

CUSTOMER
SERVICE

VOICE OF THE CUSTOMER

HISTOCOMPATIBILITY & IMMUNOGENETICS
CUSTOMER SURVEY 2020

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Executive Summary

This report presents the results of a survey conducted between 27th July and 7th September 2020 with Histocompatibility & Immunogenetics (H&I) Immunogenetics customers. This is a bespoke survey for key H&I customers whose feedback is not captured through the biannual NHSBT customer satisfaction survey.

Please note, the survey was distributed during the COVID-19 pandemic.

The survey was issued to 214 recipients in 197 hospitals. End users, mainly clinicians, were difficult to identify as, in general, referrals come through the transfusion laboratories. Therefore, if the recipients felt they were not the most appropriate person to complete the survey, a request was made to forward on the survey to the most appropriate person.

The response rate was poor at 20% and represented the view of only 42 hospitals. However, the results of the survey show very strong support for the service and comments received about the H&I laboratory services were extremely positive. (Some of the comments received were clearly not in response to H&I Immunogenetics testing and this was taken into consideration on analysis of the data. Furthermore, there were some low scores and comments received from hospitals which **have not** sent samples for immunogenetics tests to NHSBT between September 2019 – September 2020 and therefore may be referring to a different NHSBT service or service provider.

93% of customers were satisfied with the format of the report

78% of customers were satisfied that required turnaround times for service provision are met

86% of customers were likely to recommend the service to a colleague

The net promoter score was measured as 21%.

The majority of suggested service improvements related to the provision of clinical advice, test turnaround times and electronic connectivity.

Survey Methodology

The survey was issued on 7th July 2020 to 214 recipients, mainly Transfusion Laboratory Managers, in 197 hospitals. End users were difficult to identify as referrals generally come through the transfusion laboratories. If they felt, they were not the most appropriate person to complete the survey, a request was made to forward on the survey to the most appropriate person. The aim of the survey was to obtain feedback from the users of the H&I's immunogenetics service.

The survey consisted of nine questions, which represented key aspects of the service. The questions required ranking, comments (Q5, Q6 and Q8) and scaling.

Customers were asked to state the tests they requested from a prepopulated choice.

Respondents were given the opportunity to provide free text comment to support qualitative assessment of the results and to capture any areas for development or improvement.

The survey sought a measure of customer loyalty by presenting a Net Promoter Score question asking if customers would recommend the services to colleagues using a Score of 1 = very unlikely and Score of 10 = very likely.

Survey Questions

Below is a list of questions used within the survey

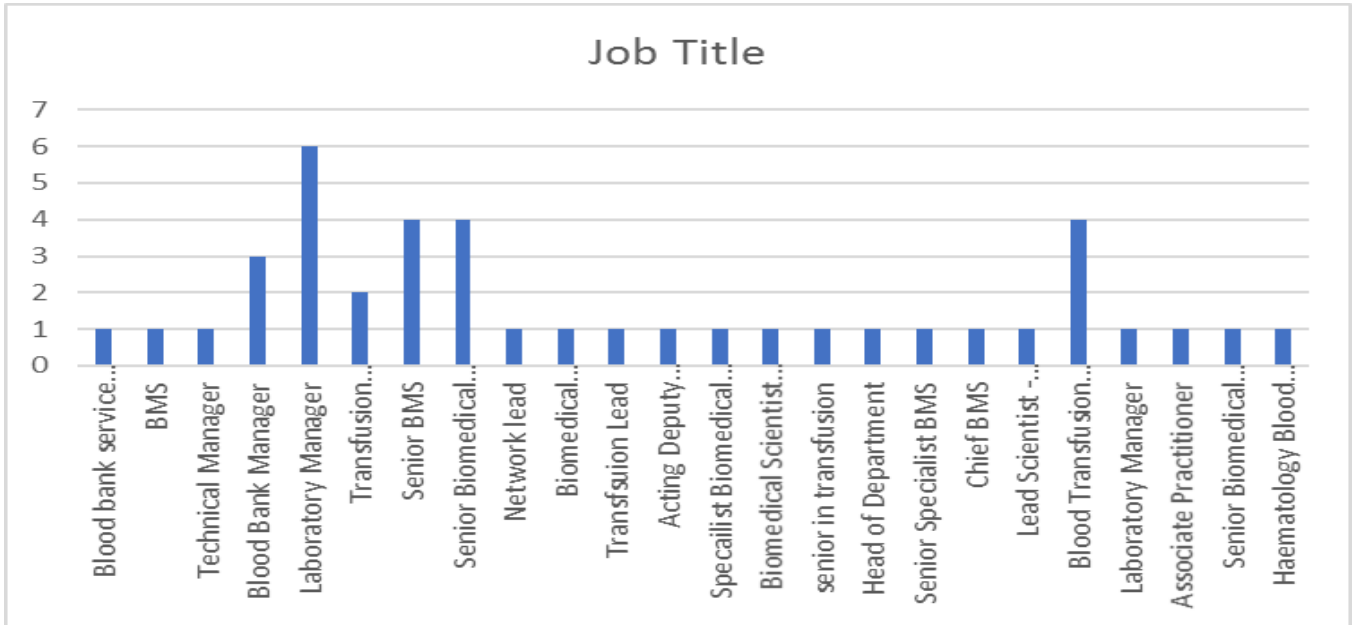
	Statement
Q1	To start the survey please enter your Position, Department, Hospital name and City
Q2	Please select which tests your laboratory requests
Q3	Your opinion of the laboratory services
Q4	Please rank the following in order of importance to you (1 being the most important and 6 being the least)
Q5	How might the service be improved?
Q6	"A turnaround time of 7 working days". How well does this statement meet your service requirements Score of 1 = does not meet your service requirements Score of 10 = fully meets your service requirements
Q7	How likely are you to recommend this service to a colleague? Score of 1 = very unlikely Score of 10 = very likely
Q8	Please add any other comments you wish to make about the service provided by the NHSBT H&I laboratory
Q9	Contact details

