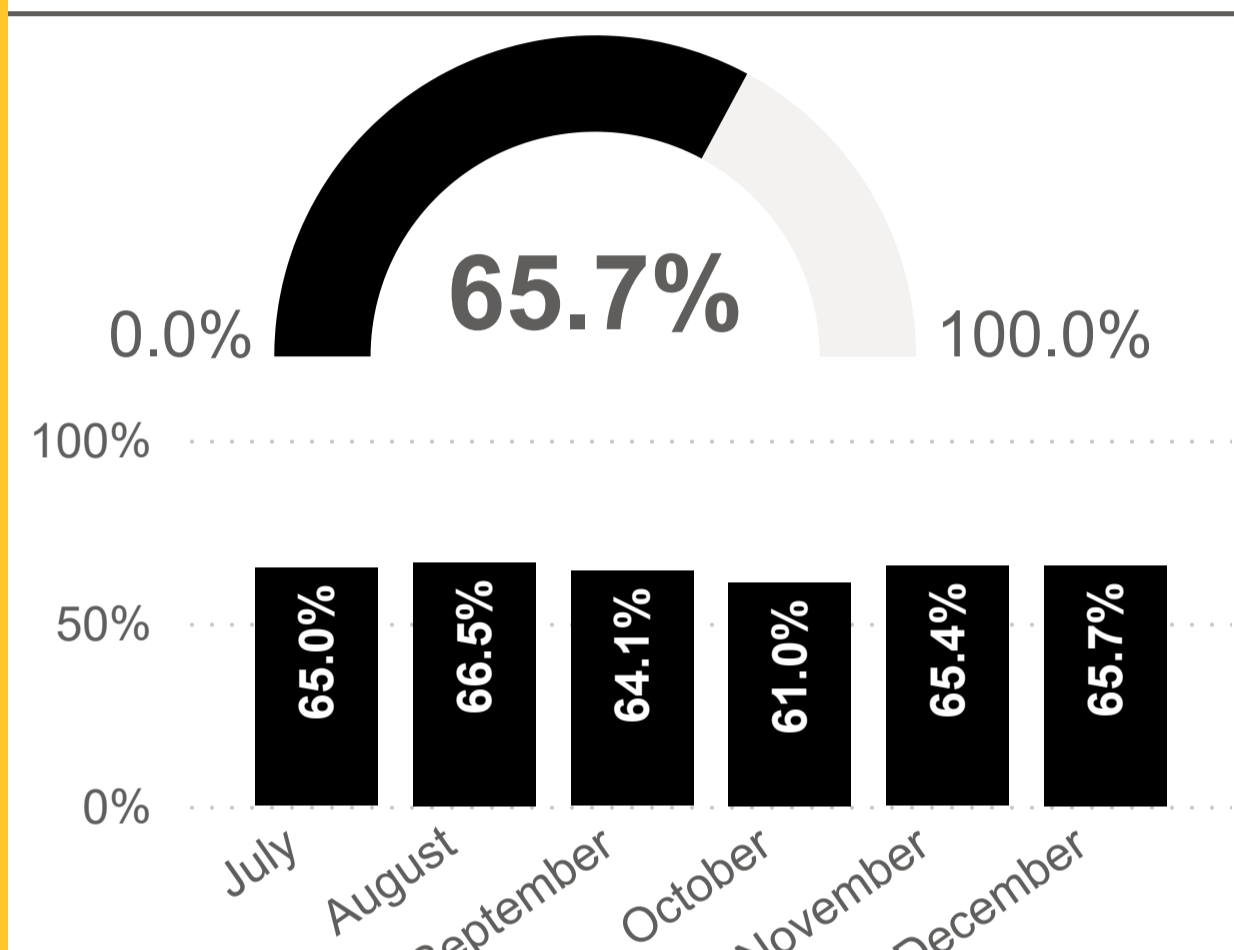
Trust to Deliver Service



Customer Satisfaction with Staff

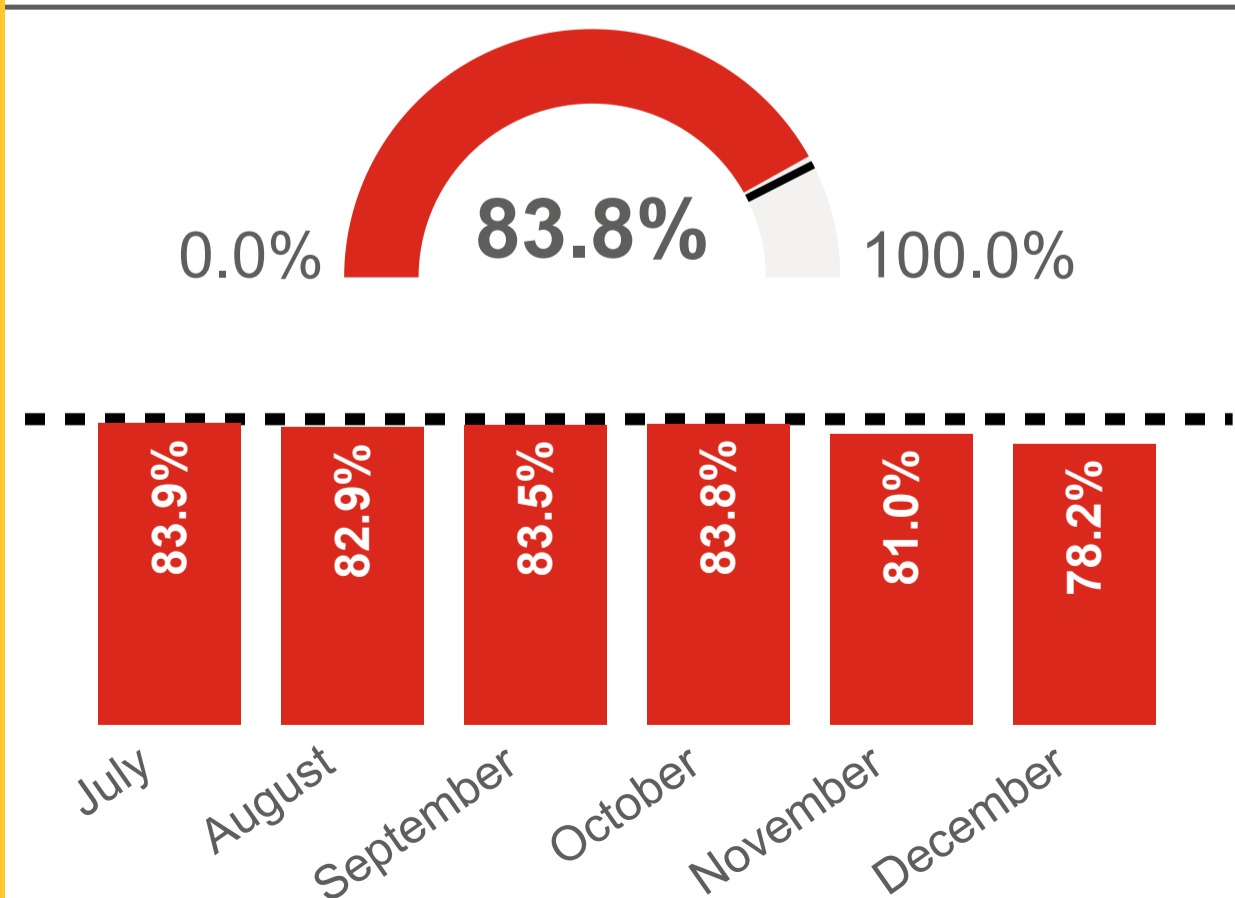


Calls Resolved on 1st Call

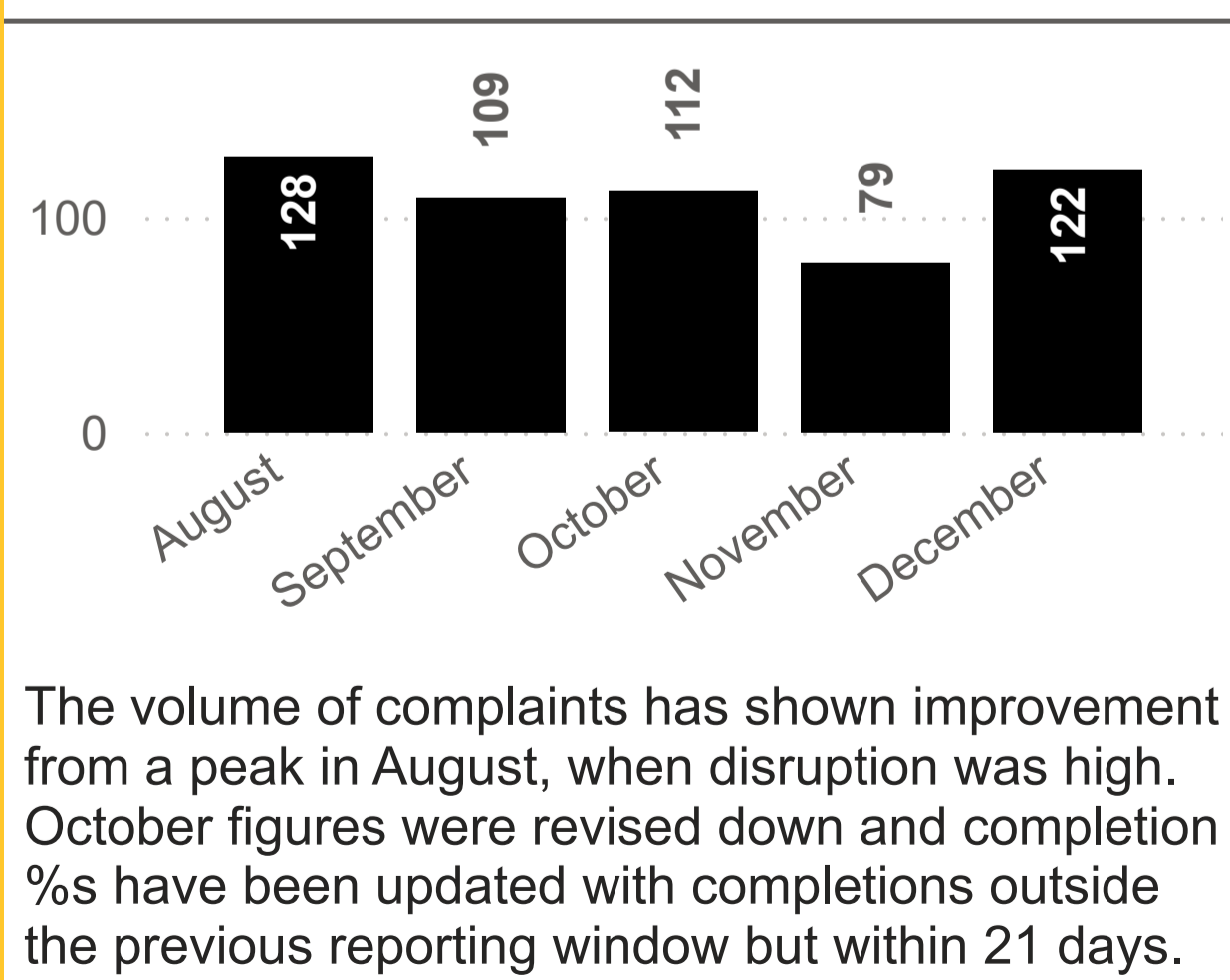


