

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.

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 (egrf)

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?

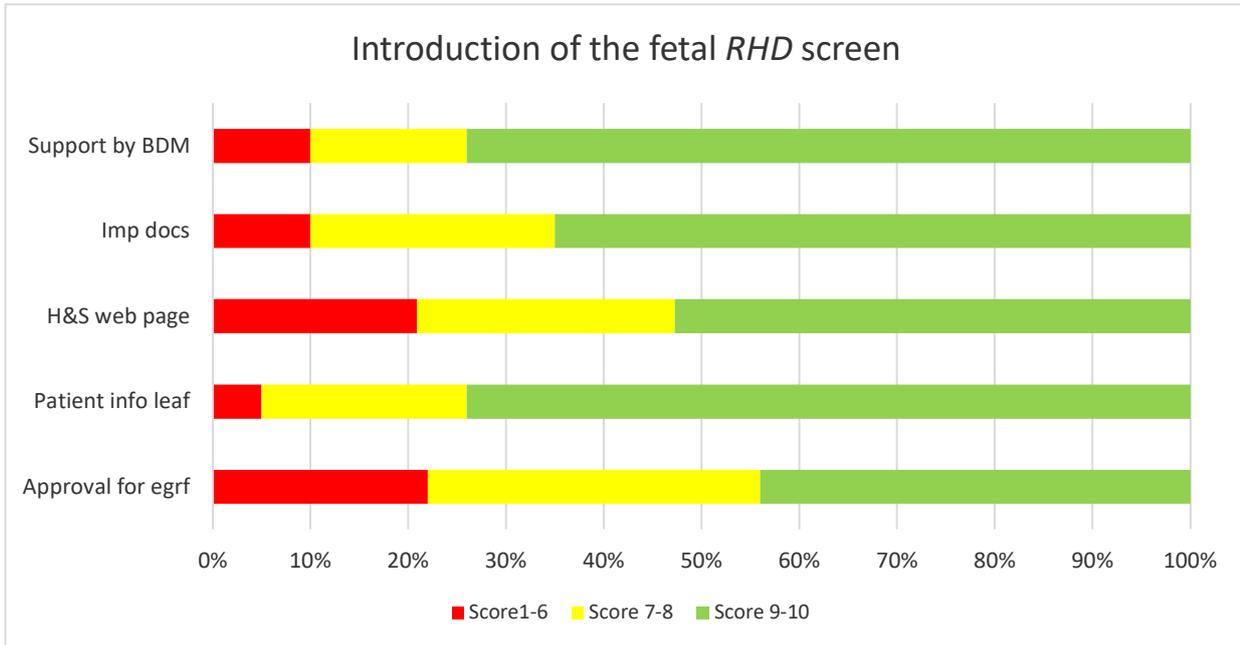
4. The Net Promoter Score question:

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.

