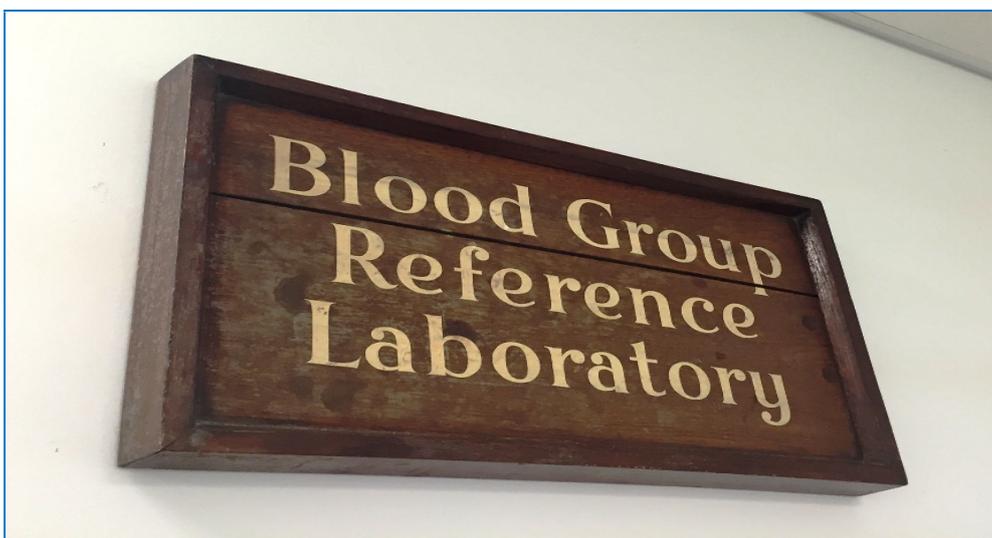


# Voice of the Customer

## Red Cell Reference Customer Satisfaction Survey



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## **Section 1: Executive Summary**

This report has been produced to provide a 'Voice of the Customer' for those individuals who use IBGRLs Red Cell Reference Laboratory services.

The survey consisted of 14 key questions and was issued specifically to those customers who have previously referred samples to the RCR department. This included international customers as well as internal NHSBT customers.

The **Key Findings** from the report are:

- Satisfaction amongst RCR customers remains extremely high with 86% of the responses scoring a 9 or 10 (top box scores).
- There is slight disparity in satisfaction seen between RCRs external and internal customers.
- The test turnaround times and frequency of communication remain an issue for all customers.

The response rate to the survey was 41% which is slightly lower than the previous survey however is still regarded as a good return.

Feedback from the survey indicates that IBGRLs Red Cell Reference laboratory is highly regarded by its customers with high scores witnessed across all areas of service.

However, areas causing the consumer some dissatisfaction included the frequency of communications, test turnaround times and advice provided on the final report.

**Actions** to be taken to improve satisfaction include:

- Reviewing test turnaround times
- The frequency of communications
- The need to provide advice on the clinical significance of rare antibodies.

## **Section 2: The Survey**

The survey consisted of 14 key questions. For most questions customers were asked to rate RCRs service on a scale of 1-10, where 1 is totally dissatisfied and 10 is totally satisfied, with the option to choose not applicable N/A. Customers were also given the opportunity to provide a free text comment for the question related to suggestions for improvement.

Data gathered from the Survey:

### **The Demographics of the survey responder:**

- 1 Organisation
- 2 Location

### **The Views of the Customer:**

- 3 Have you referred to us within the last 12 months? yes/no  
If no, please can you put in a few words why not?

**If you have not referred to us within the last year then you do not need to answer the following questions, however we do ask that you submit your response at the end thanks.**

**On a scale of 1-10 how satisfied are you with the following aspects of the service RCR provides: 1=very dissatisfied 10=very satisfied N/A if the question doesn't apply**

- 4 The referral form (FRM5891) and the guidance on how to complete the referral form (INF1451) available on the IBGRL website?
- 5 The user guide in providing all of the information needed to make a referral?
- 6 The frequency of communications received on case referrals?
- 7 The information contained within the preliminary report?
- 8 The format and content of the final report?
- 9 The responsiveness of staff to your concerns and queries?
- 10 The level of knowledge and expertise provided by the staff?
- 11 The quality of the service provided by the IBGRL RCR laboratory?
- 12 The overall service provided by the IBGRL RCR Laboratory?

