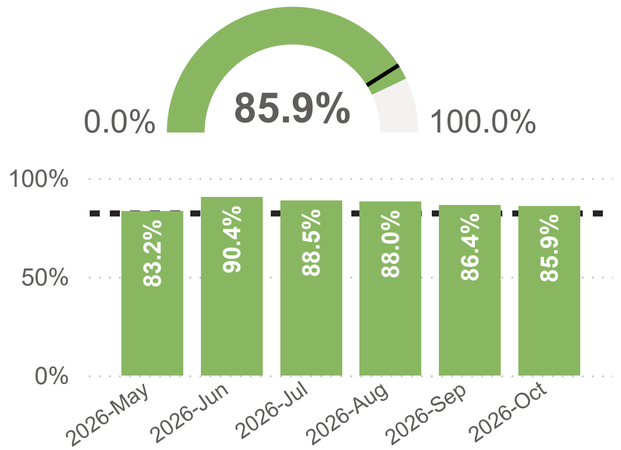
Total Number of Survey Responses
Last 6 Months
32K

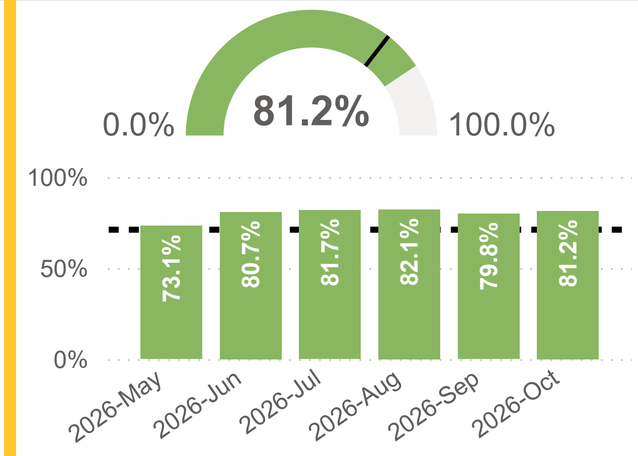
Our Performance in October 2026
Customer Feedback Metrics
Network Wide

For all metrics: **RED** - Has failed to meet KPI target within the shown timeframe. **GREEN** - Has met KPI Target within shown timeframe. **BLACK** - has KPI targets pending.

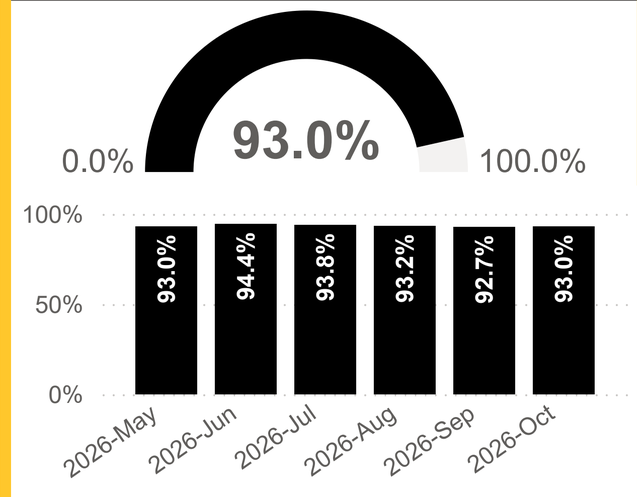
Overall Satisfaction
CHFS 3 Target: 82%



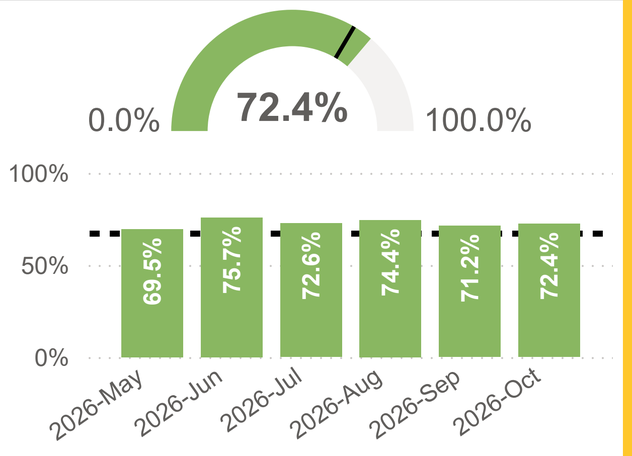
Trust to Deliver Service
CHFS 3 Target: 71%



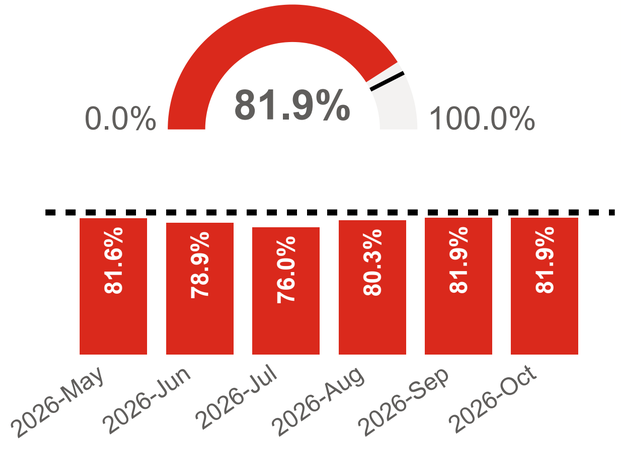
Customer Satisfaction with Staff



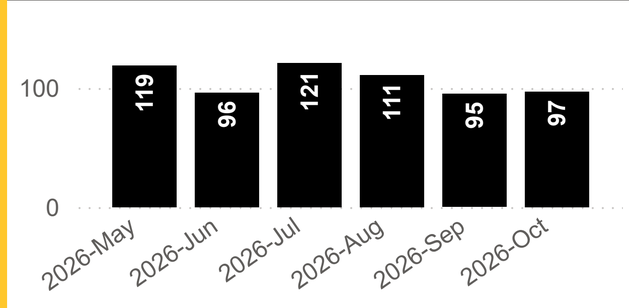
Calls Resolved on 1st Call
CHFS 3 Target: 67%



