

**Voice of the Customer**  
**Fetal *RHD* Screening**  
**Customer Satisfaction Survey**



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## **Section 1: Executive Summary**

This report has been produced in order to provide a 'Voice of the Customer' for those people who use IBGRL's Fetal *RHD* screening services. This service was introduced by NHSBT in 2015 and up until now there has not been a survey conducted solely related to this service and so satisfaction is relatively unknown.

The survey consisted of 15 key questions and was issued specifically to those customers who refer samples to NHSBT for Fetal *RHD* screening. These customers included the hospital transfusion laboratory managers, transfusion practitioners and midwives.

The **Key Findings** from the report are:

- **100%** of the people surveyed were satisfied with the quality of the service provided.
- **100%** reported a strong overall satisfaction with the service.
- All of the people who responded were likely to recommend the service to a colleague.

The report concludes that IBGRL's Fetal *RHD* screening services are very well regarded with a lot of positive feedback. Such as:

The patient information leaflet - "**very useful resource**"; the implementation documents – "**very professional. Made it easy to educate on-site staff and produce local guidelines**" and support from the business development manager – "**very helpful team with lots of resource available**".

However notable sources of dissatisfaction for the customers are: the process for gaining approval of the hospitals electronically generated referral form, the hospitals and science web page and test turnaround times.

**Actions** to be taken in order to improve satisfaction include:

- Review the process for requesting literature.
- Review the process of gaining approval from IBGRL for the hospitals electronically generated referral form.
- Review the content and location of the information contained on the Hospitals and Science website.
- Look at the test turnaround times.
- Review/consider electronic requesting and reporting into LIMS.

## **Section 2: The Survey**

It is intended that the Fetal *RHD* screening customer satisfaction survey will be repeated annually to allow customer satisfaction to be monitored and trended. The survey consisted of 15 key questions and was separated into two parts. The first part asked questions relating to the introduction of the fetal *RHD* screening process (5 questions) and the second part asked questions relating to the laboratory process (10 questions).

Customers were asked to rate the service on a scale of 1-10, where 1 is totally dissatisfied and 10 is totally satisfied, with the option to choose not applicable N/A. Hospitals were also given the opportunity to provide free text comments including suggestions for improvement.

Data gathered from the Survey:

**1. The Demographics of the survey responder:**

- Name of Hospital
- Position Held

**2. The Views of the Customer:** the statements and questions.

**Introduction of the fetal *RHD* screen:**

- The support offered by the NHSBT IBGRL Business Development Manager (BDM) in setting up this service in your trust
- The supporting implementation documents
- The hospitals and science web page
- The patient information leaflet
- The process of gaining approval from IBGRL for your electronically generated referral form (egr)

**The Laboratory Process:**

- The process for the referral of samples for fetal *RHD* screening
- The layout of the referral form (FRM5197)
- The process for requesting literature
- The turnaround times for the screening test
- The reporting format
- The response of the IBGRL staff to your queries and concerns
- The quality of the service NHSBT IBGRL laboratory provides
- Your overall satisfaction with the Fetal *RHD* screening process

**3. Suggestions from the Customer:**

- If there was one thing you could change about this service what would it be?

**4. The Net Promoter Score question:**

On a scale of 1-10 (1 = very unlikely and 10 = very likely) - How likely are you to recommend this service to a colleague?

