

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



Author:

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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 has continued to grow year on year.

The survey consisted of 14 key questions and was issued specifically to those customers who refer samples to NHSBT for Fetal *RHD* screening. These customers included the Hospital Lead Midwife/Antenatal Coordinators, Transfusion Laboratory Managers, Consultants and the individuals who requests forms from IBGRL. The survey was distributed to 75 hospitals.

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

- **100%** of customers are satisfied with the quality of the service provided.
- **98%** reported high overall satisfaction.
- **97%** stated they would 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 supporting implementation documents “[Information on false pos and negatives useful and new information leaflets very good](#).” Support from the Business Development Manager “[Impressive service](#)” and the response of staff to queries and concerns “[Always on hand](#)”.

There was not one single overarching source of dissatisfaction for the customer however some areas for improvement include: requesting the referral forms, the referral of samples, the reporting of results into SpICE/ICE including hospital LIMS and the 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 14 key questions and was separated into two parts. The first part asked questions relating to the introduction of the fetal *RHD* screening process into the trust (4 questions) whilst the second part asked questions relating to the laboratory process including the referral process and reports (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 questions.**

#### **a. 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 NHSBT Hospitals and Science web page.
- The process for requesting NHSBT's referral form.

#### **b. The Referral Process and Reports:**

- The process for the referral of samples for fetal *RHD* screening from your Trust to NHSBT.
- The NHSBT referral form (layout and ease of completion).
- The NHSBT patient information leaflet (ordering and content).
- 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:**

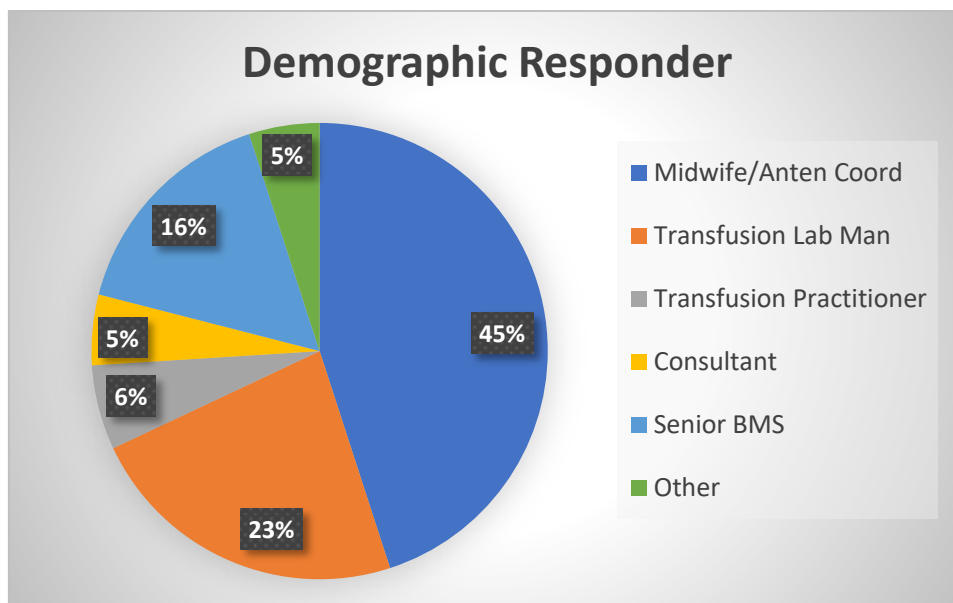
On a scale of 1-10 (1 = very unlikely and 10 = very likely) - How likely are you to recommend this service to a colleague?

