

**Voice of the Customer**  
**IBGRL Fetal Genotyping**  
**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 IBGRLs Fetal Genotyping services.

The survey consisted of 15 questions and was issued specifically to those customers who have referred samples for fetal genotyping during the past year. The UK and International customers include Consultants, Midwives, Obstetricians and Laboratory Managers.

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

- **100%** of customers are satisfied with the over-all Fetal Genotyping Service.
- **100%** of customers are satisfied with the quality of the service they receive.
- The test turn around time is the customers largest source of dissatisfaction.

The report concludes that IBGRLs Fetal Genotyping service is well regarded by their customers with a lot of positive feedback, such as: the new layout of the fetal genotyping form ‘**form excellent but hadn’t used previous form**’, the updated website ‘**much improved**’ and the responsiveness of staff to concerns and queries ‘**staff were incredibly helpful**’.

However, there are some minor sources of dissatisfaction for the customer, these include: the referral of samples and the test turnaround time.

## **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 15 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.

- For NHS England Customers only: Are you aware that all of the reports are available on Sp-ICE (NHSBT online reporting system) within one hour of authorisation? Yes/No.
- Do you use Sp-ICE to review reports? Yes/No.
- The process for the referral of samples for fetal genotyping.
- The layout of the fetal sex typing from maternal blood form (FRM 4739).
- The new layout of the fetal genotyping from maternal blood form (FRM 4674) following feedback from 2018/19 Customer Satisfaction Survey.
- We have recently updated our website, [ibgrl.blood.co.uk](http://ibgrl.blood.co.uk). How satisfied are you with the new format, content and ease of use?
- 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:**

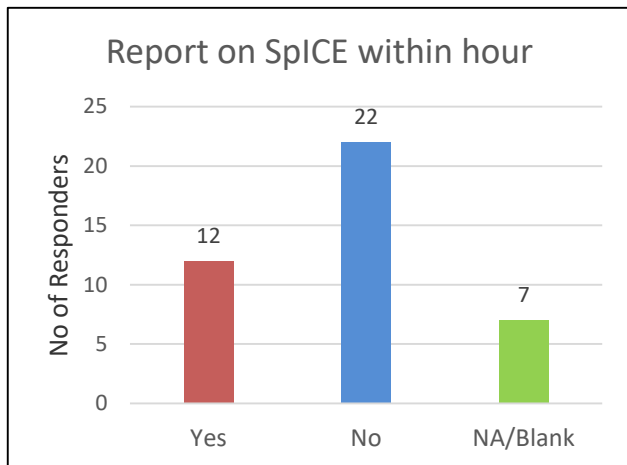
On a scale of 1-10 how likely are you to recommend the Fetal Genotyping service to a colleague?

(1 = very unlikely and 10 = very likely)

It is recognised that this single question provides a limited snapshot 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.

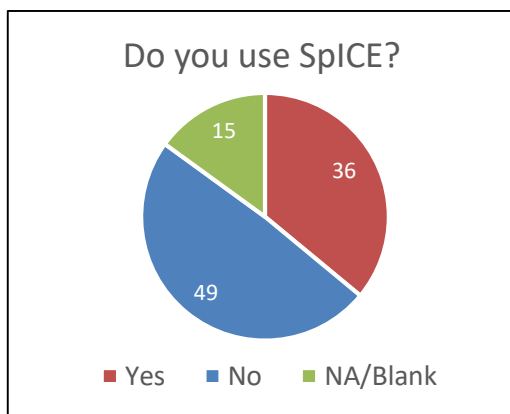
### **Section 3: The Results**

- For NHS England Customers only: Are you aware that all of the reports are available on Sp-ICE (NHSBT online reporting system) within one hour of authorisation? Yes/No?



Comment
I know they are on Spice, but not that it was as soon as 1 hr.
Did not know was within 1 hour.
How do I access this?
I don't have access to Sp-ICE.
Aware on SPICE but not that they go on within 1 hour.
Our Lab report they do not access Sp-ICE regularly, so this does delay our reports.
Do not know the system or how to access.
I do not know what spice is.

- Do you use Sp-ICE to review reports? Yes/No?



Comment
Lab do.
Can be tricky but does work!
When staff trained to use Spice are available.
I haven't yet requested testing since my Sp-ICE was created. Previously results had been emailed as one offs.
I don't have access.
Northern Ireland.
Republic of Ireland.