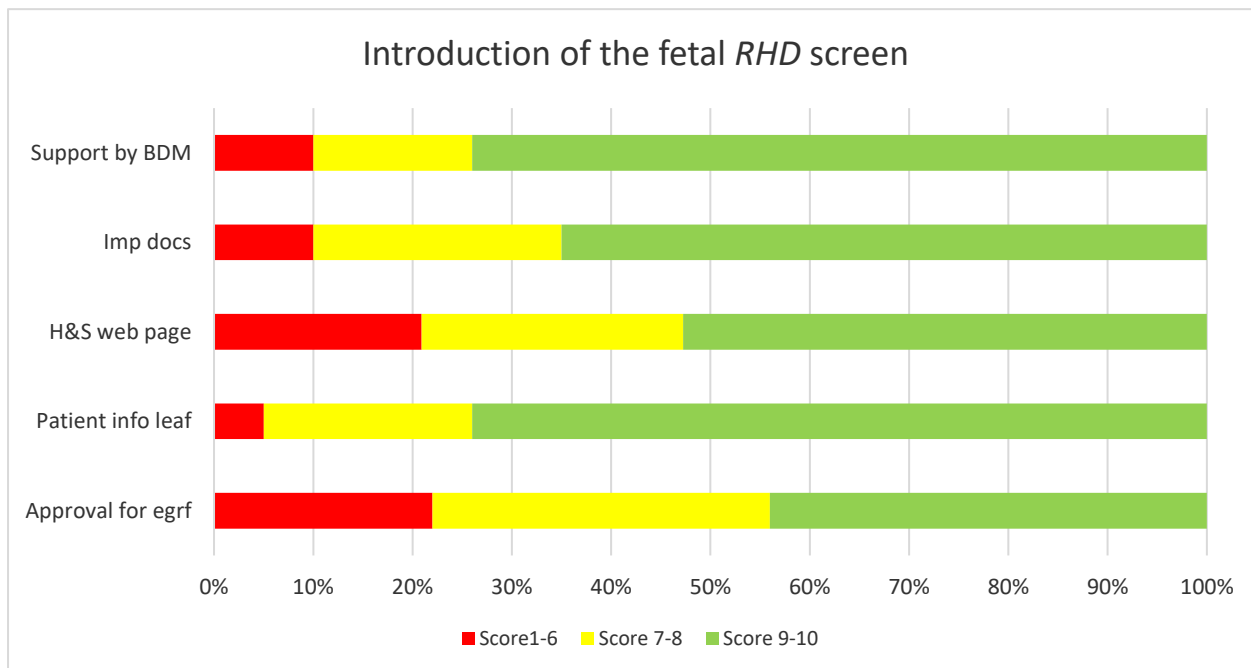
It is recognised that this single question provides a limited snap shot of satisfaction. The remaining questions broadly represent the customer journey with the screening service, starting with patient referral, testing, results and support. These stages form the customer's whole experience and gives a perspective on how easy, or not, we are to do business with.

### Section 3: The Results

(the raw data can be viewed on page 12)

The survey was distributed to 31 trusts, 87 individuals in total, and we received a response from 21 of them providing a response rate of 24%. 13 of the trusts responded providing us with feedback from 42% of the trusts surveyed. The demographics of the responders were as follows: 29% (6) Transfusion Practitioners, 19% (4) Transfusion Laboratory Managers, 29% (6) Midwives and 23% (5) other. The others included lead/senior BMS's and an antenatal clinic coordinator.

#### Views of the customer: Introduction of the fetal RHD screen



Survey answers that were left blank or marked as N/A were not included in the calculations

Question	Comments
Support by BDM	- Not sure that we had a Business development manager helping us! - very helpful when setting up the business end - very helpful team with lots of resource available
Implementation documents	-Useful to have other trusts pathways to adapt and use -very professional. made it easy to educate on-site staff and produce local guidelines etc.
Hospitals & Science web page	-not aware of this -could be easier to find -I haven't accessed it -Not accessed - was not aware of this page
Patient info leaflet	-Very useful resource
Approval for egrf	-Didn't know this was an option. -I wasn't involved -sorry unable to comment on this -Has not happened. Was one aspect that was going to make it easy for us to transfer results/audit etc. -Not involved with the process so can't comment -If you mean registration form = 10 If you mean request form N/A

Analysis:

From the graph we can see that the process for gaining approval from IBGRL for the hospitals electronically generated referral form and the hospitals and science web page are the sources of most dissatisfaction for the customer. The comments relating to the hospitals and science web page generally indicate that they were not aware of it. The comments relating to the approval for egrf again indicate that the hospital does not know that this is an option or that they weren't involved in the process.

