Satisfaction is very high among those that received an alert (either via text or automated call) with high levels of appeal of the service among those that didn’t.

**41%** of our sample of Dial-a-Ride users remember receiving an alert.

**Received Alert**

- **4 in 5** received a **automated phone call**, either to their mobile or landline.
- A **fifth** received a **text alert** to their mobile.
- **71%** claim their driver arrived on time/early.
- **10%**driver arrived a few minutes late.
- **95%** were satisfied with the service.
- **Net Promoter Score of 71%** (Percentage rating 9-10 minus percentage rating 0-6)
- **93%** likelihood to use service again.

**Did not receive alert**

- **Three-quarters** found the idea of the alert service appealing.
- With only **10%** finding it unappealing.
- **3 in 5** are likely to use the service for future journeys.

14 participants gave reasons for why they wouldn’t consider using the service in future. Of these, **four** did not see the need for the service, **three** thought the service could be unreliable and **three** did not have a mobile phone. **Two** people gave other reasons.

Base: All respondents (n=100); Remember receiving an alert (41); Did not remember receiving, or didn’t receive, an alert(59)