

Mapping of complaints to NPS categories

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Mapping of complaints to NPS categories

- Recap
- New categories
 - NPS
 - Additional categories proposed by focus group
 - Level 3 categories
- CRM output
- Future changes to NPS
- Next steps

Recap from previous focus groups

- As part of the transparency and open data agenda, greater disaggregation of TOC complaints data was required
- Majority of TOCs support the move to NPS categories
 - Station (14 categories)
 - Train (18 categories)
- Current NPS categories do not cover all types of complaints so additional categories have been added
- Inconsistencies between TOCs in how they currently map data

Current NPS categories

Overall satisfaction

STATION FACILITIES

Overall satisfaction with the station

Ticket buying facilities

Provision of information about train times/platforms

The upkeep/repair of the station buildings/platforms

Cleanliness

The facilities and services

The attitudes and helpfulness of the staff

Connections with other forms of public transport

Facilities for car parking

Overall environment

Your personal security whilst using

The availability of staff

The provision of shelter facilities¹

Availability of seating¹

How request to station staff was handled

TRAIN FACILITIES

Overall satisfaction with the train¹

The frequency of the trains on that route

Punctuality/reliability (i.e. the train arriving/departing on time)

The length of time the journey was scheduled to take (speed)

Connections with other train services

The value for money of the price of your ticket

Upkeep and repair of the train

The provision of information during the journey

The helpfulness and attitude of staff on train

The space for luggage

The toilet facilities

Sufficient room for all passengers to sit/stand

The comfort of the seating area

The ease of being able to get on and off

Your personal security on board

The cleanliness of the inside

The cleanliness of the outside

The availability of staff

How well train company deals with delays



OFFICE OF RAIL REGULATION

Additional categories proposed by ORR

- Other accessibility
- Timetabling
- Routing
- Facilities on board
- Ticket buying facilities (not at station)
- On board policy
- Ticketing and refund policy
- Other
- Praise
- Complaints handling

Level 3 categories

- ▶ Inconsistency between TOCs
 - ▶ TOCs do not always include complaints within the same category
 - ▶ One of the purposes of the focus groups is to highlight these and make a group decision on where they should sit
 - ▶ As part of this, ORR has set up a spreadsheet to show how the lowest granularity of complaint feeds into the NPS categories



New categories - to current NPS		
Categories that are elsewhere		
Current ORR Level 1 Categories	Proposed NPS Level 2 Categories	Specific Level 3 Categories
Train service problems	Punctuality/reliability (arriving/departing on time)	Delay
		Journey Abandoned/Cancelled
		Train Cancelled
		Repeated Poor Performance
		Train terminated short of destination
		Train run fast
		Missed onward connection
		Engineering Works
Timetabling and connection issues	Connections with other train services	Rail connections too tight/not held
	Connections with other forms of public transport	Integration with other forms of transport/non-rail connections
	The length of time the journey was scheduled to take (speed)	Journey times
		Number of trains
	The frequency of the trains on that route	Insufficient frequency
	Timetabling	Withdrawal/retiming of service
		Timing of trains

To be discontinued

For publication – New categories mapped to NPS

For reference – Each TOC will have their own variations on this

Level 3 categories

- Aim of the level 3 categories is purely for reference
- Level 3 data will not be collected by ORR or published by ORR
- Each TOC will likely have a slight variation on the level 3 categories
- Hope to have captured most complaint types within the spreadsheet
- Where there are gaps and a TOC finds a complaint that they can't map, the focus group will take a view

CRM – Output to new NPS categories

- Appreciate not all CRMs are the same but should all be able to produce similar outputs

The screenshot shows a CRM interface for creating a new enquiry. The top ribbon includes tabs for 'File', 'Enquiry', and 'Customize'. The 'Enquiry' tab is active, showing a ribbon with groups: 'Save' (Save, Save & Close, Delete), 'Collaborate' (Sharing, Copy a Link, Email a Link), 'Process' (Run Workflow, Start Dialog), and 'Data' (Run Report). The left sidebar has sections for 'Information' (General, System Fields), 'Related', 'Common' (Audit History, Collaboration), and 'Processes' (Workflows, Drafting Sections). The main area is titled 'Enquiry New' and contains a 'General' section with fields for Case # (filled with 'EQ0000000000'), Incident, Category, Category #, Date #, and Description #. A 'Category View' button is located on the right side of the Category # field, circled in red.