Sentiment

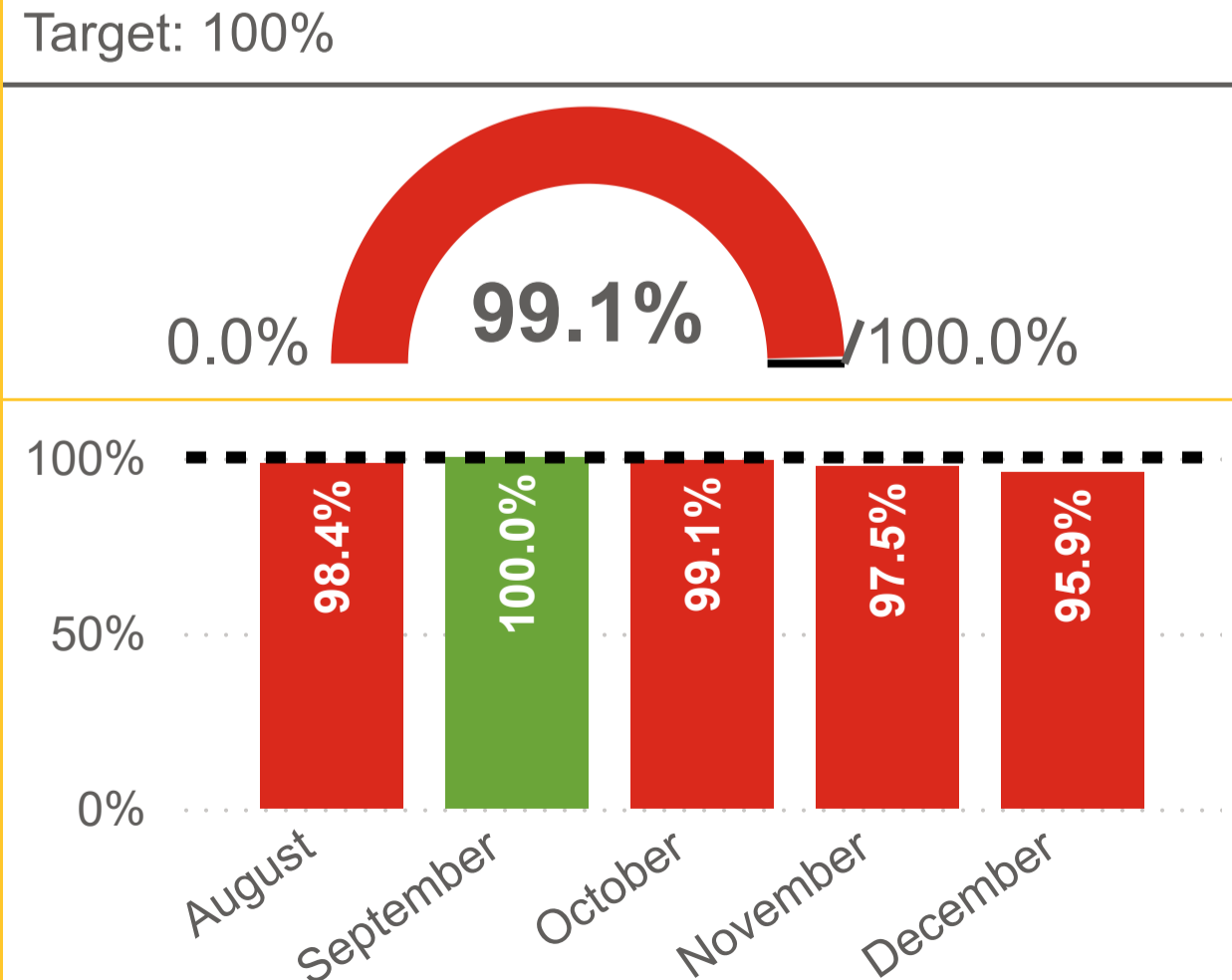
Target: 85%



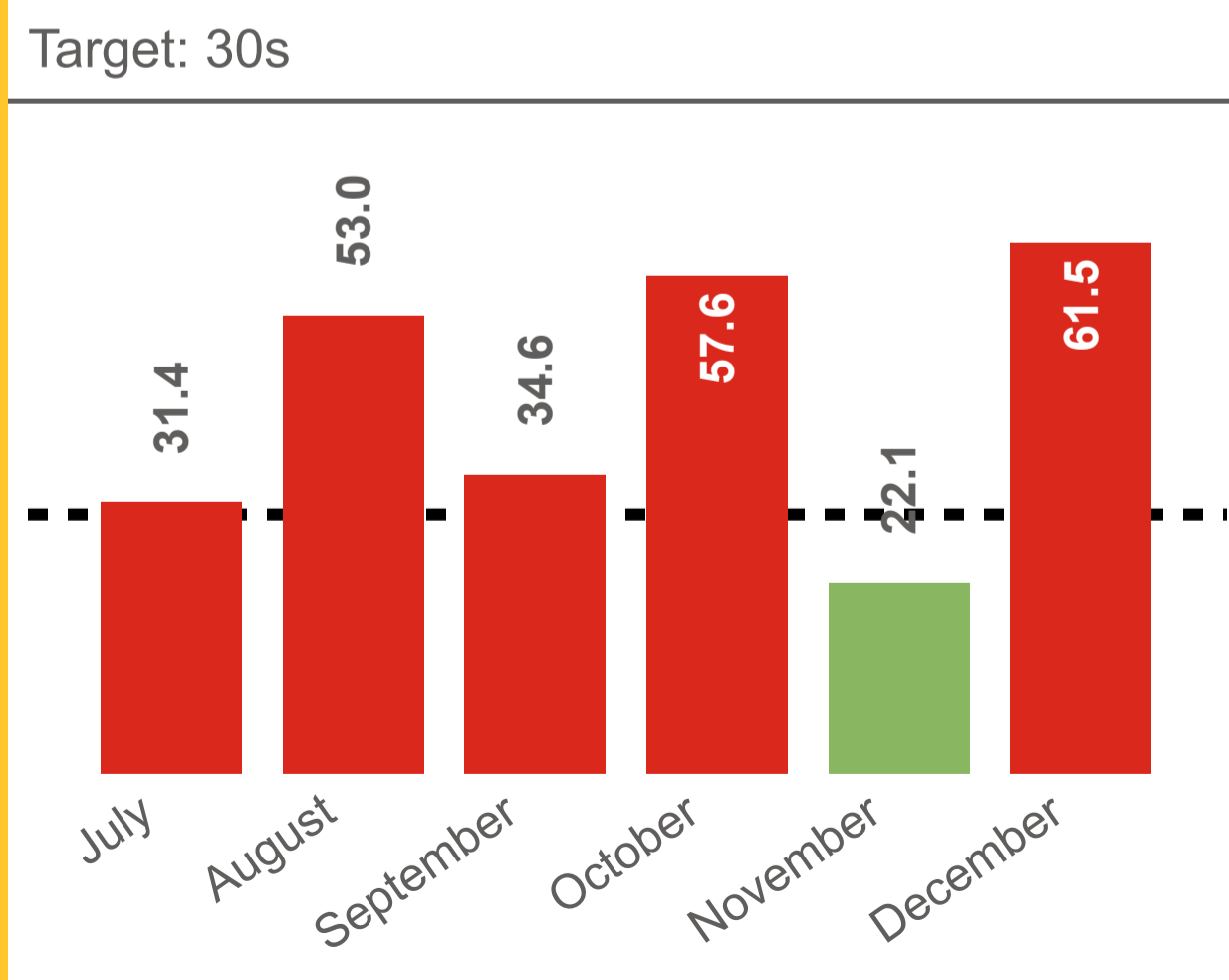
Number of Complaints Received



Complaints Handled within 21 Days



Average of Time to Answer (s)



