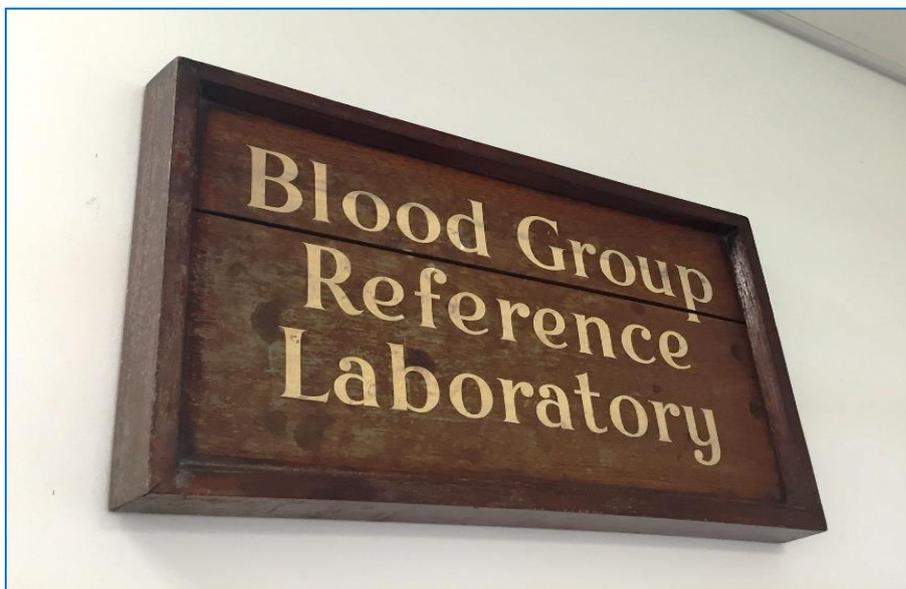
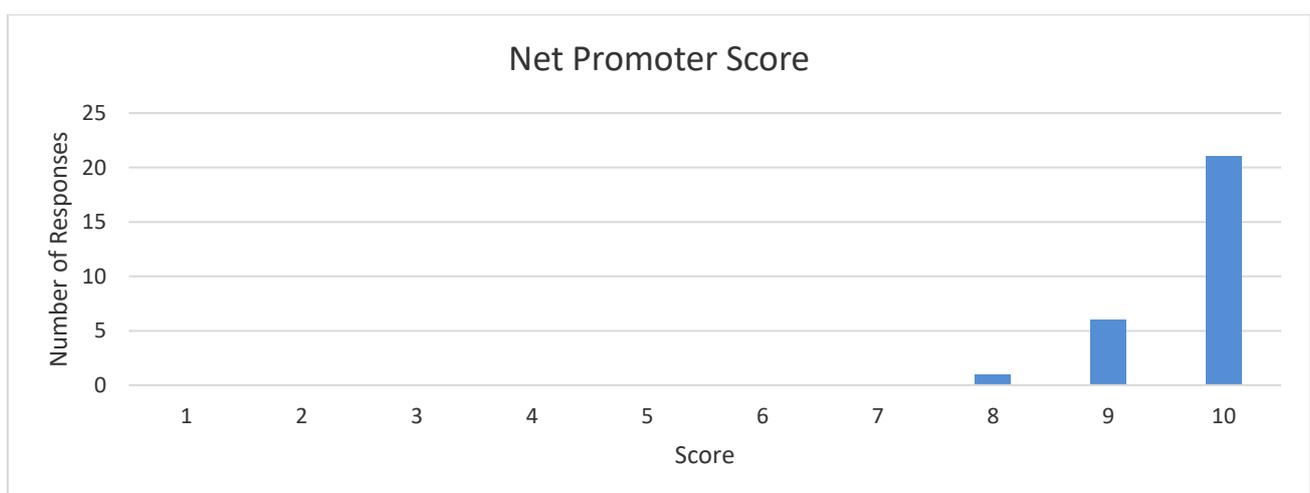
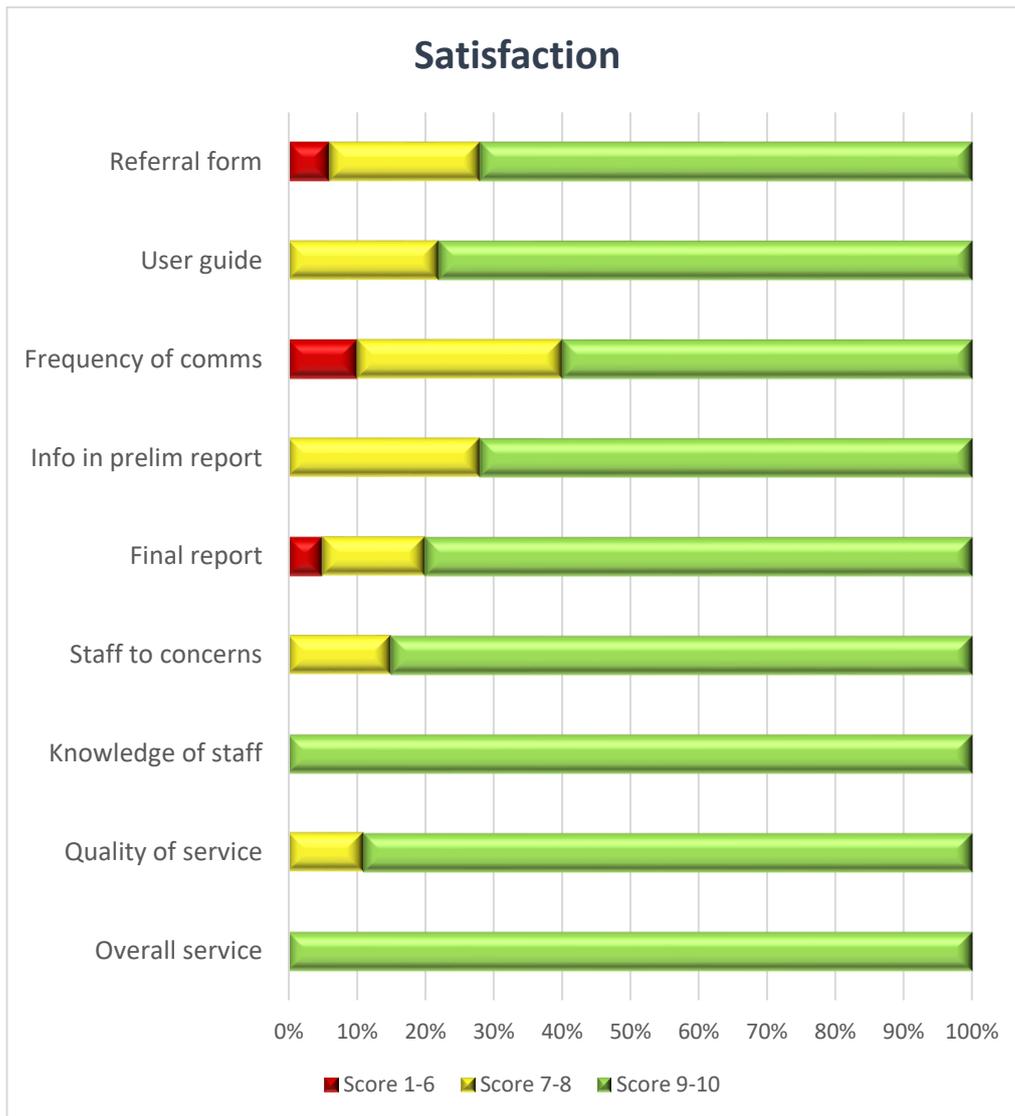


