

# **Traveline – Standard of Trunk Journey Solutions - Phase 2**

**Final Report to:  
Department for Transport**

**January 2005**

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**THE TAS PARTNERSHIP LIMITED**

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**SPECIALIST CONSULTANTS IN PUBLIC TRANSPORT**



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# 1.

## Executive Summary

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- 1.1.1 TAS was commissioned by the Department for Transport (DfT) to assess the quality and accuracy of information provided by Traveline involving a trunk journey element.
- 1.1.2 The principle objective of the study was to assess whether the journey solutions supplied by Traveline were consistent with the information provided by the relevant trunk service information provider.
- 1.1.3 The first phase of testing was undertaken in June and July 2003 and the second phase of testing took place between April and May 2004.
- 1.1.4 748 ‘mystery shopper’ telephone calls were made to Traveline call centres requesting a solution for a journey involving both a local and a trunk element. Where a solution was provided, a call was then made to the relevant operator of the trunk journey to check the information received.
- 1.1.5 78% of calls to Traveline were answered correctly. A correct answer was one where the trunk element of the journey solution provided by Traveline was verified with the relevant trunk operator. This is an improvement over phase one where 67% of calls to Traveline were answered correctly.
- 1.1.6 In 10% of calls, the information provided by Traveline was not consistent with the information provided by the trunk operator. This was the most frequent reason why a call was scored as incorrect.
- 1.1.7 In 4% of calls, the mystery shopper was transferred to one of the trunk operators for all or part of the requested journey. In phase one, 14% of calls were transferred to a trunk operator.
- 1.1.8 In 6% of calls, Traveline was able to provide the mystery shopper with a journey solution that was faster than the solution suggested by the trunk operator.

# 2.

## Introduction

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### 2.1 OBJECTIVES

- 2.1.1 We were commissioned by the Department for Transport (DfT) to assess the quality and accuracy of information provided by the Traveline public transport telephone enquiry service involving a trunk journey element.
- 2.1.2 This report details the finding of the second phase of our ‘mystery shopper’ telephone research following 748 calls to Traveline call centres and equivalent research to test the trunk journey element of the journeys from information provided by the relevant trunk operator.
- 2.1.3 The number of calls required to give a robust statistically significant result was 34 calls per call centre. This provided a 95% confidence level on 3% error. The statisticians from the Centre for Research and Evaluation at Sheffield Hallam University deemed this as an appropriate accuracy for a survey of this type. This was based on there being a right or wrong answer to the journey enquiry posed to the call centre.
- 2.1.4 The relevant suppliers of trunk journey information are:
- National Rail Enquiries (NRES)
  - National Express (NE), and
  - Scottish Citylink.

### 2.2 STRUCTURE OF THIS REPORT

- 2.2.1 Chapter 3 describes the methodology we have employed to answer the key questions implicit in the study brief and the changes from the methodology used in phase one.
- 2.2.2 Chapter 4 outlines the revised scores for solutions involving rail after the feedback comments from the call centres had been considered and after the final agreement of call classification by the project board.
- 2.2.3 Chapter 5 outlines the revised scores for solutions involving coach after the feedback comments from the call centres had been considered and after the final agreement of call classification by the project board.
- 2.2.4 Chapter 6 provides the conclusions drawn from the research.

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- 2.2.5 Chapter 7 provides the recommendations to improve the quality of information provided and recommendations for changes in methodology for future trunk accreditation exercises.
- 2.2.6 Appendix A contains the training manual supplied to mystery shopper survey staff.
- 2.2.7 Appendix B contains the call diary listing the time at which each test call was made.
- 2.2.8 Appendix C contains the list of interchange stations excluded from the test journeys.
- 2.2.9 Appendix D contains the tables detailing the performance and rankings from the initial findings by call centre, region and journey planner.
- 2.2.10 Appendix E contains the tables detailing the performance and ranking for solutions involving rail from the post feedback scoring following the call centre comments and the project board's final classifications of the calls.
- 2.2.11 Appendix F contains the tables detailing the performance and ranking for solutions involving coach from the post feedback scoring following the call centre comments and the project board's final classifications of the calls.
- 2.2.12 Appendix G details the findings of the analysis of call centre response times and general observations about the mystery shopper process and the service provided by Traveline.
- 2.2.13 Appendix H contains the scores listed by call centre and shows how each call has been scored within the revised categories in the final findings.

# 3.

## Methodology

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### 3.1 METHODOLOGY

3.1.1 The quality of the information provided by Traveline was tested using a similar methodology to that employed in phase one of the study.

3.1.2 Close attention was paid to feed back received from the call centres, comments made at the results presentation and advice from the project board following the completion of phase one and the methodology was amended accordingly.

#### **Mystery Shopper Training Manual**

3.1.3 A manual was written for mystery shopper survey staff explaining the background to the project and giving a detailed methodology to be used when making and scoring the calls. This can be found in Appendix A.

#### **Test Journeys**

3.1.4 New test journeys were devised for phase two in which a local journey was required to connect with a trunk journey. The trunk journeys were designed to start in a location within the area of the Traveline call centre being telephoned. To ensure that the proposed test calls were acceptable, the details were sent to the project board and agreed prior to use.

3.1.5 The project board supplied a list of stations through which journeys should not pass and this can be found in Appendix B. This was due to the interchange value (length of time allowed to change trains) being different in the journey planners used by NRES and Traveline for these stations. Test journeys were made with consideration to this restriction. However, this caused some difficulties during the calls process. Where inconsistencies in information between Traveline and NRES occurred due to interchange time differences, these calls were remade with a new journey being requested. London St Pancras was added to the list of excluded stations during the calls process.

#### **Distribution of Calls**

3.1.6 A ‘call diary’ was created to enable each call to be made at a designated time to reflect the volume of calls that Traveline centres receive on an average weekday. The majority of calls were spread between 0800 and 1800, reflecting the pattern of calls to Traveline.

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3.1.7 Where it was necessary to remake a call, these were made as soon as possible, usually a few days after the original call. Calls were remade where no response was received from the call centre, the wrong call centre answered the call, the call failed to record or an error was made by the surveyor.

3.1.8 The call diary can be found in Appendix C and lists the call number, the date, time and call centre.

### **Right or Wrong Answers**

3.1.9 For the purposes of the survey a “right” answer was:

- The information provided by Traveline exactly matched that provided by the trunk operator.
- The journey started and ended at the same time but used different interchange points.

3.1.10 A “wrong” answer was:

- The trunk journey provided by Traveline was incorrect when checked against information provided by the trunk operator.
- The trunk journey provided by Traveline was longer than that proposed by the trunk operator.
- The trunk journey provided by Traveline was not consistent with that proposed by the trunk operator but was quicker.
- Traveline was unable to provide a journey solution.
- Traveline provided only the local journey element.
- Traveline transferred the caller to the trunk operator for a journey solution.
- Traveline transferred the caller to another Traveline call centre.

### **Survey Size and Mode of Transport**

3.1.11 In phase one, 34 calls were made to each Traveline call centre and the call centre determined the mode of transport. The project board indicated that there should be more emphasis in phase two on journeys by rail.

3.1.12 It was decided that 34 calls would be made to each call centre requesting journeys by rail. On completion of these an additional 34 calls were made requesting coach journeys. Call centres that covered large geographical or urban areas received two calls whilst one call was made to those with smaller areas.

### **Checking Information Supplied by Traveline**

3.1.13 Immediately following each call to Traveline, the information provided was checked to determine consistency.

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3.1.14 These checks were made to ensure that the information supplied by Traveline corresponded with the information provided by the trunk operator.

3.1.15 All calls involving a rail journey were checked by a telephone call to the NRES telephone enquiry service. All coach journeys were checked using either the National Express or Scottish Citylink websites.

### **Checking Information Supplied by Trunk Operator**

3.1.16 Where the trunk operator supplied a journey option, a further check was made on the information received. Checks were carried out to ensure the accuracy of the trunk journey being proposed and to ensure a fair comparison. Journeys involving rail were checked using RailPlanner software or the National Rail printed timetable. Journeys involving coach travel were checked using the relevant operator's printed timetable.

### **Recording Calls**

3.1.17 Every call to Traveline was recorded. Audio files were created for each call and separately for each trunk operator. These are available in electronic format.

3.1.18 A new Access database was designed for phase two to record the results of each test journey and is available in electronic format.

### **Original Findings**

3.1.19 On completion of the test calls, the information was analysed using the Access database and results were generated for each call centre, region and journey planner.

3.1.20 77% of calls to Traveline were scored as correct following verification of the trunk journey solution provided by Traveline with the relevant trunk operator.

3.1.21 A draft report was sent to the DfT outlining the findings, including a comparison of scoring with Phase One.

### **Traveline Feedback**

3.1.22 As in Phase One, each call centre was provided with the audio files and relevant section of the database giving the opportunity to comment on their test calls.

3.1.23 The responses were considered and where it was felt appropriate, amendments to the scoring were made.

3.1.24 In addition to the call centres commenting on the scoring, the project board also considered all calls that had been scored as incorrect.

3.1.25 Following receipt of the original finding in the draft report, the board asked that more emphasis be placed on calls in which the information had not been verified by the trunk operator. It was also decided that the scores for rail and coach journeys should be presented individually due to the difference in sample size and the need to deal with each mode separately.

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- 3.1.26 An exercise was undertaken in which all calls that the call centres deemed to have been scored incorrectly and those calls that had not been verified by the trunk operator were re-considered by both the project board and TAS. Agreement was reached as to the final classification of these calls with the project board having the final decision of call scoring.
- 3.1.27 In particular, two call categories: ‘Not the Same Information’ and ‘Traveline Quicker’ were analysed in greater detail. Where calls were found to have a common reason for failing, these were grouped together in categories to gain a greater understanding of the causes and to discover ways to rectify them.
- 3.1.28 There were 13 call centres affected by the revised scoring following their feedback with 17 calls being reclassified.

### **Revised Findings**

- 3.1.29 The re-analysis and re-scoring following the feedback increased the number of calls to Traveline that were scored as correct from 77% to 78%. In Phase One of the study, the score was 67%.
- 3.1.30 The revised performance and ranking of each call centre and region is shown in Appendix E (rail) and F (coach).
- 3.1.31 The original findings can be found in Appendix D.

# 4.

## Post Feedback Scoring - Rail

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### 4.1 ACCURACY OF RAIL TRUNK JOURNEY INFORMATION

- 4.1.1 The analysis shows that in 558 calls (78%), Traveline provided accurate information for journey solutions involving travel by train. There was no change to the scoring following the feedback exercise.
- 4.1.2 95% of the calls made during the study required Traveline to provide a journey by train. There were 714 calls in which the surveyor requested a journey solution using travel by train.
- 4.1.3 The amended performance and ranking of each call centre and region is shown in Appendix E.

### 4.2 NOT THE SAME INFORMATION

- 4.2.1 In 71 calls (10%), Traveline provided journey solutions that were not consistent with the information provided by the relevant trunk operator.
- 4.2.2 As explained in section 3, the reclassification exercise has resulted in a more detailed breakdown of calls originally scored as ‘Not the Same Information’.
- 4.2.3 The performance and ranking of each call centre, region and journey planner is shown in Appendix E.

#### **Trunk Operator Solution Quicker**

- 4.2.4 In 35 calls (5%), NRES was able to provide a faster journey time than Traveline.
- 4.2.5 Following the re-classification process, the reasons for these errors were grouped in four sub categories:
- Valid route but Traveline used slower times/routes (9 calls).
  - Traveline breaches fares/routing guide (12 calls).
  - Traveline gap filling between bus arrival and train departure (9 calls).
  - Journey planner error - same route as trunk operator but allowed longer to interchange (5 calls).

**Journey Planner Information Error**

- 4.2.6 In 2 calls the journey solution provided Traveline was not verified by NRES because of an error in the data held in the Traveline journey planner.

**Incomplete Journey Solution**

- 4.2.7 In 11 calls (2%) it was not possible to verify the solution with NRES because the Traveline operator did not provide a complete journey.

**Breached Minimum Interchange Times**

- 4.2.8 In 16 calls (2%) the journey solution provided by Traveline was not verified because it breached the minimum interchange times detailed in the National Rail Timetable.

**Unable to Achieve Requested Times**

- 4.2.9 In 7 calls (1%) Traveline was unable to achieve the times requested by the surveyor and the solution provided by NRES met more closely the requirements.

**4.3 QUICKER JOURNEY SOLUTION**

- 4.3.1 Traveline provided a quicker journey solution for the trunk journey than the trunk operator in 44 calls (6%).

- 4.3.2 As explained in section 3, the reclassification exercise has resulted in a more detailed breakdown of calls originally scored as ‘Traveline Solution Quicker’.

- 4.3.3 The performance and ranking of each call centre, region and journey planner is shown in Appendix E.

**Used More Interchange Stations**

- 4.3.4 In 29 calls (4%) Traveline was able to provide a faster journey solution than NRES by using more interchange stations.

**Ignored Routing Rules**

- 4.3.5 In 3 calls Traveline was able to provide a faster journey solution than NRES by ignoring the routing rules.

**Combined Coach and Rail Services**

- 4.3.6 In 4 calls (1%) Traveline was able to provide a faster journey solution than NRES by using a combination of coach and rail services.

- 4.3.7 Whilst Traveline has suggested the use of a coach for part of the journey, in all four calls the coach services is a GNER rail link coach shown in the National Rail Timetable. This option was not offered by NRES in any of their journey solutions.

**Provided a ‘Better Journey’**

- 4.3.8 In 8 calls (1%) Traveline was able to provide a faster journey solution than NRES that could be considered as ‘better’.
- 4.3.9 Traveline has not breached the minimum interchange times in any of the calls. In three calls Traveline has suggested a faster journey with the same number of interchanges as NRES. In three calls Traveline has suggested a faster journey with fewer interchanges than NRES. In one call Traveline has suggested a journey with more interchanges but the local knowledge showed that the time allowed by NRES was insufficient. In one call Traveline suggested an alternative route to Traveline but NRES indicated that this route would result in the surveyor paying a higher fare.

**4.4 TRANSFERRED TO THE TRUNK OPERATOR**

- 4.4.1 In 25 calls (4%), the mystery shopper was transferred to the trunk operator to obtain the trunk journey solution. The mystery shopper was either automatically transferred, recommended to call or was given the telephone number for NRES.
- 4.4.2 The performance and ranking of each call centre, region and journey planner is shown in Appendix E. Also included is a breakdown of whether or not the Traveline operator made any attempt to provide the surveyor with a solution. In some instances the mystery shopper was told that the journey was out of the Traveline’s area before the call was transferred.

**4.5 TRANSFERRED TO ANOTHER TRAVELINE CALL CENTRE**

- 4.5.1 In 16 calls (2%), the mystery shopper was transferred to another Traveline call centre for all or part of the requested journey.
- 4.5.2 Twelve of the 21 call centres did not transfer any calls.
- 4.5.3 In the majority of the calls, the mystery shopper was transferred to the call centre at the end of the requested trunk journey.
- 4.5.4 The performance and ranking of each call centre, region and journey planner is shown in Appendix E.

# 5.

## Post Feedback Scoring - Coach

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### **5.1 ACCURACY OF COACH TRUNK JOURNEY INFORMATION**

- 5.1.1 76% of journey solutions provided by Traveline that involved trunk journey travel by coach were verified as correct.
- 5.1.2 The survey was limited to 34 to be statistically significant at a national level. The overall nationwide scores are presented in this section with details of the performance and ranking of each call centre and region shown in Appendix F.
- 5.1.3 The number of journeys requesting coach travel was limited to 34 calls representing 5% of the survey. Each call centre received either one or two calls depending on the size of the geographical area covered and the population density. Due to the small size of the survey, the scores are disproportionately affected by an incorrect answer.

### **5.2 TRANSFERRED TO THE TRUNK OPERATOR**

- 5.2.1 In 4 calls (12%), the mystery shopper was transferred to the trunk operator (National Express) to obtain the trunk journey solution. The mystery shopper was either automatically transferred, recommended to call or was given the telephone number for National Express.
- 5.2.2 The performance and ranking of each call centre, region and journey planner is shown in Appendix F. Also included is a breakdown of whether or not the Traveline operator made any attempt to provide the surveyor with a solution. In two calls the mystery shopper was told that the journey was out of the Traveline's area before the call was transferred.

### **5.3 NOT THE SAME INFORMATION**

- 5.3.1 In 4 calls (12%), Traveline provided journey solutions that were not consistent with the information provided by the relevant trunk operator.
- 5.3.2 The reclassification exercise has resulted in a more detailed breakdown of calls originally scored as 'Not the Same Information'. The new classifications are as follows:

**Trunk Operator Solution Quicker**

- 5.3.3 In 2 calls (12%), National Express was able to provide a faster journey time than Traveline. The Traveline solutions were slower because of errors in the data held in the call centre's journey planners.

**Journey Planner Information Error**

- 5.3.4 In 1 call (6%), the information provided by Traveline was not verified by National Express. The timings for the journey provided by Traveline differed from those provided by National Express.
- 5.3.5 In the feedback process, the call centre concerned stated that they used the current National Express guide but had also discovered that they had not been receiving regular information updates. The error was therefore due to incorrect data held in the call centre's journey planner.
- 5.3.6 On further examination of the printed National Express timetable, it was noted that the times quoted by the call centre for the departure from Carlisle were the same as the departure times for Hamilton. Therefore it is possible that rather than being a data error it may have been a simple operator error when reading the times.

**Incomplete Journey Solution**

- 5.3.7 In 1 call (6%), the information provided by Traveline was incomplete and did not match the journey solution provided by National Express. The timings for the start and end of the journey were provided but no details for arrival or departure times were given, only the interchange location. The surveyor noted that the Traveline operator was rather abrupt and appeared to try and handle the call quickly.

