

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 individuals who use IBGRL's Molecular Diagnostics Fetal *RHD* screening service. Demand for this service has been increasing year on year since it was first introduced in 2015 with ninety-five hospitals now routinely sending samples for this test.

The survey consisted of 15 key questions and was issued specifically to those customers who refer samples for Fetal *RHD* screening. The distribution list included: Hospital Antenatal Coordinators, Lead Midwives, Consultants, Transfusion/Blood Bank Managers and the contact for the request forms.

Key Findings from the report are:

- **100%** of customers are satisfied with the quality of service provided.
- **100%** of users reported high overall satisfaction with the Fetal *RHD* screening process.
- **100%** of customers indicated they would recommend the Fetal *RHD* screening service to a colleague.

The report concludes that very high levels of satisfaction are experienced by customers who use Molecular Diagnostics Fetal *RHD* screening facility with contentment being expressed across all areas of service.

The Net Promoter Score has increased dramatically to 96% from 80% last year and discontent for areas such as the test turnaround time and the ordering of request forms/patient information leaflets have reduced.

Feedback from the customer includes: "Great service that benefits our patients and reduces our blood product usage", "Very easy to set up, clear information and support given" and "very happy with service".

However, despite the positive praise several areas for improvement were highlighted by the user, these included: introduce sample tracking, electronic test requesting and resulting.

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 15 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 (5 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.

Data gathered from the Survey:

The Demographics of the survey responder:

- Name of Hospital
- Position Held

Introduction of the Fetal *RHD* screen:

1. The support offered by the NHSBT IBGRL Business Development Manager (BDM) in setting up this service in your trust.
2. The supporting implementation documents provided by the NHSBT IBGRL Business Development Manager.
3. The NHSBT IBGRL web page.
4. The Patient information leaflet ordering process.
5. The NHSBT's referral form ordering process.

The Referral Process and Reports:

6. The process for the referral of samples for fetal *RHD* screening from your Trust to NHSBT.
7. The NHSBT referral form (layout and ease of completion).
8. The content of the NHSBT patient information leaflet.
9. The turnaround times for the screening test (10 working days from receipt at IBGRL).
10. The reporting format.
11. The response of the IBGRL staff to your queries and concerns.
12. The quality of the service NHSBT IBGRL laboratory provides.
13. Your Overall satisfaction with the Fetal *RHD* screening process

Suggestions from the Customer:

14. If there was one thing you could change about this service what would it be?

The Net Promoter Score question:

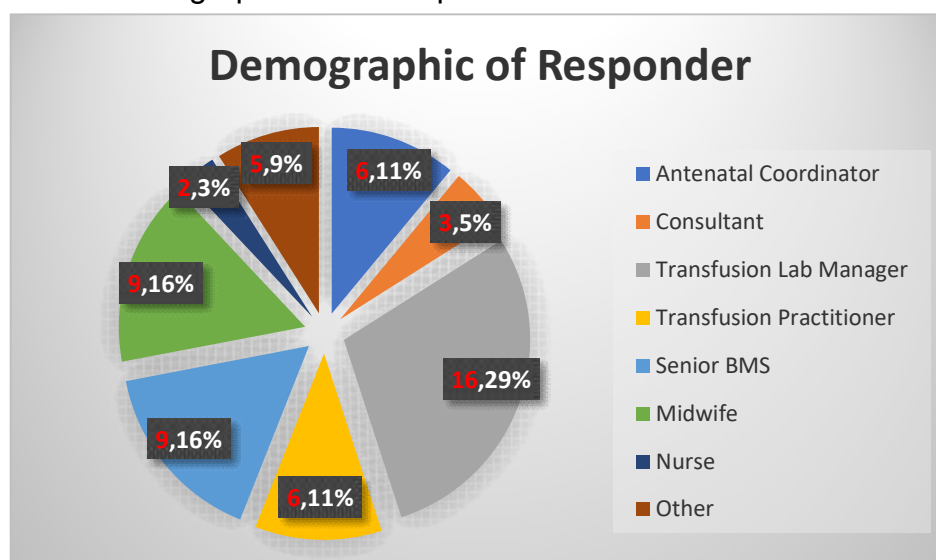
15. On a scale of 1-10 (1 = very unlikely and 10 = very likely)
How likely are you to recommend this service to a colleague?

