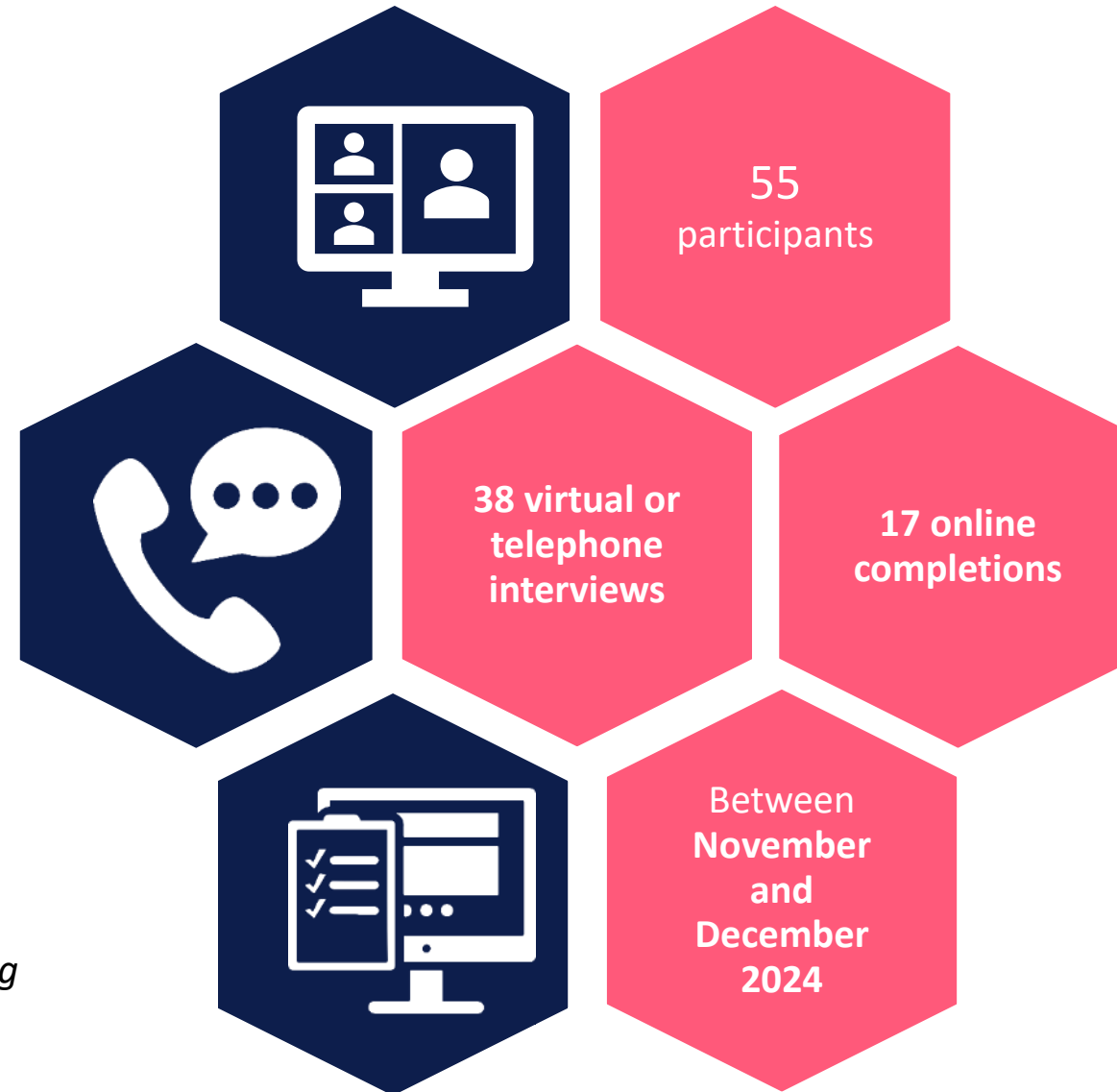


Southeastern Stakeholder feedback report



Report background and sample



Note: responses lower than previous years likely due to stakeholder events held during survey period

Responses by Stakeholder Groups



Accessibility Panel

2 responses
4% (5%)



Education

3 responses
5% (5%)



MP

4 responses
7% (7%)