Sentiment
Target: 85%

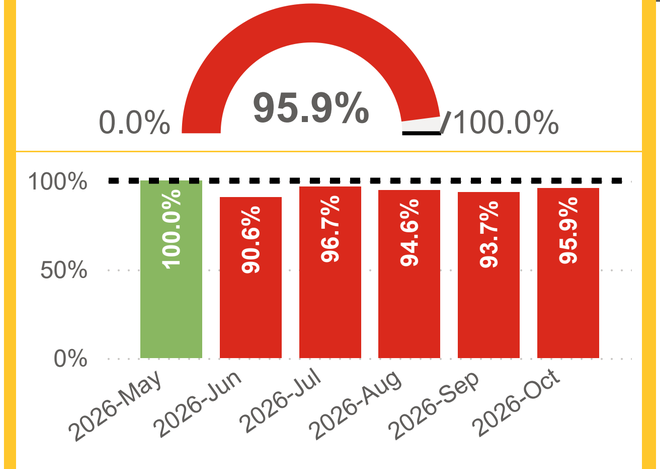


Number of Complaints Received

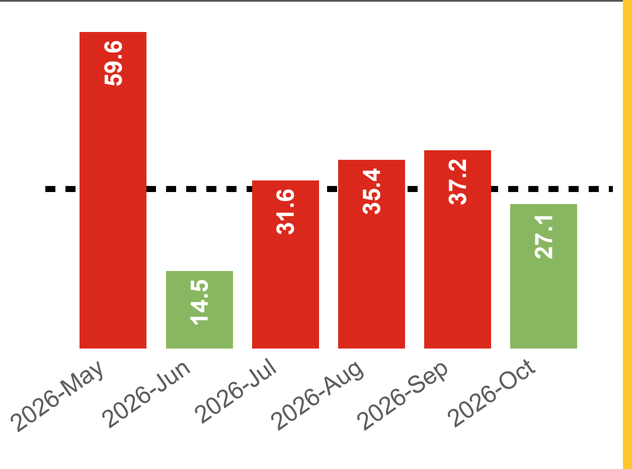


97 complaints were received in October which is below the 6-month average of 106. 96% of complaints were answered within 21 days with 4 remaining open.

Complaints Handled within 21 Days
Target: 100%



Average of Time to Answer (s)
Target: 30s

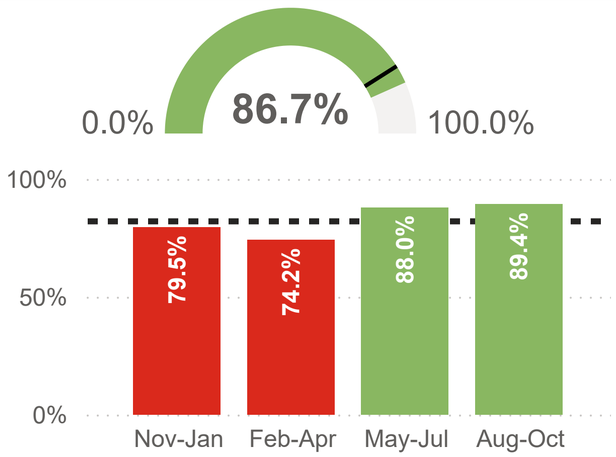


Argyll
Total Number of Survey Responses
1036

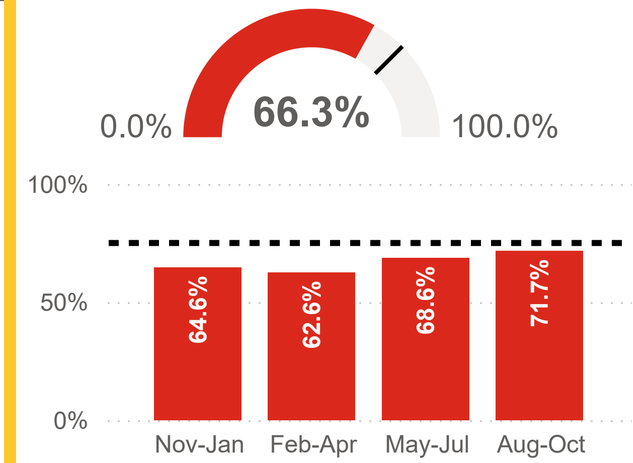
Our Performance in October 2026
Customer Feedback Metrics
Argyll

For all metrics: **RED** - Has failed to meet KPI target within the shown timeframe. **GREEN** - Has met KPI Target within shown timeframe. **BLACK** - has KPI targets pending.
Data is aggregated at a quarterly level due to small volumes of **Community** responses. Work is ongoing to increase response rate.

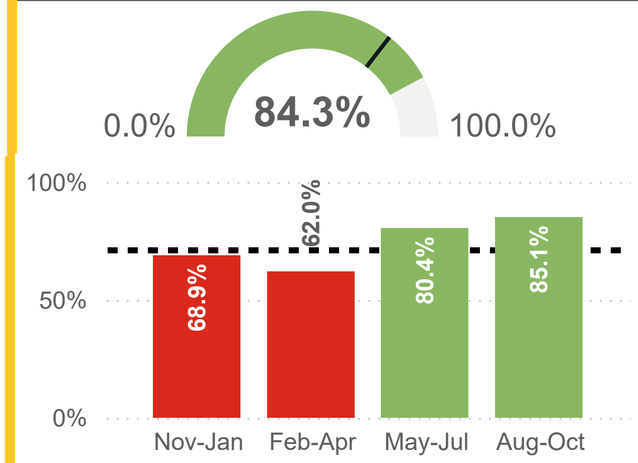
Overall Satisfaction
CHFS 3 Target: 82%



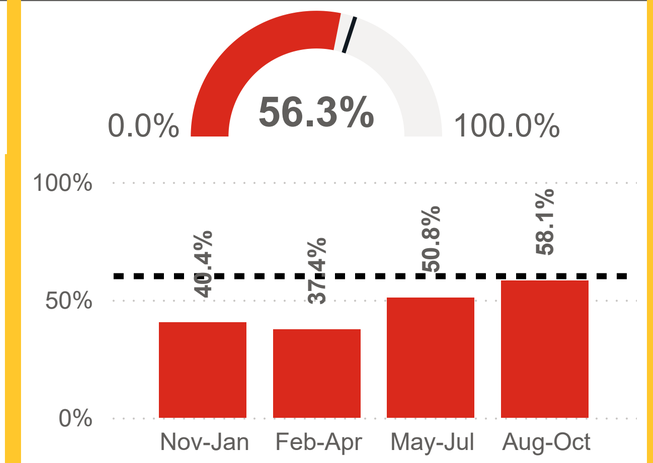
Overall Satisfaction: Community
CHFS 3 Target: 75%



