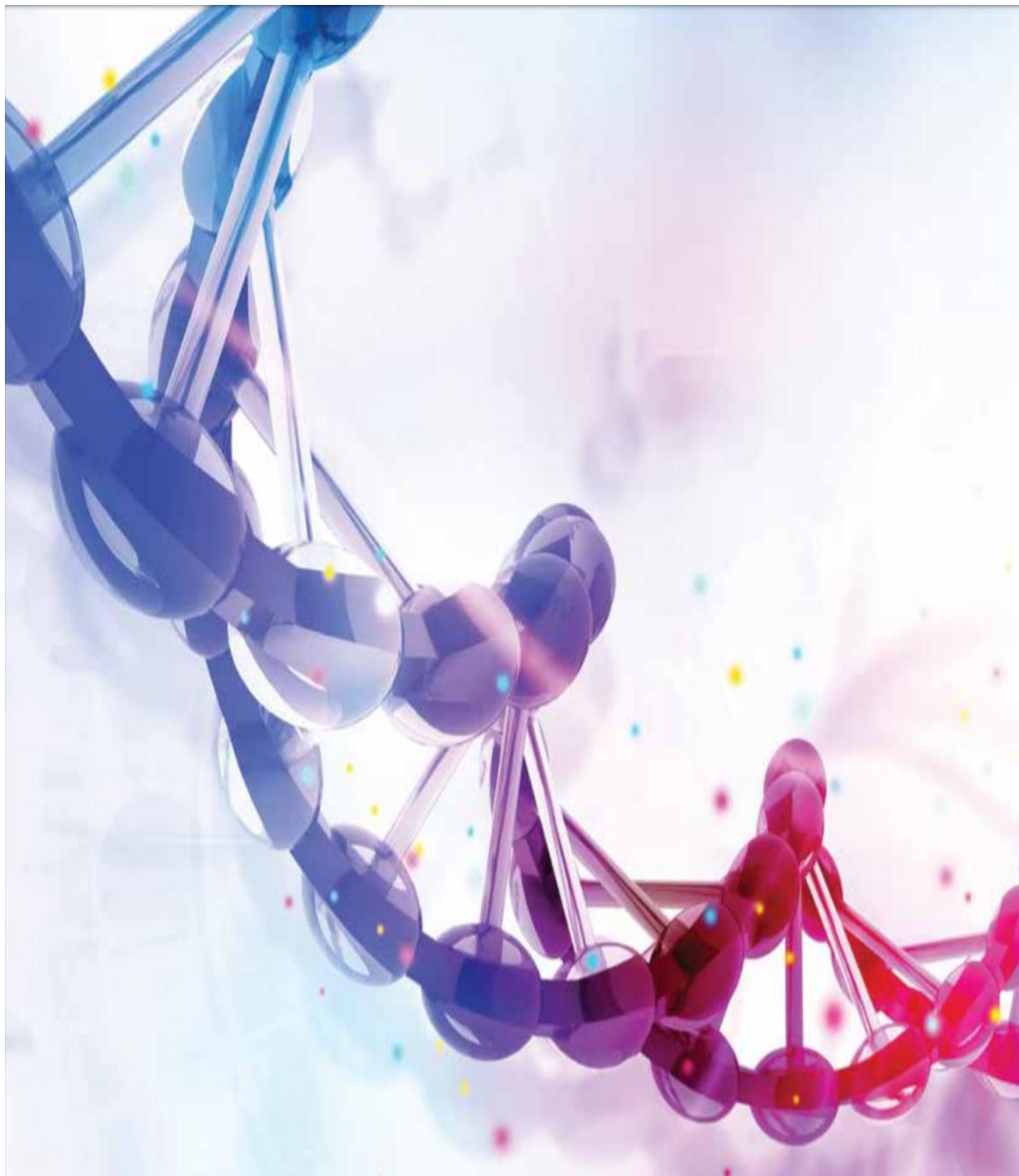


## Voice of the Customer

# Molecular Diagnostics Patient Genotyping Customer Satisfaction Survey



Author:

Deepa Takhar – Customer Service Manager

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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 10 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 turnaround times are the areas of most concern for the customer.

IBGRLs Patient Genotyping Service is well regarded by its customer, indicated by the high levels of scoring and the positive feedback: *“Everyone clearly works extremely hard and the lab provides a wonderful service for patients”*, *“Report clearly presented”* in response to format and content of report for patient results and *‘layout of form is straightforward’* when asked about the referral form.

Small bands of dissatisfaction are seen across various areas, with the test turnaround times and sample referral being highlighted as a source of contention for the customer.

Unfortunately, one responder has given low scores across a large part of the service which significantly reduces the number of top box scores whilst increasing number of bottom box scores. It is important to note that these results do not align with the scores and comments given by the remainder of responders.