Rail User and Consumer

10 responses
18% (5%)



Other – NHS

1 responses
2% (2%)



Business and Tourism

7 responses
13% (12%)



Local Government

28 responses
51% (55%)

Overall Summary



Perception

- Stakeholders are most likely to use positive words with reliable and friendly replacing expensive as most mentioned word
- Reliable is mentioned twice as much as unreliable
- Friendly and helpful staff, a reliable service and cleanliness of trains are key strengths
- A good and growing relationship comes through strongly



Relationship and reputation

- Relationships continue to improve
- Increased engagement at all levels, including participation in meetings and events is appreciated
- Negative perceptions of Southeastern have reduced with stakeholders more likely to speak positively of you now than they were 12 months ago



Satisfaction & Service Ratings

- Satisfaction improves to 7
- Service ratings have stalled with the only improvement seen on customer service
- Fares are least well rated, followed by station facilities and the on-board environment
- Accessibility rating falls back slightly as expectations grow for step free access and disabled facilities



Timetabling & Capacity

- The largest group of stakeholders (43%) say the timetable meets local needs
- Greater service frequency and more direct trains are the most requested timetable addition
- Three quarters of stakeholders say most or many trains have space but this differs by journey time and for some a seat rather than a space is key



Communication

- Frequency of communication shows a big improvement in rating
- Tone continues to be highly rated
- The channels of communication used fall back slightly this year with some requests for alternative methods



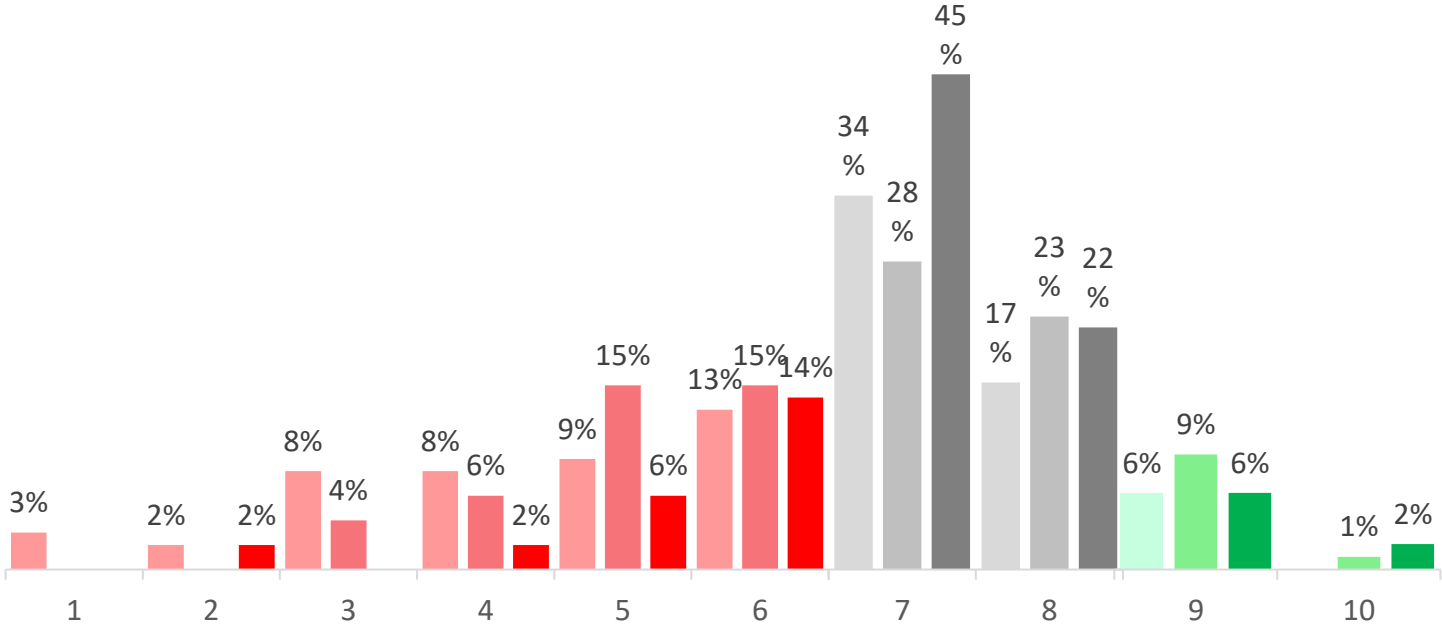
Future needs

- Stakeholders are most likely to suggest more frequent or direct services as a future need
- Services to a range of London terminals are put forward by stakeholders
- Improving connections between Southeastern and other lines is also mentioned