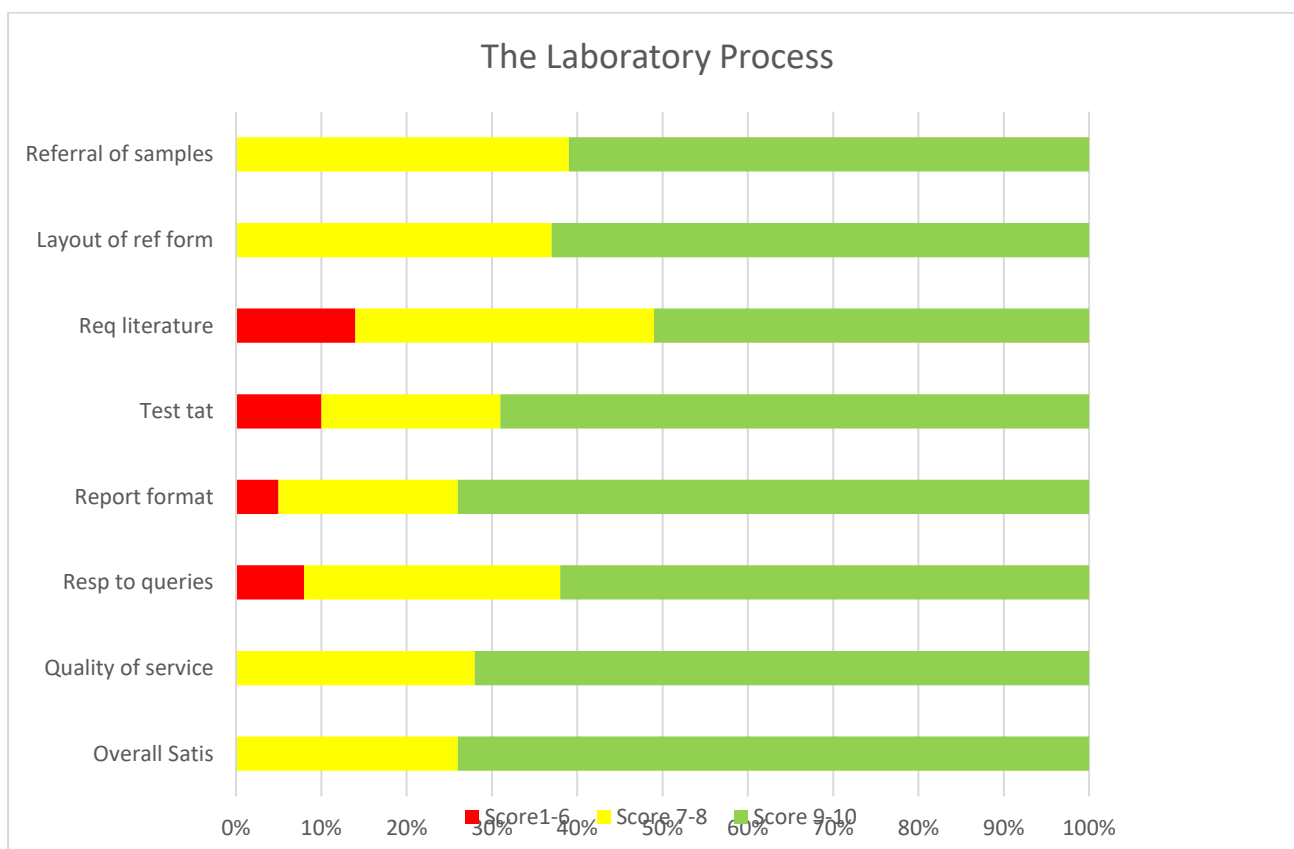
Secondary to these introduction processes in satisfaction follows the support offered by the business development manager and the implementation documents. However, the written feedback in relation to these processes is very positive apart from one person being unaware that they had support from a BDM.

The patient information leaflet was the source of most satisfaction with 95% of the customers scoring a 7 or more. The leaflet was in fact praised in the comment section with one customer stating that it was a 'very useful resource'.

Whilst analysing the results it is important to remember that as we only had feedback from 21 individuals and that some of the questions were answered N/A one negative score can skew the results. For example, only two people scored the egrf below 6 as 11 had indicated N/A. This is similar for support by the BDM who in fact had 14 out of the 19 customers (74%) scoring a top box score of 9 or 10. We are also aware from the comments made that instead of indicating that a process is N/A to the individual they have instead scored a 5, or that they have incorrectly given a low score e.g.1 when the written comment relating to a process is very positive.

The average score for the Introduction of the fetal *RHD* screening process was calculated at 7 and so this gives us a benchmark KPI to improve on over the following year.

**Views of the customer: The Laboratory Process**



Survey answers that were left blank or marked as N/A were not included in the calculations

Question	Comment
Referral of samples	-Have had LOST samples -I am not involved in the laboratory side so cannot comment on these issues -Transport of samples from our hospital to IBGRL via the NHSBT transport chain has too many steps (3 in total) samples spend 3 days in transit
Layout of ref form	-Not a lot of room to write the full hospital name
Required literature	-done by midwives -Could be more straightforward to order leaflets and forms and we always seem to have issues with them not arriving which has meant we have not been able to order more as apparently we have had more than we should need for the year -Only a few people can be named as requestors of literature. bit limiting -It would be helpful if we could order the leaflet from the hospitals science website
Test turnaround time (TAT)	-exceeding stated TAT until recently... -spice very good and easy to use -taking 14 days currently -Less than quoted
Report format	No comments
Response to queries	-Had to raise a concern when samples were lost at Tooting -Should be 10 except for the IT link to download results. No communication/response/update on this
Quality of service	No comments
Overall satisfaction	-We have worked well with the lab to introduce this new process and have had regular meetings.

Analysis:

The process for requesting literature causes the customer the most dissatisfaction with 12% scoring this a 6 or less. Comments relating to this indicate that the process could be “**more straightforward**” and having only a few named requestors is “**limiting**”.

Secondary to this in sources of dissatisfaction are the test turnaround time and responsiveness of staff to queries and concerns. However, only 2 people actually gave the turnaround time a score of less than 6. The majority of people indicate that they are happy with the time “**less than quoted**” and so this does not appear to be a habitual problem.

One person indicated dissatisfaction with the report format however with no comments being left it is hard to determine the reason for this.

