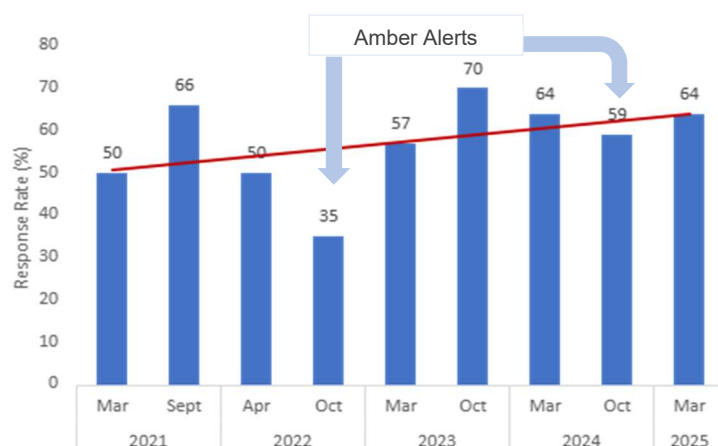


Background

We send a bi-annual survey to hospital blood transfusion laboratories we provide direct services to. This provides us 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 survey was conducted between 04 March to 23 March 2025 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 Spring 2025 survey received responses from 158 hospitals in England, equating to a 64% response rate.

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

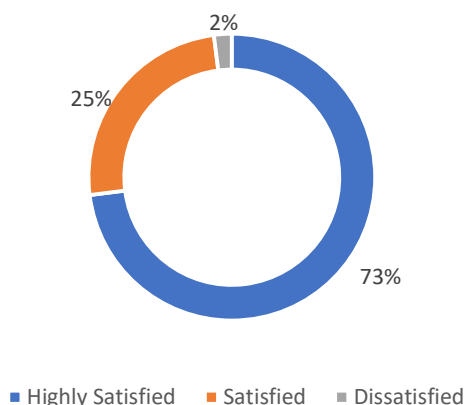
The Hospital Customer Service team commit considerable resource to encourage customers to complete the survey, ensuring response rates remain high.

Results Overview

Results	Autumn 2024		Spring 2025	
	Top Box %	Average	Top Box %	Average
Component Fulfilment				
Range, Specification & Quality	78	9.1	83 ↑	9.2 ↑
OBOS & Ordering Process	85	9.2	87 ↑	9.3 ↑
Component Availability	70	8.8	77 ↑	9.0 ↑
Hospital Services	80	9.1	80 →	9.2 ↑
Delivery Services				
Routine Deliveries	67	8.7	69 ↑	9.0 ↑
Ad Hoc Deliveries	64	8.7	61 ↓	8.8 ↑
Emergency Deliveries	77	9.0	74 ↓	9.1 ↑
NHSBT Delivery Drivers	84	9.3	88 ↑	9.4 ↑
Courier Delivery Drivers	51	8.1	47 ↓	8.3 ↑
Diagnostic Services				
RCI Referral Process	67	8.9	68 ↑	8.8 ↓
RCI Turnaround Time	54	8.5	52 ↓	8.3 ↓
RCI Report Format & Content	55	8.6	65 ↑	8.7 ↑
RCI Overall Service	61	8.7	60 ↓	8.6 ↓
Molecular Diagnostics Service	66	8.7	59 ↓	8.5 ↓
H&I Service & Selected Platelet Provision	75	9.1	72 ↓	9.0 ↓
Customer Support				
Customer Service Support	85	9.2	82 ↓	9.2 →
Blood Stocks Management Scheme	83	9.3	78 ↓	9.1 ↓
Clinical Support Team	79	9.1	77 ↓	9.2 ↑
Overall Satisfaction with NHSBT	72	9.0	73 ↑	8.9 ↓
Easy to do Business with	71	9.0	70 ↓	8.9 ↓