Overall satisfaction

Overall satisfaction has increased with the proportion of '7' scores notably increasing

2017	2018	2019	2020	2021	2022	2023	2024
Avg 6.6	Avg 6.6	Avg 7.1	Avg 7.1	Avg 7.1	Avg 6.2	Avg 6.7	Avg 7.0



Q: How would you rate your overall satisfaction with Southeastern, on a scale of 1 to 10. Where 1 is 'Not satisfied at all' and 10 is 'Completely satisfied'.

Base: 55 participants

Overall satisfaction by stakeholder group

Education give the highest scores, followed by Business and Tourism and Rail User and Consumer Groups



Q: How would you rate your overall satisfaction with Southeastern, on a scale of 1 to 10. Where 1 is 'Not satisfied at all' and 10 is 'Completely satisfied'.

Base: 55 participants

All stakeholders describing Southeastern

More positive words are used to describe Southeastern than in 2023. For the first time since 2021 Expensive was not the most frequent word, instead Reliable and Friendly were most mentioned

2024



2023

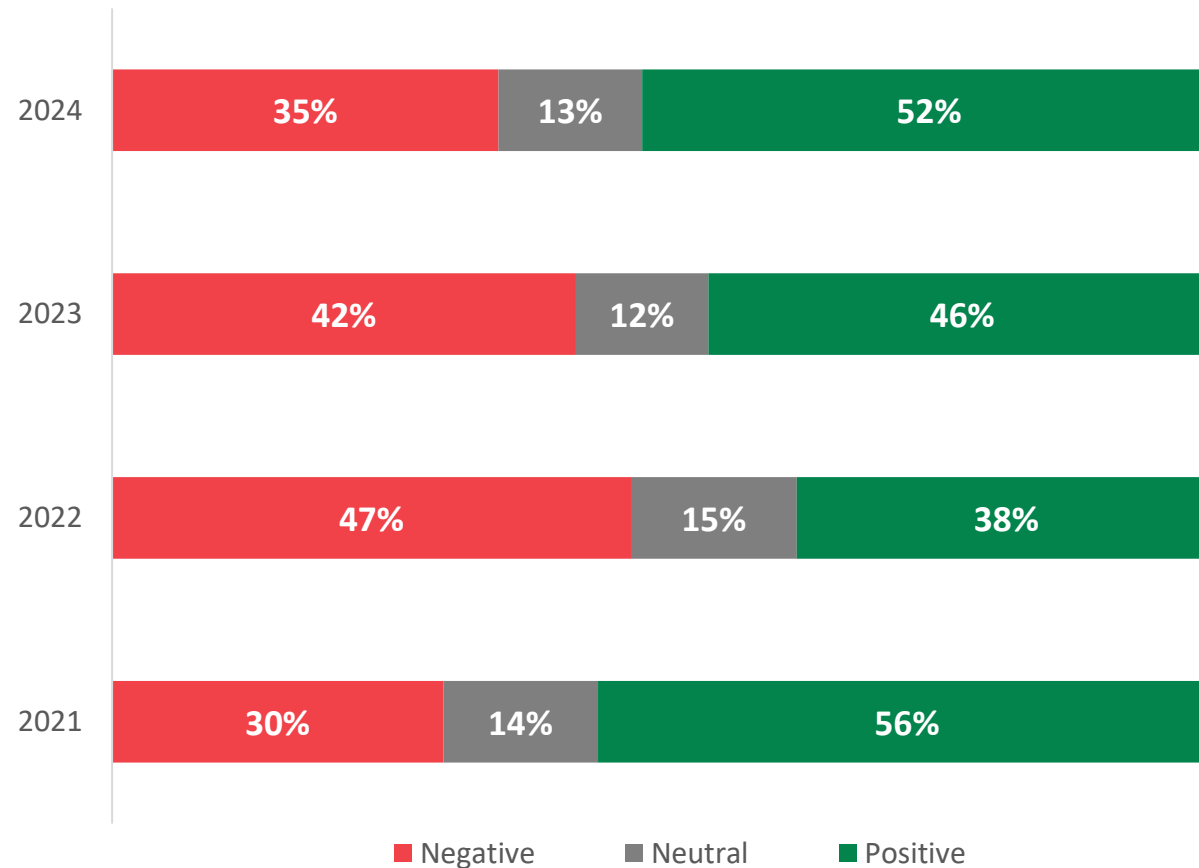


Q: If you had to describe Southeastern to a colleague using only three words, what three words would you choose and why?

Size of word represents number of mentions. "Reliable" was mentioned 8 times, "Friendly" 7 times, "Unreliable" 4 times.

Sentiment over time

More positive words than in 2023 and 2022, and the profile is almost as healthy as 2021

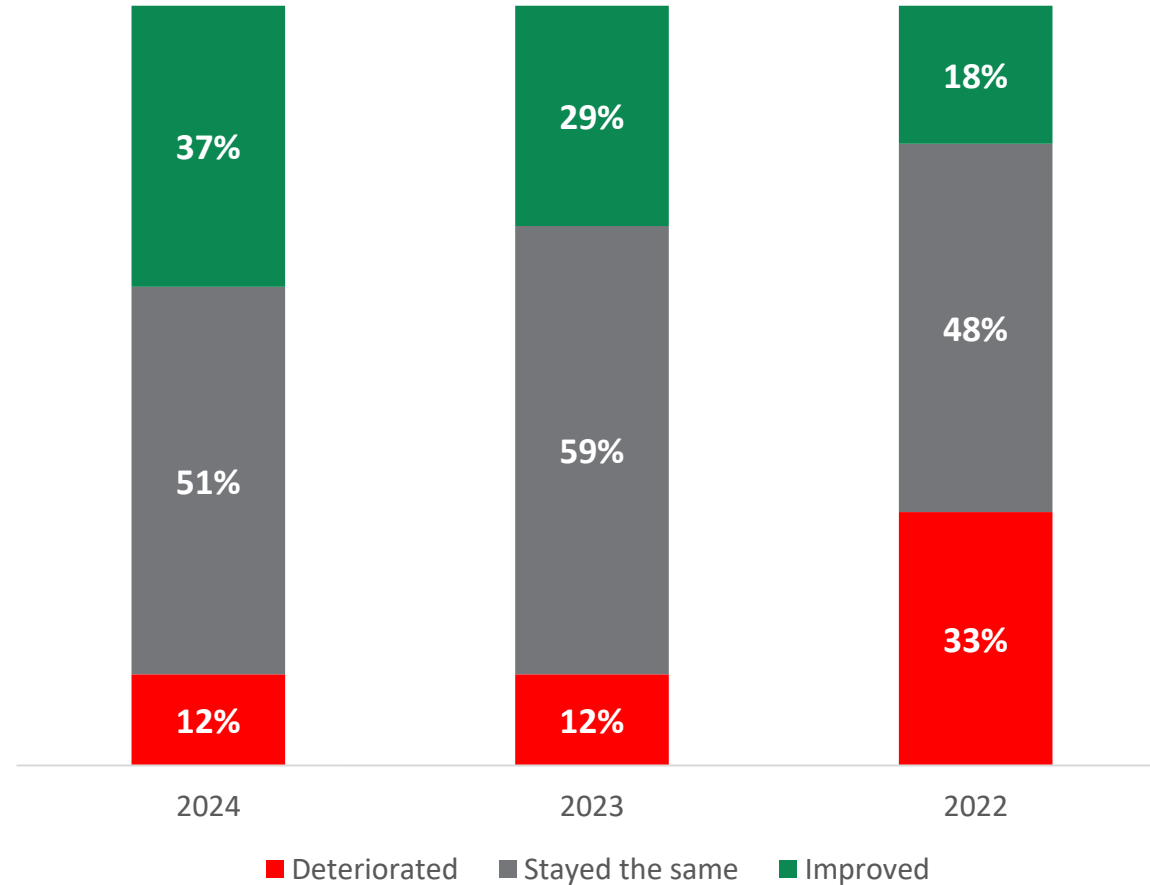


Q: If you had to describe Southeastern to a colleague using only three words, what three words would you choose and why?

