MVA in Hong Kong

Kowloon Canton Railway Corporation (KCRC) Customer Satisfaction Survey

Background & Objectives

In order to monitor and keep track of KCRC passengers' satisfaction with KCRC's rail services encompassing West Rail, Light Rail, East Rail and Ma On Shan Rail as well as the feeder bus service. KCRC undertakes a customer satisfaction survey on a regular basis to provide important references on service standards as well as guidelines for short-term and long-term service improvement.

Against this backdrop, MVA has been commissioned by KCRC since 2002 to gauge the satisfaction levels amongst its rail passengers on a quarterly basis.

The Survey aims to achieve the following objectives:

- Gauge the satisfaction levels amongst West Rail, Light Rail, East Rail and Ma On Shan Rail as well as the feeder bus passengers, including both domestic and Lo Wu passengers, of the respective services and facilities;
- Measure passengers' perceptions on fare levels and value for money; and

- Analyse satisfaction levels by day of week and by station/route where appropriate.

九廣鐵路普通等單程車費表
KCR SINGLE JOURNEY FARE CHART
(1/5/93)

Key Tasks

- Undertaking primary data collection through face-to-face intercept interviews with KCR passengers;
- Designing questionnaire in accordance with the Survey objectives in close consultation with KCRC;
- Providing briefing and training for enumerators and supervisors;
- Ensuring quality control throughout the data collection exercise;
- Performing quality checks to ensure validity of results;
- Processing and validating all survey data;
- Performing data analysis and preparing tabulations, including compilation of the estimates of parameters and their associated sampling errors; and
- Preparing all relevant reporting and presentation documents.

Note :
The above quoted figures are indicative only.

MVA Head Office in Asia

26/F China Resources Building
26 Harbour Road
Wanchai Hong Kong

Tel : (852) 2529 7037
Fax : (852) 2527 8490
mva@mva.com.hk
www.mvaconsultancy.com

BROCHURE/PROJ SHT/ENG/SHT 34/JUL07