Survey Results

From the 214 surveys issued to 197 hospitals, 42 responses were received and a return rate of 20% was achieved. The 42 responses represent the views of 42 hospitals.

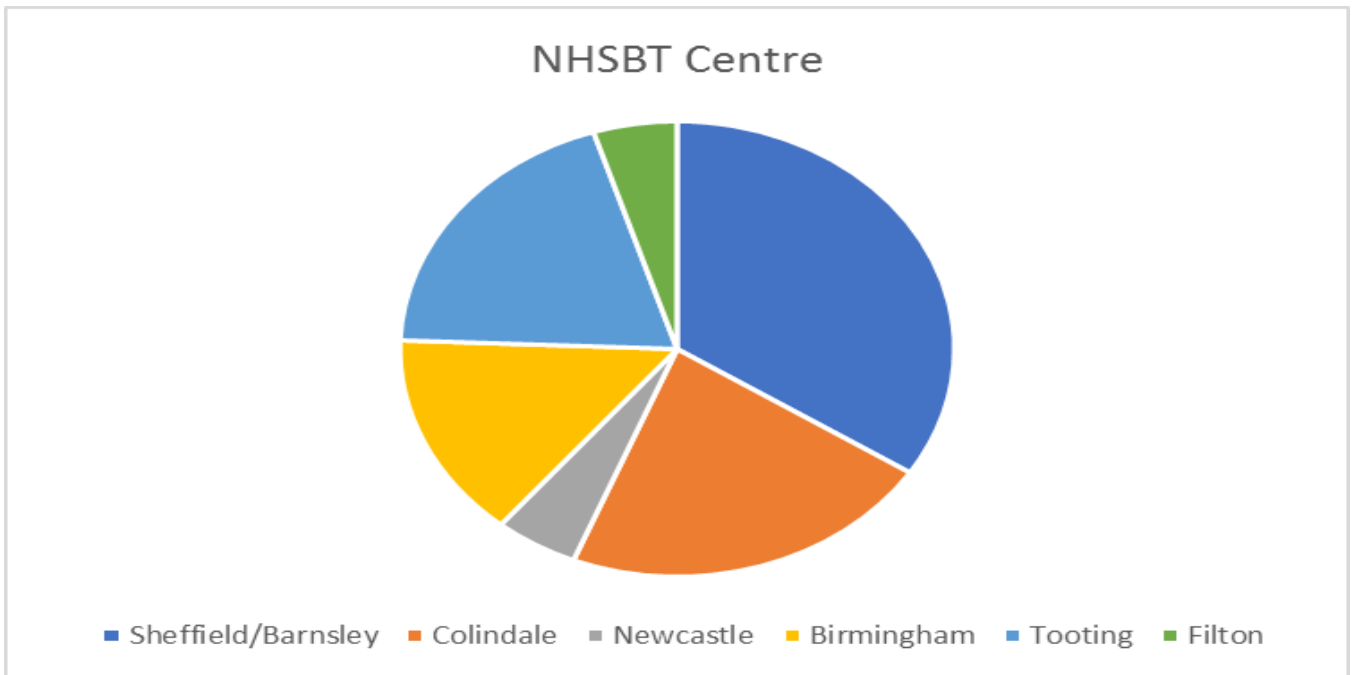
	Statement
Q1	To start the survey please enter your Position, Department, Hospital name and City

Survey responses by Job Title



From the above, it was noted that all responses were from staff working within the transfusion laboratories and not clinicians responsible for patient care.