### **Suggestions from the Customer:**

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

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

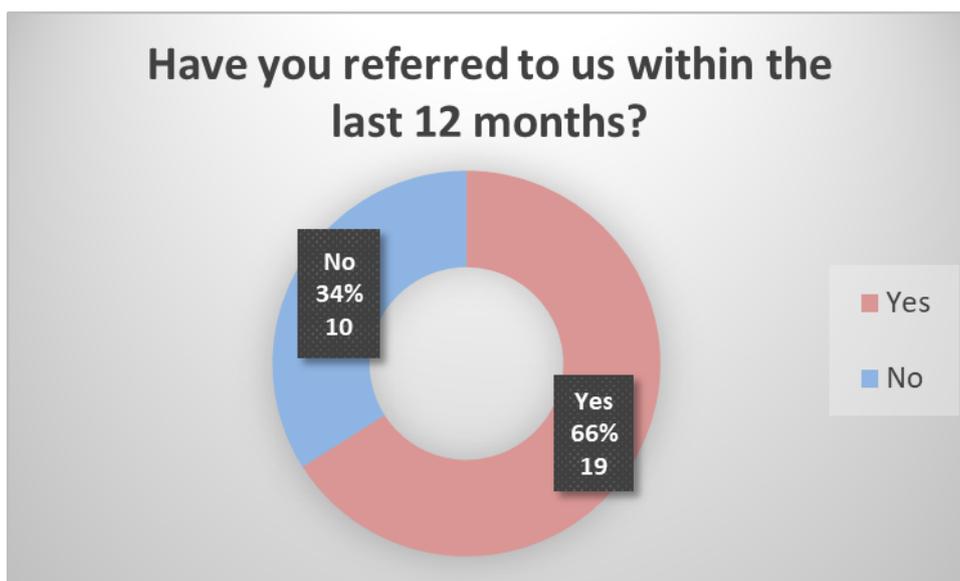
- 14 On a scale of 1-10 how likely are you to recommend RCR services to a colleague? (1 = very unlikely and 10 = very likely)

It is recognised that this single question provides a limited snapshot of satisfaction. The remaining questions broadly represent the customer journey when using RCR services, starting with patient referral, communication, results/reporting 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 sixty-nine organisations worldwide including all seven NHSBT RCI departments, 29 responses were received from 28 separate organisations providing us with a 41% response rate. Just four responses were received from NHSBT despite 10 departments being on the distribution list (two responses were received from RCI Tooting).

Question 1.

