

## **Overview of each complaints focus group**

### **Consultation with train operators**

We met with various train operators to find out more about how train operators deal with complaints, and also to raise awareness about our project for improving the data quality of complaints. Following these meetings, we attended a customer relations meeting towards the end of 2011 with train operators to raise further awareness of the project. This resulted in a series of focus group being created with the purpose of improving the quality of complaints data and to investigate how to publish more disaggregated complaints data.

### **First focus group: held on 26 January 2012**

This focus group was attended by twelve train operators and a member from the Association of Train Operating Companies (ATOC). The train operators were positive and passionate about improving customer relations reporting to the ORR and saw many benefits in improving the quality of the information provided. However, concerns were raised about the consistency of historical data and trends following any change to the information being reported. The potential negative impact to the perception of the industry was also discussed. Despite this, it was felt that improving the quality of the information provided was the right thing to do.

### **Second focus group: held on 22 February 2012**

Within the second user group, the data collection methods and type of disaggregated data was discussed. There was agreement about what type of complaints should be submitted to ORR which will help ensure that all train operators are submitting the

same type of complaints data. The table below was generated and agreed by all the train operators.

<u>Contact Type</u>	<u>In Scope</u>	<u>Out of Scope</u>
Letter	✓	
Email/Web Form	✓	
Telephone call	✓	
Social Media		X*
Invitation to claim – including Delay Repay, De-classification, Legal Claims, Customer Surveys, Here to Help		X**
Comment Cards	✓	
Meet the Manager	✓	
Online Forums	✓	
Passenger Focus/London Travel Watch		X***

\*Includes Twitter, Facebook, Fix My Transport, and any future social media contact activities. Complaints via social media should not be included unless they require an official response.

\*\*A complaint within the delay repay form should be included

\*\*\*These contacts will have already be counted within how the complaint is received, i.e. letter, email, phone call etc.

There was also agreement about the nature of disaggregated data we will publish and it was agreed that we would publish the method of complaint.

## New complaints table

We published more disaggregated complaints data on the 31<sup>st</sup> of May. The data shows the method of complaint and what customers are complaining about. The source of complaint is now disaggregated into method of complaints, which include: email/web form, letter, meet the manager, online forums and telephone complaints. The new layout enables new trends to be identified, for example, how complaints via email change over time.

## Third focus groups: held on 19<sup>th</sup> July 2012

In the third meeting we continued discussions with the train operating companies to ensure they are following the same rules and procedures when submitting complaints data. We discussed the complaints data pro-forma and asked train operating companies not to make modifications to the pro-forma without asking us first, as a certain structure is required to upload this data to our data warehouse. This pro-forma can be accessed on the ORR website In order to see whether there are any inconsistencies in reporting between TOCs, it was agreed an audit of what each train operator counts as a complaint and how this is recorded would be undertaken. Each TOC was sent details of 10 complaints and asked to provide their responses before the next focus group in November. Also discussed at the group was how each

train operator is recording delay-repay, social media, cases closed, multiple complaints and level 2 complaints categories matching the National Passenger Survey.

#### **Fourth focus group: held on 9<sup>th</sup> November 2012**

Discussions continued around the recording of delay-repay, social media, cases closed and multiple complaints and the recommendations for the reporting of these areas will be documented in the ORR complaints guidance. This updated guidance will be presented at the next meeting. The results of the audit also showed differences between train operators in the recording of complaints. We are currently reviewing these results and will feed back on this at the next meeting.

#### **Fifth focus group: held on 22<sup>nd</sup> January 2013**

The main focus of this meeting was the discussion around the proposal to align the level 2 complaints categories to the National Passenger Survey categories. A draft 'mapping' of the categories was presented at the meeting and each TOC will review this and provide feedback. Follow up discussions with the TOCs and Passenger Focus will take place in early February with the aim of the NPS categories being reported by each TOC from April 2013.

We also highlighted the use of the complaints template that all TOCs should adhere to. Any issues with the categories in the template should be raised with us. The ORR Competition and Consumer Policy team gave a short presentation on their programme of work, exploring how train operating companies ensure compliance with their consumer law obligations and how they engage with, and respond to, their customers and how this feeds into improvements for passengers.

#### **Sixth focus group held on 12<sup>th</sup> February 2013**

The aim of this session was to revisit the 'mapping' document and gain feedback from each train operating company regarding the proposal to align the current ORR level 2 categories to the NPS categories. ORR gave two presentations which covered the use of a lookup to help provide data under the NPS categories and clarifications on where certain level 3 categories fit within the NPS categories. The

majority of train operators attended this meeting (feedback has been provided to those that did not attend) and all were in agreement for this change to the NPS categories. ORR will start to collect the new NPS categories from 2013-14 Q1 and will provide assistance with building a lookup for any train operating companies that require it. Train operating companies to start reporting under the NPS categories from 1<sup>st</sup> April 2014.

### **Seventh focus group held on 14<sup>th</sup> November 2013:**

In this session we discussed the new ORR quarterly rail service satisfaction statistical release and accompanying quality report, inviting feedback on the reports from the operators. We also discussed reporting under the new NPS categories and if this had led to any changes in the way data is being reported/used internally. Alongside this, c2c provided a short presentation on how the complaints data (under the NPS categories) feeds into their internal analysis of complaints data. During the meeting we also discussed the publication of a new dataset this year - complaints by contact method. Furthermore, ORR outlined plans to conduct a project focusing on capturing complaints made via social media. Further details on this to follow before the next complaints meeting. Lastly, Passenger Focus gave a presentation on their new data tool.

### **Contact**

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