## **Section 2: The Survey**

It is intended that the Patient Genotyping customer satisfaction survey will be repeated on a 3-year rolling basis to allow customer satisfaction to be monitored and trended.

The survey consisted of 10 key questions and 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. 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.

- How satisfied are you with the format, content and ease of use of our website, [ibgrl.blood.co.uk](http://ibgrl.blood.co.uk)?
- 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

### **3. Suggestions from the Customer:**

- If there was one thing we could change to improve our service to you what would it be?

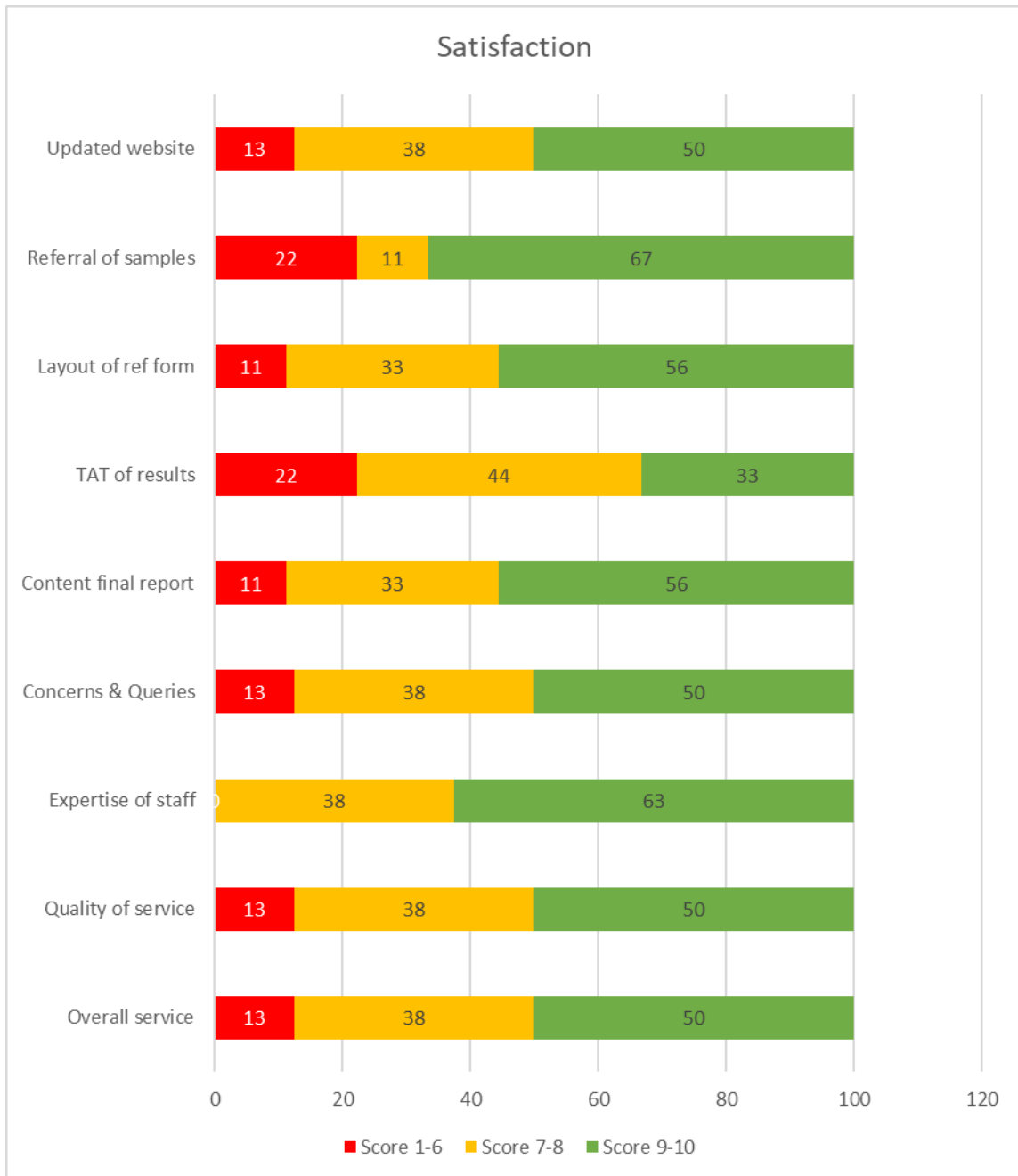
### **4. The Net Promoter Score question:**

