

Where all journeys lead

How to report for all stakeholders on a single platform

Ken Brewster

Director, Dapresy UK

Robert Pain

Senior insight advisor, Transport Focus



dapresy
BETTER DATA BY DESIGN

Agenda

- Background
- The Requirement
- The Solution
- What next?
- Q&A



13

Background

About Dapresy

Proven Track Record



30%

Year-over-year growth



14,000+

Distributed Dashboards



1,750+

Enterprises Accessing



Global Presence

Offices in Sweden, Bosnia, US, UK, Germany and Australia



Employees

100

Used by Famous Brands



Heathrow



AIR FRANCE KLM

L'ORÉAL
PARIS



About Transport Focus

Transport Focus is the independent transport user watchdog.



We represent the interests of:

- Rail passengers in Great Britain
- All users of England's motorways and major 'A' roads (the Strategic Road Network)
- Bus, coach and tram users across England outside London

We work to make a difference for all transport users

- Consumer focus
- Useful to decision makers
- Evidence based

The Requirement

Current Programs



Bus Passenger Survey (BPS)

Annual survey of approx. 45,000 passenger journeys; since 2009



Tram Passenger Survey (TPS)

Annual survey of approx. 5,000 passenger journeys; since 2013



National Rail Passenger Survey (NRPS)

Biannual survey of approx. 30,000 passenger journeys; since 1999



Motorway Services User Survey (MSUS)

Annual survey of approx. 10,000 motorway services visits; since 2017



Strategic Roads User Survey (SRUS)

Monthly survey of up to 20,000 road user journeys per year; since 2018

Challenges

- Multiple surveys with different vendors on different systems
- Tough to provide standardization
- Time spent on manual report production
- Responding to ad-hoc queries from stakeholders





