



Sapphire Customer Charter

We aim to put a bit of sparkle into your everyday journey, by giving you the best possible service we can. This Charter sets out what you can expect from us to help you get the best from Sapphire.

We believe that safety is paramount. We aim to ensure you have a safe, comfortable journey on a clean, well-maintained bus. Sapphire buses will be driven by a professional, dedicated group of drivers properly trained in customer care.

We know that reliability is essential, so we will do our utmost to keep to the timetables we advertise. Sometimes things outside our immediate control, like traffic congestion or road works, might affect your journey. However, we are committed to working with others to try to reduce the impact of these wherever possible, and find ways to minimise the disruption if at all possible.

We've set ourselves a punctuality target, to ensure a minimum of 95% of scheduled journeys will run no more than five minutes late or one minute early. Where we have to change the service because of roadworks or other factors (such as special events), we will advertise the fact as soon as possible on board and/or via our website, Facebook and Twitter pages (assuming we ourselves are given sufficient notice).

We know timetables and fares information needs to be easily accessible. These can all be found on the arrivasapphire.co.uk website, where you can also buy tickets for Sapphire services on our Arriva m-ticket app.

We really are adding some sparkle to your everyday journey. As well as key requirements of a safe, punctual, clean, well-driven service, we've added complimentary WiFi, more comfortable seats and power points to charge your phones, laptops or tablets. Whilst we will make every effort to ensure that a Sapphire bus is provided at all times we may occasionally have to operate an Arriva bus replacement.

We value your feedback. We'd love to hear what you think about your Sapphire service. So, please do visit our website and let us know. If, for any reason at all, you are unsatisfied with the service we've given you we offer a no-quibble money back guarantee.*

*Please contact our customer services on **0344 800 44 11** with details of your journey and send proof of travel and you will be refunded the value of the single journey from where you were travelling from and to. This number will be displayed on all our vehicles. Feedback can also be provided in writing: please refer to the [Contact Us](#) section for further contact details.