**5.4 QUICKER JOURNEY SOLUTION**

- 5.4.1 Traveline did not provide a quicker journey solution than the trunk journey for any calls involving coach travel

**5.5 TRANSFERRED TO ANOTHER TRAVELINE CALL CENTRE**

- 5.5.1 Traveline did not transfer any calls to another Traveline call centre for any journey solution involving travel by coach.

# 6.

## Conclusions

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### 6.1 ACCURACY OF INFORMATION

- 6.1.1 The principal objective of phases one and two of this study have been to assess the accuracy of the information provided by Traveline when compared with information supplied by the trunk operator.
- 6.1.2 78% of requests to Traveline for trunk journey information were found to be answered correctly following verification with the relevant trunk operator.
- 6.1.3 Although this is an 11% improvement over the score achieved in phase one, it still falls considerably short of the Traveline target of 95% accuracy. The score indicates that for nearly one in every five calls to obtain a combined local and trunk journey to Traveline, the customer received information that was not the same as the information provided by the trunk operator.

### 6.2 RAIL TRUNK JOURNEY INFORMATION

- 6.2.1 78% of requests to Traveline for trunk journey information involving travel by rail were found to be answered correctly following verification with the NRES.
- Not the Same Information**
- 6.2.2 With 10% of calls scored as ‘not the same information’, this category has overtaken ‘transferred to the trunk operator’ as the largest category of incorrect calls.
- 6.2.3 The brief to Traveline from DfT was that rail and coach information should be consistent with the information provided by the trunk operators. Therefore it is vital that measures are taken to improve the accuracy of information being provided.
- 6.2.4 ‘Not the Same Information’ was sub-divided into five categories to better understand why Traveline was failing. The greatest problems appear to be caused by the journey planners offering sub optimal journey solutions. This includes journeys taking longer than those proposed by the trunk operator and also journeys using less than minimum allowed interchange times at stations.
- 6.2.5 Calls in which the trunk operator’s solution was quicker was also sub-divided as common reasons were established for this category of results. The greatest number of calls was scored as this because the solution breached the fares or routing guides used by NRES.

**Quicker Journey Solution**

- 6.2.6 Traveline provided a journey solution that was faster than that suggested by the trunk operator in 6% of calls.
- 6.2.7 Whilst this is commendable, 66% of the journeys that were quicker were achieved by Traveline suggesting additional interchange stations. The need to change trains more than is necessary is a matter of personal choice and unless there is considerable time saving, will not be favoured by the elderly or those carrying luggage.

**Transferred to the Trunk Operator**

- 6.2.8 In 4% of calls, the mystery shopper was transferred to NRES for all or part of the requested journey.
- 6.2.9 This is only a relatively small proportion of calls, limited to eleven call centres and shows a considerable improvement from phase one (14%). These calls however need to be reduced as customers are being transferred between call centres unnecessarily.

**Transferred to Another Traveline Call Centre**

- 6.2.10 In 2% of calls, the mystery shopper was transferred to another Traveline call centre for all or part of the requested journey.
- 6.2.11 In the majority of the calls, the mystery shopper was transferred to the call centre at the end of the requested trunk journey. The number of calls is limited (16) but these need to be eliminated as customers will lose confidence in Traveline if they are told the call centre is unable to deal with their enquiry.

**6.3 COACH TRUNK JOURNEY INFORMATION**

- 6.3.1 76% of requests to Traveline for trunk journey information involving travel by coach were found to be answered correctly following verification with National Express or Scottish Citylink.
- 6.3.2 The survey of call centres requesting coach journey information was limited to 34 calls. This means that it was easy for a call centre to achieve a very low score if a call was scored as incorrect.

**Transferred to the Trunk Operator**

- 6.3.3 In 12% of calls to Traveline, the mystery shopper was transferred to National Express for all or part of the requested journey.
- 6.3.4 This is an unacceptable proportion of calls when National Express is already paying a number of Traveline call centres to provide coach journey information.

**Not the Same Information**

- 6.3.5 In 12% of calls the journey planner was found to be responsible for providing either slower, incomplete or incorrect solutions.

# 7.

## Recommendations

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### 7.1 ACCURACY OF INFORMATION

- 7.1.1 The finding of the study highlighted two key sources that have reduced the accuracy of trunk information: the call centre staff and the journey planner. The recommendations have been split into those relating to call centre staff issues and those that are journey planner database supplier related. These will be linked to the category of incorrect call that identified the problem.

### 7.2 CALL CENTRE STAFF ISSUES

- 7.2.1 All recommendations in this section should be dealt with by the Call Centre Management with the assistance where necessary of the project board.

#### **Not the Same Information**

- 7.2.2 A limited number of calls scored as Not the Same Information were as a result of staff errors.

#### **Incomplete Solution Provided**

- 7.2.3 This was caused by errors and gaps in the database information. However, some of the errors were also caused by staff failing to read, or failing to identify information regarding the interchange between journey legs. Training should be given to improve staff knowledge of the geography of major cities and also cross London journeys.

#### **Breached Minimum Interchange Times**

- 7.2.4 This error was caused by errors in the journey planner database. However, staff should be made aware of the need to provide 'realistic' interchange times between journeys. Some of the interchange times were too short and could be seen to be so when considering the abilities of a 'normal' traveller without reference to the National Rail Timetable. Local knowledge training could be given to ensure staff are aware of and can recall interchange times at key locations on the rail and coach networks.

#### **Unable to Achieve Requested Arrival or Departure Times**

- 7.2.5 The journey planner is generally at fault for this error but staff should also be able to identify where the solution appears unrealistic and offer alternatives.

## **Traveline Solution Quicker**

### **More Interchange Stations**

- 7.2.6 Where a journey involving multiple interchanges has been provided by the journey planner, the call centre staff must assess whether there is a better alternative route. The caller could be given the option of an alternative with fewer changes or a direct train where possible.
- 7.2.7 Studies have shown that the majority of passengers prefer to avoid interchanges. One reason is that as the number of interchanges increases, so does the likelihood of a train or coach being delayed and the traveller missing a connecting service.

### **Ignored Routing Rules**

- 7.2.8 Whilst the journey planner should be correctly configured to ensure the routing rules are adhered to, training could be given to make Traveline staff aware of the various rules used by NRES and to identify errors.

### **Combined Coach and Rail Services**

- 7.2.9 In all calls the surveyor indicated a preference for travel by either coach or train. In calls scored in this category, the operator gave a solution involving travel by both coach and train. Staff should be trained to offer the best alternative but also to listen to the caller's requirements and not try to impose what they consider to be the 'best' option.
- 7.2.10 It was noted that whilst a combined coach and rail journey may provide a faster solution, in all cases (with the possible exception of rail coach link services) this incurred the traveller with a higher fare than if a single mode had been used.

### **Transferred to Trunk Operator**

- 7.2.11 The reason calls were transferred is believed to be a lack of confidence in the database, a lack of geographical knowledge, a lack of knowledge about current and future engineering work and also unwillingness of staff to answer trunk journey requests. Staff training should be given to rectify these deficiencies.
- 7.2.12 There were two types of call that were transferred to the trunk operator. Firstly there were calls in which the operator listened to the journey request and entered the details into the journey planner but was unable to provide a solution. The call was then correctly transferred to the relevant trunk operator. In the second, the surveyor requested a journey and was told by the operator that they did not deal with journeys outside their area or did not deal with long distance coach or train journeys. Staff must be made aware this is unacceptable and they are expected to provide such information and that the Traveline database has this capability.
- 7.2.13 The survey does not reveal a number of calls in which the surveyor had to persuade the operator to provide the information rather than allowing the call to be transferred to the trunk operator. This is clearly unsatisfactory as ATOC and National Express/Scottish Citylink will not be willing to fund Traveline if calls are transferred to their own call centres.

### **Transferred to Another Call Centre**

- 7.2.14 All calls were made to the correct call centre for the start of the trunk journey and therefore there should have been no reason for a call to be transferred.
- 7.2.15 Surveyors noted that calls were usually transferred to the call centre at the end of the requested trunk journey. This was because the operator either did not know the origin location and instead of asking for confirmation from the surveyor transferred the call to the relevant call centre for the final destination
- 7.2.16 The reason calls were transferred was because staff lack a good geographic knowledge of the rail/coach network in the call centre's area, failed to listen to the request from the surveyor, did not know whether the journey planner held the relevant information and a perceived level of apathy at handling a trunk rail/coach journey request. Staff training should be given to rectify these deficiencies.

### **Other Training Issues**

- 7.2.17 As indicated in the findings, in a limited number of instances, the surveyor had to persuade the operator not to transfer call. Therefore it is vital that staff be made aware that trunk journey information is available and must be provided to callers when requested to do so. This should not be dependent on whether the requested journey involves a local journey element.
- 7.2.18 The study also identified the need for customer care training. In Appendix G (Additional Information) the comments from surveyors have been used to highlight calls in which the service from the operator was unacceptable. Call centre managers must listen to these calls and establish the identity of the member of staff concerned. The surveyors commented that these staff were either unhelpful, rude or unnecessarily detailed in their response.

## **7.3 JOURNEY PLANNER DATABASE SUPPLIER ISSUES**

- 7.3.1 All recommendations in this section should be dealt with by the Call Centre Management with the assistance of the project board and where appropriate, brought to the attention of the journey planner suppliers. Where information is needed from ATOC, an approach should be made by the project board on behalf of all the call centres.

### **Not the Same Information**

#### **Trunk Operator Solution Quicker**

- 7.3.2 These calls were scored as incorrect due to errors in the data held in the database. They resulted in solutions that used slower routes and breached routing rules. The calls must be reviewed and the data checked and the necessary amendments made.

#### **Incomplete Solution Provided**

- 7.3.3 Where the operator has been unable to provide a complete solution, the database should be interrogated to ensure that the correct data is held. More comprehensive

information regarding cross London journeys should be available including accurate walking times

#### **Breached Minimum Interchange Times**

- 7.3.4 This error was caused by errors in the journey planner database and therefore all interchange times must be regularly checked and better arrangements made with ATOC to ensure Traveline are informed of any changes, including any temporary changes. This must then be passed on to the journey planner suppliers to be included in updates in times for the commencement of the changes.

#### **Unable to Achieve Requested Arrival or Departure Times**

- 7.3.5 The journey planner was generally at fault due to lack of data. This could also have been caused by the way in which the journey was searched for. Some call centres looked for the rail element of the journey first and then a bus journey to meet it, others looked for the bus journey first and then a connecting rail service. Where a through service was sought, it often excluded certain train services and hence these were not available for consideration. A standard procedure should be adopted which gives the operator as many alternatives as possible so that the best possible journey solution can be given to the customer.

#### **Journey Planner Information Error**

- 7.3.6 The two calls that were in this category were due to errors in the data held in the database. Therefore these calls should be reviewed and the necessary amendments made.

#### **Traveline Solution Quicker**

- 7.3.7 Traveline showed that in some cases it was able to provide a faster journey solution than the trunk operator. Examples of these journeys should be presented to ATOC and where it is agreed that these provide a 'better' journey for the traveller should be included in their database.
- 7.3.8 A number of the routes suggested by Traveline in the faster solutions would have incurred a higher fare for the traveller. Traveline does not hold fares information but ATOC takes fares into consideration when suggesting routes. Therefore the possibility of offering full fares information could be considered. Software containing fares information is available to travel agents and others for the whole network and would add to the service offered by Traveline. Alternatively, a list of routes should be sought that are not recommended by ATOC due to higher fares.

#### **More Interchange Stations**

- 7.3.9 The criterion used by ATOC to decide the optimum number of interchanges must be sought. Passengers tend to avoid interchanges unless it provides significant time savings. The study indicated that ATOC places a limit on the number of interchanges on certain routes and their journey planner favour journeys that interchange at stations that avoid the need to change platforms.

### **Ignored Routing Rules**

- 7.3.10 The journey planners must be correctly configured to ensure that routing rules are followed. Regular updates must be obtained from ATOC to include any changes due to engineering work.

### **Combined Coach and Rail Services**

- 7.3.11 The ability of journey planners to limit travel to only train or only coach travel must be available. Some passengers will be only willing to use coach due to generally cheaper fares. If combined coach and rail travel is to be offered the distance between the railway station and the coach station need to be taken into account as in many locations they are a considerable distance apart. Such transfers will add additional time and inconvenience to the journey. A combined journey may also incur the traveller in a higher fare as using one mode is usually cheaper.

### **Transferred to Trunk Operator**

- 7.3.12 In most instances the reason a call was transferred to the trunk operator was because of operator error. However, where the journey planner did not return a solution, these calls must be reviewed and reasons established why no information was available. Where a gap in the data held is found to be the reason, this must be rectified.

### **Transferred to Another Call Centre**

- 7.3.13 As with calls Transferred to the Trunk Operator, in most instances the reason a call was transferred was because of operator error. Where the journey planner did not return a solution, these calls must be reviewed and reasons established why no information was available. Where a gap in the data held in the journey planner is found to be the reason, this must be rectified.

## **7.4 ATOC ISSUES**

- 7.4.1 The accuracy of information has improved from phase one, but it is likely that ATOC will be reluctant to provide funding as one in five calls to Traveline resulted in a solution that differed from the answer provided by their own journey planner.
- 7.4.2 It is impossible to provide identical journey solutions with the use of five different journey planners, the internet and printed timetables. The only way in which identical journey solutions will be provided is to use the same journey planner and database as NRES. However, the cost and inconvenience of using separate databases for rail solutions will prohibit this option. Access to the NRES database and the method of journey construction and calculation should be explored with ATOC.
- 7.4.3 Discussions with ATOC could establish a common method for journey calculation. Traveline need to decide how best to provide rail solutions and where a bus and rail journey is requested, is it the rail journey that is the key or is it a convenient connecting bus? Other criterion that needs to be sought and agreed with ATOC are the preference for direct service, the maximum number of interchanges permissible,

the desirability to avoid London on certain routes and the use of interchange stations at which there is no need to change platforms.

## **7.5 TRAVELINE STAFF**

- 7.5.1 Staff training has reduced the number of calls being transferred to the trunk operator. However, further training should be given to staff to develop their knowledge of the rail network, particularly outside their own call centre area. This will greatly assist staff if the provision of rail journey information is to become an increasing part of Traveline's work.
- 7.5.2 More information must be provided to staff about facilities at stations, including provision of lifts, toilets and walking distances between stations. In towns and cities where there is more than one station, the journey planner should highlight this and information made available to the operator to advise the passenger which is the most appropriate. For example, many of the Parkway stations are a considerable distance from the main station and in some instances on different lines.
- 7.5.3 The use of a local and a trunk journey made the journey solution more difficult for the Traveline operator than the trunk only solution provided by the NRES operator. It was anticipated that the call to Traveline would take up to three times longer than the call to NRES. However, in some cases the call took considerably longer and these calls need to be reviewed and ways in which the call length can be reduced established.

## **7.6 PHASE 3**

- 7.6.1 Improvements in the methodology were introduced for phase two following experience gained in phase one. However, more has been learned in phase two which should influence the format of any further study.
- 7.6.2 The aim of the study was to test the accuracy of rail information provided by Traveline. To do this a local journey was devised that linked with a trunk journey. The use of the local journey was originally to avoid the call being automatically transferred to the relevant trunk operator. This was the biggest reason why calls were scored as incorrect in phase one but showed a marked reduction in phase two. The use of the local journey should be dropped in any future study. Staff should now be aware they are expected to answer trunk journey requests. The use of the local element makes the call more complicated for staff and has been shown to skew the results making it more difficult to provide an accurate comparison with NRES.
- 7.6.3 It would be advisable to begin the series of calls soon after a change of timetables. This would ensure that at the end of the survey process, the call centres would still have the opportunity to check their answers as the data would still be available in their journey planners.

**Traveline – Standard of Trunk Journey  
Solutions – Phase 2**

**Appendix A:  
Mystery Shopper  
Training Manual**



**THE TAS PARTNERSHIP LIMITED**

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SPECIALIST CONSULTANTS IN PUBLIC TRANSPORT

## **1 MYSTERY SHOPPER TRAINING - STAGE ONE**

### **TRAVELINE - BACKGROUND**

#### **What is Traveline?**

Traveline is the national multimodal public transport information service delivered regionally throughout Great Britain on a single phone number (0870 608 2 608), a text-phone service and a website. It provides impartial journey planning information about all public transport services – buses, coaches, trains, ferries, trams, metro and underground - throughout England, Wales and Scotland. It was established as a result of the 1998 Transport White Paper

#### **Who runs Traveline?**

Partnerships of PTEs, local authorities, bus operators and others have been formed in each region of the country. These partnerships have made arrangements to run Traveline in their particular areas. They collect and organise all of the timetable information, provide systems to search out answers and arrange for the phone calls to be answered. They also provide the self-service journey planners on the internet.

#### **Who pays for Traveline?**

Each region has agreed its own way of sharing the costs of doing all this. Most regions have accepted the Government's offer of funds (mainly in the form of local authority borrowings) to help set up their systems – but the cost of running the systems is being met by the authorities and operators in each region.

#### **Who co-ordinates the Traveline project?**

The UK board co-ordinates the Traveline project. They are assisted by the project's Advisory Group that involves representatives of:

- Confederation of Passenger Transport (CPT)
- Association of Train Operating Companies (ATOC)
- Local Government Association (LGA)
- Confederation of Scottish Local Authorities (CoSLA)
- Transport for London (TfL)
- Passenger Transport Executives' Group (PTEG)
- Association of Transport Co-ordinating Officers (ATCO)
- Welsh Assembly Government (WAG)
- Scottish Executive (SE)
- Department for Transport (DfT)

The CPT on behalf of all the main stakeholders employs a Project Director in the project.

### **TAS and TRAVELINE**

TAS was commissioned in 2002 to undertake a two-phase study by the DfT. Part of the conditions of government funding was that Traveline should be able to provide trunk journey information for both coach and rail that was consistent with information provided by other National service information providers. The other National service information providers are National Rail Enquiries (NRES), National Express and Scottish Citylink and consistent means that the information should be the same.

