



Mystery Traveller
Surveys

Report
November 2016

Transport for London

Our ref: 22869601
Client ref:





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Executive Summary

Overview

This report provides analysis of 774 mystery traveller surveys of taxi and minicab journeys undertaken across London in Autumn 2015. The purpose of the mystery traveller surveys was to provide an objective view on the experience of travelling by taxi and minicab.

Surveyors completed a questionnaire for each journey made, covering: before the journey begins; the driver; the vehicle; and after the journey.

This executive summary highlights key findings from each part of the journey for both taxi and minicab mystery traveller surveys.

Before the journey begins

Taxi

For on street taxi hails more than a quarter of surveyors (27%) took more than one attempt to successfully hail a taxi.

For telephone bookings more than a quarter of surveyors (26%) took more than one attempt to make a successful booking. Three-quarters of taxi journeys booked by phone arrived on time.

Minicab

For telephone bookings almost a third of surveyors (30%) took more than one attempt to make a successful booking.

In person bookings were rated less favourably than telephone bookings. For in person bookings at minicab offices more than a quarter (26%) of surveyors rated their experience as poor or very poor, with similar levels of surveyors rating the helpfulness of the person they made the booking with as poor or very poor.

For just over two thirds of telephone bookings (69%) the vehicle arrived on time.

The driver

Taxi

Surveyors rated the helpfulness of drivers highly, with 85% rating helpfulness of drivers as either good or very good.

Almost all drivers understood the questions they were asked (97%) with only 6% of respondents not receiving a coherent answer to their questions. Surveyors rated the ability for driver to speak English as very well or well for 96% of drivers.

Overall 91% of surveyors rated the politeness of drivers as either good or very good.

Drivers' knowledge of routes was rated highly with 98% of surveyors satisfied with their driver's choice of route.

Minicab

Surveyors rated the helpfulness of drivers quite highly, with 77% rating the helpfulness of drivers as either good or very good.

Just under three-quarters of drivers (74%) understood the questions they were asked with 13% of mystery travellers not receiving a coherent answer to their questions. Surveyors rated the ability of the driver to speak English as very well or well for 66% of drivers and not very well for 8% of drivers.

Drivers' knowledge of routes was rated highly with 96% of surveyors satisfied with their driver's choice of route.

The vehicle

Taxi

Surveyors generally rated their experience of the vehicle highly: 89% thought that the cleanliness was good or very good; 90% rated comfort as good or very good; and 92% thought the smoothness of the ride was good or very good.

Minicab

Cleanliness of minicab vehicles was rated good or very good by 93% of journeys booked using an app, but only 66% for journeys booked in person. Similarly, comfort of the car and smoothness of the ride was more highly rated for journeys booked by app than for journeys booked in person.

After the journey

Taxi

Overall, 93% of surveyors reported that their journey had ended where they wanted it to.

For surveyors who had agreed a fare before the journey 86% paid the agreed fare, with 11% charged more than agreed before the journey.

Minicab

Overall 97% of surveyors reported that their journey had ended where they wanted it to.

For surveyors who had agreed a fare before the journey 91% paid the agreed fare, with 9% charged more than agreed before the journey.

1 Introduction

Background

- 1.1 This report presents the results of a mystery traveller exercise which involved 774 taxi and minicab journeys undertaken across London by mystery travellers.
- 1.2 The aim of the mystery traveller surveys was to provide an objective assessment of the experience of travelling by taxi and minicab in London. In order to provide the required data surveyors completed a questionnaire covering the four stages of each journey:
 - Before the journey begins;
 - The driver;
 - The vehicle; and
 - After the journey.

The surveys focussed on the minicab sector of the private hire market and surveys were not undertaken using other private hire services (e.g. chauffeur driven vehicles, limousines, etc.).

Structure of the Report

- 1.3 The following chapter, Chapter 2, explains the methodology of the survey including the sampling and questionnaire.
- 1.4 The following four chapters then report the results for each stage of the journey. The first results chapter, Chapter 3, therefore focuses on the experience of the surveyors before their journey begins. Included within this section are the surveyors' experience of how they organised their taxi or minicab. This chapter also captures the surveyors' experience of the taxi or minicab arrival.
- 1.5 Chapter 4 then reports and analyses the experience that the surveyors had of the drivers. This includes discussion of how appropriate the route was for the journey, the politeness of the driver in conversation and how easy it was to communicate with the driver.
- 1.6 The chapter covering the vehicle, Chapter 5, reports the experience that the surveyors had of the vehicle including discussion of the comfort and cleanliness of the vehicle, and for the minicab survey, the type of vehicle.
- 1.7 The following chapter, Chapter 5, discusses the experience of our surveyors as they arrived at their destination. This includes assessment of their time of arrival as well as the payment amount and payment method used.
- 1.8 Throughout the report the mystery traveller surveys of taxi journeys are analysed separately from the mystery traveller surveys of minicab journeys.

2 Methodology

Sampling

- 2.1 The sample consisted of 774 individual journeys undertaken in pre-determined locations throughout Greater London; 457 were taxi journeys and 317 of the journeys were booked through minicab operators.
- 2.2 There were five taxi journey scenarios:
- Marshalled Rank (48 journeys);
 - Unmarshalled Rank (105 journeys);
 - On Street Hail (149 journeys);
 - Taxi Phone Booking (25 journeys); and
 - Taxi App Booking (51 journeys).
- 2.3 Within the taxi bookings there were 25 bookings where the origin/destination was Heathrow and 20 with heavy luggage.
- 2.4 There were three minicab journey scenarios:
- Minicab Telephone Booking (105 journeys);
 - Minicab Office Booking (105 journeys); and
 - Minicab App Booking (107 journeys).
- 2.5 Within the minicab bookings there were 25 bookings where the origin/destination was Heathrow and 40 with heavy luggage.

Fieldwork

- 2.6 All fieldwork was carried out between 25th September 2015 and – 10th November 2015 by fully briefed mystery travellers. All journeys were conducted within Greater London.

Data Collection

- 2.7 A copy of the Mystery Traveller Questionnaires are included in Appendix A for reference.

3 Experience before the journey

Introduction

3.1 This chapter reports the results of the mystery traveller survey focussing on the questions concerning the mystery travellers’ experience before their journey begins, and including the process of booking a vehicle.

Taxi Survey Results

3.2 There were five different scenarios for the taxi mystery traveller survey:

- Taxi hire from marshalled ranks;
- Taxi hire from unmarshalled ranks;
- Taxi hire from an on street hail;
- Taxi booked by phone;
- Taxi booked by an app.

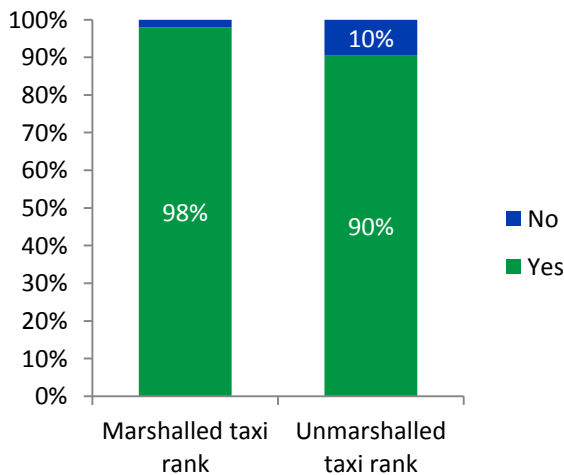
At The Rank

3.3 In this section, mystery travellers’ experiences of hiring a taxi from a marshalled or unmarshalled rank are considered.

3.4 Mystery travellers reported whether the taxi rank was easy to find.

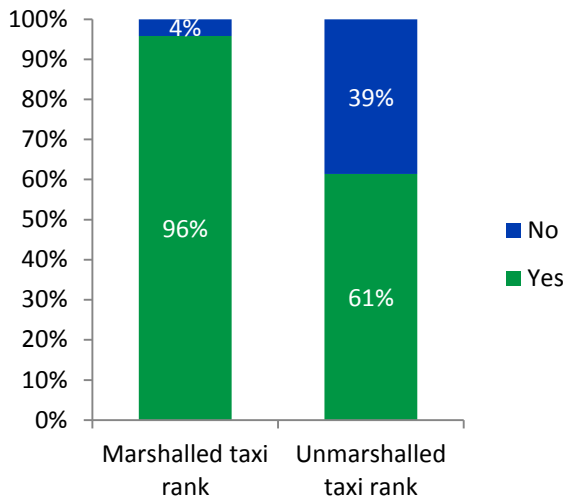
- The great majority thought the rank was easy to find, though 10% of those using an unmarshalled rank did respond negatively.
- The majority of mystery travellers who answered no, it was not easy to find, referred to the fact there were no signs.

Figure 3.1: Was the taxi rank easy to find?



3.5 Mystery travellers were asked whether there were signs which pointed the way to the taxi rank and nearly two fifths of those using an unmarshalled rank answered ‘no’:

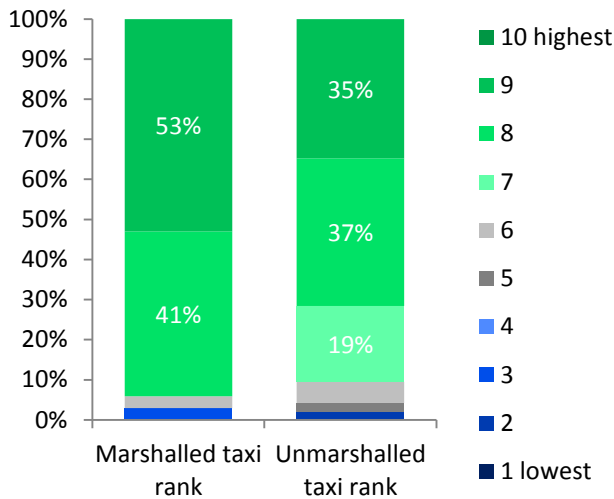
Figure 3.2: Were there clear signs directing you to the taxi rank?



3.6 The mystery travellers reported how they would rate their feeling of personal safety at the rank:

- For marshalled ranks, 94% gave a rating of 9 or 10 out of 10;
- For unmarshalled ranks 72% % gave a rating of 9 or 10 out of 10, with most of the remainder giving a rating of 8 out of ten.

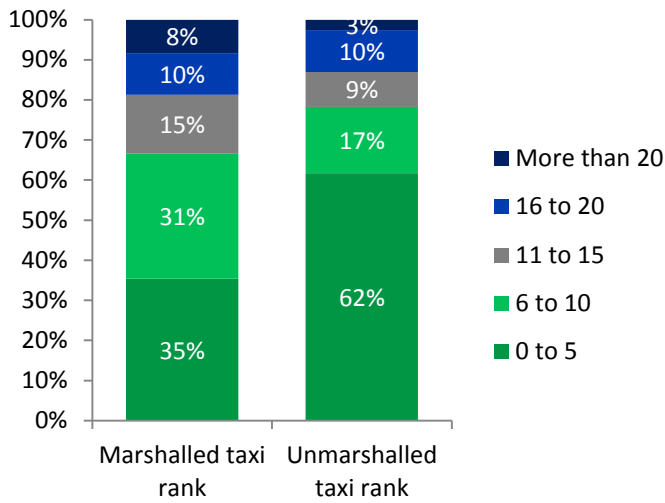
Figure 3.3: How would you rate your feeling of personal safety at the rank?



3.7 The mystery travellers reported on the number of taxis that were in the queue when they arrived.

- The highest number of taxis in the queue at a rank was 40 which was reported by a mystery traveller getting a taxi from a marshalled taxi rank.
- More than 50% of all mystery travellers surveying marshalled or unmarshalled ranks observed queues of 5 taxis or fewer.
- Queues of 5 or less were more likely at an unmarshalled than a marshalled rank.

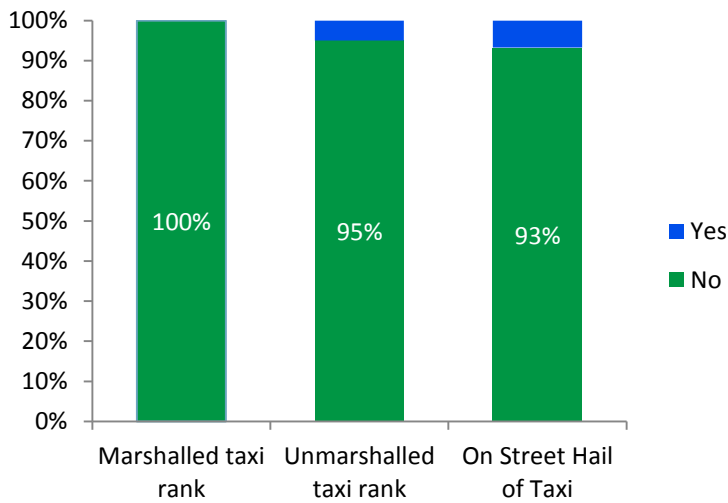
Figure 3.4: How many taxis were in the queue?



3.8 The mystery travellers reported on the number of taxi drivers in a marshalled or unmarshalled taxi rank or from on street hail who refused them.

- For the few mystery travellers who were refused (7% of on-street hails and 5% of unmarshalled ranks), it was because the driver would not go to their requested destination.

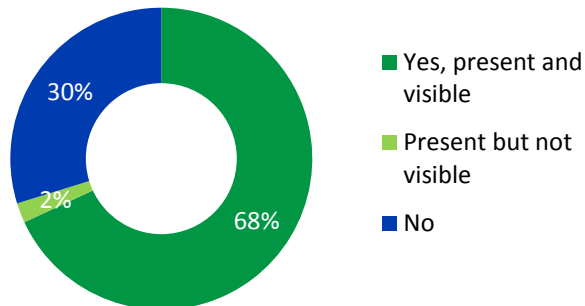
Figure 3.5: Did any taxi drivers refuse you?



The Marshalling

3.9 In this section, mystery travellers' experience of the marshalling is reported. The mystery travellers reported on the presence and visibility of a marshal at the taxi rank.

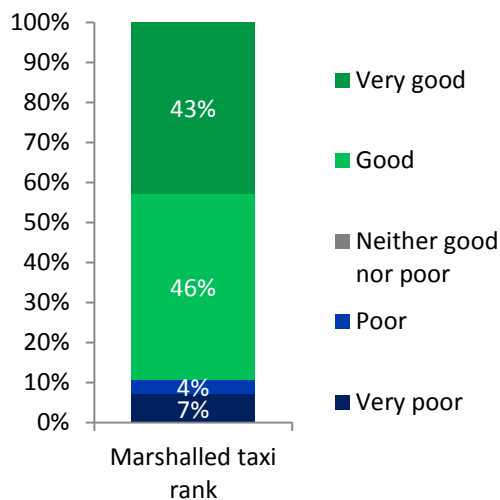
Figure 3.6: Was there a marshal present and visible at the rank?



3.10 The mystery travellers reported how they would rate the service of the marshal at the rank. The options given were: very good, good, neither good nor poor, poor and very poor.

- 89% gave a rating of good or very good.

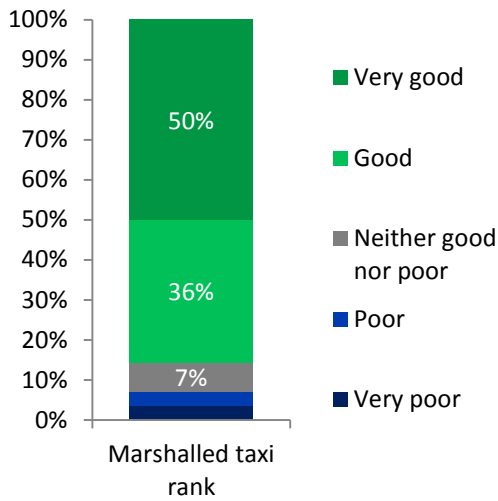
Figure 3.7: How would you rate the service of the marshal?



3.11 The mystery travellers reported how they would rate the efficiency of the queue management at the rank using the same scale:

- On this measure 86% gave a rating of good or very good.

Figure 3.8: How would you rate the efficiency of the queue management?



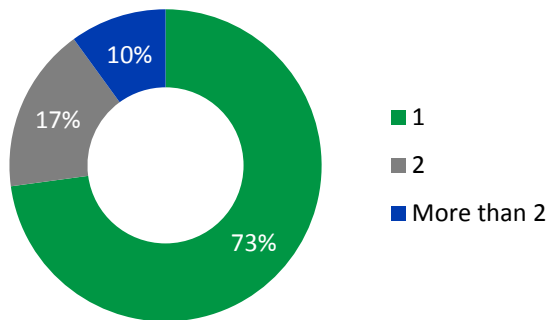
On Street Hails

3.12 In this section, mystery travellers’ experience of hailing taxis on the street is reported.

3.13 The mystery travellers reported on how many attempts at hailing they made before they successfully secured a taxi.

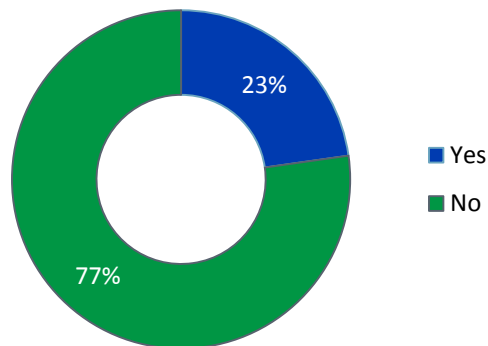
- The vast majority (90%) of mystery travellers were able to hail a taxi either on their first attempt or their second attempt.
- Common reasons for being refused were the destination or the fact that the mystery traveller wanted to pay by card.

