

Voice of the Customer
IBGRL Fetal Genotyping 2018
Customer Satisfaction Survey



Author:

Rhian Edwards – Customer Services Manager (South West)

Section 1: Executive Summary

This report has been produced in order to provide a ‘Voice of the Customer’ for those people who use IBGRLs Fetal Genotyping services. Up until now there has not been a survey conducted solely focusing on this service and so results from this survey will act as a bench mark of satisfaction for future surveys.

The survey consisted of 11 key questions and was issued specifically to those customers who have referred samples for fetal genotyping. This included sending the survey to customers from all around the world.

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

- 94% of customers are very happy with the quality of the service provided by the Molecular Diagnostics department.
- The overall service and the expertise of the staff were rated highly by the customer.
- Fetal Genotyping received a 66% top box score.

The report concludes that IBGRLs Fetal Genotyping service is well regarded by their customers with a lot of positive feedback, such as the final report is “**Clear and easy to understand**” and “**The team are always quick to respond and are extremely helpful**”.

However, there are some notable sources of dissatisfaction for the customer, these include: the test turnaround time, customers would like the results emailed to them and customers would like a time frame for when the results will be available.

Section 2: The Survey

It is intended that the Fetal Genotyping customer satisfaction survey will be repeated annually to allow customer satisfaction to be monitored and trended.

The survey consisted of 11 key questions and the 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. They 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.

- The process for the referral of samples for fetal genotyping
- The layout of the referral form (FRM 4674 or FRM 4739)
- The turnaround time for the genotyping tests
- The format and content of the final report
- The responsiveness of staff to your concerns and queries
- The level of knowledge and expertise provided by the staff
- The quality of the service provided by the Molecular Diagnostics laboratory
- The overall service provided by the Molecular Diagnostics laboratory
- Are there any additional genotyping tests you would like the Molecular Diagnostics laboratory to provide? yes/no

3. Suggestions from the Customer:

- If there was one thing we could change to improve our service to you what would it be?

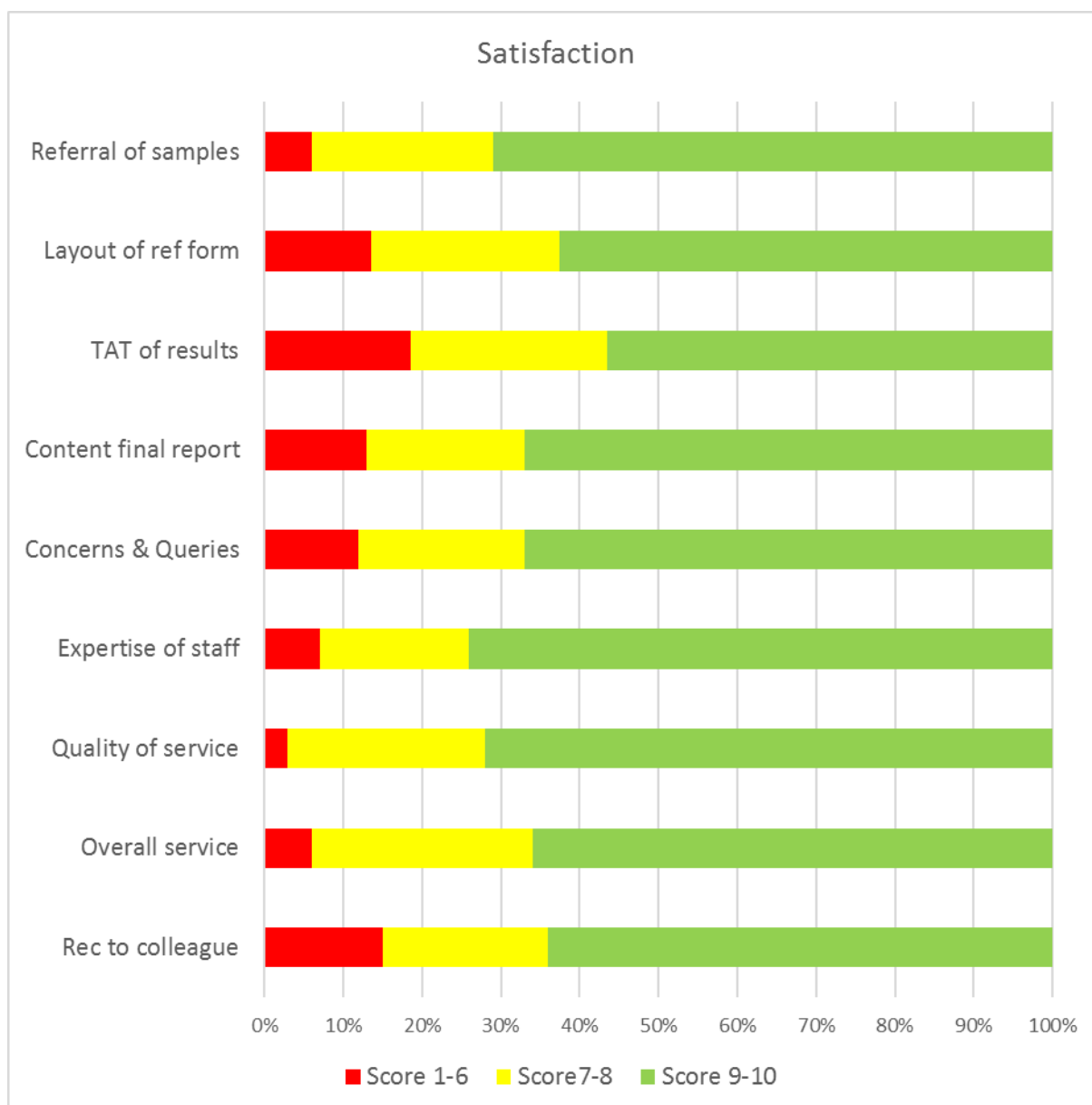
4. The Net Promoter Score question:

On a scale of 1-10 how likely are you to recommend the Fetal Genotyping service to a colleague?

(1 = very unlikely and 10 = very likely)

It is recognised that this single question provides a limited snap shot of satisfaction. The remaining questions broadly represent the customer journey when using IBGRLs Fetal Genotyping services, starting with patient referral, results/reporting, communication 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



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

The survey was distributed to 200 customers worldwide. Responses were received from 33 of those customers providing a 17% response rate.

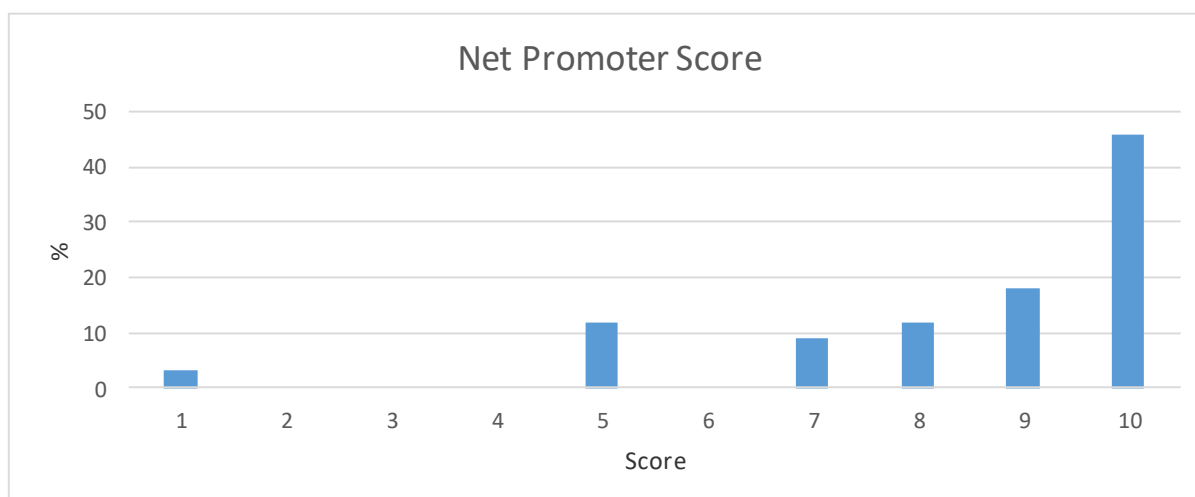
From the graph we can see a large amount of green (top box scores of 9 and 10) indicating high levels of satisfaction for the customers across all aspects of the Fetal Genotyping service/journey. A small proportion of yellow is witnessed for each question revealing that there is potential for improvement within these areas. The colour red (scores of 1-6) is also seen in response to each question. This indicates that some of the customers are dissatisfied with a certain aspect of the service. The test turnaround time and recommending the service to a colleague showed the highest levels of dissatisfaction. Conversely, the quality of the service and overall service had the least levels of dissatisfaction. The top box score was calculated at 66% (the number of 9 and 10 scores

allocated over the total number of responses). This is a good score and can be used as a benchmark in future surveys to gauge an increase or decrease in customer satisfaction.

Net Promoter Score Question:

On a scale of 1-10 how likely are you to recommend the Fetal Genotyping service to a colleague?

(1 = very unlikely and 10 = very likely)



The Net Promoter Score was calculated at 49%. Using this score as a benchmark will indicate if we have managed to improve customer satisfaction in future surveys.

Many customers have indicated that they are very/highly likely to recommend the Fetal Genotyping services to a colleague. A few of the customers have remained neutral in recommending the service with one person indicating it was not applicable to them.

Unfortunately, due to the lack of comments it is difficult to ascertain why some hospitals wouldn't promote our work, however from analysing the results these customers have generally been dissatisfied with a certain aspect of the Fetal Genotyping service. If we therefore look to improve areas of customer dissatisfaction, we anticipate that the net promoter score will improve in future surveys.

Actions to be taken in order to improve satisfaction include:

- Review the test turnaround times.
- Look into the possibility of emailing results.
- Review the referral form for ease of use, as well as the space for the referrer signature.
- Review the information document for sending frozen maternal aliquots for ease of use
- Improve the layout and format of website

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

molecular.diagnostics@nhsbt.nhs.uk