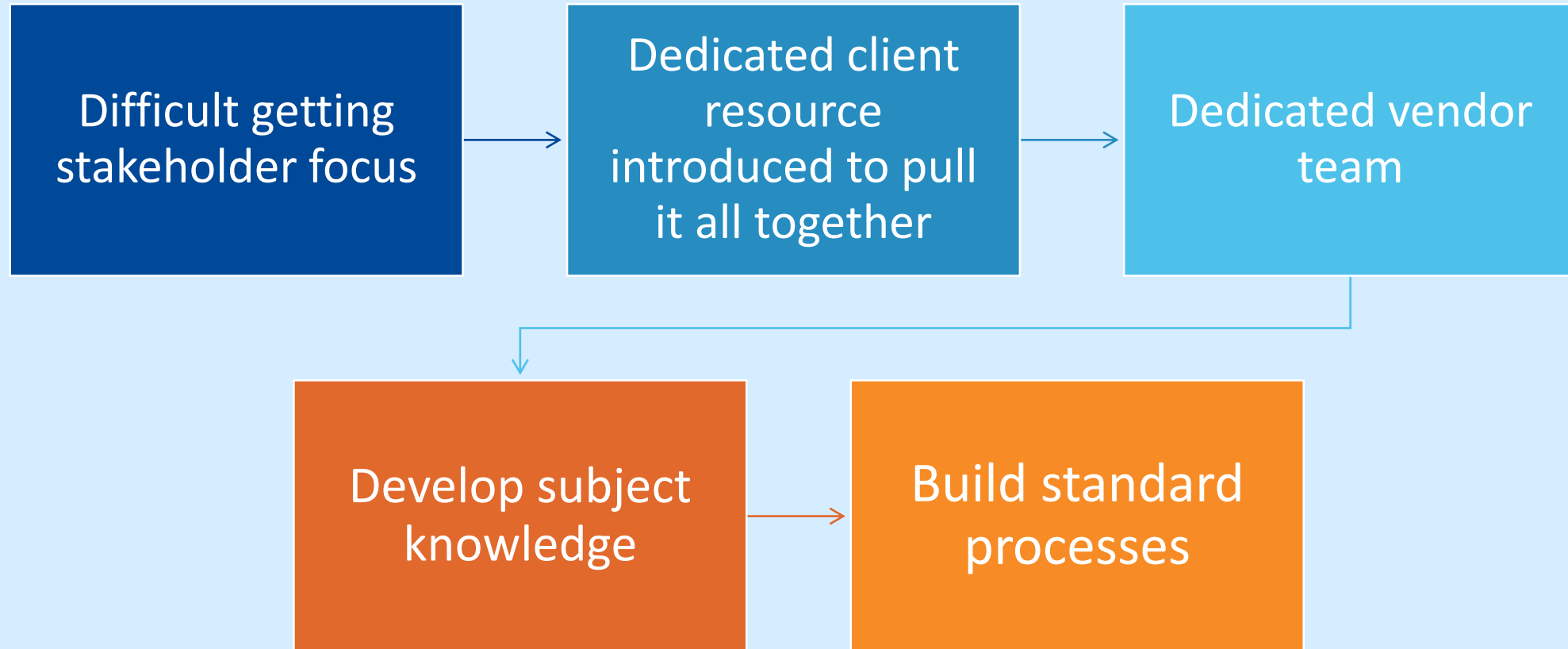
The Solution

Scope

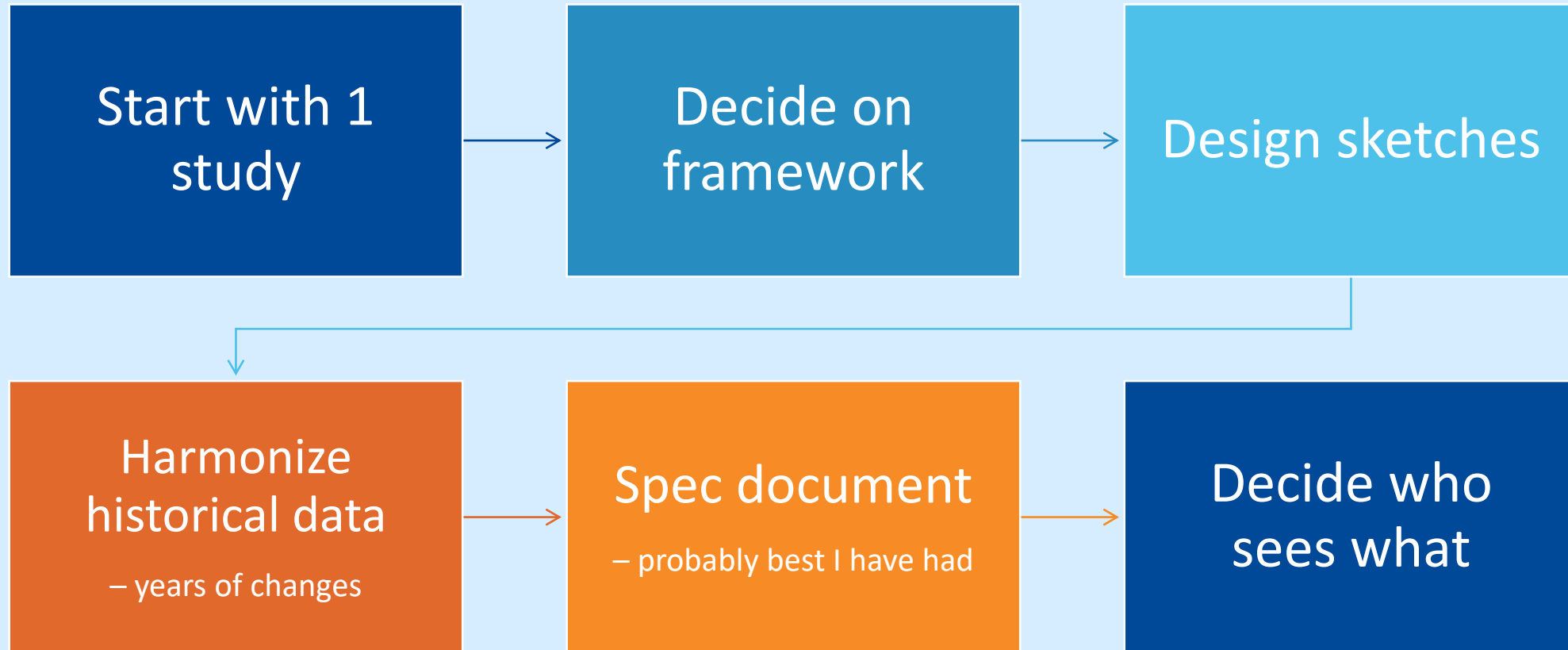
- Multiple studies
- Different stakeholders for each
- Internal needs vs general public