Figure 3.9: How many attempts did you require to successfully hail a taxi?



3.14 The mystery travellers were asked to report whether any drivers did not stop although they had their light on and 23% recorded that this did happen.

Figure 3.10: Did any drivers have their light on but did not stop for you?

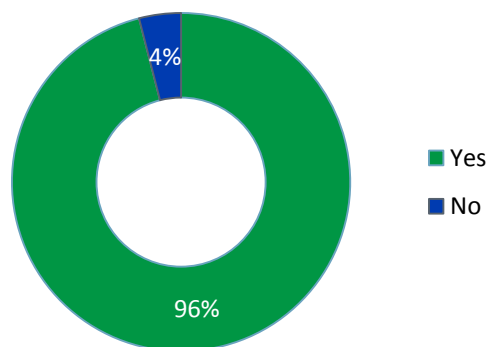


Booking a Taxi

3.15 In this section, mystery travellers experience of booking the taxi by telephone is reported.

3.16 The mystery travellers reported whether they were able to make a telephone booking for the journey and 96% reported that they were:

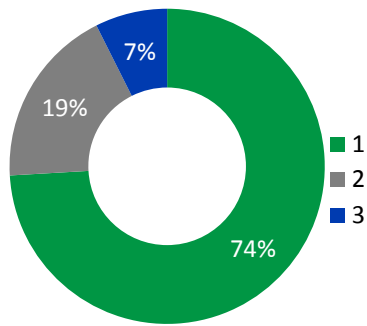
Figure 3.11: Were you able to make a telephone booking for this journey?



3.17 The mystery travellers reported how many attempts were required to make a telephone booking for the journey.

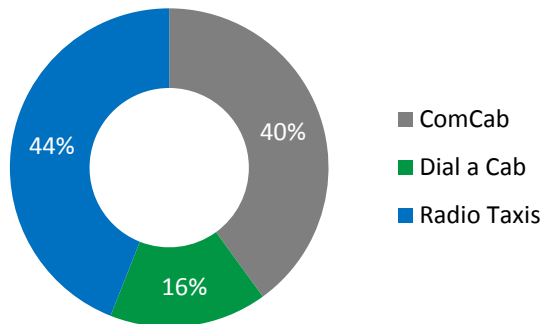
- Locations from which more than one attempt was required were all busy central London locations including, Piccadilly Circus and Shoreditch station.

Figure 3.12: How many attempts did it take to make a successful booking?



3.18 The mystery travellers reported which telephone number they used to secure the taxi. They were given four options: Taxi One Number, ComCab, Dial a Cab and Radio Taxis.

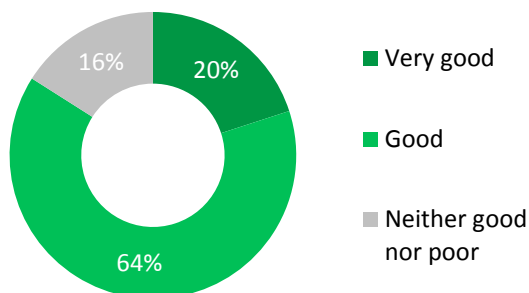
Figure 3.13: Which number accepted your booking?



3.19 The mystery travellers were asked to rate the politeness of the person they talked to when booking the taxi. The options given were: very good, good, neither good nor poor, poor and very poor.

- 84% gave a rating of good or very good, and none of poor or very poor.

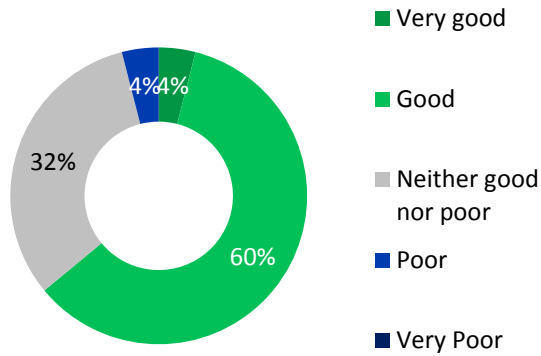
Figure 3.14: How would you rate the politeness of the person with whom you made a booking?



3.20 The mystery travellers were asked to rate the helpfulness of the person they talked to when booking the taxi using the same five point scale of very good to very poor.

- 63% gave a rating of good, and 4% of poor, with the remainder neither good nor poor.

Figure 3.15: How would you rate the helpfulness of the person with whom you made a booking?



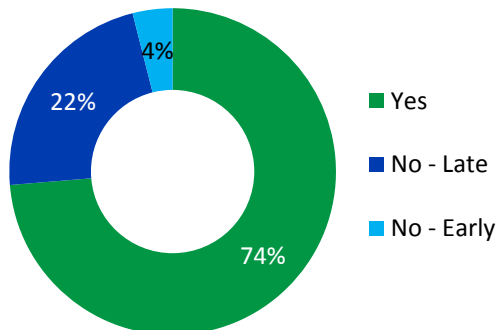
Arrival of the Taxi

3.21 In this section, mystery travellers' experience of the taxis arrival is reported. The experiences of mystery travellers who booked their taxi by telephone and by smartphone app are considered in this section.

3.22 Mystery travellers reported how punctual their taxi was:

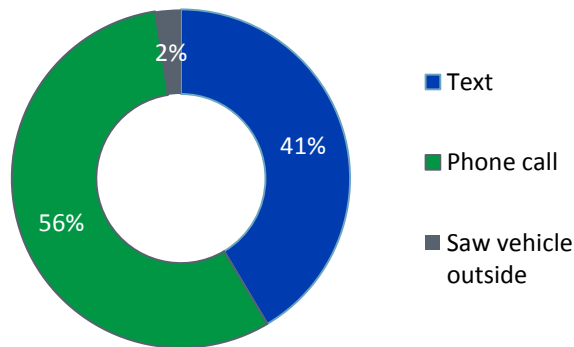
- Overall 74% of taxis surveyed turned up on time.
- There was one taxi booked by phone and two taxis booked by smartphone which arrived early.
- The majority of vehicles not arriving at the time requested were between five and fifteen minutes late.

Figure 3.16: Did the vehicle arrive at the time requested?



3.23 Mystery travellers who booked their taxi by phone reported all of the ways in which their taxi driver let them know they had arrived: text, phone call, doorbell, horn or mystery traveller saw taxi outside. The most common of these was phone call (56%):

Figure 3.17: How did you know the vehicle had arrived?



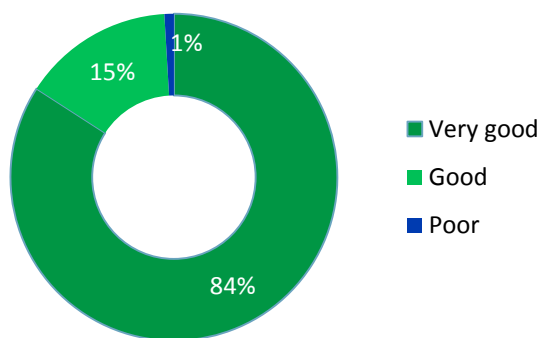
Using an App

3.24 In this section, mystery travellers experience of the using a smartphone app to book a taxi is reported.

3.25 Mystery travellers were asked to report how they would rate the ease of using the app when booking the taxi. The options given were: very good, good, neither good nor poor, poor and very poor.

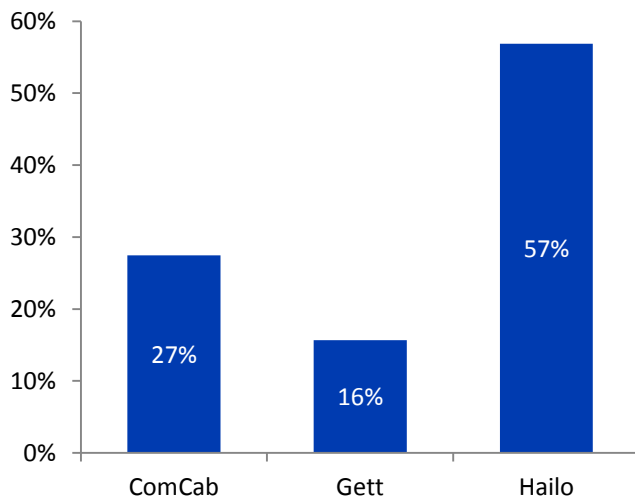
- 84% gave a rating of the app as 'very good':

Figure 3.18: How would you rate the ease of using the app?



3.26 Mystery travellers were asked to report which smartphone app they used to book their taxi. The most frequently used was Hailo:

Figure 3.19: Which app did you use to book the taxi?



Minicab survey results

3.27 There were three different categories of minicab mystery traveller surveys:

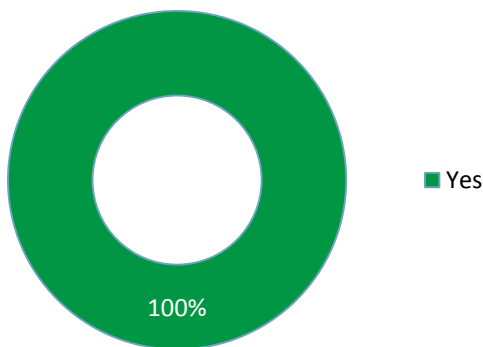
- Booked by phone
- Booked in person
- Booked by a smart phone app.

Booking by Telephone

3.28 In this section, mystery travellers' experience of booking a minicab by telephone is reported.

3.29 The mystery travellers reported whether they were able to make a telephone booking for the journey and all said they were able to.

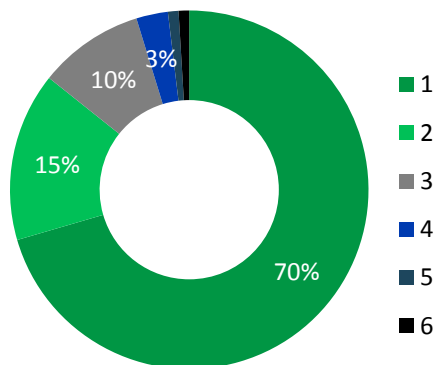
Figure 3.20: Were you able to make a telephone booking for this journey?



3.30 The mystery travellers reported how many attempts were required to make a telephone booking for the journey.

- 70% of bookings were made on the first attempt.
- Locations from which more than one attempt was required varied from outer London locations like West Ruislip to central London locations including Westminster.

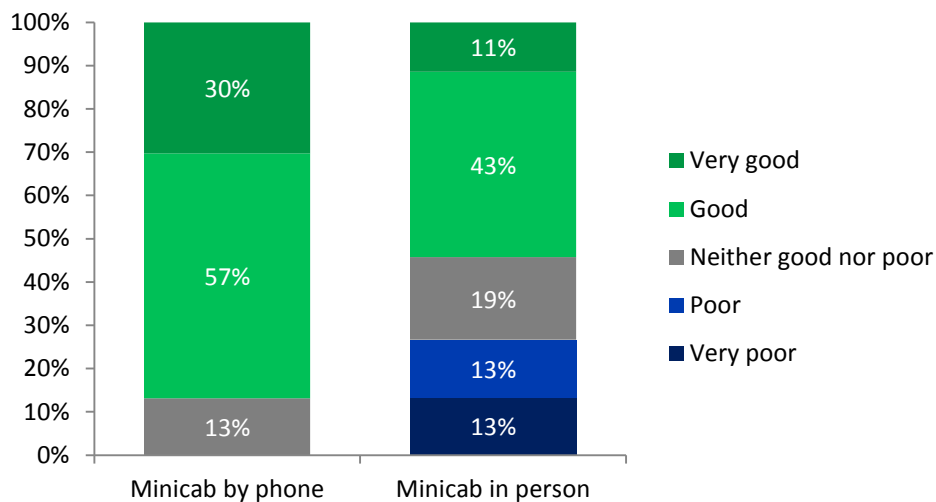
Figure 3.21: How many attempts did it take to make a successful booking?



3.31 The mystery travellers were asked to rate the politeness of the person they talked to when booking the minicab. The options given were: very good, good, neither good nor poor, poor and very poor.

- Overall 71% of mystery travellers surveying minicabs rated the politeness of the person with whom they made the booking good or very good.
- Mystery travellers booking by phone judged the politeness of the person with whom they made the booking to be significantly better than mystery travellers booking in person.
- A quarter (26%) of bookings made in person were rated as poor or very poor in terms of politeness.

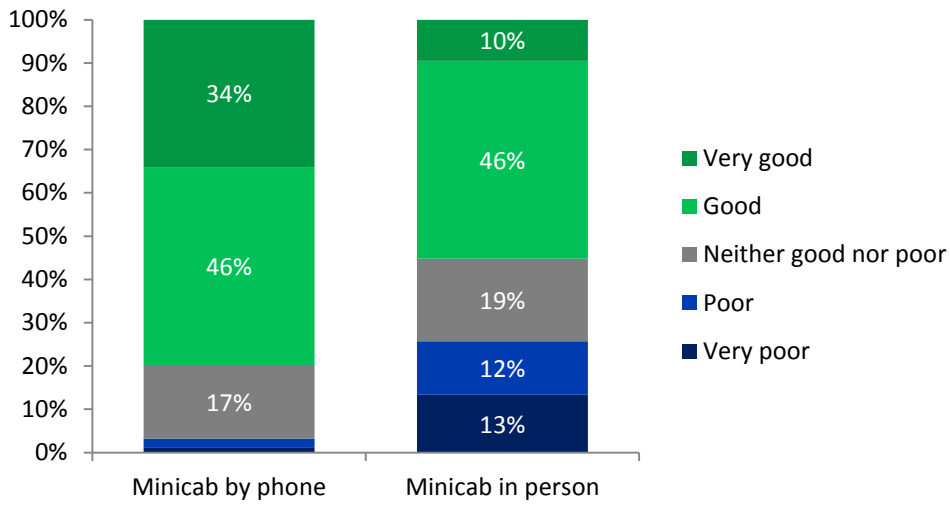
Figure 3.22: How would you rate the politeness of the person with whom you made a booking?



3.32 The mystery travellers were asked to rate the helpfulness of the person they talked to when booking the minicab. The options given were: very good, good, neither good nor poor, poor and very poor.

- Overall 67% of mystery travellers surveying minicabs rated the helpfulness of the person with whom they made the booking good or very good.
- Similarly to ratings of politeness, mystery travellers booking by phone judged the helpfulness of the person with whom they made the booking to be significantly better than mystery travellers booking in person.

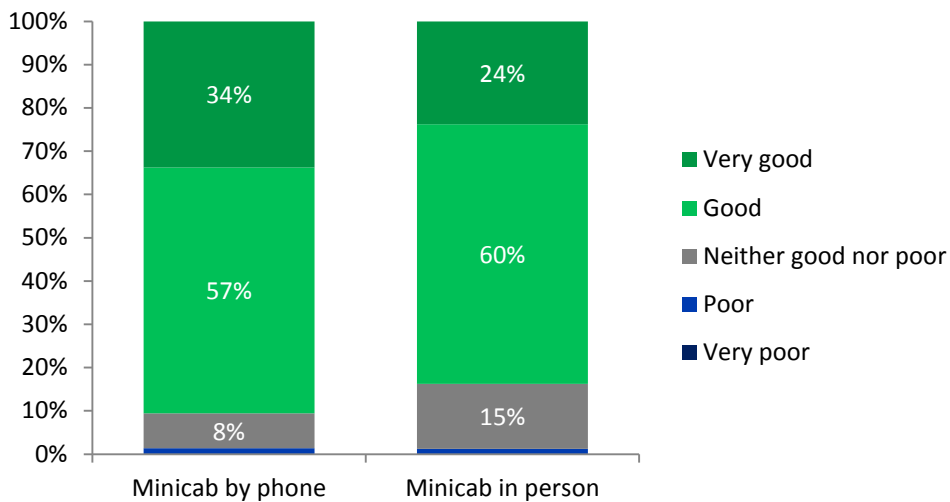
Figure 3.23: How would you rate the helpfulness of the person with whom you made a booking?



3.33 The mystery travellers were asked to rate the communication of the person they talked to when booking the minicab. The options given were: very good, good, neither good nor poor, poor and very poor.

- Overall 87% of mystery travellers surveying minicabs rated the communication of the person with whom they made the booking good or very good.
- Results were similar for booking by phone and in person.

Figure 3.24: How would you rate the communication of the person with whom you made a booking?