Clyde South

Total Number of Survey Responses

1212

Our Performance in December 2024

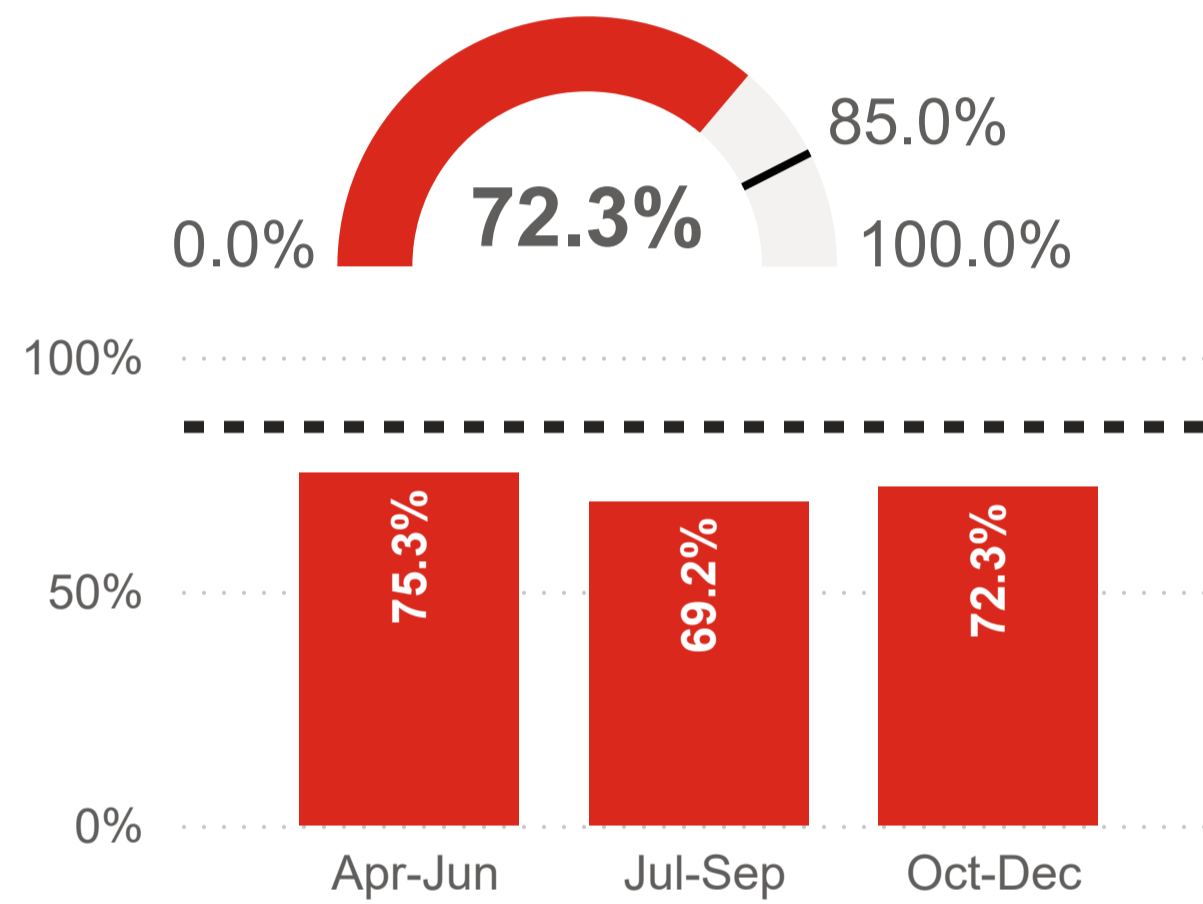
Customer Feedback Metrics Clyde South



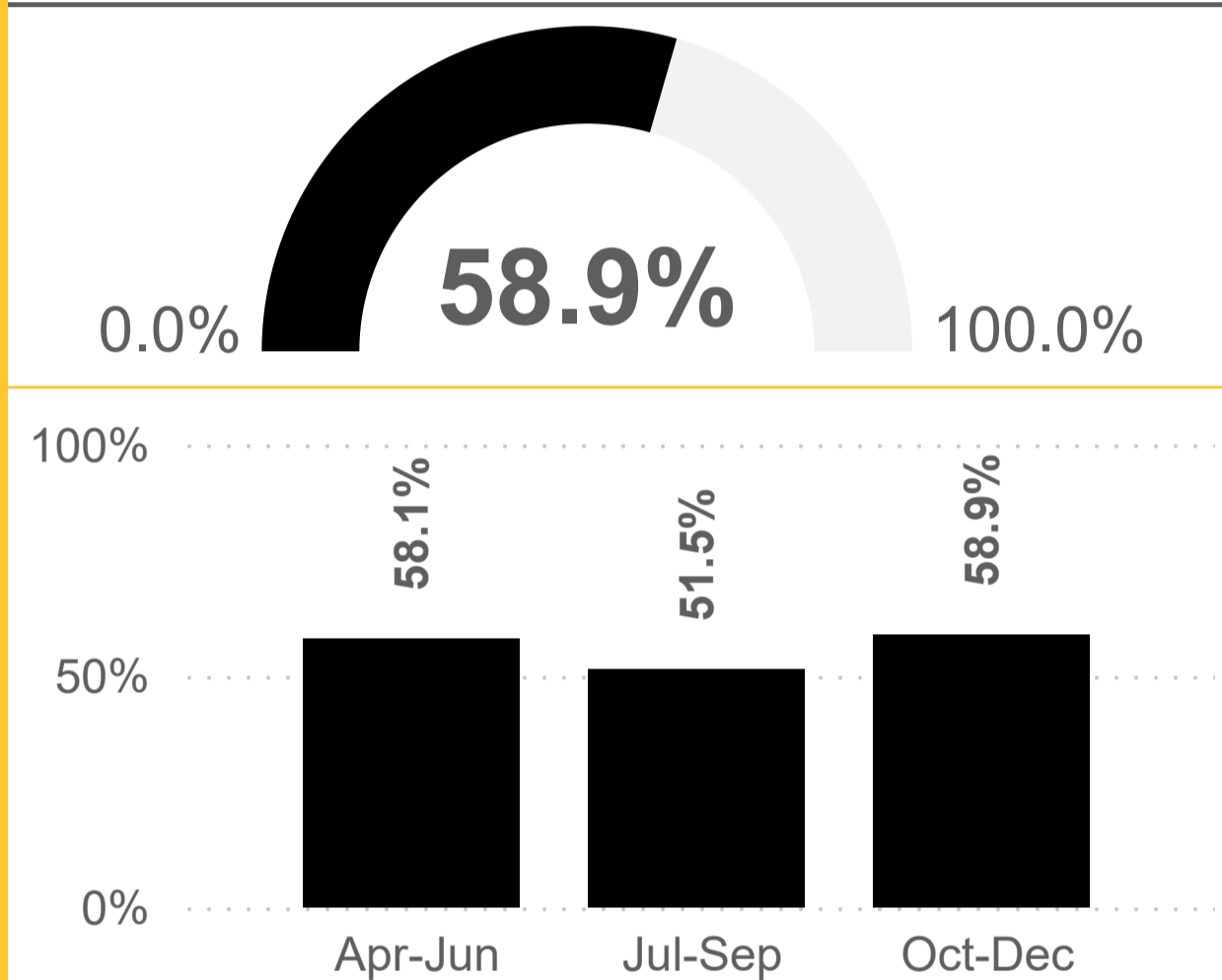
For all metrics: **RED** - Has failed to meet KPI target within the shown timeframe. **GREEN** - Has met KPI Target within shown timeframe. **BLACK** - has KPI targets pending. Data is aggregated at a quarterly level due to small volumes of **Community** responses. Work is ongoing to increase response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

