

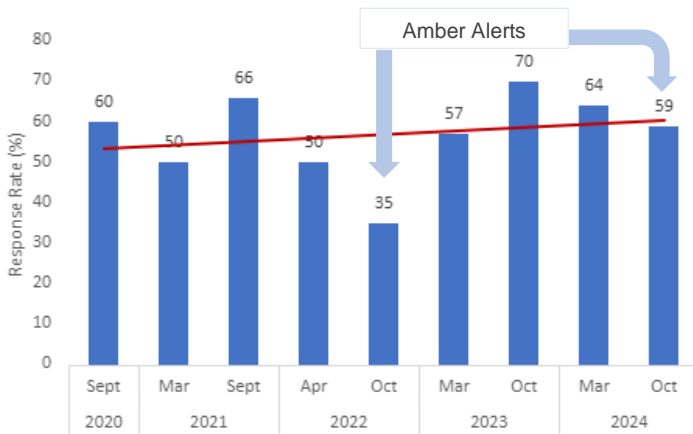
Customer Satisfaction Survey Results – October 2024

Background

Hospital blood transfusion laboratories receiving direct services from NHSBT are sent a biannual survey. This provides NHSBT with an opportunity to receive actionable customer 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 09 September to 06 October 2024 and asked customers to reflect on the 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 and amber alert on some blood components.

Response Rate



The Autumn 2024 survey received responses from 144 hospitals in England, equating to a 59% response rate.

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

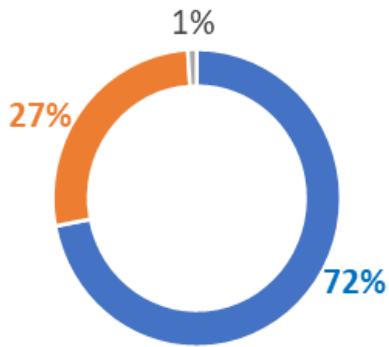
The Hospital Customer Service team commit considerable resource to encourage customers to complete the survey, ensuring response rates remain high.

Results Overview

	Spring 2024		Autumn 2024	
	Top Box %	Average	Top Box %	Average
Component Fulfilment				
Components - Quality & Range	88	9.4	78 ↓	9.1 ↓
Components - Ordering Process	86	9.3	85 ↓	9.2 ↓
Components - Availability	78	9.2	70 ↓	8.8 ↓
Hospital Services	88	9.4	80 ↓	9.1 ↓
Component Delivery				
Delivery - Routine	75	9.0	67 ↓	8.7 ↓
Deliver - Ad Hoc	71	8.9	64 ↓	8.7 ↓
Delivery - Emergency	86	9.4	77 ↓	9.0 ↓
Delivery - NHSBT Driver	88	9.4	84 ↓	9.3 ↓
Delivery - Courier	52	8.5	51 ↓	8.1 ↓
Diagnostic Services				
RCI - Referral Process	65	8.8	67 ↑	8.9 ↑
RCI-Turnaround Time	55	8.4	54 ↓	8.5 ↑
RCI - Quality of Reports	68	8.9	55 ↓	8.6 ↓
RCI - Overall Support	63	8.7	61 ↓	8.7 →
Molecular Diagnostics	73	8.9	66 ↓	8.7 ↓
H&I and HLA Platelets	80	9.1	75 ↓	9.1 →
Customer Support				
Customer Service Support	87	9.3	85 ↓	9.2 ↓
Blood Stock Management Scheme	84	9.3	83 ↓	9.3 →
Clinical Support	83	9.0	79 ↓	9.1 ↑
Overall Satisfaction - NHSBT	76	8.9	72 ↓	9.0 ↑
Easy to do Business with	75	9.0	71 ↓	8.8 ↓

Top box score is the percentage of customers giving a score of 9 or 10 out of 10. Arrow direction indicates change when compared with the previous survey.

