

QSM Bus briefing notes

Research Objectives – Bus Station Satisfaction Survey

This research is designed to help Heathrow understand:

- How passengers feel about their experience when using and waiting in the Central Bus Station.
- The different parts that make up a person's experience and whether these positively or negatively affect them, such as using the toilets, buying a coffee in the coffee shop, or accessing the free WiFi.
- Who is using the bus station, where they have come from and where they are going, and what they do (and don't do) when they are here.
- How passengers plan, purchase tickets, and track their bus or coach trip, both before they arrive and when they are here.

This will help the business to understand a) what the most important aspects of the bus station are to passengers, and b) what Heathrow should focus on to make improvements that will have the most positive impact on the experience.

In the longer-term, Heathrow can use this as a means to track performance of the different areas of the bus station, so that if we see passenger perceptions drop in a certain area (e.g. cleanliness of toilets) or demand for different services change (e.g. more people are saying extra seating is needed), the team can quickly act to improve the experience.

OUR JOB

To interview passengers in the Central Bus Station.

Interviewer location:

- Circulating both the outside and inside waiting areas at the Central Bus Station, ensuring equal coverage across different areas and waiting spots.

Sampling:

- Using our standard random selection method by counting passengers, considering routes through both indoor and outdoor areas at the Central Bus Station. This is particularly important during periods with high passenger traffic in either indoor or outdoor areas.
- Both passengers and Heathrow employees can be surveyed.