

RAIL OMBUDSMAN

RAIL CONSUMER

EXPERIENCE SURVEY 2024

Covers cases closed in 2024

Report produced March 2025

Background and objectives

Since the Rail Ombudsman (RO) was formed in November 2018, it has provided a free and independent alternative dispute resolution service. It serves as an escalation point for rail industry complaints, mediating between Rail Consumers and Rail Operating Companies (ROCs).

The Rail Ombudsman provides fair and impartial services when mediating between Rail Consumers and ROCs. It makes decisions in relation to complaints and raises standards in the industry by providing training.

The Rail Ombudsman has a broader remit than the decision for each complaint, but it is from each individual's voice that it learns and provides feedback to enable the industry to continuously improve.

The Rail Ombudsman can also make recommendations to ROCs to improve the way their service is delivered and publish case studies and data which can provide insight into common complaints and how to raise standards.

The Rail Ombudsman appointed Ipsos, an independent research agency, to collect feedback, where possible, from rail consumers who have contacted the Rail Ombudsman between January 1 and December 31, 2024.

In November 2023, the Office of Rail and Road (ORR) assumed sponsorship of the Rail Ombudsman and is partially funding this study. The RO has since introduced new passenger contact channels and a programme of upgrades to processes and systems to provide for a more accessible service.

This research provides an insight into the experience of users of the Rail Ombudsman service. Feedback focuses on those who have had a case closed by the Rail Ombudsman, with their feedback separated from those whose cases are beyond the remit of the RO and thus deemed 'out of scope'.

In 2024, the following objectives were set:

- Evaluate the accessibility of the Rail Ombudsman
- Gather insights into consumers' profiles, with a focus on disabilities and socio-economic profile
- Identify specific challenges any group faces while accessing services
- Incorporate an inclusive survey design



Methodology

Methodology

- This survey is a follow-up to previous waves conducted annually since the start of the Rail Ombudsman operation in 2018.
- Fieldwork dates: 28th January 2025- 18th February 2025
- 10-minute online survey sent out to 3,287 Rail Consumers who had contacted the Rail Ombudsman between the 1st January 2024 – 31st December 2024. 3,287 was the number of eligible complaints to mail out to once any duplicates or incomplete/ missing/ contact details were removed. Total original sample was 3,864 records for 2024.
- Research design was adjusted to include a multi-mode telephone survey of up to 20 minutes to make the survey accessible; 55 interviews were completed using telephone methodology
- Questionnaire changes introduced in 2023 (retained in 2024) include six open-end questions to collect feedback on experience and pain-points, and new rating questions on accessibility and consumer profiling (disability, ethnicity, income, education, current circumstance and social grade)
- 25% survey completion rate was achieved from those who were sent the survey
- 527 Rail Consumers with cases that were in scope for the Rail Ombudsman completed the survey in 2024, along with 278 out of scope responses
- The survey population may not be representative of the demographic characteristics of complainants who use the Rail Ombudsman's services. We have incorporated various strategies to mitigate bias, however, perfect representations may not always be achievable

Industry context 2024

- Growth in rail passenger journeys across 2024. There were 1.7 billion journeys in the 12 months to September 2024, a 12% increase on the same period in 2023.¹
- Fewer strikes in 2024 as final negotiations with RMT and ASLEF result in pay deals accepted in the second half of the year, ending national disputes.²
- Number of complaints escalated to the Rail Ombudsman decreased.
- Ipsos publication on rail strikes from 2024 shows that 32% of Britons support strike action, while 42% are opposed.³
- Ipsos publication on the state of Britain's rail transport found the public are more likely to rate the quality of rail services as poor (40%) than good (31%).
- 42% agreed that they had decided not to travel by rail in the last 12 months due to concerns about the reliability of services and the same proportion disagreed that railways provided good value for money for passengers.⁴



¹ - [Passenger rail usage | ORR Data Portal](#)

² - [Train drivers accept pay deal bringing end to strikes in England - BBC News](#)

³ - [A third of Britons support railway workers taking strike action | Ipsos](#)

⁴ - [2 in 5 people don't think British railways provide good value for money to passengers | Ipsos](#)



Train drivers accept pay deal to end strike action



Another rail passenger milestone reached – over 1.7bn journeys in 12 months to September 24

19 December 2024

Definitions

Term	Definition
In Scope	A complaint accepted as being eligible for the Rail Ombudsman scheme.
Out of Scope	A complaint that is outside the remit of the Rail Ombudsman.
Simple Resolution	A stage in the Rail Ombudsman process that provides an opportunity, in some circumstances, to quickly resolve an issue.
Complex Resolution	A stage in the Rail Ombudsman process where a simple resolution is not possible. The Rail Ombudsman will first mediate and then where applicable, adjudicate to resolve an in-scope complaint.
Mediation	The process by which, assisted by an independent view from the Rail Ombudsman, a settlement in relation to an in-scope complaint can be negotiated to which both the Rail Consumer and the participating Rail Operating Company agree.
Cases resulted in a full or partial Rail Consumers remedy	The Ombudsman instructs Rail Operating Company to take action, Rail Consumer complaint upheld in part, Rail Consumer complaint upheld in full, resolution reached between both parties prior to mediation and settled through mediation.
Cases ruled in favour of the Rail Operating Company	Rail Consumer complaint not upheld.
Rail Operating Companies	All licenced train or station operators, including Network Rail and National Rail
Enquiries	

How has the profile of complainants changed vs. 2023?

Same proportion of cases decided in favour of the Rail Operating Company (ROC) an outcome linked with much lower satisfaction

	2023	2024
In favour of ROC	36%	37%
Full or partial consumer remedy	64%	63%

Within *Full or Partial Consumer Remedy* cases, there were very similar case outcomes to last year

% of full or partial consumer remedy	2023	2024
Simple – settled prior to mediation	53%	54%
Mediation	35%	34%
Split decision	10%	10%
Simple – Administrative	1%	1%
Decision in favour of consumer	1%	0%

Categories of complaints have shifted slightly in 2024 – Quality on Train and Train Service Performance have marginally increased in proportion

Category-top 5 (all over 5% shown)	2023	2024
Delay compensation schemes	40%	38%
Complaints handling	17%	13%
Train service performance	15%	17%
Quality on train	6%	9%
Company policy	5%	5%

Overall, a profile of complainants which is older, skewed towards males, higher social grade and education than the average rail passenger population. The older age group are (from Ipsos research) the least likely to support rail strikes.¹



N.B. Full or Partial Consumer Remedy outcomes are: Simple – settled prior to mediation, Mediation, Split decision, Simple – Administrative and Decision in favour of consumer. In favour of ROC cases outcomes are Decision made in favour of business and Simple - Other

¹ - [Public divided over support for rail strikes | Ipsos](#)

Executive Summary

An overall increase in user satisfaction with the Rail Ombudsman



Overall experience ratings of very or fairly good are up slightly for all in scope complaints from 46% to 51%. The proportion of consumer remedy cases is closely aligned with last year and the improvement in experience is seen for both rulings in favour of consumers and in favour of the Rail Operating Company.

More widely, the profile of consumers taking part in the survey is consistent with 2023. Simple case outcomes, which make up over half of the consumer remedy profile, are driving the increase in satisfaction with the overall experience. Mediation continues to make up around a third of remedy cases this year, with overall ratings remaining stable compared with last year.

Perceptions of staff being professional and knowledgeable remain positive



Across the various elements of the Rail Ombudsman's service, on the whole results have increased from last year.

Consumers with a Full or Partial remedy continue to rate Rail Ombudsman staff highly, particularly for professionalism and knowledge, and how well they are kept informed throughout the process. Improvements are also seen for cases decided in favour of the Rail Operating Company, clear explanation and staff knowledge of the process up the most vs. 2023.

However, consumer perceptions about the amount of effort they personally had to put in to resolve the case compared to the Rail Ombudsman, continue to show a mismatch.

Accessibility continues to be a key area of strength



Accessibility remains a top-rated area both in the overall complaints handled by the Rail Ombudsman and in the complaints that resulted in favourable outcomes for Rail Consumers. This year perceptions have improved most around the Rail Ombudsman being helpful, informative and transparent.

Encouragingly, there is no evidence of any complainants experiencing specific challenges accessing services once they have contacted the Rail Ombudsman.

More consumers are contacting the Rail Ombudsman via the website, and there has been an increase in the proportion rating the speed of response and range of different contact methods as good. Those that use the application portal are finding it easier to use and clearer than last year.

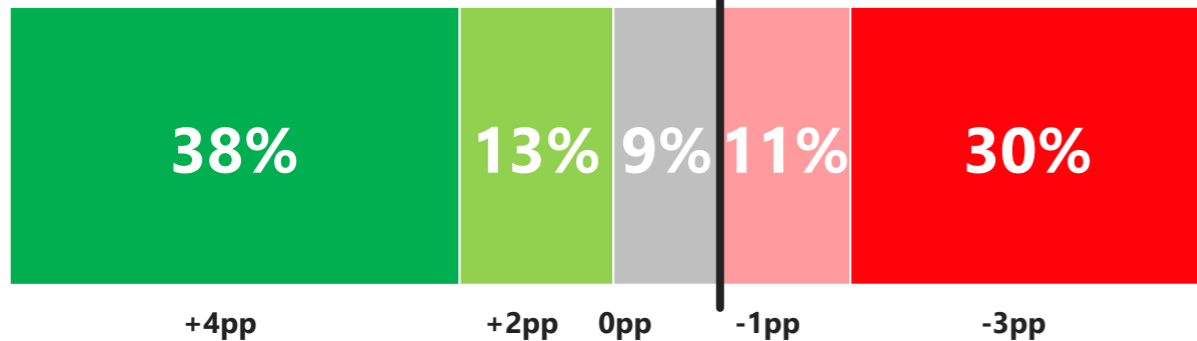
Of the 25% of rail customers that took part in the survey this year, half rated their experience as positive, which is 5pp higher than 2023

Percentage rating experience overall as...

51% rate their experience very or fairly good

+5pp vs 2023

Compared to 2023 results, the number of consumers who say they have had a very good experience has increased. More consumers have had a positive experience with ratings of very good showing the most change.