Overall Satisfaction

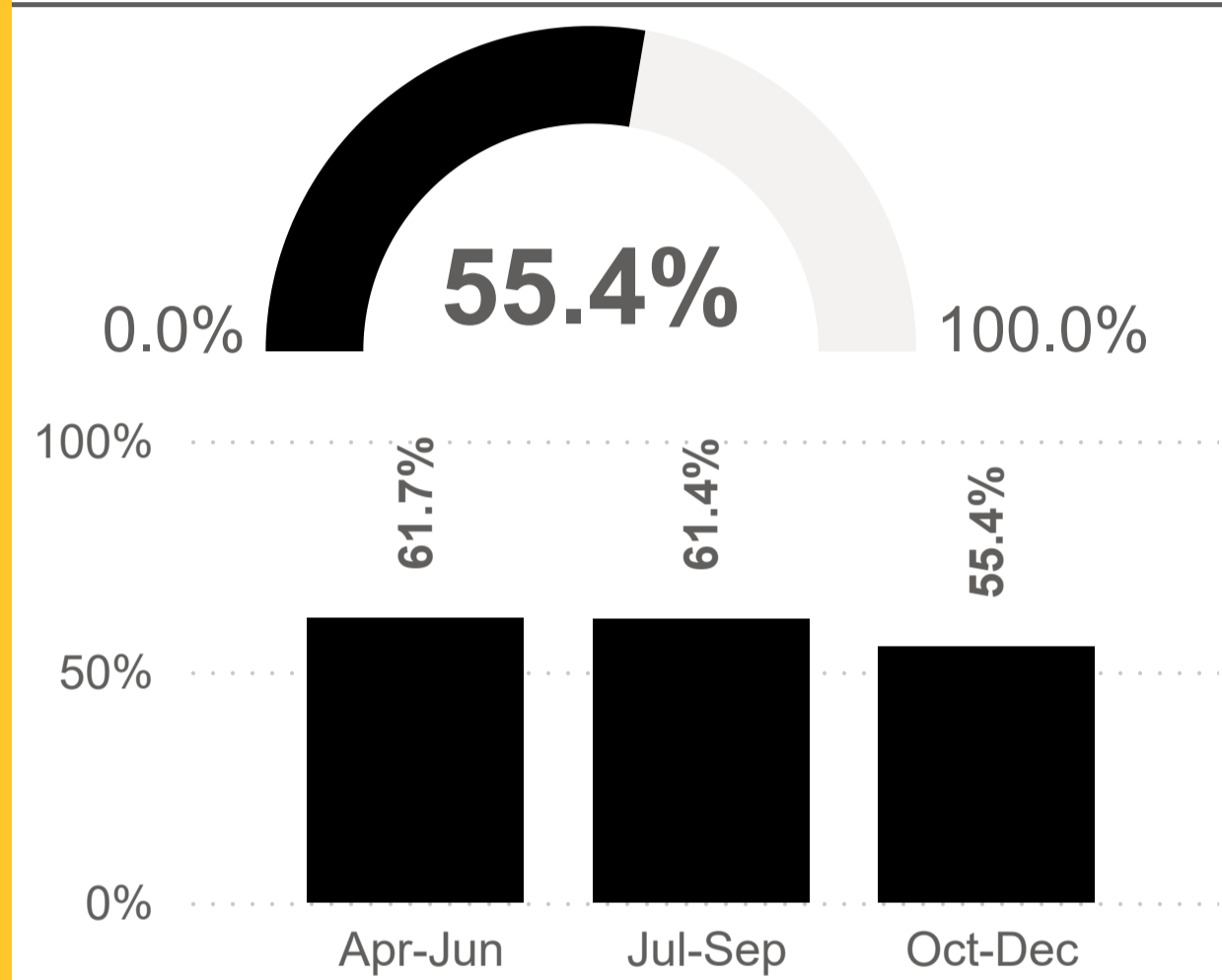
Target: 85%



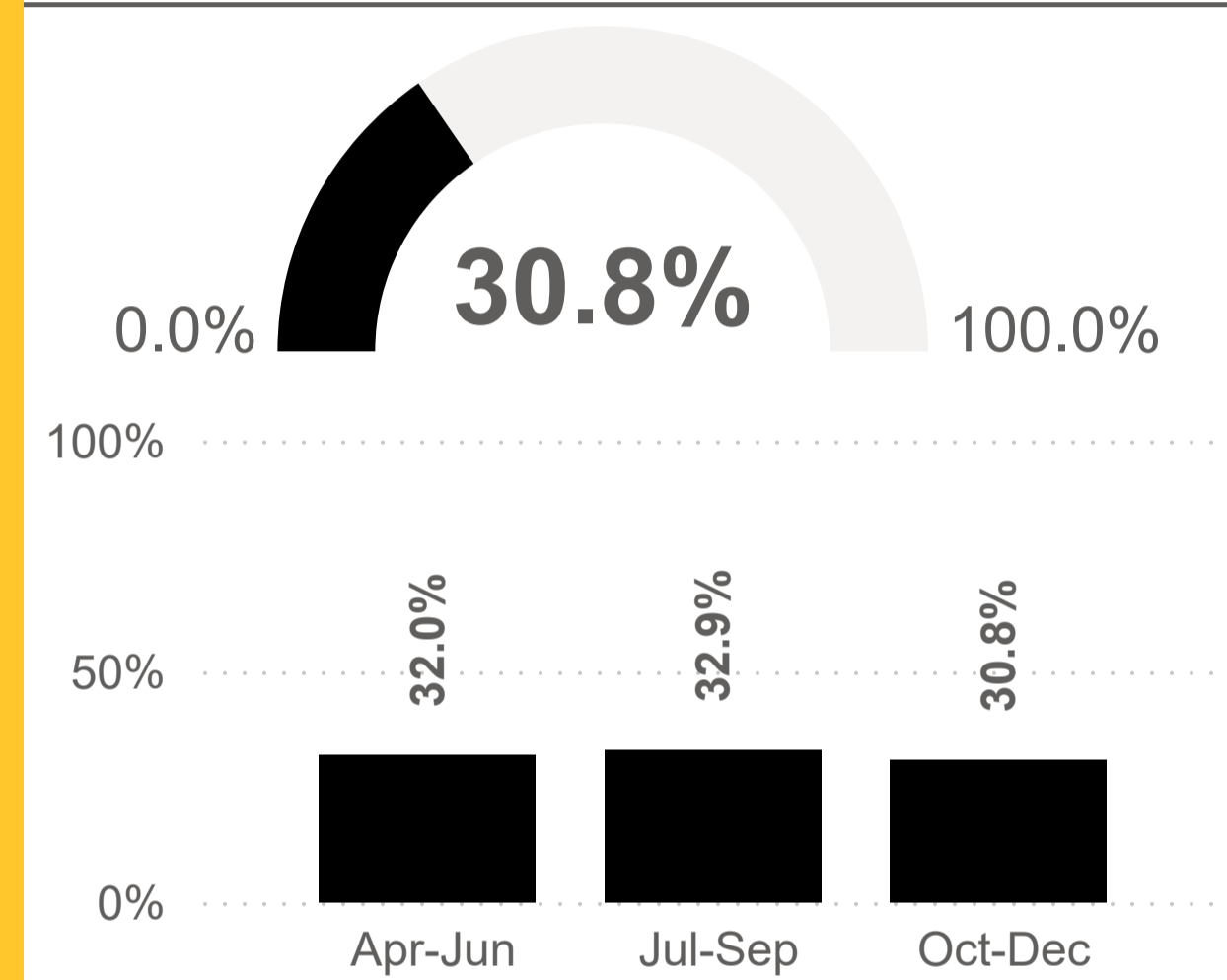
Overall Satisfaction: Community



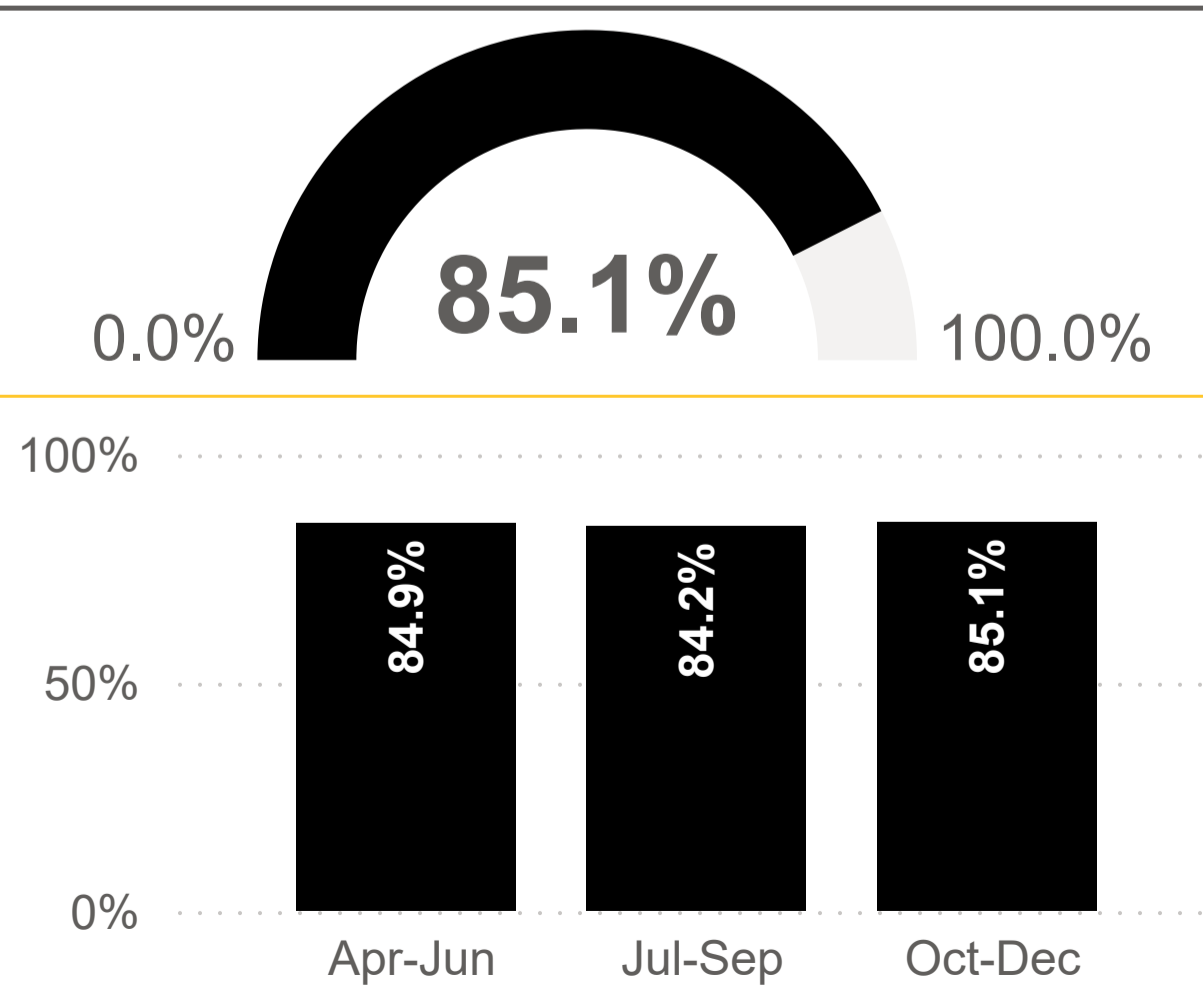
Trust to Deliver Service



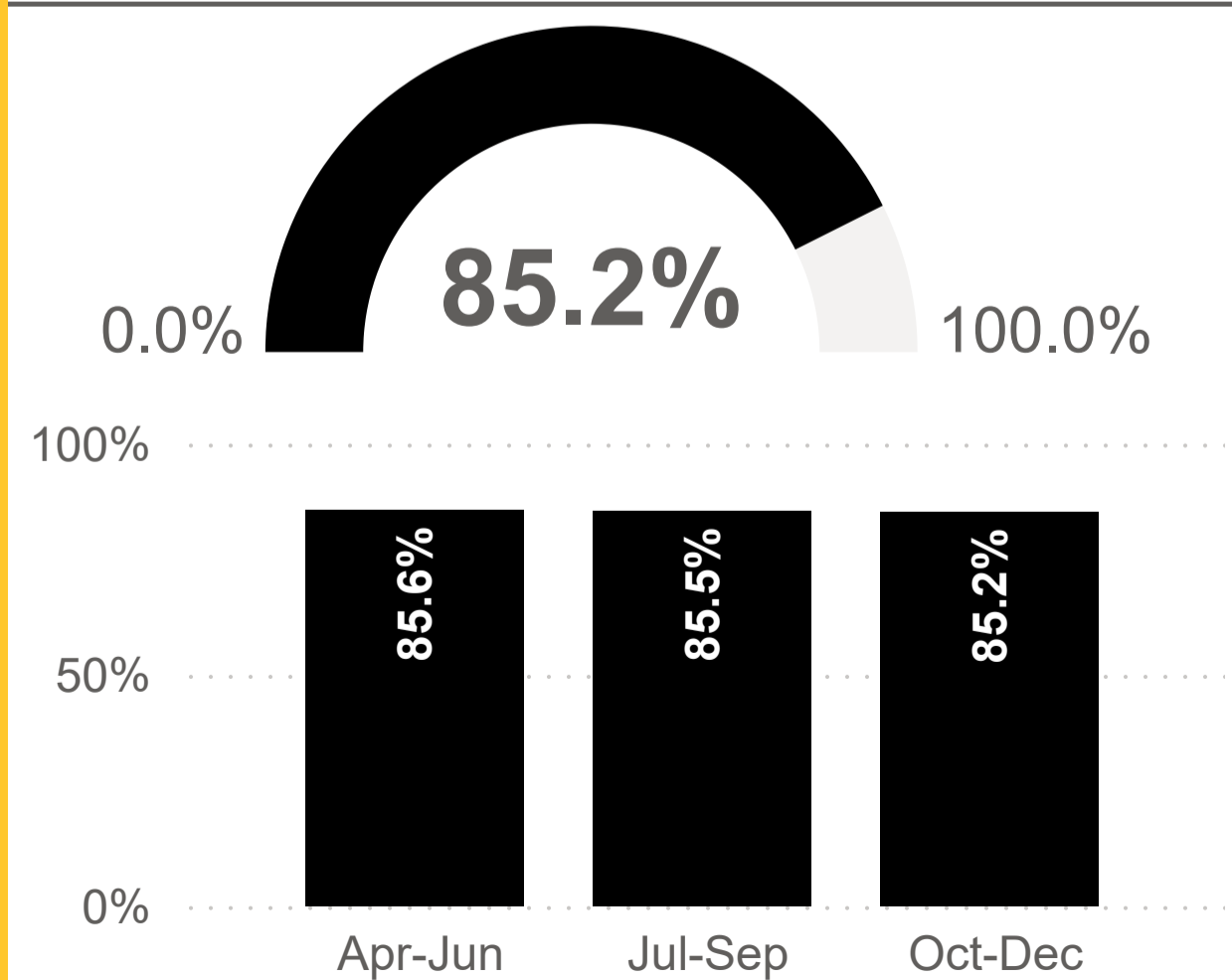
Trust to Deliver: Community



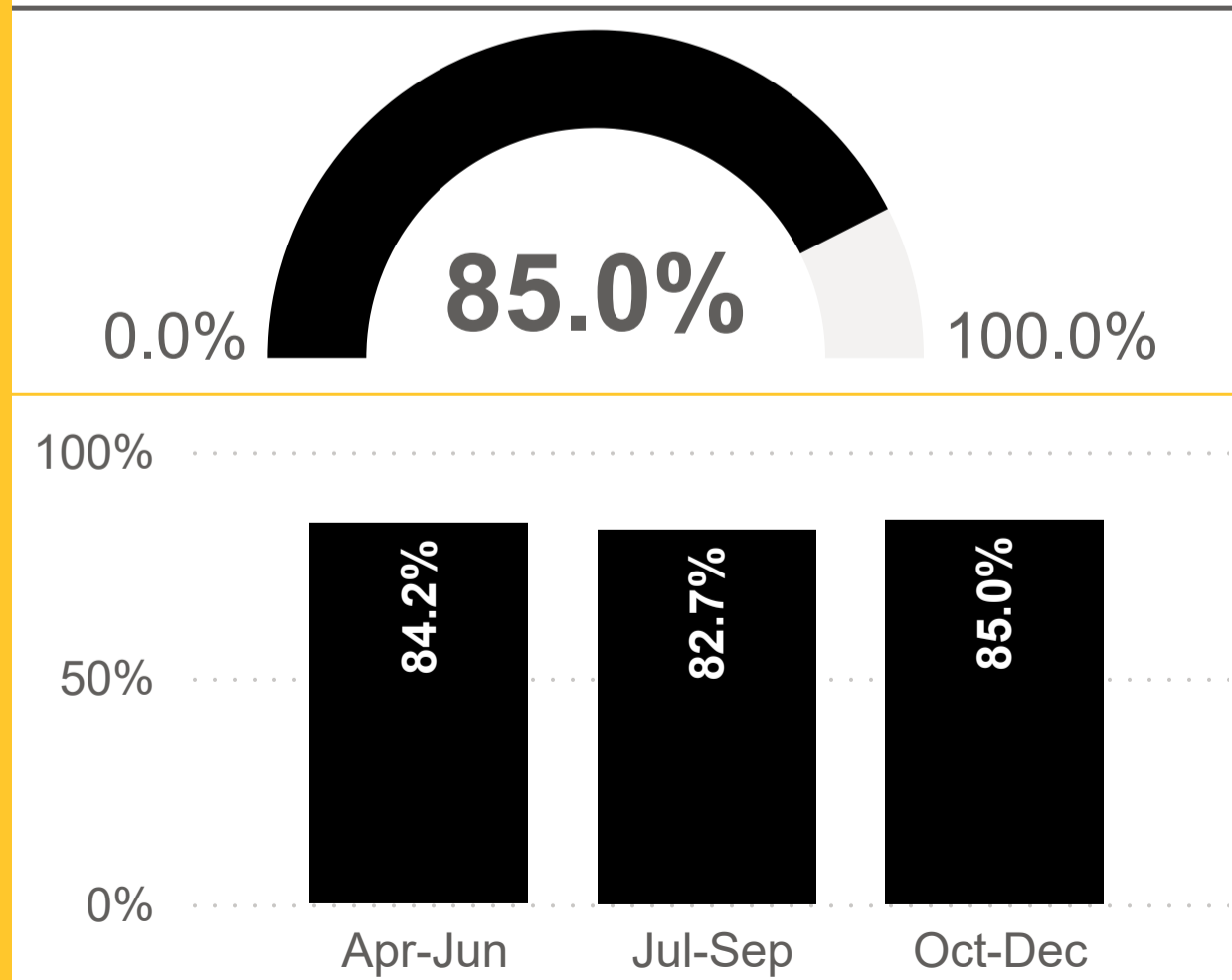
Customer Satisfaction with Staff



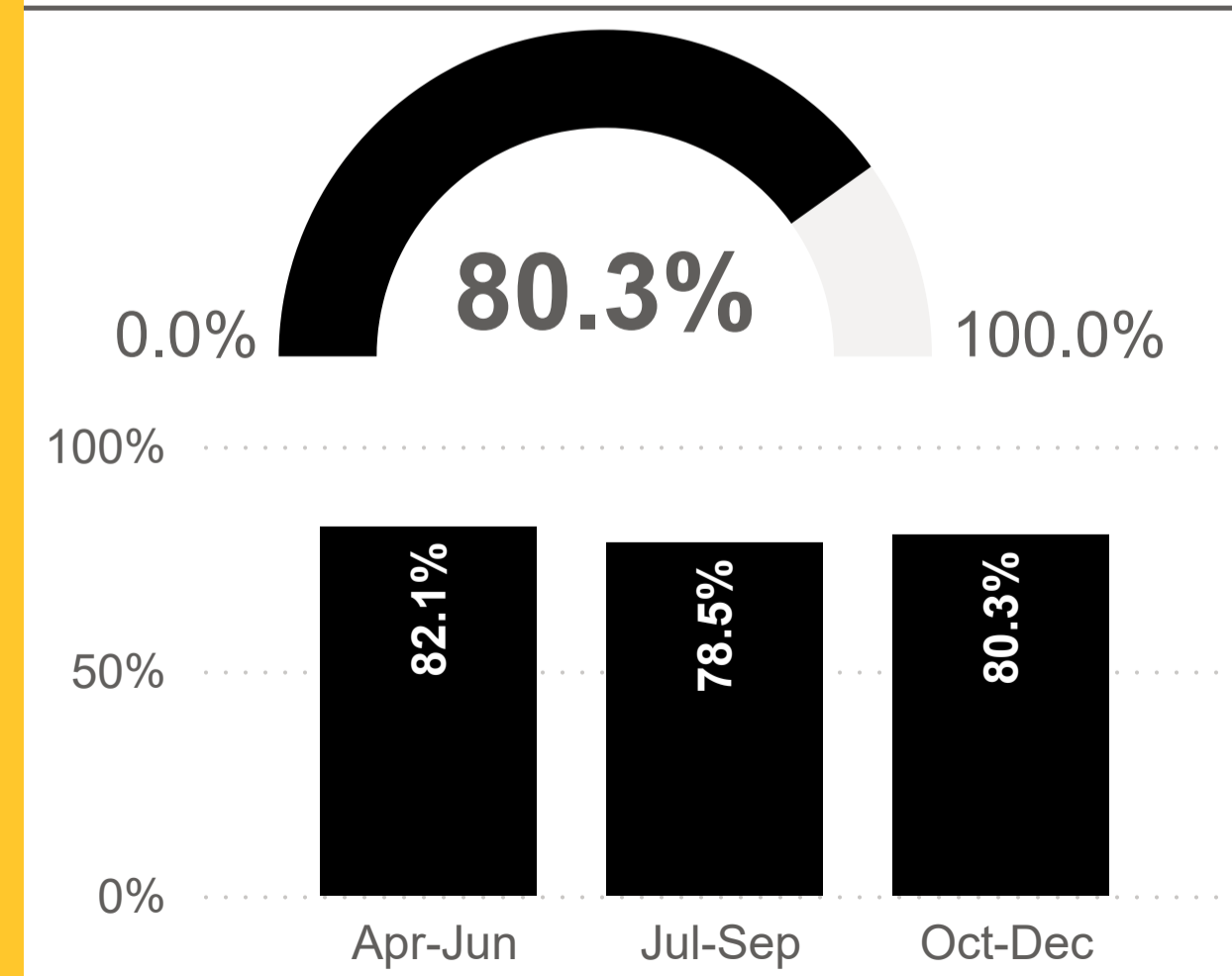
Satisfaction with Port Staff



Satisfaction with Onboard Crew



