

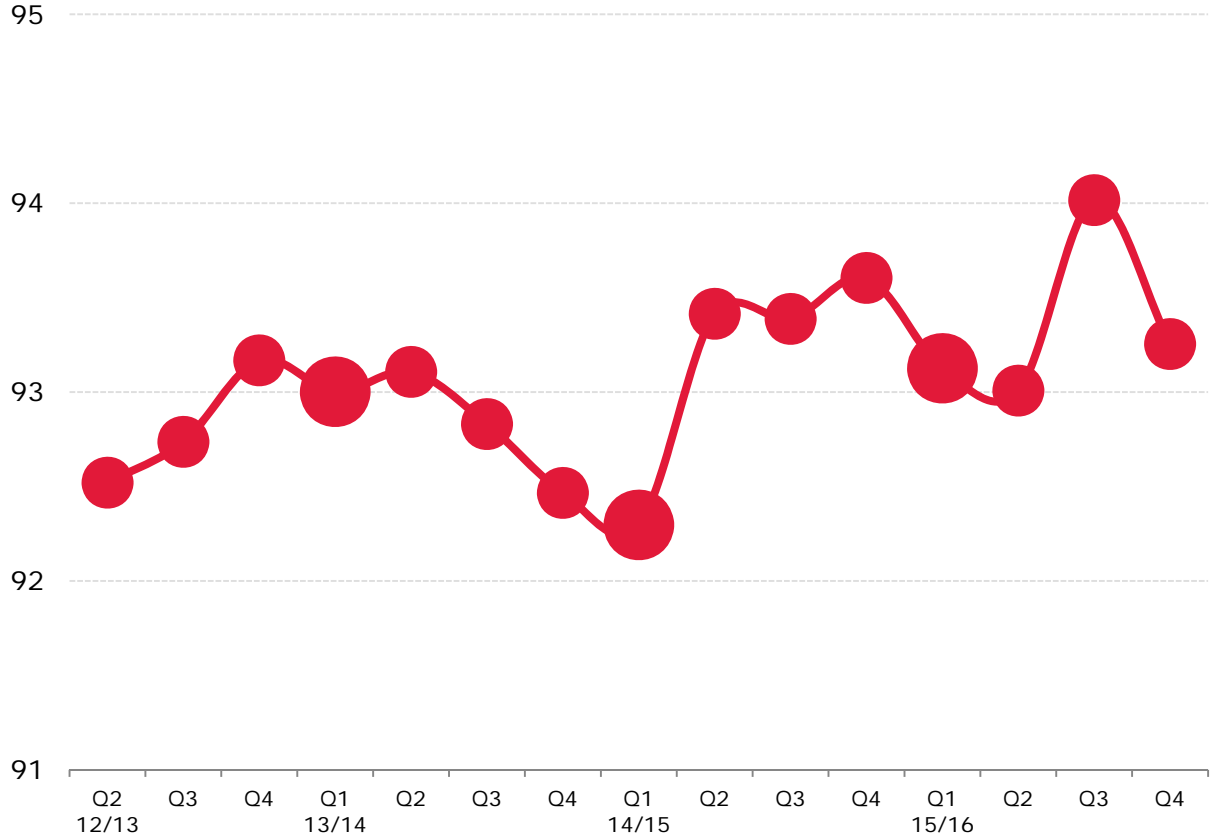
# Customer Satisfaction Survey Emirates Air Line