■ Very good ■ Fairly good ■ Neither good nor poor ■ Fairly poor ■ Very poor

Change in % points (pp) vs. 2023



Q1. Taking everything into consideration how would you rate your overall experience with the Rail Ombudsman? Base: Cases dealt with by the Rail Ombudsman (529)

Difference between case types

Proportion of participants based on case outcomes has remained stable since 2023
% of in-scope cases in each category

63%
-1pp

of cases resulted in a full or partial Rail Consumer remedy

37%
+1pp

of cases ruled in favour of the Rail Operating Company

Experience of the Rail Ombudsman
% rating fairly or very good overall

Simple n=275

64% +13pp

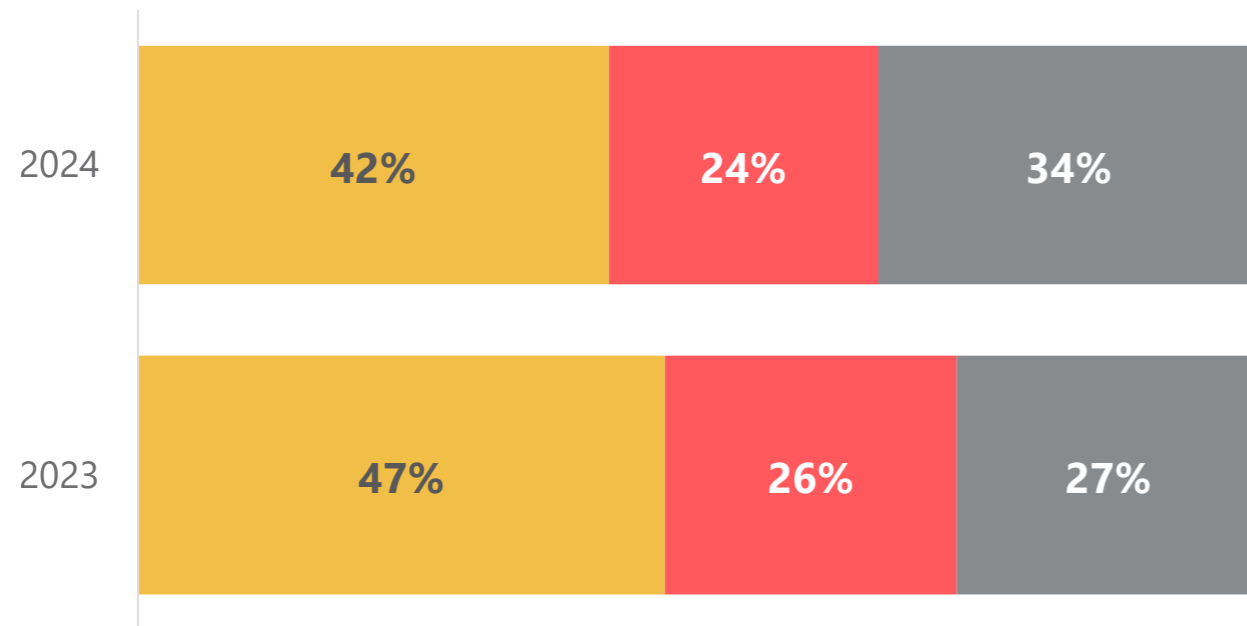
Mediation n=115

63% +1pp

The overall results could be influenced by a mix of factors. These include the benchmark for satisfaction perceived as broader than that of the RO. The industry context, the makeup of complaint characteristics and experience also play a role.

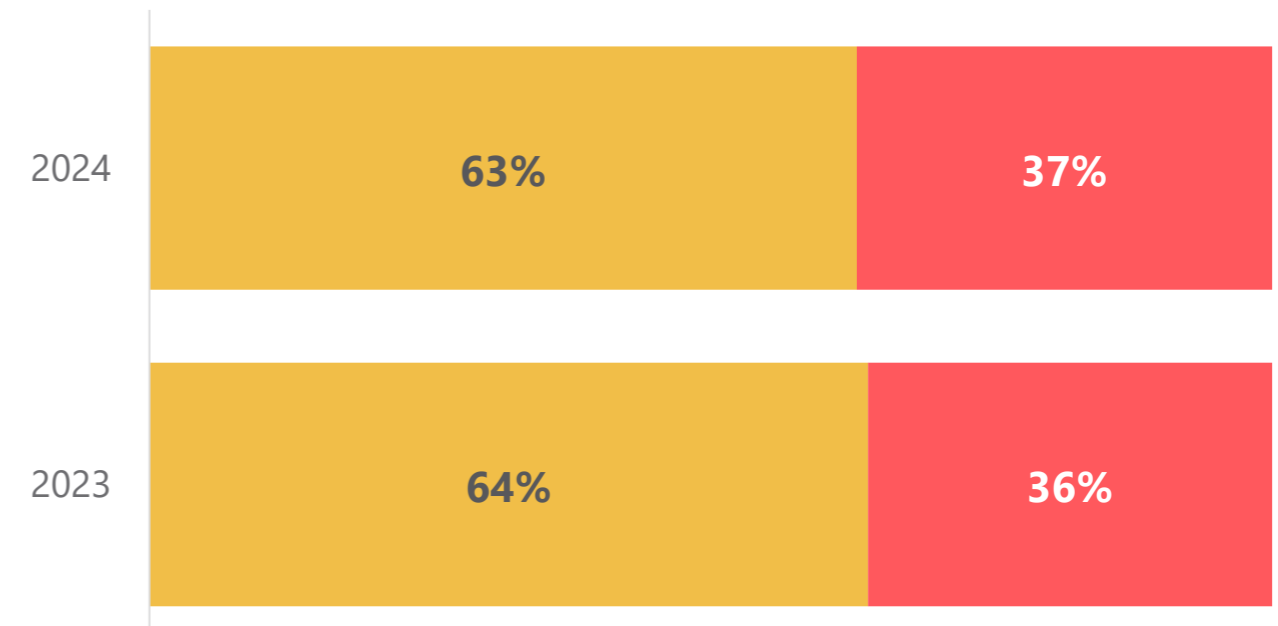
This year the proportion of cases ruled in the favour of the ROC and cases resulting in full or partial consumer remedy is very closely aligned to 2023

Case outcome profile overall



- Cases resulted in full or partial Rail Consumers remedy
- Cases ruled in favour of the Rail Operating Company
- Out of scope

Case outcome profile excluding Out of Scope



- Cases resulted in full or partial Rail Consumers remedy
- Cases ruled in favour of the Rail Operating Company

Base: All respondents 2024 (807), 2023 (943); Base: Cases dealt by the Rail Ombudsman in 2024 (529), Cases dealt with by the Rail Ombudsman in 2023 (687).



NOTE: The case outcome is strongly linked with satisfaction and so a change in the profile among cases dealt with will affect the total level results

Overall results show improvement for both case outcomes, particularly for cases resulting in full or partial Rail Consumers remedy

Differences between case types

2024

63% Cases resulted in full or partial Rail Consumers remedy

37% Cases ruled in favour of the Rail Operating Company

2023

64% Cases resulted in full or partial Rail Consumers remedy

36% Cases ruled in favour of the Rail Operating Company

Percentage rating experience overall as...



73% rate their experience as very or fairly good



11% rate their experience as very or fairly good



67% rate their experience as very or fairly good



7% rate their experience as very or fairly good

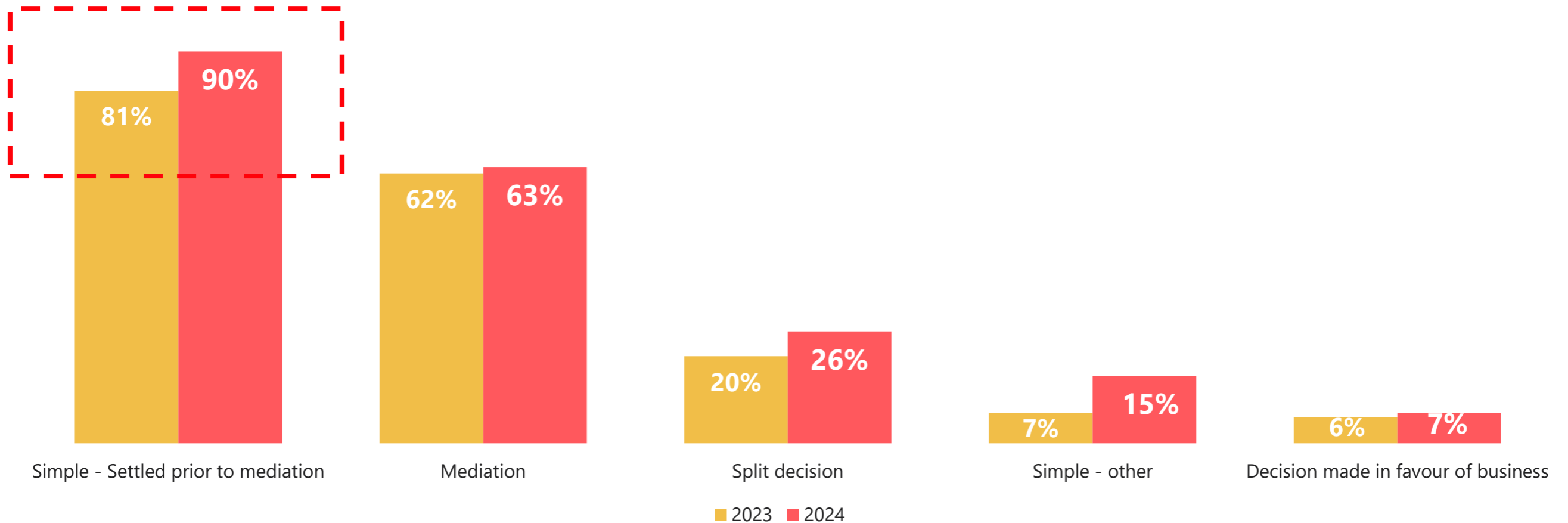
■ Very good ■ Fairly good ■ Neither good nor poor ■ Fairly poor ■ Very poor



Q1. Taking everything into consideration how would you rate your overall experience with the Rail Ombudsman? Base: Cases dealt with by the Rail Ombudsman 2024 (529), 2023 (686), 2022. (434).

For full or partial consumer remedy, overall experience for 'Simple – Settled prior to mediation' and 'Simple – other' has increased the most vs. 2023

Percentage rating as fairly good or very good

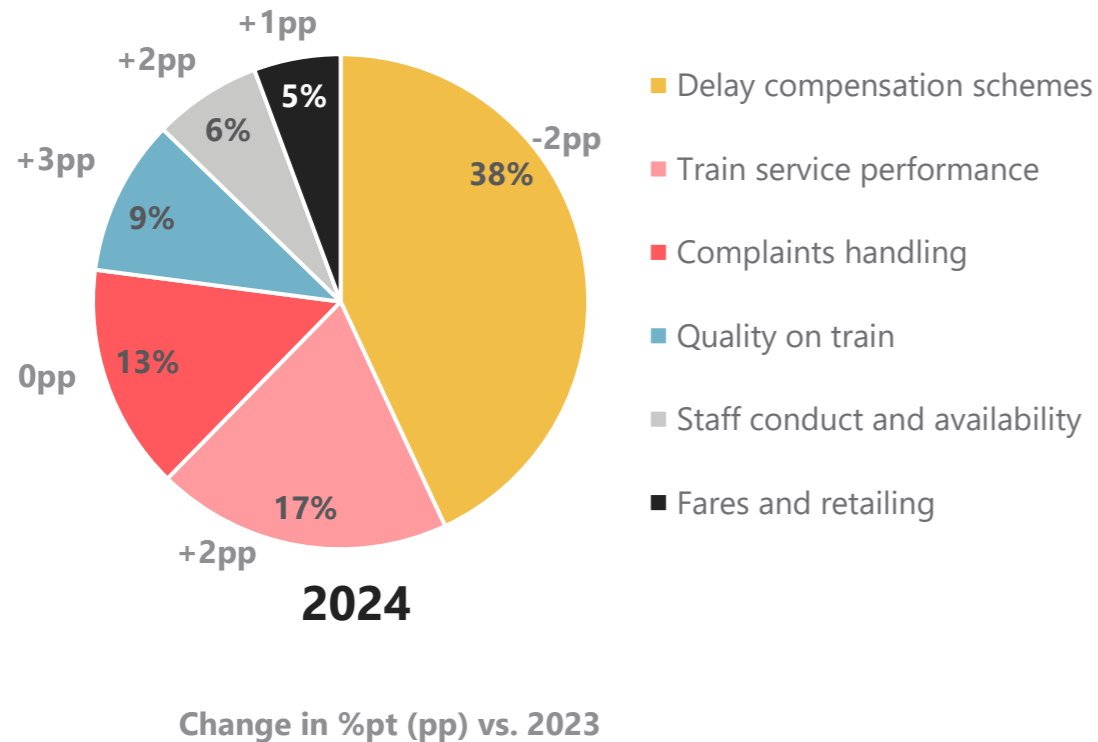


Cases decided fully or partial consumer remedy in 2024 (35 - 180), Cases decided in favour of the Rail Operating Company in 2024 (101)
Cases decided fully or partial consumer remedy in 2023 (45 - 233), Cases decided in favour of the Rail Operating Company in 2023 (247)

