

Mapping of complaints to NPS categories

Peter Moran & Sneha Patel

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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

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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



Additional categories proposed by ORR

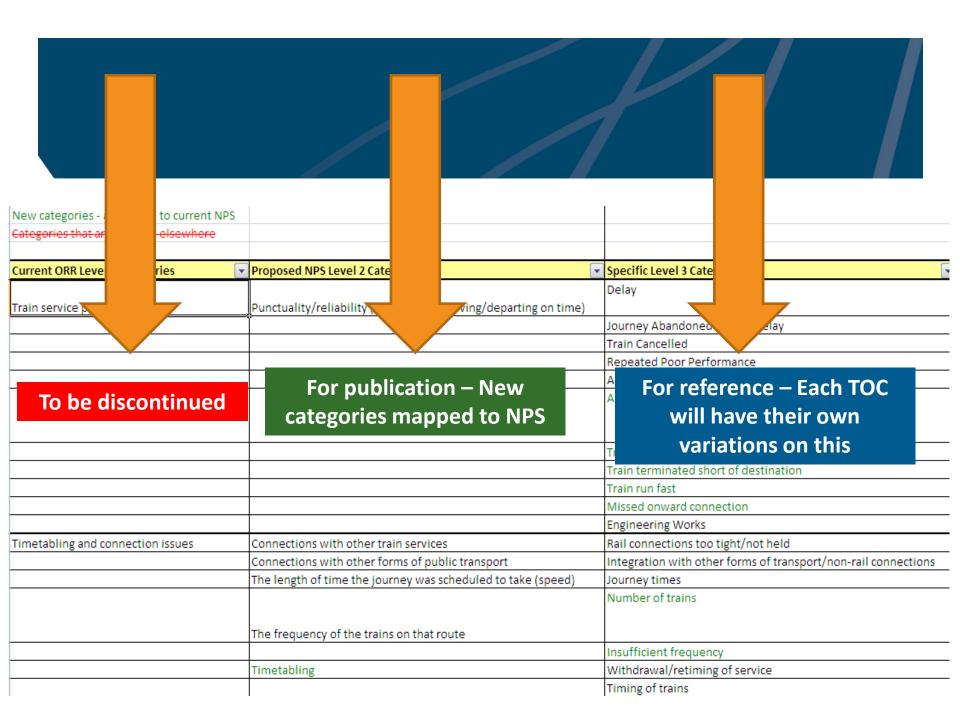
- Other accessibility
- Timetabling
- Routing
- Facilities on board
- Ticket buying facilities (not at station)
- On board policy
- Ticketing and refund policy
- Other
- Praise
- Complaints handling



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



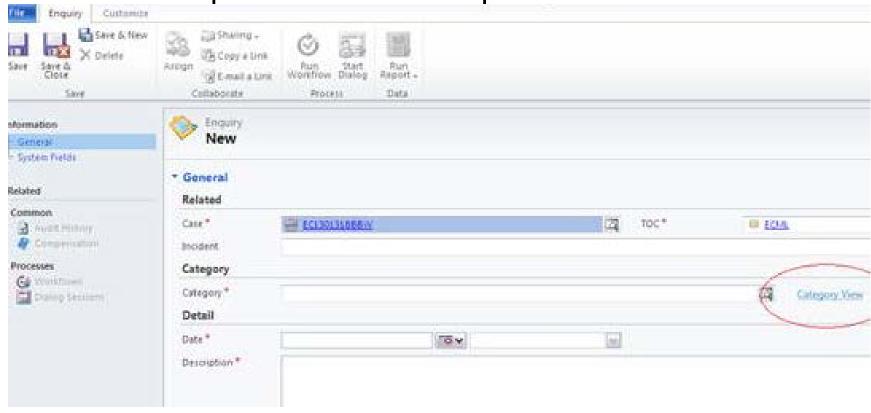


Level 3 categories

- 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



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



Category Lookup

ECANL

Select a caregory

- Complaint.
 - > At Station
 - Contact Centre.
 - A. On Train
 - ≥ 1st Class Carriage
 - Exterior Of Carriage
 - Information Provision
 - 4 Staff
 - Catering Staff
 - Appearance
 - Availability
 - Behaviour

Alleged Assault

Alleged Disability Co

Alleged Sacir stion

Inapprop

Inapprop qe

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	pecific Level 3 Categories
The attitudes and helpfulness of the staff at sta	de/Discourteous
	d to provide expected service
	anagement of problem/incident
	tion
	ket sold/wrongly charged
The helpfulness and attitude of staff on train	Rude/Discourteous
	Misdirected/misinformed Passenger

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- 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	



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 ->		The helpfulness and attitude of staff
Behaviour -> Rudeness	Staff Conduct & Availability	on train

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

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G2	▼ (= f _x =VLOOKUP(F2,'Lookup document'!\$A:\$C,3,FALSE)		
Е	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