Survey responses from Hospitals served by NHSBT Centre

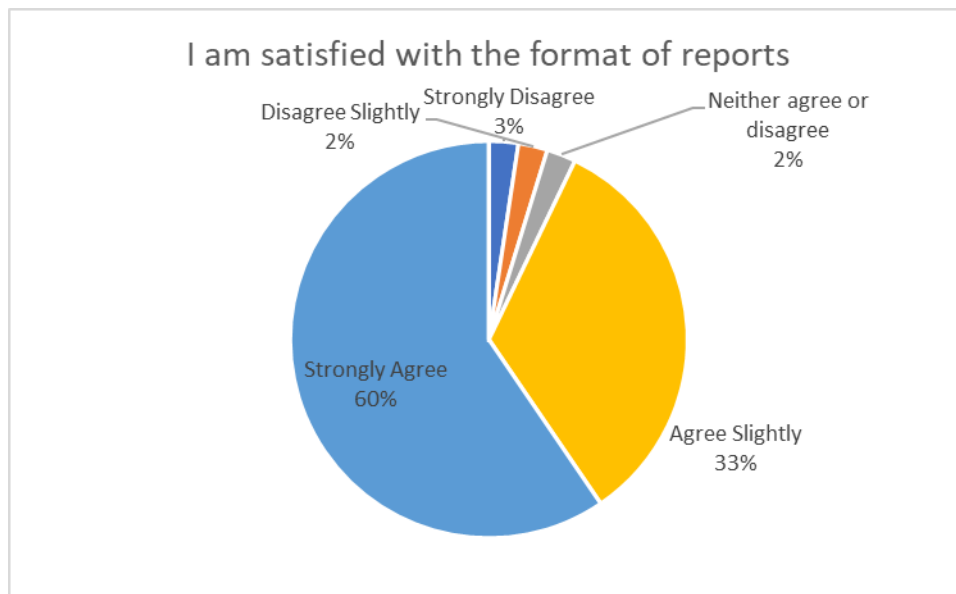


	Statement
Q2	Please select which tests your laboratory requests

The test types reflected the tests requested by our customers.

	Statement
Q3	Your opinion of the laboratory services

Satisfaction with the format of reports

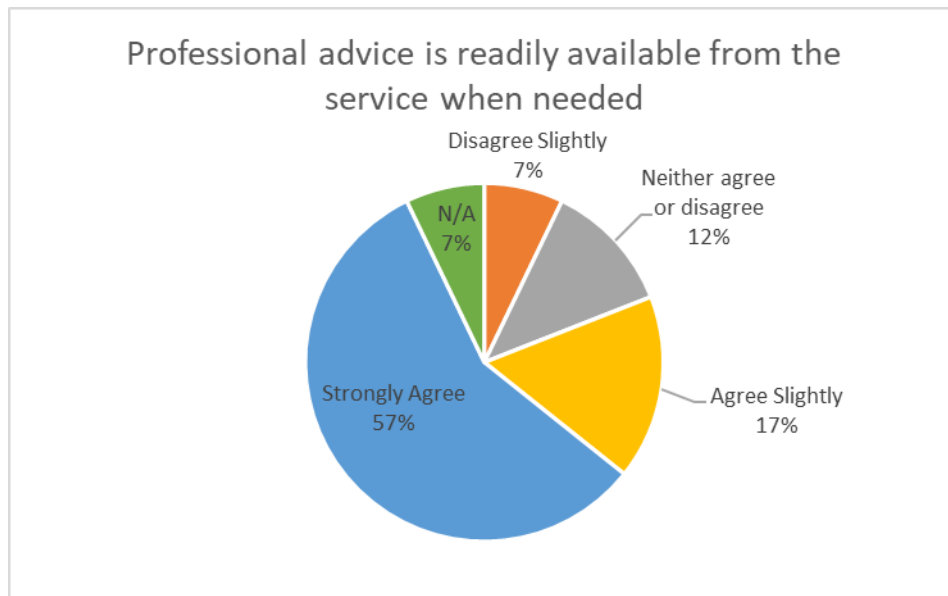


93% of customers are satisfied with the format of the report

Although 5% of our customers were dissatisfied with the format of the report, the comments in Q5 reflect that customers feel that reporting is an area for improvement. However, dissatisfaction of format of the report, maybe have been misconstrued as electronic requesting and reporting capability, as of the comments received, customers commented on the desire to have electronic capability for reports rather than a dissatisfaction of the format of the report.

Action 1: H&I Management - escalate electronic requesting and reporting capability to the relevant NHSBT department.

Availability of professional advice



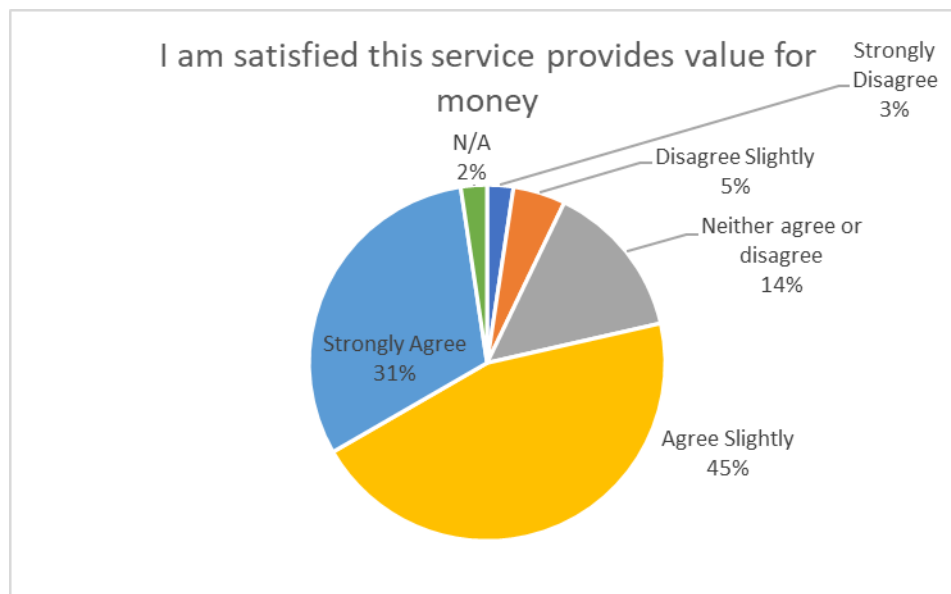
74% of customers agrees that the H&I laboratory service readily provides professional advice when needed.

