

# Greater Anglia on right track thanks to customer feedback

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Train operator, **Greater Anglia**, has made a series of improvements across its network in response to customer feedback.

Since the launch of Greater Anglia's new 'We're All Ears' customer feedback survey in May 2023, 10,000 people have given their views about the service.

As a result, improvements have been carried out including:

- more staff checking tickets at the barriers at Stansted Airport station to reduce queuing
- additional seating at Tottenham Hale
- opening an additional entrance to Billericay station's car park more often

Plans have also been developed for improvements to the toilet facilities at Cambridge and Norwich stations.

In response to other feedback, a new module will also be added to the survey specifically about information provision, to help the train operator focus on this area and make more improvements.

The 'We're All Ears' survey gives customers the opportunity to leave feedback about every aspect of a specific journey including, but not limited to, the provision of information, the helpfulness of its team or general comments about stations and trains.

Using intelligent software, the survey system categorises the responses and asks extra, more detailed, questions on areas that customers identify as needing attention. The survey asks a small number of open and closed questions in order to best understand customer perceptions.

Greater Anglia has also continued to focus on regular customer priorities such as punctuality, consistently delivering very high standards of performance. Annual punctuality at the operator is over 94% on the public performance measure (which records arrival times at trains' destinations) and over 93% on the "Time to 3" measure (which records the arrival of every train at every station it serves), making GA one of the best performing operators in the UK.

With new trains now operating all its services, Greater Anglia passengers are also benefitting from increased seating capacity and more comfortable journeys.

Greater Anglia's Head of Customer Experience, Neil Atkin, said: "We are delighted to have received 10,000 responses in the first few months after the survey was launched.

"It is so important that we hear from customers about how their journey went, what they enjoyed and what could be better.

"We are using that insight to better understand what the recurring issues are and make appropriate changes so that we can continually improve in the areas that customers tell us are most important."

The survey can be filled in anytime, anywhere, and only takes a few minutes to complete.

It can be reached through [greateranglia.co.uk/allears](https://greateranglia.co.uk/allears)

*Photo credit: Greater Anglia*