TAS was tasked to undertake a mystery shopper survey to test the accuracy of trunk journey information being provided by Traveline. To do this a series of test journeys were devised for each of the call centres. Over a two-month period, 34 calls were made to each of the 22 call centres. Each call consisted of a local journey and a trunk journey. This was to ensure that the call centre did not automatically transfer the call to the trunk operators own telephone information service. On completion of the calls, the details were entered on a database and analysed. Following analysis it was shown that in 33% of calls, Traveline provided information that did not match that provided by the trunk operator. Funding is provided by a variety of sources and differs between regions. It is Traveline's intention that the coach and train operators should pay for the provision of their information. However Traveline must prove that they are capable of providing accurate information for trunk journeys before they can go to ATOC requesting money. National Express already pays a number of regions for providing journey information.

As part of the DfT brief, TAS was tasked with undertaking a second round of mystery shopping surveys. In light of the TAS report and a seminar in October attended by representatives of all the call centres, Traveline has undertaken a review of their procedures. They are now happy that these new measures have been implemented and are ready for testing to begin again.

## **TRAVELINE PHASE 2**

There is no real change to the methodology employed in phase one. However there were a number of errors that crept in last time that must be avoided. The call centres have to answer a minimum of 32 calls correctly out of 34 in order to achieve their 95% target. This is no mean feat and they will be doing everything possible to discredit our findings. Therefore we must get it right!

For this phase there are only 21 call centres as two have merged and each call centre will receive 34 calls with questions regarding rail travel and either one or two additional calls relating to coach travel. A total of 34 calls have been chosen as giving a statistical significance appropriate for this size and type of survey.

All the test journeys have been devised to include a local journey followed by a trunk journey. These are currently with DfT/Traveline to be checked for fairness. Once these have been agreed, they will be entered into the database for use in the survey.

### **The four stage call process:**

1. A call will be placed to Traveline in which a specific journey request will be posed at a set time and on a set day detailed in the call diary. Each call will be recorded to allow checking at a later stage and the duration of the call noted. All questions will be taken from the call scripts that are linked to the database. It is important that all calls are made at the scheduled time. This is to ensure that calls are traceable and calls to call centres are as far apart as possible. It is proposed to make 22 calls during daytime sessions and 10 for evening sessions. The call pattern has been chosen to reflect the volume of calls received by Traveline on an average weekday. With only 21 call centres, this means that some call centres will be called twice in a day. Therefore, we must ensure that no surveyor makes calls in morning as well as the afternoon/evening on any day. This is being done to minimise the possibility of detection of the surveyor by call centre staff.
2. Once the call has been completed and the details entered on the database, a comparison call must be made to the trunk operator, usually National Rail Enquiries. This is to check the accuracy of the trunk element of the journey. Therefore the journey requested must reflect the

journey solution offered by Traveline. Write down both the Traveline and the trunk operator's suggested journeys as we need to know whether the Traveline journey is better than that provided by the trunk operator.

3. Following the two telephone calls, it is necessary to check that the journey solution provided by the trunk operator is accurate by making comparison with timetables. If the information provided is not accurate, then it would be unfair to compare the Traveline solution against it. Where an inaccurate trunk operator journey is identified, the project manager must be informed. The fact that the trunk journey has been verified using printed timetables should be recorded on the database. Where an anomaly occurs, it is important that the surveyor brings this to the attention of the project manager immediately. If it is in the evening, a note or e-mail should be left or if urgent, a call made to his mobile phone. It is also important to note when it has not been possible to make a call to Traveline at the correct time. If there is no response, or the call is transferred to another call centre, this must be detailed. The brief from DfT states that each call centre must receive 34 rail enquiries. Therefore, if it is not possible to contact the call centre, the call must be made again using the same journey request scenario but at the end of the programme of scheduled calls.
4. It is vital that once you have completed a call you check that the information you have written down is accurately reflected in the database. Listen to the audio file after a call has been made to check the information entered is correct. A check will also be made at a later stage by another surveyor so that calls are recorded correctly. Do not give one of your colleagues the pleasure of pointing out an error that you have made. A sample of all calls will be checked by the project manager to ensure that surveyors are following instructions and that unexpected changes are not occurring. If in doubt, ask!

On a weekly basis during the call making process, a report will be sent to DfT outlining the number of scores achieved by Traveline. This will mean that it is not possible to correct errors made in the scoring at a later date and hence it is vital that calls are accurate the first time.

### **Next Steps**

Once all the calls have been completed, the database will be thoroughly analysed and a similar report to the one generated for Phase 1 will be created. This details the number of correct and incorrect calls. The incorrect calls will then be broken down and categorised to indicate where the call centres have gone wrong. This will be submitted to DfT as a draft for their comments. It is likely that the database and recordings of the calls will then be released to the individual call centres. They will be expected to check the scoring and make comments. Whilst we have 748 calls to listen to and confirm as correct, they only have 35 or 36 and it is guaranteed that they will try everything to pull apart our analysis. Therefore it is once again imperative that we get it right. Following receipt of the call centres comments, any necessary changes will be made and any incorrect calls will be voided. Additional calls may be necessary at this stage to ensure that all call centres receive 34 calls. A final draft will then be submitted to DfT and subsequently a final report.

### **Your Role**

The surveyor is the key to the whole process as they are the link between TAS and the call centres. It is not our job to catch out the call centre but to record the journey solution they suggest to our query. The surveyor should offer helpful suggestions in the same way a real customer would but not to give them the answer we require. Accuracy of recording what is said is vital, both the solutions

provided by Traveline and by the trunk operator. The call centres have a very tough target to reach and therefore we cannot afford for errors in scoring to occur.

## **Training**

Training will be given to all surveyors in the use of the call recording equipment and the Access database.

## **2 MYSTERY SHOPPER TRAINING - STAGE TWO**

### **THE MYSTERY CALLS PROCESS**

#### **Elements of the Process**

##### **Calls**

Calls will take place in the meeting room where a computer and telephone have been set up. These are linked to recording equipment that will record your telephone conversation onto the hard drive of the computer. The recording is done to allow us to analyse the calls and to ensure accuracy of questions being posed to the call centres.

##### **Timetable**

The calls are to be made in accordance with the calls timetable. This is to ensure that each call centre is called a maximum of two times each day and that all calls are made. The call timetable will be with the computer and should be consulted to ensure you are making the correct call at the correct time.

##### **Script**

A booklet of all the calls to be made has been compiled. This should also be used to record your findings from the calls and is bound in journey number order. Therefore, you will need to know which call number you are to make and then refer to the relevant booklet. In the booklet the details of the call can be found and beneath this there are blank spaces to enter the details of the Traveline and the trunk operators calls. There is also space to indicate that the information provided by the trunk operator has been checked. The final boxes should be used to show the accuracy of the Traveline information that you have been given. This is the whole reason we are undertaking the study. Therefore, if you are in ANY doubt as to the correct scoring, you must ask the project manager. TAS would rather get this right at the initial stages than for the questions to arise after the findings have been sent to the client.

##### **Voice Recording Equipment**

The AuxBox is a very simple piece of equipment to use. It is a package that is installed on the computer and is linked to the telephone. When you lift the receiver of the attached phone, it automatically begins recording the call and when you replace the handset it stops. Files are saved on the hard drive of the computer. At the end of each call or at the end of your session of calls, you must rename the files to indicate which call it relates to and transfer them to the server at T:/4005/4005 Phase 2/Audi Files. The standard format must be adopted, for example: call 3 to Traveline Scotland would be renamed as ScotlandTL003.wma and would then be filed in the 'Scotland Traveline' folder. Call 3 to NRES to check call 3 to Scotland would be renamed as ScotlandNRES003.wma and filed in the 'Scotland Trunk' folder. Call 478 to Traveline North West region Merseyside would be renamed as NWMerseyTL478.wma and filed in the 'NWMersey

Traveline' folder. The corresponding NRES call would be renamed as NWMerseyNRES478.wma and filed in the 'NWMersey Trunk' folder.

#### Recording the Information on Paper

During each call, it will be necessary to write down the details provided by both the Traveline operator and also the NRES or National Express operators. During the calls, you should use the pre-printed forms in the journey data book. These have been compiled to make the calls simpler for you. They are laid out so that you can easily identify the information required, enter it in a logical order and ensure nothing is missed.

#### Database

The pre-printed forms are also designed to allow easy transfer of the information gained from the call onto the main calls database. Care must be taken when entering information on the database as it is very easy to over write data and once this has been done, there is no way in which the error can be rectified. When entering details on the database, you must ensure that the number of the journey and the number of the database record match. The database has been set up to allow easy analysis of the information provided by each call centre. This is to provide the DfT with their required weekly updates and the final report.

### **Outline of the Four Stage Process**

The whole process is designed to be simple and should be easy to follow if the pre-printed forms are used. The first few calls will be more difficult but once the required format has been mastered, it is very straightforward. The calls and what you need to do should run as follows:

#### Stage One: Call Traveline:

- Consult call diary to check which call is to be made and to which call centre
- Call relevant call centre
- Record the time taken to answer the call
- Begin timing the length of time taken to provide the journey solution
- Pose both the local and the trunk journey questions and record the answers
- Assist operator where necessary without giving them the answer
- Check the pre-printed form to ensure all questions have been asked
- If the call is not answered or is transferred, note on the form and advise project manager
- Stop timing and note down the length of time taken to provide the journey solution
- Ensure all relevant information has been entered on the form
- Check the route suggested does not use any of the disallowed interchange points

#### Stage Two: Call the Trunk Operator:

- Check the journey provided by Traveline and see whether the predicted trunk start corresponds to the actual start suggested by Traveline
- Call relevant trunk operator
- Record the time taken to answer the call
- Begin timing the length of time taken to provide the journey solution
- Pose the trunk journey questions taking consideration of the times used by Traveline and record the answers
- Assist operator where necessary without giving them the answer
- Check the pre-printed form to ensure all questions have been asked

- If the call is not answered, remake the call at a later time on the same day
- Stop timing and note down the length of time taken to provide the journey solution
- Ensure all relevant information has been entered on the form
- Check the route suggested does not use any of the disallowed interchange points
- Using printed timetables or Railplanner software, check the solution provided by the trunk operator. Note on the form that this check has been made. Ensure that the correct date timetable is being used as a timetable change will occur near the end of the calls programme

**Stage Three: Compare the Information;**

- Look at both the Traveline solution and that provided by the trunk operator
- Decide whether Traveline has provided the same information as the trunk operator
- Complete the relevant tick boxes

**Stage Four: Record the Results:**

- Transfer the information from the pre-printed form to the database
- Check that the information has been transferred accurately and is correct. If necessary, listen to the audio files and check it corresponds with what has been entered
- If in doubt, ask!

**The Detailed Elements of Making the Calls and Recording the Information**

**Timing the Calls**

Each call must be timed as part of the DfT's requirements. A stopwatch has been provided and must be left beside the telephone. There are two elements to the recording of the call:

- Was the call answered in 30 seconds?
- How long did it take to provide the journey solution?

Having dialled the number and been connected, in the case of a Traveline call the power code should be entered followed by a (hopefully) short break and then a recorded message may be heard. At the end of the message, a ring tone may be heard again and after a wait you will be connected to an operator who will usually welcome you by stating which call centre you have been connected to. The clock should be started on hearing the first human voice.

To time how long it takes both Traveline and the trunk operator to answer the call, the stopwatch should be started when the telephone number has been dialled and the first ring tone is heard. The stopwatch should be stopped on hearing the first human voice, i.e. including the time taken for any recorded message. If the time taken to answer the call is less than 30 seconds, the relevant box should be ticked. This information is being recorded by DfT to see whether the call centres are meeting recognised industry standards.

The length of time taken to provide a journey solution begins from the time at which the call is connected to the human operator to the end of the call. Enter the duration of the call in the relevant box in the standard '00:00' format.

**Telephoning Traveline**

To telephone Traveline, the number to call is 0870 608 2 608. When the phone has connected you will hear a recorded message. At this point you should punch in the power code listed for the call centre being tested. If you forget to do this, then the Preston call centre opposite the office will get a call that they will be unable to answer and the call will need to be made again. The call centre should tell you which call centre has answered the call, eg "hello this is Traveline Merseyside" or

“Traveline South West”. If it is not the call centre you used the powercode for, you must check which call centre it is and if it is not the required one, thank them and hang up. The call should then be remade. If you again get transferred, then you must note this in the database and make the Project Manager aware to arrange an alternative time to make this call.

### Being Transferred During a Call

Having been connected to the Traveline operator, you may be transferred to a number of other organisations to provide the solution to the journey you have posed. There are a number of reasons why you might be transferred. However, all the journeys have been designed and tested with the call centres to ensure that they are able to answer them. If the operator asks whether you need fares information, you must state that you do not. Traveline does not hold fare details and this would be a valid reason to transfer you. If an operator says that they will need to transfer you, ask whether they are able to give you any journey information. Remember that it is the trunk element of the journey that we are testing. Therefore, if they struggle with the local element, state that you will make your way to the anticipated trunk start location and give them an opportunity to provide you with this information. The following table outlines who the call could be transferred to and how it should be recorded:

<b>Organisation</b>	<b>How to Record</b>	<b>Action</b>
Trunk Operator	Transferred to trunk operator	None
Another Traveline call centre	Transferred to another TL call centre	Advise Project Manager
Another journey information provider	Transferred to another provider	Advise Project Manager

When advising the project manager, please give an indication why you feel Traveline was unable to answer the question posed and why the call was transferred. In most circumstances, it will be necessary for the call to be re-made. Therefore we must endeavour to extract an answer from Traveline wherever possible to avoid the extra time needed for these calls.

### No Response from Traveline

Where there is no response from Traveline and the call is not transferred automatically to an alternative call centre, the number should be redialled to ensure that there are no problems with the telephone equipment. Where you are due to make two calls in an hour and this is the first of the two, make the second call and then return to the first. If there continues to be no response, check the call centre opening times to ensure an error has not occurred in the planning of the call diary. If at the end of your call session you have been unable to contact the call centre, please inform the project manager who will arrange for the call to be remade at the end of the main call programme.

### Traveline Journey Request

The journey solution to be posed to Traveline involves a local journey and a trunk journey. The local journey is being posed to ensure that Traveline do not automatically transfer the caller to NRES or National Express. The journey should be requested by asking how to get from the beginning of the local start to the end of the trunk journey, i.e. ignoring the ‘via’ point. The start of the trunk journey (via point) has been anticipated in the design of the journey but may not be correct. Therefore it is important that you look at the map before making the call to familiarise yourself with the journey being requested. It will often be necessary to state that you want to go from X village, near Y to assist the operator. Remember that the area covered by many of the call centres is very large and some are not even located in the area, for example information for both the South East and East Anglia is provided by call centres in Plymouth. If Traveline are unable to provide a local journey then you should indicate that you will get yourself by taxi/friend/any other

means to the start of the trunk journey and then pose this question. The reason we are doing the survey is to test the accuracy of Traveline provided trunk information. Whilst it would show that Traveline are unable to provide local journey information, we must not hinder the call centre's ability to score highly by not giving them the opportunity to provide a trunk journey solution. The departure or arrival time should be used for all journeys. At the end of the Traveline call, both parts of the journey should be transferred from the paper form to the database ensuring the all information is recorded accurately.

#### Trunk Journey Request

To ensure that consistent information is being provided by Traveline, a call must be made to NRES on 08457 48 49 50 (for calls 1 to 714), National Express on 08705 80 80 80 (for calls 717 to 748) and Scottish Citylink on 08705 50 50 50 (for calls 715 & 716) following each call. It is important that this is made as soon after the call to Traveline as possible. If the call is made at a later date, the comparison will not be valid due to the time of day. All journey requests should be made for the following day or for the next available week day if calling on a Friday. Therefore it is also important that the same day is requested for the trunk journey. The arrival departure time detailed on the form is irrelevant for the trunk operator journey. The trunk journey information given by Traveline will dictate the time at which the journey is requested for. For example, if Traveline suggest a train at 08:08 from Norwich to London, a departure time for the NRES call should be request for around 8 o'clock. If they suggest a train at 07:55, the caller should state that their bus does not arrive in time for that and is there one about 5 or 10 past 8? In this way a fair comparison is being made and the trunk operator is more likely to suggest the same train. If NRES suggest a completely different route, the caller must suggest a train via the route that Traveline has offered. In this way we will be able to see whether the journey suggested by Traveline is better or worse than that suggested by NRES. The duration of calls and whether the call is answered in 30 seconds should also be recorded. At the end of the NRES call, the journey solution should be transferred from the paper form to the database ensuring the all information is recorded accurately.

#### Checking Journey Information

At the end of the NRES call, a check using the printed rail timetable should be made to ensure that the NRES journey quoted is accurate. Where a discrepancy is found, this must be brought to the attention of the Project Manager immediately. 100% of journeys provided by NRES in Phase 1 were found to be accurate. However, this does not mean that we can assume that the information will be correct in Phase 2. The 'trunk call verified' box must be ticked on the database to indicate that the check has been made and that the information was found to be correct.

#### Disallowed Interchanges

The list must be checked to ensure that the interchange suggested by either Traveline or NRES is not one that has been excluded. If such a journey is found, this call will need to be remade using a revised journey. The Project Manager must be made aware of this immediately so that a new journey can be devised and the new call arranged to be made at the end of the main call programme.

#### Remaking Calls

Where you feel that the call has not gone well or where a potential error has occurred, the Project Manager must be made aware of this immediately. It is better to ensure that all calls are made well and not open to questioning at the start than to be told of this by a disgruntled call centre manager. We were lucky that the changes necessary after the first analysis in stage one only resulted in a 1% change to the results. The calls will either be remade or a new journey devised and the new call arranged to be made at the end of the main call programme.