7% of our customers were dissatisfied with the availability of professional advice. However, only one customer commented in Q5 that this was an area for improvement.

One hospital expressed dissatisfaction; however they did not refer any samples for immunogenetics testing between September 2019 – September 2020, therefore it is likely that this refer to a different service or different service provider.

Action 2: Customer engagement to understand comments and low scores.

Value for money



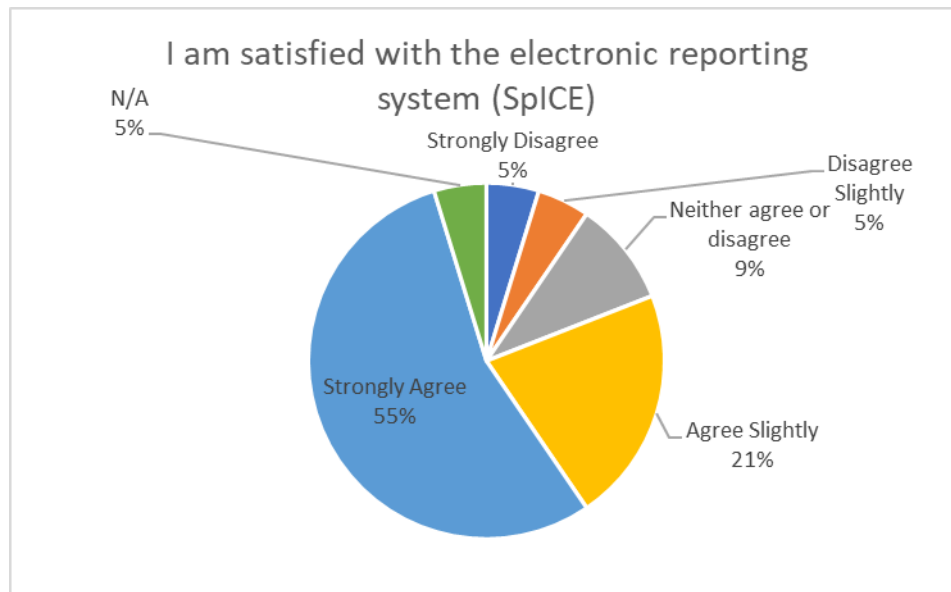
76% of customers are satisfied that the service provides value for money.

8% of our customers felt that the service did not provide value for money. Five customers in Q4 also felt that cost was more important to them (from the prepopulated choices). There was only one comment from Q5 where the customer's desire was for 'cheaper and quicker turnaround times. There were no comments to explain why the service does not provide good value for money.

One hospital expressed dissatisfaction; however, they did not refer any samples for immunogenetics testing between September 2019 – September 2020, therefore it is likely that this refers to a different service or service provider.

Action 3: Customer engagement to understand low scores.

Satisfaction with Sp-ICE

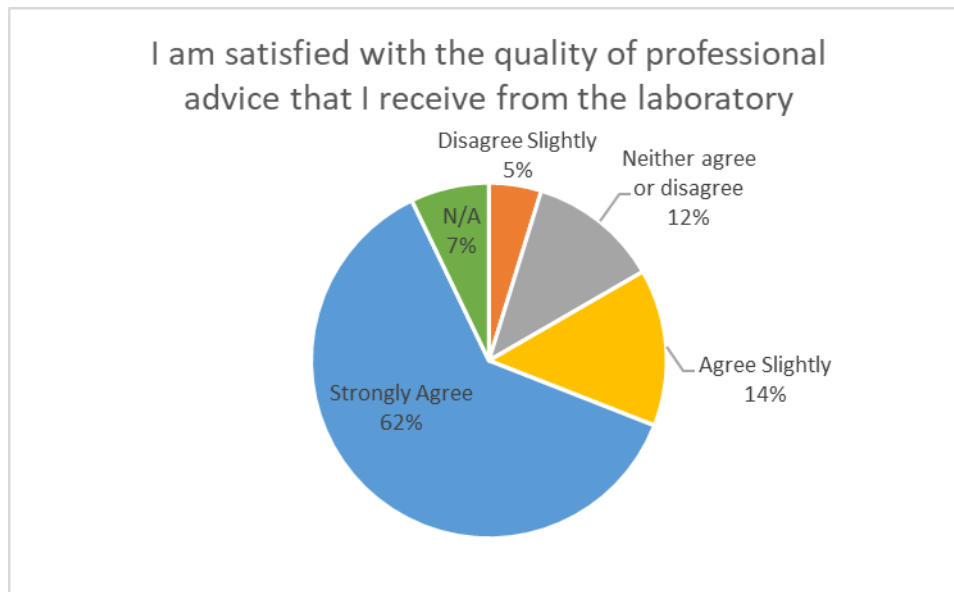


76% of customers are satisfied with the electronic reporting system (Sp-ICE).

Although 10% of our customers were dissatisfied with the electronic reporting system, there were no relevant comments about the dissatisfaction of Sp-ICE. The comments received indicate that customers would prefer an electronic solution which has the capability to report directly into their LIMS rather than a dissatisfaction with Sp-ICE.