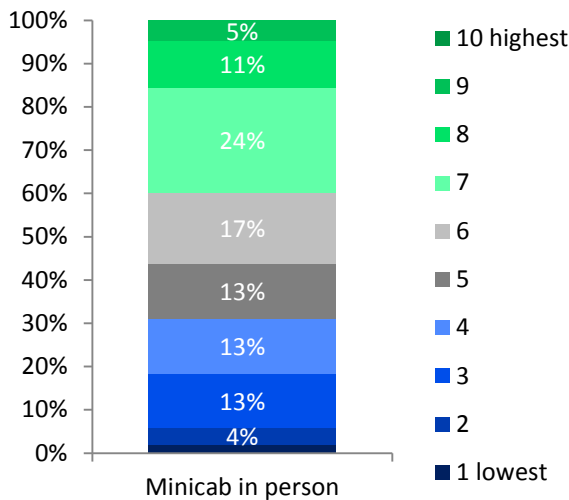
The Booking Office

3.34 In this section, mystery travellers' experience of booking a minicab in a booking office is reported.

3.35 The mystery travellers were asked to rate the cleanliness of the booking office in which they booked their minicab. The ratings were on a scale of one to ten with ten being the cleanest and one being the least clean.

- Overall, mystery travellers rated the cleanliness of the booking office very poorly with only 40% giving a score between 7 and 10.

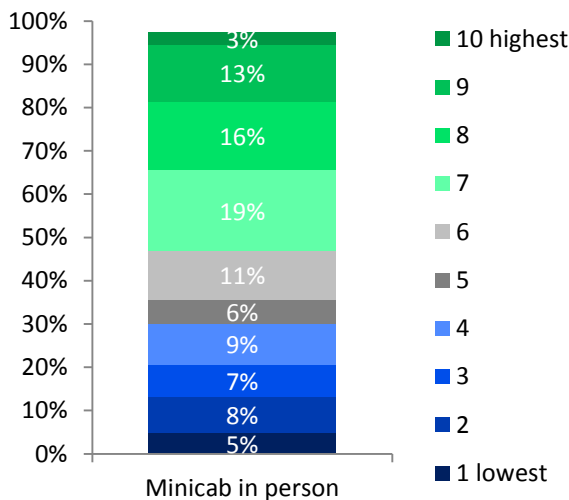
Figure 3.25: How would you rate the cleanliness of the booking office?



3.36 The mystery travellers were also asked to rate their feeling of personal safety in the booking office in which they booked their minicab. The ratings again were on a scale of one to ten.

- Mystery travellers rated their feeling of personal safety in the booking office poorly with nearly 50% giving a score below 7.

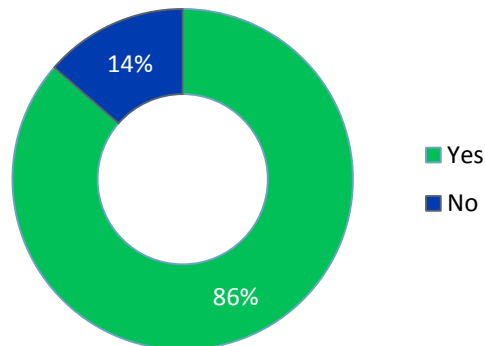
Figure 3.26: How would you rate your feeling of personal safety in the booking office?



3.37 The mystery travellers reported whether they agreed a fare at the booking office.

- The majority (86%) did so:

Figure 3.27: Did you agree a fare at the booking office?



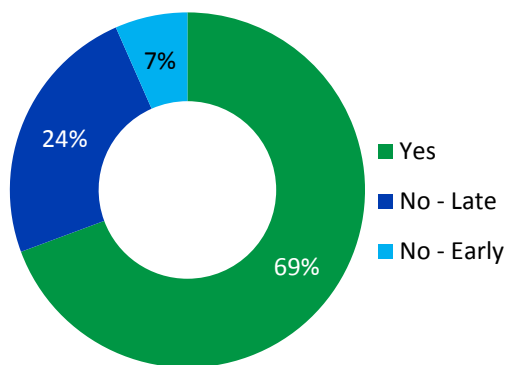
Arrival of the Minicab

3.38 In this section, mystery travellers' experience of the minicabs arrival is reported.

3.39 Mystery travellers were asked to report whether their vehicle arrived at the time that had previously been agreed.

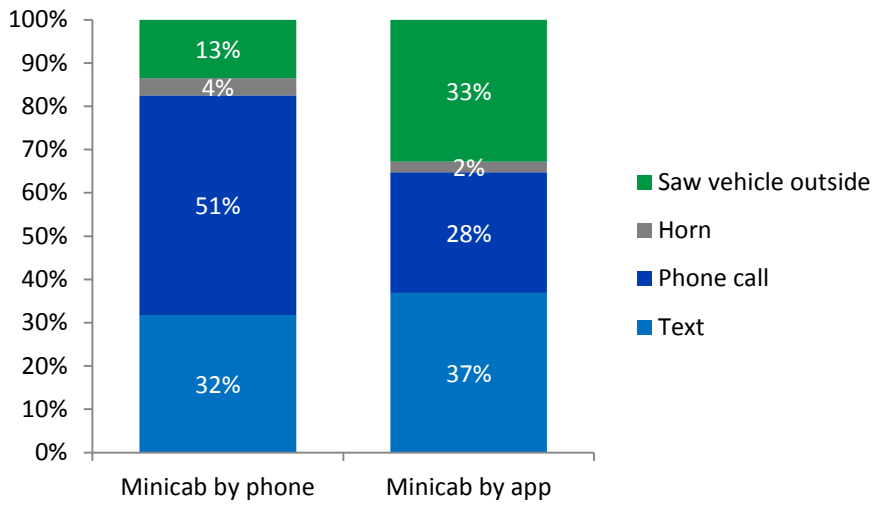
- There was a wide range arrival times for minicabs. The majority which did not arrive at the correct time arrived between and five and fifteen minutes late. There was one instance of a minicab booked by phone that was forty five minutes late.

Figure 3.28: Did the vehicle arrive at the time requested?



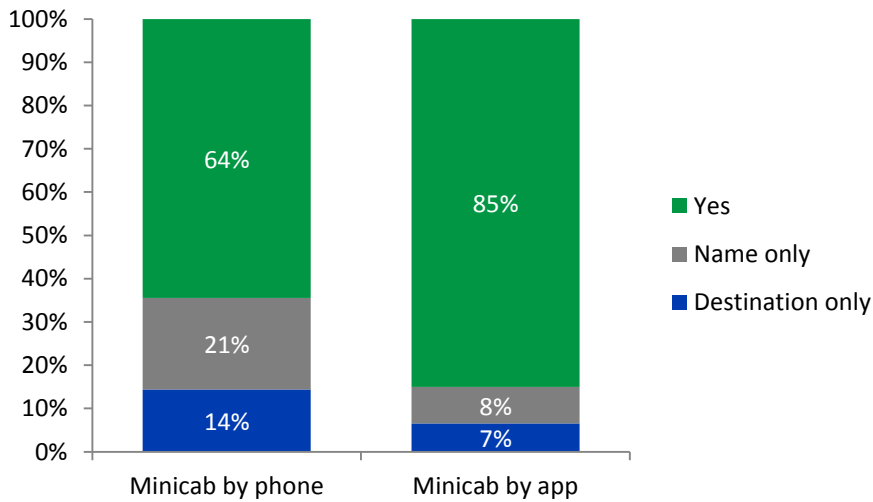
3.40 Mystery travellers who booked their minicab by phone or using a smartphone app reported all of the ways in which their minicab driver let them know they had arrived: text, phone call, doorbell, horn or mystery traveller saw vehicle outside.

Figure 3.29: How did you know the vehicle had arrived?



3.41 Mystery travellers reported whether their driver was able to confirm their name and destination.

Figure 3.30: Was the driver able to confirm your name and destination?



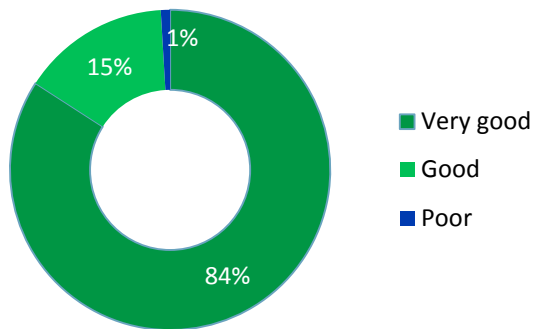
Using an App

3.42 In this section, mystery travellers’ experience of booking a minicab using a smartphone app is reported.

3.43 Mystery travellers were asked to report how they would rate the ease of using the app when booking the minicab. The options given were: very good, good, neither good nor poor, poor and very poor.

- Ratings of the ease of using the app positive with 84% giving a rating of very good.

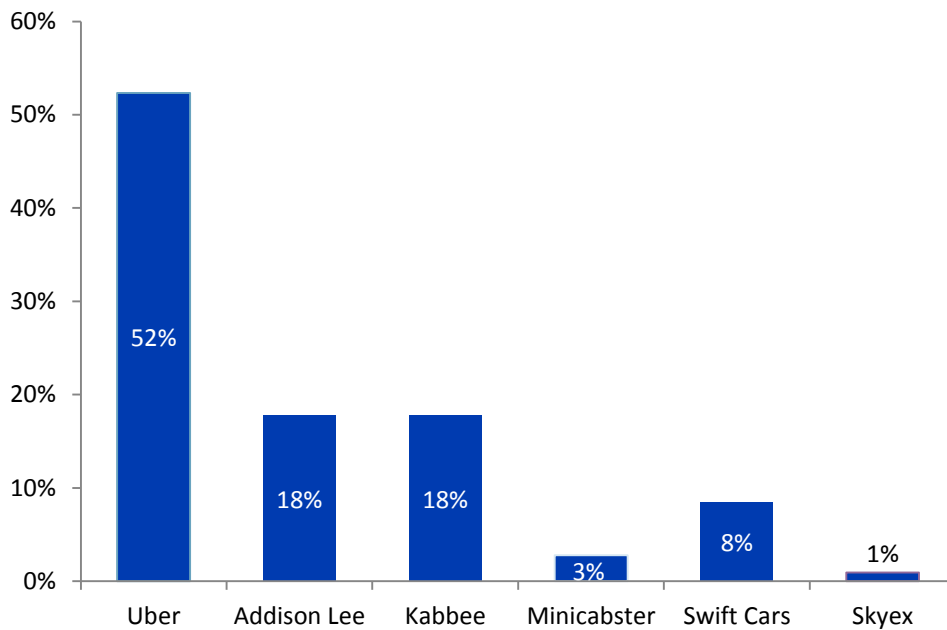
Figure 3.31: How would you rate the ease of using the app?



3.44 Mystery travellers were asked to report which smartphone app they used to book their minicab.

- The most commonly used app was Uber (52%).

Figure 3.32: Which app did you use to book the minicab?



4 Experience of the Driver

Introduction

4.1 This chapter reports the results of the mystery traveller survey focussing on the questions concerning their experience of the driver.

4.2 The themes which are captured by this chapter are:

- **Helpfulness:** did the driver provide adequate assistance to the passenger from the beginning of the journey to the end?
- **Communication:** did the driver communicate clearly with the passenger? This includes English language aptitude.
- **Politeness:** did the driver make the mystery traveller feel at ease for the entirety of the journey?
- **The journey:** was the mystery traveller confident in the driver's knowledge of the route?

Taxi Survey Results

Helpfulness

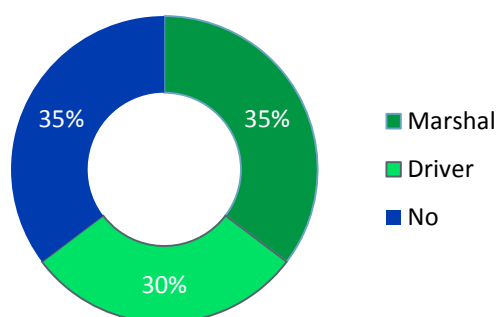
4.3 A set of questions was asked to gauge how helpful the driver and marshal were in terms of the assistance provided to the passenger during the journey.

Provision of assistance with luggage getting into the car

4.4 The mystery travellers answered a question about whether, if they had heavy luggage, they were helped with carrying their bags and loading them into the taxi. This question was slightly different for marshalled taxi ranks and unmarshalled taxi ranks, on street hails, taxis booked by phone and taxis booked by app. For the survey of marshalled taxi rank the mystery traveller could respond that they had been helped by the marshal, the driver or they had not been helped.

- 17 mystery traveller surveys getting taxis at marshalled ranks had heavy luggage and so were able to provide a response to this question.
- Two thirds (65%) received help from either the driver or marshal.

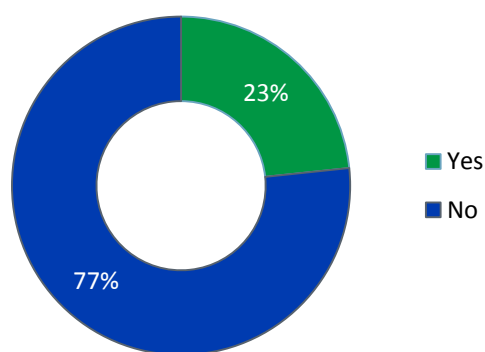
Figure 4.1: If you had heavy luggage, did the driver / marshal provide any assistance with your luggage when getting into the taxi?



4.5 A similar question was asked of the mystery travellers getting a taxi from unmarshalled taxi ranks, on street hails, taxis booked by phone and taxis booked by app. The response options were slightly different since there was no marshal, there was no option of the marshal having helped with the luggage.

- Out of 330 responses, only 30 people responded to the question
- There were comments that came through the qualitative response in the hailed on street surveys that because the taxi was picking up on street there was traffic and there was not time for the driver to assist with luggage.

Figure 4.2: Did the driver provide any assistance with your luggage when getting into the taxi?

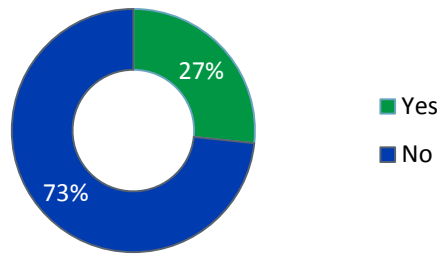


Provision of assistance with luggage getting out the car

4.6 The same question was asked of the mystery travellers as they were getting out of the taxi. For this question the surveys of taxis are all grouped together since they are all responses to the same question. Again there were the responses were limited by the number of people who had heavy luggage.

- Out of 378 responses from the three surveys, only 45 responded to this question.

Figure 4.3: Did the driver provide any assistance with your luggage when getting out of the taxi?

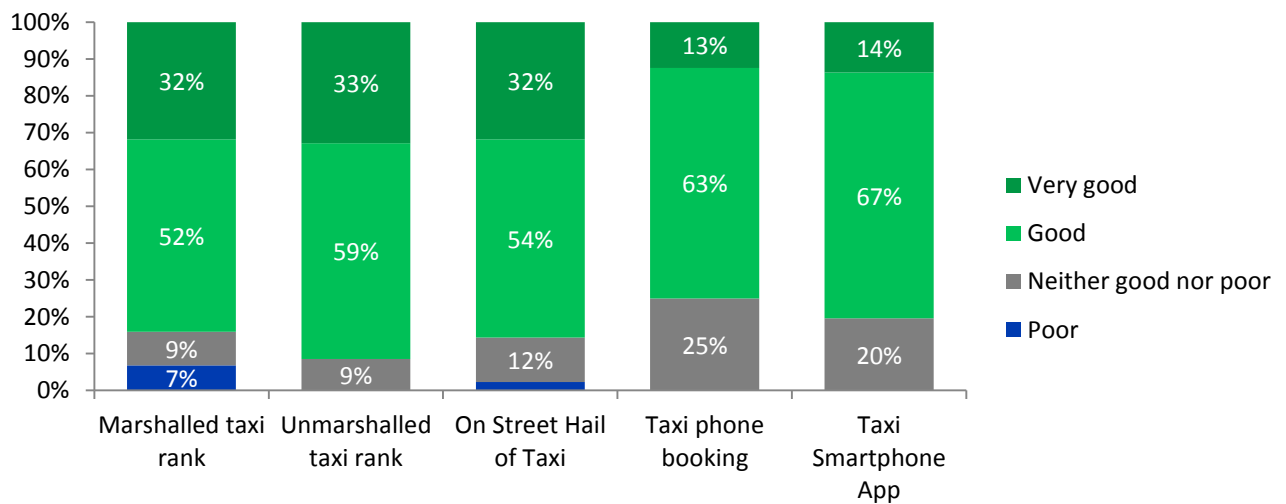


Overall helpfulness

4.7 The mystery travellers reported how they would rate the overall helpfulness of the driver based on their experience during the journey.

- Overall 85% of mystery travellers surveying taxis rated their driver good or very good for helpfulness.

Figure 4.4: Overall, how would you rate the helpfulness of your driver?



Communication

4.8 Questions were also asked to gauge how good the drivers’ communication was. This includes a consideration of English language skills and communicating information about the progress of the journey.