## Key findings

Q4 2015/16

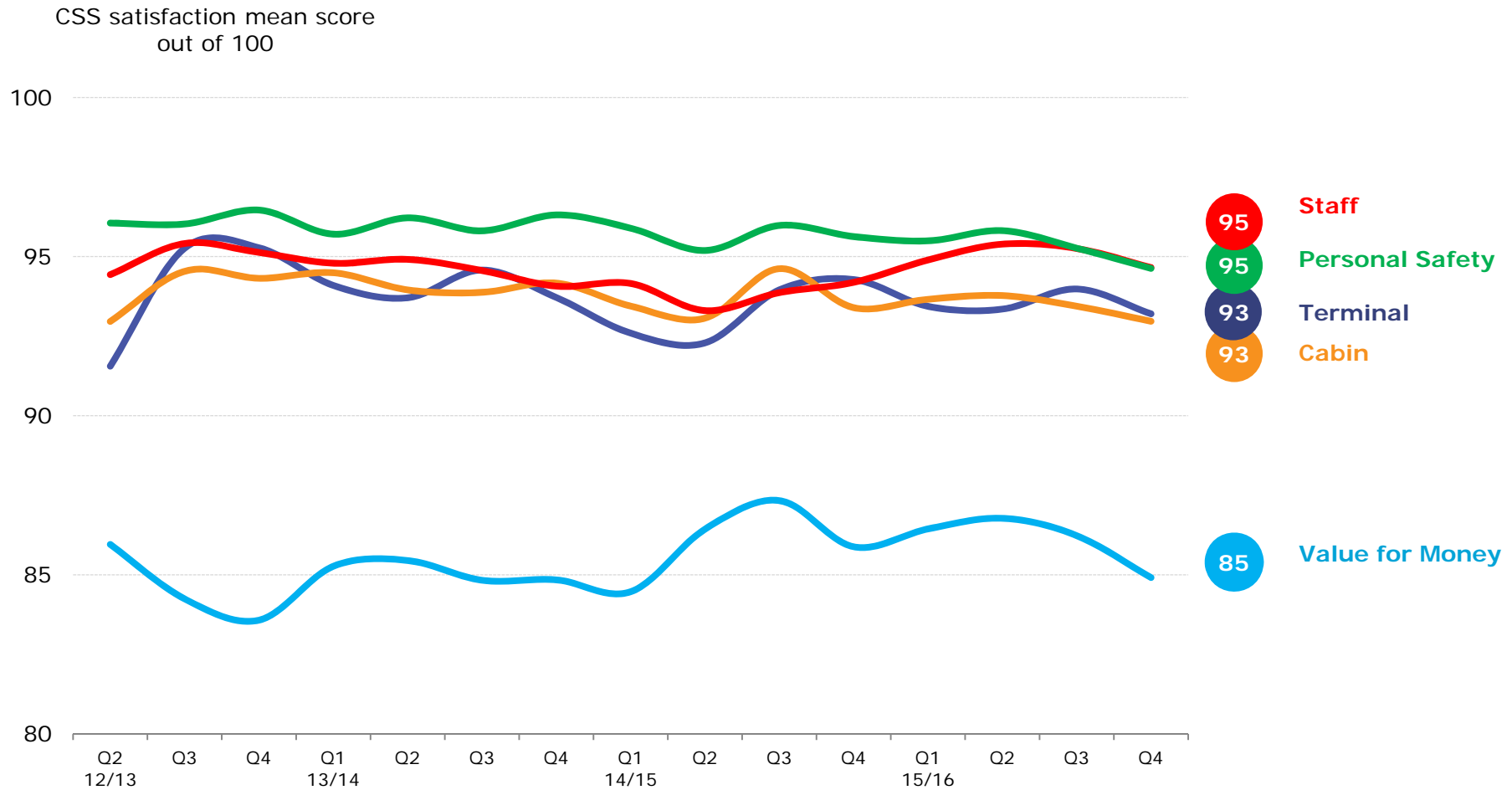


Overall satisfaction remains high at 93, just below the peak score of 94 in Q3.



Overall satisfaction with Emirates Air Line  
**Q4 2015/16**

Customers remain highly satisfied across the whole experience, although there is a slight downward trend this quarter compared to Q3.



In particular, customers gave lower scores in Q4 for **personal safety, waiting / queuing** and **crowding at terminal** compared to Q3.



-1

Personal Safety at terminal (95)



-1

Length of wait/queue at the terminal (93)



-2

Level of crowding at the terminal (92)







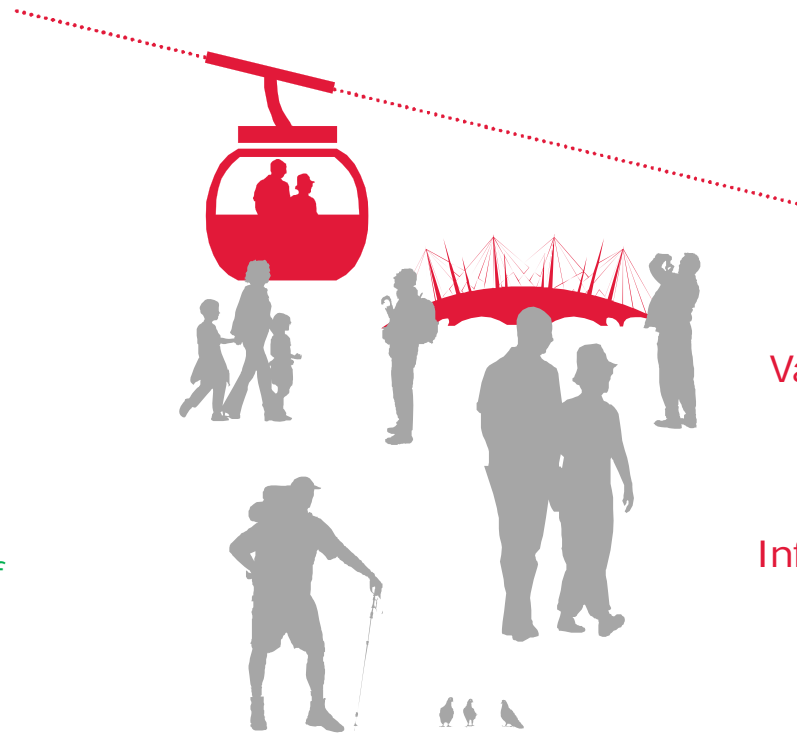
# Strengths and weaknesses of EAL in Q4 15/16:

## Top four

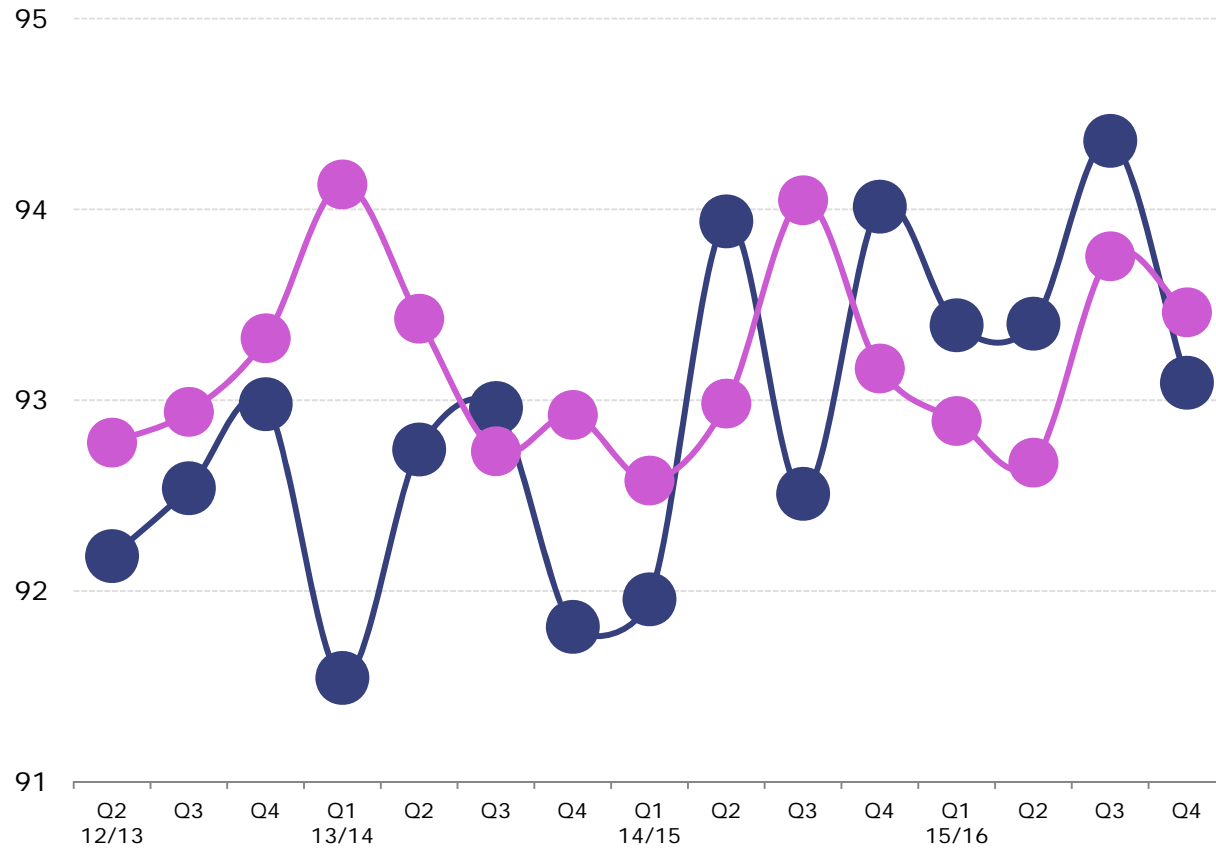
-  Personal safety at terminal (95)
-  Ease of getting into cabin (95)
-  Helpfulness and appearance of staff (95)
-  Warmth and friendliness of staff on duty (95)

## Bottom four

-  Video satisfaction (76)
-  Value for money (85)
-  Information inside the cabin (89)
-  Length of journey (91)



The terminal where the trip starts has little impact on satisfaction.



