

Keeping the tram customer satisfied

Edinburgh Trams said today that the company topped a business benchmarking survey for customer satisfaction.

The Institute of Customer Service surveyed more than 500 customers and awarded the organisation a score of 87.9 – more than 15 points above the transport industry average and 10 points higher than the multi-sector average.

Edinburgh Trams is running against the trend of decreasing customer satisfaction across the UK with a score more than two points higher than the same survey carried out in 2017.

Dean Anderson, Customer Experience Manager at Edinburgh Trams, commented: “We’re absolutely thrilled with the results as they recognise the commitment to customer service we have as the operator of the tramway. The survey also allows us to compare our standards not only within the industry but across all sectors including well respected brands such as Amazon, John Lewis and Next.”

The Institute of Customer Service, an independent body for customer service professionals, helps organisations compare their performance against others through its respected Business Benchmarking process.



As well as considering overall satisfaction, the survey also asked customer how likely they would be to promote Edinburgh Trams. The survey found that almost 73 per cent of customer would compared to transport sector average of just 3.5 per cent.

With a 'Customer Effort' rating of 2.4 – whereby a lower score reflects less effort required by a customer to use a particular service – Edinburgh Trams compared very favourably with the wider industry, which had an average score of 5.

The report also contained feedback from customers, and words such as quick, efficient, reliable, clean and friendly all featured prominently in responses. More than 50 customers also made comments about their hopes of taking trams to Newhaven.