Planning 1



Planning 2



Design challenges

– think about the audience



Total



YTD

Answer



BACK

Base: 22 061

Trends

		GLOBAL SOLUTIONS	LOREM	IPSUM	LOREM	IPSUM	LOREM	IPSUM	IPSUM
BRAND	Base:	6 814	5 020	12 421	6 645	5 788	4 872	1 312	868
	Company I can trust	68	65	74	62	53	68	60	70
	Treats their customers better	41	38	38	38	32	38	28	54
PROPOSITION	Easy-to-understand communication	48	46	49	43	39	49	51	75
	Products and services that suit my needs	81	84	83	78	74	85	86	93
	Innovative products and services	34	34	37	36	34	31	29	46
	Easy-to-understand products and services	67	74	65	60	56	72	76	85
PRODUCT QUALITY	Easy-to-understand prices	64	77	59	54	50	75	85	90
	Good reseller coverage	62	58	77	66	51	71	50	68
	Wide reseller coverage	60	54	81	64	49	71	45	68
	Stable product	61	57	69	63	53	61	48	67
	Good product quality	58	53	65	60	54	58	51	67
PRICE	Good value for money	66	78	49	49	47	76	87	94
	Data for good price	53	62	38	40	40	54	74	83
	The lowest price in the market	21	52	8	11	14	32	77	80
CUSTOMER EXPERIENCE	Friendly and caring customer service	54	46	57	57	50	46	31	53
	Easy to purchase products and services	56	62	60	54	52	57	57	74
	Flexible and open to change	39	38	31	36	31	32	39	60
	Good online user experience (on website or via app)	42	49	43	43	40	46	43	62
	Smooth and easy to be a customer at	71	78	75	72	61	80	75	85

the purchase?



?



up after delivery?



llowing attributes?

Handling of trade-in car

4,9

Simple charts,
White space,
Brand guidelines,
Website

Interior cleanliness/condition



80%

(Total: very/fairly satisfied)

Reasons for not checking bus arrival times *(among those who did not check bus arrival times)*