### **Checking of Calls**

Every hour the surveyor will be expected to make a total of two calls. The duration of these calls will vary but there will be sufficient time throughout the session to check all the calls made by the surveyor in the same session the previous day. The fact that the call has been checked and verified must be recorded on the database in the appropriate check box. Where an error has occurred, the Project Manager must be informed. Minor errors such as spelling mistakes can be amended without consultation but the surveyor must be sure these are correct. A sample of all calls will be checked by the Project Manager to ensure quality is maintained and errors are not being made.

### **What Next?**

At the end of each week a report must be submitted by the Project Manager to the Traveline Project Board. This will give them an indication how the calls process is progressing and an early warning of what the end result might be. It is therefore vitally important that no unspotted errors are made as it will be very difficult to make changes to the analysis after the submission of the report. At the end of the whole calls process, a draft report will be submitted presenting the weekly findings in greater detail. It is likely that following this, all scores and audio files will be sent to each call centre for comments. Any amendments will then be made and included in the final report.

**Traveline – Standard of Trunk Journey  
Solutions – Phase 2**

**Appendix B:  
Excluded Interchange  
Stations**



**THE TAS PARTNERSHIP LIMITED**

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SPECIALIST CONSULTANTS IN PUBLIC TRANSPORT

## **EXCLUDED INTERCHANGE STATIONS**

- Ashford International
- Banbury
- Barnham
- Bournemouth
- Bournville
- Brighton
- Clapham Junction
- Colchester
- Gatwick Airport
- Guildford
- Leamington Spa
- Leatherhead
- London Blackfriars
- London St Pancras
- London Victoria
- Luton Airport Parkway
- Luton
- Redhill
- Southampton Central
- St Denys
- Stourbridge Junction
- Stratford London
- Tulse Hill
- Wimbledon

**Traveline – Standard of Trunk Journey  
Solutions – Phase 2**

**Appendix C:  
Call Diary**



**THE TAS PARTNERSHIP LIMITED**

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SPECIALIST CONSULTANTS IN PUBLIC TRANSPORT

## TRAVELINE CALL DIARY

**Table 1: Day 1 Wednesday 14th April 2004**

Time	Call Centre	Call No. 1	Call Centre	Call No. 2
08:00 – 08:59	Scotland	1	Wales (SE)	35
09:00 – 09:59	Wales (SW)	69	Wales (N&M)	103
10:00 – 10:59	London	137	South West	171
11:00 – 11:59	West Midlands	205	SE (Plymouth)	239
12:00 – 12:59	SE (Reading)	273	East Anglia	307
13:00 – 13:59	EM (Scunthorpe)	341	EM (Leicester)	375
14:00 – 14:59	NW (Lancashire)	409	NW (Gtr Manchester)	443
15:00 – 15:59	NW (Merseyside)	477	NW (Cumbria)	511
16:00 – 16:59	NW (Cheshire)	545	Yorkshire (West)	579
17:00 – 17:59	Yorkshire (South)	613	Yorkshire (East)	647
18:00 – 18:59	North East	681	Scotland	2

**Table 2: Day 2 Thursday 15th April 2004**

Time	Call Centre	Call No. 1	Call Centre	Call No. 2
08:00 – 08:59	Wales (SE)	36	Wales (SW)	70
09:00 – 09:59	Wales (N&M)	104	London	138
10:00 – 10:59	South West	172	West Midlands	206
11:00 – 11:59	SE (Plymouth)	240	SE (Reading)	274
12:00 – 12:59	East Anglia	308	EM (Scunthorpe)	342
13:00 – 13:59	EM (Leicester)	376	NW (Lancashire)	410
14:00 – 14:59	NW (Gtr Manchester)	444	NW (Merseyside)	478
15:00 – 15:59	NW (Cumbria)	512	NW (Cheshire)	546
16:00 – 16:59	Yorkshire (West)	580	Yorkshire (South)	614
17:00 – 17:59	Yorkshire (East)	648	North East	682
18:00 – 18:59	Scotland	3	Wales (SE)	37

**Table 3: Day 3 Friday 16th April 2004**

Time	Call Centre	Call No.1	Call Centre	Call No. 2
08:00 – 08:59	Wales (SW)	71	Wales (N&M)	105
09:00 – 09:59	London	139	South West	173
10:00 – 10:59	West Midlands	207	SE (Plymouth)	241
11:00 – 11:59	SE (Reading)	275	East Anglia	309
12:00 – 12:59	EM (Scunthorpe)	343	EM (Leicester)	377
13:00 – 13:59	NW (Lancashire)	411	NW (Gtr Manchester)	445
14:00 – 14:59	NW (Merseyside)	479	NW (Cumbria)	513
15:00 – 15:59	NW (Cheshire)	547	Yorkshire (West)	581
16:00 – 16:59	Yorkshire (South)	615	Yorkshire (East)	649
17:00 – 17:59	North East	683	Scotland	4
18:00 – 18:59	Wales (SE)	38	Wales (SW)	72

**Table 4: Day 4 Monday 19th April 2004**

Time	Call Centre	Call No.1	Call Centre	Call No. 2
08:00 – 08:59	Wales (N&M)	106	London	140
09:00 – 09:59	South West	174	West Midlands	208
10:00 – 10:59	SE (Plymouth)	242	SE (Reading)	276
11:00 – 11:59	East Anglia	310	EM (Scunthorpe)	344
12:00 – 12:59	EM (Leicester)	378	NW (Lancashire)	412
13:00 – 13:59	NW (Gtr Manchester)	446	NW (Merseyside)	480
14:00 – 14:59	NW (Cumbria)	514	NW (Cheshire)	548
15:00 – 15:59	Yorkshire (West)	582	Yorkshire (South)	616
16:00 – 16:59	Yorkshire (East)	650	North East	684
17:00 – 17:59	Scotland	5	Wales (SE)	39
18:00 – 18:59	Wales (SW)	73	Wales (N&M)	107

**Table 5: Day 5 Tuesday 20th April 2004**

<b>Time</b>	<b>Call Centre</b>	<b>Call No.1</b>	<b>Call Centre</b>	<b>Call No. 2</b>
08:00 – 08:59	London	141	South West	175
09:00 – 09:59	West Midlands	209	SE (Plymouth)	243
10:00 – 10:59	SE (Reading)	277	East Anglia	311
11:00 – 11:59	EM (Scunthorpe)	345	EM (Leicester)	379
12:00 – 12:59	NW (Lancashire)	413	NW (Gtr Manchester)	447
13:00 – 13:59	NW (Merseyside)	481	NW (Cumbria)	515
14:00 – 14:59	NW (Cheshire)	549	Yorkshire (West)	583
15:00 – 15:59	Yorkshire (South)	617	Yorkshire (East)	651
16:00 – 16:59	North East	685	Scotland	6
17:00 – 17:59	Wales (SE)	40	Wales (SW)	74
18:00 – 18:59	Wales (N&M)	108	London	142
19:00 – 19:59	South West	176	SE (Reading)	278
20:00 – 20:59	East Anglia	312	EM (Scunthorpe)	346
21:00 – 21:59	SE (Plymouth)	244	West Midlands	210

**Table 6: Day 6 Wednesday 21st April 2004**

<b>Time</b>	<b>Call Centre</b>	<b>Call No.1</b>	<b>Call Centre</b>	<b>Call No. 2</b>
08:00 – 08:59	EM (Leicester)	380	NW (Lancashire)	414
09:00 – 09:59	NW (Gtr Manchester)	448	NW (Merseyside)	482
10:00 – 10:59	NW (Cumbria)	516	NW (Cheshire)	550
11:00 – 11:59	Yorkshire (West)	584	Yorkshire (South)	618
12:00 – 12:59	Yorkshire (East)	652	North East	686
13:00 – 13:59	Scotland	7	Wales (SE)	41
14:00 – 14:59	Wales (SW)	75	Wales (N&M)	109
15:00 – 15:59	London	143	South West	177
16:00 – 16:59	Yorkshire (West)	585	NW (Cumbria)	517
17:00 – 17:59	SE (Reading)	279	East Anglia	313
18:00 – 18:59	NW (Cheshire)	551	NW (Merseyside)	483
19:00 – 19:59	NW (Lancashire)	415	NW (Gtr Manchester)	449
20:00 – 20:59	EM (Scunthorpe)	347	EM (Leicester)	381
21:00 – 21:59	West Midlands	211	SE (Plymouth)	245

**Table 7: Day 7 Thursday 22nd April 2004**

Time	Call Centre	Call No.1	Call Centre	Call No. 2
08:00 – 08:59	Yorkshire (South)	619	Yorkshire (East)	653
09:00 – 09:59	North East	687	Scotland	8
10:00 – 10:59	Wales (SE)	42	Wales (SW)	76
11:00 – 11:59	Wales (N&M)	110	London	144
12:00 – 12:59	South West	178	West Midlands	212
13:00 – 13:59	SE (Plymouth)	246	SE (Reading)	280
14:00 – 14:59	East Anglia	314	EM (Scunthorpe)	348
15:00 – 15:59	EM (Leicester)	382	NW (Lancashire)	416
16:00 – 16:59	NW (Gtr Manchester)	450	NW (Merseyside)	484
17:00 – 17:59	NW (Cumbria)	518	NW (Cheshire)	552
18:00 – 18:59	Yorkshire (West)	586	Yorkshire (South)	620
19:00 – 19:59	Yorkshire (East)	654	North East	688
20:00 – 20:59	Wales (SW)	77	Wales (N&M)	111
21:00 – 21:59	Scotland	9	Wales (SE)	43

**Table 8: Day 8 Friday 23rd April 2004**

Time	Call Centre	Call No.1	Call Centre	Call No. 2
08:00 – 08:59	London	145	South West	179
09:00 – 09:59	West Midlands	213	SE (Plymouth)	247
10:00 – 10:59	SE (Reading)	281	East Anglia	315
11:00 – 11:59	EM (Scunthorpe)	349	EM (Leicester)	383
12:00 – 12:59	NW (Lancashire)	417	NW (Gtr Manchester)	451
13:00 – 13:59	NW (Merseyside)	485	NW (Cumbria)	519
14:00 – 14:59	NW (Cheshire)	553	Yorkshire (West)	587
15:00 – 15:59	Yorkshire (South)	621	Yorkshire (East)	655
16:00 – 16:59	North East	689	Scotland	10
17:00 – 17:59	Wales (SE)	44	Wales (SW)	78
18:00 – 18:59	Wales (N&M)	112	London	146

**Table 9: Day 9 Monday 26th April 2004**

<b>Time</b>	<b>Call Centre</b>	<b>Call No.1</b>	<b>Call Centre</b>	<b>Call No. 2</b>
08:00 – 08:59	South West	180	West Midlands	214
09:00 – 09:59	SE (Plymouth)	248	SE (Reading)	282
10:00 – 10:59	East Anglia	316	EM (Scunthorpe)	350
11:00 – 11:59	EM (Leicester)	384	NW (Lancashire)	418
12:00 – 12:59	NW (Gtr Manchester)	452	NW (Merseyside)	486
13:00 – 13:59	NW (Cumbria)	520	NW (Cheshire)	554
14:00 – 14:59	Yorkshire (West)	588	Yorkshire (South)	622
15:00 – 15:59	Yorkshire (East)	656	North East	690
16:00 – 16:59	Scotland	11	Wales (SE)	45
17:00 – 17:59	Wales (SW)	79	Wales (N&M)	113
18:00 – 18:59	London	147	South West	181

**Table 10: Day 10 Tuesday 27th April 2004**

<b>Time</b>	<b>Call Centre</b>	<b>Call No.1</b>	<b>Call Centre</b>	<b>Call No. 2</b>
08:00 – 08:59	West Midlands	215	SE (Plymouth)	249
09:00 – 09:59	SE (Reading)	283	East Anglia	317
10:00 – 10:59	EM (Scunthorpe)	351	EM (Leicester)	385
11:00 – 11:59	NW (Lancashire)	419	NW (Gtr Manchester)	453
12:00 – 12:59	NW (Merseyside)	487	NW (Cumbria)	521
13:00 – 13:59	NW (Cheshire)	555	Yorkshire (West)	589
14:00 – 14:59	Yorkshire (South)	623	Yorkshire (East)	657
15:00 – 15:59	North East	691	Scotland	12
16:00 – 16:59	Wales (SE)	46	Wales (SW)	80
17:00 – 17:59	Wales (N&M)	114	London	148
18:00 – 18:59	NW (Lancashire)	420	SE (Reading)	284
19:00 – 19:59	South West	182	EM (Leicester)	386
20:00 – 20:59	East Anglia	318	EM (Scunthorpe)	352
21:00 – 21:59	SE (Plymouth)	250	West Midlands	216

**Table 11: Day 11 Wednesday 28th April 2004**

<b>Time</b>	<b>Call Centre</b>	<b>Call No.1</b>	<b>Call Centre</b>	<b>Call No. 2</b>
08:00 – 08:59	NW (Gtr Manchester)	454	NW (Merseyside)	488
09:00 – 09:59	NW (Cumbria)	522	NW (Cheshire)	556
10:00 – 10:59	Yorkshire (West)	590	Yorkshire (South)	624
11:00 – 11:59	Yorkshire (East)	658	North East	692
12:00 – 12:59	Scotland	13	Wales (SE)	47
13:00 – 13:59	Wales (SW)	81	Wales (N&M)	115
14:00 – 14:59	London	149	South West	183
15:00 – 15:59	West Midlands	217	Yorkshire (East)	659
16:00 – 16:59	SE (Reading)	285	East Anglia	319
17:00 – 17:59	NW (Cheshire)	557	Yorkshire (West)	591
18:00 – 18:59	NW (Lancashire)	421	NW (Gtr Manchester)	455
19:00 – 19:59	NW (Merseyside)	489	NW (Cumbria)	523
20:00 – 20:59	EM (Scunthorpe)	353	EM (Leicester)	387
21:00 – 21:59	Yorkshire (South)	625	SE (Plymouth)	251

**Table 12: Day 12 Thursday 29th April 2004**

<b>Time</b>	<b>Call Centre</b>	<b>Call No.1</b>	<b>Call Centre</b>	<b>Call No. 2</b>
08:00 – 08:59	North East	693	Scotland	14
09:00 – 09:59	Wales (SE)	48	Wales (SW)	82
10:00 – 10:59	Wales (N&M)	116	London	150
11:00 – 11:59	South West	184	West Midlands	218
12:00 – 12:59	SE (Plymouth)	252	SE (Reading)	286
13:00 – 13:59	East Anglia	320	EM (Scunthorpe)	354
14:00 – 14:59	EM (Leicester)	388	NW (Lancashire)	422
15:00 – 15:59	NW (Gtr Manchester)	456	NW (Merseyside)	490
16:00 – 16:59	NW (Cumbria)	524	NW (Cheshire)	558
17:00 – 17:59	Yorkshire (West)	592	Yorkshire (South)	626
18:00 – 18:59	Yorkshire (East)	660	North East	694
19:00 – 19:59	London	151	South West	185
20:00 – 20:59	Wales (SW)	83	Wales (N&M)	117
21:00 – 21:59	Scotland	15	Wales (SE)	49

**Table 13: Day 13 Friday 30th April 2004**

Time	Call Centre	Call No.1	Call Centre	Call No. 2
08:00 – 08:59	West Midlands	219	SE (Plymouth)	253
09:00 – 09:59	SE (Reading)	287	East Anglia	321
10:00 – 10:59	EM (Scunthorpe)	355	EM (Leicester)	389
11:00 – 11:59	NW (Lancashire)	423	NW (Gtr Manchester)	457
12:00 – 12:59	NW (Merseyside)	491	NW (Cumbria)	525
13:00 – 13:59	NW (Cheshire)	559	Yorkshire (West)	593
14:00 – 14:59	Yorkshire (South)	627	Yorkshire (East)	661
15:00 – 15:59	North East	695	Scotland	16
16:00 – 16:59	Wales (SE)	50	Wales (SW)	84
17:00 – 17:59	Wales (N&M)	118	London	152
18:00 – 18:59	South West	186	West Midlands	220

**Table 14: Day 14 Tuesday 4th May 2004**

Time	Call Centre	Call No.1	Call Centre	Call No. 2
08:00 – 08:59	SE (Plymouth)	254	SE (Reading)	288
09:00 – 09:59	East Anglia	322	EM (Scunthorpe)	356
10:00 – 10:59	EM (Leicester)	390	NW (Lancashire)	424
11:00 – 11:59	NW (Gtr Manchester)	458	NW (Merseyside)	492
12:00 – 12:59	NW (Cumbria)	526	NW (Cheshire)	560
13:00 – 13:59	Yorkshire (West)	594	Yorkshire (South)	628
14:00 – 14:59	Yorkshire (East)	662	North East	696
15:00 – 15:59	Scotland	17	Wales (SE)	51
16:00 – 16:59	Wales (SW)	85	Wales (N&M)	119
17:00 – 17:59	London	153	South West	187
18:00 – 18:59	NW (Lancashire)	425	NW (Gtr Manchester)	459
19:00 – 19:59	SE (Reading)	289	East Anglia	323
20:00 – 20:59	EM (Scunthorpe)	357	EM (Leicester)	391
21:00 – 21:59	West Midlands	221	SE (Plymouth)	255

**Table 15: Day 15 Wednesday 5th May 2004**

Time	Call Centre	Call No.1	Call Centre	Call No. 2
08:00 – 08:59	NW (Merseyside)	493	NW (Cumbria)	527
09:00 – 09:59	NW (Cheshire)	561	Yorkshire (West)	595
10:00 – 10:59	Yorkshire (South)	629	Yorkshire (East)	663
11:00 – 11:59	North East	697	Scotland	18
12:00 – 12:59	Wales (SE)	52	Wales (SW)	86
13:00 – 13:59	Wales (N&M)	120	London	154
14:00 – 14:59	South West	188	West Midlands	222
15:00 – 15:59	Yorkshire (West)	596	SE (Reading)	290
16:00 – 16:59	East Anglia	324	EM (Scunthorpe)	358
17:00 – 17:59	Yorkshire (East)	664	NW (Lancashire)	426
18:00 – 18:59	NW (Gtr Manchester)	460	NW (Merseyside)	494
19:00 – 19:59	NW (Cumbria)	528	NW (Cheshire)	562
20:00 – 20:59	North East	698	EM (Leicester)	392
21:00 – 21:59	Yorkshire (South)	630	SE (Plymouth)	256

