

Voice of the Customer

Hospital Customer Satisfaction – April to September 2020/21

This is the first survey with Transfusion Laboratory Managers since September 2019 due to Covid-19. It reflects the views of 139 (60%) hospitals in England.

The results are reported as % of respondents scoring a “Top Box” score of 9 or 10 out of 10 and the average scores from all responses.

- Overall satisfaction with NHSBT increased to 83% from 77%. The average score remained static at 9.1/10. The long-term trend continues to show a high, and rising, level of satisfaction
- Satisfaction with NHSBT’s as a supplier of blood components increased, despite the pressures of COVID-19; 85% up from 63%. Hospitals had access to daily stock levels and had regular updates to maintain confidence. “Well done in maintaining the supplies during these complex times” – Lab Manager Oxford

Results	First Half Year 19/20		First Half Year 20/21	
	Top Box %	Average Score	Top Box %	Average Score
Component Fulfilment				
Components - Quality & range	84	9.3	91	9.4
Components - Ordering process	80	9.2	93	9.4
Components - Availability	63	8.9	85	9.2
Hospital Services	84	9.3	84	9.2
Component Delivery				
Delivery - Routine	58	8.3	68	8.6
Delivery - Ad hoc	60	8.8	58	8.5
Delivery - Emergency	80	9.2	78	9.0
Delivery - NHSBT driver	90	9.5	93	9.5
Delivery - Courier	51	8.2	52	8.4
Diagnostic Services				
RCI - Referral process	66	8.9	70	8.9
RCI - Turnaround time	57	8.5	57	8.4
RCI - Quality of Reports	63	8.8	59	8.6
RCI - Overall Support	70	8.8	74	8.9
H&I - Overall	84	9.2	87	9.2
Customer Support				
Customer Service support	79	9.2	82	9.2
Clinical support	82	9.1	79	9.1
Overall Satisfaction - NHSBT	77	9.1	82	9.1
Easy to do business with	74	9.0	71	8.9

83
Net Promoter Score
Overall Satisfaction

100%
Respondents were satisfied (7 or 8) or very satisfied (9 or 10) with our overall service

100%
Respondents were satisfied / very satisfied with the quality, availability and process for ordering blood.

Manufacturing and Hospital Services

All four indicators have shown improvement which is especially notable given the challenges of Covid-19. Positive comments relate to the helpfulness of Hospital Services staff and good communication. Comments requiring action concern over provision of K+, split/leaking packs and substitutions including use of O neg red cells or A neg platelets. There is some interest in new components such as universal and lyophilised plasma.

Logistics

Routine delivery score has improved to 68% from 58%. The first phases of the routine round utilisation project are delivering benefit, that once rolled out further should counter issues with individual delivery schedules.

Satisfaction with "Emergency" deliveries shows a slight decline against a longer-term improving trend. Unavailability of NHSBT drivers and an adverse view of the use of couriers to fulfil emergency requests, and the delay it can cause, is cited.

Customers continue to show significant preference for NHSBT drivers (93%) over couriers (52%) though there are favourable comments about couriers. The main issues of concern relate to collecting boxes and not following delivery instructions. There are regular contract review meetings with FedEx; driver training is being refreshed and all complaints investigated and reported back. We will continue to explain to hospitals why we use couriers to support our service.

Diagnostic and Therapeutic Services

Most hospital customers are satisfied or very satisfied with RCI's services. Reporting attracted the most comments, however 95% are satisfied or very satisfied with the report. Turnaround time is an issue for 10% of customers with all others being satisfied or very satisfied. There is an appetite for development of electronic requesting and reporting direct to LIMS. Sp-ICE is well regarded by those that use it.

H&I's provision of matched platelets continues to be well regarded with the average score remaining at 9.2. Comments indicate the service is very good and staff helpful

Customer Support

At 82%/9.2 average the Hospital Customer Service Team continue with a long-term upward trend. The team are recognised for being prompt, helpful, knowledgeable and supportive.

The NHSBT Clinical Team continues a long-term positive trend, at 79% (59% 2013/14) and sustained their average score of 9.1.

Therapeutic Apheresis Services (TAS) & Tissue and Eye Services (TES) Conduct and report own surveys. Top box satisfaction for TAS is 83%, and TES 78%.

NHSBT Overall

Customers value knowledge, approachability and flexibility of staff. Most customers feel that we communicate well. We need to understand and respect the hospital working environment and reflect that in the way we do business and interact. Our billing system can cause problems for hospitals in allocating charges to internal departments.

The move to Barnsley is a matter of interest for hospitals in the area with some remaining cautious about the move. Customer engagement will continue throughout and beyond transition to the site to support customer confidence.