



Customer satisfaction monitor

First Great Western has one of the largest and most complex rail networks in the UK, carrying one and a half million passengers every week on 9,000 services, and calling at 276 stations. We have worked together for many years to measure and support their vision of putting the customer first by exceeding expectations of journeys by train.

The Challenge

Future Thinking have been working with First Great Western (FGW) on a wide variety of research projects since 2006. The Customer Satisfaction Monitor is at the heart of this evaluation programme, providing First Great Western with granular detail on the views and behaviours of their passengers.



Approach & Outcome

We interview over 5,000 passengers each quarter, on trains across the entire First Great Western network. This allows robust analysis of data by passenger type, line of route, station manager and individual stations. A bespoke reporting suit has been developed which enables information and feedback to be directed to FGW team members who are in the best position to use the data to action change.

The research has helped to focus communication and target investment in the core areas identified as those that will benefit passengers and increase satisfaction.

The data from the Customer Satisfaction Monitor has also been used to complement other sources of information, including CRM, LENNON, complaints data and other primary qualitative and quantitative data.