**Table 16: Day 16 Thursday 6th May 2004**

Time	Call Centre	Call No.1	Call Centre	Call No. 2
08:00 – 08:59	Scotland	19	Wales (SE)	53
09:00 – 09:59	Wales (SW)	87	Wales (N&M)	121
10:00 – 10:59	London	155	South West	189
11:00 – 11:59	West Midlands	223	SE (Plymouth)	257
12:00 – 12:59	SE (Reading)	291	East Anglia	325
13:00 – 13:59	EM (Scunthorpe)	359	EM (Leicester)	393
14:00 – 14:59	NW (Lancashire)	427	NW (Gtr Manchester)	461
15:00 – 15:59	NW (Merseyside)	495	NW (Cumbria)	529
16:00 – 16:59	NW (Cheshire)	563	Yorkshire (West)	597
17:00 – 17:59	Yorkshire (South)	631	Yorkshire (East)	665
18:00 – 18:59	North East	699	South West	190
19:00 – 19:59	Wales (SE)	54	Wales (SW)	88
20:00 – 20:59	Wales (N&M)	122	London	156
21:00 – 21:59	Scotland	20	West Midlands	224

**Table 17: Day 17 Friday 7th May 2004**

<b>Time</b>	<b>Call Centre</b>	<b>Call No.1</b>	<b>Call Centre</b>	<b>Call No. 2</b>
08:00 – 08:59	SE (Plymouth)	258	SE (Reading)	292
09:00 – 09:59	East Anglia	326	EM (Scunthorpe)	360
10:00 – 10:59	EM (Leicester)	394	NW (Lancashire)	428
11:00 – 11:59	NW (Gtr Manchester)	462	NW (Merseyside)	496
12:00 – 12:59	NW (Cumbria)	530	NW (Cheshire)	564
13:00 – 13:59	Yorkshire (West)	598	Yorkshire (South)	632
14:00 – 14:59	Yorkshire (East)	666	North East	700
15:00 – 15:59	Scotland	21	Wales (SE)	55
16:00 – 16:59	Wales (SW)	89	Wales (N&M)	123
17:00 – 17:59	London	157	South West	191
18:00 – 18:59	West Midlands	225	SE (Plymouth)	259

**Table 18: Day 18 Monday 10th May 2004**

<b>Time</b>	<b>Call Centre</b>	<b>Call No.1</b>	<b>Call Centre</b>	<b>Call No. 2</b>
08:00 – 08:59	SE (Reading)	293	East Anglia	327
09:00 – 09:59	EM (Scunthorpe)	361	EM (Leicester)	395
10:00 – 10:59	NW (Lancashire)	429	NW (Gtr Manchester)	463
11:00 – 11:59	NW (Merseyside)	497	NW (Cumbria)	531
12:00 – 12:59	NW (Cheshire)	565	Yorkshire (West)	599
13:00 – 13:59	Yorkshire (South)	633	Yorkshire (East)	667
14:00 – 14:59	North East	701	Scotland	22
15:00 – 15:59	Wales (SE)	56	Wales (SW)	90
16:00 – 16:59	Wales (N&M)	124	London	158
17:00 – 17:59	South West	192	West Midlands	226
18:00 – 18:59	SE (Plymouth)	260	SE (Reading)	294

**Table 19: Day 19 Tuesday 11th May 2004**

Time	Call Centre	Call No.1	Call Centre	Call No. 2
08:00 – 08:59	East Anglia	328	EM (Scunthorpe)	362
09:00 – 09:59	EM (Leicester)	396	NW (Lancashire)	430
10:00 – 10:59	NW (Gtr Manchester)	464	NW (Merseyside)	498
11:00 – 11:59	NW (Cumbria)	532	NW (Cheshire)	566
12:00 – 12:59	Yorkshire (West)	600	Yorkshire (South)	634
13:00 – 13:59	Yorkshire (East)	668	North East	702
14:00 – 14:59	Scotland	23	Wales (SE)	57
15:00 – 15:59	Wales (SW)	91	Wales (N&M)	125
16:00 – 16:59	London	159	South West	193
17:00 – 17:59	NW (Lancashire)	431	NW (Gtr Manchester)	465
18:00 – 18:59	SE (Reading)	295	East Anglia	329
19:00 – 19:59	NW (Merseyside)	499	NW (Cumbria)	533
20:00 – 20:59	EM (Scunthorpe)	363	EM (Leicester)	397
21:00 – 21:59	West Midlands	227	SE (Plymouth)	261

**Table 20: Day 20 Wednesday 12th May 2004**

Time	Call Centre	Call No.1	Call Centre	Call No. 2
08:00 – 08:59	NW (Cheshire)	567	Yorkshire (West)	601
09:00 – 09:59	Yorkshire (South)	635	Yorkshire (East)	669
10:00 – 10:59	North East	703	Scotland	24
11:00 – 11:59	Wales (SE)	58	Wales (SW)	92
12:00 – 12:59	Wales (N&M)	126	London	160
13:00 – 13:59	South West	194	West Midlands	228
14:00 – 14:59	SE (Plymouth)	262	SE (Reading)	296
15:00 – 15:59	East Anglia	330	EM (Scunthorpe)	364
16:00 – 16:59	Yorkshire (East)	670	NW (Lancashire)	432
17:00 – 17:59	NW (Gtr Manchester)	466	NW (Merseyside)	500
18:00 – 18:59	NW (Cumbria)	534	NW (Cheshire)	568
19:00 – 19:59	Yorkshire (West)	602	Yorkshire (South)	636
20:00 – 20:59	EM (Leicester)	398	North East	704
21:00 – 21:59	Scotland	25	Wales (SE)	59

**Table 21: Day 21 Thursday 13th May 2004**

Time	Call Centre	Call No.1	Call Centre	Call No. 2
08:00 – 08:59	Wales (SW)	93	Wales (N&M)	127
09:00 – 09:59	London	161	South West	195
10:00 – 10:59	West Midlands	229	SE (Plymouth)	263
11:00 – 11:59	SE (Reading)	297	East Anglia	331
12:00 – 12:59	EM (Scunthorpe)	365	EM (Leicester)	399
13:00 – 13:59	NW (Lancashire)	433	NW (Gtr Manchester)	467
14:00 – 14:59	NW (Merseyside)	501	NW (Cumbria)	535
15:00 – 15:59	NW (Cheshire)	569	Yorkshire (West)	603
16:00 – 16:59	Yorkshire (South)	637	Yorkshire (East)	671
17:00 – 17:59	North East	705	Scotland	26
18:00 – 18:59	Wales (SE)	60	Wales (SW)	94
19:00 – 19:59	Wales (N&M)	128	SE (Reading)	298
20:00 – 20:59	South West	196	London	162
21:00 – 21:59	SE (Plymouth)	264	West Midlands	230

**Table 22: Day 22 Friday 14th May 2004**

Time	Call Centre	Call No.1	Call Centre	Call No. 2
08:00 – 08:59	East Anglia	332	EM (Scunthorpe)	366
09:00 – 09:59	EM (Leicester)	400	NW (Lancashire)	434
10:00 – 10:59	NW (Gtr Manchester)	468	NW (Merseyside)	502
11:00 – 11:59	NW (Cumbria)	536	NW (Cheshire)	570
12:00 – 12:59	Yorkshire (West)	604	Yorkshire (South)	638
13:00 – 13:59	Yorkshire (East)	672	North East	706
14:00 – 14:59	Scotland	27	Wales (SE)	61
15:00 – 15:59	Wales (SW)	95	Wales (N&M)	129
16:00 – 16:59	London	163	South West	197
17:00 – 17:59	West Midlands	231	SE (Plymouth)	265
18:00 – 18:59	SE (Reading)	299	East Anglia	333

**Table 23: Day 23 Monday 17th May 2004**

Time	Call Centre	Call No.1	Call Centre	Call No. 2
08:00 – 08:59	EM (Scunthorpe)	367	EM (Leicester)	401
09:00 – 09:59	NW (Lancashire)	435	NW (Gtr Manchester)	469
10:00 – 10:59	NW (Merseyside)	503	NW (Cumbria)	537
11:00 – 11:59	NW (Cheshire)	571	Yorkshire (West)	605
12:00 – 12:59	Yorkshire (South)	639	Yorkshire (East)	673
13:00 – 13:59	North East	707	Scotland	28
14:00 – 14:59	Wales (SE)	62	Wales (SW)	96
15:00 – 15:59	Wales (N&M)	130	London	164
16:00 – 16:59	South West	198	West Midlands	232
17:00 – 17:59	SE (Plymouth)	266	SE (Reading)	300
18:00 – 18:59	East Anglia	334	EM (Scunthorpe)	368

**Table 24: Day 24 Tuesday 18th May 2004**

Time	Call Centre	Call No.1	Call Centre	Call No. 2
08:00 – 08:59	EM (Leicester)	402	NW (Lancashire)	436
09:00 – 09:59	NW (Gtr Manchester)	470	NW (Merseyside)	504
10:00 – 10:59	NW (Cumbria)	538	NW (Cheshire)	572
11:00 – 11:59	Yorkshire (West)	606	Yorkshire (South)	640
12:00 – 12:59	Yorkshire (East)	674	North East	708
13:00 – 13:59	Scotland	29	Wales (SE)	63
14:00 – 14:59	Wales (SW)	97	Wales (N&M)	131
15:00 – 15:59	London	165	South West	199
16:00 – 16:59	NW (Merseyside)	505	NW (Cumbria)	539
17:00 – 17:59	SE (Reading)	301	East Anglia	335
18:00 – 18:59	NW (Cheshire)	573	Yorkshire (West)	607
19:00 – 19:59	NW (Lancashire)	437	NW (Gtr Manchester)	471
20:00 – 20:59	EM (Scunthorpe)	369	EM (Leicester)	403
21:00 – 21:59	West Midlands	233	SE (Plymouth)	267

**Table 25: Day 25 Wednesday 19th May 2004**

Time	Call Centre	Call No.1	Call Centre	Call No. 2
08:00 – 08:59	Yorkshire (South)	641	Yorkshire (East)	675
09:00 – 09:59	North East	709	Scotland	30
10:00 – 10:59	Wales (SE)	64	Wales (SW)	98
11:00 – 11:59	Wales (N&M)	132	London	166
12:00 – 12:59	South West	200	West Midlands	234
13:00 – 13:59	SE (Plymouth)	268	SE (Reading)	302
14:00 – 14:59	East Anglia	336	EM (Scunthorpe)	370
15:00 – 15:59	EM (Leicester)	404	NW (Lancashire)	438
16:00 – 16:59	NW (Gtr Manchester)	472	NW (Merseyside)	506
17:00 – 17:59	NW (Cumbria)	540	NW (Cheshire)	574
18:00 – 18:59	Yorkshire (West)	608	Yorkshire (South)	642
19:00 – 19:59	Yorkshire (East)	676	North East	710
20:00 – 20:59	Wales (SW)	99	Wales (N&M)	133
21:00 – 21:59	Scotland	31	Wales (SE)	65

**Table 26: Day 26 Thursday 20th May 2004**

Time	Call Centre	Call No.1	Call Centre	Call No. 2
08:00 – 08:59	London	167	South West	201
09:00 – 09:59	West Midlands	235	SE (Plymouth)	269
10:00 – 10:59	SE (Reading)	303	East Anglia	337
11:00 – 11:59	EM (Scunthorpe)	371	EM (Leicester)	405
12:00 – 12:59	NW (Lancashire)	439	NW (Gtr Manchester)	473
13:00 – 13:59	NW (Merseyside)	507	NW (Cumbria)	541
14:00 – 14:59	NW (Cheshire)	575	Yorkshire (West)	609
15:00 – 15:59	Yorkshire (South)	643	Yorkshire (East)	677
16:00 – 16:59	North East	711	Scotland	32
17:00 – 17:59	Wales (SE)	66	Wales (SW)	100
18:00 – 18:59	Wales (N&M)	134	London	168
19:00 – 19:59	South West	202	SE (Reading)	304
20:00 – 20:59	East Anglia	338	EM (Scunthorpe)	372
21:00 – 21:59	SE (Plymouth)	270	West Midlands	236

**Table 27: Day 27 Friday 21st May 2004**

Time	Call Centre	Call No.1	Call Centre	Call No. 2
08:00 – 08:59	EM (Leicester)	406	NW (Lancashire)	440
09:00 – 09:59	NW (Gtr Manchester)	474	NW (Merseyside)	508
10:00 – 10:59	NW (Cumbria)	542	NW (Cheshire)	576
11:00 – 11:59	Yorkshire (West)	610	Yorkshire (South)	644
12:00 – 12:59	Yorkshire (East)	678	North East	712
13:00 – 13:59	Scotland	33	Wales (SE)	67
14:00 – 14:59	Wales (SW)	101	Wales (N&M)	135
15:00 – 15:59	London	169	South West	203
16:00 – 16:59	West Midlands	237	SE (Plymouth)	271
17:00 – 17:59	SE (Reading)	305	East Anglia	339
18:00 – 18:59	EM (Scunthorpe)	373	EM (Leicester)	407

**Table 28: Day 28 Monday 24th May 2004**

Time	Call Centre	Call No.1	Call Centre	Call No. 2
08:00 – 08:59	NW (Lancashire)	441	NW (Gtr Manchester)	475
09:00 – 09:59	NW (Merseyside)	509	NW (Cumbria)	543
10:00 – 10:59	NW (Cheshire)	577	Yorkshire (West)	611
11:00 – 11:59	Yorkshire (South)	645	Yorkshire (East)	679
12:00 – 12:59	North East	713	Scotland	34
13:00 – 13:59	Wales (SE)	68	Wales (SW)	102
14:00 – 14:59	Wales (N&M)	136	London	170
15:00 – 15:59	South West	204	West Midlands	238
16:00 – 16:59	SE (Plymouth)	272	SE (Reading)	306
17:00 – 17:59	East Anglia	340	EM (Scunthorpe)	374
18:00 – 18:59	EM (Leicester)	408	NW (Lancashire)	442

**Table 29: Day 29 Tuesday 25th May 2004**

<b>Time</b>	<b>Call Centre</b>	<b>Call No.1</b>	<b>Call Centre</b>	<b>Call No. 2</b>
08:00 – 08:59	NW (Gtr Manchester)	476	NW (Merseyside)	510
09:00 – 09:59	NW (Cumbria)	544	NW (Cheshire)	578
10:00 – 10:59	Yorkshire (West)	612	Yorkshire (South)	646
11:00 – 11:59	Yorkshire (East)	680	North East	714
12:00 – 12:59	Scotland	715	Wales (SE)	717
13:00 – 13:59	Wales (SW)	718	Wales (N&M)	719
14:00 – 14:59	London	721	South West	723
15:00 – 15:59	West Midlands	725	Yorkshire (East)	746
16:00 – 16:59	SE (Reading)	729	East Anglia	730
17:00 – 17:59	NW (Cheshire)	742	Yorkshire (West)	743
18:00 – 18:59	NW (Lancashire)	736	NW (Gtr Manchester)	737
19:00 – 19:59	NW (Merseyside)	739	NW (Cumbria)	741
20:00 – 20:59	EM (Scunthorpe)	732	EM (Leicester)	734
21:00 – 21:59	Yorkshire (South)	744	SE (Plymouth)	727

**Table 30: Day 30 Wednesday 26th May 2004**

<b>Time</b>	<b>Call Centre</b>	<b>Call No.1</b>	<b>Call Centre</b>	<b>Call No. 2</b>
08:00 – 08:59	North East	747	NW (Merseyside)	740
09:00 – 09:59	Wales (N&M)	720	London	722
10:00 – 10:59	South West	724	NW (Gtr Manchester)	738
11:00 – 11:59	SE (Plymouth)	728	East Anglia	731
12:00 – 12:59	EM (Scunthorpe)	733	EM (Leicester)	735
13:00 – 13:59	Scotland	716	West Midlands	726
14:00 – 14:59	Yorkshire (South)	745	North East	748

**Traveline – Standard of Trunk Journey  
Solutions – Phase 2**

**Appendix D:  
Original Findings**



**THE TAS PARTNERSHIP LIMITED**

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SPECIALIST CONSULTANTS IN PUBLIC TRANSPORT

## 1 ACCURACY OF INFORMATION PROVIDED BY TRAVELINE

1.1 Table 1 shows the performance and ranking of each call centre.

**Table 1 : Accuracy of Information Provided by Call Centre**

Ranking	Call Centre	Performance (%)
1	NW (Cheshire)	94
2	South West	92
3	Wales (South East)	89
4	Wales (North & Mid)	86
5	EM (Leicester)	83
5	London	83
5	NW (Lancashire)	83
5	Wales (South West)	83
9	Scotland	81
10	NW (Cumbria)	80
11	East Anglia	78
11	West Midlands	78
11	Yorkshire (South)	78
14	North East	75
14	NW (Merseyside)	75
16	SE (Reading)	69
16	Yorkshire (East)	69
16	Yorkshire (West)	69
19	NW (Gtr Manchester)	67
20	EM (Scunthorpe)	56
20	SE (Plymouth)	56

1.2 Table 2 shows the performance and ranking of each region.

**Table 2 : Accuracy of Information Provided by Region**

Ranking	Region	Performance (%)
1	South West	92
2	Wales	86
3	London	83
4	Scotland	81
5	North West	80
6	East Anglia	78
6	West Midlands	78
8	North East	75
9	East Midlands	69
9	Yorkshire	69
11	South East	67