Q4 2015/16

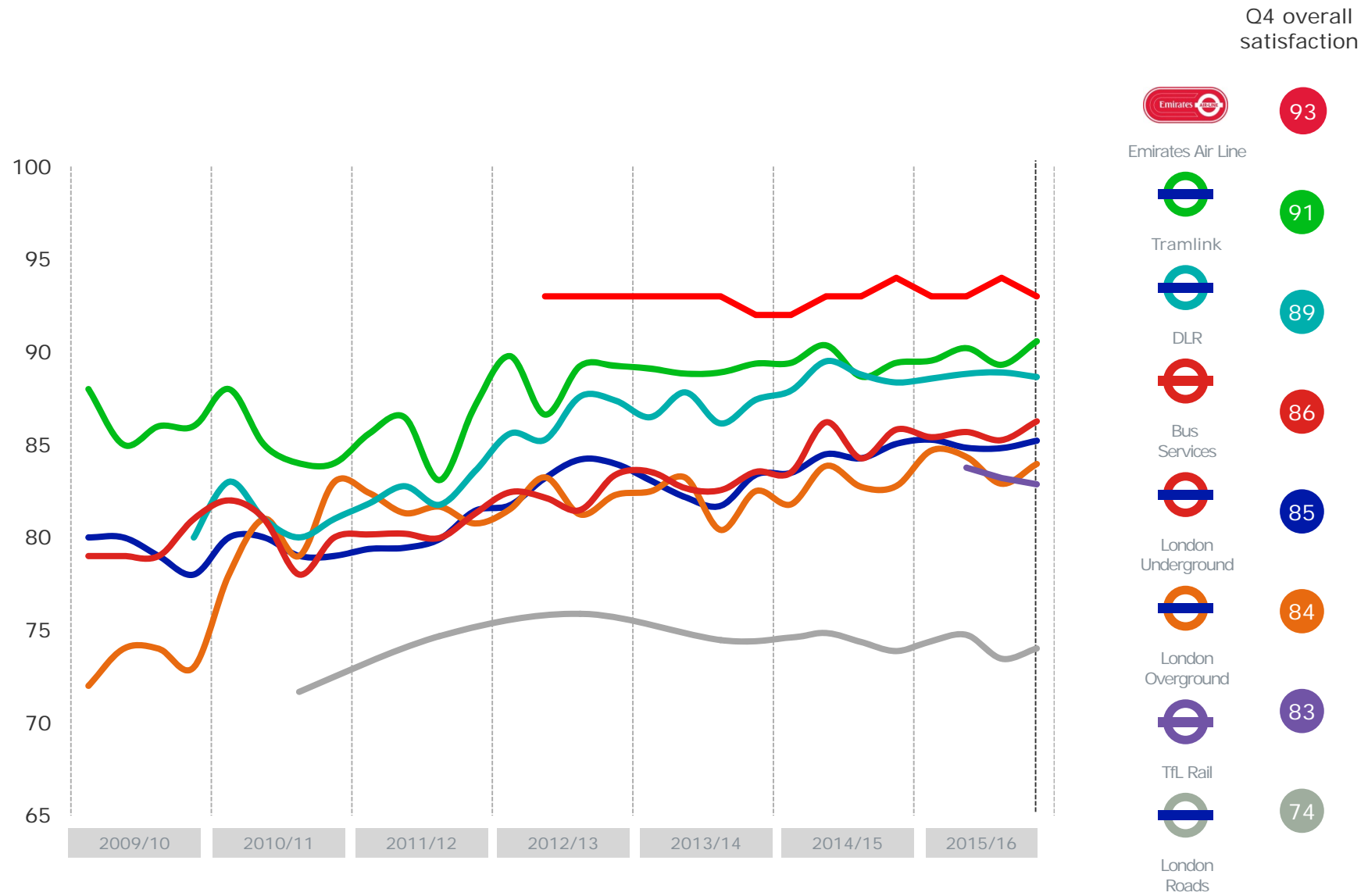


Overall satisfaction with Royal Docks terminal

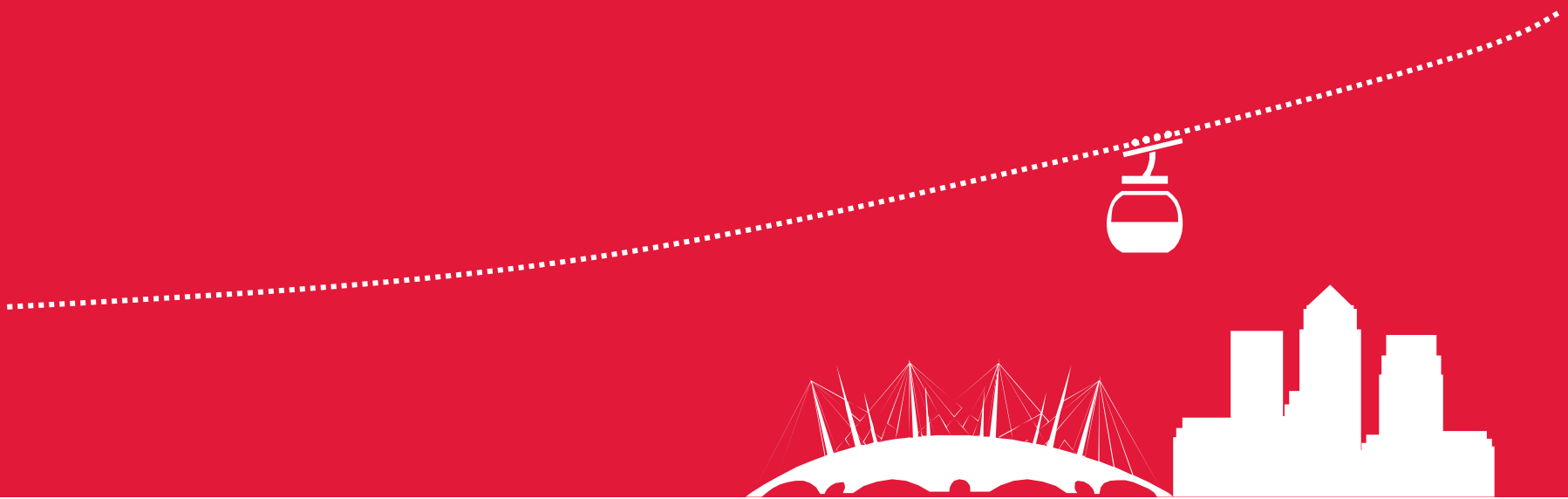


Overall satisfaction with Greenwich Peninsula terminal