*Each word is themed as having a positive, neutral (neither positive or negative or factual) or negative sentiment n = 123 * Please note low sample sizes for these groups*

Relationship over Time

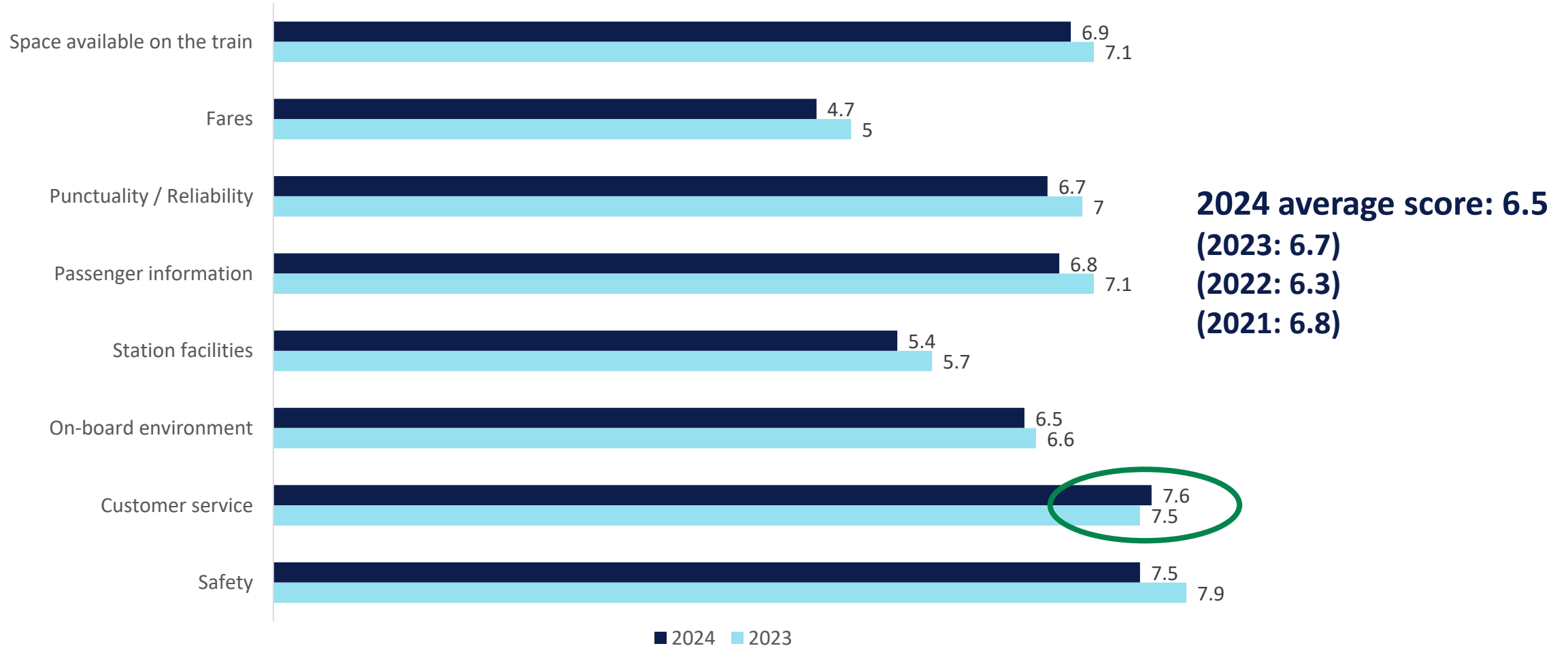
Relationship improvement continues in 2024 with another new high reached for positive responses



*Q: From your perspective, do you feel that the relationship has deteriorated, stayed the same or improved over the last 12 months? What is the reason for your response?
Base: 55 participants. Each verbatim is one person.*