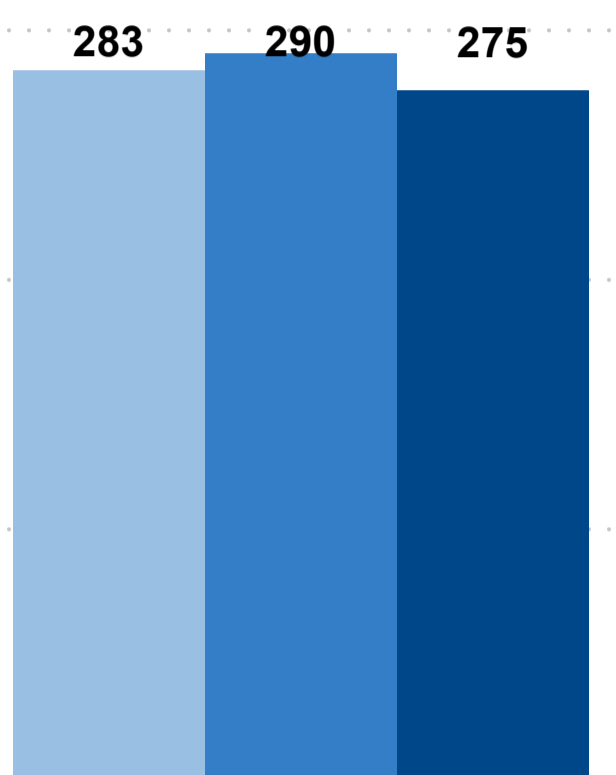
Satisfaction with the Port



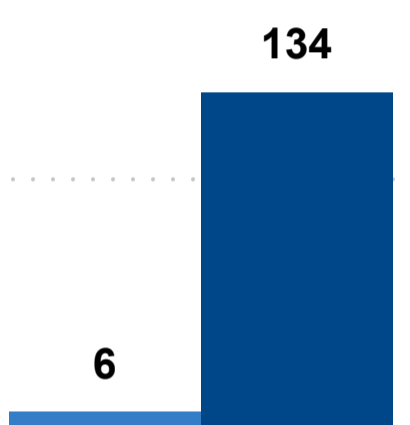


Sailings Timetabled, Amended & Actual

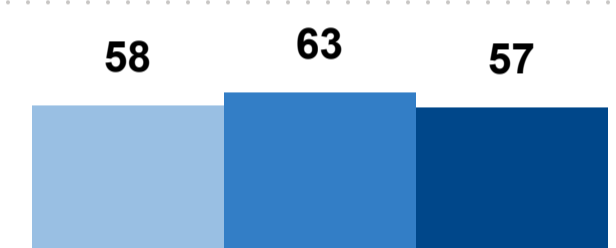
● Timetabled ● Amended ● Actual



Ardrossan - Brodick



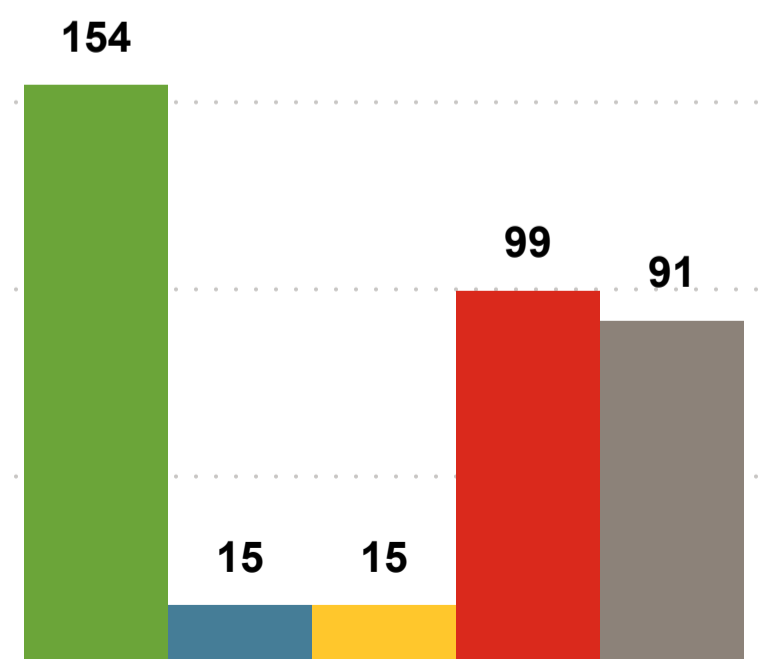
Claonaig - Lochranza



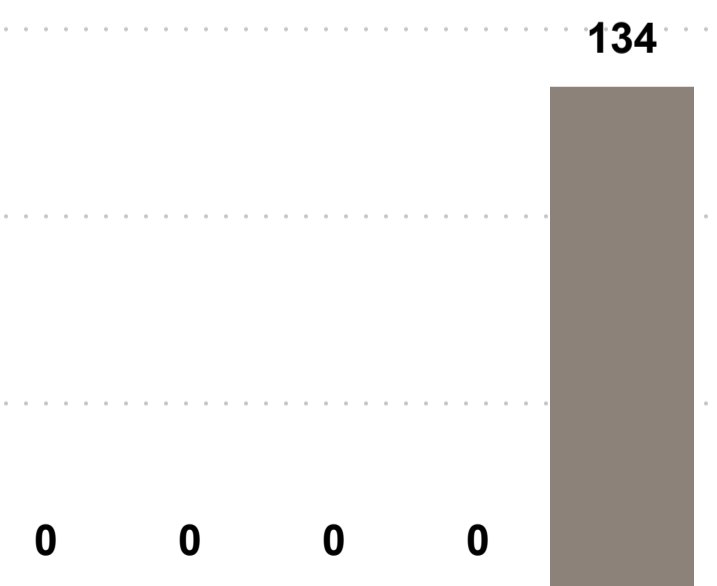
Tarbert LF - Lochranza

Punctuality & Reliability

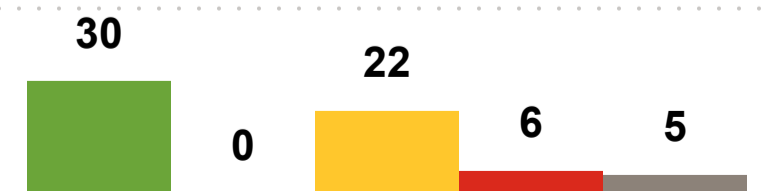