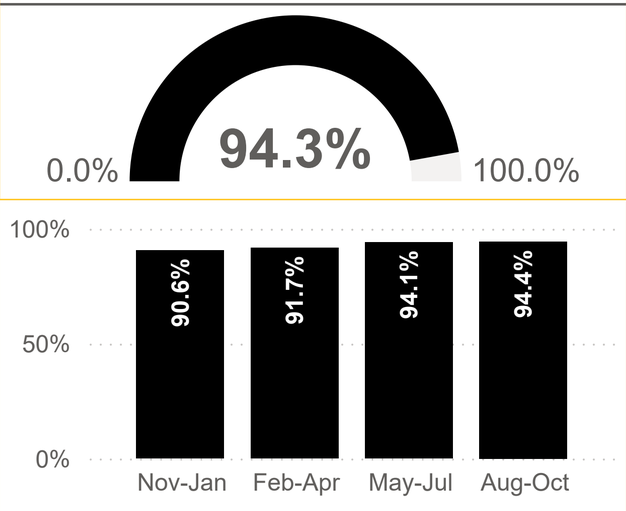
Trust to Deliver Service
CHFS 3 Target: 71%



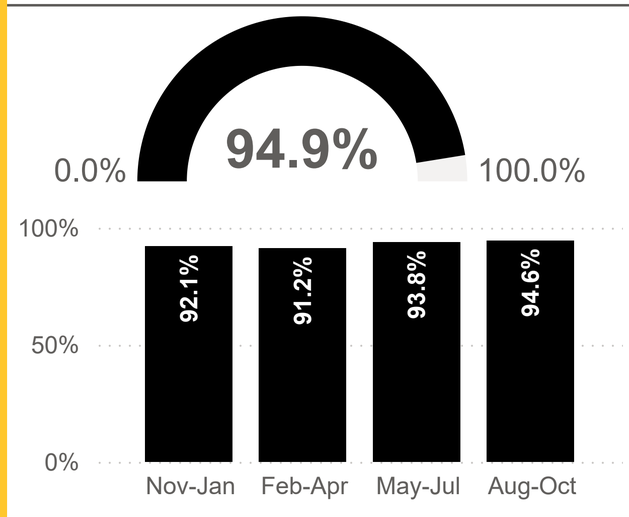
Trust to Deliver: Community
CHFS 3 Target: 60%