It is recognised that this single question provides a limited snapshot 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 the 95 hospitals who send samples for Fetal *RHD* screening. The distribution list included the hospitals antenatal coordinators, lead midwives, consultants, transfusion/blood bank managers and the contact for the request forms.

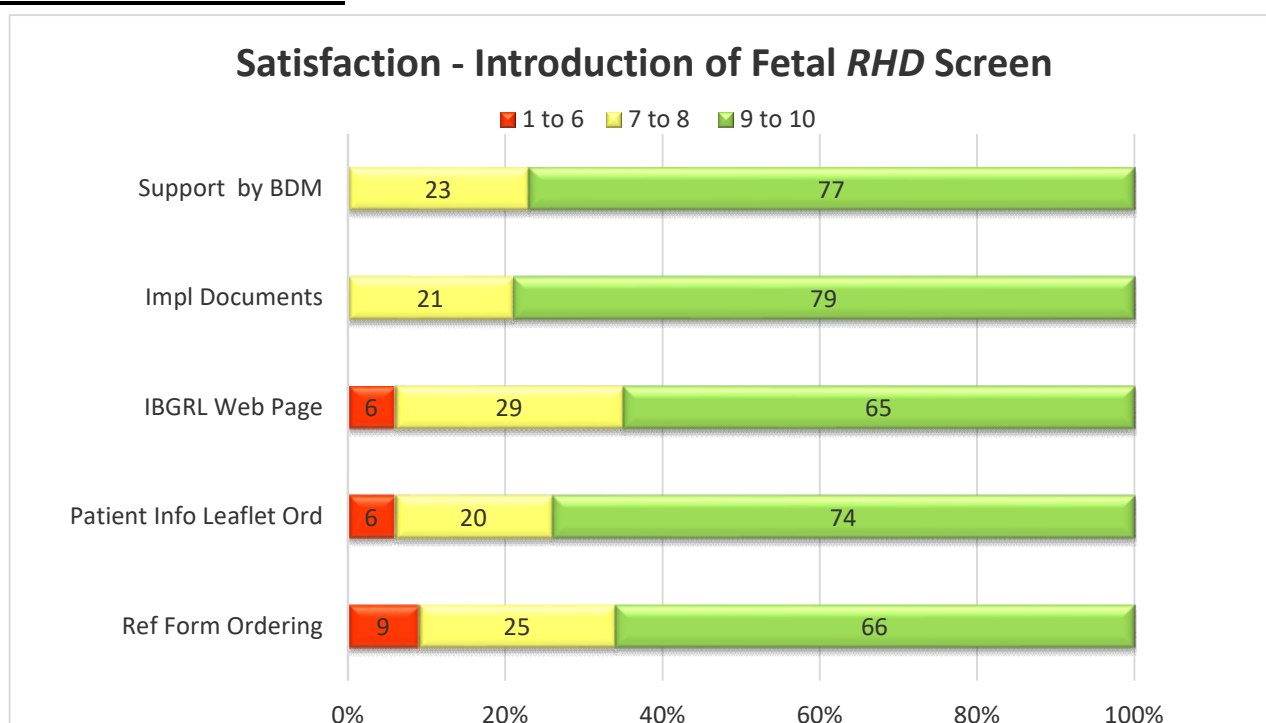
Fifty-six responses were received from 53 different hospitals and so a 56% hospital response rate. The demographic of the responder was as follows:

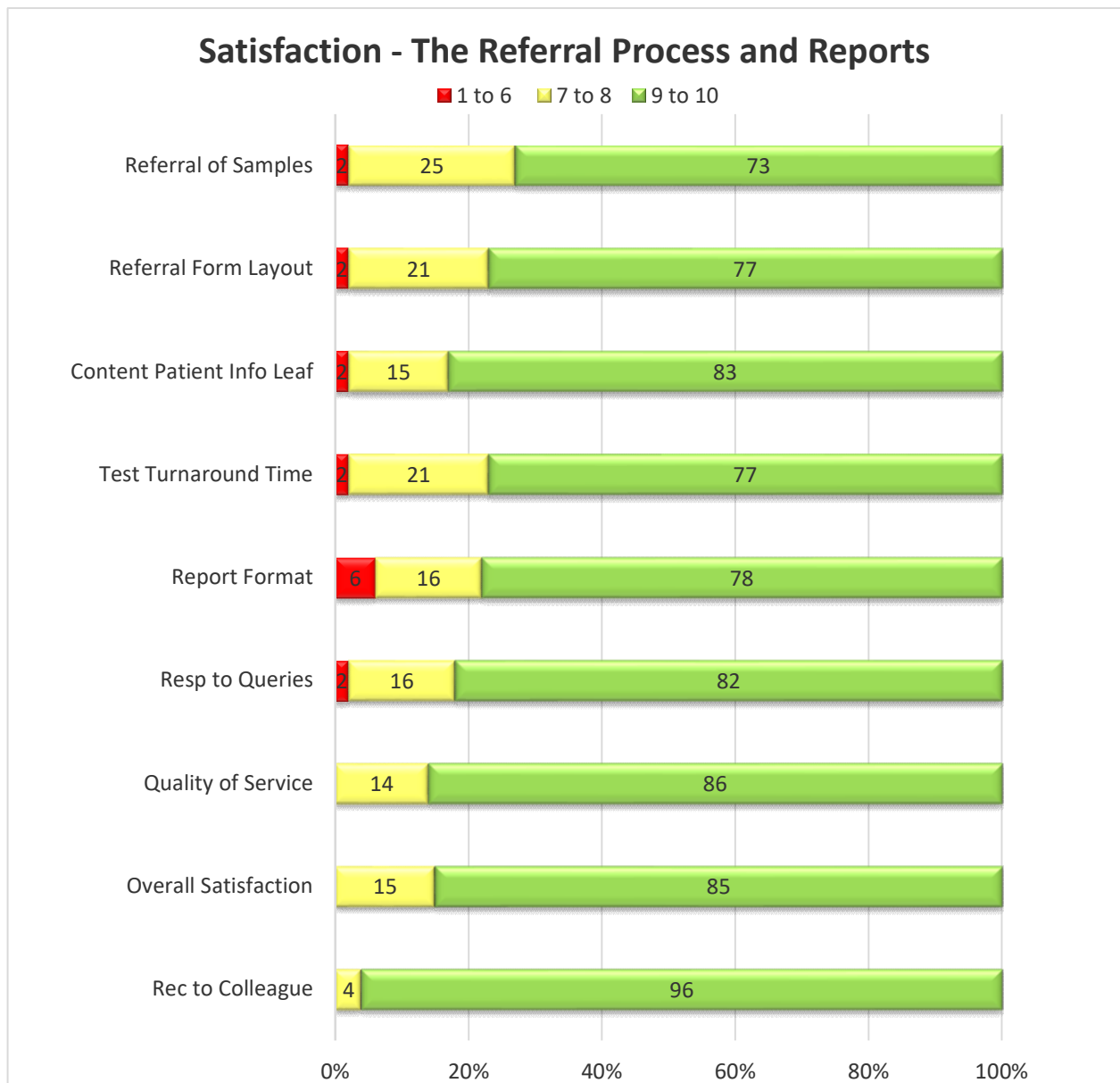


*The red number denotes actual number of responses

Transfusion/Blood bank managers were the highest group to respond accounting for 29% of total responses received. This was followed by the midwives and senior BMS (both 16%). This is different to last year's cohort of responders which was dominated by the midwives and antenatal coordinators (45% of total responses).