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

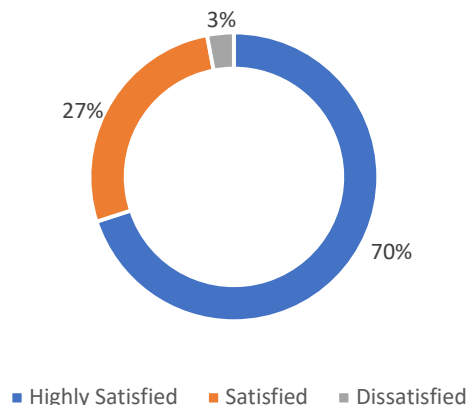
NHSBT Overall Satisfaction



72
Net Promoter
Score

73%
Top Box
Score

Easy to do Business With



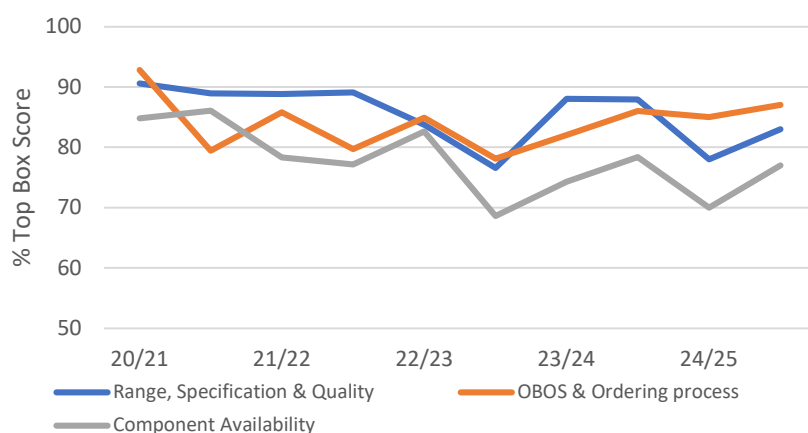
*'NHSBT provide
an excellent
service and are
always helpful
and supportive'*

70%
Top Box
Score

Component Fulfilment

*'The Hospital services team
are helpful and
accommodating'*

*'Thank you for being a great
service!'*



The survey saw an uptick in satisfaction with component range, specification, quality and availability and this is likely due to the recent improvements seen with NHSBT's overall stock position. However, since 2020 there has been an overall declining level of satisfaction with these metrics, potentially attributable to the pre-amber and amber alerts. Long term trending indicates high satisfaction with the Online Blood Ordering System (OBOS) and the overall ordering process.

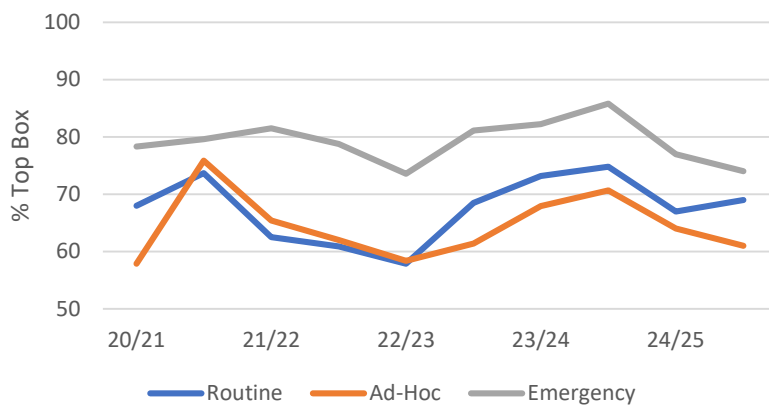


Compared with the previous survey, there was a considerable increase in complimentary comments received about Hospital Services staff and associated services, with customers indicating there has been good communication and flexibility in accommodating orders. Some hospitals suggest the availability of components has been good, despite the pre-amber and amber alerts.



Comments mentioned difficulties with scanning component barcodes due to creases and label alignment issues. There is a level of dissatisfaction with the availability of components and phenotyped units, and indications the recent pre-amber and amber alerts had an adverse impact.

Component Delivery



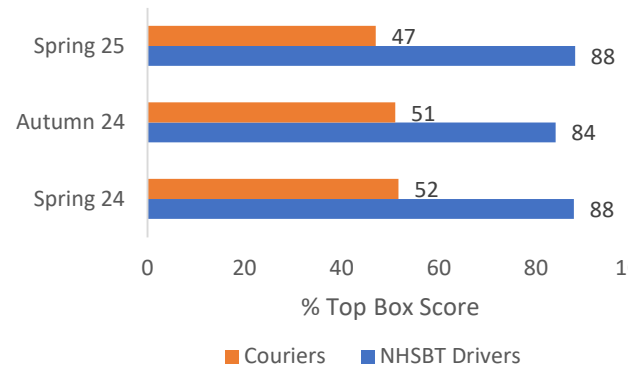
Comments indicate that drivers are professional, courteous and communication is good. The NHSBT transport service provision is regarded as excellent by hospitals.



Comments suggest the collection of samples and empty transport containers for return to NHSBT requires improvement; some customers indicating occasional issues with delivery arrival times and locations.

When compared to the previous survey, satisfaction with the routine delivery service has increased, which may be attributable to the national delivery schedule review. Recently, satisfaction with ad-hoc and emergency delivery services has declined, however, long term trending indicates satisfaction remains static, at a high level, for these service metrics.

Customers indicate a clear preference for NHSBT driver deliveries (88%) over courier deliveries (47%), however, satisfaction with the courier driver service remains stable.