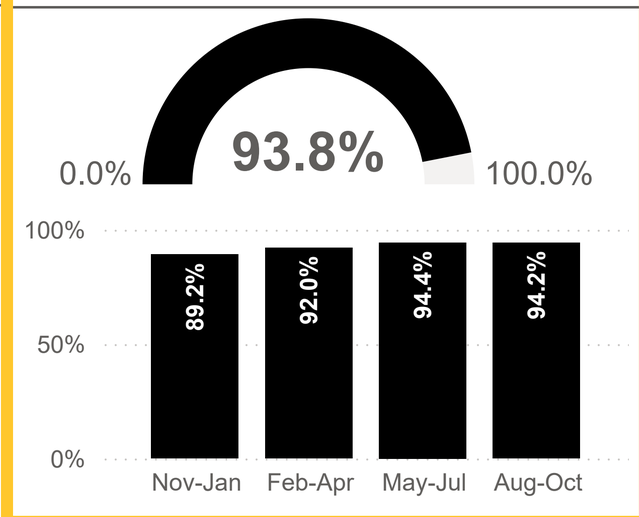
Customer Satisfaction with Staff



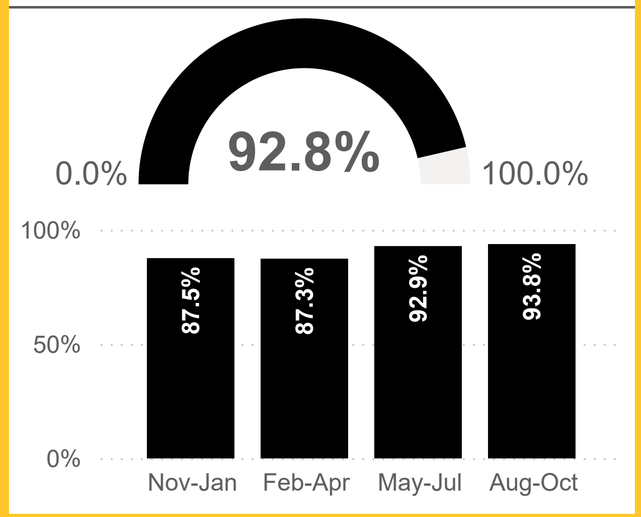
Satisfaction with Port Staff



Satisfaction with Onboard Crew



Satisfaction with the Port

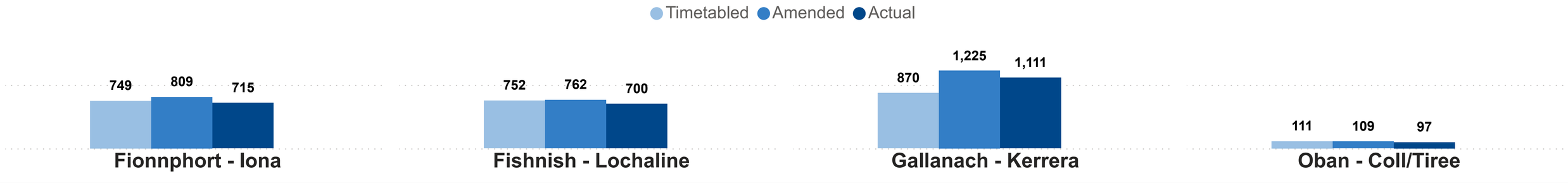


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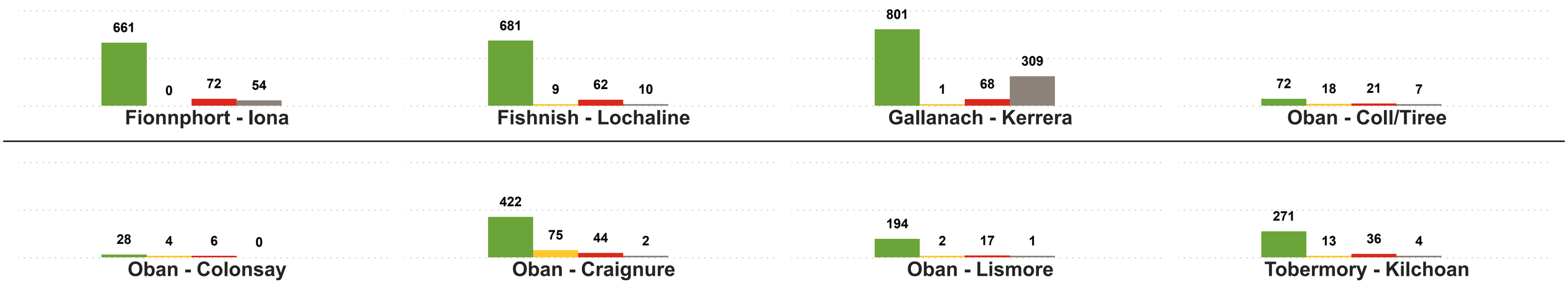
Our Performance in October 2026

Sailing Performance & Capacity

Sailings Timetabled, Amended & Actual



Punctuality & Reliability

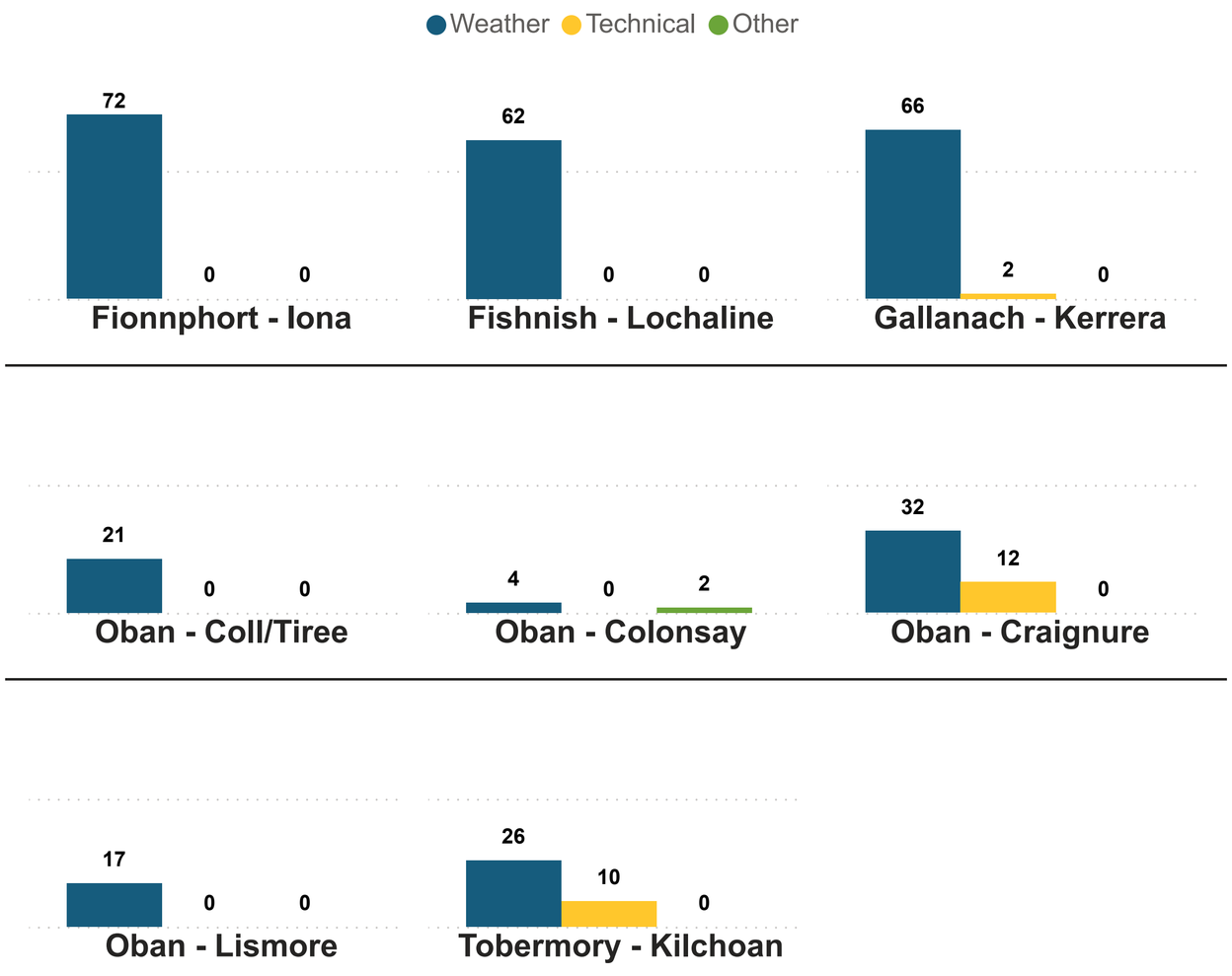


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Our Performance in October 2026

Sailing Performance & Capacity

Cancelled Sailings (By Reason)



"Other" refers to any cancellations not resulting from weather and technical disruption. This includes cancellations due to reasons such as bunkering issues, berth unavailability etc.