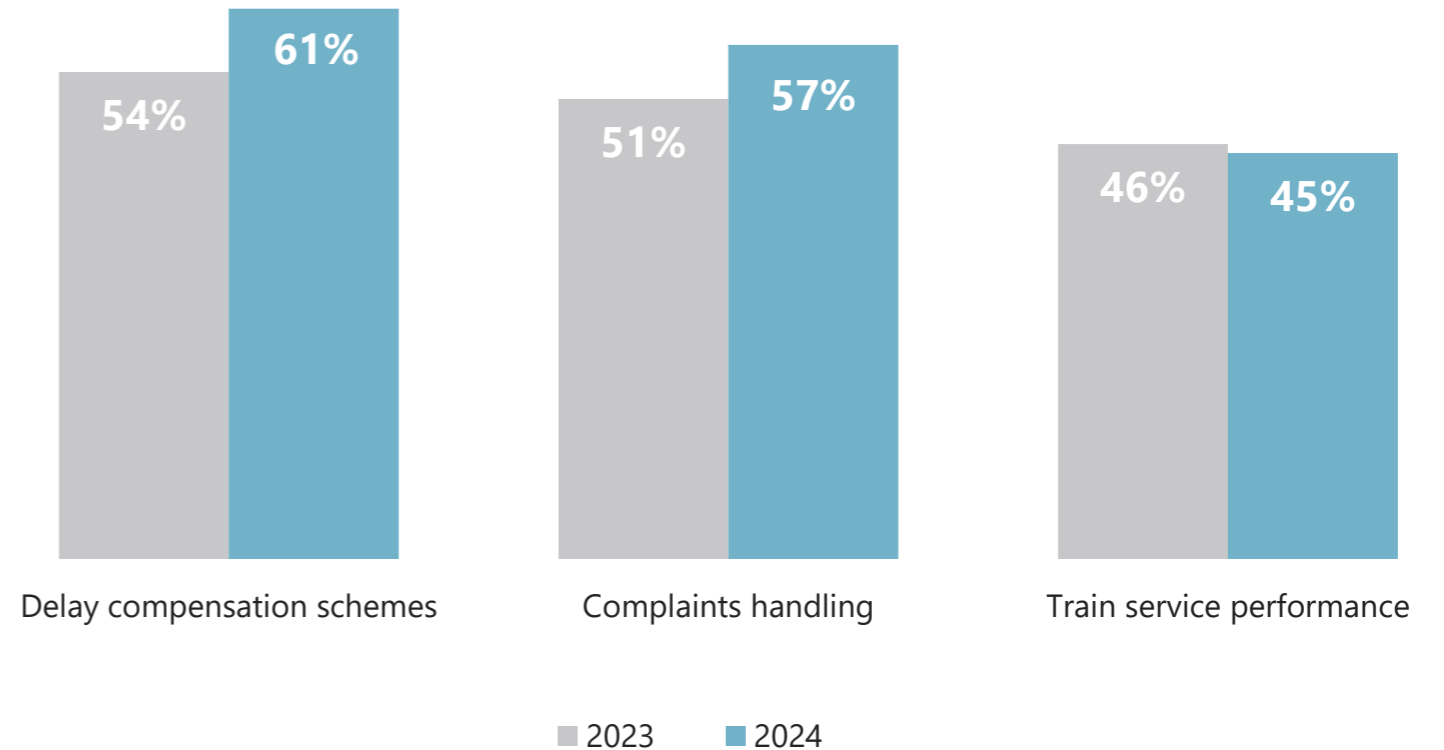
Q1. Taking everything into consideration how would you rate your overall experience with the Rail Ombudsman?

Slight changes in complaint type profile compared to 2023. Overall experience improves for Delay compensation schemes and Complaints handling

Differences between complaint types YoY



Percentage rating experience overall as very or fairly good



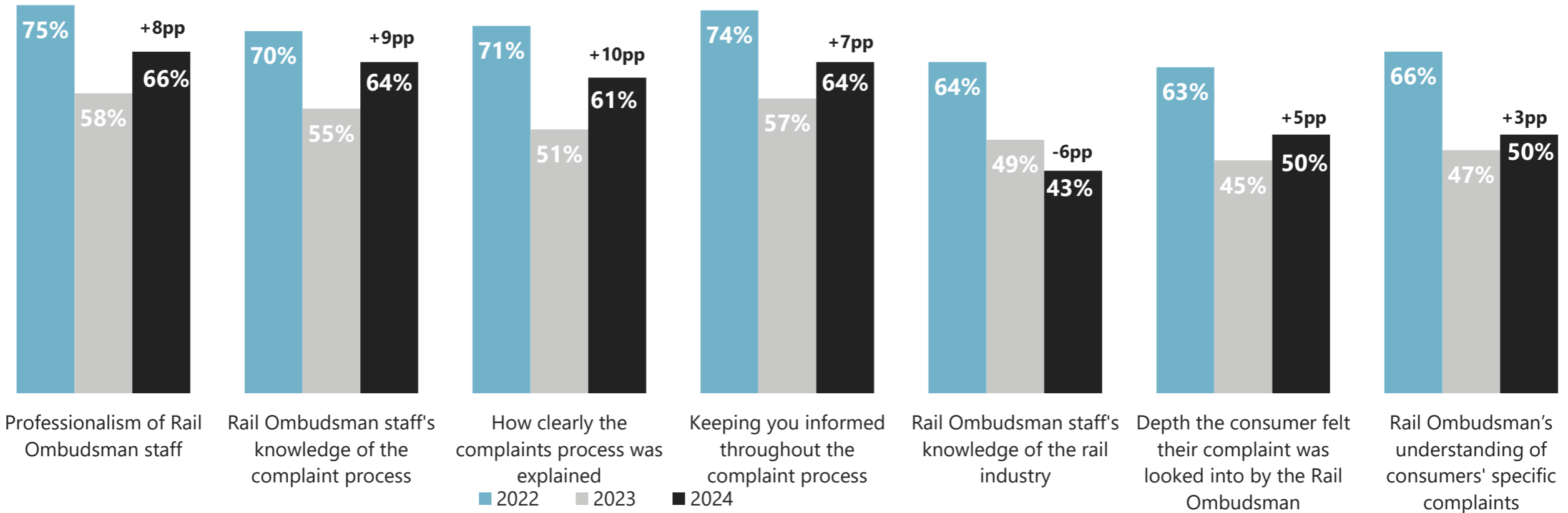
Base: Cases dealt with by the Rail Ombudsman 2024 (529), 2023 (687).

Q1. Taking everything into consideration how would you rate your overall experience with the Rail Ombudsman? Base: : Cases dealt with by the Rail Ombudsman 2024 (529), 2023 (687).

At a total level, most consumer ratings of the service have increased since last year, across the various elements of experience with the Ombudsman

Percentage rating as fairly good or very good

Change in % point (pp) vs. 2024

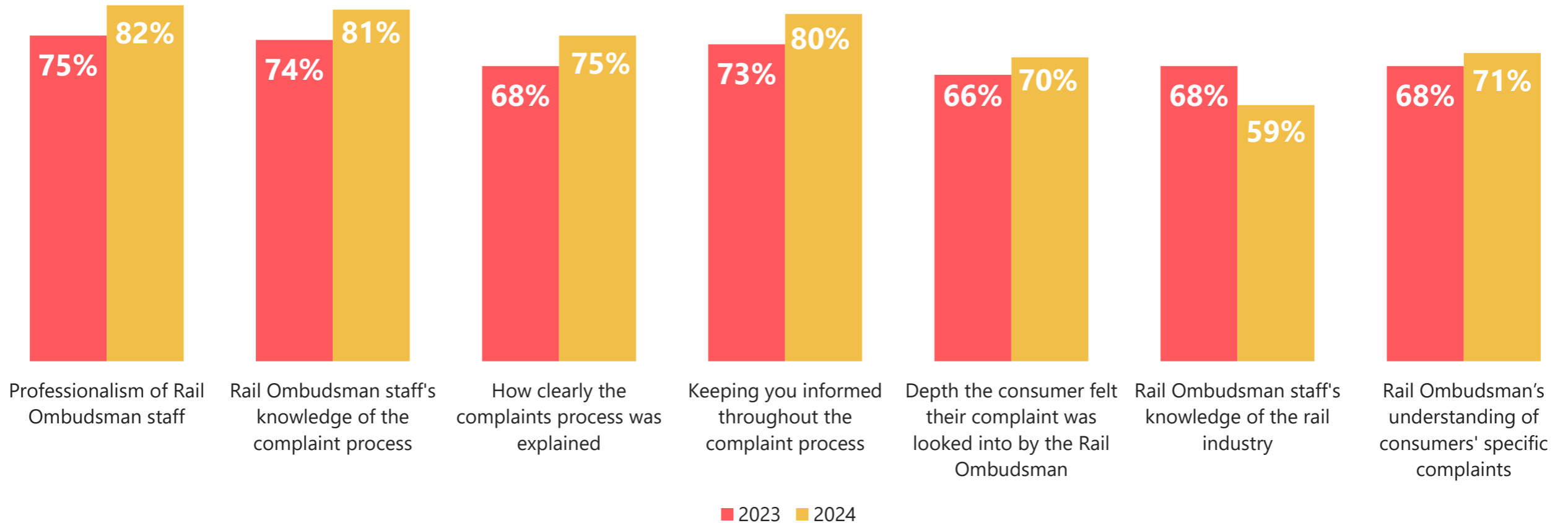


Q11. How would you rate the following aspects of the Rail Ombudsman's service? Base: Cases dealt with by the Rail Ombudsman (2024: 529, 2023: 687, 2022: 434).