Driver comprehension of the questions

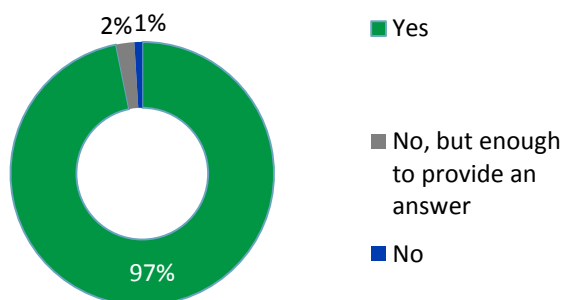
4.9 The mystery travellers were asked to pose two questions to the taxi driver who had picked them up. These questions were:

- How busy have you been today?
- Which route will you take for this journey?

4.10 The mystery travellers then firstly assessed how well they thought the driver had understood their question.

- 99% of mystery travellers thought that the driver could understand enough to provide and answer.

Figure 4.5: Did you think that the driver clearly understood your questions?

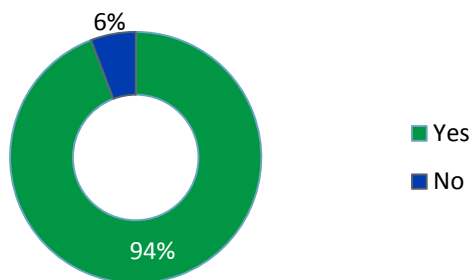


Coherence of drivers answer

4.11 The mystery travellers then assessed how coherent they considered the responses that they received from their drivers. This captured the clarity as well as the sense of the response.

- Only 1% of mystery travellers thought their driver did not understand their question well enough to provide an answer whereas the 6% of mystery travellers deemed the response they did receive as incoherent.

Figure 4.6: Did you receive a coherent answer to your questions?

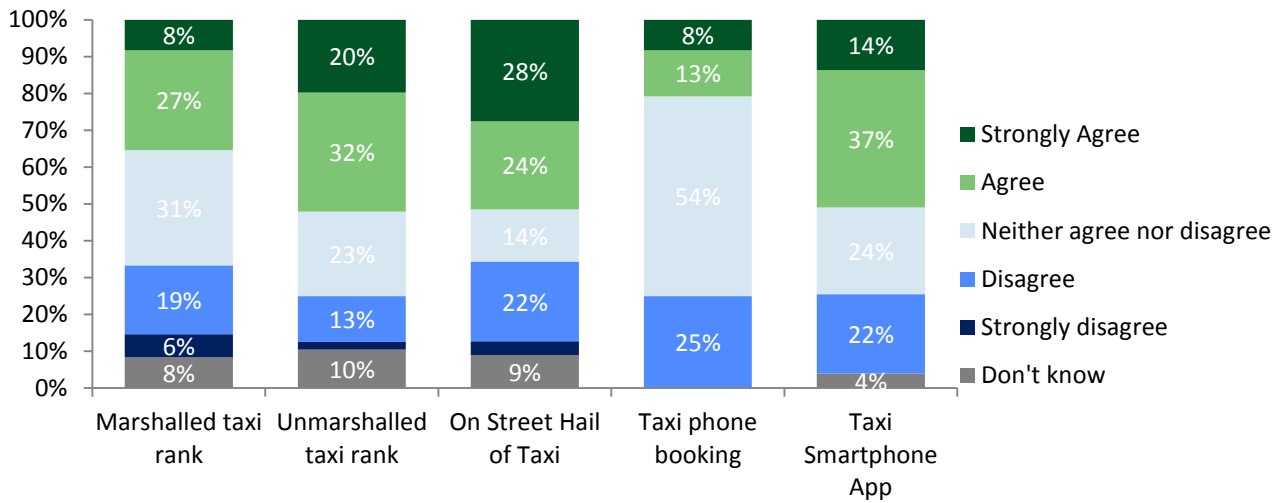


Communication of traffic and disruption information

4.12 The mystery travellers assessed the level of information that they received from the driver regarding traffic and disruptions during the journey. They were asked to what extent they agreed with the statement below.

- Less than half (48%) of mystery travellers, felt that they had been provided with information regarding traffic and disruptions and responded that they either strongly agreed or agreed with the statement.
- For taxis from marshalled taxi ranks and taxis which were booked by phone the percentage was much lower at only 35% and 21% respectively.

Figure 4.7: The driver communicated the information regarding traffic and disruptions during the journey?

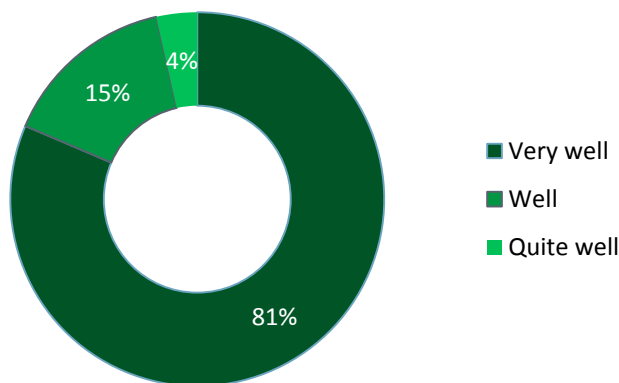


English language skills

4.13 Additionally, the mystery travellers were asked to give a judgement on how well they thought the driver of their taxi could speak English. They were asked to state how well they thought the driver spoke English:

- Very well
 - Well
 - Quite well
 - Not very well
 - Not at all well
- 100% of mystery travellers judged their driver to speak English at least quite well with the majority of people thinking the driver speaks English very well.

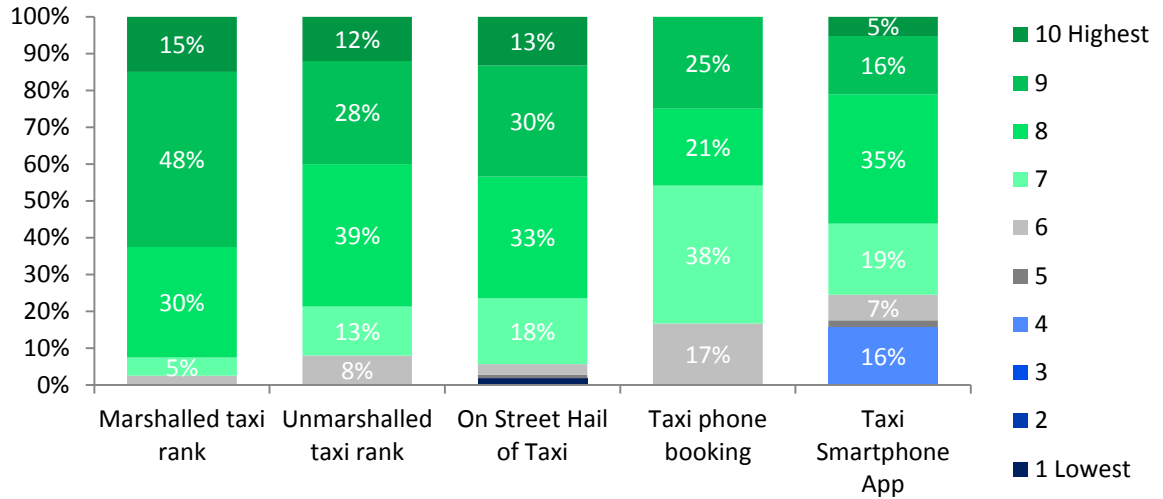
Figure 4.8: How well did you feel that the driver was able to speak English?



4.14 The mystery travellers reported how they would rate the overall communication of the driver based on their experience during the journey. They rated the experience on a scale of 1-10.

- Overall 89% of mystery travellers surveying taxis rated their driver from seven to ten for communication.
- Mystery travellers getting taxis from marshalled taxi ranks rated their drivers particularly highly for communication with 97% rating their driver between seven and ten.
- Drivers of taxis booked by phone or by app were rated less highly with 83% and 75% of driver respectively, being rated between seven and ten for their communication.

Figure 4.9: Overall, how would you rate the communication of your driver with you on a scale of 1-10?



Politeness and feeling at ease

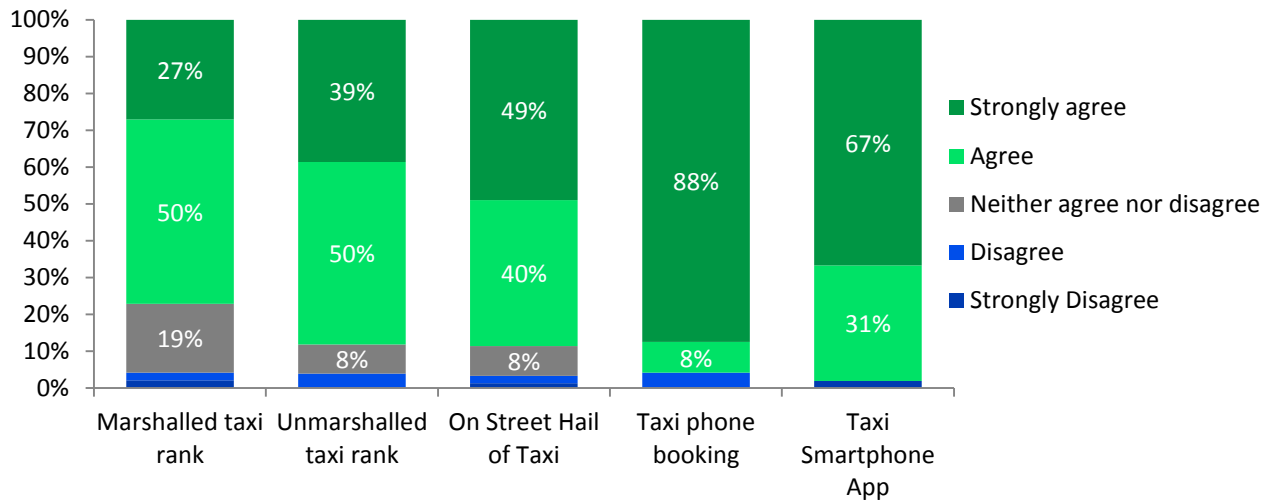
4.15 Questions were also asked to gauge how polite the driver interaction with the mystery traveller was. This includes a consideration of whether the driver made the passenger feel at ease.

Feeling of uneasiness during the journey

4.16 Mystery travellers were asked to give an assessment of whether they were made to feel uneasy during the journey. They were asked to what extent they agree with the statement ‘I did not feel uneasy at any point during the journey’.

- Of the mystery travellers getting taxis from a marshalled rank, the percentage who agreed or strongly agreed with the statement was lower (77%) than the mystery travellers getting taxis from an unmarshalled ranks, hailing the taxi on street and taxis booked by phone and by app.

Figure 4.10: You did not feel uneasy at any point during the journey?



4.17 There was a broad range of answers for why people felt uneasy. The most common answers were:

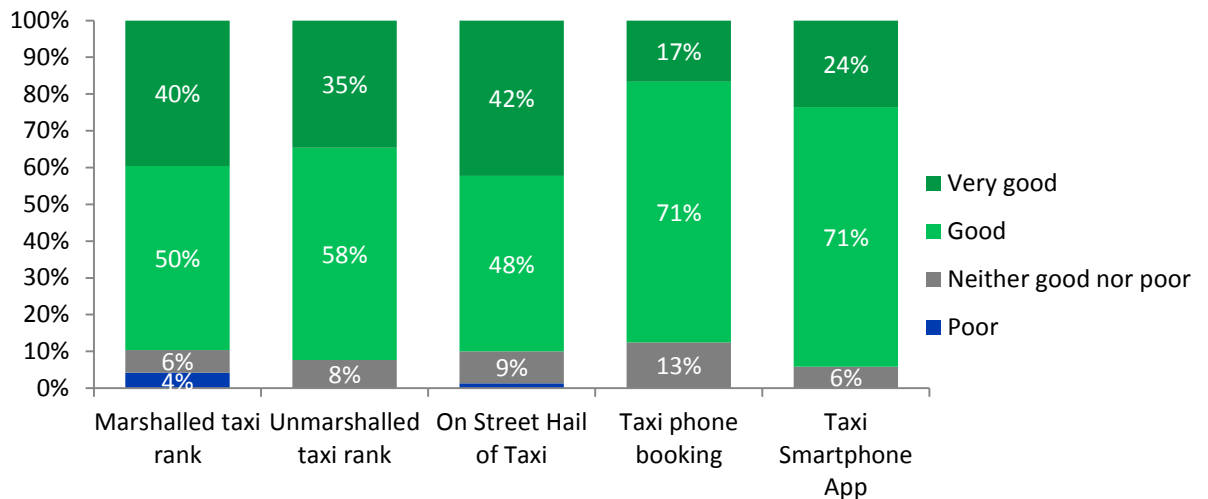
- Uncertainty about the route the driver was taking them on
- The driver using a phone
- Lack of communication from the driver

Overall politeness

4.18 In summary, the mystery travellers also reported how they would rate the overall politeness of the driver based on their experience during the journey.

- Overall 91% of mystery travellers surveying taxis rated their driver good or very good for politeness.

Figure 4.11: Overall, how would you rate the politeness of your driver?



The Journey

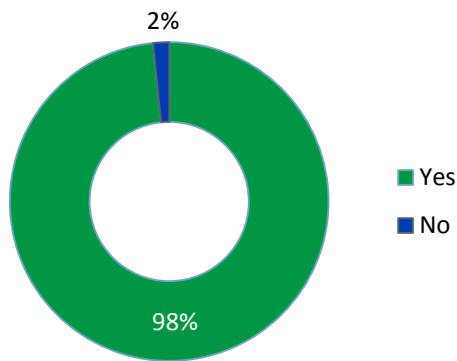
4.19 Finally, questions were asked to gauge how satisfied the mystery traveller was with the overall way the journey was facilitated by the driver. This includes a consideration of how the passenger felt about the route that was taken.

Satisfaction with driver's route

4.20 Mystery travellers were asked to give an assessment of the route that the driver took and whether it was an indication of a good knowledge of the area.

- The overwhelming majority of travellers were satisfied with the chosen route.

Figure 4.12: Were you satisfied of the driver's route choice and knowledge of the route?

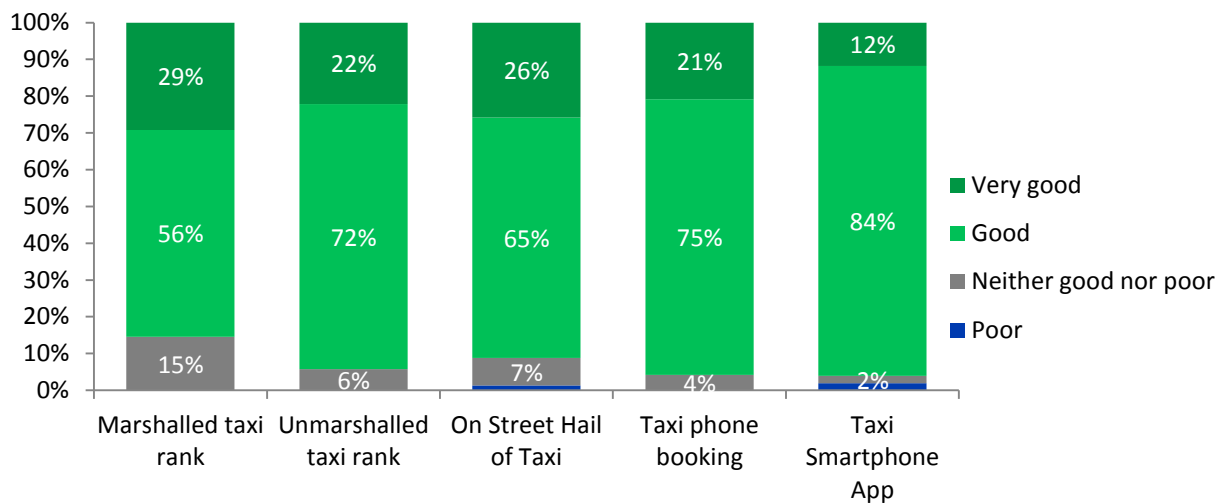


Overall journey appraisal

4.21 In summary, the mystery travellers also reported how they would rate the journey as a whole based on the experience of the driver during the journey.

- Overall 92% of mystery travellers surveying taxis rated their overall journey experience good or very good.

Figure 4.13: Overall, how would you rate your journey?



Minicab Survey Results

4.22 There were three different categories of minicab mystery traveller surveys.

- Minicab booked by phone
- Minicab booked in person
- Minicab booked by app

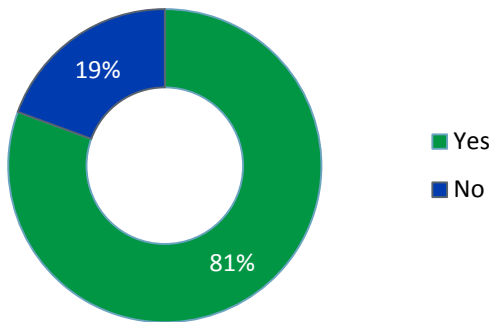
Helpfulness

4.23 A set of questions was asked gauging how helpful the drivers were in terms of the assistance provided to the passenger during the journey.