# EAL has the highest satisfaction compared to other TfL modes.



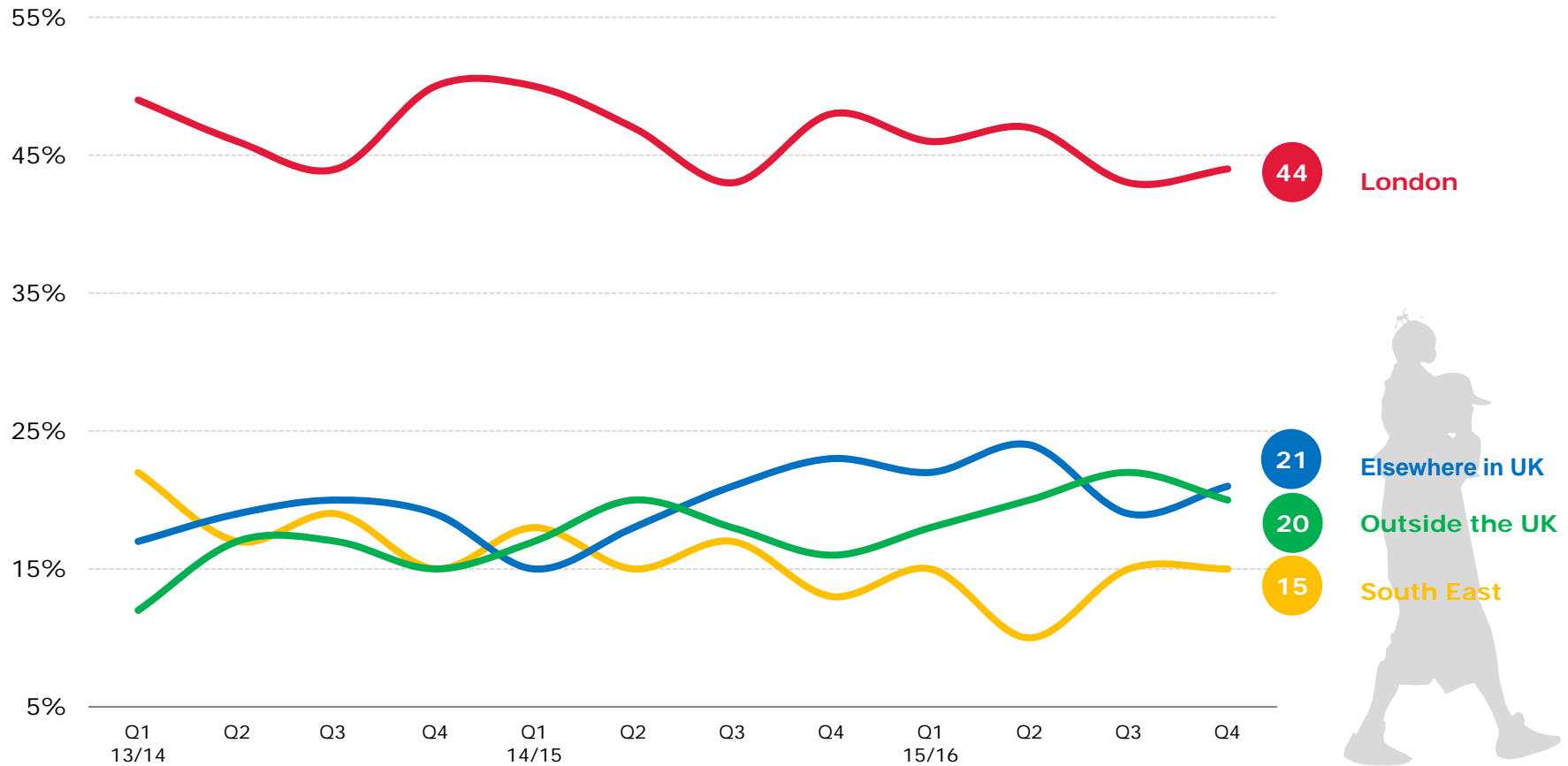
# Customer profile





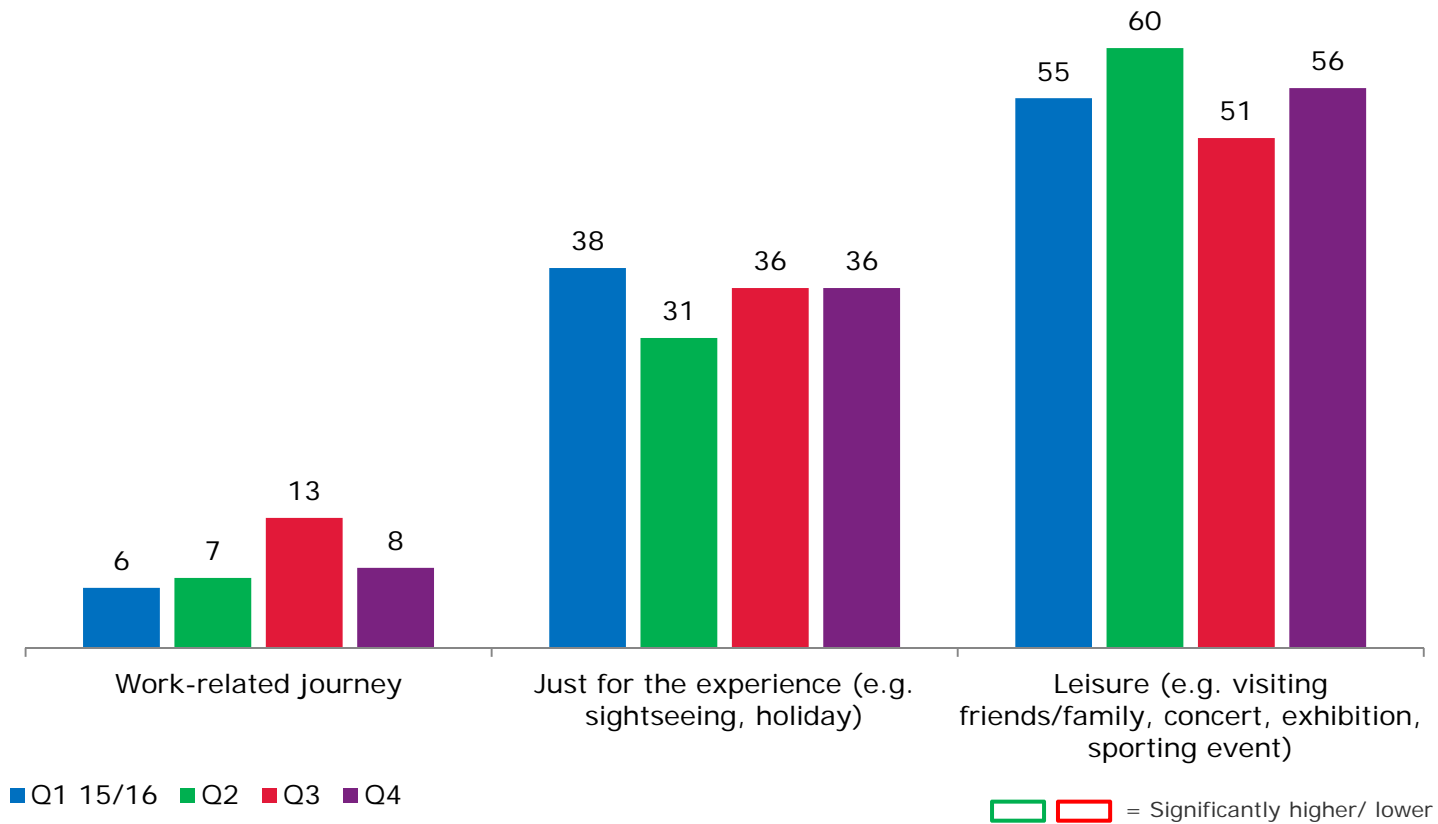
Despite a seasonal dip this quarter, overseas visitors are a higher