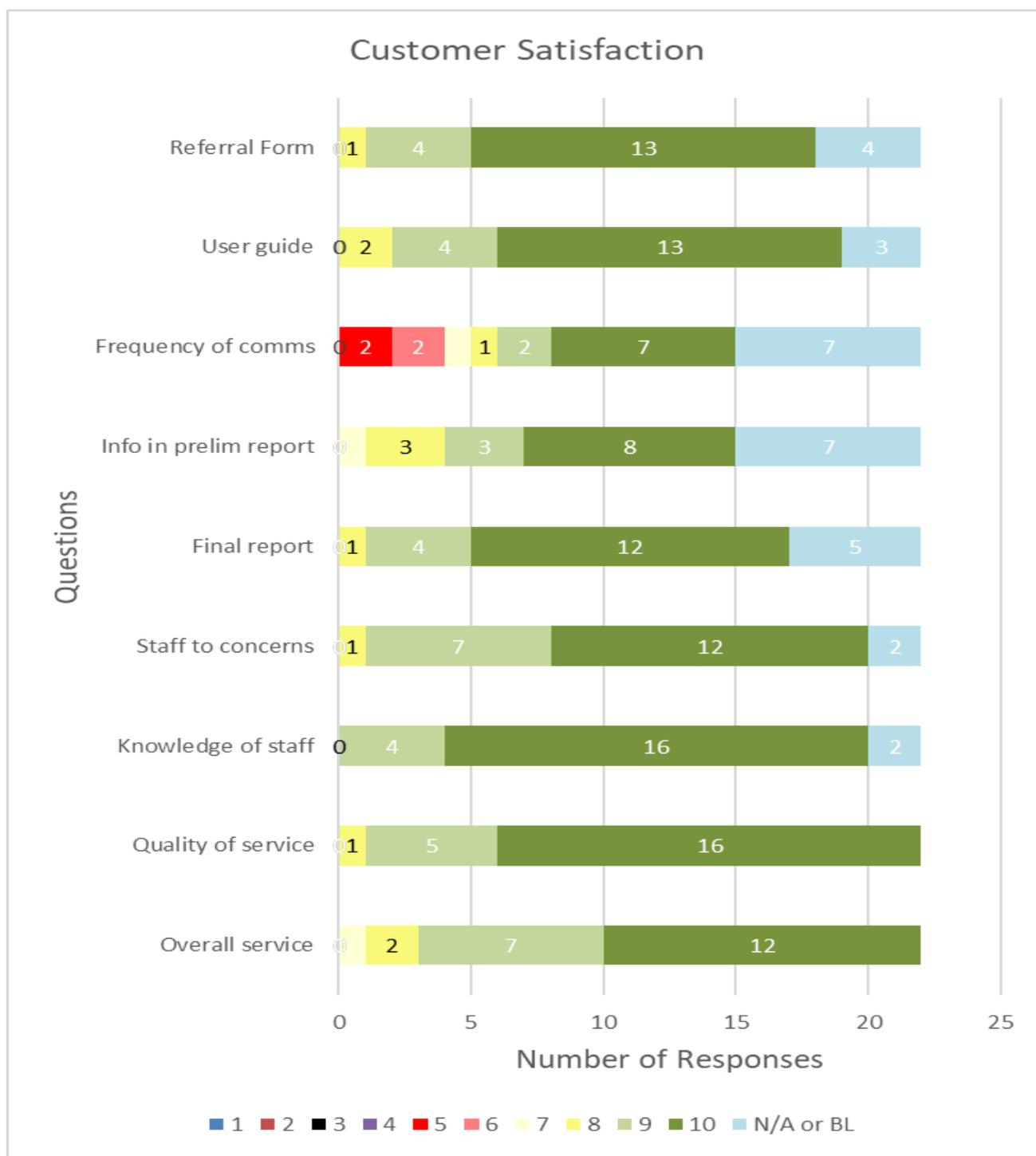


If no please can you put in a few words why not?
We are just implementing a database of rare donors, only in our experience we have detected a p phenotype (c/anti-PP1PK), which we confirmed at Nicole Thornton's Lab in Bristol, UK. We are working on being able to count on the family group that presents the p phenotype.
We needed more time to update our information coming from different centres in Spain.
We have one sample to send, export permit from the Department of Health in South Africa takes time to approve permits. A further sample to be sent, awaiting consent from the patient's doctor.
We only refer samples we cannot resolve ourselves, which amounts to about one sample every 18 months.
No need for the service.
We are not associated with an IRL.
Most of the time we can solve the problem our self. Sometimes we do not have enough sample volume to send, etc.
We referred to IBGRL only those cases we cannot resolved or need confirmation.
We didn't have any questions.

Surprisingly quite a high proportion of responders (34%) haven't used RCRs services within the last year. The reasons given as to why they haven't referred any samples indicate they have simply not needed the service and not that they are unsatisfied with RCRs service or are now sending samples to an alternative organisation.

Those individuals who had not sent samples over the last year were requested to not continue with the survey.

Results received from external and internal (NHSBT) customers were analysed separately. The below results are those provided by the external/international organisations.