Provision of assistance with luggage getting into the car

4.24 The mystery travellers answered a question about whether, if they had heavy luggage, they were helped with carrying their bags and loading them into the minicab. The question asked was the same for the three minicab surveys.

Figure 4.14: Did the driver provide any assistance with your luggage when getting into the minicab?

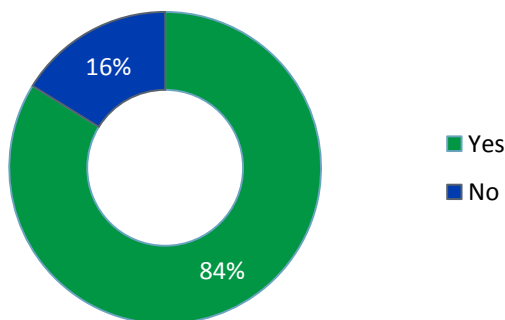


Provision of assistance with luggage getting out the car

4.25 The same question was asked of the mystery travellers as they were getting out of the minicab.

- A slightly higher proportion were assisted at the end of the journey.

Figure 4.15: Did the driver provide any assistance with your luggage when getting out of the minicab?

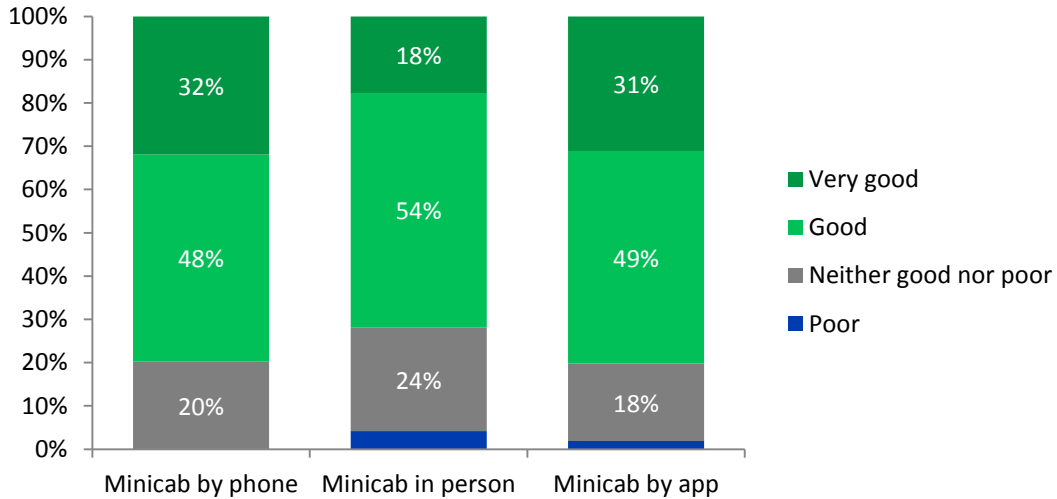


Overall helpfulness

4.26 The mystery travellers also reported how they would rate the overall helpfulness of the driver based on their experience during the journey.

- Overall, 77% of mystery travellers surveying minicabs rated their driver good or very good for helpfulness.

Figure 4.16: Overall, how would you rate the helpfulness of your driver?



Communication

4.27 Questions were also asked to gauge how good the driver’s communication was. This includes a consideration of English language skills and communicating information about the progress of the journey.

Driver comprehension of the questions

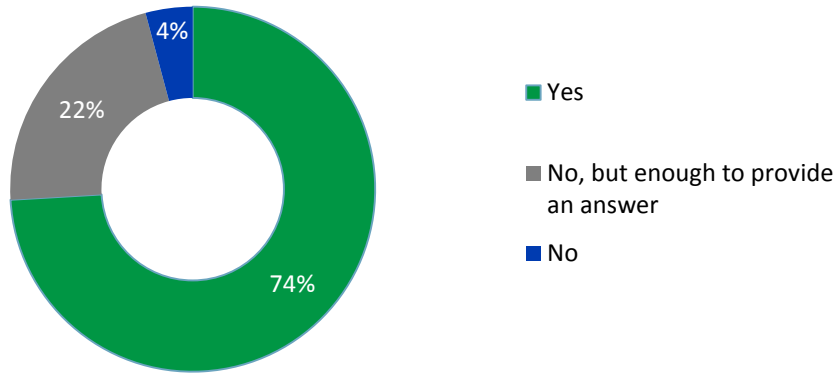
4.28 The mystery travellers were asked to pose two questions to the minicab driver who had picked them up. These questions were:

- How busy have you been today?
- Which route will you take for this journey?

4.29 The mystery travellers then firstly assessed how well they thought the driver had understood their question.

- 96% of mystery travellers thought that the driver could understand enough to provide an answer.
- However, this includes a fifth (22%) who were not considered to have fully understood the question, though were able to provide an answer.

Figure 4.17: Did you think that the driver clearly understood your questions?

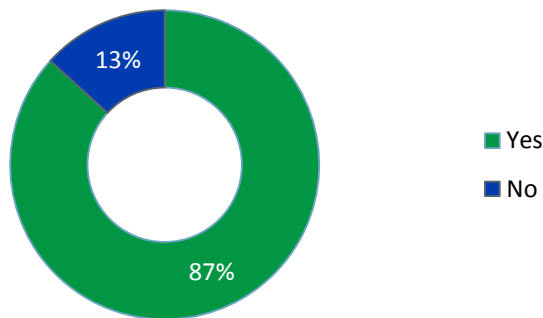


Coherence of drivers answer

4.30 The mystery travellers then assessed how coherent they considered the responses that they received from their drivers. This captured the clarity as well as the sense of the response.

- 13% of mystery travellers considered their driver did not understand their question well enough to provide an answer.

Figure 4.18: Did you receive a coherent answer to your questions?

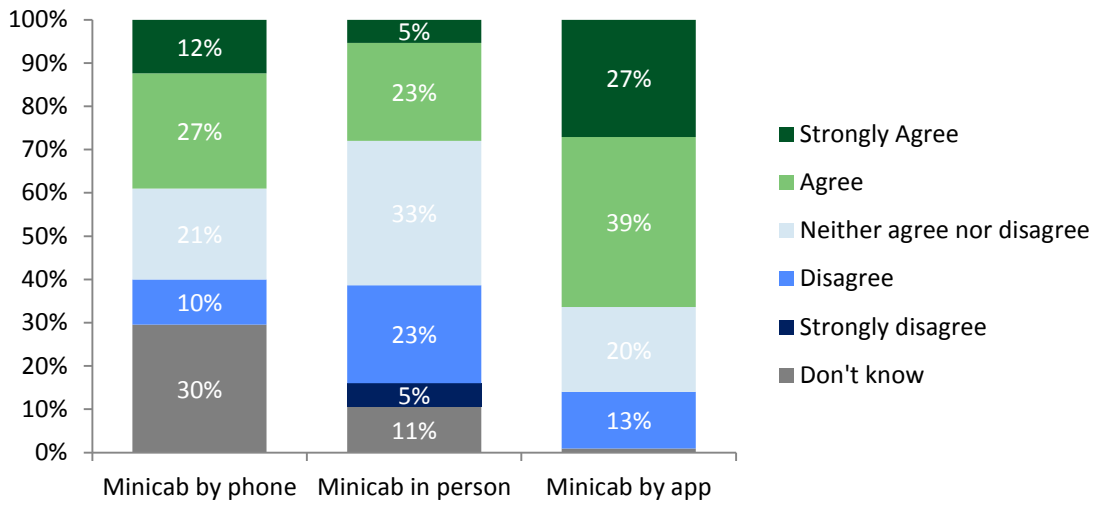


Communication of traffic and disruption information

4.31 The mystery travellers assessed the level of information that they received from the driver regarding traffic and disruption during the journey.

- Less than half (46%) of mystery travellers, felt that they had been provided with information regarding traffic and disruption and responded that they either strongly agreed or agreed with the statement.
- There is however, significant variation between the booking methods for minicabs with passengers booking by app feeling better informed.

Figure 4.19: The driver communicated the information regarding traffic and disruptions during the journey?

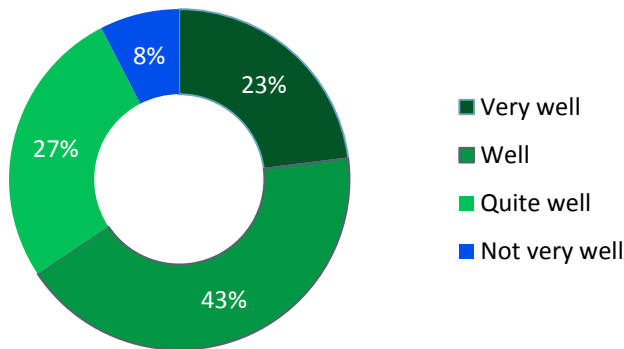


English language skills

4.32 Additionally, the mystery travellers were asked to give a judgement on how well they thought the driver of their minicab could speak English. They were asked to state how well they thought the driver spoke English: Very well, Well, Quite well, Not very well, or Not at all well.

- 92% were considered to be able to speak English quite well / well / very well.

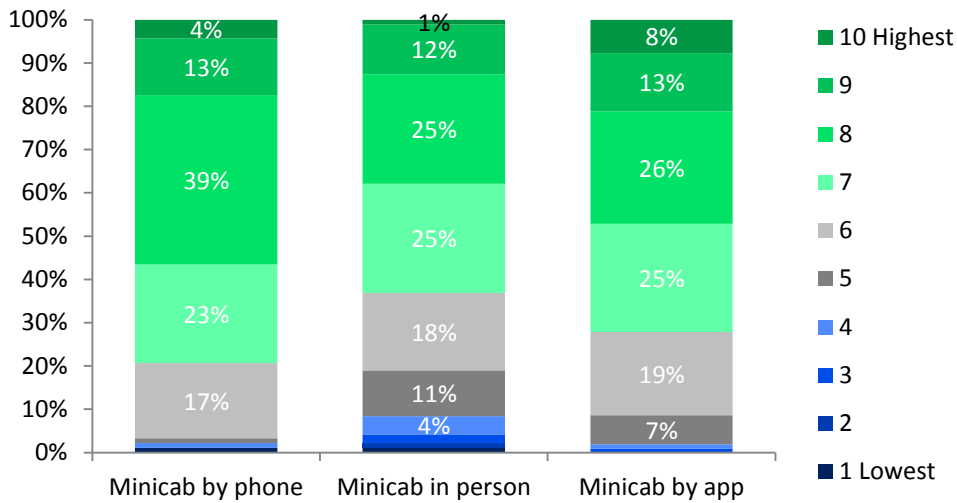
Figure 4.20: How well did you feel that the driver was able to speak English?



4.33 In summary, the mystery travellers also reported how they would rate the overall communication of the driver based on their experience during the journey. They rated the experience on a scale of 1-10.

- Overall, 71% of mystery travellers surveying minicabs rated their driver seven or more for communication.
- Mystery travellers who booked their minicab in a booking office rated the communication of their driver worse than other minicab mystery travellers.

Figure 4.21: Overall, how would you rate the communication of your driver with you on a scale of 1-10?



Politeness and feeling at ease

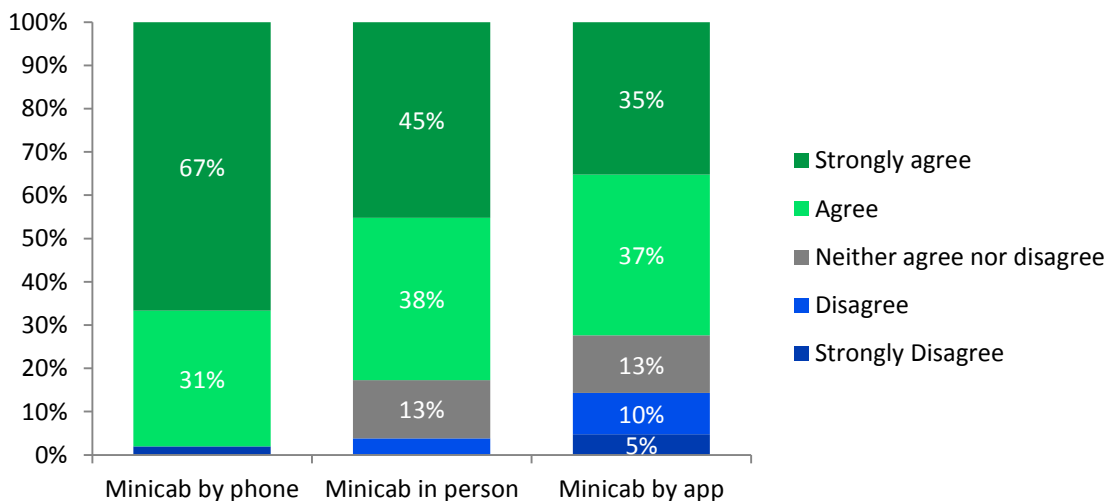
4.34 Questions were also asked to gauge how polite the driver was. This includes a consideration of whether the driver made the passenger feel at ease.

Feeling of uneasiness during the journey

4.35 Mystery travellers were asked to give an assessment of whether they were made to feel uneasy during the journey. They were asked to what extent they agree with the statement ‘I did not feel uneasy at any point during the journey’.

- Mystery travellers booking by phone were most likely to agree that they did not feel uneasy.

Figure 4.22: You did not feel uneasy at any point during the journey?



4.36 There was a broad range of answers for why surveyors felt uneasy. The most common answers were:

- The driver using a phone
- Lack of communication from the minicab driver

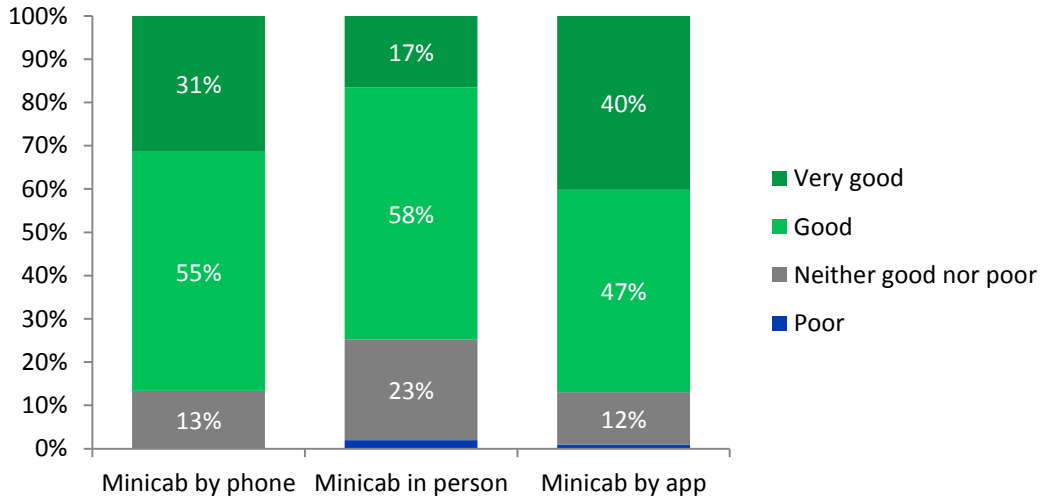
- Unpleasant odour in the car.

Overall politeness

4.37 The mystery travellers also reported how they would rate the overall politeness of the driver based on their experience during the journey.

- Overall 83% of mystery travellers surveying minicabs rated their driver good or very good for politeness.
- There were some relatively minor differences depending on the minicab was booked:

Figure 4.23: Overall, how would you rate the politeness of your driver?



The Journey

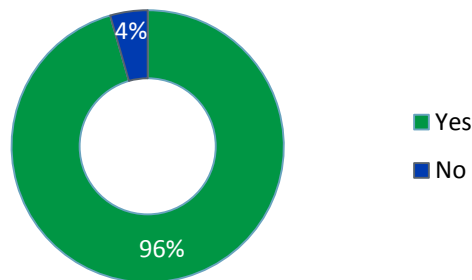
4.38 Finally, questions were asked to gauge how satisfied the mystery traveller was with the way the journey was facilitated by the driver. This includes a consideration of how travellers felt about the route that was taken.

Satisfaction with driver's route

4.39 Mystery travellers were asked to give an assessment of the route that the driver took and whether it was an indication of a good knowledge of the area.

- The great majority (96%) were happy with the route taken.

Figure 4.24: Were you satisfied of the driver's route choice and knowledge of the route?