● On Time ● Level 1 Lateness ● Level 2 Lateness ● Cancelled ● Additional



Ardrossan - Brodick



Claonaig - Lochranza

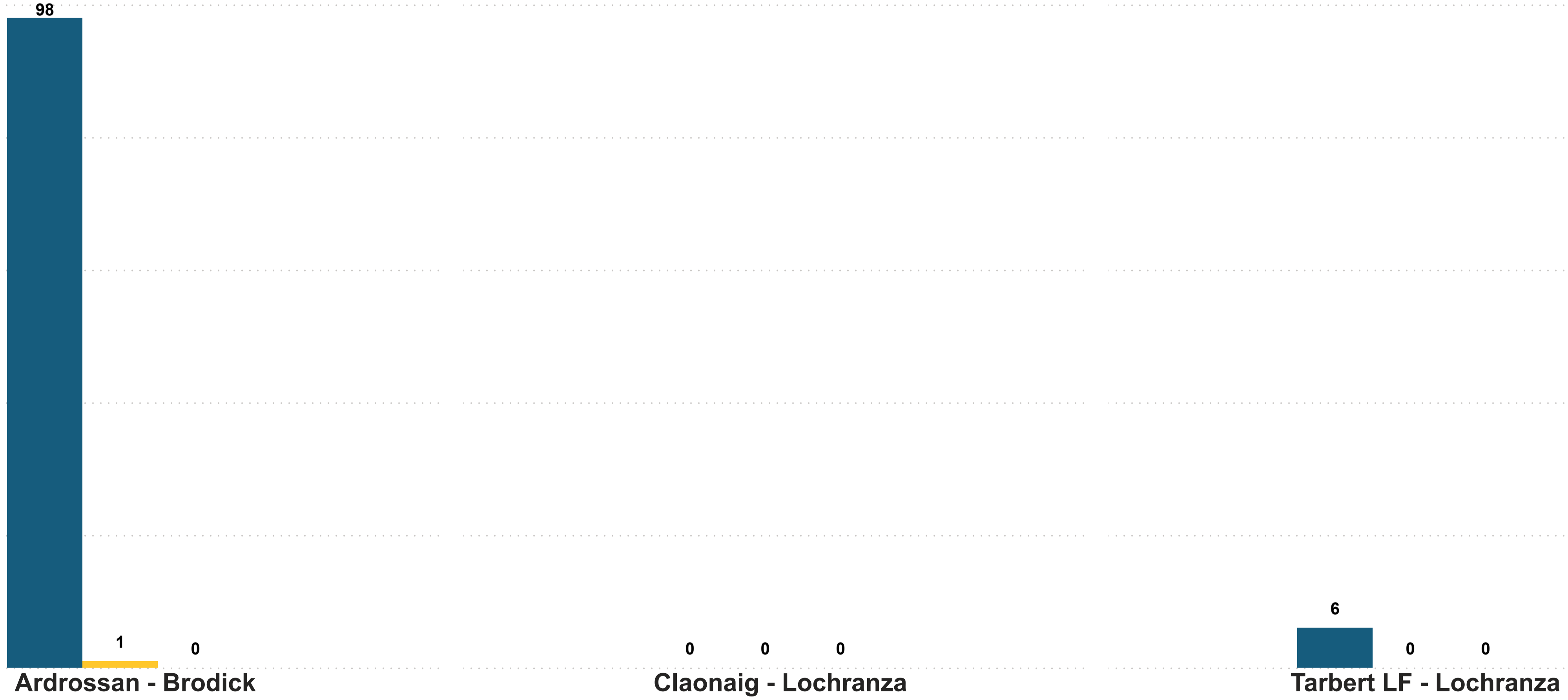


Tarbert LF - Lochranza



Cancelled Sailings (By Reason)

● Weather ● Technical ● Other

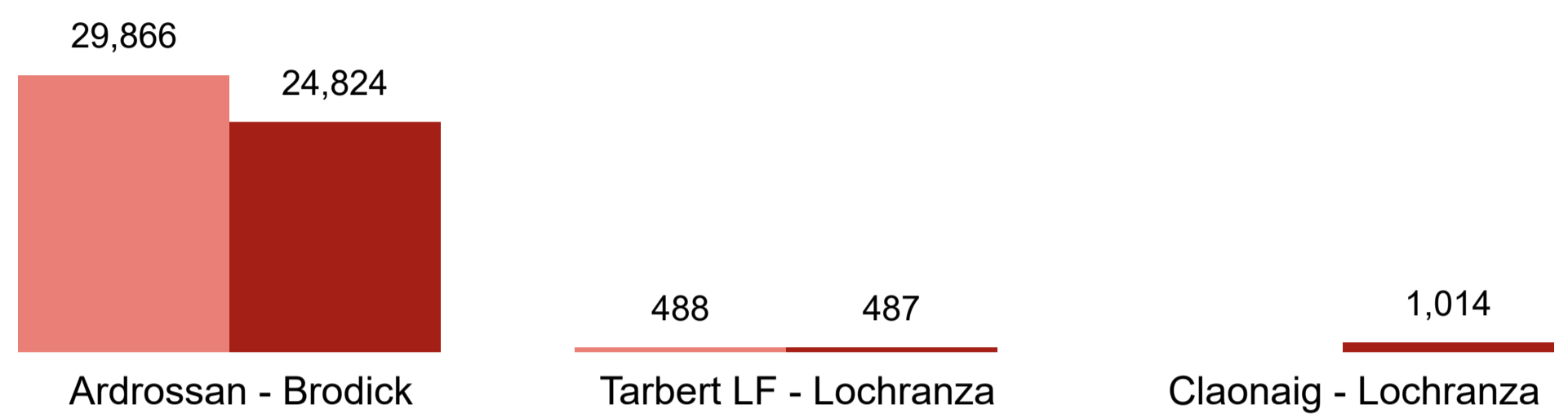


"Other" refers to any cancellations not resulting from weather and technical disruption. This includes cancellations due to reasons such as bunkering issues, berth unavailability etc.