Action 1: H&I Management - escalate electronic requesting and reporting capability to the relevant NHSBT department.

Quality of advice



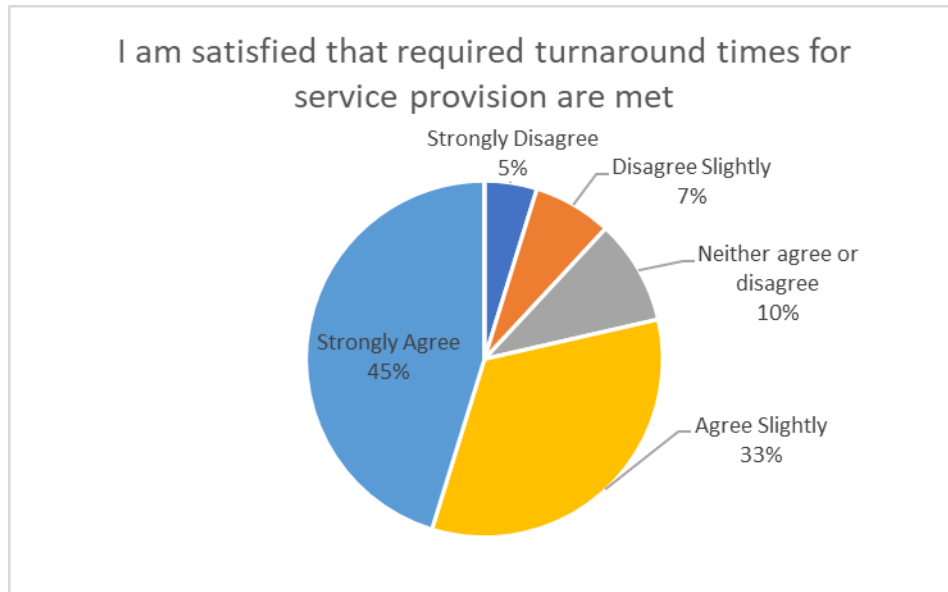
76% of customers are satisfied with the quality of professional advice that they receive from the laboratory.

5% of our customers were dissatisfied with the quality of professional advice. There were no comments to understand why there was dissatisfaction with the quality of professional advice they received from the laboratory.

One hospital expressed dissatisfaction; however, they did not refer any samples for immunogenetics testing between September 2019 – September 2020, therefore it is likely that this refers to a different service or different service provider.

Action 4: Customer engagement to understand why they gave a low score.

Turnaround times for service provision



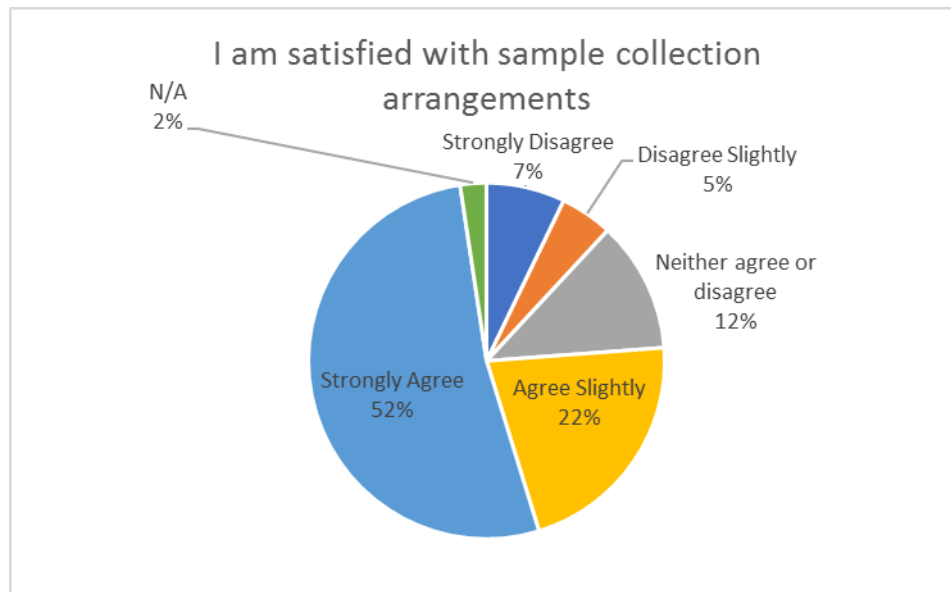
78% of customers are satisfied that required turnaround times for service provision are met.

Customers felt that turnaround times were most important to them (Q4) and 12% of our customers were dissatisfied that the required turnaround times for the service provision were not being met. There were three comments from Q5 where the customer's desire was for a quicker turnaround time and one comment where a hospital felt that 'reports sometimes are not available and we have had to email and chase them up'.

Four hospitals expressed dissatisfaction; however, they did not refer any samples for immunogenetics testing between September 2019 – September 2020, therefore it is likely that this refers to a different service or service provider.

Action 5: Customer engagement to understand low scores and find out what turnaround times they require and why. Internally, data analysis will be carried out to identify what turnaround times they were experiencing at the time of the survey.