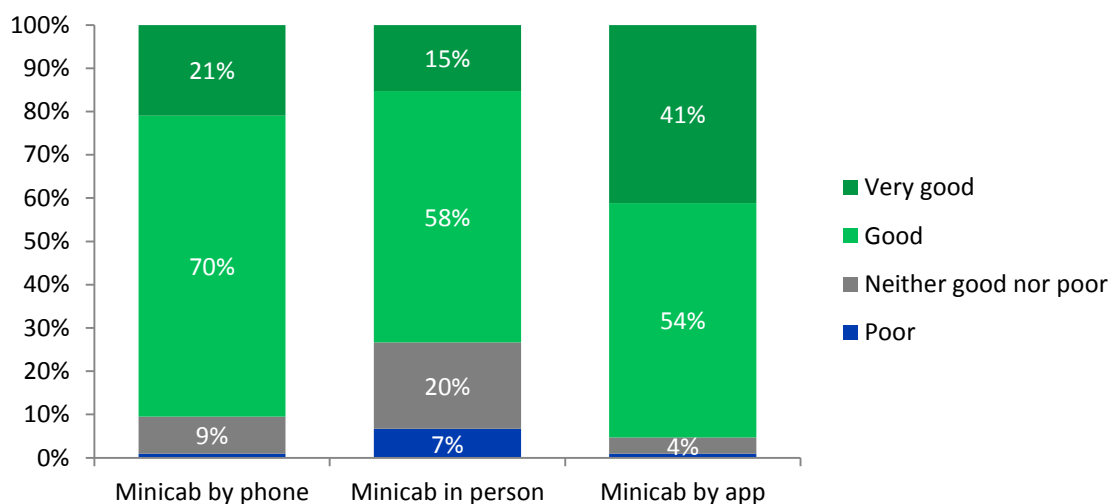


Overall journey appraisal

4.40 In summary, the mystery travellers also reported how they would rate the journey as a whole based on the experience of the driver during the journey.

- Overall 87% of mystery travellers surveying minicabs rated their overall journey experience good or very good.
- When booked in person 73% gave a rating of good or very good.

Figure 4.25: Overall, how would you rate your journey?



5 Experience of the Vehicle

Introduction

5.1 This chapter reports the results of the mystery traveller survey focussing on the questions which give an indication of the mystery travellers’ experience of the vehicle.

5.2 The themes which are captured by this chapter are:

- **Cleanliness:** was the vehicle clean?
- **Comfort:** was the vehicle comfortable?
- **Smoothness of the ride:** was the journey smooth?

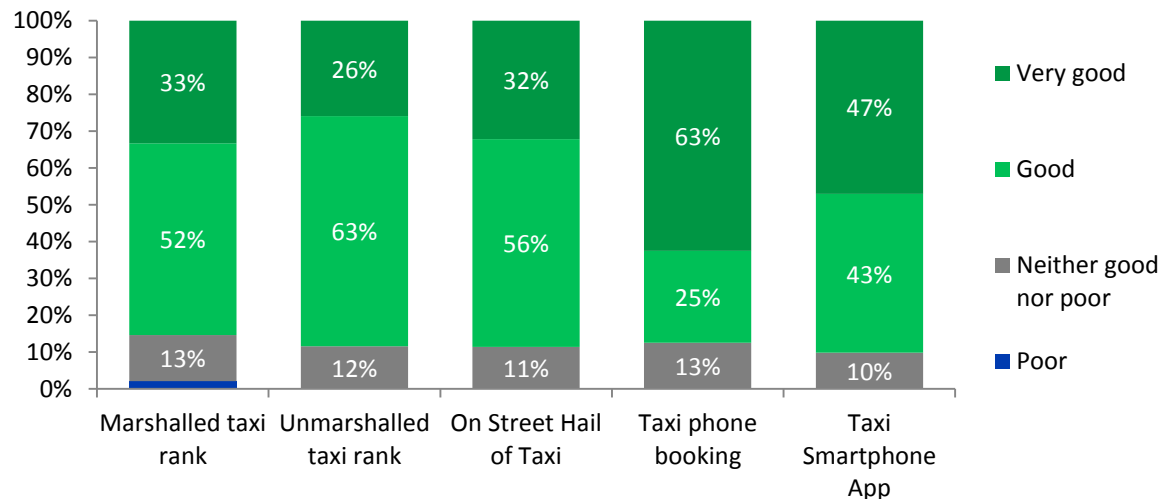
Taxi Survey Results

Cleanliness

5.3 The mystery travellers reported how they would rate the cleanliness of the vehicle.

- Overall 89% of mystery travellers surveying taxis rated the cleanliness of the vehicle good or very good with taxis booked by phone or app rated the highest.

Figure 5.1: How would you rate the cleanliness of the vehicle?

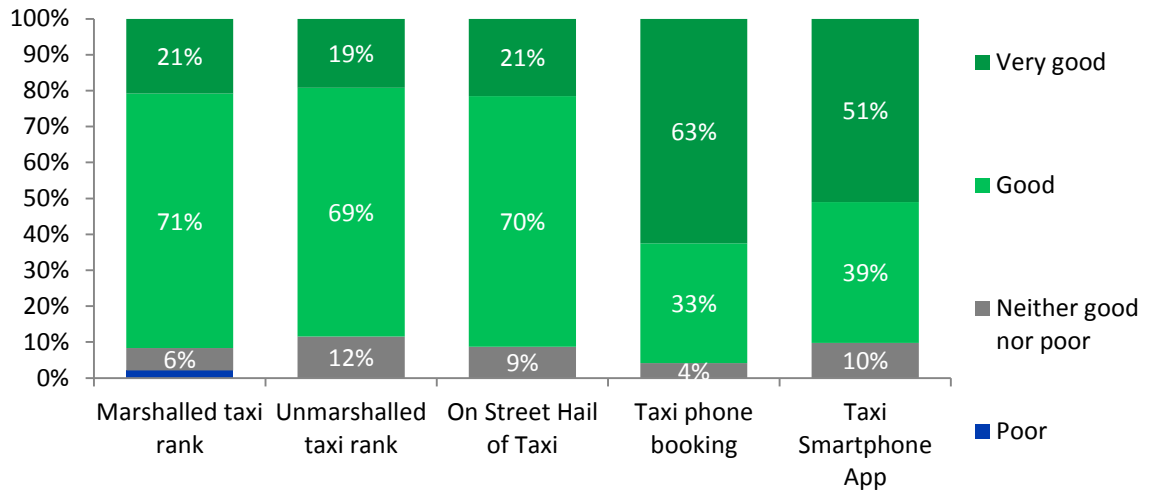


Comfort

5.4 The mystery travellers reported how they would rate the comfort of the vehicle.

- Overall 90% of mystery travellers surveying taxis rated the comfort of the vehicle good or very good.

Figure 5.2: How would you rate the comfort of the vehicle?

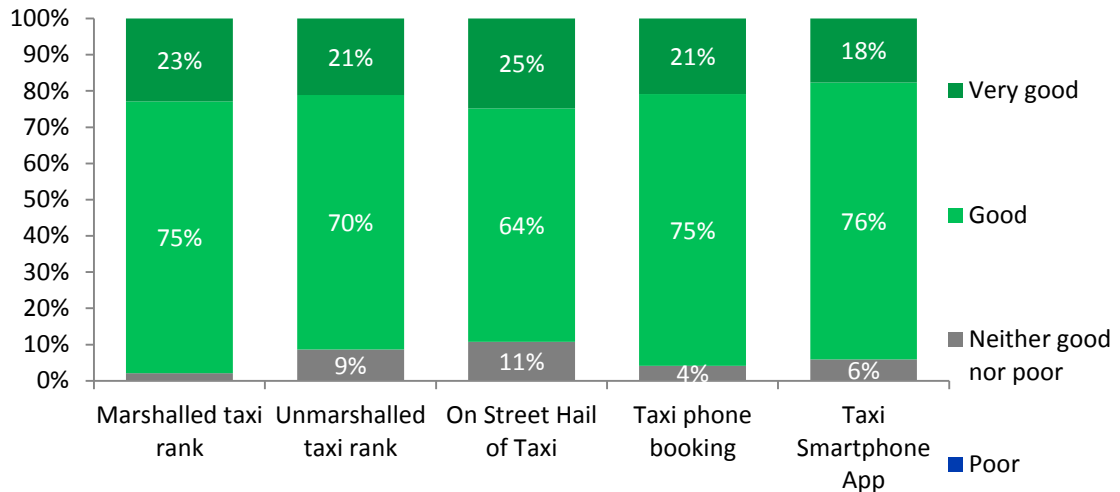


Smoothness of the ride

5.5 The mystery travellers reported how they regarded the smoothness of the ride.

- Overall 92% of mystery travellers surveying taxis rated the smoothness of the ride good or very good.

Figure 5.3: How would you rate the smoothness of the ride?



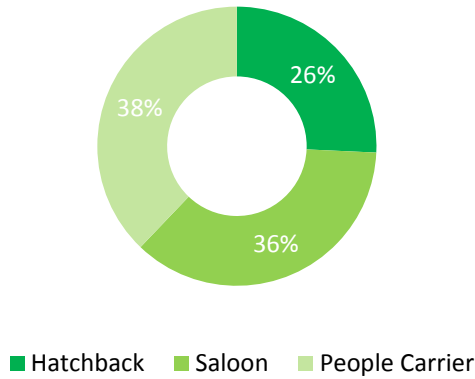
Minicab Survey Results

Type of Vehicle

5.6 The mystery travellers reported which type of vehicle picked them up.

- There was a mix of hatchbacks, saloons and people carriers used:

Figure 5.4: What type of vehicle picked you up - Hatchback, saloon or people carrier?

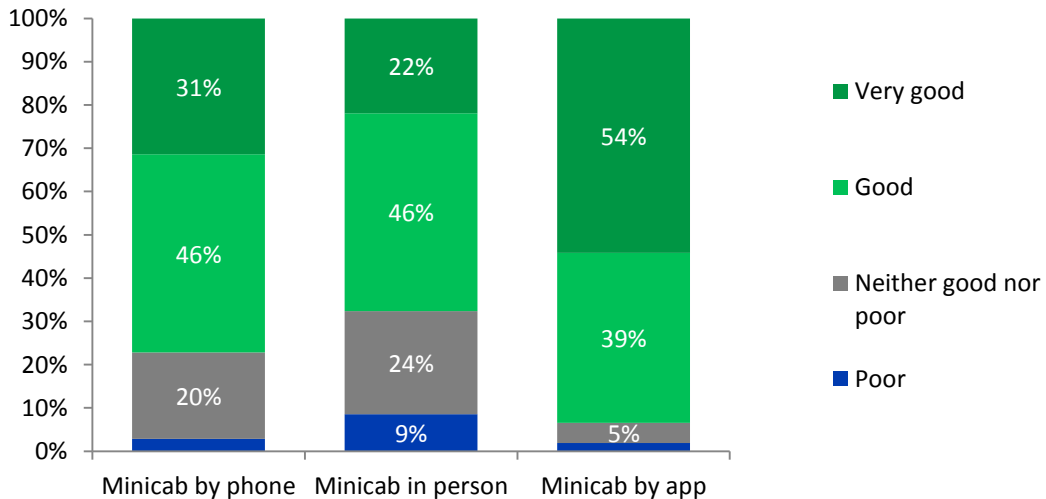


Cleanliness

5.7 The mystery travellers reported how they would rate the cleanliness of the vehicle.

- Overall 80% of mystery travellers surveying minicabs rated the cleanliness of the vehicle good or very good.
- The highest scores were for vehicles from app-based bookings.

Figure 5.5: How would you rate the cleanliness of the vehicle?

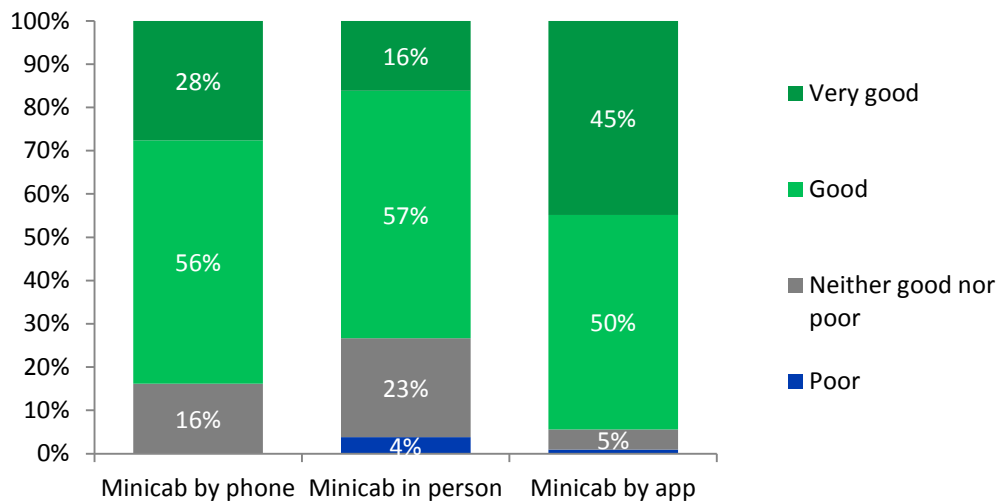


Comfort

5.8 The mystery travellers reported how they would rate the comfort of the vehicle.

- Overall 84% of mystery travellers surveying minicabs rated the comfort of the car good or very good.
- For minicabs booked by an app, 95% rated the comfort of the vehicle as good or very good.

Figure 5.6: How would you rate the comfort of the vehicle?

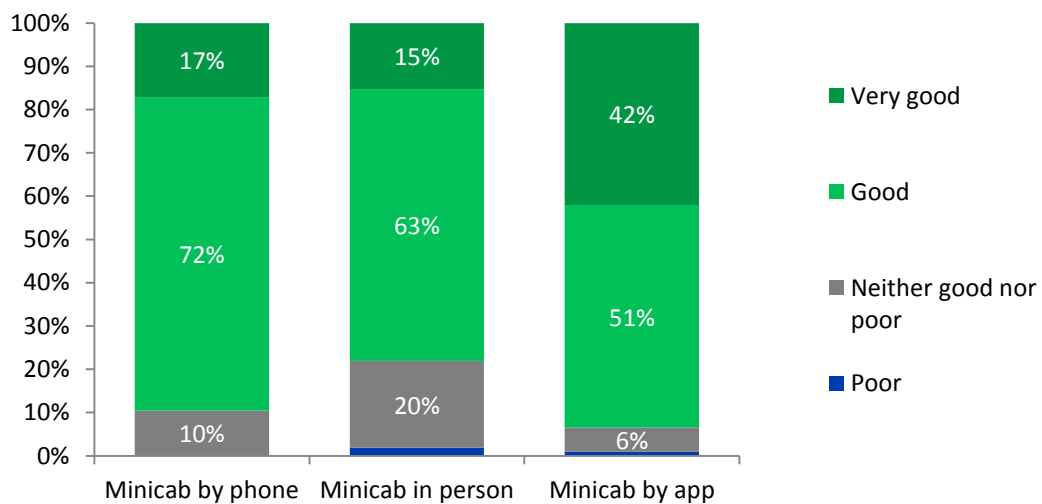


Smoothness of the ride

5.9 The mystery travellers reported how they would rate the smoothness of the ride.

- Overall, 87% of mystery travellers surveying minicabs rated the smoothness of the ride as good or very good.
- Minicabs booked via an app were much more likely to receive a rating of very good.

Figure 5.7: How would you rate the smoothness of the ride?



6 Experience after the Journey

Introduction

6.1 This chapter reports the results of the mystery traveller survey focussing on the questions which describe the mystery travellers' experience once they had arrived at their destination.

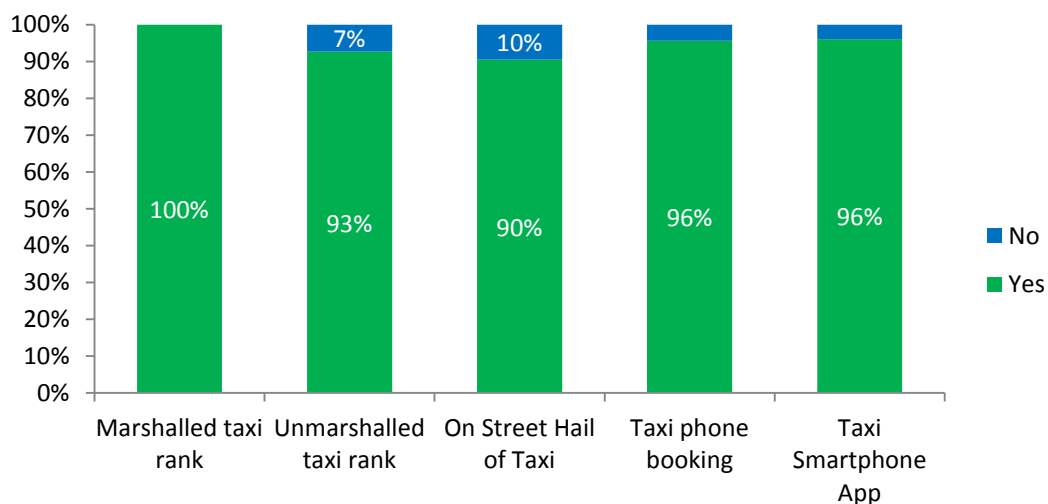
Taxi Survey Results

Correct destination

6.2 The mystery travellers reported whether their journey ended where they wanted it to.

- Overall 93% of the journeys of mystery travellers surveying taxis ended where they wanted it to.

