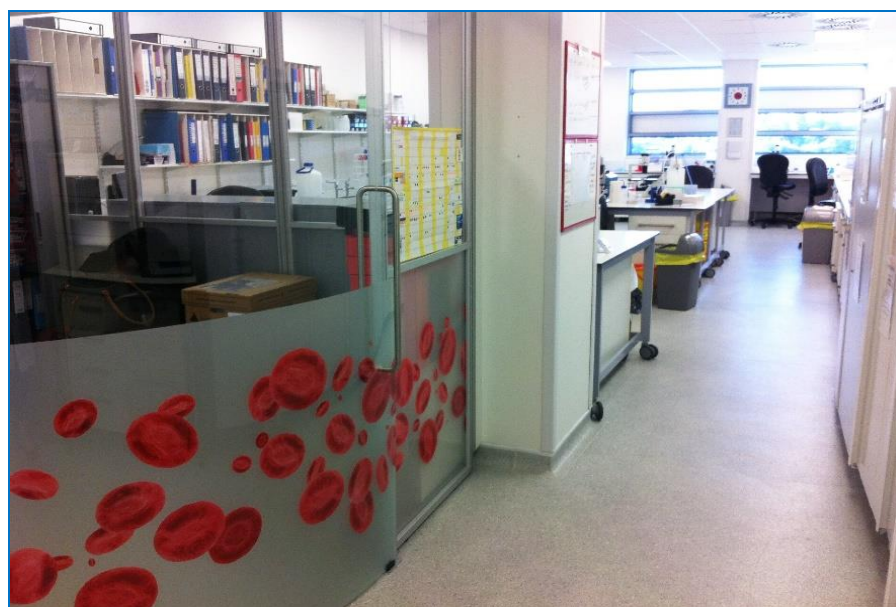
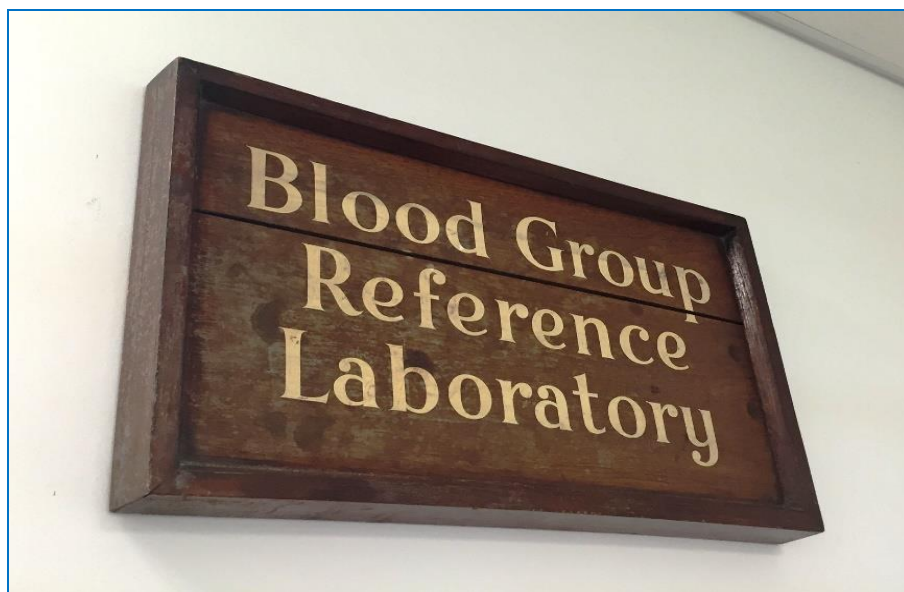


# Voice of the Customer

## **IBGRL Red Cell Reference Customer Satisfaction Survey**



Author:

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## **Summary for distribution to customers**

This report has been produced in order to provide a ‘Voice of the Customer’ for those people who use IBGRLs Red Cell Reference Laboratory services.

The survey was distributed to 51 organisations worldwide. Seventeen complete responses were received and so this provided us with a 33% response rate.

The survey consisted of 11 key questions and was issued specifically to those customers who had referred samples to the RCR department over the last year. This included customers from all around the world.

Overall the feedback is very positive, with the knowledge of our staff and the information contained within the department’s user guide providing the customers the most satisfaction. The report concludes that IBGRLs Red Cell Reference Laboratory services are very well regarded by their customers with a lot of positive feedback, such as:

“Reports are always well written, accurate, detailed and understandable”

“Overall, very good service”

However, the feedback has identified four key areas for improvement, these points and the plan to address these are listed here:

- Review test turnaround times.
  - This has been a major focus of the RCR team during the latter half of 2018 and into 2019. Several significant changes have been made to the reporting process and we hope that all of our customers will see an improvement in turn around times going forward.
- Review communication frequency for case referrals.
  - A “6 week contact” rule is now in place. This means that if a case has not been reported or a preliminary report has been issued within 6 weeks of receipt of the sample, the referrer will be sent an email to update them of our progress.
- Improve customer awareness and accessibility of the RCR referral form.
  - Our international referral form and user guide can be found here <https://ibgri.blood.co.uk/services/user-guides/>
- Consider having information regarding what to transfuse in the reports.
  - This is a significant change for our laboratory and not something that we can currently offer. However, we are working hard to ensure that several key members of staff are appropriately qualified so that in the future, clinical information will be included on our reports.

If you would like further information regarding this survey, please contact:  
IBGRL.RedCellReference@nhsbt.nhs.uk