NHSBT Overall Satisfaction

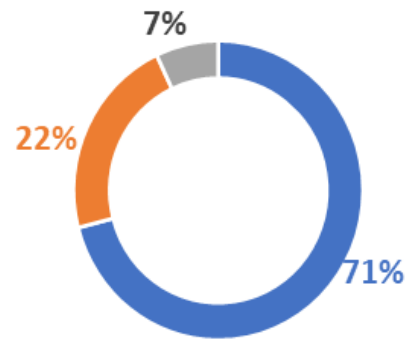


■ Highly Satisfied ■ Satisfied ■ Dissatisfied

71
Net Promoter
Score

72%
Top Box
Score

Easy to do Business With



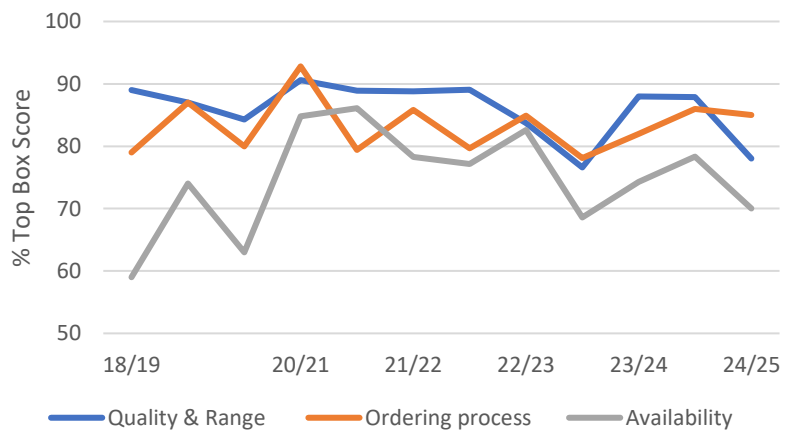
■ Highly Satisfied ■ Satisfied ■ Dissatisfied

*'Staff are
always polite &
helpful
throughout the
organisation'*

71%
Top Box
Score

Component Fulfilment

'Excellent service from Hospital Services fulfilling orders, even when placing specialist orders for the next day. We have had no problems getting the components required'



The recent downturn in component quality, range and availability is likely due to the pre-amber and amber alerts. Since 2018 the overall trend for component quality and range has slightly decreased, whilst satisfaction with the ordering process is stable. Over 6 years component availability satisfaction has increased, despite recent challenges with component stock levels.

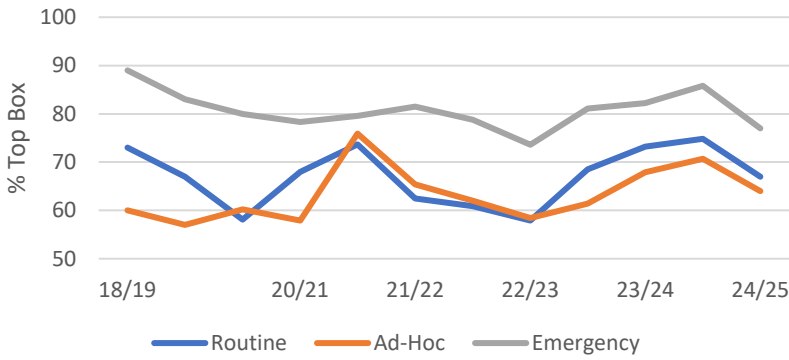


Customers find Hospital Services staff to be helpful and accommodating with orders; communication is excellent, and the service provided is very good. Some hospitals have mentioned that availability of components has been good, despite the pre-amber and amber alerts.



Hospitals have mentioned component barcodes can be difficult to scan due to creased labels. There is a level of dissatisfaction with K positive red cell distribution, and the availability of Ro components. Some customers noted the pre-amber and amber alerts had an adverse impact. Hospitals affected by Southampton Centre reprovisioning would like to see a return to business as usual.

Component Delivery



When compared to the previous survey satisfaction with all delivery types has decreased. Overall, there is an upward trend for satisfaction with ad-hoc and emergency deliveries, whilst satisfaction with the routine deliveries has slightly decreased in the previous 6 years.

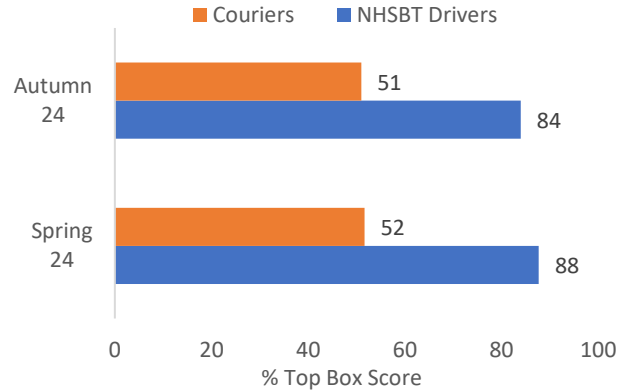
There is a clear customer preference for NHSBT driver deliveries (84%) over courier deliveries (51%). The level of satisfaction with the courier service has been maintained since the recent change with the courier contract.



Customers have commented that drivers are friendly and polite, and there is consistency with the delivery service.



Some hospitals have requested additional routine deliveries or alterations to delivery timings. Comments indicate the collection of empty transport containers for return to NHSBT is inconsistent at some hospitals.