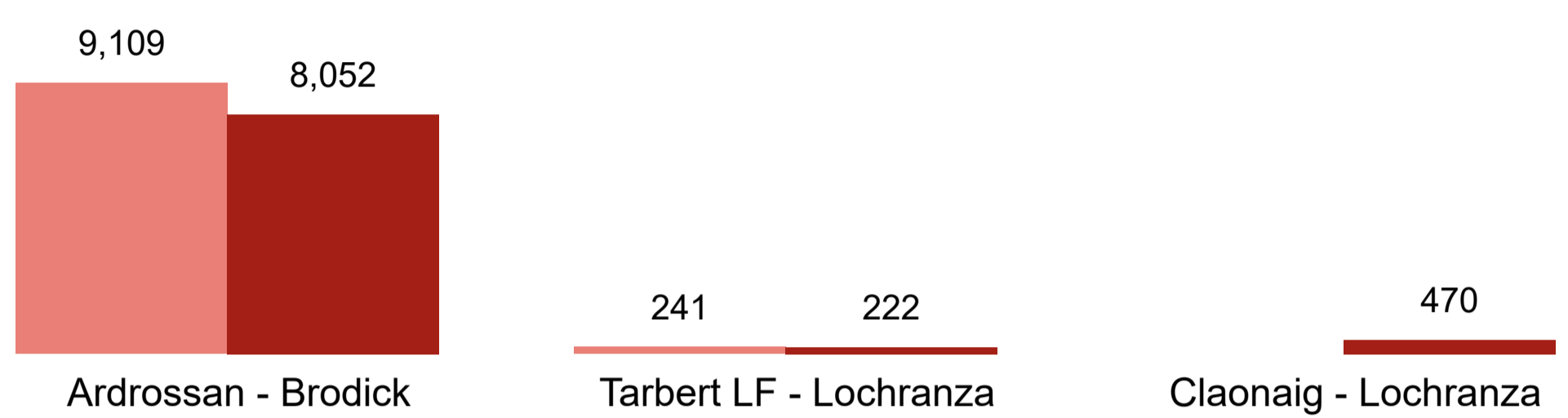
Shipped Passengers

● Last Year ● This Year



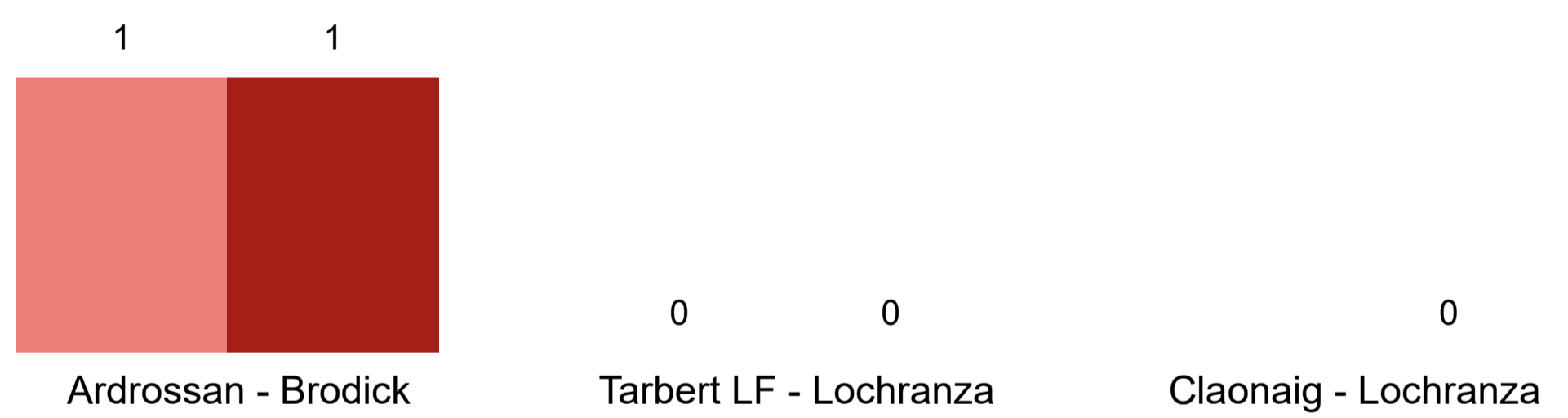
Shipped Cars

● Last Year ● This Year



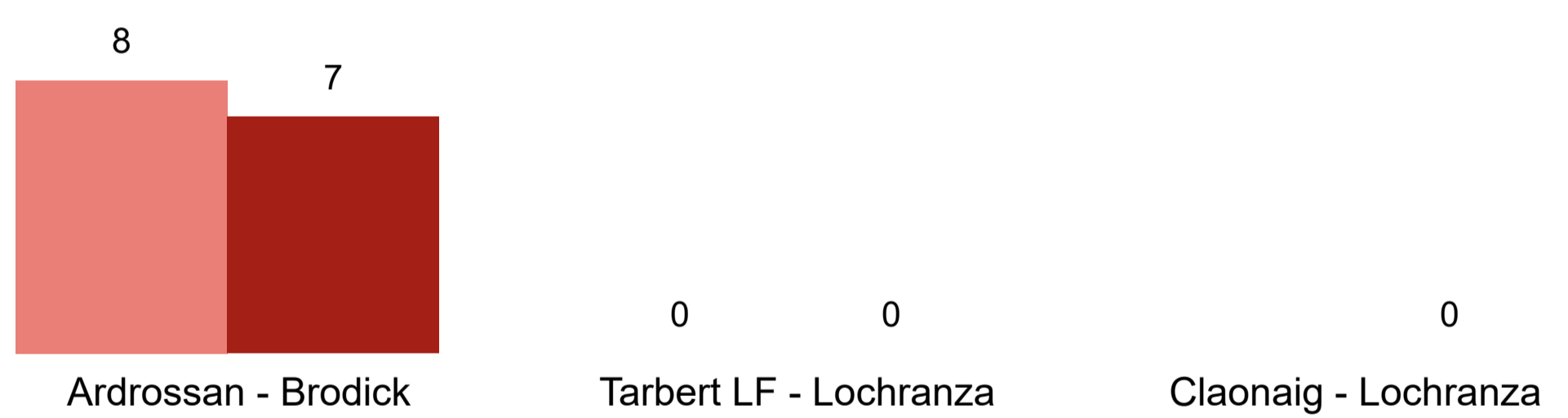
Shipped Coaches

● Last Year ● This Year



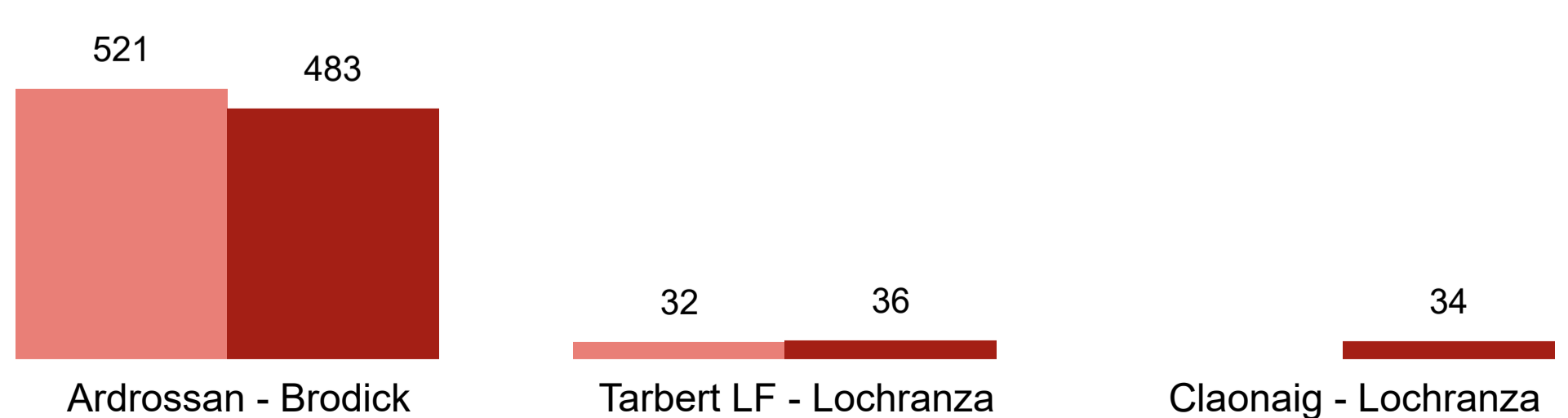
Shipped Coach Metres

● Last Year ● This Year



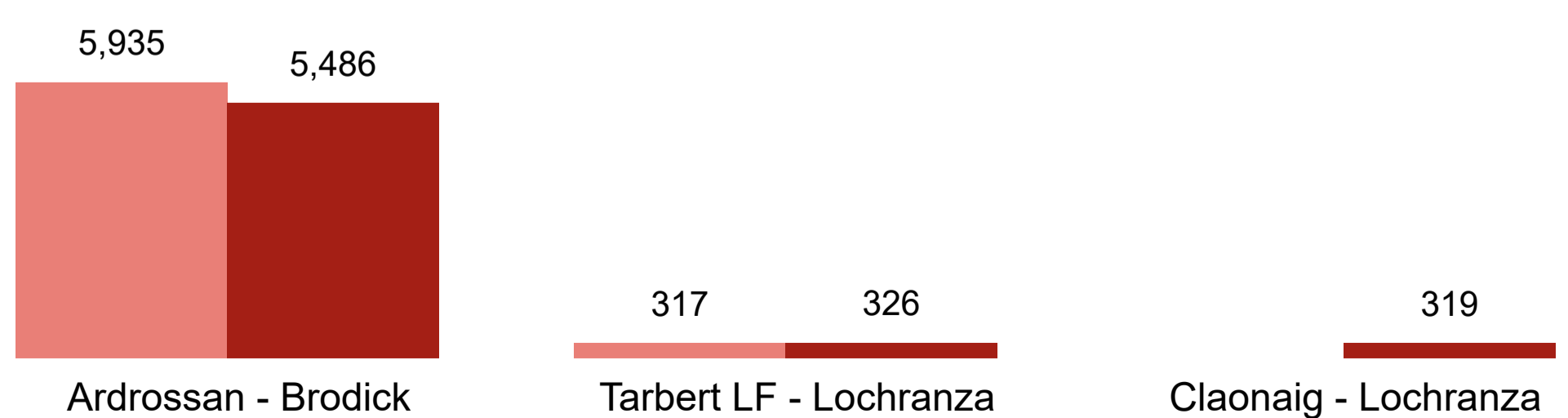
Shipped Commercial Vehicles

● Last Year ● This Year



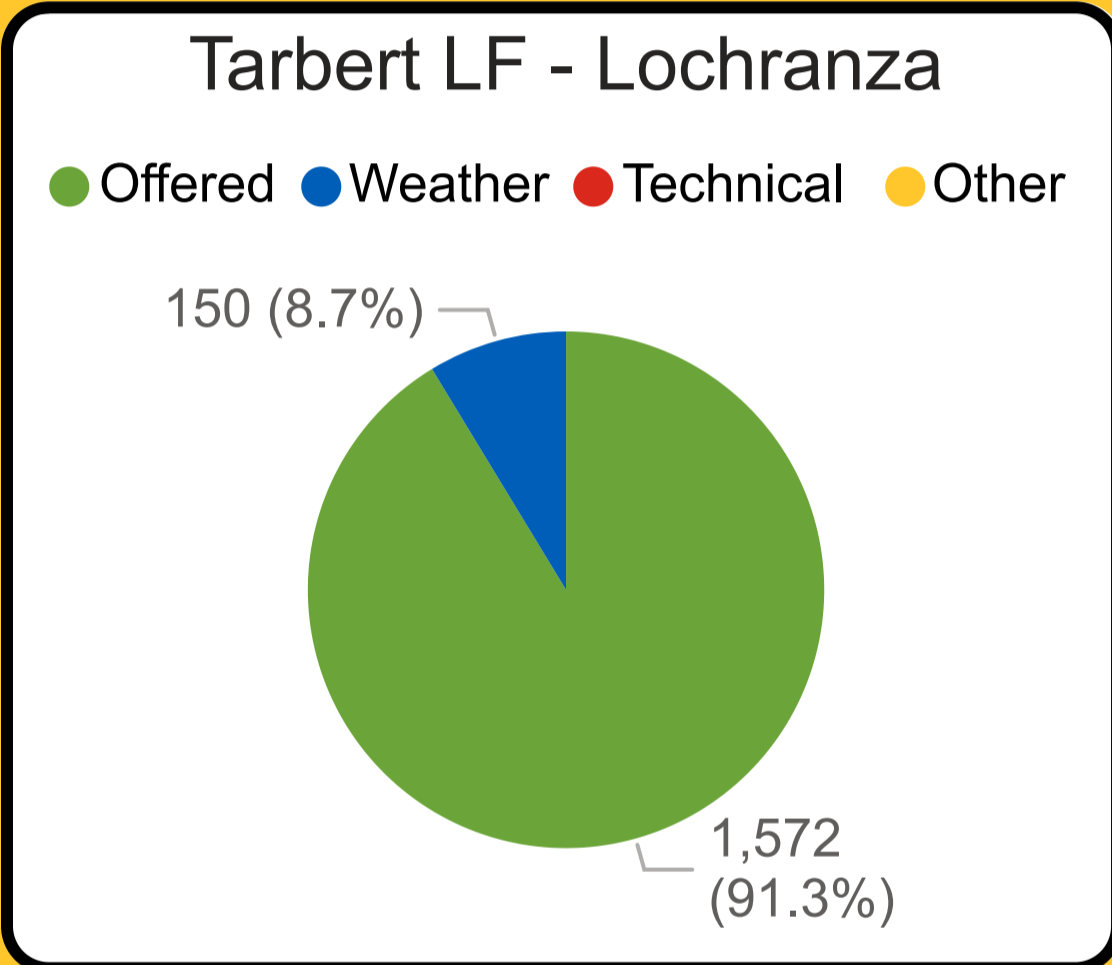
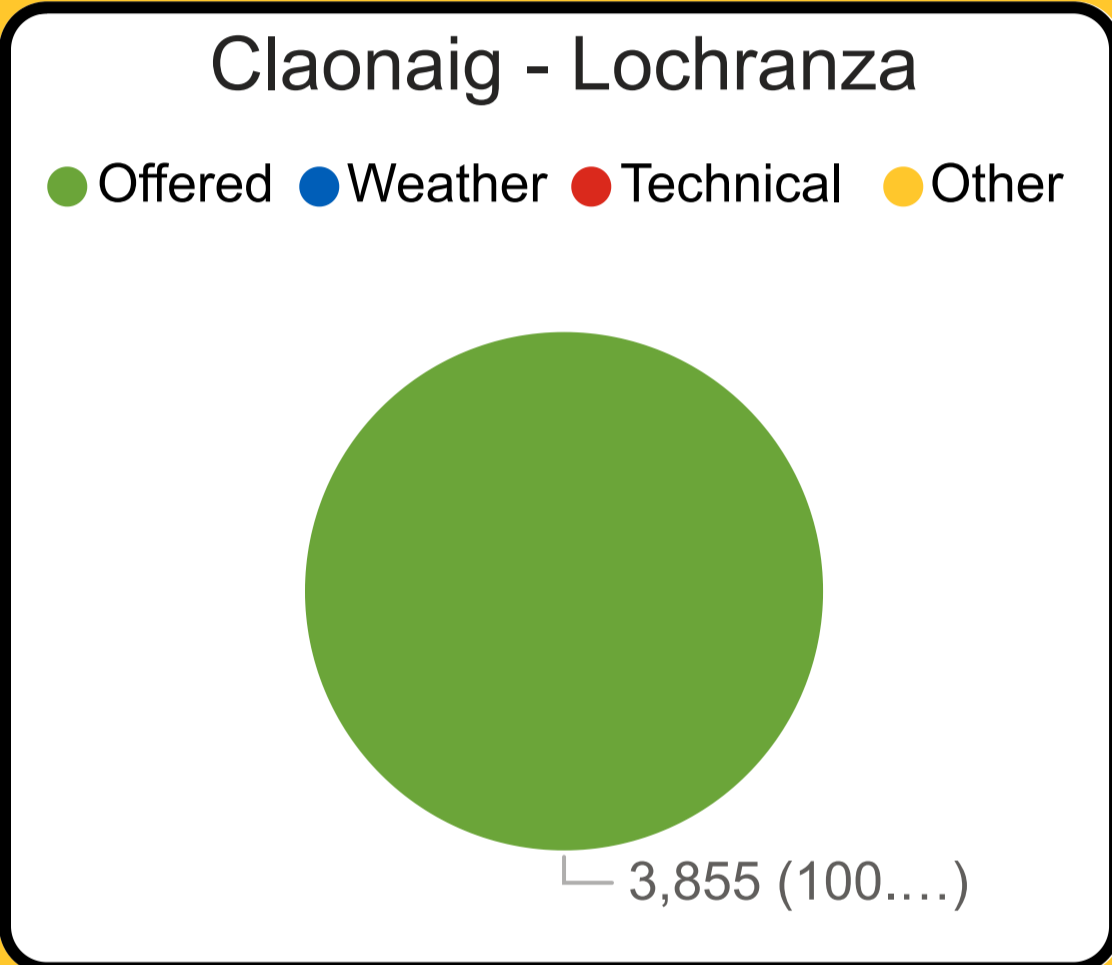
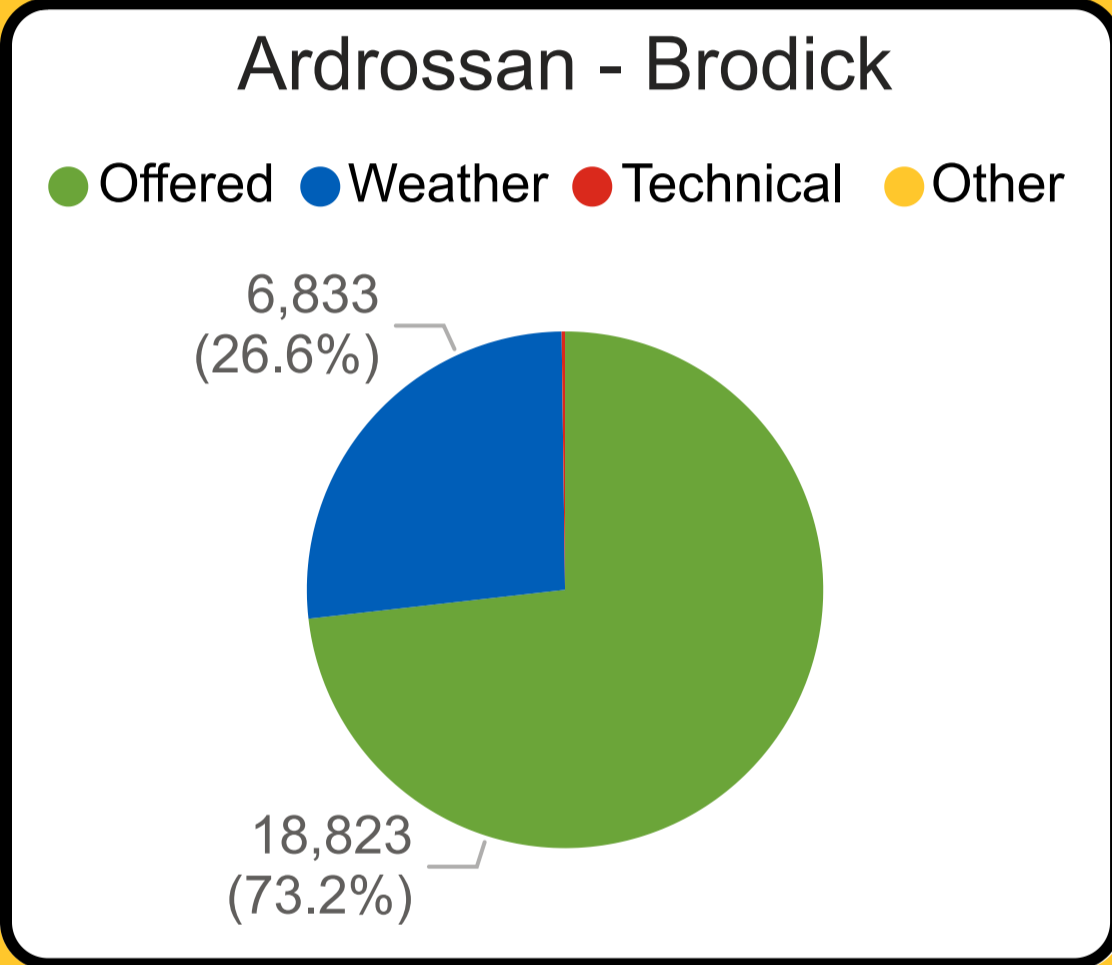
Shipped Commercial Vehicle Metres

● Last Year ● This Year





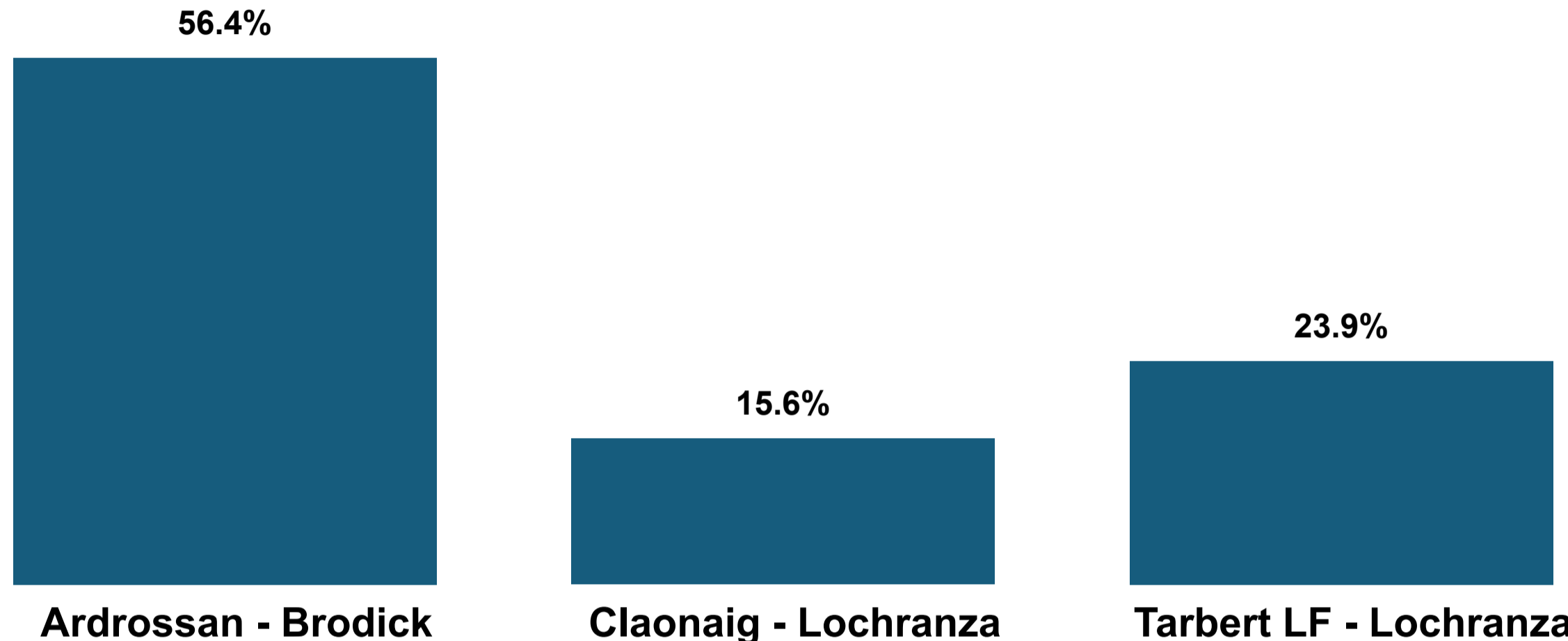
• 1 Car Equivalent Space is equal to 4.6 General Lane Metres
• Below visuals represent car equivalent spaces offered vs car equivalent space made unavailable as a result of technical, weather and all other cancellations



Route	Offered	Weather	Technical	Other
Ardrossan - Brodick	18,823	6,833	54	
Claonaig - Lochranza	3,855			
Tarbert LF - Lochranza	1,572	150		



Average Deck Utilisation



Route	GLM Offered	GLM Used	Car Equiv. Spaces Used	% Used
Ardrossan - Brodick	86.6K	48.8K	10,619	56.4%
Claonaig - Lochranza	17.7K	2.8K	602	15.6%
Tarbert LF - Lochranza	7.2K	1.7K	376	23.9%
Total	111.5K	53.4K	11,598	47.8%

Overall Utilisation of Sailings

● >90% ● 75-89% ● 50-74% ● <50%

