

# Hospital Customer Satisfaction

**May 2024**

Hospital Customer Services

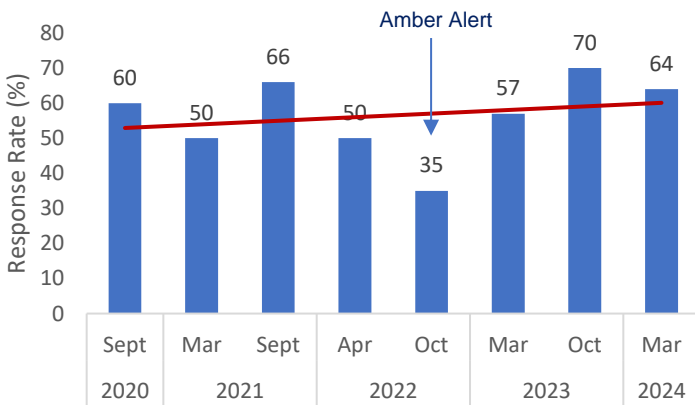


## Background

Hospital blood transfusion laboratories receiving direct services from NHSBT are sent a biannual survey. This provides NHSBT with an opportunity to receive actionable hospital feedback and to focus improvement initiatives where they are needed most. The survey is primarily completed by Transfusion Laboratory Managers.

The current survey was conducted between 6 and 28 March 2024 and asked customers to reflect on NHSBT service over the previous 6 months. This period saw a reprovisioning of some RCI services, a continuation of Hospital service reprovisioning due to partial closure of the Southampton Centre, as well as continued pre amber alert on some blood components.

## Response Rate

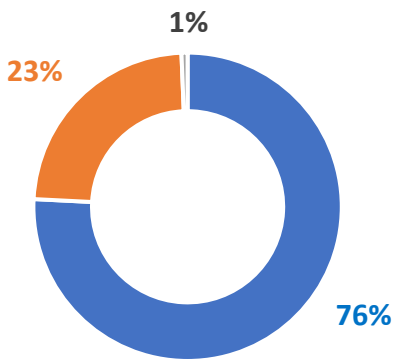


The March 2024 survey received responses from 157 hospitals in England.

This is considered a high response rate and demonstrates a strong relationship between NHSBT and hospital customers.

The Hospital Customer Service team commit considerable resource to encourage customers to complete the survey, ensuring response rates remain high.

### Overall Satisfaction

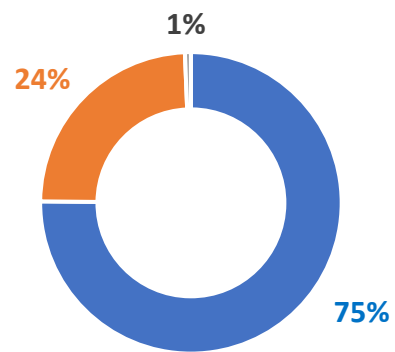


■ Highly Satisfied ■ Satisfied ■ Dissatisfied

**75**  
Net Promoter Score

**76%**  
Top Box Score

### Easy to do Business With



■ Highly Satisfied ■ Satisfied ■ Dissatisfied

*'NHSBT are great and do a wonderful job'*

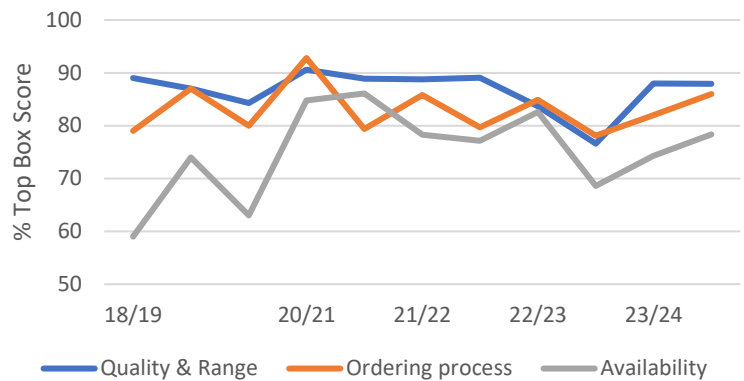
**75%**  
Top Box Score

## Component Fulfilment

88%

Record high top box score for overall service provided by Hospital Services

*'Very knowledgeable and friendly team who are always willing to help. They make us all feel like we know them personally'*



Since 2018 component quality, range and ordering process satisfaction levels have remained high. Over 6 years component availability satisfaction has increased, despite recent challenges with component stock levels.

