



The Objective

Our relationship with Net Trams has developed over many years and numerous projects including:

2015 – gauge public awareness and perception of the full tram network marketing and information campaigns as well as feedback on usage and uptake.

2016/17/18 – We have been awarded the contract to complete their annual on board/off board customer satisfaction survey which is mandated by the local council as part of their franchise agreement.

The Methodology

Face to face CAPI methodology using tablets on board the tram network and at tram stops throughout Nottingham.

The Result

By researching the existing marketing activities following their route extensions on 2015, this help shaped their marketing plan for 2017.

Net Trams meet their franchise agreement and continue to hold the tram franchise in Nottingham.

We are now the research provider of choice for Net Trams.