1.3 Table 3 shows the performance and ranking of each journey planner.

**Table 3 : Accuracy of Information Provided by Journey Planners**

Ranking	Journey Planner	Performance (%)
1	Paper/AIM	94
2	Software Logic/AIM	83
3	Paper/JourneyPlan	80
4	AIM	78
4	JourneyPlan	78
6	WS Atkins	73
7	MDV	69

## 2 ACCURACY OF RAIL TRUNK JOURNEY INFORMATION

2.1 Table 4 shows the accuracy of each call centre when providing rail trunk journey information.

**Table 4 : Accuracy of Rail Information by Call Centre**

Ranking	Region	Performance (%)
1	NW (Cheshire)	94
2	South West	91
3	Wales (South East)	88
4	London	85
4	Wales (North & Mid)	85
6	EM (Leicester)	82
6	NW (Cumbria)	82
6	NW (Lancashire)	82
6	Wales (South West)	82
6	West Midlands	82
11	East Anglia	79
11	Scotland	79
11	Yorkshire (South)	79
14	North East	76
14	NW (Merseyside)	76
16	SE (Reading)	71
16	Yorkshire (East)	71
16	Yorkshire (West)	71
19	NW (Gtr Manchester)	68
20	EM (Scunthorpe)	56
21	SE (Plymouth)	53

2.2 Table 5 shows the accuracy of each region when providing rail trunk journey information.

**Table 5 : Accuracy of Rail Information by Region**

Ranking	Region	Performance (%)
1	South West	91
2	London	85
2	Wales	85
4	West Midlands	82
5	North West	81
6	East Anglia	79
6	Scotland	79
8	North East	76
9	Yorkshire	71
10	East Midlands	69
11	South East	68

### 3 ACCURACY OF COACH TRUNK JOURNEY INFORMATION

3.1 Table 6 shows the accuracy of each call centre when providing coach trunk journey information.

**Table 6 : Accuracy of Coach Information by Call Centre**

Ranking	Region	Performance (%)
1	EM (Leicester)	100
1	NW (Cheshire)	100
1	NW (Lancashire)	100
1	Scotland	100
1	SE (Plymouth)	100
1	South West	100
1	Wales (North & Mid)	100
1	Wales (South East)	100
1	Wales (South West)	100
10	East Anglia	50
10	EM (Scunthorpe)	50
10	London	50
10	North East	50
10	NW (Gtr Manchester)	50
10	NW (Merseyside)	50
10	Yorkshire (South)	50
17	NW (Cumbria)	0
17	SE (Reading)	0
17	West Midlands	0
17	Yorkshire (East)	0
17	Yorkshire (West)	0

3.2 Table 7 shows the accuracy of each region when providing coach trunk journey information.

**Table 7 : Accuracy of Coach Information by Region**

Ranking	Region	Performance (%)
1	Scotland	100
1	South West	100
1	Wales	100
4	East Midlands	75
5	South East	60
6	North West	57
7	East Anglia	50
7	London	50
7	North East	50
10	West Midlands	0
10	Yorkshire	0

#### 4 NOT THE SAME INFORMATION

4.1 Table 9 shows the performance of each call centre.

**Table 8 : Not the Same Information by Call Centre**

Ranking	Call Centre	Performance (%)
1	NW (Cheshire)	0
1	South West	0
3	Wales (South West)	3
4	EM (Leicester)	6
4	Wales (North & Mid)	6
6	East Anglia	8
6	London	8
8	NW (Lancashire)	9
8	Wales (South East)	9
10	EM (Scunthorpe)	11
10	Scotland	11
12	NW (Gtr Manchester)	14
12	NW (Merseyside)	14
12	West Midlands	14
12	NW (Cumbria)	14
12	Yorkshire (West)	14
17	Yorkshire (South)	19
18	North East	22
19	SE (Plymouth)	25
20	SE (Reading)	26
21	Yorkshire (East)	29

4.2 Table 9 shows the number of calls scored a not the same information and a breakdown of the reasons.

**Table 9 : Not the Same Information – Breakdown of Reasons**

Call Centre	Calls	Trunk Operator Solution Quicker	Information Not Consistent	Incomplete Solution Provided	Breached Minimum Interchange Times	Unable to Achieve Requested Arr/Dep Times
East Anglia	3		1		1	1
EM (Leicester)	3			1	1	
EM (Scunthorpe)	4	1		2	1	
London	3		2	1		
North East	8	5	2	1		
NW (Cheshire)	0					
NW (Cumbria)	5		5			
NW (Gtr Manchester)	5	2	2			1
NW (Lancashire)	3		1	1	1	
NW (Merseyside)	5	3	2			
Scotland	4	2	2			
SE (Plymouth)	9	2	3	2	1	1
SE (Reading)	9	2	3	1	2	1
South West	0					
Wales (North & Mid)	2	2				
Wales (South East)	3	1	2			
Wales (South West)	1	1				
West Midlands	5	5				
Yorkshire (East)	10	4		3		3
Yorkshire (South)	7	1	3		3	
Yorkshire (West)	5	4	1			

4.3 Table 10 shows the performance of each region.

**Table 10 : Not the Same Information by Region**

Ranking	Region	Performance (%)
1	South West	0
2	Wales	6
3	East Anglia	8
3	East Midlands	8
3	London	8
6	North West	10
7	Scotland	11
8	West Midlands	14
9	Yorkshire	21
10	North East	22
11	South East	23

4.4 Table 11 shows the performance of each journey planner.

**Table 11 : Not the Same Information by Journey Planner**

Ranking	Journey Planner	Performance (%)
1	Paper/AIM	0
2	WS Atkins	8

3	Software Logic/AIM	9
4	AIM	12
5	Paper/JourneyPlan	14
6	JourneyPlan	17
7	MDV	20

## 5 QUICKER JOURNEY SOLUTION

5.1 Table 12 shows the performance of each call centre and indicates the percentage of call for which a quicker journey solution was provided.

**Table 12 : Quicker Journey Solutions by Call Centre**

Ranking	Call Centre	Performance (%)
1	London	0
1	NW (Gtr Manchester)	0
1	West Midlands	0
1	Yorkshire (East)	0
1	Yorkshire (South)	0
6	EM (Leicester)	3
6	North East	3
6	SE (Plymouth)	3
6	South West	3
6	NW (Cumbria)	3
6	Wales (South East)	3
12	Scotland	6
12	NW (Cheshire)	6
12	SE (Reading)	6
12	Yorkshire (West)	6
16	East Anglia	8
16	EM (Scunthorpe)	8
16	Wales (North & Mid)	8
19	NW (Lancashire)	9
19	Wales (South West)	9
21	NW (Merseyside)	11

5.2 Table 13 shows the number of calls scored a not the same information and a breakdown of the reasons.

**Table 13 : Quicker Journey Solutions – Breakdown of Reasons**

Call Centre	Calls	Traveline Solution Uses More Interchange Stations	Alternative Interchange Station	Shorter Connection Time
East Anglia	3	2	1	
EM (Leicester)	1	1		
EM (Scunthorpe)	3	1	2	
London	0			
North East	1	1		
NW (Cheshire)	2	2		
NW (Cumbria)	1	1		
NW (Gtr Manchester)	0			

Call Centre	Calls	Traveline Solution Uses More Interchange Stations	Alternative Interchange Station	Shorter Connection Time
NW (Lancashire)	3	1	1	1
NW (Merseyside)	4	4		
Scotland	2	2		
SE (Plymouth)	1		1	
SE (Reading)	2	2		
South West	1	1		
Wales (North & Mid)	3	3		
Wales (South East)	1	1		
Wales (South West)	3	3		
West Midlands	0			
Yorkshire (East)	0			
Yorkshire (South)	0			
Yorkshire (West)	2		1	1

5.3 Table 14 shows the performance of each region indicating the percentage of calls for which a quicker journey solution was provided.

**Table 14 : Quicker Journey Solutions by Region**

Ranking	Journey Planner	Performance (%)
1	London	0
1	West Midlands	0
3	North East	3
3	South West	3
3	South East	3
3	Yorkshire	3
7	East Midlands	6
7	Scotland	6
7	North West	6
10	Wales	7
11	East Anglia	8

5.4 Table 15 shows the performance of each journey planner indicating the percentage of calls for which a quicker journey solution was provided.

**Table 15 : Quicker Journey Solutions – Journey Planners**

Ranking	Journey Planner	Performance (%)
1	MDV	3
1	Paper/JourneyPlan	3
3	AIM	4
3	JourneyPlan	4
5	Paper/AIM	6
6	WS Atkins	7
7	Software Logic/AIM	9

## 6 TRANSFERRED TO THE TRUNK OPERATOR

6.1 Table 16 shows the performance of each call centre.

**Table 16 : Calls Transferred to Trunk Operator by Call Centre**

Ranking	Call Centre	Performance (%)
1	North East	0
1	NW (Cheshire)	0
1	NW (Lancashire)	0
1	NW (Merseyside)	0
1	SE (Reading)	0
1	Wales (North & Mid)	0
1	Wales (South East)	0
1	Yorkshire (East)	0
9	East Anglia	3
9	Scotland	3
9	West Midlands	3
9	Yorkshire (South)	3
9	NW (Cumbria)	3
9	Wales (South West)	3
15	EM (Leicester)	6
15	London	6
15	South West	6
18	EM (Scunthorpe)	8
19	Yorkshire (West)	9
20	SE (Plymouth)	11
21	NW (Gtr Manchester)	19

6.2 Table 17 shows the number of calls scored a transferred to the trunk operator and a breakdown of the reasons.

**Table 17 : Calls Transferred to Trunk Operator – Breakdown of Reasons**

Call Centre	Calls	No Attempt to Find Solution		Some Attempt to Find Solution
		No Comments	Stated Out Of Area	
East Anglia	1	1		
EM (Leicester)	2			2
EM (Scunthorpe)	3	2	1	
London	2		1	1
North East	0			
NW (Cheshire)	0			
NW (Cumbria)	1			1
NW (Gtr Manchester)	7	1	2	4
NW (Lancashire)	0			
NW (Merseyside)	0			
Scotland	1	1		
SE (Plymouth)	4	2		2
SE (Reading)	0			
South West	2			2
Wales (North & Mid)	0			
Wales (South East)	0			
Wales (South West)	1			1
West Midlands	1	1		
Yorkshire (East)	0			
Yorkshire (South)	1		1	
Yorkshire (West)	3	2	1	

6.3 Table 18 shows the performance of each region.

**Table 18 : Calls Transferred to Trunk Operator by Region**

Ranking	Region	Performance (%)
1	North East	0
2	Wales	1
3	East Anglia	3
3	Scotland	3
3	West Midlands	3
6	Yorkshire	4
7	North West	5
7	South East	5
9	London	6
9	South West	6
11	East Midlands	7

6.4 Table 19 shows the performance of each journey planner.

**Table 19 : Calls Transferred to Trunk Operator by Journey Planner**

Ranking	Journey Planner	Performance (%)
1	Paper/AIM	0
1	Software Logic/AIM	0
3	JourneyPlan	1
4	Paper/JourneyPlan	3
5	AIM	4
6	MDV	6
6	WS Atkins	6

## 7 TRANSFERRED TO ANOTHER CALL CENTRE

7.1 Table 20 shows the performance of each call centre.

**Table 20 : Calls Transferred to Another Traveline Call Centre by Call Centre**

Ranking	Call Centre	Performance (%)
1	North East	0
1	NW (Cheshire)	0
1	NW (Cumbria)	0
1	NW (Gtr Manchester)	0
1	NW (Lancashire)	0
1	NW (Merseyside)	0
1	Scotland	0
1	SE (Reading)	0
1	Wales (North & Mid)	0
1	Wales (South East)	0
1	Wales (South West)	0
1	Yorkshire (South)	0

Ranking	Call Centre	Performance (%)
13	East Anglia	3
13	EM (Leicester)	3
13	London	3
13	South West	3
13	Yorkshire (East)	3
13	Yorkshire (West)	3
19	SE (Plymouth)	6
19	West Midlands	6
21	EM (Scunthorpe)	17

7.2 Table 21 shows the performance of each region.

**Table 21 : Calls Transferred to Another Traveline Call Centre by Region**

Ranking	Region	Performance (%)
1	North East	0
1	North West	0
1	Scotland	0
1	South West	0
5	Wales	1
6	South East	2
7	East Anglia	3
7	London	3
7	Yorkshire	3
10	West Midlands	6
11	East Midlands	10

7.3 Table 22 shows the performance of each journey planner.

**Table 22 : Calls Transferred to Another Traveline Call Centre by Journey Planner**

Ranking	Journey Planner	Overall Performance (%)
1	JourneyPlan	0
1	Paper/AIM	0
1	Paper/JourneyPlan	0
1	Software Logic/AIM	0
5	AIM	1
6	MDV	3
7	WS Atkins	8

**Traveline – Standard of Trunk Journey  
Solutions – Phase 2**

**Appendix E:  
Post Feedback Scoring -  
Rail**



**THE TAS PARTNERSHIP LIMITED**

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SPECIALIST CONSULTANTS IN PUBLIC TRANSPORT

## 1 ACCURACY OF INFORMATION PROVIDED BY TRAVELINE

1.1 Table 1 shows the amended scores after the feedback process for the performance and ranking of each call centre.

**Table 1 : Amended Scores for Accuracy of Rail Information Provided by Call Centre**

Ranking	Call Centre	Performance (%)
1	NW (Cheshire)	94
2	South West	91
3	Wales (South East)	88
4	London	85
4	Wales (N&M)	85
6	East Anglia	82
6	EM (Leicester)	82
6	NW (Cumbria)	82
6	NW (Lancashire)	82
6	Scotland	82
6	Wales (South West)	82
6	West Midlands	82
13	NW (Merseyside)	79
13	Yorkshire (South)	79
15	North East	74
15	SE (Reading)	74
17	Yorkshire (East)	71
17	Yorkshire (West)	71
19	NW (Gtr Manchester)	68
20	EM (Scunthorpe)	53
20	SE (Plymouth)	53

1.2 Table 2 shows the amended scores after the feedback process for the performance and ranking of each region.

**Table 2 : Amended Scores for Accuracy of Rail Information Provided by Region**

Ranking	Region	Performance (%)
1	South West	91
2	London	85
2	Wales	85
4	East Anglia	82
4	Scotland	82
4	West Midlands	82
7	North West	81
8	North East	74
8	Yorkshire	74
10	East Midlands	68
11	South East	63

- 1.3 Table 3 shows the amended scores after the feedback process for the performance and ranking of each journey planner.

**Table 3 : Amended Scores for Accuracy of Rail Information Provided by Journey Planner**

Ranking	Journey Planner	Performance (%)
1	Paper/AIM	94
2	Paper/JourneyPlan	82
2	SL/AIM	82
4	AIM	80
5	JourneyPlan	78
6	WSA	73
7	MDV	71

## 2 NOT THE SAME INFORMATION

- 2.1 Table 4 shows the amended scores after the feedback process for the performance and ranking of each call centre.

**Table 4 : Amended Scores for Not the Same Information by Call Centre**

Ranking	Call Centre	Performance (%)
1	NW (Cheshire)	0
1	South West	0
3	East Anglia	3
3	London	3
3	Wales (South West)	3
6	EM (Leicester)	6
6	NW (Lancashire)	6
6	NW (Merseyside)	6
6	Scotland	6
6	Wales (N&M)	6
6	Wales (South East)	6
12	NW (Cumbria)	9
13	EM (Scunthorpe)	12
13	NW (Gtr Manchester)	12
13	West Midlands	12
16	SE (Reading)	15
16	Yorkshire (South)	15
18	North East	18
18	Yorkshire (West)	18
20	Yorkshire (East)	26
21	SE (Plymouth)	29

- 2.2 Table 5 shows the amended scores for the performance of each region.

**Table 5 : Amended Scores for Not the Same Information by Region**

Ranking	Region	Performance (%)
1	South West	0
2	East Anglia	3
2	London	3
4	Wales	5
5	North West	6
5	Scotland	6
7	East Midlands	9
8	West Midlands	12
9	North East	18
10	Yorkshire	20
11	South East	22

2.3 Table 6 shows the amended scores for the number of calls scored as not the same information and a breakdown of the reasons.

**Table 6 : Amended Scores for Not the Same Information – Breakdown of Reasons**

Call Centre	Calls	Trunk Operator Solution Quicker	Breached Minimum Interchange Times	Incomplete Solution Provided	Unable to Achieve Requested Arr/Dep Times	Journey Planner Information Error
East Anglia	1		1			
EM (Leicester)	2		1	1		
EM (Scunthorpe)	4	1	1	2		
London	1					1
North East	6	5		1		
NW (Cheshire)	0					
NW (Cumbria)	3	2			1	
NW (Gtr Manchester)	4	2			2	
NW (Lancashire)	2		1	1		
NW (Merseyside)	2	2				
Scotland	2	2				
SE (Plymouth)	10	3	4	2	1	
SE (Reading)	5	1	2	1		1
South West	0					
Wales (N&M)	2	2				
Wales (South East)	2	2				
Wales (South West)	1	1				
West Midlands	4	4				
Yorkshire (East)	9	3		3	3	
Yorkshire (South)	5	2	3			
Yorkshire (West)	6	3	3			

2.4 Table 7 shows the number of calls scored as trunk operator solution quicker and a breakdown of the reasons.

**Table 7 : Scores for Trunk Operator Solution Quicker – Breakdown of Reasons**

Call Centre	Total Calls – Trunk Operator Solution Quicker	Used slower route or times	Breached fares or routing guide	Gap filling between bus arrival and train departure	Error in data held in journey planner
East Anglia					
EM (Leicester)					
EM (Scunthorpe)	1	1			
London					
North East	5	1		2	2
NW (Cheshire)					
NW (Cumbria)	2			2	
NW (Gtr Manchester)	2	1	1		
NW (Lancashire)					
NW (Merseyside)	2	1	1		
Scotland	2	1		1	
SE (Plymouth)	3		2		1
SE (Reading)	1			1	
South West					
Wales (N&M)	2			1	1
Wales (South East)	2	1		1	
Wales (South West)	1			1	
West Midlands	4	1	2		1
Yorkshire (East)	3	1	2		
Yorkshire (South)	2		2		
Yorkshire (West)	3	1	2		

### 3 QUICKER JOURNEY SOLUTION

3.1 Table 8 shows amended scores for the performance of each call centre and indicates the percentage of call for which a quicker journey solution was provided.

