

Voice of the Customer

Molecular Diagnostics Patient 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 Molecular Diagnostics Patient Genotyping services.

The survey consisted of 12 key questions and was issued specifically to those customers who have used Patient Genotyping Services within the last year. This included international customers as well as staff who work within NHSBT.

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

- **100%** of customers would recommend Patient Genotyping services to a colleague.
- Top box scores are witnessed across every aspect of the Patient Genotyping journey.
- The process for the referral of samples as well as the layout of the referral form are the areas of most content for the customer.

IBGRLs Patient Genotyping Service is well regarded by its customer, indicated by the high levels of scoring and the positive feedback: “**Excellent, very intuitive format**” on the updated IBGRL website, “**Always very helpful with queries**” and “**Good Knowledge**”.

However, small bands of dissatisfaction are seen across several areas, with the test turnaround time again highlighted as a source of contention for the customer.

Unfortunately, very little written feedback has been provided by the responders and so it is necessary to contact the low scorers to pinpoint the reason for their dissatisfaction.

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 12 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.

- We have recently updated our website, ibgrl.blood.co.uk. How satisfied are you with the new format, content and ease of use?
- 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?

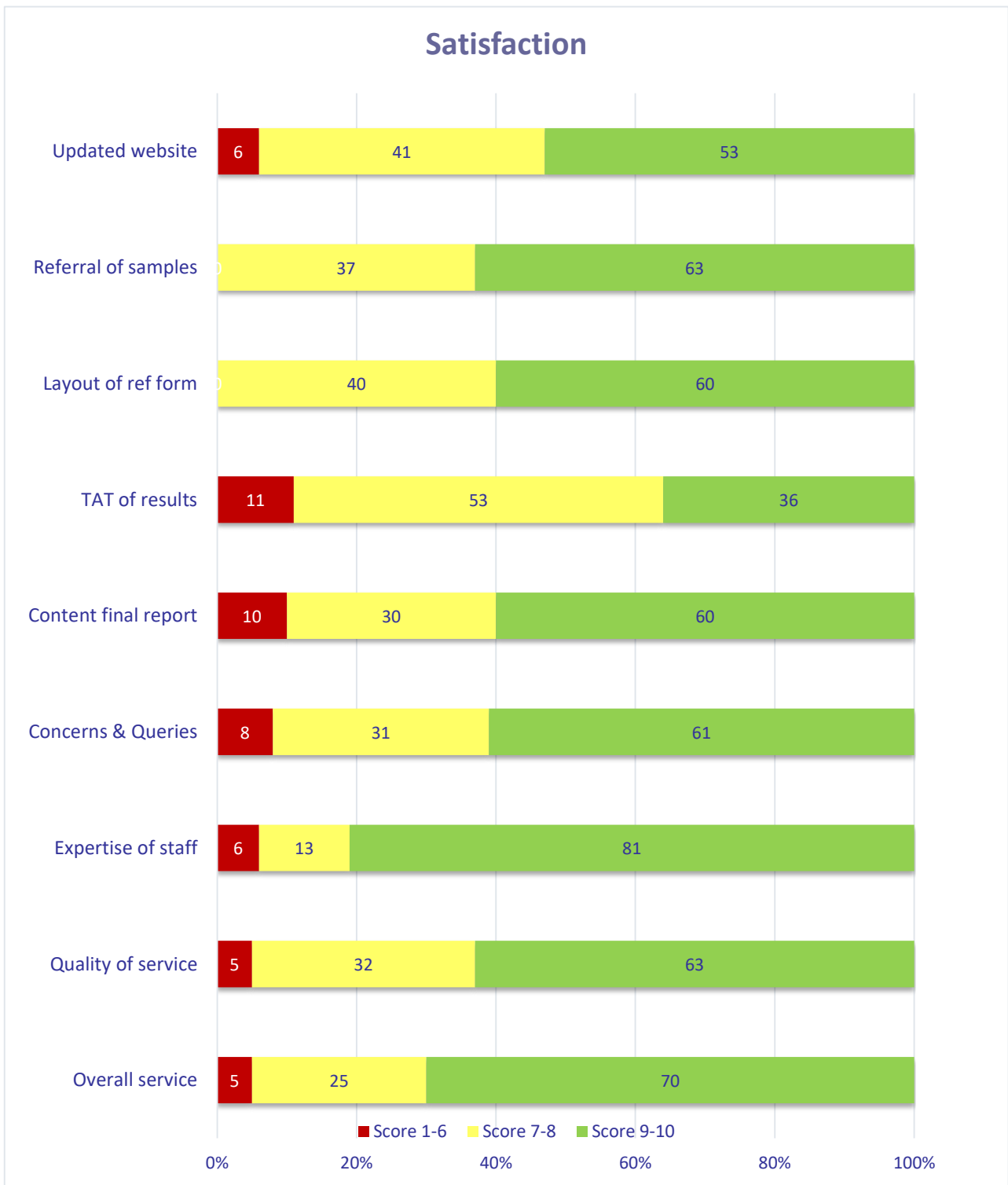
4. The Net Promoter Score question:

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

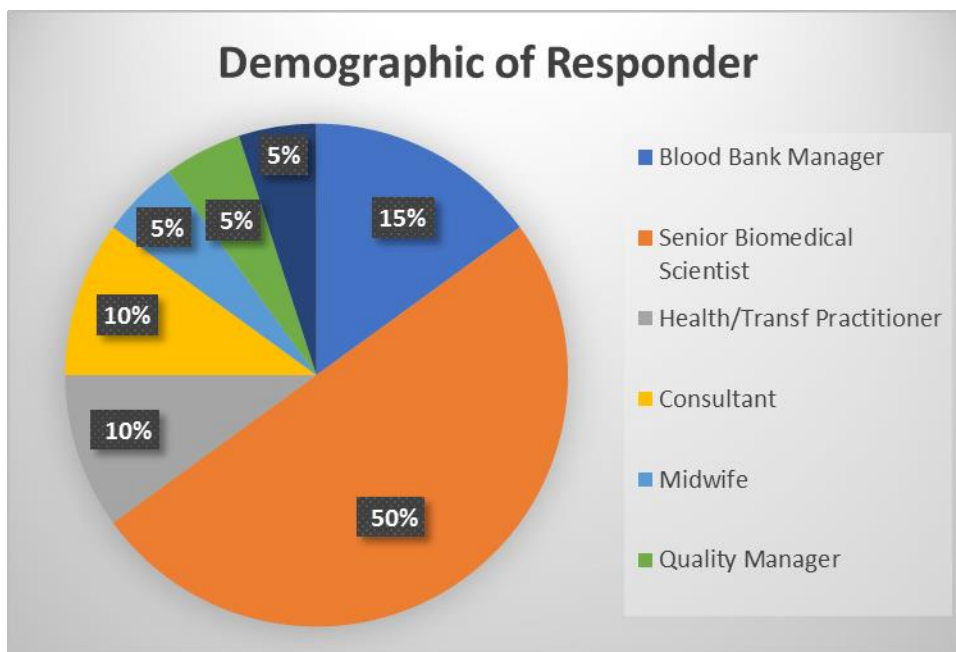
(1 = very unlikely and 10 = very likely)

It is recognised that this single question provides a limited snapshot 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



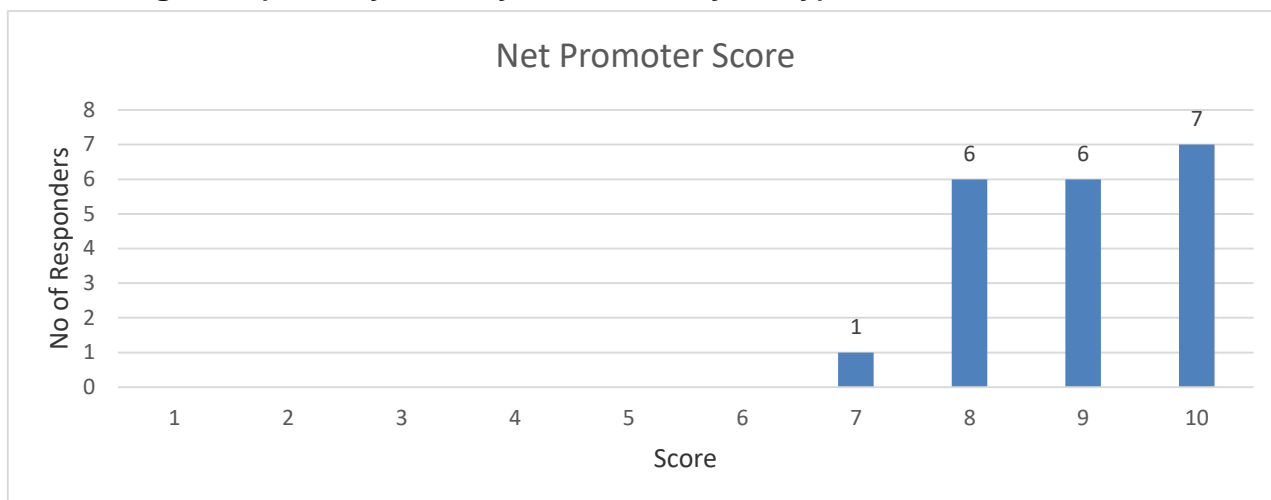
The survey was distributed to 72 service users worldwide including customers from within NHSBT. Responses were received from 20 users providing a 28% response rate (two less responses than last year). The demographic of responder was as follows:



Senior Biomedical Scientists provided the highest response rate at 50%, this was followed by Blood Bank Managers with 15% of the responses. No responses were received from the ten NHSBT customers.

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)



All customers would recommend Patient Genotyping services to a colleague.

The net promoter score was calculated at 65%. Despite this being a 10% drop from last year it is important to note that the promoter level amongst customers remains high and that there are no detractors.

Section 4: Recommendations for Change

Despite a reduction in the net promoter score and top box score from the previous survey overall satisfaction for patient genotyping services remains relatively high. It should be seen as a success that customers are no longer dissatisfied by the process for the referral of samples and the referral form and that a lower number of individuals find the test turnaround time an area of contention.

Additionally, nearly all of the scores of 6 and below are attributed to two individuals and so these opinions are not widespread.

With very little written feedback being provided it is hard to suggest recommendations for improvement however, after contacting the low scorers, actions to achieve this may become apparent.

Actions to be taken in order to improve satisfaction include:

- Review test turnaround times
- Ensure the content of the final report is adequate
- Contact all low scoring responders

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