Figure 6.1: Did the journey end where you wanted it to?

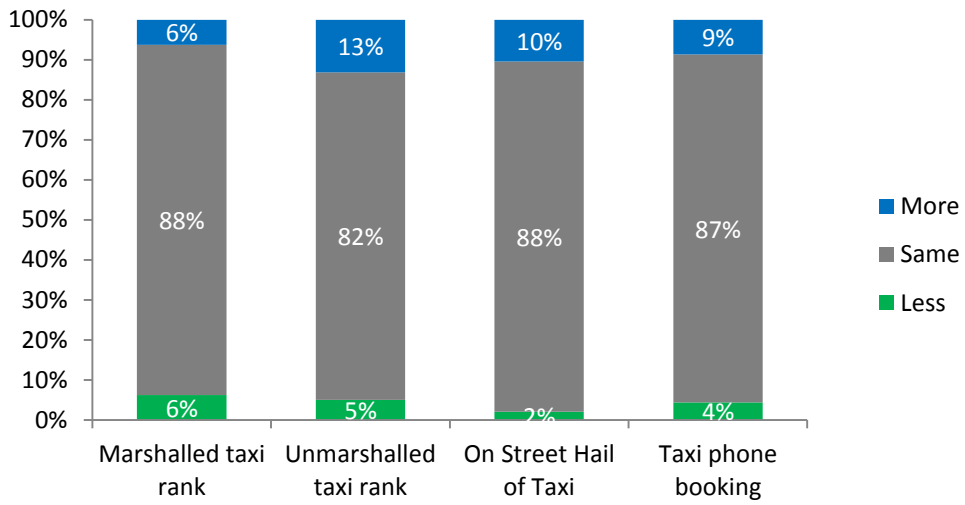


Agreed fare

6.3 The mystery travellers reported, if they agreed a fare at the beginning of the journey, whether they were charged the same amount.

- Overall 86% of mystery travellers surveying taxis were charged the fare they had originally agreed. 11% were charged more and 4% were charged less.

Figure 6.2: Were you charged the fare you had agreed?

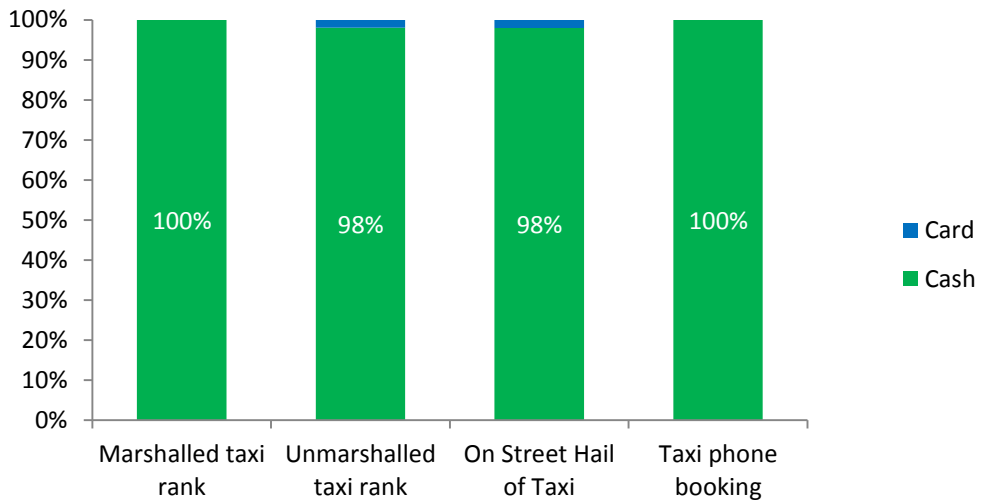


Payment method

6.4 The mystery travellers reported what payment method they used.

- Overall 98% of mystery travellers surveying taxis used cash.

Figure 6.3: What payment method did you use?



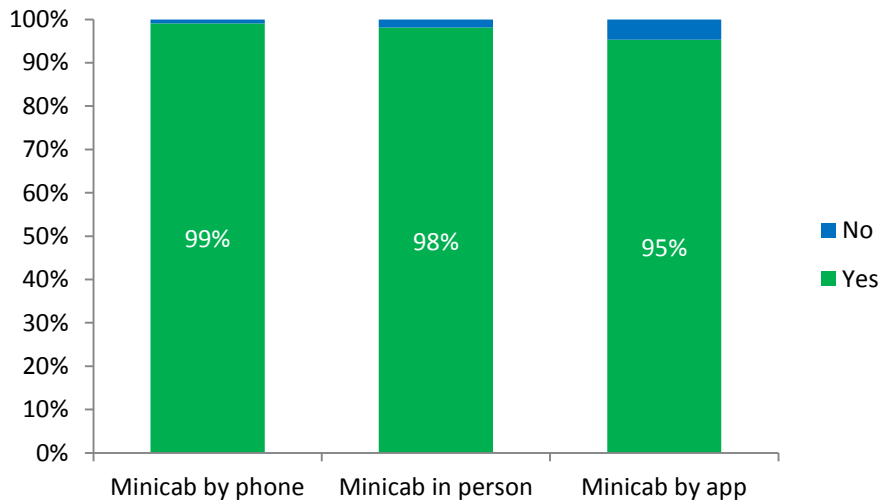
Minicab Survey Results

Correct destination

6.5 The mystery travellers reported whether their journey by minicab ended where they wanted it to.

- Overall 97% of the journeys of mystery travellers surveying minicabs ended where they wanted it to.

Figure 6.4: Did the journey end where you wanted it to?

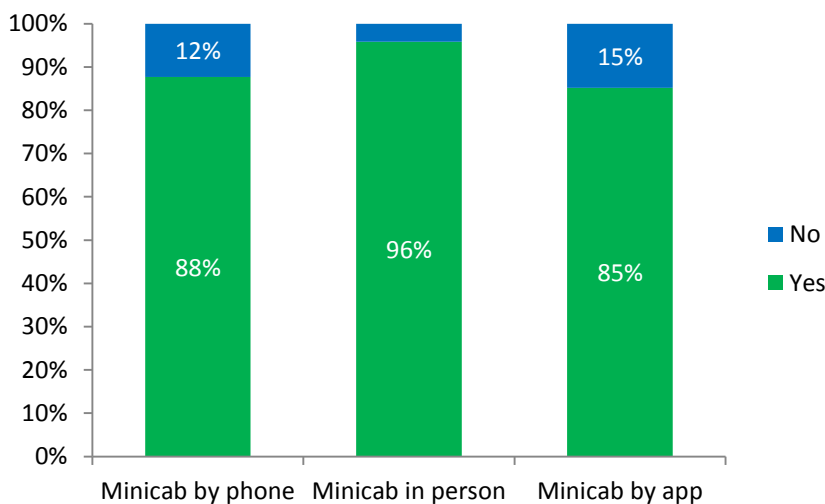


Agreed fare

6.6 The mystery travellers reported, if they agreed a fare at the beginning of the journey, whether they were charged the agreed amount.

- Overall 91% of mystery travellers surveying minicabs were charged the fare they had originally agreed.
- The mystery travellers were not asked to state whether they were charged more of less than the fare they had agreed.

Figure 6.5: Were you charged the fare you had agreed?

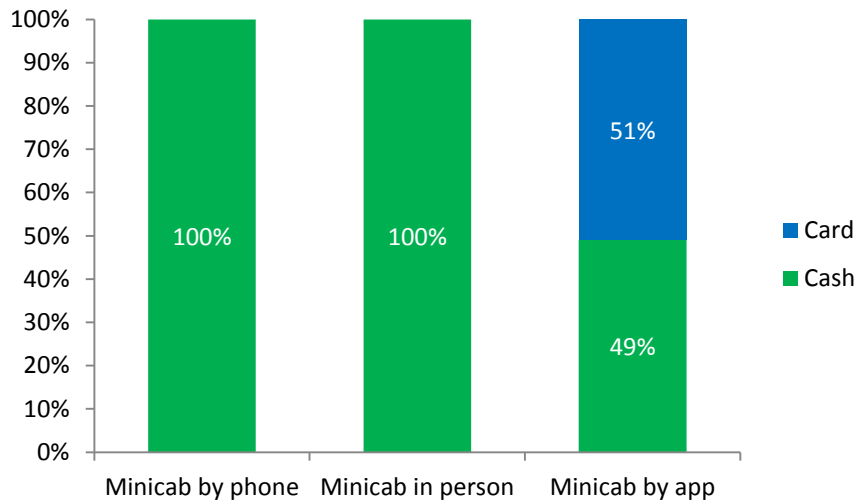


Payment method

6.7 The mystery travellers reported what payment method they used.

- Overall 82% of mystery travellers surveying taxis used cash, though all of the mystery travellers who paid by card booked through a smartphone app.

Figure 6.6: What payment method did you use?



A Questionnaires

Taxi Mystery Traveller Questionnaire – Marshalled Ranks

1. At which rank did you begin your journey?
2. At what time did you arrive at the taxi rank?
3. Was the taxi rank easy to find?
 - i. Yes
 - ii. No – if no why?
4. Were there clear signs directing you to the taxi rank?
 - i. Yes
 - ii. No
5. Was there a marshal present and visible at the rank?
 - i. Yes, both present and clearly visible
 - ii. Yes, present, but not clearly visible
 - iii. No
6. How would you rate your feeling of personal safety at the rank? (1 low and 10 high)
7. Approximately how many taxis were in the queue at the time you arrived at the rank?
8. Did any of the drivers refuse you?
 - i. Yes
 - ii. No
9. If yes, how many times were you refused?
10. And for what reason(s)? Please specify for each refusal
 - i. The driver did not accept card payments
 - ii. The driver refused to go to the requested destination
 - iii. Other reasons (Please specify)...
11. (If the driver refused you) Did the marshal speak to the driver who refused you?
 - i. Yes
 - ii. No
12. On a scale of 1 to 10, 10 being the best score and 1 being the worst, how would you rate how the marshal(s) dealt with the situation?.....
13. (If carrying heavy luggage) Did the driver / marshal provide any assistance with your luggage when getting into the taxi?

- i. Yes – marshal did
- ii. Yes – driver did
- iii. No

14. How would you rate the following aspects of the marshalling on a scale of 1-10 (10 being the best score, 1 being the worst)?

	Score
Service from the marshal	
Efficiency of queue management	

15. Do you have any other comments about your experience of using the marshalled taxi rank?

.....

16. At what time did you begin your journey by taxi?

17. During your journey, please ask the following questions of the driver:

- i. How busy have you been today?
- ii. Which route will you take for this journey?

Based on their answers and their general communication throughout the journey, please answer the following questions:

18. Did you think that the driver clearly understood your questions?

- i. Yes
- ii. No, but they understood enough to provide an answer
- iii. No

19. Did you receive a coherent answer to your questions?

- i. Yes
- ii. No

20. Overall, how would you rate the communication of your driver with you on a scale of 1-10 (10 being the best score, 1 being the worst)?

21. How well did you feel that the driver was able to speak English?

- i. Very well
- ii. Well
- iii. Quite well
- iv. Not very well
- v. Not at all well

22. How would you rate the following aspects of your journey on a scale of 1-10 (10 being the best score, 1 being the worst)?

	Score
Cleanliness of the vehicle	
Comfort of the vehicle	
Politeness of the driver	
Helpfulness of the driver	
Smoothness of the ride	
Your journey overall	

23. To what extent do you agree with the following statements?

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know / not applicable
I did not feel uneasy at any point during the journey						
The driver communicated information regarding traffic and disruptions during the journey						

24. If you felt uneasy at any point in the journey, what the reason for this?

25. Were you satisfied with the driver's route choice and knowledge of the route?

- i. Yes
- ii. No – if no, why?

26. (If carrying heavy luggage) Did the driver provide any assistance with your luggage when getting out of the taxi?

- i. Yes
- ii. No

27. Where did your taxi journey end? (Please give the name of a nearby landmark or street name).....

28. Did the journey end where you wanted it to? If not, why not?

29. At what time did you arrive at your destination?.....

30. What was the final fare on the taximeter at the end of your journey?.....

31. Did the driver charge you this fare/more/less?

32. How much did you pay the driver for your journey?.....

33. What payment method did you use to pay?

34. Do you have any other comments about your experience of using the taxi?

Taxi Mystery Traveller Questionnaire – Unmarshalled Ranks

1. At which rank did you begin your journey?.....
2. At what time did you arrive at the taxi rank?.....
3. Was the taxi rank easy to find?
 - i. Yes
 - ii. No – if no why?
4. Were there clear signs directing you to the taxi rank?
 - i. Yes
 - ii. No
5. How would you rate your feeling of personal safety at the rank? (1 low and 10 high)
6. Approximately how many taxis were in the queue at the time you arrived at the rank?
7. Did any of the drivers refuse you?
 - i. Yes
 - ii. No
8. If yes, how many times were you refused?
9. And for what reason(s)? Please specify for each refusal
 - i. The driver did not accept card payments
 - ii. The driver refused to go to the requested destination
 - iii. Other reason (please specify)...
10. Do you have any other comments about your experience of using the unmarshalled taxi rank?
11. (If carrying heavy luggage) Did the driver provide any assistance with your luggage when getting into the taxi?
 - i. Yes
 - ii. No
12. At what time did you begin your journey by taxi?.....
13. During your journey, please ask the following questions of the driver:
 - i. How busy have you been today?
 - ii. Which route will you take for this journey?

Based on their answers and their general communication throughout the journey, please answer the following questions:

14. Did you think that the driver clearly understood your questions?
 - i. Yes
 - ii. No, but they understood enough to provide an answer
 - iii. No
15. Did you receive a coherent answer to your questions?
 - i. Yes
 - ii. No

16. Overall, how would you rate the communication of your driver with you on a scale of 1-10 (10 being the best score, 1 being the worst)?

17. How well did you feel that the driver was able to speak English?

- i. Very well
- ii. Well
- iii. Quite well
- iv. Not very well
- v. Not at all well

18. How would you rate the following aspects of your journey on a scale of 1-10 (10 being the best score, 1 being the worst)?

	Score
Cleanliness of the vehicle	
Comfort of the vehicle	
Politeness of the driver	
Helpfulness of the driver	
Smoothness of the ride	
Your journey overall	

19. To what extent do you agree with the following statements?

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know / not applicable
I did not feel uneasy at any point during the journey						
The driver communicated information regarding traffic and disruptions during the journey						

20. If you felt uneasy at any point in the journey, what the reason for this?

21. Were you satisfied of the driver's route choice and knowledge of the route?

- i. Yes
- ii. No – if no, why?

22. (If carrying heavy luggage) Did the driver provide any assistance with your luggage when getting out of the taxi?

- i. Yes
- ii. No

23. Where did your taxi journey end? (Please give the name of a nearby landmark or street name).....

24. Did the journey end where you wanted it to? If not, why not?

25. At what time did you arrive at your destination?.....

26. What was the final fare on the taximeter at the end of your journey?.....

27. Did the driver charge this fare/more/less

28. How much did you pay the driver for your journey?.....

29. What payment method did you use?

30. Do you have any other comments about your experience of using the taxi?

.....
.....

Taxi Mystery Traveller Questionnaire – On-street hails

1. Where did you hail a taxi today? (Please give the name of a nearby landmark or street name).....
2. At what time did your journey begin?.....
3. How many attempts did you require to successfully hail a taxi?.....
4. Did any drivers have their light on but did not stop for you?
 - i. Yes
 - ii. No
5. Did any drivers refuse to take you to your destination?
 - i. Yes
(if so, how many?.....)
 - ii. No
 - iii. What were the reasons given by each driver?
6. (If carrying heavy luggage) Did the driver provide any assistance with your luggage when getting into the taxi?
 - i. Yes
 - ii. No
7. During your journey, please ask the following questions of the driver:
 - i. How busy have you been today?
 - ii. Which route will you take for this journey?

Based on their answers and their general communication throughout the journey, please answer the following questions:

8. Did you think that the driver clearly understood your questions?
 - i. Yes
 - ii. No, but they understood enough to provide an answer
 - iii. No
9. Did you receive a coherent answer to your questions?
 - i. Yes
 - ii. No
10. Overall, how would you rate the communication of your driver with you on a scale of 1-10 (10 being the best score, 1 being the worst)?
11. How well did you feel that the driver was able to speak English?
 - i. Very well
 - ii. Well
 - iii. Quite well
 - iv. Not very well
 - v. Not at all well

12. How would you rate the following aspects of your journey on a scale of 1-10 (10 being the best score, 1 being the worst)?

	Score
Cleanliness of the vehicle	
Comfort of the vehicle	
Politeness of the driver	
Helpfulness of the driver	
Smoothness of the ride	
Your journey overall	

13. To what extent do you agree with the following statements?

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know / not applicable
I did not feel uneasy at any point during the journey						
The driver communicated information regarding traffic and disruptions during the journey						

14. If you felt uneasy at any point in the journey, what the reason for this?

15. Were you satisfied with the driver's route choice and knowledge of the route?

- i. Yes
- ii. No – if no, why?