proportion than last year. Londoners and domestic visitors are slightly up on Q3 (but down on this time last year).

Where do customers live?



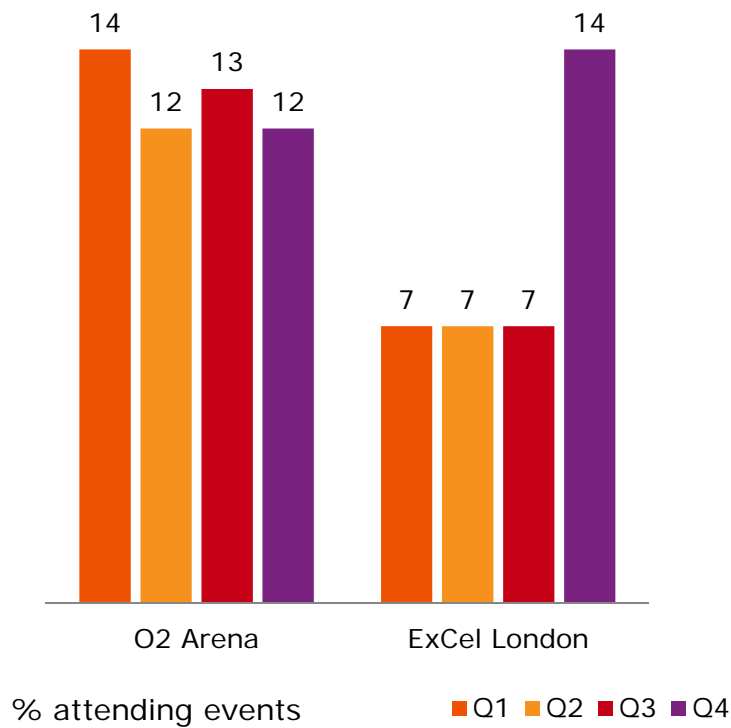
# Leisure-related trips increased in Q4.