Satisfaction with sample collection arrangements



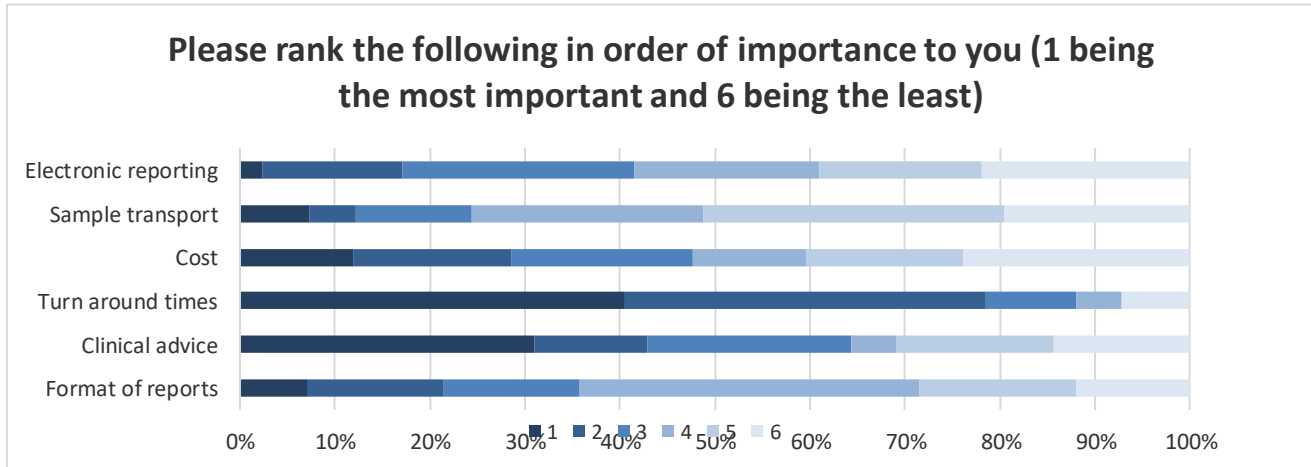
74% of customers are satisfied with the sample collection arrangements.

12% of our customers were dissatisfied with the sample collection arrangements. There was one comment from Q5 where the customer expressed dissatisfaction in the sample collection arrangement (Samples forwarded to Bristol and samples sent on the weekend. This comment is not relevant to the immunogenetics samples).

One hospital expressed dissatisfaction; however, they did not refer any samples for immunogenetics testing between September 2019 – September 2020, therefore it is likely that this refers to a different service or service provider.

Action 6: Customer engagement to understand low scores and customers need.

	Statement
Q4	Please rank the following in order of importance to you (1 being the most important and 6 being the least)



The overall top 3 of importance were turn-around times, clinical advice, and cost. 79% of customers thought that turn around times was most important to them. However, from the comments, many responses were clearly not related to the immunogenetics service.

	Statement
Q5	How might the service be improved?

NHSBT centre	Comments
Birmingham	<ul style="list-style-type: none"> • Clearer where tests are to be sent e.g. Birmingham or Bristol • Reports sometimes are not available and we have had to email and chase them up • Interim reports available
Colindale	<ul style="list-style-type: none"> • Better education for staff that use the referral centre • Teaching materials
Filton	<ul style="list-style-type: none"> • No comment
Tooting	<ul style="list-style-type: none"> • Receiving reports electronically to patient's records without the

	<p>need for manual entry</p> <ul style="list-style-type: none"> • Online access to reports for HLA reports • Cheaper and quicker turnaround times
Newcastle	<ul style="list-style-type: none"> • No comment
Sheffield/Barnsley	<ul style="list-style-type: none"> • Amalgamate the RCI and H&I reporting Sp-ICE systems, actively push for electronic reporting into hospital LIMS • Improve turnaround times • Easier to get clinical advice • Lab staff find the phone diversion system confusing and don't know which department to go through to • By entering HLA results on Sp-ICE the same as RCI do • A more up to date electronic portal for antibody reports (<i>This comment is not relevant to H&I Immunogenetics</i>), improve sample transport i.e. when sample sent via NHSBT often get left there for too long before passing it onto Bristol etc and those samples are very time sensitive. i.e. Friday samples very problematic • Shorter turn around times • NPEX connectivity

Overall top 2 comments
<ul style="list-style-type: none"> • Reporting – electronic requesting and reporting capability • Turnaround time