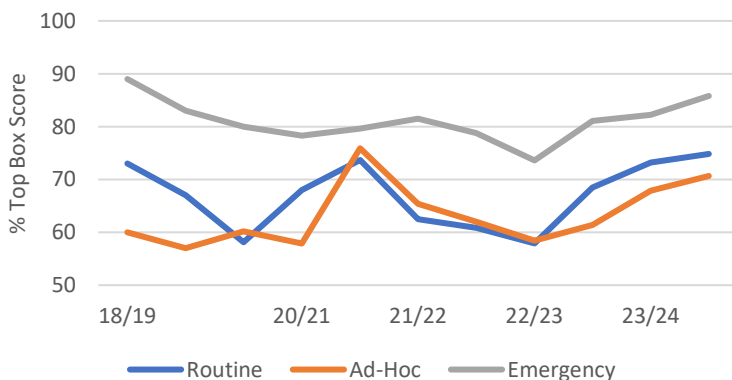


Customers find Hospital Services staff to be helpful and accommodating with orders; communication is excellent, and the service provided is very good.



Suggestions for improvement include availability of Ro red cells, usability of OBOS standing order function and fair distribution of K positive red cells.

## Component Delivery



Satisfaction with all delivery types has increased over the last year, possibly due to extensive work undertaken to optimise hospital delivery schedules.

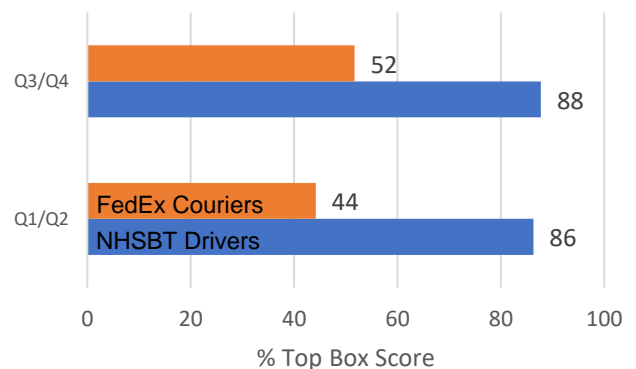
There is a clear customer preference for NHSBT driver deliveries (88%) over courier deliveries (52%), however, satisfaction with couriers has increased since Q1/Q2 of 2023/24.



Customers appreciate NHSBT driver deliveries and often comment they are professional, helpful and friendly.



Some hospitals have requested additional routine deliveries or alterations to delivery timings. Comments indicate the frequency of empty transport box collection could be improved.

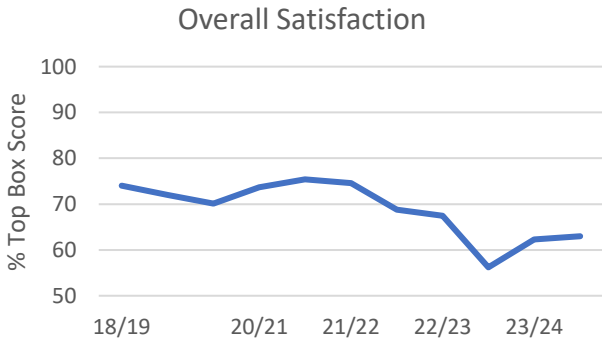
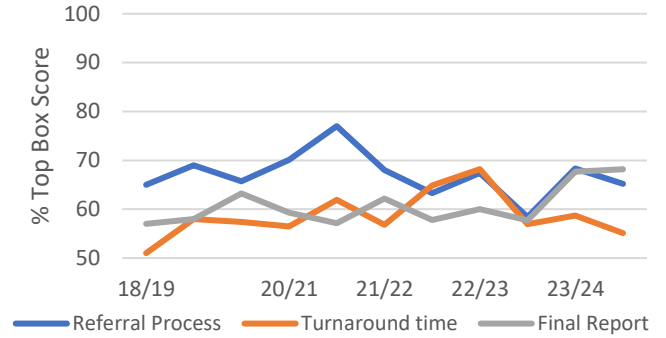


## Diagnostic Services

Satisfaction with RCI's final report has increased and remains at its highest level yet.

There is a level of variance between surveys with the referral process, however the overall trend is relatively stable.

Turnaround times have recently seen a downturn in satisfaction levels and this is also the case for the overall satisfaction with RCI.



H&I and HLA Platelets: Top Box Score – **80%**

Molecular Diagnostics: Top Box Score – **73%**

## Customer Support

### Customer Services

Average Score: 9/10



Top Box: **86%**

### Blood Stocks Management Team

Average Score: 9/10



Top Box: **84%**

### Clinical Support

Average Score: 9/10



Top Box: **83%**

The Hospital Customer Service team will continue to engage with hospitals to improve satisfaction with NHSBT services. The survey results will be shared with teams across NHSBT and with hospital customers to identify areas for focussed service improvement.