

# Voice of the Customer

## Hospital Customer Satisfaction – Spring 2023

This is the year-end survey for 2022/23 and reflects the views of hospital transfusion laboratory managers at 137 (57%) directly supplied hospitals in England. The survey asked customers to reflect on service over the last 6 months and coincided with a period of Amber and Pre-Amber stock alerts.

Results for each question are reported as % of customers giving a Top Box score of 9 or 10 out of 10 and the Average Score.

The headline score for overall satisfaction with NHSBT remains high at 76% Top Box, with customers again giving an average score of 9/10. Most metrics have fallen with only delivery services seeing improved Top Box ratings since the previous survey.

This report highlights areas for improvement and recommends actions required to generate higher levels of satisfaction. Review of the survey detail by each operational team is recommended.

Results	First Half Year 22/23		Second Half Year 22/23	
	Top Box %	Average Score	Top Box %	Average Score
<b>Component Fulfilment</b>				
Components - Quality & range	84	9.2	77↓	9.1↓
Components - Ordering process	85	9.2	78↓	9.1↓
Components - Availability	83	9.1	69↓	8.9↓
Hospital Services	80	9.2	77↓	9.1↓
<b>Component Delivery</b>				
Delivery - Routine	58	8.5	69↑	8.8↑
Delivery - Ad hoc	58	8.7	61↑	8.7↔
Delivery - Emergency	74	9.0	81↑	9.1↑
Delivery - NHSBT driver	82	9.4	88↑	9.4↔
Delivery - Courier	47	8.1	38↓	8.0↓
<b>Diagnostic Services</b>				
RCI - Referral process	67	8.8	58↓	8.6↓
RCI - Turnaround time	68	8.7	57↓	8.5↓
RCI - Quality of Reports	60	8.6	58↓	8.6↔
RCI - Overall Support	67	8.8	56↓	8.5↓
IBGRL – Quality of service	77	9.0	66↓	8.9↓
H&I - Overall	77	9.0	72↓	9.0↔
<b>Customer Support</b>				
Customer Service support	79	9.1	72↓	8.9↓
Clinical support	79	9.1	74↓	9.1↔
Overall Satisfaction - NHSBT	77	9.0	76↓	9.0↔
Easy to do business with	66	8.8	64↓	8.9↑

**76**

Net Promoter Score for Overall Satisfaction

**88%**

The service provided by NHSBT drivers received the highest Top Box

**38%**

The score for our use of couriers decreased and remains the lowest Top Box

## **Component Fulfilment - Manufacturing and Hospital Services**

All metrics related to supply of blood components have fallen with the most notable being a 14-point fall in Top Box for availability (reflecting the Amber and Pre-Amber status). Comments also reference issues with distribution of K+ red cells and component barcode labelling. Hospital Services receive positive feedback with comments referring to helpful, friendly, and polite staff.

## **Component Delivery - Logistics**

Customer preference for NHSBT drivers (88%) over couriers (38%) has widened with failure to collect empty boxes and/or samples for return to NHSBT being a key issue. Several responses make requests for changes to routine delivery timings.

## **Diagnostic Services – RCI, IBGRL, H&I**

RCI – Top Box satisfaction with RCI has fallen 11 points to 56 and appears to be related to concerns over the referral process and turnaround time. There is a diverse range of comment, including positive feedback, but areas for improvement are the development of electronic referral / reporting systems, perceived “challenge” from pressured RCI staff during the referral process, and localised issues with turnaround time.

IBGRL – Top Box satisfaction with Molecular Diagnostics has fallen 11 points to 56. Comments offer little explanation although, as with RCI, some customers would like to see use of NPEX.

H&I – The survey largely measures satisfaction with provision of matched platelets rather than the whole H&I service. Comments again refer to helpful staff but a small number of comments express dissatisfaction with ordering and the perceived lack of alignment with the 24/7 needs of the wider NHS.

## **Customer Support – Hospital Customer Service and Clinical**

Top Box satisfaction with support from Customer Service Managers has fallen 7 points to 72 coinciding with a period of low staffing in the team. Comments acknowledge excellent support and prompt responses from local Customer Service Manager and demonstrate the importance of this relationship. Satisfaction with the advice and support from the Clinical Team remains high.

## **NHSBT Overall**

NHSBT has maintained high satisfaction with a top box of 76% and average score of 9/10. The comments received in the survey provide many suggestions for local and national service improvement and these require consideration by relevant teams.