Customers appear to be generally satisfied with the process for the referral of samples and the referral form with a few useful comments being made.

The feedback for the quality of service and overall satisfaction for IBGRL’s fetal *RHD* screening service are very positive and indicate that the customers are very happy with this service.

The average score for the laboratory process was calculated at 8.8 indicating strong satisfaction. This score can be used as a bench mark for future surveys.

**Suggestions from the Customer:****If there was one thing you could change about this service what would it be?**

Comment
-Transportation: digital recording and getting transport boxes back for re-use!
-Not charge for rejected samples.
-electronic transmission of results in to the LIMS
-Nothing
-Establish a second lab in the North of England for service users in the North.
-It would be great if we could do the cff(DNA) test at the same time as the booking bloods. Is there any progress in the development of this test to be able to perform it earlier?
-timely results process
-Enabling the remote access to results for Portiuncula
-I am happy with the service as it is
-Faster time for getting results
-no
-Electronic requesting and reporting into our LIMS

Analysis:

The customers provided 9 suggestions on how we could improve the service to them. Two of the suggestions have been made twice and so could indicate that by improving or changing

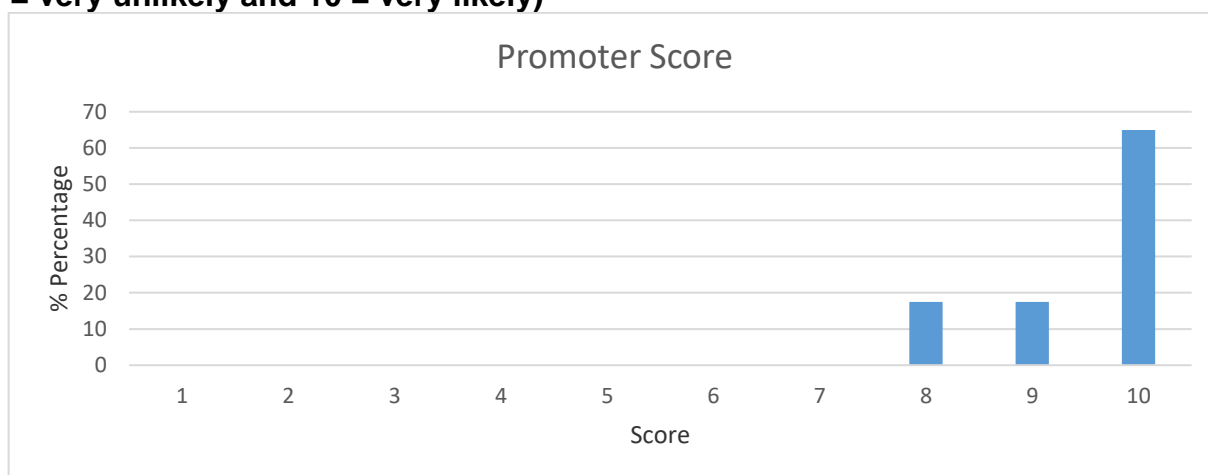


these could increase customer satisfaction. These comments relate to the test turnaround time and the electronic reporting of results into the hospital LIMS.

All suggestions should be reviewed and if necessary contact the hospital from where they originated in order to discuss these further.

### **Net Promoter Score Question:**

**On a scale of 1-10 how likely are you to recommend this service to a colleague?  
(1 = very unlikely and 10 = very likely)**



Only 17 out of the 21 responders completed this question however those that did scored very positively with all of the customers indicating that they were likely to recommend the service to a colleague 11 stating that they were very likely to do so.

The Net Promoter Score was calculated at 82.5%. This is an excellent score and shows high loyalty amongst customers.

Reviewing this score in future surveys will allow us to see if we have succeeded in improving customer satisfaction.

## **Section 4: Recommendations for Change**

IBGRL's Fetal *RHD* screening service is well regarded and high levels of satisfaction have been shown in the satisfaction survey. Customers confidence in the service is exceptional as noted by the Net Promoter Score.

Overall, the Voice of the Customer reports a positive message with the caveat that there are opportunities to improve in response to customer needs.

### **Areas for improvement:**

#### **Introduction of the fetal *RHD* screen:**

- Review the process for requesting literature.
- Review the process of gaining approval from IBGRL for the hospitals electronically generated referral form and make hospitals aware that this is an option to them.
- Review the content and location of the information contained on the Hospitals and Science website.

**The Laboratory Process:**

- Look at the test turnaround time.
- Review/consider electronic requesting and reporting into LIMS.

**In General:**

- Increase the hospitals awareness of all of the resources available to them.
- Review the suggestions from the customer.

Providing the customers with feedback from this survey and what we intend to do to improve satisfaction should encourage more people to participate in future surveys.

If you would like further information regarding this survey, please contact:  
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