

## CSI 3.1

### Introduction

#### **[PAGE 1]**

Thank you for taking the time to provide feedback on your trip on the [route name] from [insert origin city] [insert origin station code] to [insert destination city] [insert destination station code] on [insert travel date].

1. Based on your recent trip experience, how likely are you to recommend Amtrak to a friend, colleague, or family member?

- 0 – Not at All Likely , 10 – Extremely Likely

2. Overall, how satisfied were you with your trip? • 0 – Not at all Satisfied ,10 – Extremely Satisfied

3. We would love to hear more about your experience. What did we do well? What can we do better?

- Open-End

#### **[Page 2]**

*Thinking about your trip, how would you rate your experience with the following (Note – If the statement does not apply to your experience, please select “NA: on the rightmost side of the answer choices):*

Response options – Grid Format

- 0 – Not at all Satisfied 10 – Extremely Satisfied, NA

4. Clarity of signage at the boarding station

5. Boarding process

6. On-time arrival of the train

7. Communications about train status

8. Comfort of your seat on the train

9. The train ride itself (for example, whether it’s bumpy or smooth)

10. Cleanliness of the train

11. Food and beverage on the train

12. Wi-Fi on the train **[note: only show if train has Wi-Fi]**
13. Condition of the train interior (as in, things are in good working order)
14. Quality of interactions with Amtrak personnel on the train (for example, friendliness, service, availability)
15. Quality of interactions with Amtrak personnel at the boarding station (for example, friendliness, service, availability) **[MEDALLIA NOTE – SHOW ONLY FOR STAFFED BOARDING STATIONS]**

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16. Is this your first-time riding Amtrak?

- Yes
- No

17. Which of the following best describes the purpose of your Amtrak trip?

- Regular commute to or from work or school
- Business travel that is not a regular commute
- Long pleasure trip for (as in, a week or more)
- Short pleasure trip (as in, less than a week)
- Visiting friends or relatives
- Personal or family business (as in, weddings, funerals, or medical trips)
- Specific interest in train travel (as in, desire to view country by train or curiosity about train travel)
- Other

18. How did you feel about the number of people around you on the train?

- The train felt crowded
- The train did not feel crowded
- Don't remember

19. Are you travelling by yourself or with others?

- Traveling by myself

- Traveling with other adults only
- Traveling with others, including children

20. Please select your age range.

- Under 18
- 18 to 24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75 or older
- Prefer not to answer

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***Exception-Based Feedback for Driver Topics***

***[Cleanliness (Based on Q10 if <=6)]***

21. Please select any areas on the train for which the **cleanliness** did not meet your expectations during your trip. (Select all that apply) **[Randomize]**

- Restroom
- Train exterior
- Windows
- Seat area
- Smell/odor of the train
- Floors

***[Food and Beverage (Based on Q11 if <=6) [MEDALLIA NOTE – BLOCK F&B EXCEPTION FOR FIRST CLASS AND SLEEPER CUSTOMERS]***

22. Please select any aspects of the **Café Car** that did not meet your expectations during your trip. (Select all that apply) **[randomize]**

- Quality of food and beverages
- Variety of food and beverage options
- Price of food and beverage options
- Wait time in the Café Car to purchase food and beverage

- Availability of food and beverage items stocked on train
- Hour of Café Car operation

***[Wi-Fi (Based on Q12 if <=6)]***

23. Please select any aspects of the **Wi-Fi** onboard the train that did not meet your expectations during your trip. (Select all that apply) **[Randomize]**

- Ease of connecting to Amtrak Wi-Fi
- Ability to stay connected to Amtrak Wi-Fi
- Speed of Amtrak Wi-Fi connection

***[Train Condition (Based on Q13, if <=6)]***

24. Please select any train features for which the **train maintenance** did not meet your expectations during your trip. (Select all that apply) **[Randomize]**

- Train seats
- Train restroom
- Train window blind
- Train carpet or floor
- Train lighting
- Tray table
- Train signage
- Air conditioner

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**STAFF INTERACTION RATINGS**

*Amtrak would like to learn more about your interactions with Amtrak staff during your trip.*

How would you rate your specific interactions with following Amtrak staff **on the train** [GRID FORMAT]:

25. Conductor **[MEDALLIA NOTE – Show for All]**

26. Cafe car attendant **[MEDALLIA NOTE – Show for Acela Business Class, NER Coach Class, NER Business Class, NER Sleeper Class, State any class, LD Coach Class, LD Business Class, LD Sleeper Class]**

27. First class car attendant [**MEDALLIA NOTE – Show for Acela First Class**]
28. Coach or business class car attendant [**MEDALLIA NOTE – Show for State Business Class, LD Coach Class, LD Business Class**]
29. Sleeper car attendant [**MEDALLIA NOTE – Show for LD Sleeper Class**]
30. Dining car attendant [**MEDALLIA NOTE – Show for California Zephyr, Coast Starlight, Empire Builder, Southwest Chief, Sunset Limited, Silver Meteor, Silver Star**]
31. Cleaning attendant [**MEDALLIA NOTE – show for Acela and NER**]
- Response options – Grid Format o 0 – Not at all Satisfied ,o 10 – Extremely Satisfied, NA

*Staff Interaction Exceptions (Based on Q25-Q31)*

**[Medallia Note: For each response in Q25-Q31 where the score is 6 or below, introduce exception-based questions Q32-Q34]**

How would you rate the following aspects about your interactions with **[staff type in Q25-Q31]:**

