

## Provision of Customer Satisfaction Surveys

### Detailed description:

The successful contractor will be required to conduct a minimum of 600 Customer Interviews across the 8 regions (subject to change) to measure perceptions of performance. Split proportionately across our services. The questions will be set by Bus Éireann and there will be between 19-24 questions per interview. Additional questions may be added to the list as deemed appropriate. The current questionnaire is attached for your information. Please note that questions may change. This questionnaire should only be used as guidance. In addition to the customer interviews, there will also be a requirement for 600 Observations across the 8 regions focusing on the actual departures of buses to measure reliability, punctuality, capacity and route display. A separate element to this audit will be Mystery Shopping. This will entail the following: • 150 observations to measure peak/off-peak queuing times and station facilities • 50 mystery shop telephone calls to measure telephone response times • 50 mystery shop letters to measure response times for customer complaints • 40 mystery shop emails to measure service The Customer Interviews, Observation and Mystery Shopping is to be carried out on a quarterly basis throughout the duration of the contract. The data gathered must then be collated and presented to Bus Éireann in the form of a written/graphical report on a quarterly basis. To include insight into the rationale for the scores, bench marking and in-depth analysis of the quarterly results.

### Type of contract:

Services

### Response deadline (Irish time):

16/05/2022 12:00:00

### CPV codes:

79342311-6 Customer satisfaction survey  
71355000-1 Surveying services  
79311000-7 Survey services  
79311100-8 Survey design services  
79311200-9 Survey conduction services  
79311210-2 Telephone survey services  
79311300-0 Survey analysis services  
79342310-9 Customer survey services