NOTE: Positive results at the overall level are influenced by change in profile - higher volumes of cases in favour of consumer in 2022 which score higher

Consumers with full/partial remedy continue to rate Rail Ombudsman staff positively particularly on professionalism and knowledge of the process

Percentage rating as fairly good or very good



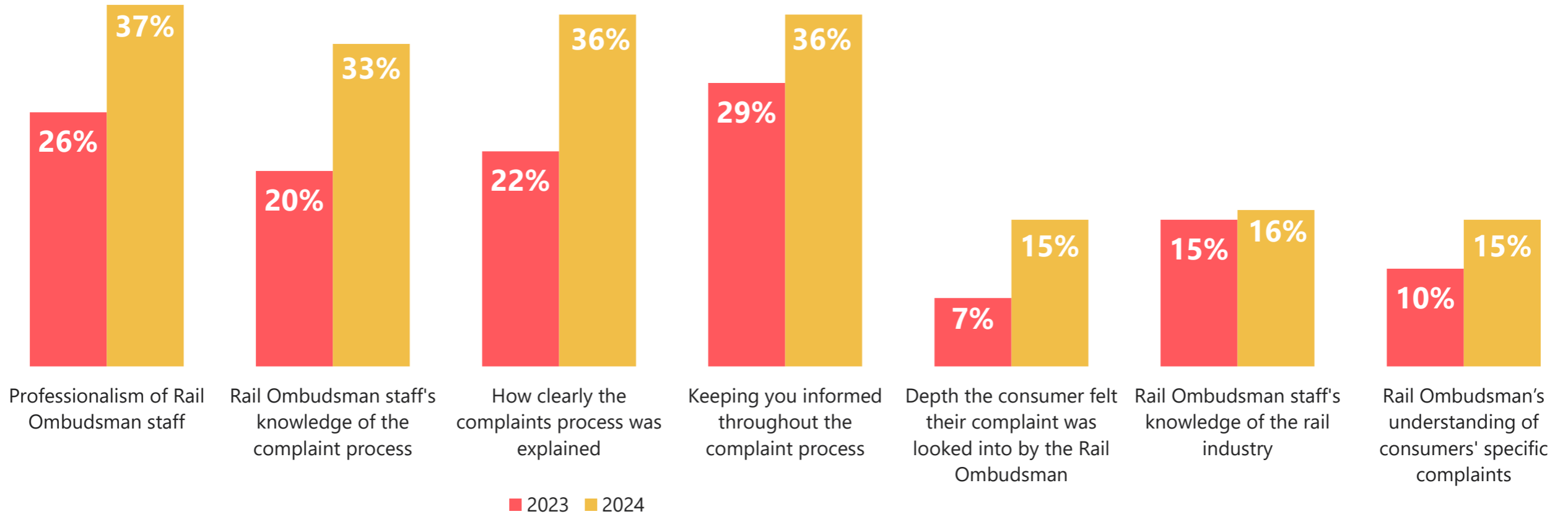
Q11. How would you rate the following aspects of the Rail Ombudsman's service?

2024: Cases dealt with by the Rail Ombudsman. Cases decided fully or partially favour of rail passenger (335), Cases decided in favour of Rail Operating Company (194).

2023: Cases decided fully or partially favour of rail passenger (359-440), Cases decided in favour of Rail Operating Company (200-247).

For cases decided in favour of the ROC, all aspects have seen increases, notably, in the clear explanation of the process and professionalism of staff

Percentage rating as fairly good or very good



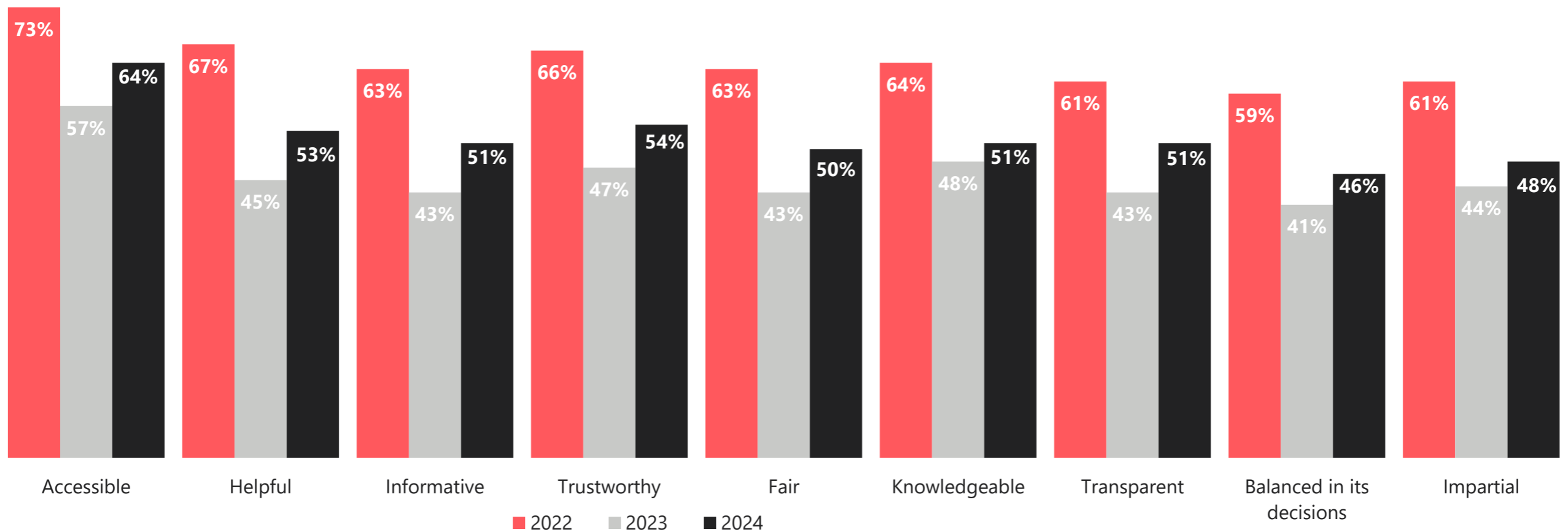
Q11. How would you rate the following aspects of the Rail Ombudsman's service?

2024: Cases dealt with by the Rail Ombudsman. Cases decided fully or partially favour of rail passenger (335), Cases decided in favour of Rail Operating Company (194).

2023: Cases decided fully or partially favour of rail passenger (359), Cases decided in favour of Rail Operating Company (200).

Metrics have increased since 2023, especially Accessibility, Transparency and Helpfulness, but scores still lie below 2022/2021 levels

Percentage agreeing that the Rail Ombudsman is...

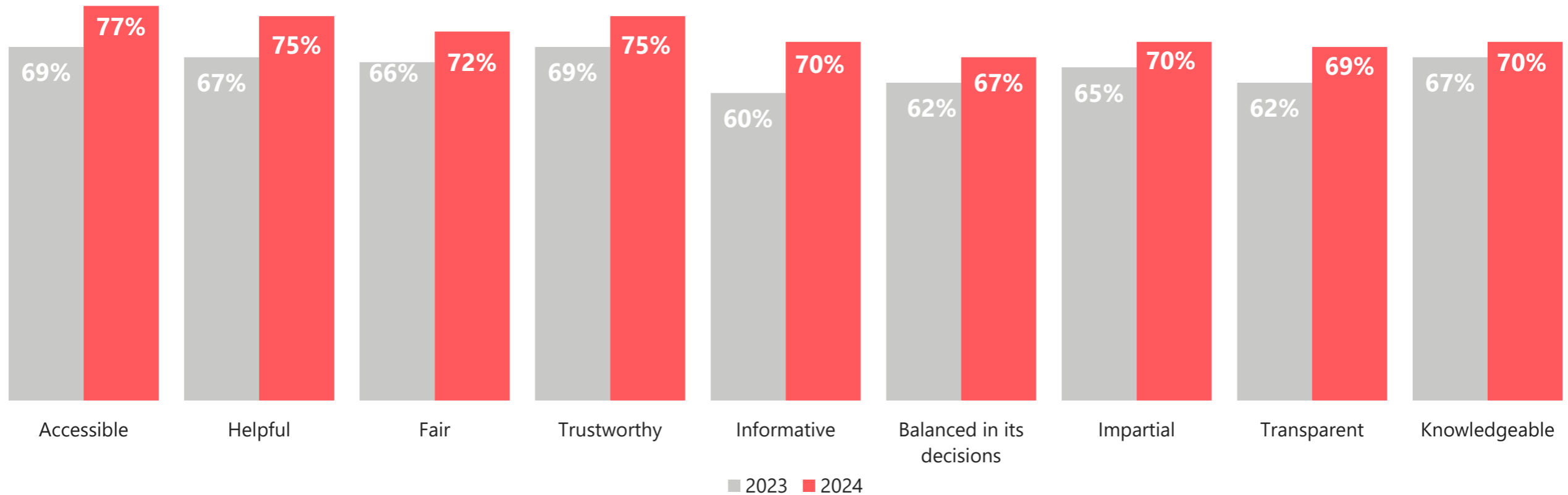


Q4. Taking into account your overall experience, how strongly do you agree or disagree that the Rail Ombudsman is... Base: Cases dealt with by the Rail Ombudsman (2024: 529, 2023: 687, 2022: 434).

Accessibility, along with Helpfulness and Trust, remain top-rated

areas for cases with full or partial consumer remedy

Percentage agreeing that the Rail Ombudsman is...

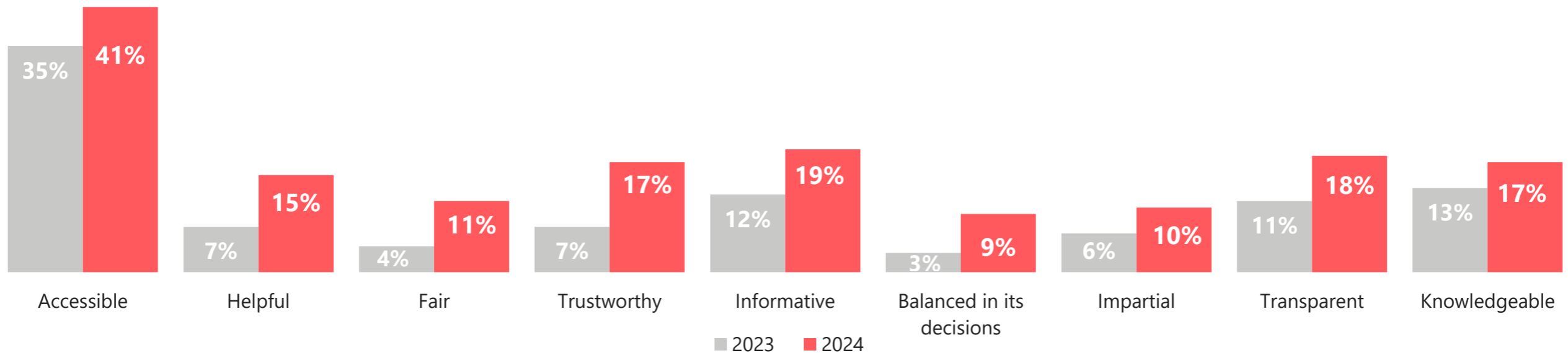


Q4. Taking into account your overall experience, how strongly do you agree or disagree that the Rail Ombudsman is... Base: Cases decided in full or partial consumer remedy (335)