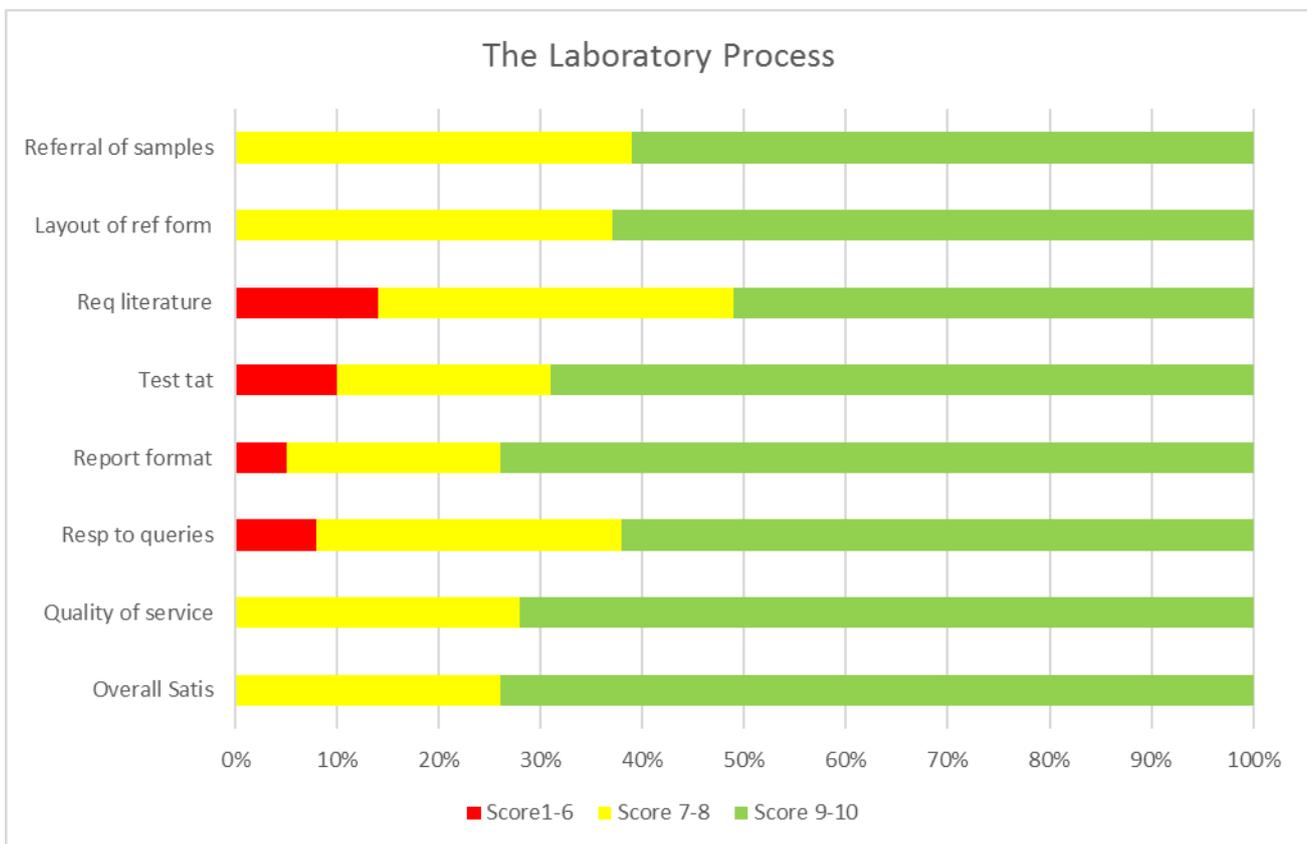
Section 3: The Results

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

Views of the customer: The Laboratory Process

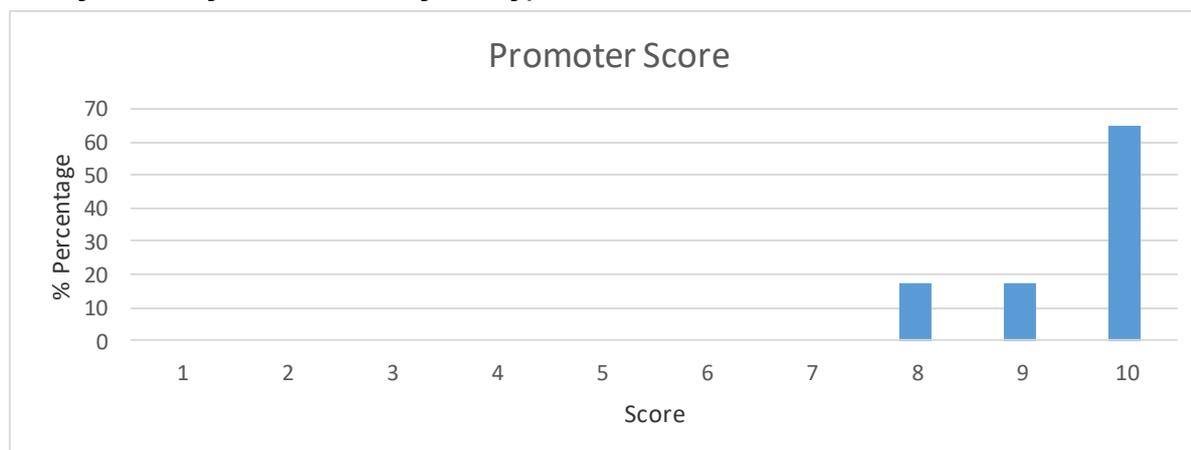


Survey answers that were left blank or marked as N/A were not included in the calculations

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.

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.

The Top Box Score was calculated at 67%.

Actions to be taken in order to improve satisfaction include:

- Review the content and location of the information contained on the Hospitals and Science website.
- Review the test turnaround times.
- Review/consider electronic requesting and reporting into LIMS.

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

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