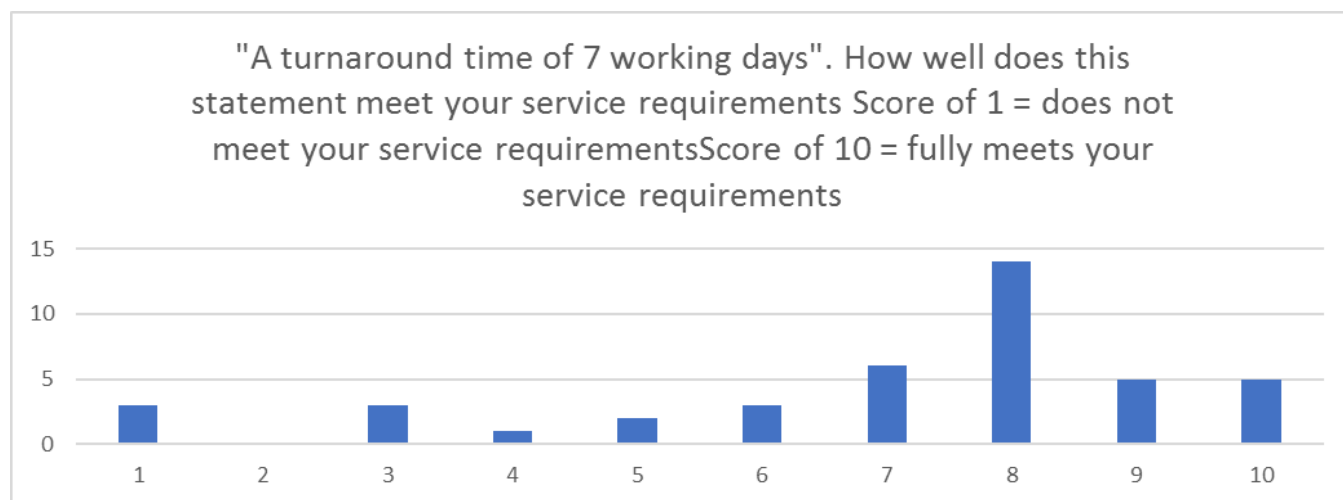
There were comments received from three hospitals, however there were no samples referred for immunogenetics testing between September 2019 – September 2020. Therefore it is likely that comments refer to a different service or service provider.

Action 1: H&I Management - escalate electronic requesting and reporting capability to the relevant NHSBT department.

Action 5: Customer engagement to understand low scores and find out what turnaround times they are experiencing.

Action 7: Customer engagement to understand their concerns (Phone diversion).

	Statement
Q6	A turnaround time of 7 working days". How well does this statement meet your service requirements? Score of 1 = does not meet your service requirements Score of 10 = fully meets your service requirements



71% of customers gave a score of either 7, 8, 9 or 10 and felt that the turnaround time of 7 working days met their service requirements.

Customers who scored five or below, were asked to provide a comment for their dissatisfaction.

- Three customers did not provide a comment
- 'Sometimes, work is outstanding for >7 days; mostly it has no clinical impact but occasionally we have to phone up for results'
- '7 working days would turn into 11 days if 2 weekends fell in between requesting'
- 'It is not clear on the working days of the audit - The hospital system is 7 days a week. NHSBT provides a reduced out of hours service over the weekend'. *This comment is not relevant to the immunogenetics survey*
- One customer's comment was around accessing pre-operative results in an emergency situation (*This comment is not relevant to the immunogenetics survey. Immunogenetics samples have not been received at NHSBT H&L laboratories between September 2019 – September 2020*).
- One customer's comment was around HLA platelets (*This comment is not relevant to the immunogenetics survey*)

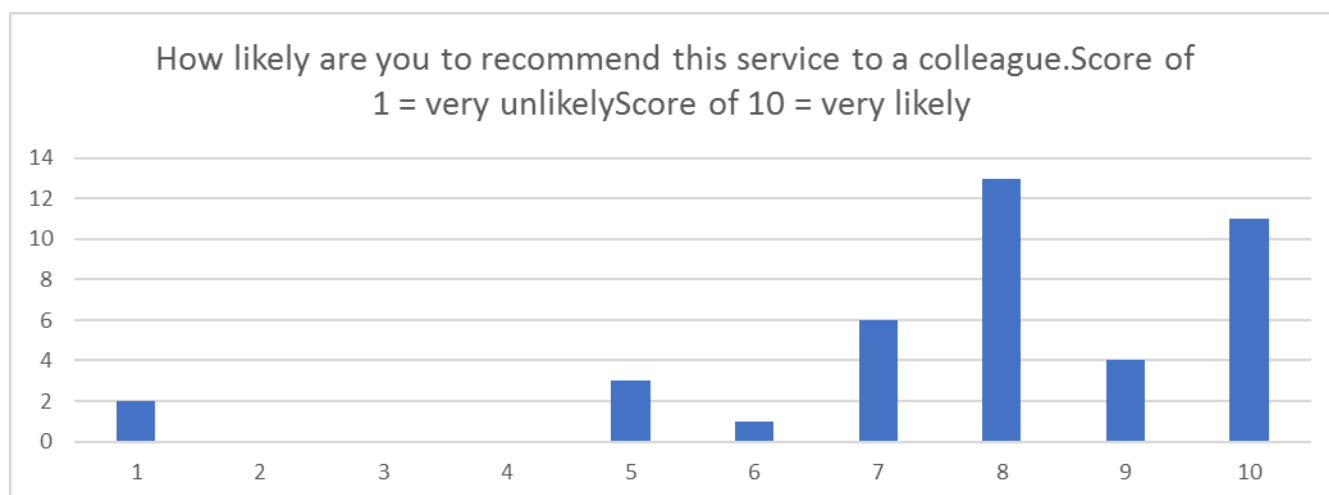
It was noted that scores of 'one' were received from hospitals that did not refer samples for immunogenetics testing between September 2019 – September 2020, therefore it is likely that comments refer to a different service or service provider.

Action 8: Customer engagement to understand low scores, what turnaround time they are experiencing and what turnaround time would meet their service requirements.

Action 9: Customer engagement to understand their concerns around the 7 working days turnaround time.