Accessibility remains a top-rated area for cases decided in favour of the Rail

Operator, with notable increases for Trust and Helpfulness

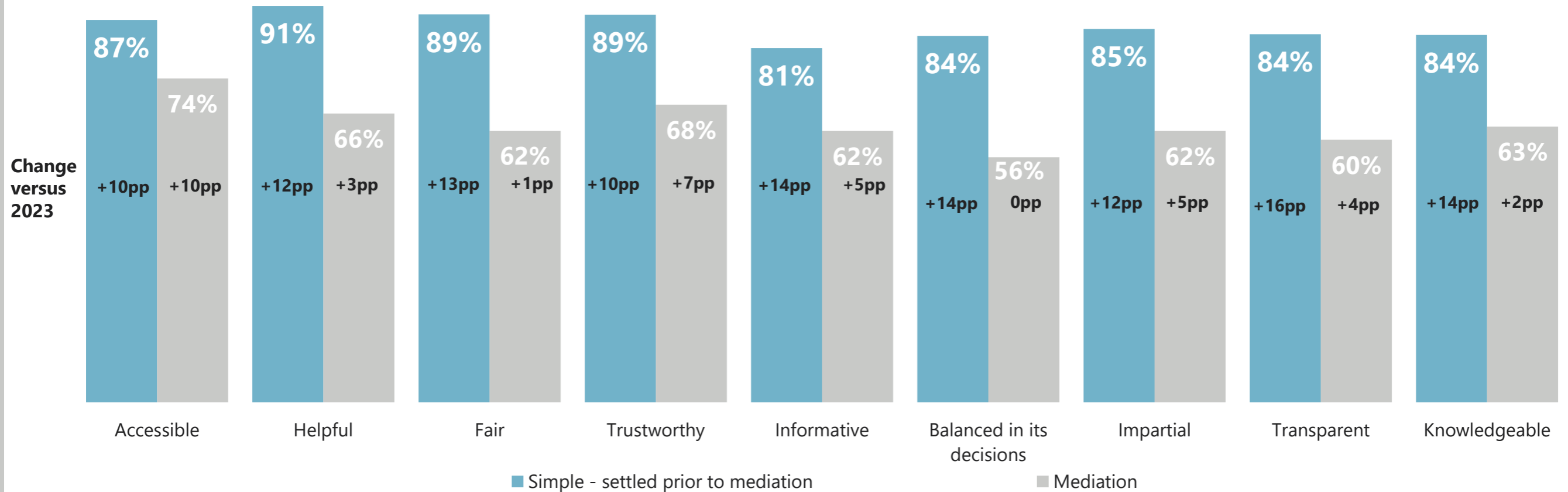
Percentage agreeing that the Rail Ombudsman is...



Q4. Taking into account your overall experience, how strongly do you agree or disagree that the Rail Ombudsman is...? Cases decided in favour of Rail Operating Company (194).

Simple resolutions have large increases in positive agreement across the board, whilst Mediation outcomes remain more critical

Percentages agreeing that the Rail Ombudsman is...



Change in % points (pp) vs. 2023



Q4. Taking into account your overall experience, how strongly do you agree or disagree that the Rail Ombudsman is... Base: Simple – settled prior to mediation (234), Mediation (115).

Having the complaint dealt with promptly, being communicated with clearly and being treated fairly are key considerations

Why do you rate your experience positively/negatively?

“ The response time was good. They took the time to understand the issues, they communicated clearly, and were easy to deal with. **Complex case** ”

“ [They] listened to all my evidence and took my claim back to [train operating company name], and got a very timely, successful outcome. She responded very promptly, and communication was clear. **Complex case** ”

“ Excellent communication - provided updates exactly when they said they would and provided reasonable time for response. Delivered desired outcome within agreed time period and followed up to ensure that rail company delivered agreed refund. **Simple case** ”

“ Poor communication, lack of empathy or understanding of my experience and a complete dismissal of the evidence I provided. **Complex case** ”

“ Communication was difficult - having to log in to view messages seemed time consuming. And the whole process seemed to favour the train operator, not the customer. **Complex case** ”



Q2a. Why did you rate your experience of the Rail Ombudsman positively? Base: 267
Q2b. Why did you rate your experience of the Rail Ombudsman poorly? Base: 214

Timely responses, having a case resolved quickly and ease in the process throughout is appreciated by consumers

Why do you rate your experience positively/negatively?

“ The process in terms of raising a complaint against a TOC was easy to understand. The website was intuitive. The follow-up from the Rail Ombudsman was timely. The Rail Ombudsman was able to resolve the issue with the TOC and advocated strongly on my behalf. **Simple case** ”

“ Quick responses and resolution of my issue. Forms and process were user friendly, and it didn't feel like the admin involved was overwhelming. **Complex case** ”

“ They took care to understand the case properly - it was very complicated by the time it got to them! They did not give up, despite the obfuscation they got from [Rail Service Provider]. **Complex case** ”

“ Difficulty in contacting, repetition of facts, loss of contact (I was abroad) and refusing to believe that I had not received an email I had not received. **Simple case** ”

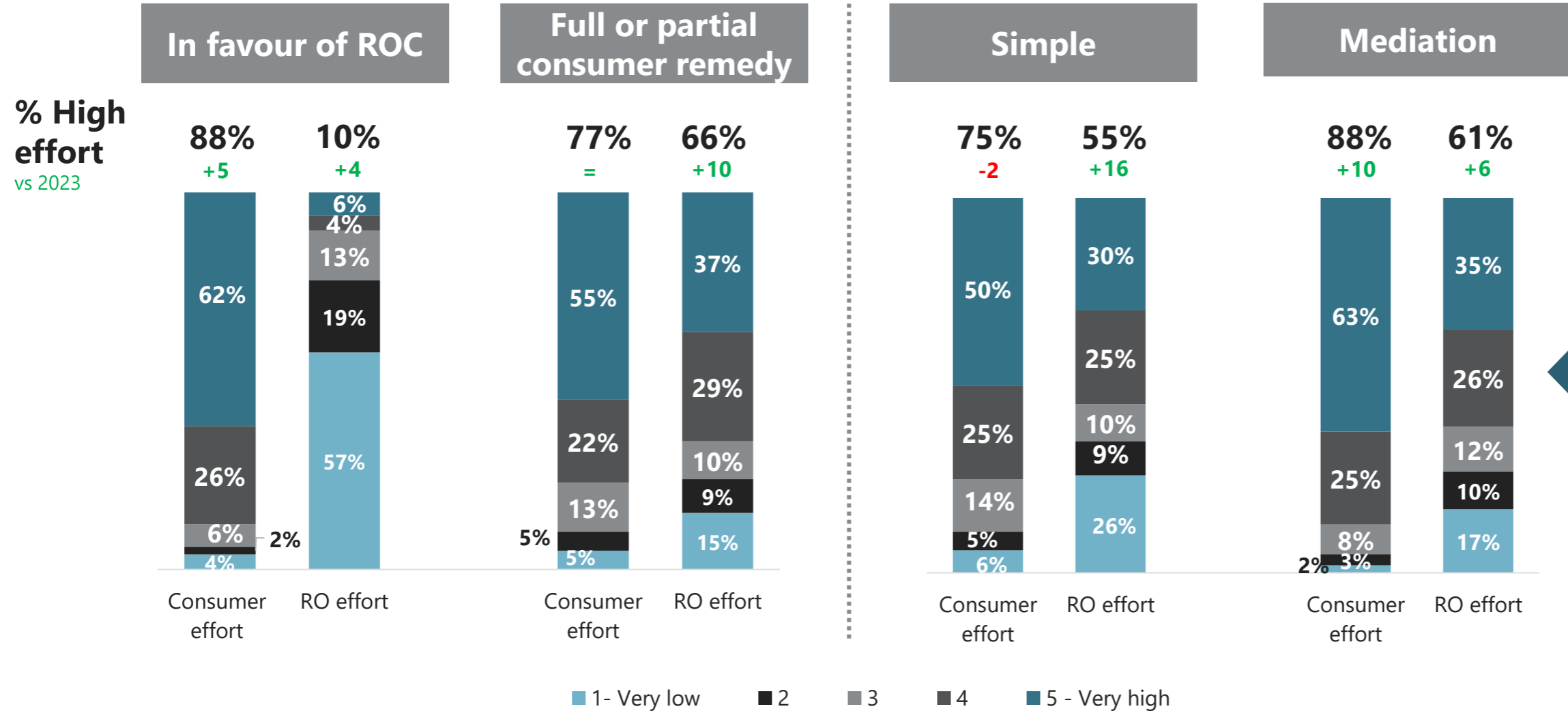
“ It's relatively straightforward, but the website is not very easy to navigate. **Complex case** ”



Q2a. Why did you rate your experience of the Rail Ombudsman positively? Base: 267
Q2b. Why did you rate your experience of the Rail Ombudsman poorly? Base: 214

Perceptions of Rail Ombudsman's effort in resolving cases has increased YoY,

especially for full/partial consumer remedy and Simple cases



The key takeout here is there is a mismatch between the level of effort the consumer perceives they have put in vs. the level of effort they believe the RO has put in.

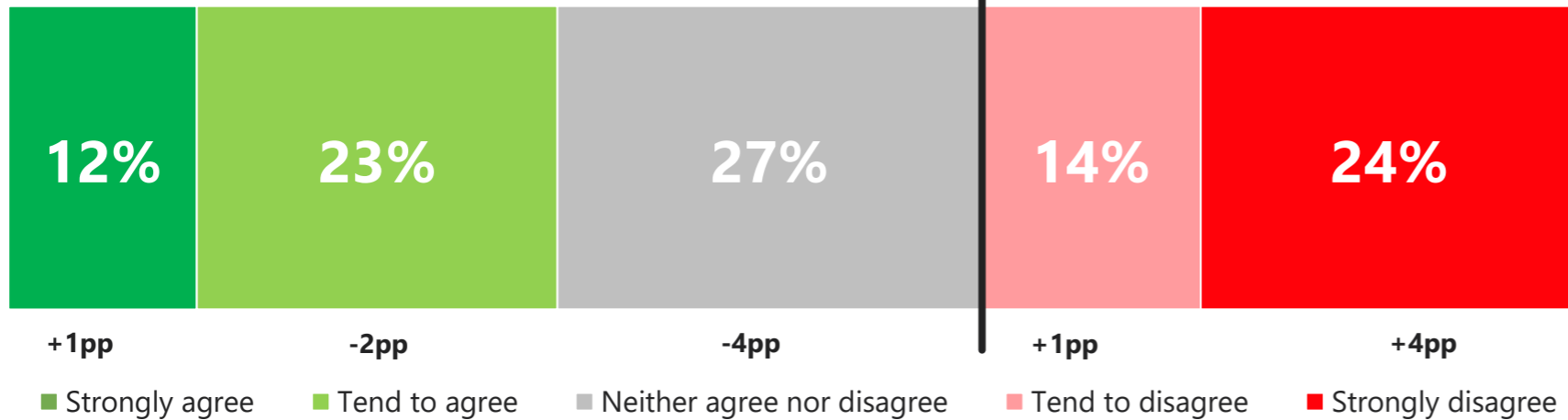


Q19. How much effort would you say that the Rail Ombudsman put in to try and resolve your complaint? Base: 490
 Q21. How much effort did you personally have to put in to resolve your complaint? Base: 527

While over a third agree the Rail Ombudsman is well signposted, a notable proportion state it wasn't signposted at all

The Rail Ombudsman was well signposted by the Rail Operating Company...