**Table 8 : Amended Scores for Quicker Journey Solutions by Call Centre**

Ranking	Call Centre	Performance (%)
1	SE (Plymouth)	0
1	West Midlands	0
1	Yorkshire (East)	0
4	EM (Leicester)	3
4	London	3
4	NW (Gtr Manchester)	3
4	South West	3
4	Yorkshire (West)	3
9	NW (Cheshire)	6
9	NW (Cumbria)	6
9	Wales (South East)	6
9	Yorkshire (South)	6
13	East Anglia	9
13	EM (Scunthorpe)	9

Ranking	Call Centre	Performance (%)
13	North East	9
13	Scotland	9
13	Wales (N&M)	9
13	Wales (South West)	9
19	NW (Lancashire)	12
19	SE (Reading)	12
21	NW (Merseyside)	15

3.2 Table 9 shows amended scores for the performance of each region indicating the percentage of calls for which a quicker journey solution was provided.

**Table 9 : Amended Scores for Quicker Journey Solutions by Region**

Ranking	Region	Performance (%)
1	West Midlands	0
2	London	3
2	South West	3
2	Yorkshire	3
5	East Midlands	6
5	South East	6
7	North West	8
7	Wales	8
9	East Anglia	9
9	North East	9
9	Scotland	9

3.3 Table 10 shows amended scores for the performance of each region indicating the percentage of calls for which a quicker journey solution was provided.

**Table 10 : Amended Scores for Quicker Journey Solutions by Region**

Ranking	Journey Planner	Performance (%)
1	AIM	5
1	MDV	5
3	Paper/AIM	6
3	Paper/JourneyPlan	6
5	WS Atkins	7
6	JourneyPlan	9
7	Software Logic/AIM	12

3.4 Table 11 shows the number of calls scored as Traveline provided a quicker solution and a breakdown of the reasons.

**Table 11 : Quicker Journey Solutions – Breakdown of Reasons**

Call Centre	Total Calls – Traveline Solution Quicker	Used More Inter-changes	Ignored Routing Rules	Used a combined coach & rail solution	Traveline provided a 'better' solution
East Anglia	3	2			1
EM (Leicester)	1	1			
EM (Scunthorpe)	3	1		2	
London	1		1		
North East	3	2	1		
NW (Cheshire)	2	2			
NW (Cumbria)	2	2			
NW (Gtr Manchester)	1				1
NW (Lancashire)	4	2			2
NW (Merseyside)	5	3		1	1
Scotland	3	2			1
SE (Plymouth)					
SE (Reading)	4	3	1		
South West	1	1			
Wales (N&M)	3	3			
Wales (South East)	2	1			1
Wales (South West)	3	3			
West Midlands					
Yorkshire (East)					
Yorkshire (South)	2	1		1	
Yorkshire (West)	1				1

#### 4 TRANSFERRED TO THE TRUNK OPERATOR

4.1 Table 12 shows the original performance of each call centre as no changes were necessary following the feedback process.

**Table 12 : Calls Transferred to Trunk Operator by Call Centre**

Ranking	Call Centre	Performance (%)
1	North East	0
1	NW (Cheshire)	0
1	NW (Lancashire)	0
1	NW (Merseyside)	0
1	SE (Reading)	0
1	Wales (North & Mid)	0
1	Wales (South East)	0
1	Yorkshire (East)	0
9	East Anglia	3
9	Scotland	3
9	West Midlands	3
9	Yorkshire (South)	3
9	NW (Cumbria)	3
9	Wales (South West)	3
15	EM (Leicester)	6

Ranking	Call Centre	Performance (%)
15	London	6
15	South West	6
18	EM (Scunthorpe)	8
19	Yorkshire (West)	9
20	SE (Plymouth)	11
21	NW (Gtr Manchester)	19

4.2 Table 13 shows the number of calls scored a transferred to the trunk operator and a breakdown of the reasons.

**Table 13 : Calls Transferred to Trunk Operator – Breakdown of Reasons**

Call Centre	Calls	No Attempt to Find Solution		Some Attempt to Find Solution
		No Comments	Stated Out Of Area	
East Anglia	1	1		
EM (Leicester)	2			2
EM (Scunthorpe)	3	2	1	
London	2		1	1
North East	0			
NW (Cheshire)	0			
NW (Cumbria)	1			1
NW (Gtr Manchester)	6	1	2	3
NW (Lancashire)	0			
NW (Merseyside)	0			
Scotland	1	1		
SE (Plymouth)	4	2		2
SE (Reading)	0			
South West	2			2
Wales (North & Mid)	0			
Wales (South East)	0			
Wales (South West)	1			1
West Midlands	0	0		
Yorkshire (East)	0			
Yorkshire (South)	0		0	
Yorkshire (West)	2	2	0	

4.3 Table 14 shows the performance of each region.

**Table 14 : Calls Transferred to Trunk Operator by Region**

Ranking	Region	Performance (%)
1	North East	0
2	Wales	1
3	East Anglia	3
3	Scotland	3
3	West Midlands	3
6	Yorkshire	4
7	North West	5
7	South East	5

Ranking	Region	Performance (%)
9	London	6
9	South West	6
11	East Midlands	7

4.4 Table 15 shows the performance of each journey planner.

**Table 15 : Calls Transferred to Trunk Operator by Journey Planner**

Ranking	Journey Planner	Performance (%)
1	Paper/AIM	0
1	Software Logic/AIM	0
3	JourneyPlan	1
4	Paper/JourneyPlan	3
5	AIM	4
6	MDV	6
6	WS Atkins	6

## 5 TRANSFERRED TO ANOTHER CALL CENTRE

5.1 Table 16 shows the original performance of each call centre as no changes were necessary following the feedback process.

**Table 16 : Calls Transferred to Another Traveline Call Centre by Call Centre**

Ranking	Call Centre	Performance (%)
1	North East	0
1	NW (Cheshire)	0
1	NW (Cumbria)	0
1	NW (Gtr Manchester)	0
1	NW (Lancashire)	0
1	NW (Merseyside)	0
1	Scotland	0
1	SE (Reading)	0
1	Wales (North & Mid)	0
1	Wales (South East)	0
1	Wales (South West)	0
1	Yorkshire (South)	0
13	East Anglia	3
13	EM (Leicester)	3
13	London	3
13	South West	3
13	Yorkshire (East)	3
13	Yorkshire (West)	3
19	SE (Plymouth)	6
19	West Midlands	6
21	EM (Scunthorpe)	17

5.2 Table 17 shows the performance of each region.

**Table 17 : Calls Transferred to Another Traveline Call Centre by Region**

Ranking	Region	Performance (%)
1	North East	0
1	North West	0
1	Scotland	0
1	South West	0
5	Wales	1
6	South East	2
7	East Anglia	3
7	London	3
7	Yorkshire	3
10	West Midlands	6
11	East Midlands	10

5.3 Table 18 shows the performance of each journey planner.

**Table 18 : Calls Transferred to Another Traveline Call Centre by Journey Planner**

Ranking	Journey Planner	Overall Performance (%)
1	JourneyPlan	0
1	Paper/AIM	0
1	Paper/JourneyPlan	0
1	Software Logic/AIM	0
5	AIM	1
6	MDV	3
7	WS Atkins	8

**Traveline – Standard of Trunk Journey  
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**Appendix F:  
Post Feedback Scoring-  
Coach**



**THE TAS PARTNERSHIP LIMITED**

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SPECIALIST CONSULTANTS IN PUBLIC TRANSPORT

## 1 ACCURACY OF COACH INFORMATION PROVIDED BY TRAVELINE

1.1 Table 1 shows the amended scores for performance and ranking of each call centre.

**Table 1 : Amended Scores for Accuracy of Coach Information Provided by Call Centre**

Ranking	Call Centre	Total Calls	Calls Correct	Performance (%)
1	East Anglia	2	2	100
1	EM (Leicester)	2	2	100
1	EM (Scunthorpe)	2	2	100
1	North East	2	2	100
1	NW (Merseyside)	2	2	100
1	SE (Plymouth)	2	2	100
1	South West	2	2	100
1	Wales (N&M)	2	2	100
1	NW (Cheshire)	1	1	100
1	NW (Lancashire)	1	1	100
1	Scotland	1	1	100
1	SE (Reading)	1	1	100
1	Wales (South East)	1	1	100
1	Wales (South West)	1	1	100
15	London	2	1	50
15	NW (Gtr Manchester)	2	1	50
15	Yorkshire (South)	2	1	50
18	NW (Cumbria)	1	0	0
18	Yorkshire (East)	1	0	0
18	Yorkshire (West)	1	0	0
18	West Midlands	2	0	0

1.2 Table 2 shows the amended scores for the performance and ranking of each region.

**Table 2 : Amended Scores for Accuracy of Coach Information Provided by Region**

Ranking	Region	Total Calls	Calls Correct	Performance (%)
1	East Midlands	4	4	100
1	Wales	4	4	100
1	South East	3	3	100
1	East Anglia	2	2	100
1	North East	2	2	100
1	South West	2	2	100
1	Scotland	1	1	100
8	London	2	1	50
9	North West	7	5	71
10	Yorkshire	4	1	25
11	West Midlands	2	0	0

1.3 Table 3 shows the amended scores for the performance and ranking of each journey planner.

**Table 3 : Amended Scores for Accuracy of Coach Information Provided by Journey Planner**

Ranking	Journey Planner	Total Calls	Calls Correct	Performance (%)
1	JourneyPlan	3	3	100
1	Paper/AIM	1	1	100
1	Software Logic/AIM	1	1	100
1	WS Atkins	6	6	100
5	MDV	5	4	80
6	AIM	16	10	63
7	Paper/JourneyPlan	1	0	0

## 2 TRANSFERRED TO THE TRUNK OPERATOR

2.1 Table 4 shows the amended scores for the performance and ranking of each call centre.

**Table 4 : Amended Scores for Calls Transferred to Trunk Operator by Call Centre**

Ranking	Call Centre	Total Calls	Call Transferred to Trunk Operator	Performance (%)
1	East Anglia	2	0	0
1	EM (Leicester)	2	0	0
1	EM (Scunthorpe)	2	0	0
1	North East	2	0	0
1	NW (Merseyside)	2	0	0
1	SE (Plymouth)	2	0	0
1	South West	2	0	0
1	Wales (N&M)	2	0	0
1	NW (Cheshire)	1	0	0
1	NW (Lancashire)	1	0	0
1	Scotland	1	0	0
1	SE (Reading)	1	0	0
1	Wales (South East)	1	0	0
1	Wales (South West)	1	0	0
1	London	2	0	0
1	NW (Cumbria)	1	0	0
1	Yorkshire (East)	1	0	0
18	NW (Gtr Manchester)	2	1	50
18	Yorkshire (South)	2	1	50
18	West Midlands	2	1	50
21	Yorkshire (West)	1	1	100

2.2 Table 5 shows the number of calls scored a transferred to the trunk operator and a breakdown of the reasons.

**Table 5 : Calls Transferred to Trunk Operator – Breakdown of Reasons**

Call Centre	Calls	No Attempt to Find Solution		Some Attempt to Find Solution
		No Comments	Stated Out Of Area	
NW (Gtr Manchester)	1			1
West Midlands	1	1		
Yorkshire (South)	1		1	
Yorkshire (West)	1		1	

### 3 NOT THE SAME INFORMATION

3.1 Table 6 shows the amended scores for the number of calls scored as not the same information and a breakdown of the reasons.

**Table 6 : Not the Same Information – Breakdown of Reasons**

Call Centre	Calls	Trunk Operator Solution Quicker – Error in Journey Planner Data	Incomplete Solution Provided	Journey Planner Information Error
East Anglia	2			
EM (Leicester)	2			
EM (Scunthorpe)	2			
London	2		1	
North East	2			
NW (Cheshire)	1			
NW (Cumbria)	1			1
NW (Gtr Manchester)	2			
NW (Lancashire)	1			
NW (Merseyside)	2			
Scotland	1			
SE (Plymouth)	2			
SE (Reading)	1			
South West	2			
Wales (N&M)	2			
Wales (South East)	1			
Wales (South West)	1			
West Midlands	2	1		
Yorkshire (East)	1	1		
Yorkshire (South)	2			
Yorkshire (West)	1			

**Traveline – Standard of Trunk Journey  
Solutions – Phase 2**

**Appendix G:  
Additional Information**



**THE TAS PARTNERSHIP LIMITED**

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SPECIALIST CONSULTANTS IN PUBLIC TRANSPORT

## 1 RESPONSE TIME

1.1 The length of time was recorded between the call being initiated and the telephone being answered by the operator. This was carried out for both Traveline and also, where calls were made, NRES. Journeys involving travel by National Express and Scottish Citylink were checked using the relevant company’s website.

1.2 The target set by Traveline is for 80% of calls to be answered within 30 seconds:

- The target was almost achieved with 79% of calls answered within 30 seconds.
- This compared well with NRES where 74% of calls were answered within 30 seconds. It should be noted that it was not necessary to contact NRES to verify every journey.

1.3 Best Performance:

- None of the call centres answered all their calls in less than 30 seconds.
- 12 call centres achieved the target of 80% of calls answered within 30 seconds.
- North West (Cheshire) and North West (Cumbria) achieved the highest level of service with 94% of calls answered within 30 seconds.
- The best performing region was shared between the single call centre regions South West and West Midlands with 89% of calls answered within 30 seconds. The only multi-call centre regions to achieve the 80% target were Yorkshire (83%) and North West (80%).

1.4 Worst Performance:

- The lowest level of service was received from the North West (Greater Manchester) with only 44% of calls answered within 30 seconds.
- The London call centre region was also poor with 67% of calls answered within 30 seconds.

1.5 Table 1 shows the performance of each call centre indicating the percentage of calls answered within 30 seconds and their ranking.

**Table 1 : Calls Answered Within 30 Seconds by Call Centres**

Ranking	Call Centre	Performance (%)
1	NW (Cheshire)	94
1	NW (Cumbria)	94
3	EM (Scunthorpe)	89
3	South West	89
3	West Midlands	89

Ranking	Call Centre	Performance (%)
3	NW (Lancashire)	89
7	North East	86
7	Yorkshire (East)	86
9	NW (Merseyside)	81
9	SE (Plymouth)	81
9	Yorkshire (South)	81
12	Yorkshire (West)	80
13	East Anglia	78
13	Scotland	78
15	Wales (South West)	77
16	Wales (South East)	74
17	Wales (North & Mid)	69
18	London	67
19	EM (Leicester)	64
20	SE (Reading)	63
21	NW (Gtr Manchester)	44

- 1.6 Table 2 shows the performance of each region indicating the percentage of calls answered within 30 seconds and their ranking.

**Table 2 : Percentage of Calls Answered in Less Than 30 Seconds by Region**

Ranking	Region	Performance (%)
1	South West	89
1	West Midlands	89
3	North East	86
4	Yorkshire	83
5	North West	80
6	East Anglia	78
6	Scotland	78
8	East Midlands	76
9	South East	75
10	Wales	74
11	London	67

## 2 MANCHESTER – IDENTIFICATION OF MYSTERY SHOPPER

- 2.1 Partway through the mystery shopper calls process, a call was made to the Manchester call centre that made the Project Manager concerned that they had been given the list of test calls. As indicated in the methodology, prior to the commencement of the calls a list of the journeys to be used was sent to the Project Board for approval.
- 2.2 During call 456, the operator asked the surveyor to wait and he then spoke to one of his colleagues. He was heard to say: “I’m sorry Stuart, can I jump in. You know you said this mystery shopper. I’ve got him on at the moment. Newcastle under Lyme? Where’s he going via? Atherton did you say earlier? Right, thanks. Right, cheers then. It’s coming up Oxford Road for some reason, that’s why I’m checking.”

- 2.3 The surveyor had requested a journey from Tyldesley to Newcastle-upon-Tyne. The journey had been designed with the anticipated interchange point as Atherton. However, at no point was this information relayed to the operator. Therefore, there was no reason why the operator should know that the journey was expected to be routed via Atherton. It was the Project Manager’s belief that the call centre had obtained a list of the journeys to be used and staff had been made aware and possibly prepared for the calls.
- 2.4 The information about the identification of the mystery shopper and concerns of the Project Manager was conveyed to the Project Board. It was decided that new journeys would be created to prevent the call centre from gaining an unfair advantage. 34 new journeys were created including new journeys for the 14 calls already made prior to the problem being detected.
- 2.5 Table 3 shows the analysis of scoring of the calls before and after the problem was identified. This indicated that for the first 14 calls, a score of 86% accuracy was achieved. The score for the 14 remade calls had dropped to 71%. Overall, the score for the 34 remade calls was 68%. This is a considerable difference from the trend set in the first 14 calls.