On screen guidance

Please note: data for the autumn 2019 wave will be included in the Data hub soon

National Rail Passenger Survey

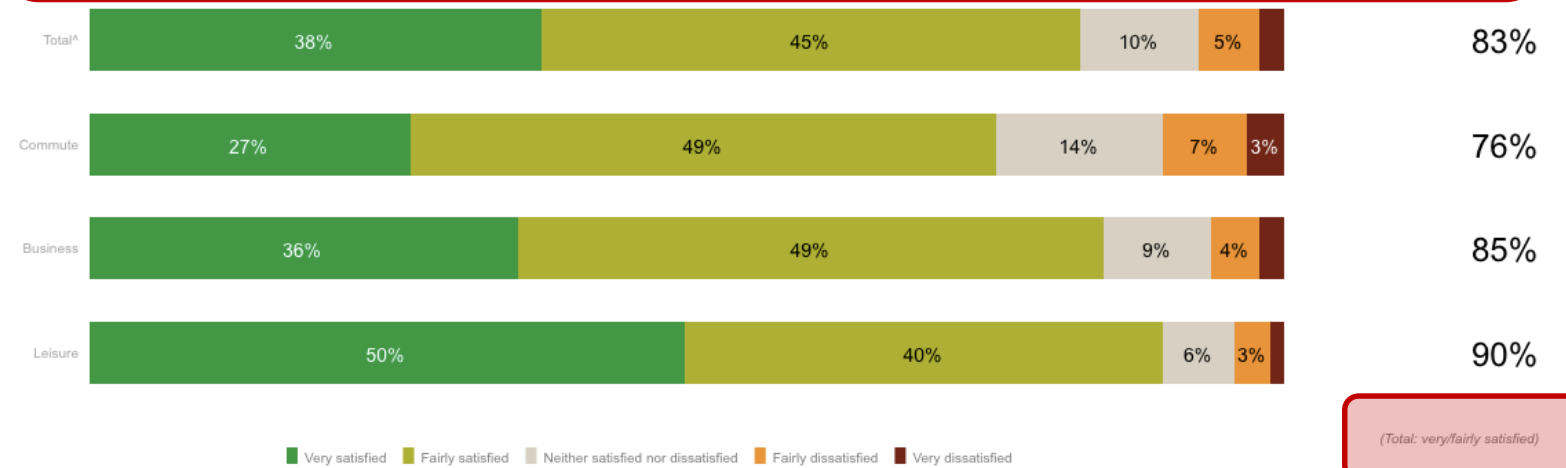


Overall satisfaction with the journey - comparison of scores

This page allows you to compare the data across selected categories and to view the results easily. These categories have been chosen as they are the most commonly used when people want to look for differences.

On the screen, you will initially see an example of a comparison. To change this, from the dropdown menu at the top, first select the question you're interested in, whether you want to show a 'total' bar and which time period(s) you want to look at. Then just select what you want to compare, click 'Compare' underneath the category and click 'Update'. The chart will change to show this breakdown. You can compare a maximum of 10 categories. If you want to filter your chart too, just select what you want to filter on, click 'Filter' underneath the category and click 'Update'.

If you would like to do more complicated analysis or to look at some other breakdowns which are not in the menu at the top, then go to the Advanced analysis tool by clicking on the 'Advanced analysis' tab at the top of the page





Wave Spring 2019 Franchised/other train company Franchised train companies Journey purpose Commute, Business, Leisure

* caution – based on 75-99 responses
 ** result hidden as less than 75 responses
 *** Peak/off-peak only classified for London and South East operators
 ^The 'Total' is the total according to the filters you have applied

Downloadable help documents

The screenshot shows the Transport Focus website header with the logo and navigation menu. The navigation menu includes links for Help, Contact us, Tram Passenger Survey, Strategic Roads User Survey, National Rail Passenger Survey, Motorway Services User Survey, Bus Passenger Survey, and Transport Focus data hub. The 'Help' link is highlighted in a red box. Below the navigation menu, the main content area features a large, bold, underlined heading: **User manual for the Advanced analysis function in the Transport Focus data hub**. Below this heading, there is a text box containing two paragraphs of text. The first paragraph states: "This help manual can be used in conjunction with the Advanced analysis function of the Transport Focus data hub. It should help you find your way around this part of the data hub and explains how to use each element." The second paragraph states: "Please note, this manual currently contains generic screenshots; the questions and variables shown in these images don't come from any of the surveys on the data hub. Customised versions of the manual, showing screenshots from each Transport Focus survey are being worked on and will follow in due course. If you see mentions in the manual of certain functions or tabs that you don't see on your screen, this is because they don't relate to your survey, so you can just ignore them."

transportfocus 

[Help](#) [Contact us](#) [Tram Passenger Survey](#) [Strategic Roads User Survey](#) [National Rail Passenger Survey](#) [Motorway Services User Survey](#) 

[Bus Passenger Survey](#) [Transport Focus data hub](#)

[Help](#)

User manual for the Advanced analysis function in the Transport Focus data hub

This help manual can be used in conjunction with the Advanced analysis function of the Transport Focus data hub. It should help you find your way around this part of the data hub and explains how to use each element.

Please note, this manual currently contains generic screenshots; the questions and variables shown in these images don't come from any of the surveys on the data hub. Customised versions of the manual, showing screenshots from each Transport Focus survey are being worked on and will follow in due course. If you see mentions in the manual of certain functions or tabs that you don't see on your screen, this is because they don't relate to your survey, so you can just ignore them.