35% agree +1pp vs 2023



Change in %pt (pp) vs. 2023



Q6. How strongly do you agree or disagree that the Rail Ombudsman was well signposted by the Train Operating Company? Base: All responding (753)

Q7. At what point were you told about the Rail Ombudsman during the complaint process with the Train Operating Company? Base: All responding (704)

Point at which Rail Consumers were told about the Rail Ombudsman

39% -1pp vs 2023

When the complaint needed escalating beyond the Rail Operator

7% = vs 2023

Told about the Rail Ombudsman when first complained to the Rail Operator

18% +1pp vs 2023

During the complaints process

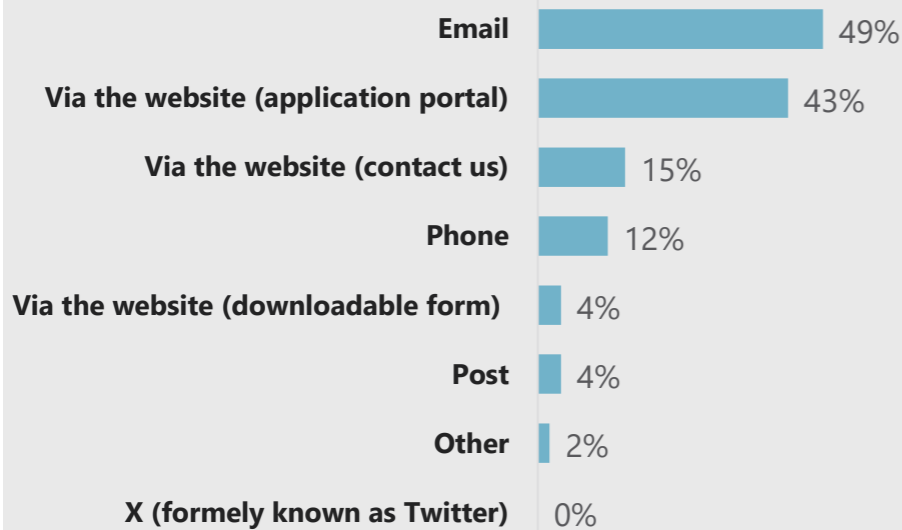
39% +1pp vs 2023

It wasn't signposted

Six in ten consumers are now making first contact via the website; most people agree the complaint form is accessible and clear

62% say they contact the RO via website...

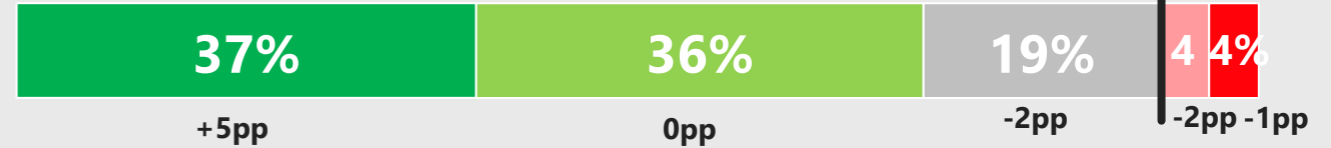
Overall website proportion: 62%.
+8% pp vs 2023



The complaint form was...

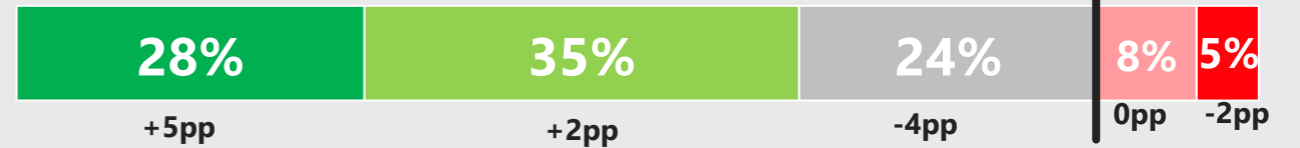
73% agree +5pp vs 2023

Accessible



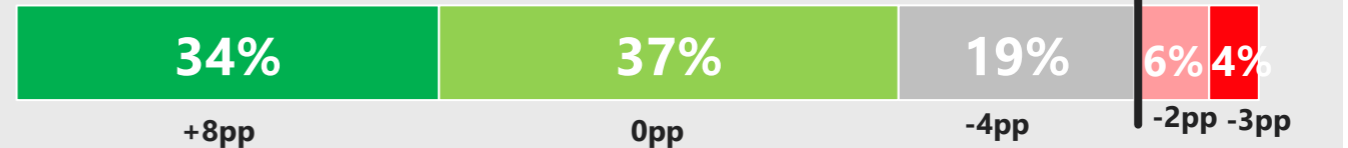
56% agree =pp vs 2023

Comprehensive



63% agree =pp vs 2023

Clear



■ Strongly agree ■ Tend to agree ■ Neither agree nor disagree
■ Tend to disagree ■ Strongly disagree

Change in %pt (pp) vs. 2023

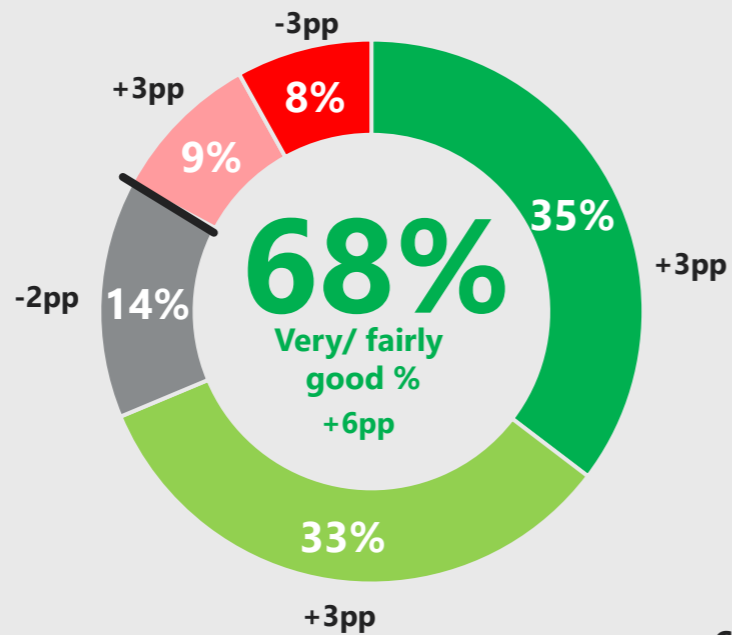


Q8. Which of the following methods did you use to contact or make a complaint with the Rail Ombudsman? Base: Cases dealt with by the Rail Ombudsman (529)

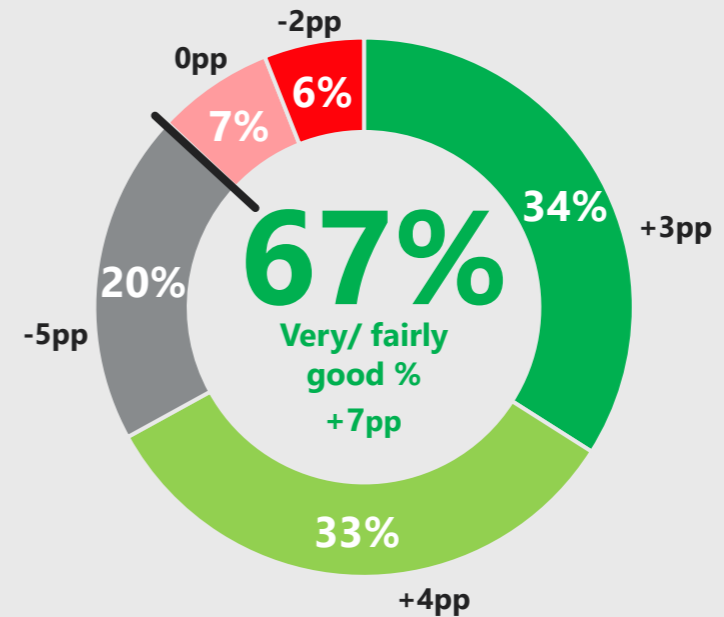
Q9. To what extent do you agree or disagree that the initial complaint form was... Base: Cases dealt with by the Rail Ombudsman (514-490)

The proportion of respondents rating speed of initial response and range of contact methods as fairly/very good has increased

Speed with which the Rail Consumer received an initial response



The different ways to contact the Rail Ombudsman about the complaint



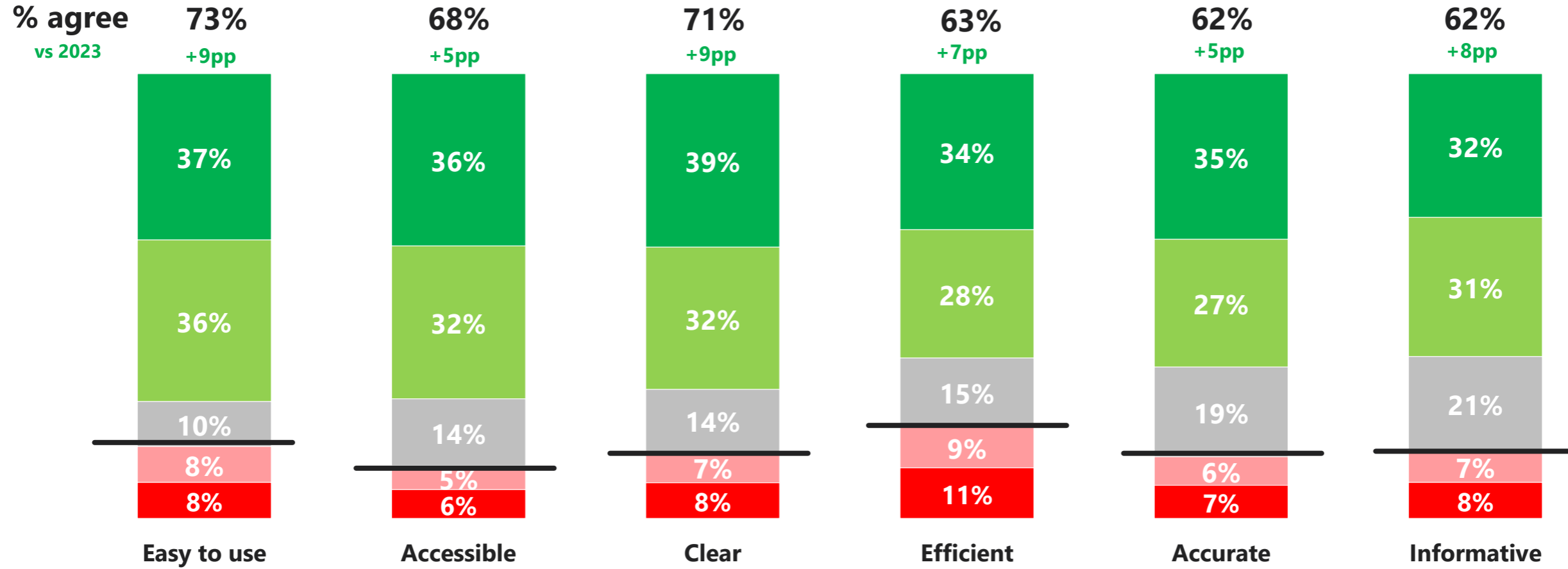
Change in %pt (pp) vs. 2023



Q10. How would you rate the following aspects of your initial contact with the Rail Ombudsman? Base: Cases dealt with by the Rail Ombudsman (527); The different ways to contact the RO, Base (491) , Speed (519)

The application portal comes across as easy, accessible and clear, with higher scores than last year

The online application portal was...