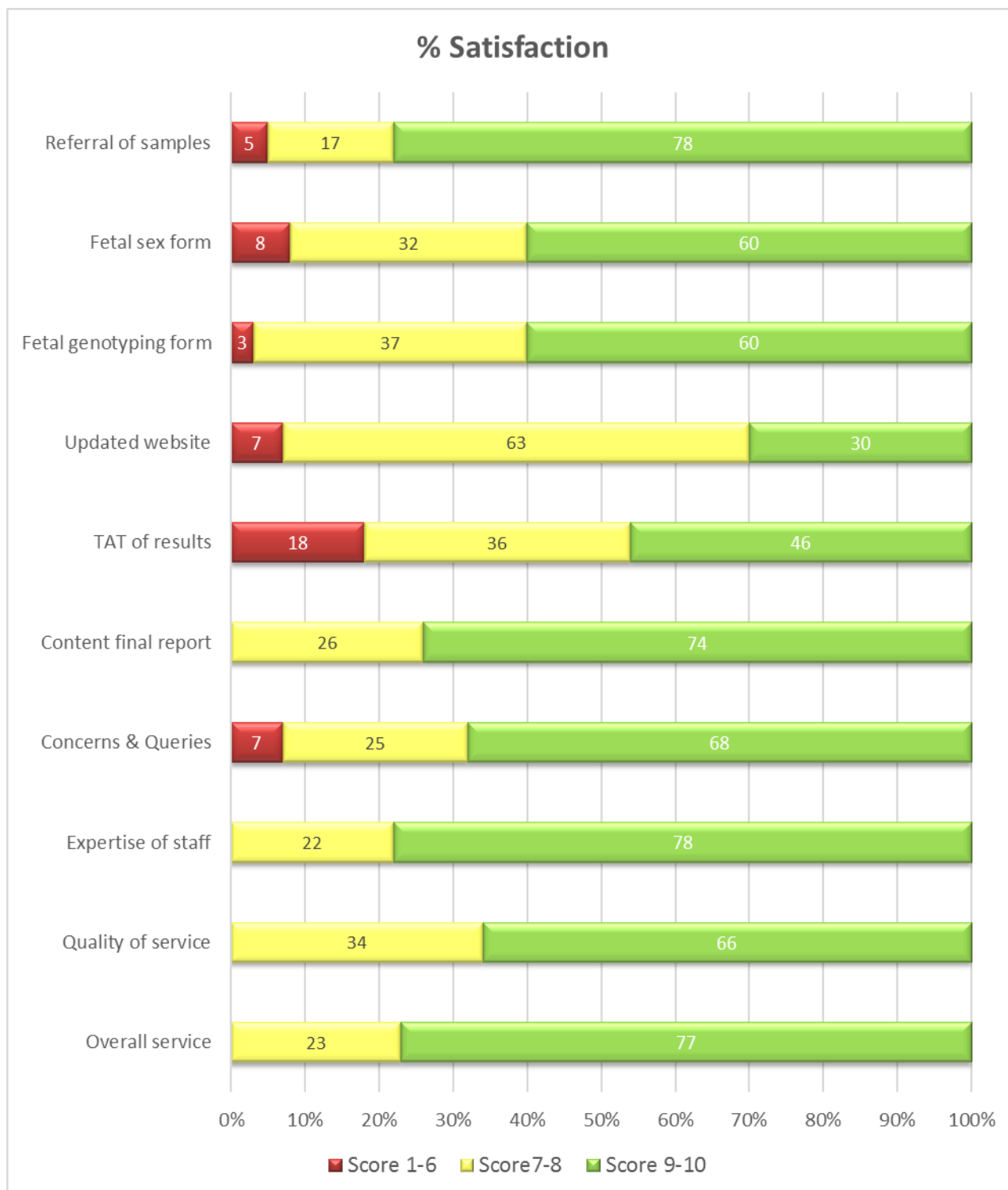
#### **Analysis:**

With only 36% of responders saying they use Sp-ICE and another 29% admitting they are aware that results are on Sp-ICE within one hour of authorisation evidently customers' awareness and knowledge of Sp-ICE is limited. Additionally, numerous responders have stated they don't have access to it.

With the above results it is therefore not surprising that the main source of dissatisfaction for the customer is the fetal genotyping test turnaround time.