**Voice of the Customer**  
**IBGRL Red Cell Reference**  
**Customer Satisfaction Survey**



Author:

Rhian Edwards – Customer Services



The Net Promoter Score was calculated at 96%. This is an increase of 14% from last year’s score of 82%. This is an excellent score and shows high loyalty and satisfaction amongst

customers. All customers are highly likely to recommend RCR laboratories services to a colleague.

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

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

Feedback from the survey was very positive, with the knowledge of staff and overall RCR service achieving satisfaction scores of nine and ten from all customers. Other feedback included comments such as:

“Always excellent friendly support when we contact your team”,

“Prompt and very helpful!”.

The report concludes that the IBGRL Red Cell Reference Laboratory services are very well regarded by their customers.

However, some areas for improvement have been identified, these are:

- Turnaround times
  - Customers agree that there has been an improvement in TAT since the 2018 survey, however further improvements are required. To address this RCR continue to build on the significant changes made to the reporting process in 2018/2019.
- Frequency of communications
  - RCR are working closely with our colleagues within NHSBT to provide better sample tracking for the samples received from the Red Cell Immunohaematology laboratories in England.
- Clinical advice on reports
  - Key members of staff are continuing to work toward the required qualifications to enable this.

It is our intention to continually listen and act on the feedback we receive from these surveys.

However, if you would like any further information regarding this survey, please contact: [IBGRL.RedCellReference@nhsbt.nhs.uk](mailto:IBGRL.RedCellReference@nhsbt.nhs.uk)