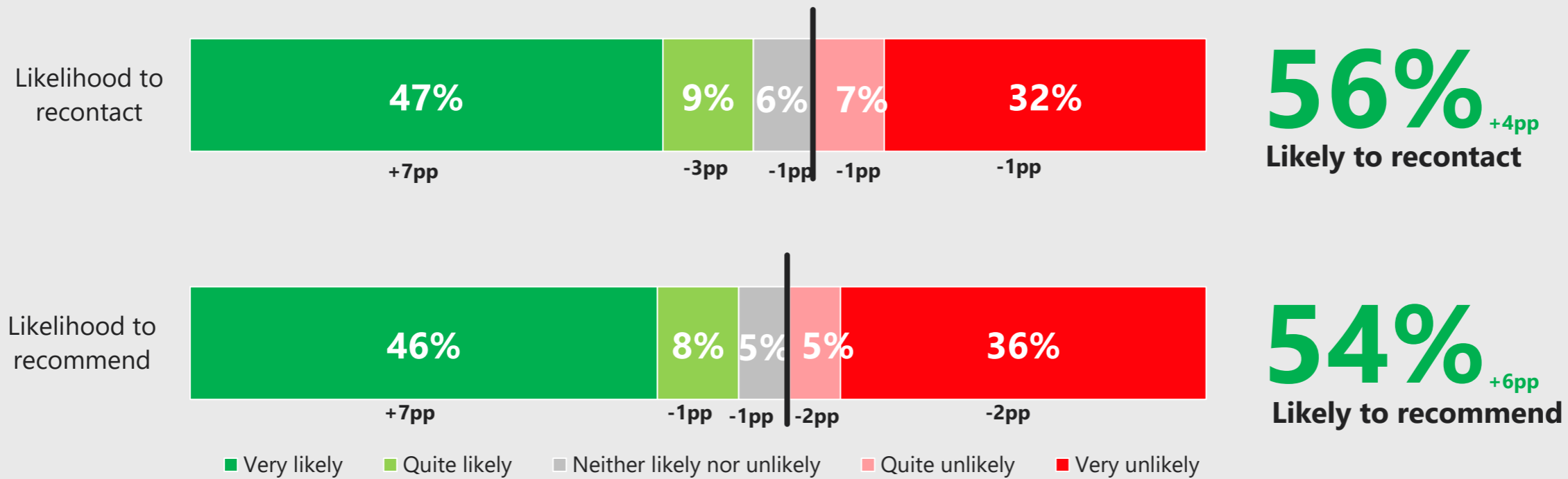
■ Strongly agree
 ■ Tend to agree
 ■ Neither agree nor disagree
 ■ Tend to disagree
 ■ Strongly disagree



Q17. To what extent do you agree or disagree that the online application portal is..... Base: Online Application Portal (229)

Likelihood to recontact or recommend remains stable at around 1/2

Based on the experience...



Q22. Based on your recent experience, how likely or unlikely are you to contact the Rail Ombudsman again if you had another complaint? (516).

Q23. Based on your recent experience, how likely or unlikely are you to recommend the Rail Ombudsman to someone who has a complaint? Base: Cases dealt with by the Rail Ombudsman (522)

The survey complainant profile skews towards older, higher educated, wealthier consumers

Gender, Age, Ethnicity, and Education



59% male
-2 vs. 2023

Don't know/ Prefer not to say are excluded from profile calculations

59%
Over 55
= vs. 2023

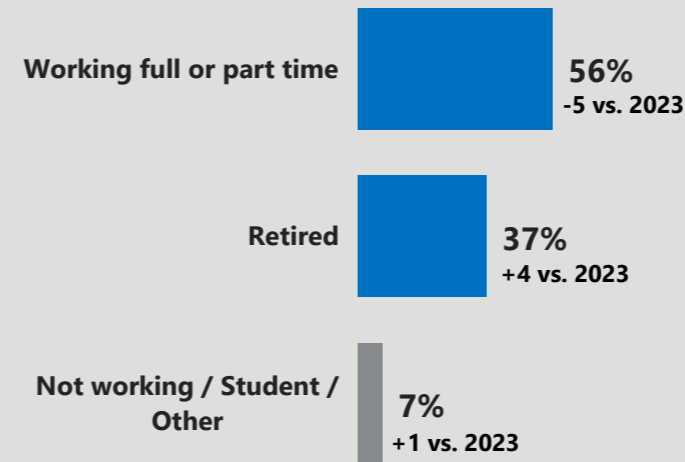


74% have completed higher education
-1 vs. 2023

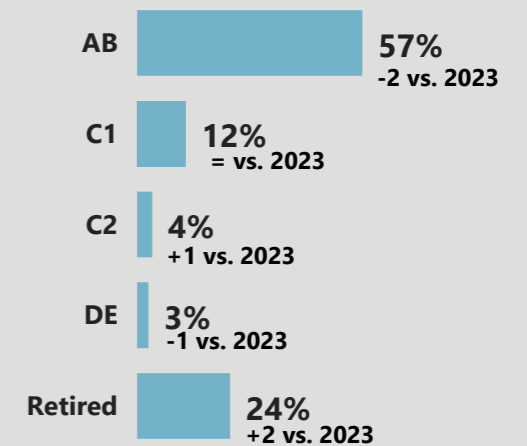
93%
White
NB: very similar to last year (of those who shared ethnicity information)

Employment and Household Income

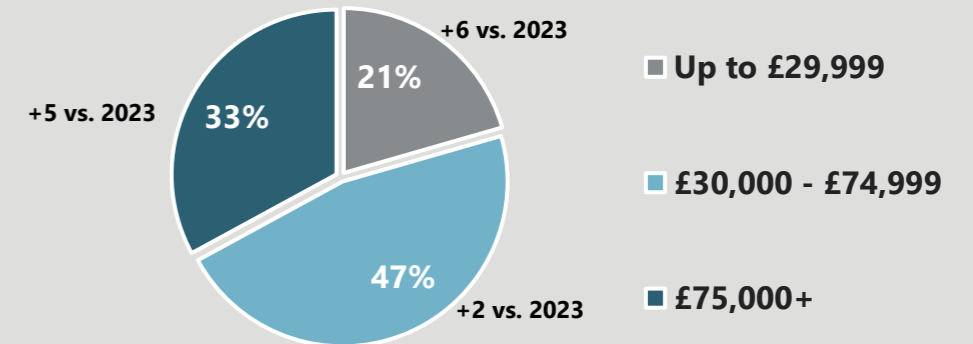
Employment status



Social grade



Total household income

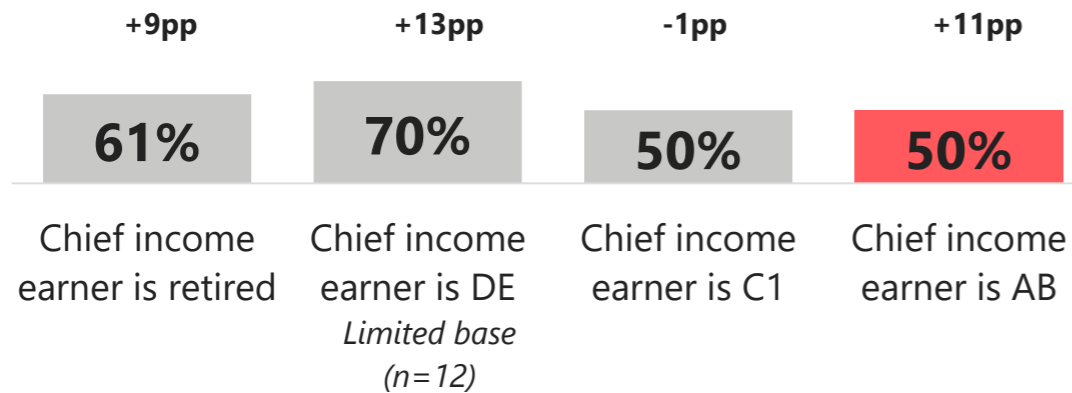


Note: The respondent profile in this survey is not necessarily representative of Rail Ombudsman users overall, since there are characteristics about complainants which are unknown. As a point of comparison, the Office of Rail and Road (ORR) has profiled the GB rail population, which can be found here: [ORR Data](#)

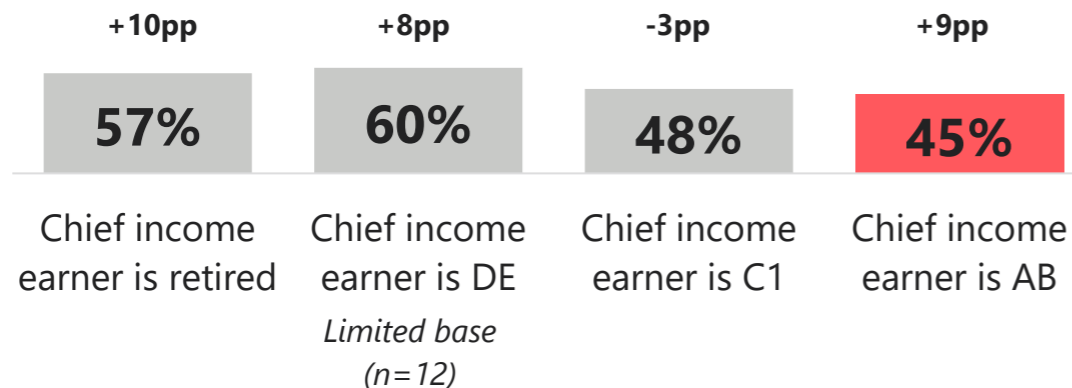
Note: Social grade classification: AB: Higher/Intermediate managerial/Admin/Professional; C1: Supervisor/Junior/Administrative; C2: Skilled manual occupations; DE: Semiskilled/ Unskilled/Unemployed. Base: Cases dealt with the Ombudsman (529)

Middle class complainants have higher expectations and a more critical view, potentially due to a 'higher investment' / expectations of rail travel

% agree or strongly agree the RO is fair



% agree or strongly agree the RO is balanced



Why could AB households be scoring the complainant process lower?

AB households may be regular users of, and high spenders on, rail travel. This sense of 'high investment' (of time, money and emotion) could raise expectations of fair and swift processes and outcomes when complaints arise.



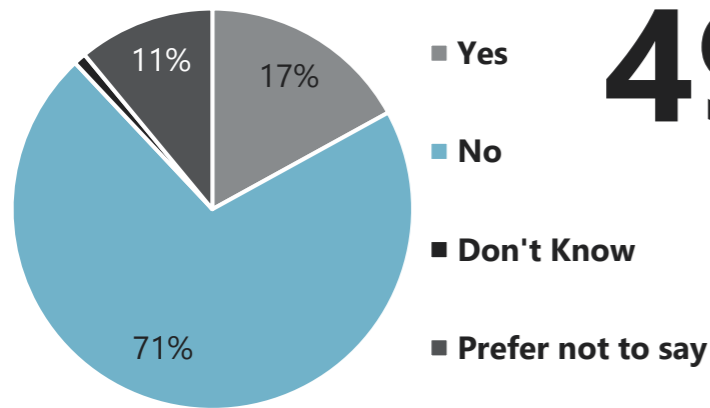
Change in %pt (pp) vs. 2023

Note: Social grade classification: AB: Higher/Intermediate managerial/Admin/Professional; C1: Supervisor/Junior/Administrative; C2: Skilled manual occupations; DE: Semiskilled/ Unskilled/Unemployed. Base: Cases dealt with the Ombudsman (AB: 240, C1: 52, DE: 12, Retired: 99.)