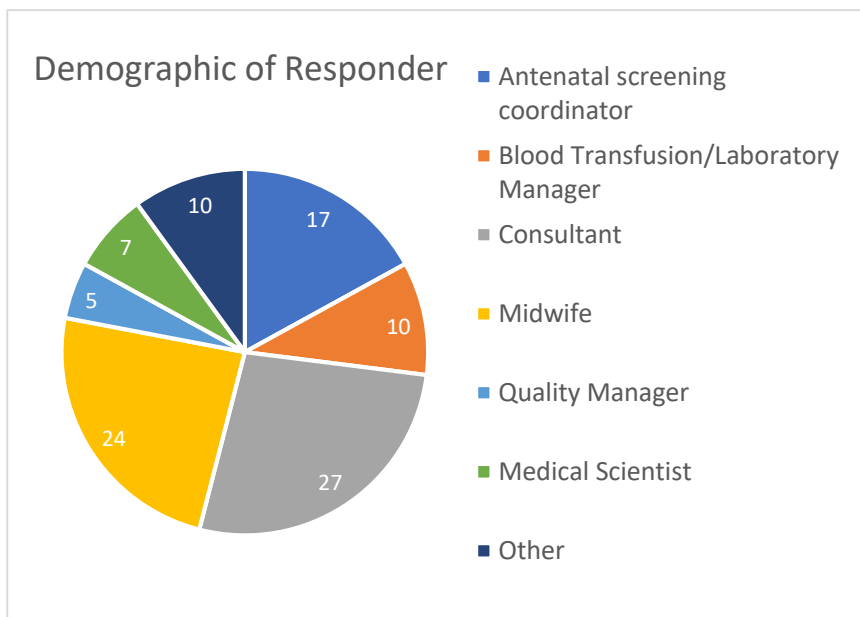
Raising customer's awareness of Sp-ICE as well as advocating its use could help reduce the UK's customers' perception that test turnaround times are long.

### Section 3: The Results



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

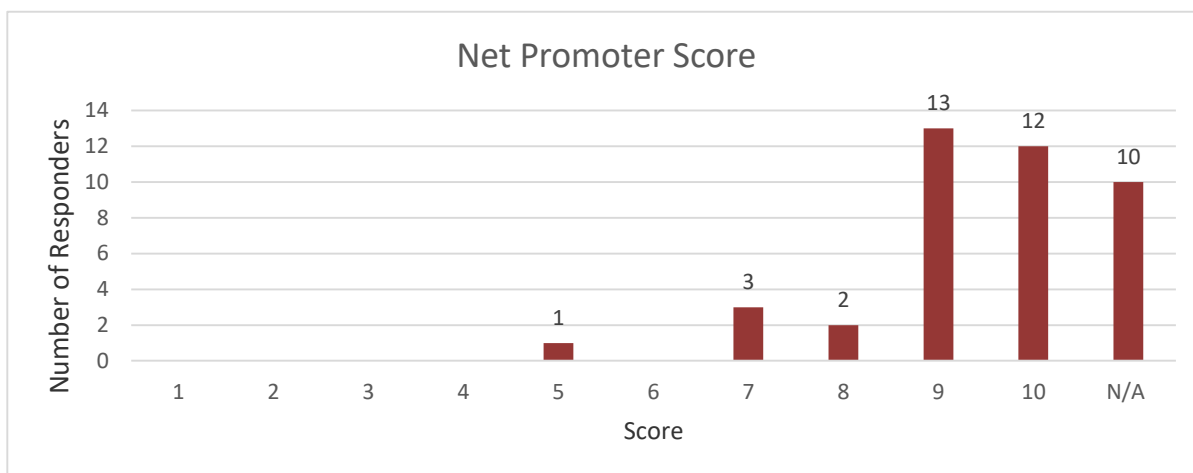
The survey was distributed to 168 service users worldwide. Responses were received from 41 customers providing a 24% response rate. This is an increase of 7% from last year. The demographic of the responder was as follows:



Consultants and midwives dominated the responses accounting for 51% of replies.

**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 as 78%. This is a massive increase of 29% from last year indicating improved confidence and loyalty amongst the customers.

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

A large increase in customer satisfaction for those who use IBGRLs Fetal Genotyping services is seen across the whole service when compared to last year. This should be viewed as a big success and indicates the improvements made from the feedback from the 2019 survey have made an impact.

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

- Highlight test turnaround times to the customer
- Promote the use of Sp-ICE
- Review the IBGRL website for ease of navigation/use
- Ensure responses to the customer are made in a timely manner
- Consider extending IBGRL/Fetal Genotyping services to cover the weekend

If you would like further information regarding this survey, please contact:  
molecular.diagnostics@nhsbt.nhs.uk