

Voice of the Customer
Molecular Diagnostics Patient Genotyping
2018
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 Molecular Diagnostics Patient 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 use Molecular Diagnostics patient genotyping services. This included sending the survey to all NHSBT RCI laboratories as well as to staff who work within a different department of IBGRL.

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

- All Patient Genotyping customers would recommend the service to a colleague.
- All customers are very satisfied with the overall service provided by the department.
- Patient genotyping gained a top box score of 66%.

The report concludes that the Patient Genotyping service is highly regarded by its customers with a lot of positive feedback: "We'd be lost without you!" and "Thank you". High levels of satisfaction are evident across the whole service with a great number of top box scores being achieved.

However, there is some evidence of customer dissatisfaction. This is largely associated with the test turnaround time, the referral of samples and the lay out of the referral form.

Section 2: The Survey

It is intended that the Patient 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 patient genotyping
- The layout of the referral form (FRM 4738)
- 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?

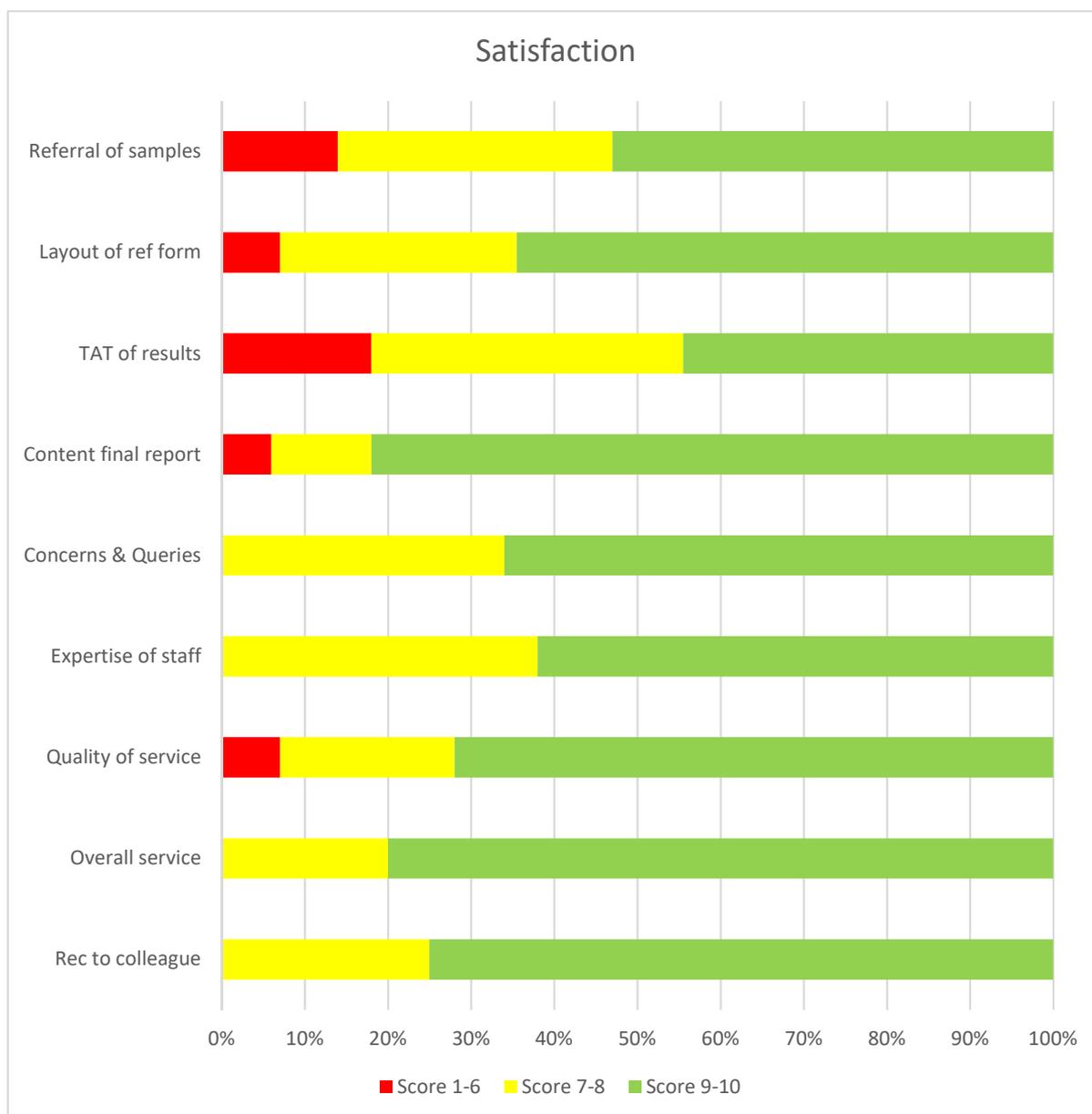
4. The Net Promoter Score question:

On a scale of 1-10 how likely are you to recommend the Patient 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 Molecular Diagnostics Patient 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

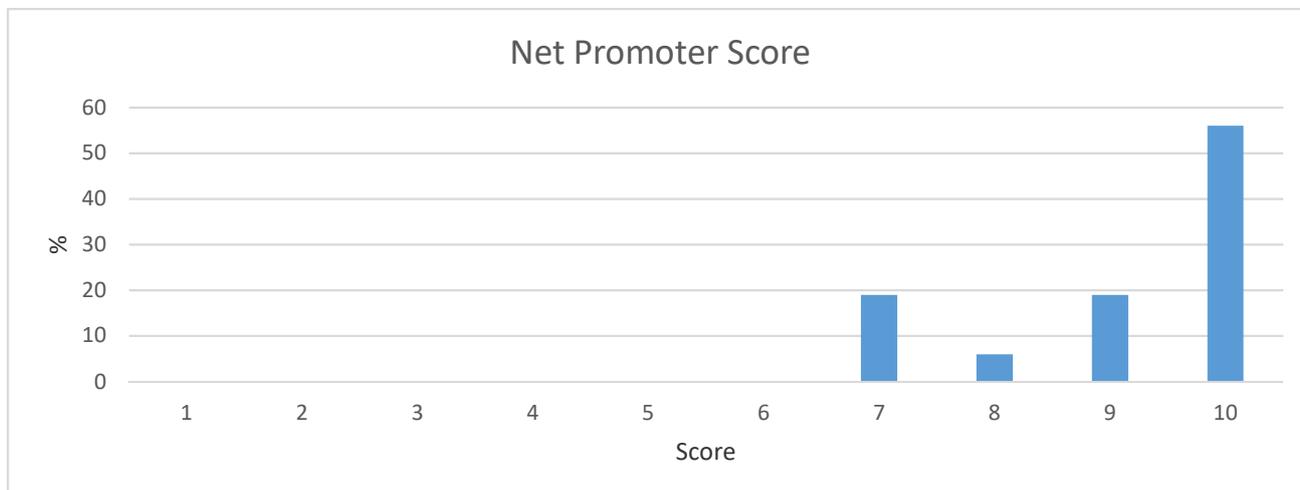


The survey was distributed to 55 service users which included staff working within NHSBT RCI and IBGRL departments. A response was received from 22 of these customers providing a 40% response rate.

From the graph we can see high levels of top box scores of 9s and 10s (green) dominating the scene. The ‘content of the final report’ and the ‘overall service’ had the highest levels of customer satisfaction, whilst ‘the test turnaround time’ and ‘referral of samples’ scored the least number of top box scores. Scores of 7 and 8 (yellow) are visible as a response to each question. This indicates that there is the potential for service improvement within each of these areas. Low scores of 1 to 6 (red) are present for five of the questions and indicates that some customers are dissatisfied with these parts of the service. The Top Box score was calculated at: 66%. This is a good score and can be used to compare satisfaction amongst customers across different services provided by IBGRL as well as other departments.

Net Promoter Score Question:

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



From the graph we can see that ALL Patient Genotyping customers would recommend the service to a colleague.

The Net Promoter Score (NPS) was calculated as: 75%

This is a very high score and shows high satisfaction and loyalty amongst Patient Genotyping customers. The NPS can be used as a benchmark to gauge an increase or decrease in satisfaction in future surveys.

Actions to be taken in order to improve satisfaction include:

- Review the test turnaround time.
- Review the referral form.
- Look into the possibility of using NHSBT transport to transfer samples to IBGRL.
- Improve the layout and format of website

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

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