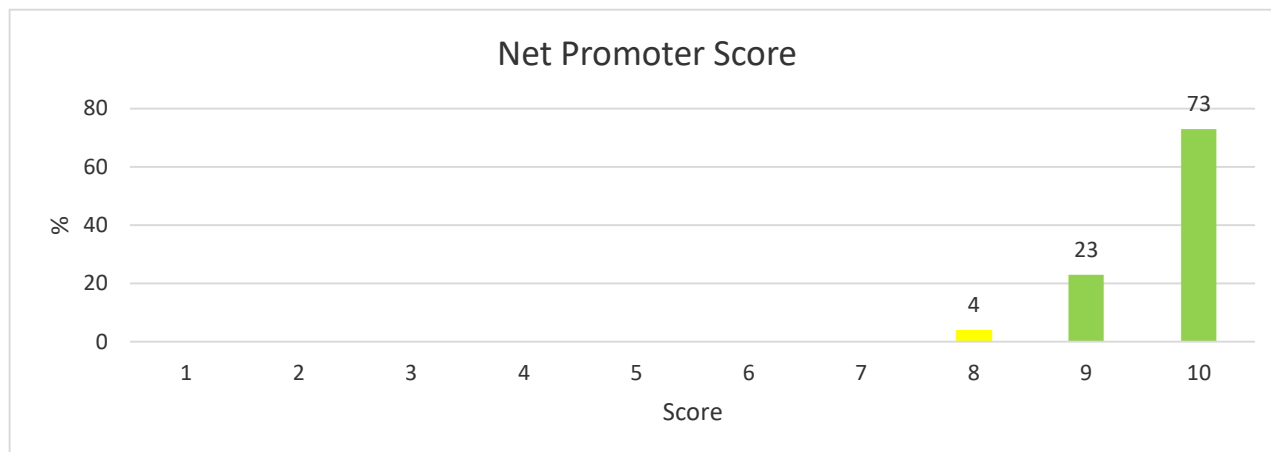
Views of the Customer: Introduction of the Fetal Screen



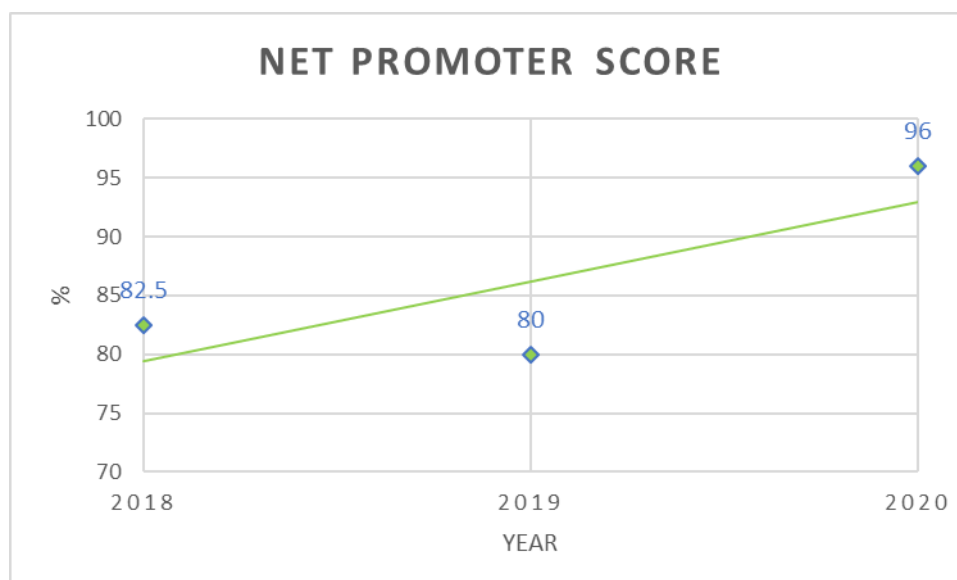
Views of the Customer: The Referral Process and Reports

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)**



Fifty-three responders completed the net promoter score question. From the graph we can see that all customers are promoters of the Fetal *RHD* screening service with no detractors. The Net Promoter Score was calculated to be 96%. This is an exceptional score and indicates high customer loyalty and satisfaction.



Trending the NPS has revealed a 16% increase compared to last year's score. This is a great achievement and re-emphasises increased satisfaction for the customers.

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

Section 4: Recommendations for Change

High praise should be given to the Molecular Diagnostics Fetal *RHD* Screening team for delivering such excellent customer service despite being busier and more in demand than ever. Dissatisfaction levels across all areas have dropped, prompted by improvements made from the feedback from the last survey and with an increase of 16% for the Net Promoter Score customer satisfaction levels are at an all-time high.

Actions to be taken in order to improve satisfaction include:

- Look at areas on the IBGRL website that could be causing customer dissatisfaction
- Review progress made with N-Pex end to end test requesting and resulting.
- Review progress made with sample tracking
- Continue to highlight test turnaround time targets and actual turnaround times to users
- Review the process and timeliness for informing users of rejected samples
- Review all comments including the suggestions for improving service

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

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