Video guides

Help

If you have any general queries about the Transport Focus data hub, please contact us

To watch a short video about how to use the data hub and the information it provides,

[Bus Passenger Survey](#)

[Motorway Services User Survey](#)

[National Rail Passenger Survey](#)

[Strategic Roads User Survey](#)

Advanced analysis – please [click here](#) for help on how to use the 'Advanced analysis'

Information in the data hub displays best using a computer or tablet.
We are currently investigating options for smartphone optimisation.

transportfocus

Transport Focus data hub | Bus Passenger Survey | Motorway Services User Survey | **National Rail Passenger Survey** | Strategic Roads User Survey

Tram Passenger Survey | Contact us | Help

Headline results | Overall journey | Context to the journey | Tickets | Checking train arrival times | The station | Help at the station | The train service

On the train | Delays | Accessibility | Passenger comments | Compare results | Advanced analysis | Advanced analysis Network Rail stations

Wave	Sector	Train operating company	Train operating company route	Franchised/other train company	Journey purpose
Spring 2019	No selection	No selection	Southeastern - Metro	Franchised train companies	Leisure
Weekday/weekend	Peak vs off-peak***	Experienced delays	Length of delay	Gender	Disability
No selection	No selection	No selection	No selection	No selection	No selection

Reset

National Rail Passenger Survey

Satisfaction scores

Metric	Score
Overall satisfaction with the journey	90%
Overall satisfaction with the train	85%
Punctuality/reliability of the train	86%
Value for money of price of ticket	61%
Level of crowding on the train	87%

Wave Spring 2019 Train operating company route Southeastern - Metro

* caution - based on 73-99 responses
*** result hidden as less than 75 responses



Access Rights

Who sees what

The screenshot shows the National Rail Passenger Survey website interface. At the top, there is a navigation bar with links: Home, Contact us, Train Passenger Survey, Strategic Roads User Survey, National Rail Passenger Survey, Motorway Services User Survey, Bus Passenger Survey, and Transport Focus data hub. Below this is a secondary navigation bar with links: Headline results, Overall journey, Context to the journey, Tickets, Checking train arrival times, The station, Help at the station, and The train service. A third navigation bar includes: On the train, Delays, Accessibility, Passenger comments, Compare results, Advanced analysis, and Advanced analysis Network Rail stations. Below the navigation is a filter section with two rows of dropdown menus. The first row includes: Wave (Spring 2019), Sector (No selection), Train operating company (No selection), Train operating company route (No selection), Franchised/other train company (Franchised train companies), and Journey purpose (No selection). The second row includes: Weekday/weekend (No selection), Peak vs off-peak*** (No selection), Experienced delays (No selection), Length of delay (No selection), Gender (No selection), and Disability (No selection). Below the filters is a 'Reset' button. The main content area features a large image of a train station platform on the left. To the right of the image is the title 'National Rail Passenger Survey' and the subtitle 'Satisfaction scores'. Below the title is a note: 'Please note, data for the autumn 2019 wave will be included in the Data hub soon'. At the bottom of the content area is a bar chart showing 'Overall satisfaction with the journey' at 83%, accompanied by a smiley face icon.

← Study level
← Report level
← Filter level

Screenshots



Welcome

We are the independent transport user watchdog. Our mission is to get the best deal for passengers and road users.

From this page you can find the results of Transport Focus 'tracker' surveys (repeating surveys where we track user satisfaction over time).

Transport Focus has taken care to ensure that the information contained in the data hub is correct. However, no warranty, express or implied, is given as to its accuracy and Transport Focus does not accept any liability for error or omission.