Specific Service areas: overall

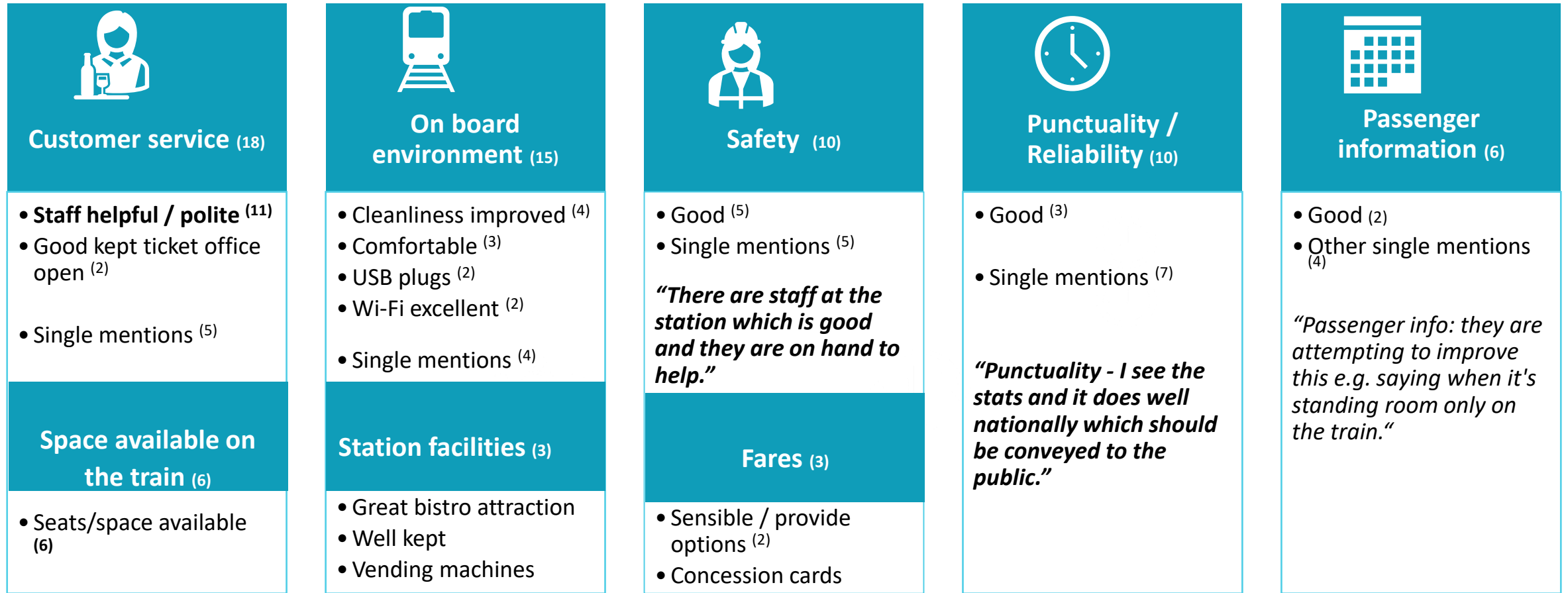
After improvement in all areas in 2023 performance ratings have slipped back this year with only customer service showing a small rating increase



Q: For each of the below service areas, please give Southeastern a score from 1 to 10 in terms of how well they are performing, using a scale of 1 'Poor' to 10 'Excellent'. Base: 55 participants.

What works well: key themes

Customer service remains the most prominent strength in 2024; staff being helpful and polite are key factors. On-board environment has improved slightly whilst punctuality themes declined



Q: For each of the below service areas, please give Southeastern a score from 1 to 10 in terms of how well they are performing, using a scale of 1 'Very Poor' to 10 'Excellent' Please tell us what has worked particularly well in these areas. The number in brackets indicates the number of times a theme has been mentioned.

Key strengths: stakeholder differences

Customer service and staff approach, cleanliness of trains and communication are common strengths across stakeholders



Accessibility Panel

- Passenger information
- Run a service



Business & Tourism

- **Customer service & helpful/polite staff** (2)
- **Clean trains** (2)
- **Communication**
- Offer good value
- Should promote selves on board trains



Education

- **Customer service & helpful/polite staff**
- Fast trains
- Ticket offices



Local Government

- **Customer service & helpful/polite staff** (5)
- Reliable service (5)
- **Clean trains** (4)
- **Don't know / Nothing** (3)
- **Communication** (2)
- Engagement (2)
- Safeguarding (2)
- 14 single mentions

Q: What is the main thing you think Southeastern does well?