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

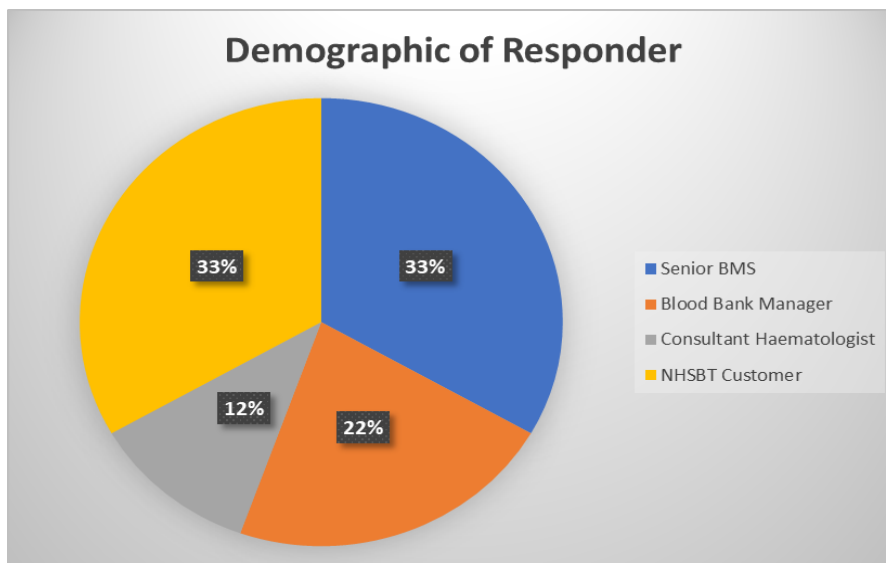
(1 = very unlikely and 10 = very likely)

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



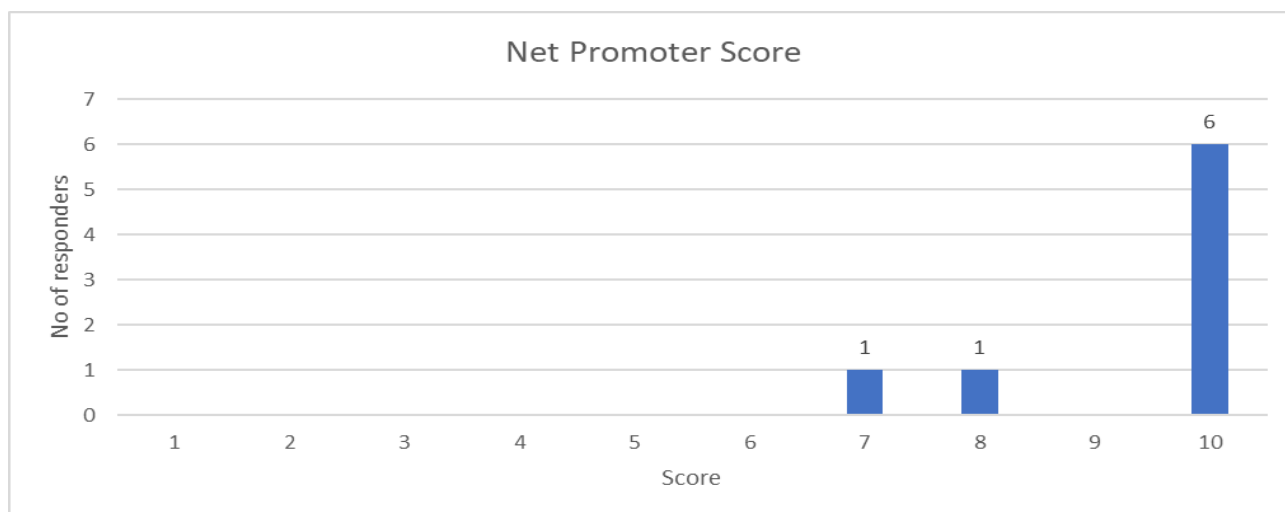
The survey was distributed to 54 service users worldwide including customers from within NHSBT. Responses were received from 9 individuals from 5 organisations providing a 13% response rate (11 responders less than last year). The demographic of responder was as follows:



There was an equal number of responses from Senior Biomedical Scientists and colleagues from within NHSBT. One Haematologist Consultant and two Blood Bank Managers responded.

**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)**



One internal NHSBT customer responded 'N/A', all other customers would recommend Patient Genotyping services to a colleague. The net promoter score was calculated at 67%. Satisfaction trending from the previous survey (2020) in comparison to this year reveals an increase in the net promoter score by 2%

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

Despite low scores attributed to by one hospital, the net promoter score remains high and overall satisfaction for patient genotyping services remains relatively high. It should be seen as a success that customers show satisfaction in various parts of the service particularly in relation to the expertise of staff.

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

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

- Review test turnaround times.
- Ensure the content of the final report is adequate.
- Update the contact list on website
- Contact all low scoring responders

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