Missed Train Connections

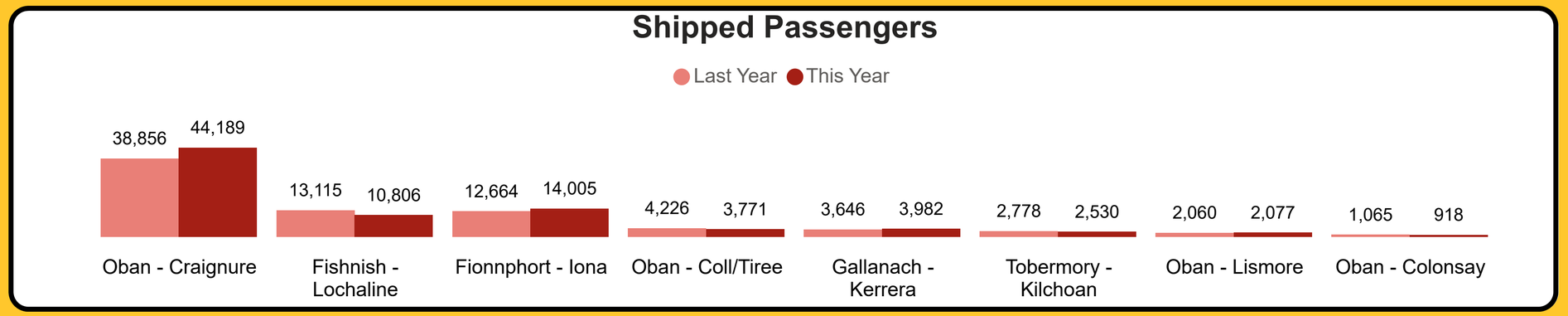
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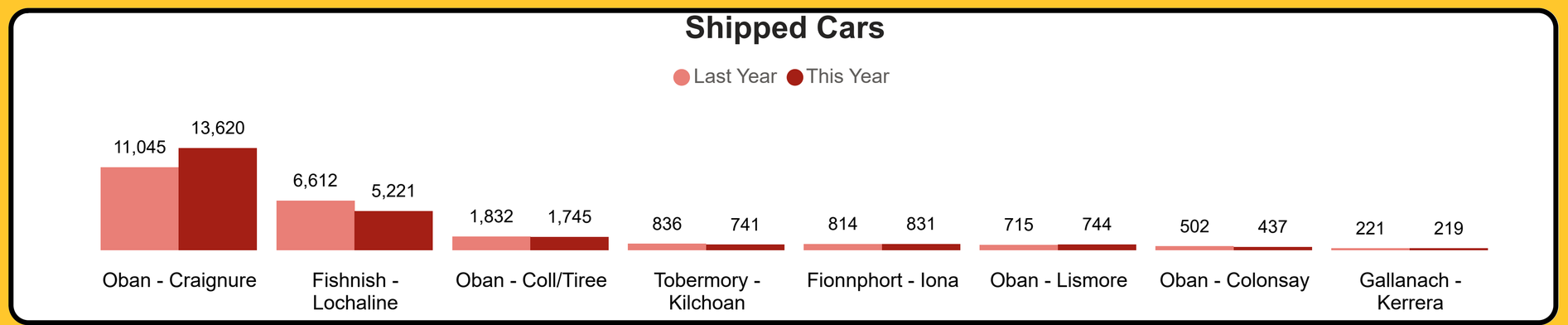
There was one missed advertised connection for Band C sailings this month.

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Our Performance in October 2026