CRM – Output to new NPS categories

Category Lookup

ECML

Select a category

- Complaint
 - At Station
 - Contact Centre
 - On Train
 - 1st Class Carriage
 - Exterior Of Carriage
 - Information Provision
 - Staff
 - Catering Staff
 - Appearance
 - Availability
 - Behaviour
 - Alleged Assault
 - Alleged Disability
 - Alleged Discrimination
 - Inappropriate Behaviour
 - Inappropriate Language
 - Poor Customer Service
 - Rudeness
 - Unhelpful/Unwillingness To help

These categories will be specific to each TOC but each should feed into NPS level 2 category based on mapping spreadsheet

Proposed NPS Level 2 Categories

The attitudes and helpfulness of the staff at station

The helpfulness and attitude of staff on train

Specific Level 3 Categories

Rude/Discounteous

Refused to provide expected service

Poor management of problem/incident

Information

Incorrect ticket sold/wrongly charged

Rude/Discounteous

Misdirected/misinformed Passenger

CRM – Output to new NPS categories

- ▶ We do not expect the NPS categories to be built into the CRMs as this would require significant additional resource
- ▶ If your CRM can output a spreadsheet or csv file that provides the category of complaint at the lowest level of disaggregation (i.e. On train – Staff – Rudeness), then, using a lookup table, it should map to the new NPS categories

Ref No	Subject
CC1	Complaint -> At Station -> Facilities -> Car Park -> Availability
CC1	Complaint -> At Station -> Facilities -> Car Park -> Lack of customer drop off facility
CC2	Complaint -> On train -> Staff -> Catering staff -> Behaviour -> Rudeness

CRM – Output to new NPS categories

► Lookup table would look something like this.....

Raw data generated from CRM	Current ORR category	Proposed NPS category
Complaint -> At Station -> Facilities -> Car Park -> Availability	Station Quality	Facilities for car parking
Complaint -> At Station -> Facilities -> Car Park -> Lack Of Customer Drop Off Facility	Station Quality	Facilities for car parking
Complaint -> On train -> Staff -> Catering staff -> Behaviour -> Rudeness	Staff Conduct & Availability	The helpfulness and attitude of staff on train

► Output table would look something like this.....

G2 fx =VLOOKUP(F2,'Lookup document'!\$A:\$C,3,FALSE)		
E	F	G
Ref No	Subject	NPS Lookup
CC1	Complaint -> At Station -> Facilities -> Car Park -> Availability	Facilities for car parking
CC1	Complaint -> At Station -> Facilities -> Car Park -> Lack of customer drop off facility	Facilities for car parking
CC2	Complaint -> On train -> Staff -> Catering staff -> Behaviour -> Rudeness	The helpfulness and attitude of staff on train

Future changes to NPS

- Feedback from researchers at Passenger Focus is that categories rarely change and most categories have been in since the NPS began
- The questions may change within the survey itself but the categories remain fairly static
- There will inevitably be some changes in future but, regardless of any change, we envisage that an update to the lookup table is all that will be required

Next steps

- ORR will start to collect the new NPS categories from 2013-14 Q1
- ORR will provide assistance with building a lookup for any TOCs that require it
- Dates:
 - 15th February – Circulate final mapping document
 - 18th February to 8th March – Liaise with TOCs / provide additional support
 - 1st April – Start new reporting
 - September – Next complaints reporting meeting