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

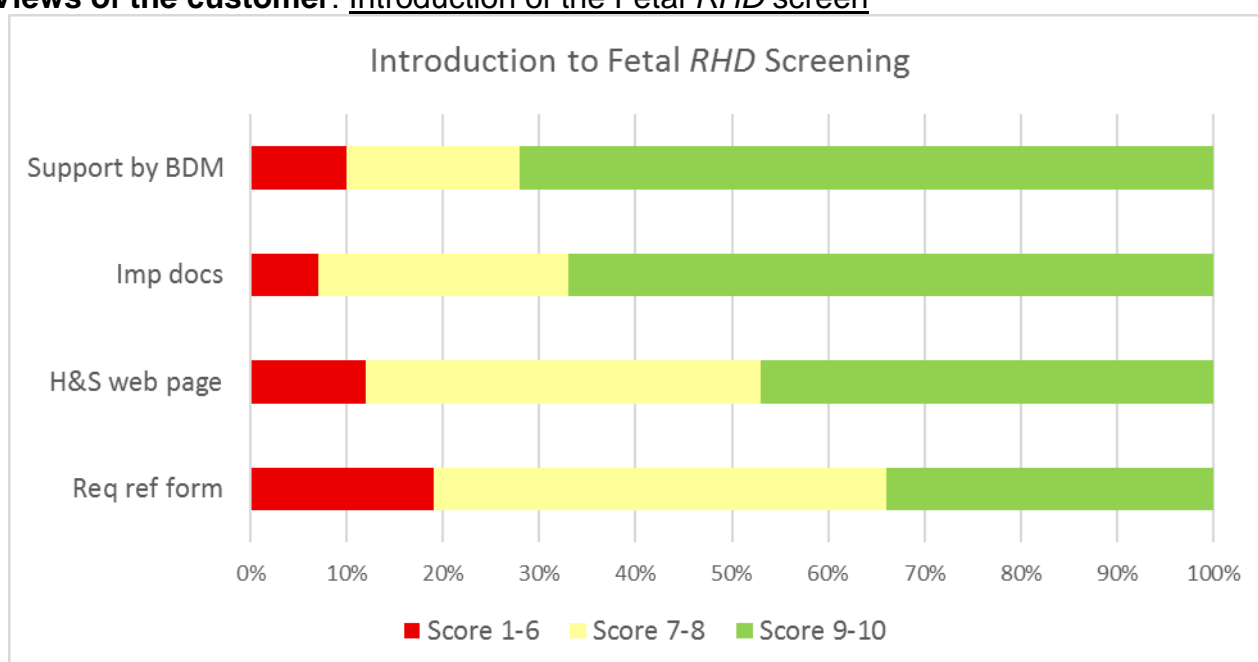
The survey was distributed to 75 hospitals, to on average, four individuals within each hospital. These included: - Consultant, Transfusion Laboratory, Lead Midwife/Antenatal Coordinator and the person who requests forms from IBGRL. 62 responses were received from 49 different hospitals providing us with a 65% hospital response rate.

The demographics of the responders were as follows:

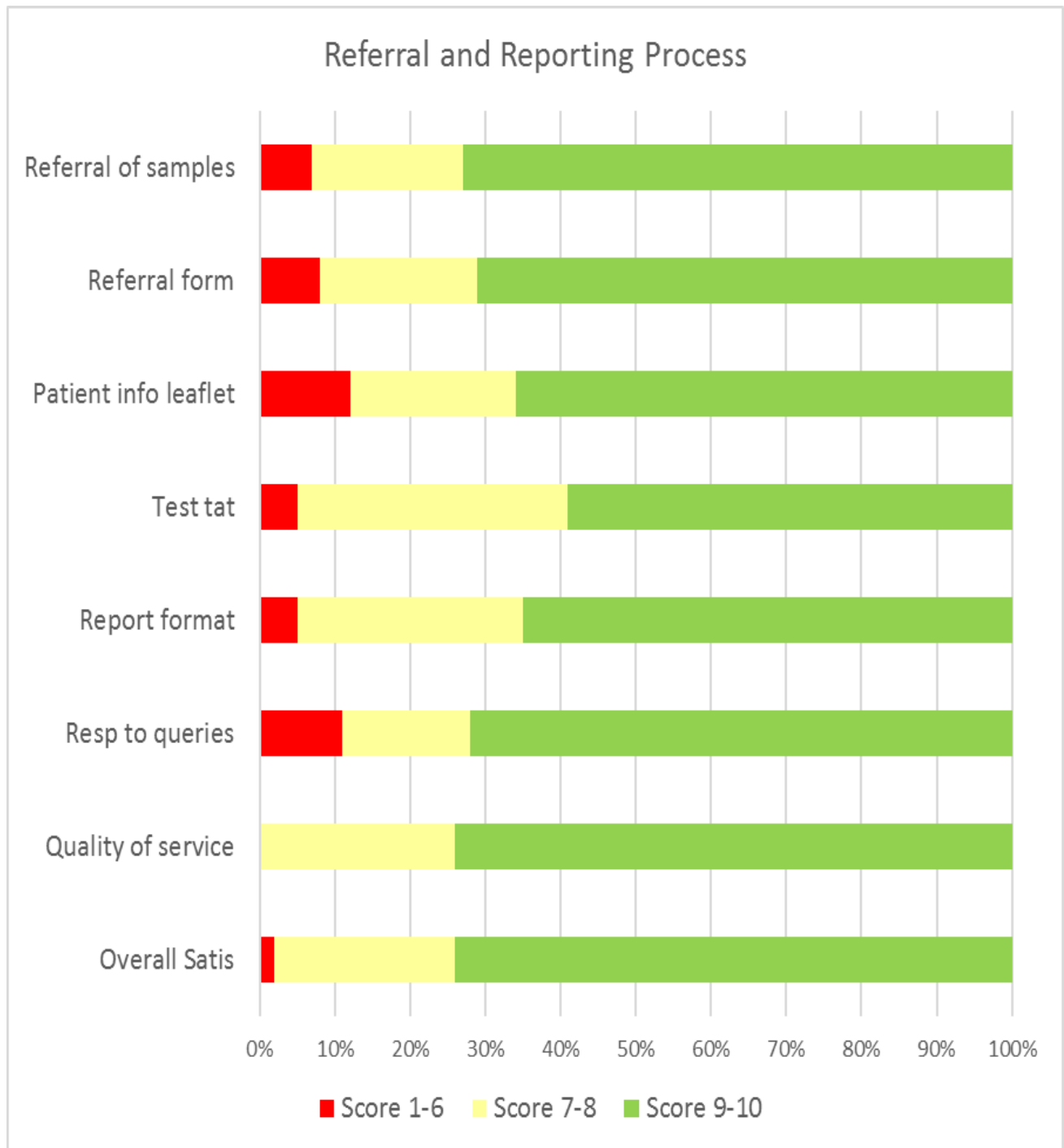


The largest responders of the survey were Midwives/Antenatal Coordinators providing 45% of responses. This was followed by the Transfusion Laboratory Managers (23%) and Senior BMS (16%). This information is useful so that we can see exactly which cohort of staff the feedback is from but also who we should direct future surveys to.

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



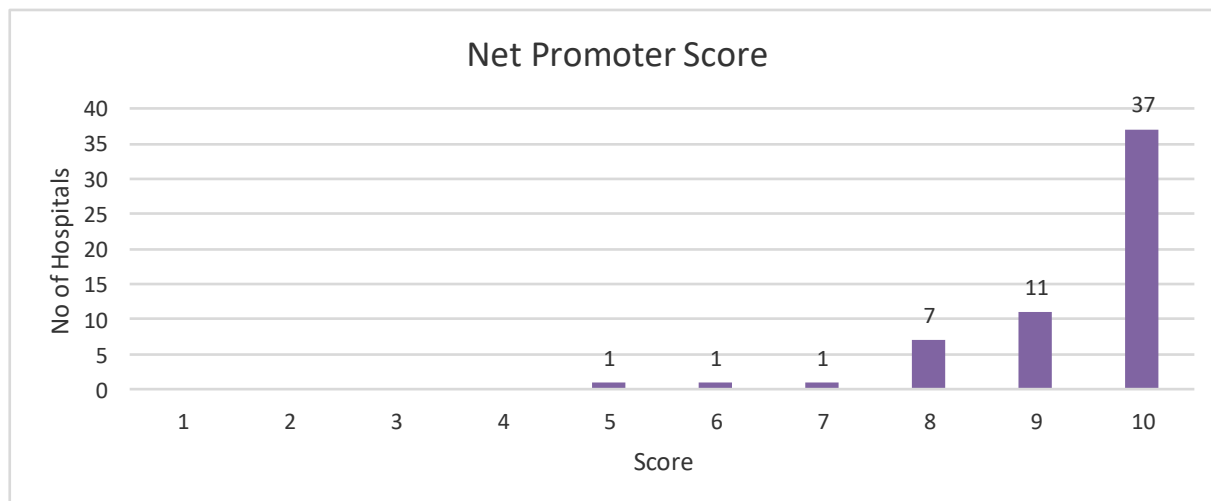
**Views of the customer: The Referral Process and Reports**



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

**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)**



58 customers completed the net promoter score question with 4 leaving a comment.