Carryings

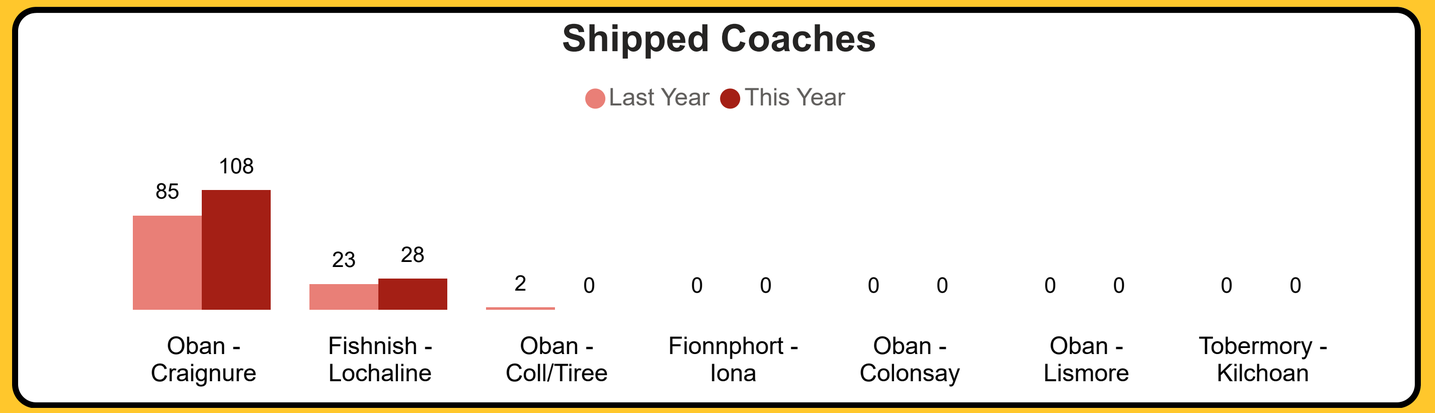


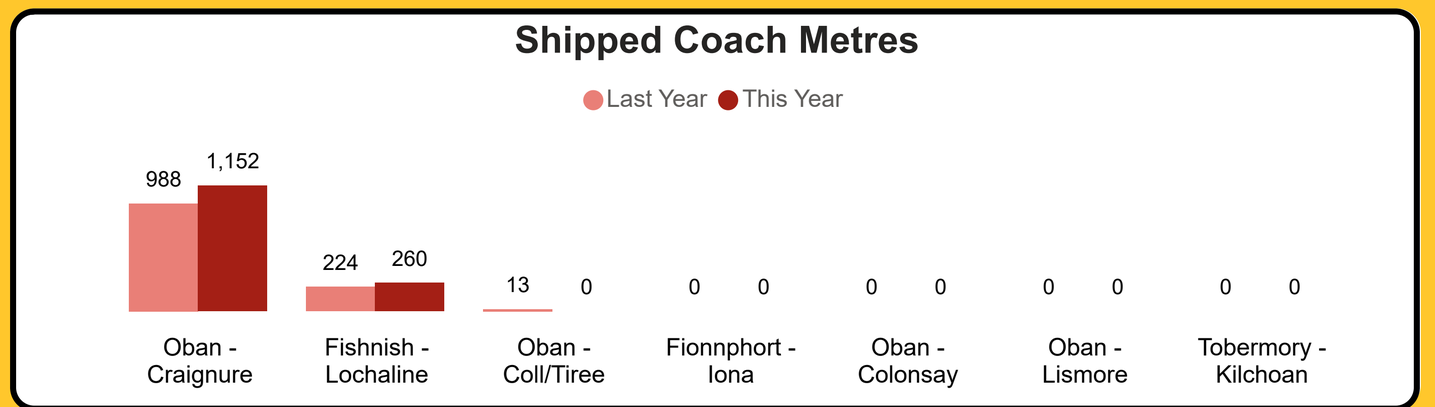


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Our Performance in October 2026

Carryings



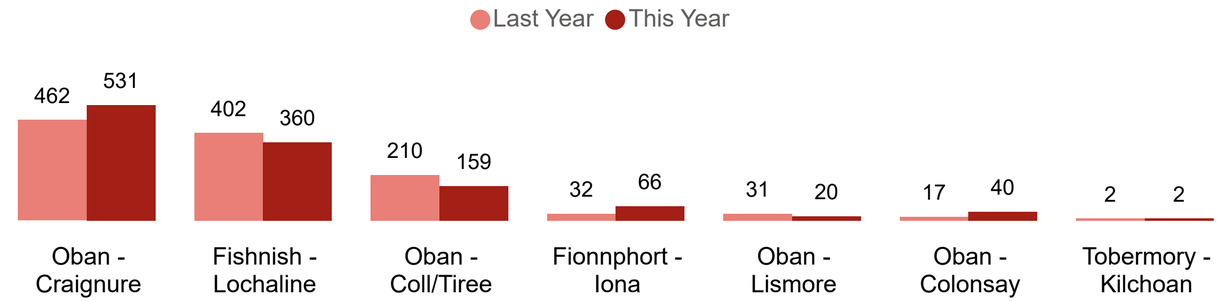


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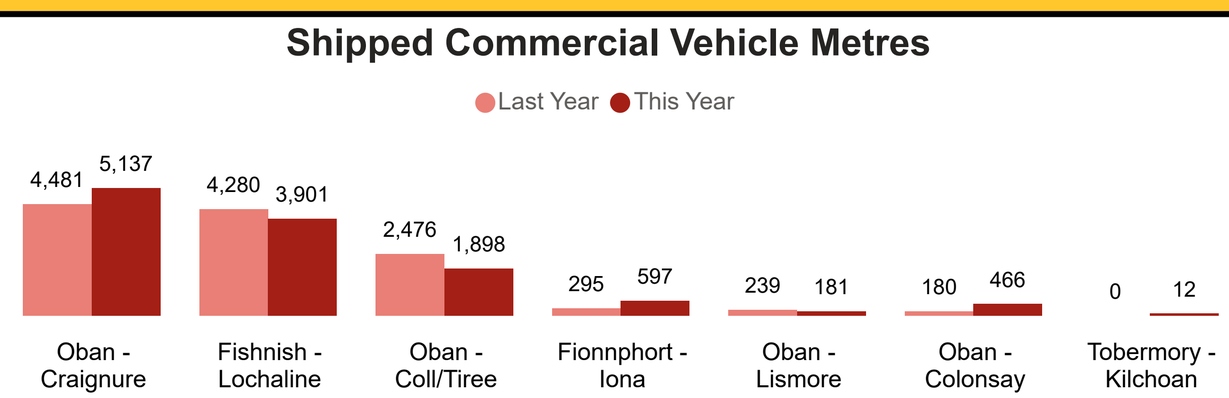
Our Performance in October 2026

Carryings

Shipped Commercial Vehicles



Shipped Commercial Vehicle Metres



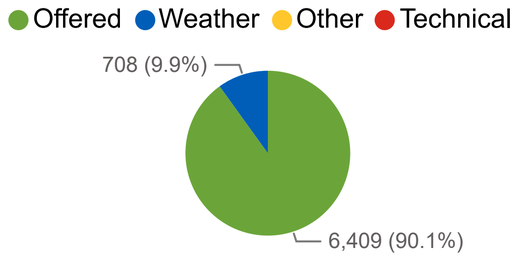
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Our Performance in October 2026

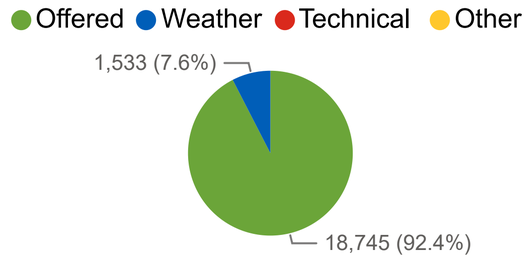
Car Equivalent Spaces Offered vs Cancelled

- 1 Car Equivalent Space is equal to 4.6 General Lane Metres
- Below visuals represent car equivalent spaces offered vs car equivalent space made unavailable as a result of technical, weather and all other cancellations.