The number in brackets indicates the number of times a theme has been mentioned. One person can mention more than one theme.

Key strengths: stakeholder differences

Customer service and staff approach, cleanliness of trains and communication are common strengths across stakeholders



Accessibility Panel

- Passenger information
- Run a service



Business & Tourism

- **Customer service & helpful/polite staff** ⁽²⁾
- **Clean trains** ⁽²⁾
- **Communication**
- Offer good value
- Should promote selves on board trains



Education

- **Customer service & helpful/polite staff**
- Fast trains
- Ticket offices



Local Government

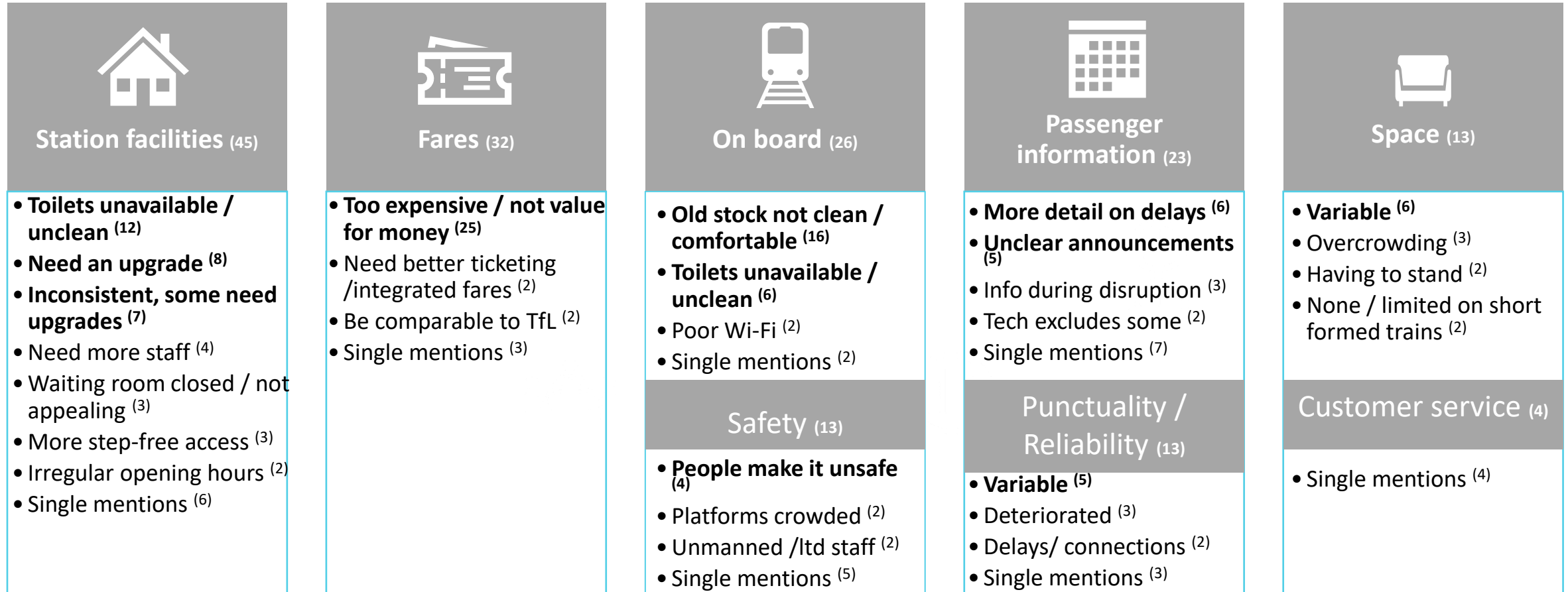
- **Customer service & helpful/polite staff** ⁽⁵⁾
- Reliable service ⁽⁵⁾
- **Clean trains** ⁽⁴⁾
- **Don't know / Nothing** ⁽³⁾
- **Communication** ⁽²⁾
- Engagement ⁽²⁾
- Safeguarding ⁽²⁾
- 14 single mentions

Q: What is the main thing you think Southeastern does well?