The Net Promoter Score was calculated at 80%. This indicates very high satisfaction and loyalty amongst customers with the majority willing to promote IBGRL’s Fetal *RHD* screening service to others with 37 customers stating they were very likely to do so.

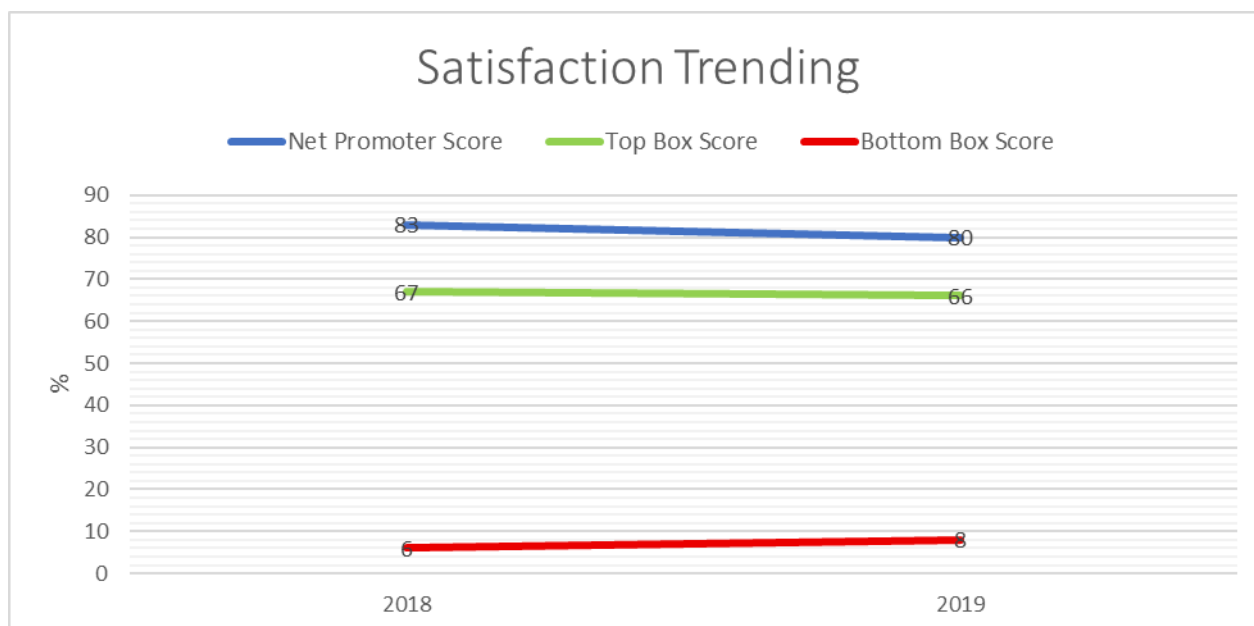
Reviewing this score in future surveys will allow us to see if we have succeeded in improving customer satisfaction.

**Top and Bottom Box Scores:**

The top box score (the number of 9 and 10 scores given out of the total number of responses) was calculated at 66%.

Conversely the bottom box score (the number of scores from 1-6 allocated out of the total number of responses) was 8%.

These are very good scores and again agree with the strong customer satisfaction witnessed throughout the rest of this report.



Trending of these results against the previous year indicate a very minimal decline in customer satisfaction. However, this survey was distributed to more than double the number of hospitals than in 2018 and the distribution cohort was slightly different and so we cannot be certain if the survey results in 2019 are largely from new customers or if some are from previous customers. Therefore, it will be necessary to plot this data over time to see any real trend in customer satisfaction.

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

IBGRL's Fetal *RHD* screening service again proves to be highly regarded by the customer with very high levels of satisfaction witnessed. 97% of customers stated they would recommend the service to a colleague and all hospitals are happy with quality of the provision given.

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

- Review the process for requesting the referral forms.
- Assess the process for referring samples.
- Review SpICE/ICE issues.
- Review test turnaround times.

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