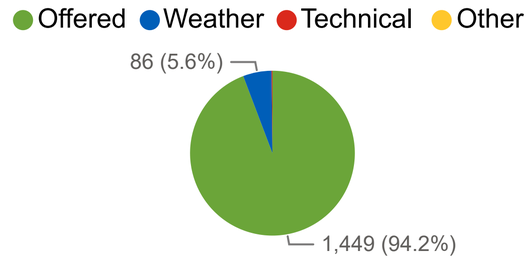
Fionnphort - Iona



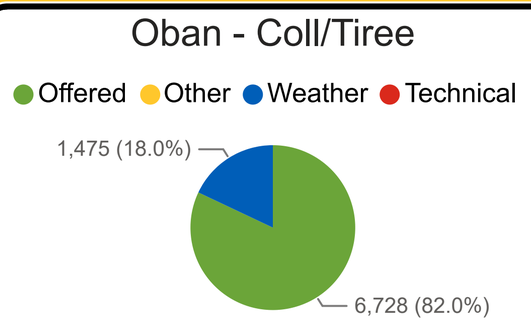
Fishnish - Lochaline



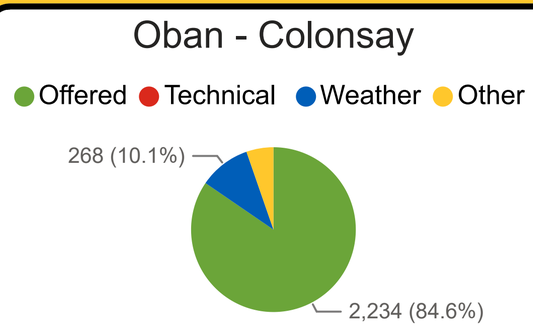
Gallanach - Kerrera



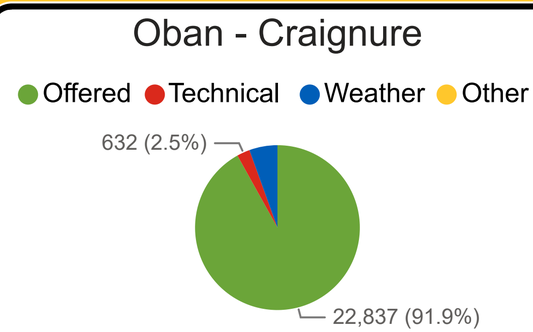
Oban - Coll/Tiree



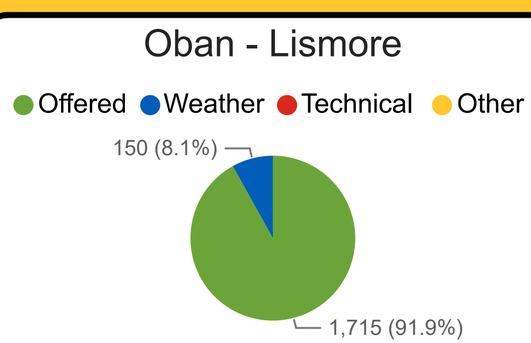
Oban - Colonsay



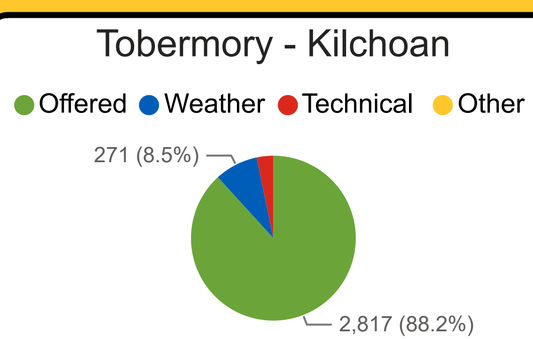
Oban - Craignure



Oban - Lismore



Tobermory - Kilchoan



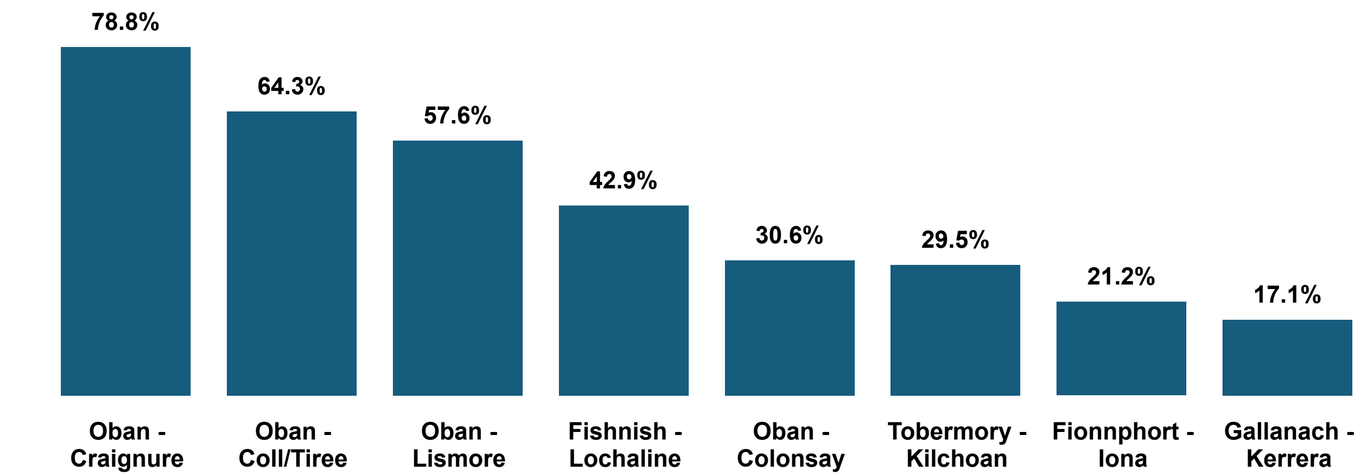
Route	Offered	Weather	Tech	Other
Oban - Craignure	22,837	1,373	632	
Fishnish - Lochaline	18,745	1,533		
Oban - Coll/Tiree	6,728	1,475		
Fionnphort - Iona	6,409	708		
Tobermory - Kilchoan	2,817	271	104	
Oban - Colonsay	2,234	268		140
Oban - Lismore	1,715	150		
Gallanach - Kerrera	1,449	86	3	

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Our Performance in October 2026