## Why are they using EAL?

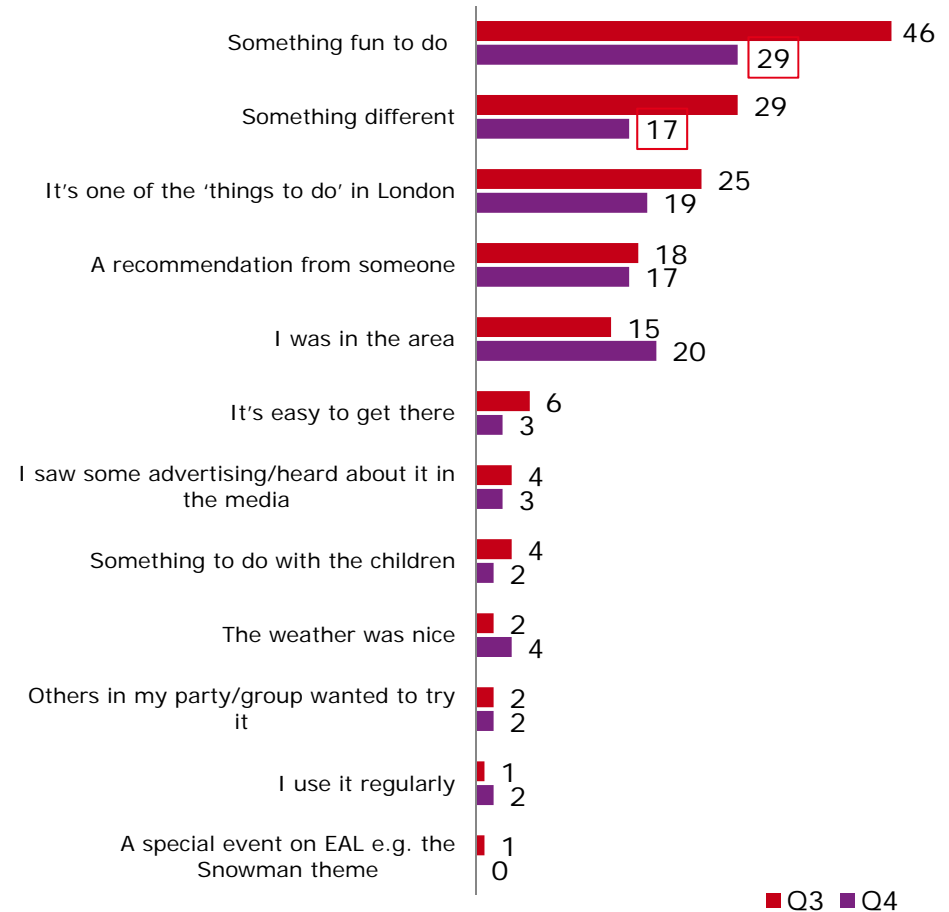


Attending events at ExCel increased in Q4. Using EAL as 'something fun to do' and 'something different' has returned to Q2 levels.

Peaks in ExCel attendance coincided with the London Wedding Show, London Classic Cars and Asian Brides