Transport Focus is not responsible for how the information is used, how it is interpreted or what reliance is placed on it. Transport Focus does not guarantee that the information contained in the data hub is fit for any particular purpose

Bus Passenger Survey



Motorway Services User Survey



National Rail Passenger Survey



Strategic Roads User Survey



Tram Passenger Survey



Bus Passenger Survey

Satisfaction scores



Overall journey



88%



Journey time



85%



Punctuality



74%



Value for money
fare-payers only



64%



Bus driver
greeting/welcome



76%



Interior cleanliness
and condition



80%



Availability of seating
or space to stand



87%

Country England (excludes London) Year 2018

* caution – based on 75-99 responses
** result hidden as less than 75 responses



Overall experience (1/3)

Overall satisfaction



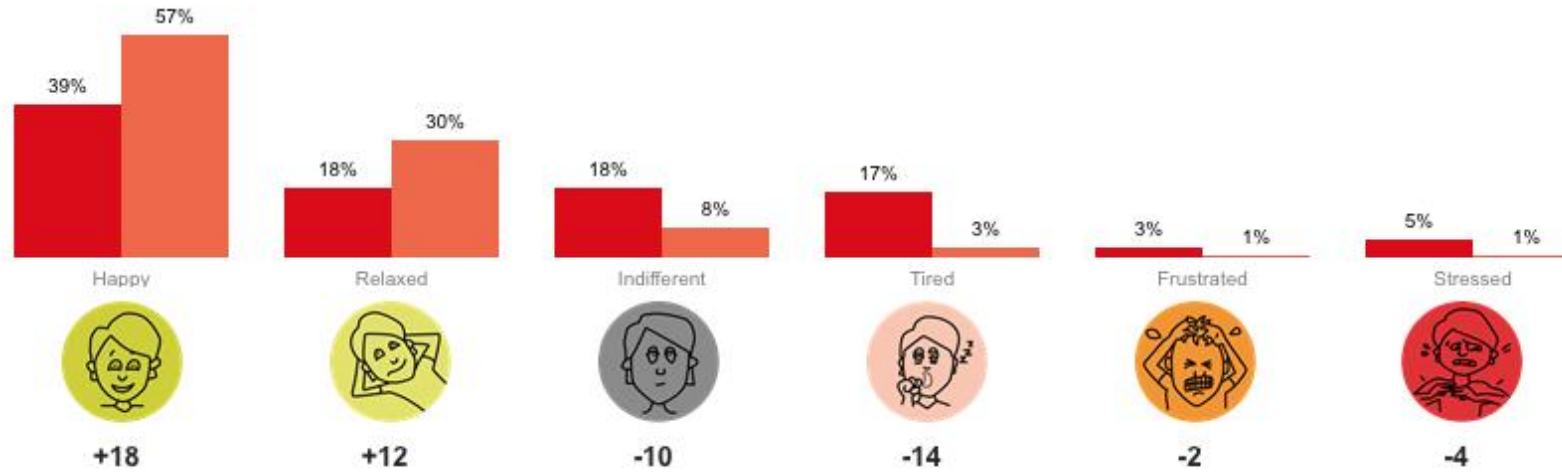
■ Very satisfied
 ■ Fairly satisfied
 ■ Neither satisfied nor dissatisfied
 ■ Fairly dissatisfied
 ■ Very dissatisfied

90%

(Total: very/fairly satisfied)

Mood on arrival/exit

■ Mood on arrival
■ Mood on exit



Change from arrival to exit:

Change from arrival to exit***:

+30

(Any positive mood)

-20

(Any negative mood)



Overall experience (2/3)

Feedback about this motorway services *(among those who gave feedback)****

Negative comments:

14%	The range of food to eat in the services
12%	The value for money of goods, fuel or retail
11%	Cleanliness and maintenance of toilets
10%	Cleanliness and maintenance of main building
9%	Changes to main building (major works, redevelopment etc.)
6%	New facilities or amenities
6%	Features within the car park (bay lines, road surface etc)
6%	The outside of the services (play area, seating etc)
5%	The value for money of meals
4%	Parking (capacity, distance from building etc)
4%	Staff/service in restaurants and shops
3%	HGV parking
2%	The range of shops/retail items available
2%	Food eaten or brand itself
1%	Facilities for HGV drivers in main building

Positive comments:

3%	
0%	
2%	
7%	
3%	
1%	
0%	
0%	
0%	
0%	
4%	
0%	
1%	
2%	
0%	

Okay as it is:

17%

Had nothing to say:

29%

✘ ** result hidden as less than 75 responses
* caution – based on 75-99 responses

Time period: 2018-04-01 to 2019-11-30

		Total	Vehicle type								
		Total ⇅	Car ⇅	Van (under 3.5 tonnes) ⇅	LGV \ HGV (between 3.5 to 12 tonnes) ⇅	LGV \ HGV (over 12 tonnes) ⇅	Motorcycle ⇅	Moped ⇅	Bus, minibus or coach ⇅	Taxi ⇅	Other ⇅
		%	%	%	%	%	%	% **	% *	% **	% **
Overall satisfaction	Very satisfied	36	36	37	40	37	34	-	39	-	-
	Fairly satisfied	46	47	42	40	42	45	-	44	-	-
	Neither satisfied nor dissatisfied	8	7	9	8	8	12	-	5	-	-
	Fairly dissatisfied	7	7	8	4	7	6	-	6	-	-
	Very dissatisfied	4	4	5	8	6	3	-	5	-	-
	All satisfied	82	82	79	80	79	79	-	83	-	-
	All dissatisfied	11	10	12	12	13	9	-	11	-	-
	<i>Unweighted base</i>	<i>14,511</i>	<i>12,840</i>	<i>859</i>	<i>125</i>	<i>376</i>	<i>108</i>	<i>4</i>	<i>94</i>	<i>71</i>	<i>34</i>



How journey could be improved - comments*

Overall satisfaction with journey	Local Transport Authority area	Bus operator	Suggested improvements	How journey could be improved – comments
Very satisfied	Not relevant	Reading Buses		For a fifteen minute journey, everything was fine.
Very satisfied	Kent	Arriva - England, Arriva in Kent	Punctuality, Any, Other	More buses to turn up on time, not late. Notice if a bus has been taken off the road , so I know why the bus is running late.
Very satisfied	Kent	Arriva - England, Arriva in Kent	Bus: design/comfort/condition, Any	More aircon on the buses.
Very satisfied	Not relevant	Go-Ahead, Oxford Bus – Park and Ride services		None
Fairly satisfied	Not relevant	Go-Ahead, Metrobus (excludes TfL routes)	Bus: design/comfort/condition, Any	New buses are best. The old ones are terribly noisy and uncomfortable shaky but good service.
Fairly satisfied	Oxfordshire	Go-Ahead	Punctuality, Any	Don't cancel the x38.... Yet again
Very satisfied	Swindon	Go-Ahead, Swindon's Bus Co. in Swindon		Well Satisfied
	Staffordshire	National Express - England	Frequency/routes, Bus: capacity, Any	Increase frequency or bigger buses.
Fairly satisfied	Tees Valley	Arriva - England, Arriva in Tees Valley	Frequency/routes, Any	Sorting out bus times
Fairly satisfied	Tees Valley	Arriva - England, Arriva in Tees Valley	On-board amenities like Wi-Fi, Any	Charging ports would be nice.
Very satisfied	Tees Valley	Arriva - England, Arriva in Tees Valley		Nothing really!

A photograph of a tram at a station platform. The tram is white with blue accents and has 'Fleetwood Ferry' written on its destination sign. The number '005' is visible on the front. Two people are walking on the platform to the right. The image has a blue tint and a semi-transparent white text overlay.

What Next?

Is it a success?

Internally

Insight team have control – no longer rely on agency

Achieved standardization - only need to learn one system

Usage steadily increasing

Stakeholders conduct own analysis in prep for meetings or even during meetings

Crosstabs make data more accessible – intuitive, no training required

For some studies, no longer need monthly agency reports

Externally

Public can find out about their local service with a few clicks

Journalists can extract information for press articles

In the pipeline...

- Trends over time
- Additional research programs
- More interactivity
- Comms team will use more
- Social media sharing
- Data blog
- Increase synergy with existing website



Questions