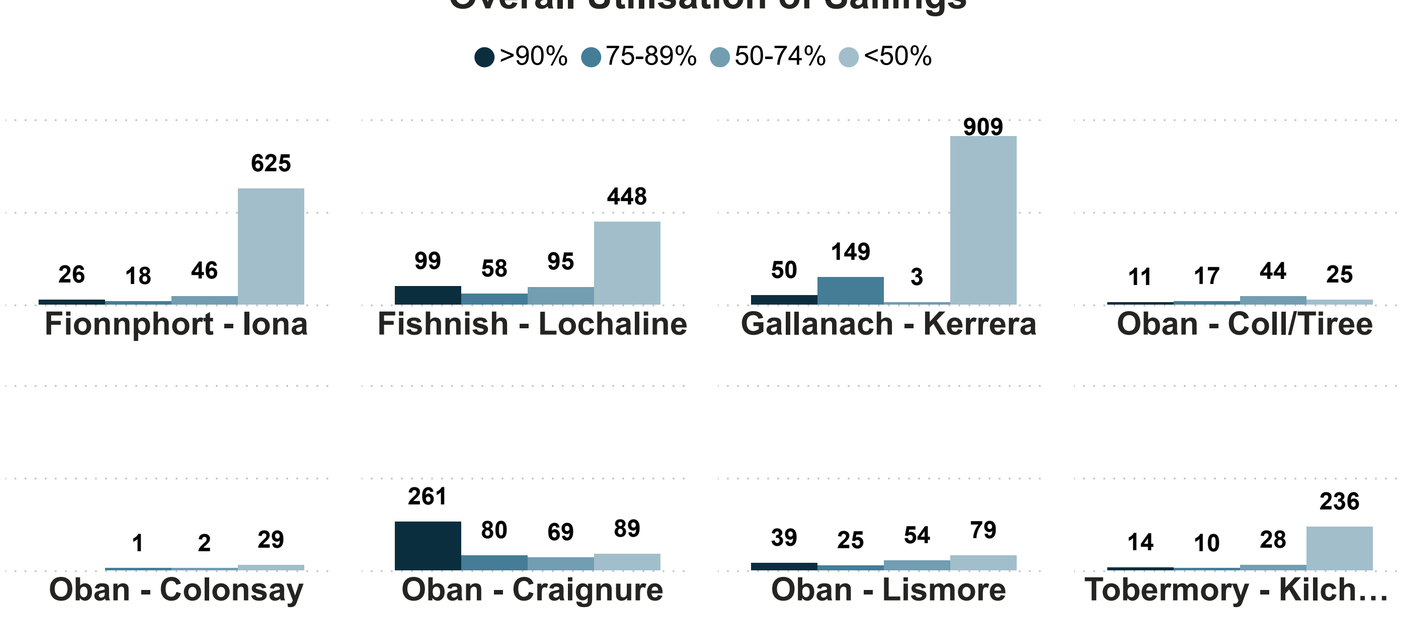
Vehicle Deck Utilisation

Average Deck Utilisation



Route	GLM Offered	GLM Used	Car Equiv. Spaces Used	% Used
Oban - Craignure	105.1K	82.8K	18,006	78.8%
Oban - Coll/Tiree	30.9K	19.9K	4,327	64.3%
Oban - Lismore	7.9K	4.5K	988	57.6%
Fishnish - Lochaline	86.2K	37.0K	8,050	42.9%
Oban - Colonsay	10.3K	3.1K	684	30.6%
Tobermory - Kilchoan	13.0K	3.8K	832	29.5%
Fionnphort - Iona	29.5K	6.2K	1,357	21.2%
Gallanach - Kerrera	6.7K	1.1K	248	17.1%
Total	**289.5K**	**158.7K**	**34,492**	**54.8%**

Overall Utilisation of Sailings



Glossary

Term	Definition
Average Speed of Answer	Average number of seconds taken to answer a call to our Customer Engagement Centre
Community	Respondents who answer the question "Where do you live?" with "On a Scottish island" or "On a Scottish peninsula"
Complaints	Number of complaints received by CalMac Customer Engagement Centre
Complaints Resolved in 21 Days	% of complaints to the CalMac Customer Care department that were closed in the reporting month and resolved within 21 working days
Customer Satisfaction with Staff	% rating based on customers rating their satisfaction with our port staff and onboard crew as "Very Satisfied" and "Satisfied"
Engagement	Number of meetings and hours spent by Area Operation Managers (AOMs) and Port Managers engaging with local community groups
First Contact Resolution	% of respondents to the Customer Engagement Centre Customer Experience survey who responded yes to the 'this is the First time I have contacted you about this' and answer to Task Completion (were you able to complete your task) was also 'Yes'
Overall Satisfaction	% of our customers rating their overall satisfaction with our service as "Very Satisfied or Satisfied", from our Post Journey Survey, Onboard and Port Surveys
Sentiment	Sentiment of comments on our operational social media channels, taken from our social media management platform.
Trust Score	% of respondents to our Post Journey, Onboard and Port CX surveys who answer 'Do Trust' or 'Definitely Do Trust' to the survey question 'How much do you trust Caledonian MacBrayne to deliver the service it offers?'
Actual Sailings	Sailings/car spaces/capacity offered on the day of travel
Amended Sailings	Sailings/car spaces/capacity advertised 7 days prior to the departure date
Banding	Based on scheduled passage duration: Band A: 30 minutes or less Band B: More than 30 minutes, up to 90 minutes Band C: More than 90 minutes
Cancelled (Other)	Sailings cancelled for any reason other than technical issues or weather
Cancelled (Technical)	Sailings cancelled due to a technical issue with the vessel in question or as a result of a technical issue with another vessel
Cancelled (Weather)	Sailings cancelled due to adverse weather or very high/low tides
Car Spaces	Equivalent to 4.6 General Lane Metres
GLM	General Lane Metres - the vehicle metres available onboard
Lateness Levels	Based on minutes late arrival Level 1 Lateness: Band A (5-10 mins late) | Band B (10-20 mins late) | Band C (15-30 mins late) Level 2 Lateness: Band A (>10 mins late) | Band B (>20 mins late) | Band C (>30 mins late)
Missed Train Connections	Number of train connections, advertised in the published timetable for Band C sailings, that were missed
Timetabled Sailings	Sailings/car spaces/capacity originally advertised in the published timetable at the start of the season