The Rail Ombudsman is perceived similarly among those with a disability and those without

One in six consumers have a disability and the majority do not require reasonable adjustments, though of the small number who do, there are a few people who said these weren't made

Physical or mental health conditions or illnesses



49% of consumers with disabilities rate their experience with the RO as very good or good – very close to the average rating

1% of consumers required reasonable adjustments

1% of consumers said the RO made these reasonable adjustments

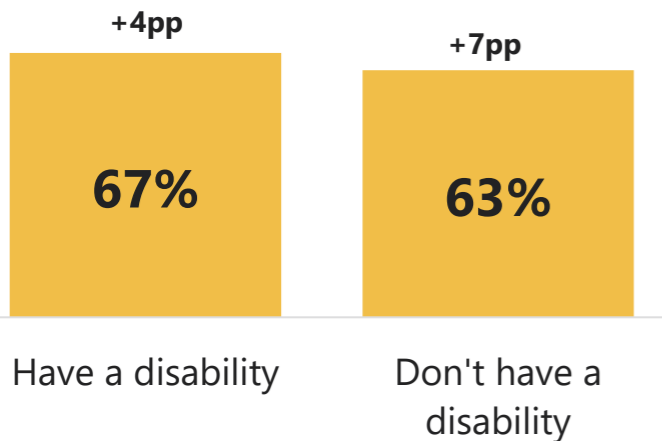
0% of consumers said the RO did not make these reasonable adjustments



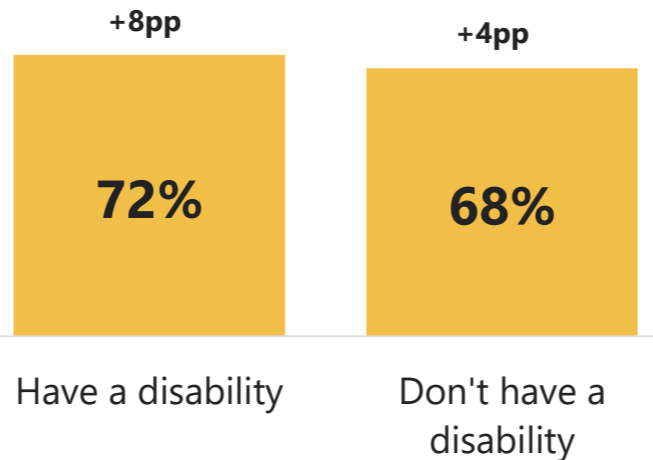
Q32. Do you have any physical or mental health conditions or illnesses lasting or expected to last for 12 months or more? Base: Cases dealt with by the Rail Ombudsman (529)
Q1. Taking everything into consideration how would you rate your overall experience with the Rail Ombudsman? Base: All who have a disability (92)
Q34. Have you ever needed reasonable adjustments to take account of your disability needs when accessing the Rail Ombudsman's services? Base: All who have a disability (92)
Q35: Were these adjustments made? Base: all who needed reasonable adjustment (7 : 6 said adjustments were made, 1 said adjustments were not made)

Across all dimensions of accessibility, the Rail Ombudsman is perceived similarly, for those with a disability as those without

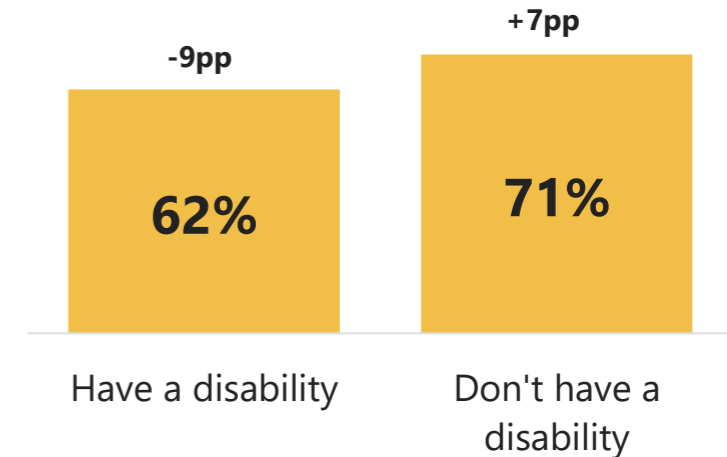
% agree or strongly agree the RO is accessible



% agree or strongly agree the initial complaint form was accessible



% agree or strongly agree the online application portal was accessible



Change in %pt (pp) vs. 2023



Q4. Taking into account your overall experience, how strongly do you agree or disagree that the Rail Ombudsman is... Base: Cases dealt with by the Rail Ombudsman (529); All who have a disability (92), All who do not have a disability (376)

Q9. To what extent do you agree or disagree that the initial complaint form was accessible (i.e. offered in a format which I could use, read and understand) . Base: Cases dealt with by the Rail Ombudsman (529); All who have a disability (92), All who do not have a disability (376)

Q17. To what extent do you agree or disagree that the online application portal is accessible Base: all who used the website via the online/ application portal to contact or make a complaint with the Rail Ombudsman (229)

Those with a disability who feel the Rail Ombudsman is not accessible cite a range of reasons linked to understanding needs

“ They took care to understand the case properly-it was very complicated by the time it got to them! They did not give up, despite the obfuscation they got from {Train Operating Company}. **Complex case** ”

“ Simple to use, replied very quickly. Explanation was easy to understand. **Simple case** ”

“ It's only accessible if you have got the internet - I was looking for a phone number to call, I wasn't well at the time and wanted to be able to call someone. The process was very long. **Complex case** ”

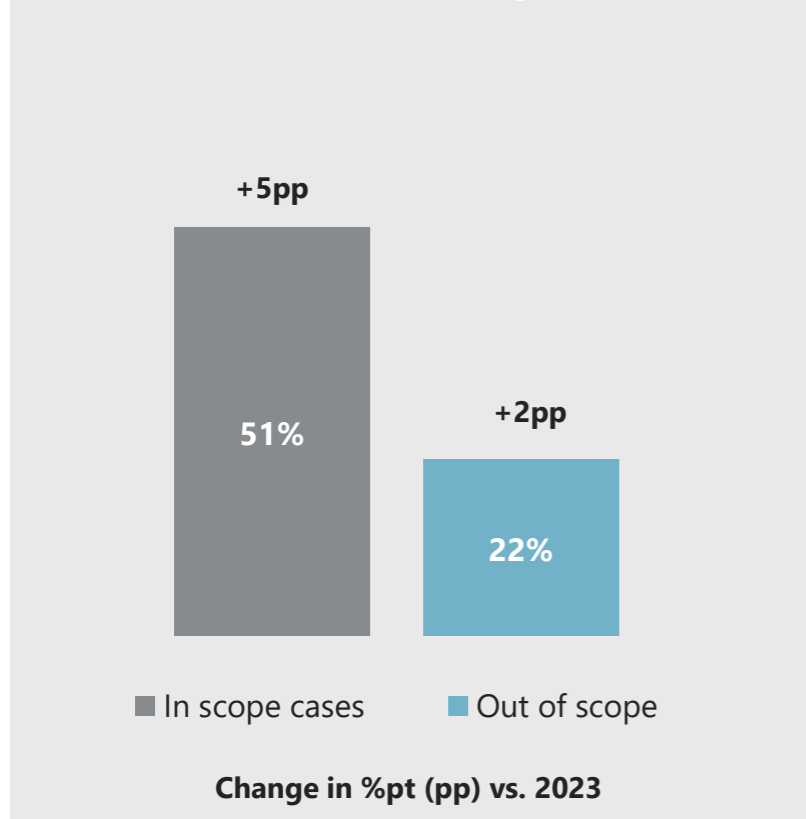
“ It can't be accessible if you need to get things from a train company that won't give you the details. **Simple case** ”

“ No notifications of emails, no timeline of emails expected - this could be more fluid and for those not computer literate, what a barrier this is. **Complex case** ”

In addition to cases dealt with by the Rail Ombudsman, we also surveyed Rail Consumers whose cases were out of scope

Whilst Out of Scope consumers remain less satisfied overall, In Scope and Out of Scope are slightly more positive about their experience vs. 2023

Overall experience % good



Why do you rate your experience positively?

“ I contacted the Ombudsman about a penalty. Ultimately, it was outside its jurisdiction; but I was helped to continue my enquiry with another agency very well. ”

Out of Scope

Why do you rate your experience negatively?

“ I was told that was not their problem. I was offered no alternative routes or paths of enquiry.”

”

Out of Scope

Q1. Taking everything into consideration how would you rate your overall experience with the Rail Ombudsman? Base: Cases dealt with by the Rail Ombudsman (527), Out of scope (278)

THANK YOU

Laura Godfrey

Head of Client Service Team, CX

☎ +44 (0)7709 410101

✉ laura.godfrey@ipsos.com

Beatrice Bradford

Associate Director

☎ +44 (0)7717 356492

✉ beatrice.bradford@ipsos.com

Martha Blackburn

Research Executive

✉ martha.blackburn@ipsos.com



Ipsos Standards & Accreditations

Ipsos's standards & accreditations provide our clients with the peace of mind that they can always depend on us to deliver reliable, sustainable findings. Moreover, our focus on quality and continuous improvement means we have embedded a 'right first time' approach throughout our organisation.



ISO 20252 – is the international specific standard for market, opinion and social research, including insights and data analytics. Ipsos in the UK was the first company in the world to gain this accreditation.



MRS Company Partnership – By being an MRS Company Partner, Ipsos UK endorse and support the core MRS brand values of professionalism, research excellence and business effectiveness, and commit to comply with the MRS Code of Conduct throughout the organisation & we were the first company to sign our organisation up to the requirements & self-regulation of the MRS Code; more than 350 companies have followed our lead.



ISO 9001 – International general company standard with a focus on continual improvement through quality management systems. In 1994 we became one of the early adopters of the ISO 9001 business standard.



ISO 27001 – International standard for information security designed to ensure the selection of adequate and proportionate security controls. Ipsos UK was the first research company in the UK to be awarded this in August 2008.



The UK General Data Protection Regulation (UK GDPR) & the UK Data Protection Act 2018 (DPA) – Ipsos UK is required to comply with the UK General Data Protection Regulation and the UK Data Protection Act; it covers the processing of personal data and the protection of privacy.



HMG Cyber Essentials – A government backed and key deliverable of the UK's National Cyber Security Programme. Ipsos UK was assessment validated for certification in 2016. Cyber Essentials defines a set of controls which, when properly implemented, provide organisations with basic protection from the most prevalent forms of threat coming from the internet.



Fair Data – Ipsos UK is signed up as a 'Fair Data' Company by agreeing to adhere to twelve core principles. The principles support and complement other standards such as ISOs, and the requirements of Data Protection legislation.

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252