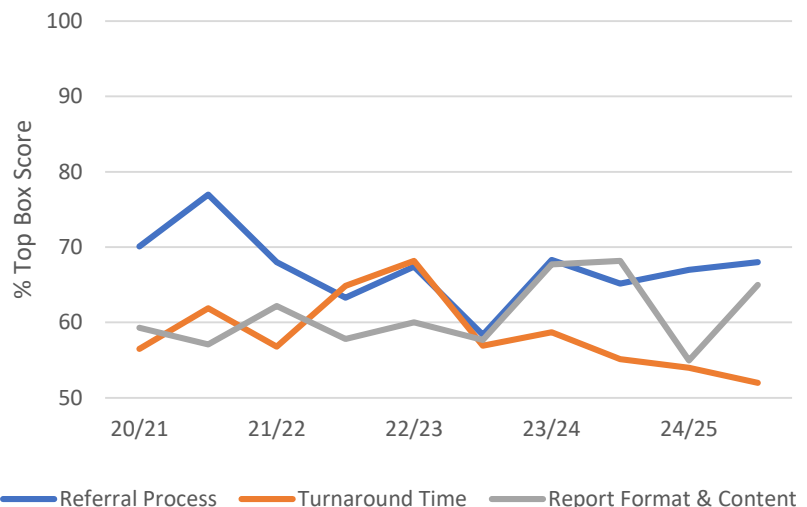
Diagnostic Services

Red Cell Immunohaematology (RCI)

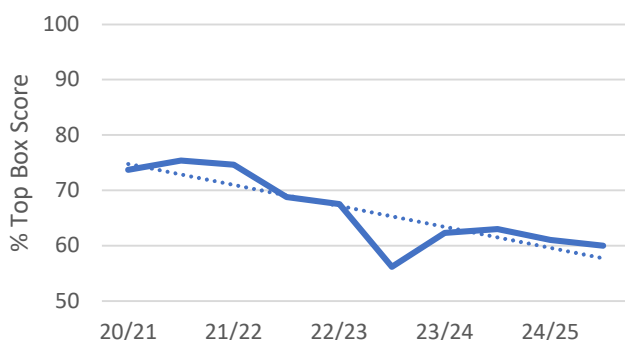
Survey scores indicate an improvement in satisfaction with the report format and content, and long term there is an upwards trend.

Recent scores and long-term trends suggest declining satisfaction with turnaround times, whilst the referral process top box scores have stabilised in recent years.

In the previous 5 years, the percentage of customers who indicate they are highly satisfied with the overall service provided by RCI has declined.



Overall Satisfaction RCI



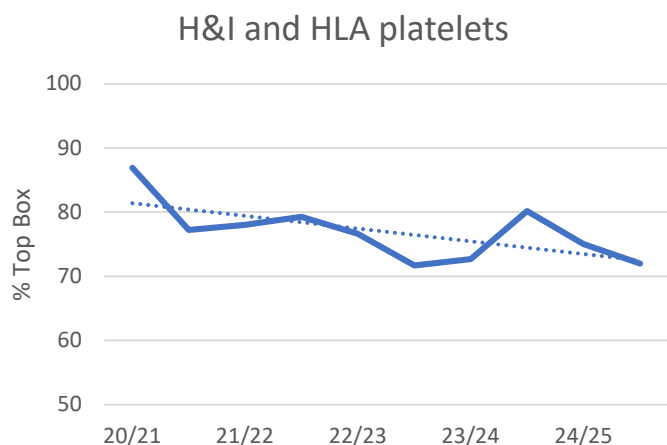
Customers comment that staff are polite and communication is excellent. The advice provided by RCI is helpful, and some hospitals mention there is timely provision of reports.



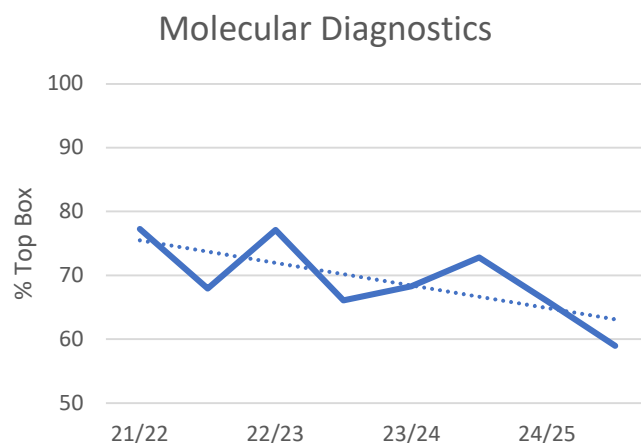
Increasing the detail provided and accuracy of reports would be appreciated by some hospitals. An improvement in turnaround times would also be welcomed.

Diagnostic Services

Histocompatibility & Immunogenetics / Molecular Diagnostics



'Now we are able to order the first platelets on OBOS the process is much more efficient'



'Results are received in a timely fashion and laid out clearly'



Customer Support

Customer Services

Average Score:
9.2/10



Top Box: **82%**

Blood Stocks Management Team

Average Score:
9.1/10



Top Box: **78%**

Clinical Support

Average Score:
9.2/10



Top Box: **77%**

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 and highlight the high standards and successes in improved service.