**Table 3 : Pre and Post Incident Scoring**

Call Centre	Total Correct Calls	% Correct Calls	Not Same Information	Not Same But Quicker	Transferred to the Trunk Operator	Transferred to Another Traveline Call Centre	Total Incorrect Calls	Total Calls
	Correct		Incorrect					
First 14 Calls (Pre Incident Scoring)	12	86	1	1	0	0	2	14
14 Remade Calls	10	71	1	0	3	0	4	14
All 34 Remade Calls (Post-Incident Scoring)	23	68	5	0	6	0	10	34

### 3 OBSERVATIONS

#### Accuracy of local journey information

- 3.1 The local journey details provided by Traveline were not checked and did not form part of the study. However, due to local knowledge and other work undertaken by TAS, some of the mystery shoppers were able to identify inaccuracies in the local journey information provided.
- 3.2 Examples include:

- Journey 239 (SE Plymouth). The Traveline operator provided a solution involving a local bus from Newport Pagnell to Milton Keynes followed by another bus between Milton Keynes and Oxford and then a train to Cardiff. The surveyor knew that a quicker journey was possible by rail journey from Milton Keynes. RailPlanner showed that had a rail journey been provided from Milton Keynes, this would have departed at 09:49 arriving at 13:20, almost 2 hours quicker than the solution provided by Traveline.
- Journey 248 (SE Plymouth). The mystery shopper was told to walk to Oxford station from Carfax as there were no direct buses to the station. Only on querying this was he given a service that stopped closer to the station. However, Traveline still did not suggest service 400 that runs from Headington, through the town centre to the station.
- Journey 606 (Yorkshire West). The surveyor was advised that it was a 30-minute walk from Newcastle station to the city centre. This is incorrect and the walk should only take a few minutes.
- Journey 727 (SE Plymouth). Traveline suggested catching two buses and a coach for a journey from Rottingdean to Swindon. The first bus took the surveyor from Rottingdean to The Old Steine in the centre of Brighton and then another bus to Preston Park to the North of Brighton to catch the coach. This was unnecessary as had the surveyor walked 50 metres from The Old Steine to Pool Valley Coach Station he could have caught the coach at the start point and saved the £1.20 for the second bus.
- Journey 748 (North East), Traveline suggested catching a bus from Carrville to Durham Bus Station. On arrival the surveyor was told that he should then walk to Durham Coach Station, a walk of approximately 5 minutes. There is only one bus station in Durham where all buses & coaches stop.

### **Unacceptable service from Traveline operator**

3.3 In general, Traveline operators were found to be helpful when providing journey information. However, service from certain operators was felt to be ‘poor’ and it is recommended that further training be given. Some of the responses received would not encourage a normal customer to use public transport.

3.4 Examples include:

- Journey 284 (SE Reading). No local details were given. The operator was very rude and stated he was unable to assist unless the mystery shopper was able to indicate a specific point in Earley, the start location. This call was a remake of an earlier call in which the mystery shopper had encountered the same problem with the same surveyor being unable to give details of an exact start location. This was the same operator as call 296 and 298.
- Journey 296 (SE Reading). The operator was very unhelpful and was unable to provide bus routes from any central point in Caversham. This was the same operator as calls 284 and 298.

- Journey 298 (SE Reading). The surveyor commented that the operator was rather unhelpful at the start of the call and suggested that the mystery shopper go away and find out more information from his friend and then come back. This was the same operator as calls 284 and 298.
- Journey 553 (NW Cheshire). The mystery shopper struggled to persuade the Traveline operator to provide a journey that departed after 1200. The operator was however extremely helpful. This was the same operator as call 573.
- Journey 573 (NW Cheshire). The operator was extremely helpful and a mine of information. However, the surveyor was forced to accept a journey that departed 45 minutes earlier than required as the operator stated this provided a 'better' journey with no alternative given. This was the same operator as call 553.

### **Assisting the operator to avoid call being transferred to the trunk operator**

3.5 When making test calls, the mystery shoppers were required to make 'reasonable' efforts to assist the operator to provide a solution in the same way a normal customer might. However in a small proportion of call, the mystery shopper found it necessary to assist the operator beyond that which a normal customer might deem acceptable. In some instances this produced a trunk journey solution that was found to be correct when checked with NRES. It is questionable whether, if the mystery shopper had not made such efforts, the call would have been scored as 'no solution provided' or 'transferred to the trunk operator'.

3.6 Examples include:

- Journey 375 (EM Leicester). The operator was unable to provide a local journey solution. The mystery shopper had to help the operator throughout the call. Despite being given the NRES number, the mystery shopper persisted by suggesting alternatives and was given a testable solution.
- Journey 394 (EM Leicester). The Traveline operator appeared very reluctant to provide a journey solution. The mystery shopper had to continually pressure the operator to provide information and not to transfer the caller to NRES.
- Journey 437 (NW Lancashire). The operator initially suggested that the mystery shopper should contact National Express and then after the caller requested a rail journey, suggested NRES. The mystery shopper was eventually able to persuade the operator to provide a rail solution.
- Journey 594 (Yorkshire West). The operator appeared determined to transfer the call to NRES. The mystery shopper had to request that the operator provide the information being shown on his screen rather than transfer the call. After checking the information with NRES, it was found to be 'not the same'.
- Journey 596 (Yorkshire West). The mystery shopper had to work very hard to obtain a journey solution as the operator was keen he should call NRES.

- Journey 700 (North East). The operator tried to transfer the mystery shopper to NRES and then to another call centre before providing a journey solution.
- Journey 702 (North East). The Traveline operator was very unhelpful and the mystery shopper had to work hard to persuade the operator to provide a journey solution.

### **Bus and coach offered in the first instance**

- 3.7 When calling Traveline, it was usual for call centres to assume that the caller required a journey by bus or coach. It was necessary for the mystery shopper to specifically request that a rail journey be provided. This is perhaps a reflection of the current standard call received but if train information is to be provided and paid for by ATOC, the operators should be more proactive in offering train journeys.

### **Reluctant or unable to offer journeys outside call centre boundaries**

- 3.8 A number of Traveline operators appear to be reluctant to offer journeys involving travel outside their area. This is a problem with many journeys involving local journeys crossing county boundaries.
- 3.9 It is believed that Traveline is hindered in its' provision of information by the boundaries of the call centres with little or no overlap. For example, a journey was requested from Middleton Cheney, a village that is just over the border in Northamptonshire with a logical start of a trunk journey being Banbury in Oxfordshire. When the call was originally made to South East (Plymouth), they transferred the call to East Midlands (Leicester). This was the correct action by South East (Plymouth) due to the start location, however East Midlands (Leicester) were then unable to provide journey information from Banbury. Due to the difficulties this caused, the call was redesigned and remade.
- 3.10 It would therefore be useful if call centres were able to share information about journeys that are close to their boundaries.

### **Knowledge about local start point**

- 3.11 In phase one, an address and postcode for the start point of each journey was used in the design of the journeys. This information was rarely used and it was decided that it was unnecessary for phase two. However, in phase two it was noted that a number of call centres requested a postcode or exact location of the caller to be able to give a local journey solution. This information may be available if the traveller is starting from home or making a regular journey but not when travelling from an infrequently used place, visiting friends or working from a new location. Some Traveline operators were adamant that they had to know this information in order to provide a solution, as noted in section 3.4.
- 3.12 Providing an exact start location is possible for many travellers. However, if public transport is to be a viable alternative to using the car, the ability to provide journey information from a non-specific point must be developed.

### **Requesting a journey by train**

- 3.13 Many call centres when asked for a journey involving travel by train, had a tendency to immediately offer to transfer the caller to NRES. The surveyors often had to persuade the operator to provide a journey solution rather than transfer the call.
- 3.14 Examples include:
- Journey 393 (EM Leicester). The operator told the mystery shopper: ‘train times? You need the train information (telephone) number for that’.
  - Journey 418 (NW Lancashire). The operator told the mystery shopper: ‘you’re best off calling National Express as we don’t deal with national travel’.

### **Knowledge of train services**

- 3.15 When the mystery shopper posed a journey request involving a train, it was often found that the operator expected to find a direct train service. Where this was not possible, on a couple of occasions they offered to transfer the caller to NRES as they would have more information on train services. The mystery shopper then had to indicate that they had anticipated this and was willing to accept a change of trains.
- 3.16 For example Journey 263 (South East Plymouth), the surveyor requested a journey from Eastbourne to York. The operator took a considerable time attempting to find a journey. When the operator returned, having put the call on hold, she stated that she could not find a journey that didn’t go via London. It would be difficult to achieve a logical journey from Eastbourne to York that didn’t go via London.
- 3.17 This was presumably caused by the operator’s lack of geographical knowledge or the infrequency of requests for rail journeys. If rail information is to be provided, operators should be given more information about train services to ensure errors such as this are avoided.

### **Attempted to transfer call to another Traveline call centre**

- 3.18 On hearing the name of a destination out of the call centre’s area or a start point that was not recognised, some operators had a tendency to attempt to transfer the call to another call centre rather than ask the caller for more information.

### **Confusion about location of stations**

- 3.19 Some Traveline call centres appear to lack information about towns with more than one station. This caused a number of problems with journey solutions that would have left the mystery shopper a considerable distance from their intended destination. For example a journey requested to Bristol where it was assumed the surveyor would be sent to a station in the centre of town resulted in a journey to ‘Bristol’ with no station name identified. On checking it transpired that Traveline had provided a journey to Bristol Parkway rather than Bristol Temple Meads. Bristol Parkway is located some 7.3 miles from the centre of Bristol. This would have left the mystery shopper with an expensive taxi or bus ride.

3.20 Other examples include:

- Liverpool (Central and Lime Street).
- Manchester (Deansgate, Oxford Road and Piccadilly)
- Portsmouth (Harbour and Portsmouth & Southsea).
- Southampton (Airport Parkway and Central).

**NRES solution avoids the need to walk**

3.21 Some journeys proposed by Traveline involved a considerable walk between stations. However the alternative suggested by NRES avoided the need to walk

3.22 Examples include:

- Journey 528 (NW Cumbria). The Traveline solution involved a 30-minute walk between Warrington Bank Quay and Warrington Central. NRES avoided the need to walk by suggesting a change of trains at Crewe.
- Journey 657 (Yorkshire East). The Traveline solution involved taking a taxi or walking between Manchester Piccadilly and Manchester Oxford Road whereas NRES were able to suggest a suitable train service.
- Journey 665 (Yorkshire East). As in Journey 657, Traveline was unable to offer a train solution and instead suggested a walk taking 45 minutes. The walk should take around 15 minutes and there is also a free shuttle bus service as an alternative.

**Unable to provide a rail only solution**

3.23 It was found on a number of occasions that when the mystery shopper requested a journey by rail, Traveline was unable to provide a journey that used rail for the whole trunk element. This could be a fault with the design of the journey planner, not allowing coach and bus to be excluded. Alternatively, it could be an error in the way the operator entered the journey request or the use of the journey planner.

3.24 For example:

- Journey 245 (South East Plymouth). A rail journey was requested but a coach journey was provided. The operator stated that it was 40 minutes quicker by coach than by train. This was found to be incorrect when checked on RailPlanner with an alternative rail journey being 1 hour 30 minutes quicker than the Traveline solution.
- Journey 252 (South East Plymouth). A rail journey was requested but a coach journey was provided as the operator stated he was unable to provide a journey solely by train. The journey solution was checked against train times provided by RailPlanner that showed the rail alternative was one hour quicker than the Traveline solution.

**Traveline – Standard of Trunk Journey  
Solutions – Phase 2**

**Appendix H:  
Final Findings**



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## Traveline - Final Findings

Call Centre	All		Rail Calls		Coach Calls		Traveline Quicker		Transferred to Trunk Operator		Not the Same Information		Trans to Another TL Call Centre		All
	Total Calls	Total Correct Calls	Rail Calls	Call Nos	Coach Calls	Call Nos	Total	Call Nos	Total	Call Nos	Total	Call Nos	Total	Call Nos	Total Incorrect
East Anglia	36	30	34	307-340	2	730,731	3	307,312,335	1	310	1	311	1	326	6
EM 2 (Leicester)	36	30	34	375-408	2	734,735	1	403	2	379,397	2	386,408	1	381	6
EM 1 (Scunthorpe)	36	20	34	341-374	2	732,733	3	358,367,374	3	352,363,368	4	349,350,369,371	6	344,355,365,370,372,733	16
London	36	30	34	137-170	2	721,722	1	142	2	146,149	2	140,722	1	158	6
North East	36	27	34	681-714	2	747,748	3	689,707,748			6	681,683,693,701,710,714			9
NW (Cheshire)	35	33	34	545-578	1	742	2	566,574							2
NW (Cumbria)	35	28	34	511-544	1	741	2	528,540	1	524	4	535,539,544,741			7
NW (Gtr Manchester)	36	24	34	457-476,749-762	2	737,738	1	457	7	458,472,476,737,749,753,762	4	467,473,475,761			12
NW (Lancashire)	35	29	34	409-442	1	736	4	419,421,431,440			2	410,422			6
NW (Merseyside)	36	29	34	477-510	2	739,740	5	478,488,494,495,506			2	477,498			7
Scotland	36	30	34	1-34	1	716	3	2,3,20	1	27	2	30,33			6
SE 1 (Plymouth)	36	20	34	239-272	2	727,728			4	243,246,255,263	10	239,245,251,256,266,267,268,269,271,272	2	240,252	16
SE 2 (Reading)	35	26	34	273-306	1	729	4	275,290,292,305			5	282,288,289,299,304			9
South West	36	33	34	171-204	2	723,724	1	198	2	177,193					3
Wales (North & Mid)	36	31	34	103-136	2	719,720	3	118,125,131			2	105,106			5
Wales (South East)	35	31	34	35-68	1	717	2	41,62			2	40,61			4
Wales (South West)	35	29	34	69-102	1	718	3	70,88,95	1	79	1	93	1	101	6
West Midlands	36	28	34	205-238	2	725,726			1	725	5	210,213,219,236,726	2	220,224	8
Yorkshire (East)	35	24	34	647-680	1	746					10	651,657,661,665,668,670,671,675,678,746	1	649	11
Yorkshire (South)	36	28	34	613-646	2	744,745	2	640,645	1	744	5	621,632,635,636,643			8
Yorkshire (West)	35	24	34	579-612	1	743	1	591	3	579,588,743	6	587,594,597,601,605,607	1	580	11
<b>TOTAL</b>	<b>748</b>	<b>584</b>	<b>714</b>		<b>34</b>		<b>44</b>		<b>29</b>		<b>75</b>		<b>16</b>		<b>164</b>

**Traveline - Final Findings: Breakdown of Not the Same Information**

Call Centre	Not the Same Information		Trunk Operator Solution Quicker		Journey Planner Info Error		Incomplete Solution Provided		Breach Minimum Interchange Times		Unable to Achieve Requested Arr/Dep Times	
	Total	Call Nos	Total	Call Nos	Total	Call Nos	Total	Call Nos	Total	Call Nos	Total	Call Nos
East Anglia	1	311							1	311		
EM 2 (Leicester)	2	386,408					1	386	1	408		
EM 1 (Scunthorpe)	4	349,350,369,371	1	350			2	349,369	1	371		
London	2	140,722			1	140	1	722				
North East	6	681,683,693,701,710,714	5	683,693,701,710,714			1	681				
NW (Cheshire)	0											
NW (Cumbria)	4	535,539,544,741	2	535,539	1	741					1	544
NW (Gtr Manchester)	4	467,473,475,761	2	467,473							2	475,761
NW (Lancashire)	2	410,422					1	422	1	410		
NW (Merseyside)	2	477,498	2	477,498								
Scotland	2	30,33	2	30,33								
SE 1 (Plymouth)	10	239,245,251,256,266,267,268,269,271,272	3	239,251,266			2	245,256	4	267,269,271,272	1	268
SE 2 (Reading)	5	282,288,289,299,304	1	289	1	304	1	288	2	282,299		
South West	0											
Wales (North & Mid)	2	105,106	2	105,106								
Wales (South East)	2	40,61	2	40,61								
Wales (South West)	1	93	1	93								
West Midlands	5	210,213,219,236,726	5	210,213,219,236,726								
Yorkshire (East)	10	651,657,661,665,668,670,671,675,678,746	4	661,671,678,746			3	651,657,665			3	668,670,675
Yorkshire (South)	5	621,632,635,636,643	2	635,636					3	621,632,643		
Yorkshire (West)	6	587,594,597,601,605,607	3	597,601,605					3	587,594,607		
<b>TOTAL</b>	<b>75</b>		<b>37</b>		<b>3</b>		<b>12</b>		<b>16</b>		<b>7</b>	

**Traveline - Final Findings: Breakdown of Traveline Solution Quicker**

	Traveline Quicker		a - With More Changes		b - By Ignoring Routing Rules		c - Coach & Rail Solution		d- Other		e - Better Journey	
	Total	Call Nos	Total	Call Nos	Total	Call Nos	Total	Call Nos	Total	Call Nos	Total	Call Nos
Call Centre												
East Anglia	3	307,312,335	2	307,335							1	312
EM 2 (Leicester)	1	403	1	403								
EM 1 (Scunthorpe)	3	358,367,374	1	358			2	367,374				
London	1	142			1	142						
North East	3	689,707,748	2	689,707	1	748						
NW (Cheshire)	2	566,574	2	566,574								
NW (Cumbria)	2	528,540	2	528,540								
NW (Gtr Manchester)	1	457									1	457
NW (Lancashire)	4	419,421,431,440	2	431,440							2	419,421
NW (Merseyside)	5	478,488,494,495,506	3	488,494,495			1	478			1	506
Scotland	3	2,3,20	2	2,3							1	20
SE 1 (Plymouth)	0											
SE 2 (Reading)	4	275,290,292,305	3	290,292,305	1	275						
South West	1	198	1	198								
Wales (North & Mid)	3	118,125,131	3	118,125,131								
Wales (South East)	2	41,62	1	62							1	41
Wales (South West)	3	70,88,95	3	70,88,95								
West Midlands	0											
Yorkshire (East)	0											
Yorkshire (South)	2	640,645	1	640			1	645				
Yorkshire (West)	1	591									1	591
<b>TOTAL</b>	<b>44</b>		<b>29</b>		<b>3</b>		<b>4</b>		<b>0</b>		<b>8</b>	