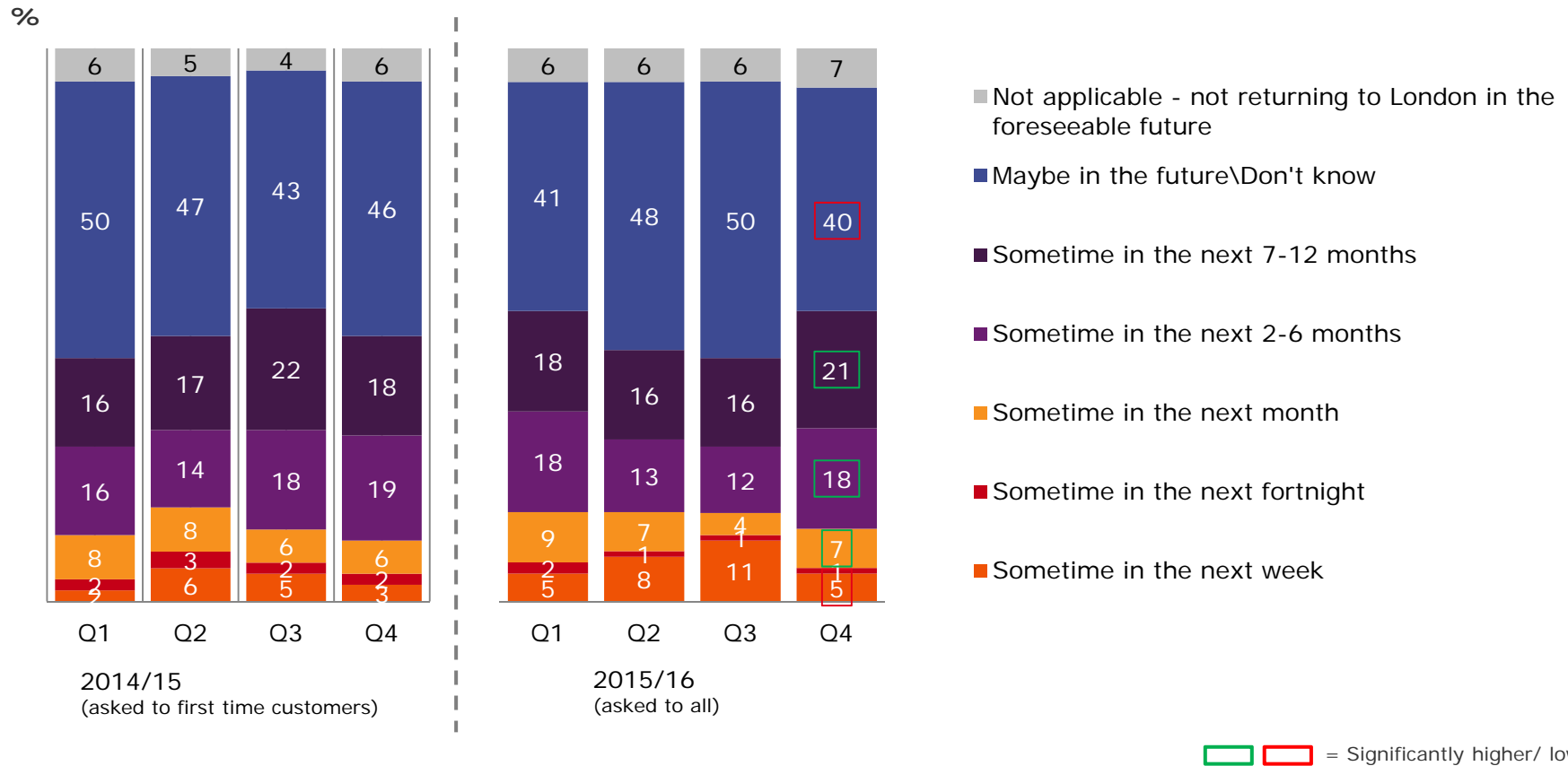


What influenced customers to use EAL 'just for the experience'?

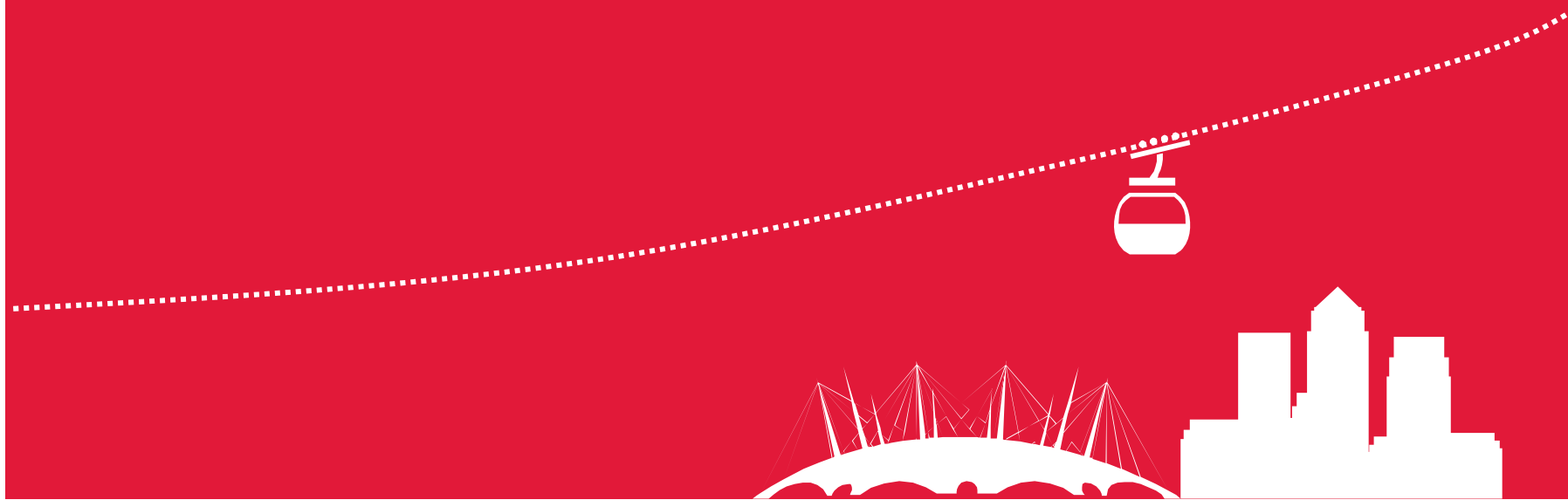


In Q4, customers are more certain they will use EAL again in the next 12 months.

**Likelihood of using the EAL in the future**



# Appendix



# Methodology

Face-to-face interviews were conducted with a random sample of EAL customers as they exited the terminals (Greenwich Peninsula and Royal Docks) after their flight.

Fieldwork covered both weekdays and weekends at the two terminals to ensure a representative sample of users were included in the survey.

Quarter	Dates	Base Size
Q4	10 January 2016 to 27 March 2016	594
Q3	20 September 2015 to 3 January 2016	590
Q2	28 June 2015 to 15 September 2015	861
Q1	01 April to 27 June 2015	723
Q4	4 January to 26 March 2015	577
Q3	14 September to 28 December 2014	670
Q2	22 June to 7 September 2014	694
Q1	30 March to 15 June 2014	701
Q4	7 January to 16 March 2014	673

The interviews are based on a short 6 minute questionnaire collecting:

- Customer satisfaction with all aspects of the trip
- Key profile information e.g. where do they live? purpose of trip? frequency of using EAL

Satisfaction measures are rated on a scale of 0-10 where 10 is extremely satisfied and 0 is extremely dissatisfied. Mean scores (e.g. 9.2) are indexed to provide a score out of 100 (92).

Up to Q4, the video was shown in all cabins and all customers were asked to rate it. During Q4, the Discovery Experience ticket was introduced and the video was only shown to those with Discovery Experience tickets. The questionnaire was amended in P13 so that only Discovery Experience customers were asked to rate the video. Therefore, scores for the video are not shown for Q4 as the base size for P13 only is too small (and scores for P11 and P12 are no longer relevant).