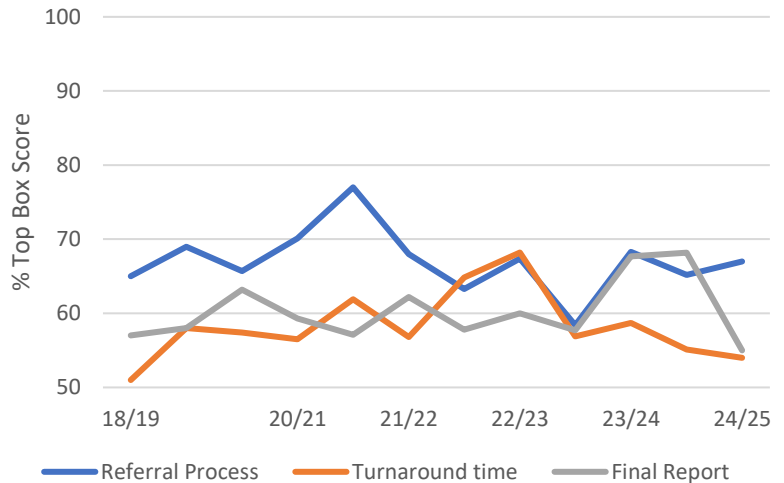
Diagnostic Services

Red Cell Immunohaematology

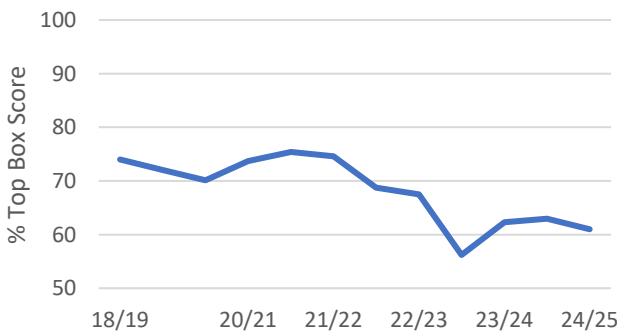
Although results indicate a downturn in satisfaction with the turnaround time and final report, the overall trend is relatively stable.

There is a level of variance between surveys with the referral process, and the overall trend has declined slightly.

Recently customer satisfaction with the overall service provided by RCI has been stable, however, the previous 6 years has seen a downward trend.



Overall Satisfaction RCI



Customers report that staff are helpful, informative and the advice provided by RCI is appreciated.

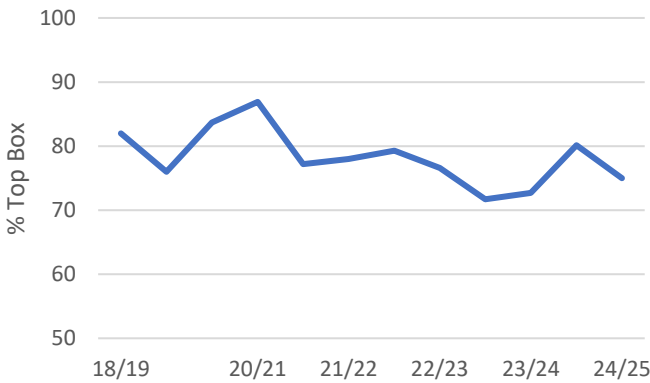


Comments indicate that some hospitals would like to see an improvement in turnaround times and report accuracy. Hospitals would welcome a strengthened out of hours service.

Diagnostic Services

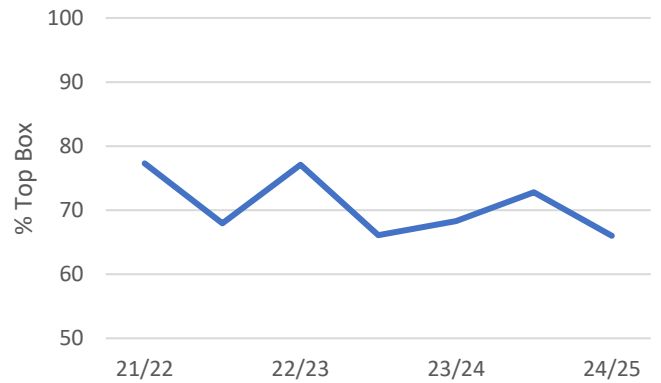
Histocompatibility & Immunogenetics / Molecular Diagnostics

H&I and HLA Platelets



'A thank you to the H&I team for their understanding and efforts when supplying HLA selected platelets in emergencies'

Molecular Diagnostics



'Brilliant, love the new procedure for cffDNA testing with reports going straight onto the patients record'



Customer Support

Customer Services

Average Score:
9.2/10



Top Box: **85%**

Blood Stocks Management Team

Average Score:
9.3/10



Top Box: **83%**

Clinical Support

Average Score:
9.1/10



Top Box: **79%**

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.