Action 10: Consider a specific H&I survey targeting all H&I customers i.e. Platelet and Granulocyte Immunology, platelet refractoriness and immunogenetics to understand service requirements.

	Statement
Q7	How likely are you to recommend this service to a colleague? Score of 1 = very unlikely Score of 10 = very likely



86% of customers gave a score of either 7, 8, 9 or 10 and were likely to recommend the service to a colleague. There was no opportunity in Q7 for customers, who gave the score of one, to provide any feedback on why they would not recommend the service.

It was noted that one hospital gave a score of 'one', however there were no samples referred for immunogenetics testing between September 2019 – September 2020, therefore it is likely that comments refer to a different service or service provider.

Action 11: Customer engagement to understand low score.

	Statement
Q8	Please add any other comments you wish to make about the service provided by the NHSBT H&I laboratory

NHSBT centre	Comments
Sheffield/Barnsley	<ul style="list-style-type: none"> • Excellent service commented on by the transplant team. Always very helpful and informative (<i>This comment is not relevant to the immunogenetics survey</i>) • Generally excellent service • Service has always been helpful
Birmingham	<ul style="list-style-type: none"> • Birmingham H&I staff are always helpful • We had issues contacting the Birmingham lab recently. We had a patient with a SAH and she failed to increment with random platelets. We were unable to contact the lab to check whether platelet refractoriness testing had been done. Phones all diverted to answerphone. Given 2 more numbers to try by Issue lab and these also went to answerphone. When I finally got through, I was told that the numbers that I was phoning was outdated. One of these number is from the back of the 3A request form and 2 were supplied by Issue (<i>This comment is not relevant to the immunogenetics survey</i>)
Colindale	<ul style="list-style-type: none"> • We are unlikely to refer anyone to RCI as the hospital would generally use the local centre (<i>This comment is not relevant to H&I</i>) • We are usually very happy with the service supplied. • I would like more information on testing as clinical area are often unaware of why they are requesting which test, it would be helpful to have a better idea of the tests. When each form is applied and a number for clinical staff to call to ensure they are picking the correct test and sample types. • Thank you for the excellent H/I service provided • Good service
Tooting	<ul style="list-style-type: none"> • Your team provides to us exceptionally excellent service. Thank you
Filton	<ul style="list-style-type: none"> • No feedback provided
Newcastle	<ul style="list-style-type: none"> • No feedback provided

Action 12: Review contact details on request form and associated documents.

Action 13: Review Hospital Service contact details for H&I.

Summary Action Plan

Theme	Question/Comment	Action	When
Reporting - electronic connectivity	<p><i>(Q3) Satisfaction with the format of reports</i></p> <p><i>(Q3) Satisfaction with Sp-ICE</i></p> <p><i>(Q5) How might the service be improved?</i></p>	<p><i>Action 1: H&I Management - escalate electronic requesting and reporting capability to the relevant NHSBT department</i></p>	April 2021
Clinical advice	<p><i>(Q3) Availability of professional advice</i></p> <p><i>(Q3) Quality of professional advice</i></p>	<p><i>Action 2: Customer engagement to understand comments and low scores.</i></p> <p><i>Action 4: Customer to understand why they gave a low score.</i></p>	April 2021
Turnaround time	<p><i>(Q3) Turnaround times for service provision</i></p> <p><i>(Q5) How might the service be improved?</i></p>	<p><i>Action 5: Customer engagement to understand low scores and find out what turnaround times they require and why. Internally, data analysis will be carried out to identify what turnaround times they were experiencing at the time of the survey.</i></p>	April 2021

	<i>(Q6) A turnaround time of 7 working days". How well does this statement meet your service requirements?</i>	<p><i>Action 8: Customer engagement to understand low scores, what turnaround time they are experiencing and what turnaround time would meet their service requirements.</i></p> <p><i>Action 9: Customer engagement to understand their concerns around the 7 working days turnaround time.</i></p> <p><i>Action 10: Consider a specific H&I survey targeting all H&I customers i.e. Platelet and Granulocyte Immunology, platelet refractoriness and immunogenetics to understand service requirements.</i></p>	
Value for money	<i>(Q3) Value for money</i>	<i>Action 3: Customer engagement to understand low scores.</i>	April 2021
Sample collection	<i>(Q3) Satisfaction with sample collection arrangements</i>	<i>Action 6: Customer engagement to understand low scores and customers need.</i>	April 2021
Service recommendation	<i>(Q7) How likely are you to recommend this service to a colleague?</i>	<i>Action 11: Customer engagement to understand low score.</i>	April 2021
Communication – Phone diversions	<i>Q5) How might the service be improved?</i>	<i>Action 6: Customer engagement to understand their concerns (Phone diversion.)</i>	April 2021
Communication – Unable to contact	<i>(Q8) Provide any other</i>	<i>Action 12: Review contact details on</i>	April 2021

laboratory	<i>comments on service</i>	<i>request form and associated documents. Action 13: Review Hospital Service contact details for H&I.</i>	
Communication		<i>Action 14: H&I Mgt to produce slides. Action 15: Feedback to be given each H&I centre to their User groups.</i>	April 2021
Communication		<i>Action 16: Summary report to be fed back to users.</i>	April 2021

The actions above will be managed via H&I Management Team.

Update September 2021: All actions have been completed.