32. Availability when needed
33. Quality of service provided
34. Friendliness during interactions

35. Please select the Amtrak staff who you interacted with **at the boarding station** (*select all that apply*):

- Staff at the boarding gate
- Red Cap
- Ticketing agent
- Amtrak Police
- Other station staff

36. How would you rate your specific interactions with **[each staff type selected in Q35]** at the station?

Response options – Grid Format

- 0 – Not at all Satisfied, • 10 – Extremely Satisfied, NA

***[Medallia Note: For each response in Q36 where the score is 6 or below, introduce exception-based questions ]***

How would you rate the following aspects about your interactions with **[staff type in Q36 with scores less than or equal to 6]** at the station?:

- 37. Availability when needed
- 38. Quality of service provided
- 39. Friendliness during interactions

***[Medallia Note: Once any associated exception-based questions – are completed, finish staff section with Q40]***

40. Is there any additional feedback you would like to provide about your interactions with Amtrak staff? *[Open-end]*

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#### ***DELAYED CUSTOMERS***

***IF CUSTOMER IDENTIFIED AS BEING TRAIN DELAYED BY 15 MINUTES OR MORE (Field for Medallia ArrP)***

*We are sorry that your train was delayed. We would like to learn more about how we handled the delay of your train.*

41. Overall, how satisfied were you with **how Amtrak Handled your train's delay?**

- 0 – Not at all Satisfied 10 – Extremely Satisfied, NA

***[If train departed 15 or more minutes later than scheduled (Medallia field DrrP)]***

42. How did you hear about the delay **before the trip?** (Select all that apply)

- I did not hear about the delay (***MEDALLIA NOTE: Make this option exclusive***)
- Station announcement
- Text from Amtrak
- Email from Amtrak
- Phone call from Amtrak

- Twitter
- Amtrak App
- Amtrak website (Amtrak.com)
- Other (Please specify) **(MEDALLIA NOTE: Allow for open-end comment if selected)**

43. How did you hear about the delay while on the train? (Select all that apply)

- I did not hear about the delay **(MEDALLIA NOTE: Make this option exclusive)**
- Onboard announcement
- Text from Amtrak
- Email from Amtrak
- Phone call from Amtrak
- Twitter
- Amtrak App
- Amtrak website (Amtrak.com)
- Other (Please specify) **(MEDALLIA NOTE: Allow for open-end comment if selected)**

**[If “I did not hear about delay” selected in Q43, do not show Q44-47]**

Please rate your level of satisfaction with the information provided about the delay while onboard the train.

Response options – Grid Format

- 0 – Not at all Satisfied, 10 – Extremely Satisfied. NA

44. Frequency of information

45. Accuracy of information

46. Availability of staff to provide explanation

47. Resolution of any comments or complaints you shared with train

48. *OPEN-END*: If Amtrak could do one thing to improve your experience during a train delay, what would it be?

## **SLEEPER CUSTOMERS**

### *IF CUSTOMER IDENTIFIED AS A LONG-DISTANCE SLEEPER CUSTOMER*

*Amtrak would like to learn more about your experience in your private room.*

How satisfied were you with the following aspects of the **private room** experience?

Response options – Grid Format

- 0 – Not at all Satisfied, 10 – Extremely Satisfied, NA

49. Condition of your private room (as in, room features are in good working order)

50. Cleanliness of your private room (for example, floor, windows)

51. Comfort of your bed (including mattress, bedding, and linens)

52. Did you eat any meals during your trip?

- Yes [*if “yes”, continue with additional questions in this section, Q53-60*]
- No [*Medallia note – if “no”, skip to final open-end question in section, Q60*]

53. Where did you eat your meals during your trip?

- Had all my meals outside of my room (1)
- Had all my meals in my room (2)
- Had some meals outside of my room and some in my room (3)

54. (*If option 2 or 3 in Q53*): Why did you choose to eat all or some of your meals in your room? [Open-end]

**Medallia note – Show Q53-Q58 to these routes only: California Zephyr, Coast Starlight, Empire Builder, Southwest Chief, Sunset Limited, Silver Meteor, Silver Star.**

(*If option 1 or 3 in 53*): How would you rate the following aspects of eating in the **dining car**?

Response options

- 0 – Not at all Satisfied, 10 – Extremely Satisfied, NA

55. Quality of food and beverages

56. Quality of the service

57. Atmosphere in the dining car



58. **(If option 1 or 3 in 53):** Was the dining car open at the times that you wanted to visit it?

- Yes
- No

59. **(if option 1 or 3 in 53)** Did you eat by yourself or with others in the dining car?

- Ate by myself or only with my traveling party
- Ate with others

60. **[All sleeper customers]** Is there any additional feedback you'd like to provide about your private room experience? [Open-end]

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**FIRST CLASS CUSTOMERS**

**[IF CUSTOMER IS IDENTIFIED AS AN ACELA FIRST CLASS CUSTOMER]**

*Amtrak would like to learn more about your experience in the Acela first-class car.*

61. Did the first-class travel experience meet your expectations?

- Yes
- No

**[Medallia note: If "yes" in previous section, skip to next section. If "no", show Q62-Q63]**

62. What aspects of your first-class travel experience did not meet your expectations? [Open-end]

63. How can we improve the first-class travel experience in the future? [Open-end]

**[FINAL PAGE]**

*We appreciate you taking the time to share your thoughts about your recent trip experience. Your opinion is very important to us, and we truly value your feedback.*