

# How we're doing...

During November and December last year, customers were encouraged to share their feedback as part of our annual customer satisfaction survey - the first since before the Covid-19 pandemic.

The surveys were conducted independently by Transport for West Midlands using a specialist team trained to carry out face-to-face interviews with customers on our network and as a digital survey.

Thank you to everyone who took part, here are the headline results from your feedback.

Over  
**1,500**  
surveys  
completed

**87%**  
of customers  
satisfied with  
West Midlands  
Metro overall

**93%**

Cleanliness & condition  
inside the tram

**91%**

Tram stops general  
condition & maintenance

**90%**

Amount of time your  
journey took

**90%**

Information provided  
inside the tram

## On the tram

**85%**



Security on the tram



**80%**

Satisfied with  
journey comfort

## Ticketing

**89%**



Range of payment  
options available



**87%**

Range of ways you  
can purchase tickets  
for the Metro

**74%**



Overall value for  
money

## At tram stops

Convenience & accessibility  
of stop location

**93%**



**91%**

Tram stops are free from graffiti  
and vandalism

Helpful & timely information  
provided at the tram stop

**88%**



**82%**

Your personal safety whilst  
at the tram stop

## Waiting for the tram

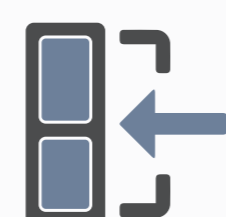


**91%**

Cleanliness & condition of the  
outside of the tram

Route / destination information  
on the front of the tram

**88%**

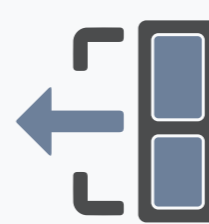


**86%**

Length of time it took to board  
the tram

The ease of getting on and off  
the tram

**85%**



## Tram times

**81%**



Length of time  
waiting for a tram



**83%**

Reliability (trams  
running on time)



**76%**

Frequency (how  
often the trams run)

## Our team



**92%**

The appearance of  
team members

**90%**



The helpfulness &  
attitude of a team  
member

We value our customers' opinions and would love to hear about your recent tram journey with Metro.

To tell us about what we do well or what we can do better, please get in touch by chatting to us via our social platforms, emailing us at [customerservices@westmidlandsmetro.com](mailto:customerservices@westmidlandsmetro.com), or calling **0345 835 8181**.

Our normal opening times: **Mon-Fri** 08:00-18:00, **Sat** 09:00-13:00, **Sun** Closed.

@WMMetro WMMetro