16. (If carrying heavy luggage) Did the driver provide any assistance with your luggage when getting out of the taxi?

- i. Yes
- ii. No

17. Where did your taxi journey end? (Please give the name of a nearby landmark or street name).....

18. Did the journey end where you wanted it to? If not, why not?

19. At what time did you arrive at your destination?.....

20. What was the final fare on the taximeter at the end of your journeys?.....

21. Did the driver charge you this fare/more/less?

22. How much did you pay the driver for your journey?.....

23. What payment method did you use?

24. Do you have any other comments about your experience of using the taxi?

Taxi Mystery Traveller Questionnaire – Phone booking

1. Were you able to make a telephone booking for this taxi journey?
 - i. Yes
 - ii. No
If not, why not?
.....
2. If yes, how many attempts did it take to make a successful booking?
3. Which number accepted your booking?
 - i. Taxi One Number
 - ii. ComCab
 - iii. Dial a Cab
 - iv. Radio Taxis
4. How would you rate the following aspects of your booking experience?

	Very good	Good	Neither good nor poor	Poor	Very Poor
Politeness of the person you made the booking with					
Helpfulness of the person you made the booking with					
5. Did the taxi arrive at the time you requested when making the booking?
 - i. Yes
 - ii. No
6. If it did not, when did it arrive?
 - i.minutes early
 - ii.minutes late
7. How did you know the taxi had arrived?
 - i. Text
 - ii. Phone call
 - iii. Doorbell
 - iv. Horn
 - v. Saw taxi outside
 - vi. Multiple methods (please indicate which methods)
 - vii. Other
8. At what time did you begin your journey by taxi?
9. Where did your journey begin? (Please give the name of a nearby landmark or street name).....
10. (If carrying heavy luggage) Did the driver provide any assistance with your luggage when getting into the taxi?
 - i. Yes
 - ii. No
11. During your journey, please ask the following questions of the driver:
 - i. How busy have you been today?

- ii. Which route will you take for this journey?

Based on their answers and their general communication throughout the journey, please answer the following questions:

12. Did you think that the driver clearly understood your questions?

- i. Yes
- ii. No, but they understood enough to provide an answer
- iii. No

13. Did you receive a coherent answer to your questions?

- i. Yes
- ii. No

14. Overall, how would you rate the communication of your driver with you on a scale of 1-10 (10 being the best score, 1 being the worst)?

15. How well did you feel that the driver was able to speak English?

- i. Very well
- ii. Well
- iii. Quite well
- iv. Not very well
- v. Not at all well

16. How would you rate the following aspects of your journey on a scale of 1-10 (10 being the best score, 1 being the worst)?

	Score
Cleanliness of the vehicle	
Comfort of the vehicle	
Politeness of the driver	
Helpfulness of the driver	
Smoothness of the ride	
Your journey overall	

17. To what extent do you agree with the following statements?

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know / not applicable
I did not feel uneasy at any point during the journey						
The driver communicated information regarding traffic and disruptions during the journey						

18. If you felt uneasy at any point in the journey, what the reason for this?

.....

- 19. Were you satisfied with the driver's route choice and knowledge of the route?
 - i. Yes
 - ii. No – if no, why?
- 20. (If carrying heavy luggage) Did the driver provide any assistance with your luggage when getting out of the taxi?
 - i. Yes
 - ii. No
- 21. Where did your taxi journey end? (Please give the name of a nearby landmark or street name).....
- 22. Did the journey end where you wanted it to? If not, why not?
.....
- 23. At what time did you arrive at your destination?.....
- 24. What was the final fare on the taximeter at the end of your journey?.....
- 25. Did the driver charge you this fare/more/less
- 26. How much did you pay the driver for your journey?.....
- 27. What payment method did you use?
- 28. Do you have any other comments about your experience of using the taxi?
.....
.....

Taxi Mystery Traveller Questionnaire – Smartphone App

1. Which app did you use to book your taxi? (If more than one app used, please record all apps used)
2. Did the taxi arrive at the time you requested when making the booking?
 - i. Yes
 - ii. No
3. If you asked for a taxi immediately, how long did it take to arrive?
4. If it did not, when did it arrive?
 - i.minutes early
 - ii.minutes late
5. Did any of the drivers refuse you?
 - i. Yes
 - ii. No
6. If yes, how many times were you refused?
7. And for what reason(s)? Please specify for each refusal
 - i. The driver did not accept card payments
 - ii. The driver refused to go to the requested destination
 - iii. Other reason (Please specify)...
8. At what time did you begin your journey by taxi?
9. Where did your journey begin? (Please give the name of a nearby landmark or street name).....
10. (If carrying heavy luggage) Did the driver provide any assistance with your luggage when getting into the taxi?
 - i. Yes
 - ii. No
11. During your journey, please ask the following questions of the driver:
 - i. How busy have you been today?
 - ii. Which route will you take for this journey?

Based on their answers and their general communication throughout the journey, please answer the following questions:

12. Did you think that the driver clearly understood your questions?
 - i. Yes
 - ii. No, but they understood enough to provide an answer
 - iii. No
13. Did you receive a coherent answer to your questions?
 - i. Yes
 - ii. No
14. Overall, how would you rate the communication of your driver with you on a scale of 1-10 (10 being the best score, 1 being the worst)?

15. How well did you feel that the driver was able to speak English?

- i. Very well
- ii. Well
- iii. Quite well
- iv. Not very well
- v. Not at all well

16. How would you rate the following aspects of your journey on a scale of 1-10 (10 being the best score, 1 being the worst)?

	Score
Ease of booking the taxi/using the app	
Cleanliness of the vehicle	
Comfort of the vehicle	
Politeness of the driver	
Helpfulness of the driver	
Smoothness of the ride	
Your journey overall	

17. To what extent do you agree with the following statements?

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know / not applicable
I did not feel uneasy at any point during the journey						
The driver communicated information regarding traffic and disruptions during the journey						

18. If you felt uneasy at any point in the journey, what the reason for this?

19. Were you satisfied with the driver's route choice and knowledge of the route?

- i. Yes
- ii. No – if no, why?

20. (If carrying heavy luggage) Did the driver provide any assistance with your luggage when getting out of the taxi?

- i. Yes
- ii. No

21. Where did your taxi journey end? (Please give the name of a nearby landmark or street name).....

22. Did the journey end where you wanted it to? If not, why not?

23. At what time did you arrive at your destination?.....

24. What was the final fare on the taximeter at the end of your journey?

25. Do you have any other comments about your experience of using the taxi or the app?

.....
.....

Minicab Mystery Traveller Questionnaire – Phone booking




[Please specify your name and your destination when making the booking]

1. Were you able to make a telephone booking for this minicab journey?
 - i. Yes
 - ii. No
2. If yes, how many attempts did it take to make a successful booking?
3. If no, what reason was given?
4. If a driver arrived and then refused to take you, what was the reason for this?
.....
5. How would you rate the following aspects of your booking experience on a scale of 1-10 (10 being the best score, 1 being the worst)?

	Score
Politeness of the person you made the booking with	
Helpfulness of the person you made the booking with	
Communication skills of the person you made the booking with	

6. Did you agree a fare in advance
 - i. Yes – if so what was it
 - ii. No – if so why not
7. Did the minicab arrive at the time you requested when making the booking?
 - i. Yes
 - ii. No
8. If it did not, when did it arrive?
 - i.minutes early
 - ii.minutes late
9. How did you know the minicab had arrived?
 - i. Text
 - ii. Phone call
 - iii. Doorbell
 - iv. Horn
 - v. Saw taxi outside
 - vi. Multiple methods (please indicate which methods)
 - vii. Other
10. Was the driver able to confirm your name and destination?
 - i. Yes
 - ii. Name only
 - iii. Destination only

11. What type of vehicle was sent?

- i. Hatchback 
- ii. Saloon 
- iii. People Carrier 

12. Did the driver refuse your journey?

- i. Yes
- ii. No

13. What reason was given for the refusal?

- i. The driver did not accept card payments
- ii. The driver refused to go to the requested destination

14. At what time did you begin your journey by minicab?

15. Where did your journey begin? (Please give the name of a nearby landmark or street name).....

16. (If carrying heavy luggage) Did the driver provide any assistance with your luggage when getting into the vehicle?

- i. Yes
- ii. No

17. During your journey, please ask the following questions of the driver:

- i. How busy have you been today?
- ii. Which route will you take for this journey?

Based on their answers and their general communication throughout the journey, please answer the following questions:

18. Did you think that the driver clearly understood your questions?

- i. Yes
- ii. No, but they understood enough to provide an answer
- iii. No

19. Did you receive a coherent answer to your questions?

- i. Yes
- ii. No

20. Overall, how would you rate the communication of your driver with you on a scale of 1-10 (10 being the best score, 1 being the worst)?

21. How well did you feel that the driver was able to speak English?

- i. Very well
- ii. Well
- iii. Quite well
- iv. Not very well
- v. Not at all well

22. How would you rate the following aspects of your journey on a scale of 1-10 (10 being the best score, 1 being the worst)?

	Score
Cleanliness of the vehicle	
Comfort of the vehicle	
Politeness of the driver	
Helpfulness of the driver	
Smoothness of the ride	
Your journey overall	

23. To what extent do you agree with the following statements?

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know / not applicable
I did not feel uneasy at any point during the journey						
The driver communicated information regarding traffic and disruptions during the journey						

24. If you felt uneasy at any point in the journey, what the reason for this?

.....

25. Were you satisfied with the driver's route choice and knowledge of the route?

- i. Yes
- ii. No – if no, why?

26. (If carrying heavy luggage) Did the driver provide any assistance with your luggage when getting out of the vehicle?

- i. Yes
- ii. No

27. Where did your journey end? (Please give the name of a nearby landmark or street name).....

28. Did the journey end where you wanted it to? If not, why not?

.....

29. At what time did you arrive at your destination?.....

30. What fare were you charged for your journey?

- 31. If you agreed a fare when making a booking was this less or more than what you paid the driver.....
- 32. If it was different did the driver say why this was?.....
- 33. How much did you pay the driver for your journey?.....
- 34. What payment method did you use?
- 35. Do you have any other comments about your experience of booking or the journey?

.....

.....

Minicab Mystery Traveller Questionnaire – Booking in person

1. With which company did you make this booking?.....
2. What is the address of the office in which you made the booking?.....
3. Were you able to make a booking in person for a minicab?
 - i. Yes
 - ii. No
4. If no, what reason was given?
5. If a driver arrived and then refused to take you, what was the reason for this?
.....
6. How would you rate the following aspects of your booking experience on a scale of 1-10 (10 being the best score, 1 being the worst)?

	Score
Cleanliness of the office	
Feeling of personal safety in the office	
Politeness of the person you made the booking with	
Helpfulness of the person you made the booking with	
Communication skills of the person you made the booking with	

7. Did you agree a fare for the journey at the time of booking?
 - i. Yes
 - ii. No
8. If so, what fare was agreed?.....
9. How long did you have to wait for a vehicle to come available? minutes
10. (If carrying heavy luggage) Did the driver provide any assistance with your luggage when getting into the vehicle?
 - i. Yes
 - ii. No
11. What type of vehicle was sent?

i. Hatchback 

ii. Saloon 

iii. People Carrier 

12. At what time did you begin your journey by taxi?
13. During your journey, please ask the following questions of the driver:
 - i. How busy have you been today?
 - ii. Which route will you take for this journey?

Based on their answers and their general communication throughout the journey, please answer the following questions:

14. Did you think that the driver clearly understood your questions?

- i. Yes
- ii. No, but they understood enough to provide an answer
- iii. No

15. Did you receive a coherent answer to your questions?

- i. Yes
- ii. No

16. Overall, how would you rate the communication of your driver with you on a scale of 1-10 (10 being the best score, 1 being the worst)?

17. How well did you feel that the driver was able to speak English?

- i. Very well
- ii. Well
- iii. Quite well
- iv. Not very well
- v. Not at all well

18. How would you rate the following aspects of your journey on a scale of 1-10 (10 being the best score, 1 being the worst)?

	Score
Cleanliness of the vehicle	
Comfort of the vehicle	
Politeness of the driver	
Helpfulness of the driver	
Smoothness of the ride	
Your journey overall	

19. To what extent do you agree with the following statements?

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know / not applicable
I did not feel uneasy at any point during the journey						
The driver communicated information regarding traffic and disruptions during the journey						

20. If you felt uneasy at any point in the journey, what the reason for this?

.....

21. Were you satisfied with the driver's route choice and knowledge of the route?

- i. Yes
- ii. No – if no, why?

22. (If carrying heavy luggage) Did the driver provide any assistance with your luggage when getting out of the vehicle?

- i. Yes
- ii. No

23. Where did your minicab journey end? (Please give the name of a nearby landmark or street name).....

24. Did the journey end where you wanted it to? If not, why not?

.....

25. At what time did you arrive at your destination?.....

26. If you agreed a fare at the beginning of the journey, were you then charged the same amount at the end of the journey?

- i. Yes
- ii. No

27. What reason was given for this difference in fare?

28. If no fare was pre-agreed, or the fare charged was different to what was agreed, what fare were you charged for your journey?.....

29. How much did you pay the driver for your journey?.....




30. What payment method did you use?

31. Do you have any other comments about your experience of booking the vehicle or your journey

.....
.....

Minicab Mystery Traveller Questionnaire – Smartphone app

[Please specify your name and your destination when making the booking]

1. Which app did you use to book your minicab? (If more than one app used, please record all apps used)
2. Did you agree a fare for the journey at the time of booking?
 - i. Yes
 - ii. No
3. If so, what fare was agreed?.....
4. Did the minicab arrive at the time you requested when making the booking?
 - i. Yes
 - ii. No
5. If it did not, when did it arrive?
 - i.minutes early
 - ii.minutes late
6. How did you know the minicab had arrived?
 - i. Text
 - ii. Phone call
 - iii. Doorbell
 - iv. Horn
 - v. Saw minicab outside
 - vi. Multiple methods (please indicate which methods)
 - vii. Other
7. What type of vehicle was sent?
 - i. Hatchback 
 - ii. Saloon 
 - iii. People Carrier 
8. Was the driver able to confirm your name and destination
 - i. Yes
 - ii. Name only
 - iii. Destination only (if applicable)
9. Did the driver refuse your journey?
 - i. Yes
 - ii. No

10. What reason was given for the refusal?
 - i. The driver did not accept card payments
 - ii. The driver refused to go to the requested destination
 - iii. Other reasons (please specify)
11. At what time did you begin your journey by minicab?
12. Where did your journey begin? (Please give the name of a nearby landmark or street name).....
13. (If carrying heavy luggage) Did the driver provide any assistance with your luggage when getting into the vehicle?
 - i. Yes
 - ii. No

14. During your journey, please ask the following questions of the driver:
 - i. How busy have you been today?
 - ii. Which route will you take for this journey?

Based on their answers and their general communication throughout the journey, please answer the following questions:

15. Did you think that the driver clearly understood your questions?
 - i. Yes
 - ii. No, but they understood enough to provide an answer
 - iii. No
16. Did you receive a coherent answer to your questions?
 - i. Yes
 - ii. No
17. Overall, how would you rate the communication of your driver with you on a scale of 1-10 (10 being the best score, 1 being the worst)?
18. How well did you feel that the driver was able to speak English?
 - i. Very well
 - ii. Well
 - iii. Quite well
 - iv. Not very well
 - v. Not at all well

19. How would you rate the following aspects of your journey on a scale of 1-10 (10 being the best score, 1 being the worst)?

	Very good	Good	Neither good nor poor	Poor	Very Poor
Ease of using the app/making a booking					
Cleanliness of the vehicle					
Comfort of the vehicle					
Politeness of the driver					
Helpfulness of the driver					
Smoothness of the ride					
Your journey overall					

20. To what extent do you agree with the following statements?

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know / not applicable
I did not feel uneasy at any point during the journey						
The driver communicated information regarding traffic and disruptions during the journey						

21. If you felt uneasy at any point in the journey, what the reason for this?

22. Were you satisfied with the driver's route choice and knowledge of the route?

- i. Yes
- ii. No – if no, why?

23. (If carrying heavy luggage) Did the driver provide any assistance with your luggage when getting out of the vehicle?

- i. Yes
- ii. No

24. Where did your journey end? (Please give the name of a nearby landmark or street name).....

25. Did the journey end where you wanted it to? If not, why not?

26. At what time did you arrive at your destination?.....

27. If you agreed a fare at the beginning of the journey, were you then charged the same amount at the end of the journey?

- i. Yes
 - ii. No
28. What reason was given for this difference in fare?
29. If no fare was pre-agreed, or the fare charged was different to what was agreed, what fare were you charged for your journey?.....
30. How much did you pay the driver for your journey?.....
31. What payment method did you use?
32. Do you have any other comments about your experience of making a booking or your journey?.....
.....
.....

CONTROL INFORMATION

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