The number in brackets indicates the number of times a theme has been mentioned. One person can mention more than one theme.

What could improve: key themes

Station facilities & fares remain key improvement areas. Note increase in comments on cleanliness, comfort and toilets on-board trains; passenger info and punctuality / reliability



Q: For each of the below service areas, please give Southeastern a score from 1 to 10 in terms of how well they are performing, using a scale of 1 'Very Poor' to 10 'Excellent' Please tell us what could improve in these areas. The number in brackets indicates the number of times a theme has been mentioned.

Perception over the past year: key themes

Southeastern viewed more favourably or at least on par with others, but face similar challenges

Speak highly

Southeastern positive ⁽³⁴⁾

- One of the best / better than others ⁽⁶⁾
- Doing best they can ⁽⁴⁾
- Improved ⁽²⁾
- Reliable ⁽²⁾
- General comment ⁽²⁾
- Relationship improved ⁽²⁾
- Positive experience ⁽²⁾
- Other single mentions ⁽¹⁴⁾

All operators positive ⁽²⁾

- Good experience ⁽²⁾

Neutral

Operators neutral ⁽¹²⁾

- Mix of good and bad ⁽⁹⁾
- Lack of funding / investment
- Doing best they can
- Improvement needed

Southeastern neutral ⁽¹¹⁾

- Not the best nor the worst ⁽⁴⁾
- Mix of good and bad ⁽³⁾
- Room for improvement
- Are trying but not enough action
- Lack of funding / investment
- More investment needed

Critical

Southeastern negative ⁽²⁶⁾

- × Fares ⁽⁴⁾
- × Frequency ⁽³⁾
- × Improvement needed ⁽²⁾
- × Old rail stock ⁽²⁾
- × Station appearance ⁽²⁾
- × Other single mentions ⁽¹³⁾

Operators negative ⁽²¹⁾

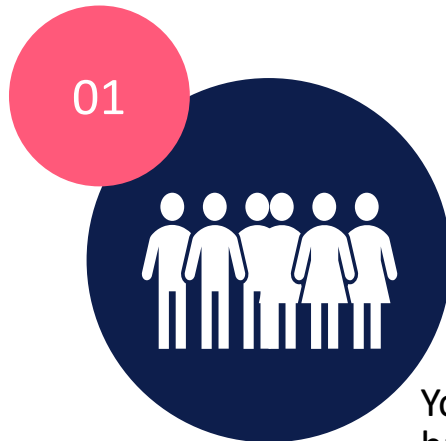
- × Delays / cancellations ⁽³⁾
- × Fares ⁽³⁾
- × European rail better ⁽²⁾
- × More strategic investment ⁽²⁾
- × Other single mentions ⁽¹¹⁾

Q: Which of the following phrases best describes the way you would speak of Southeastern and the Rail industry (other operators excluding Southeastern) to other people? What is the reason for your response?

The number in brackets indicates the number of times a theme has been mentioned. Each verbatim is one person.

Suggested Action Areas

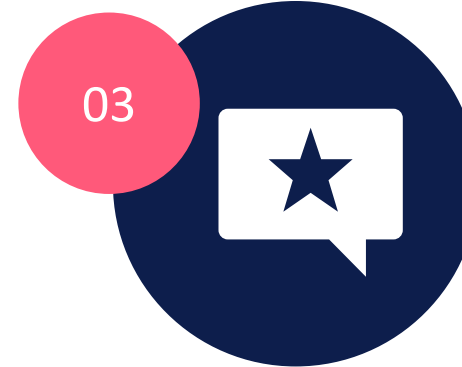
Demand for accessibility is growing so the more you can do within budget limitations will be positive



Your staff are a huge positive, but training and support must be maintained to continue to deliver



Take on board feedback on what works well and how communication can improve



Promote the value of the Southeastern offer to move focus from ticket prices. Investment in stations and introduction of new rolling stock will help in this



Accelerator Solutions Limited

+44 (0) 845 260 6886

www.acceleratorsolutions.com



© Accelerator Solutions Limited 2025 - All rights reserved. This document has been prepared for the intended recipient(s) only. Whilst every effort has been made to ensure the accuracy of its content, Accelerator Solutions Limited offers no warranty for a particular purpose.