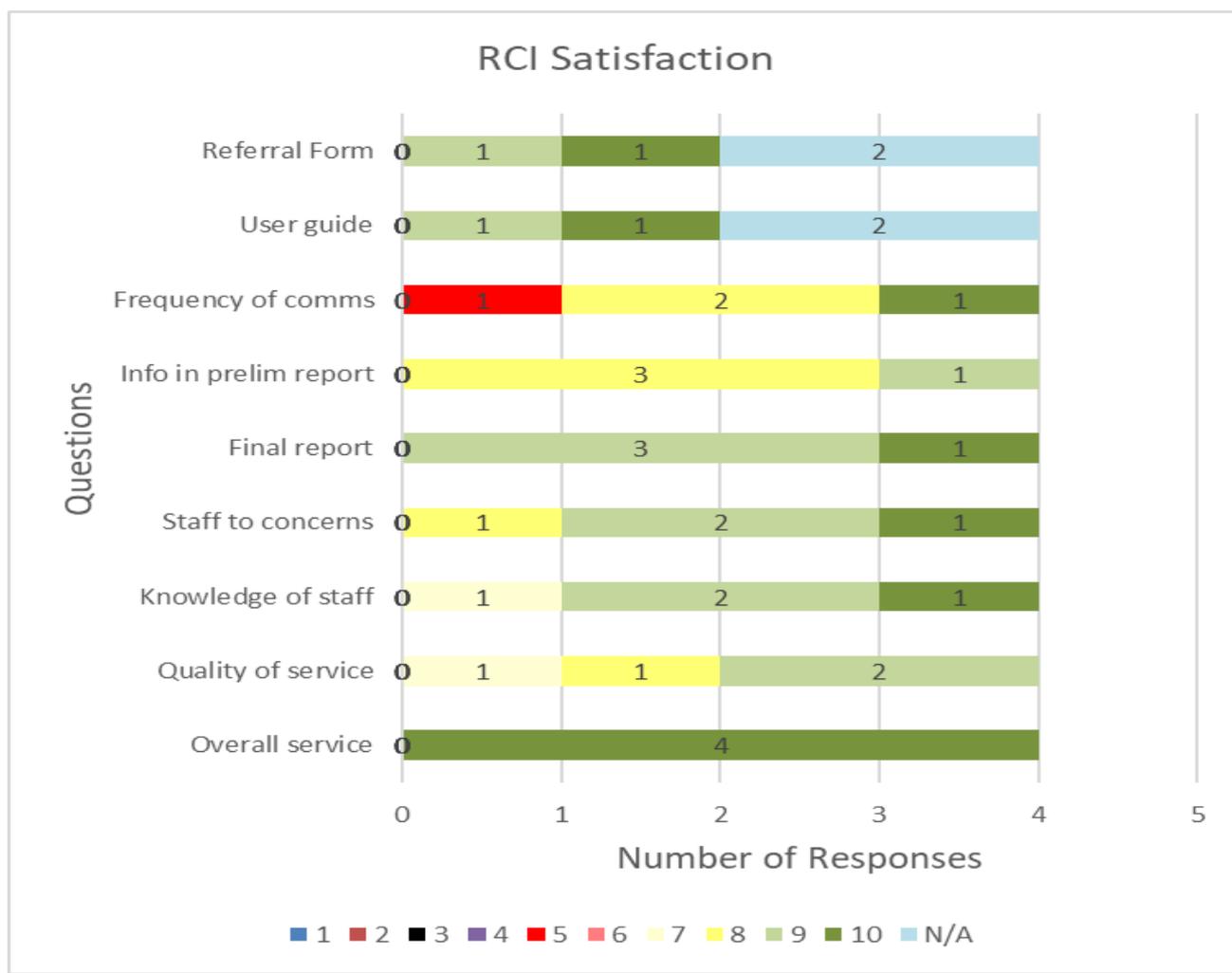


Numbers 1-10 indicate satisfaction scores 1=highly dissatisfied 10 = very satisfied  
 N/A=not applicable or left blank.

In total 22 results were analysed. Using the traffic light colours to indicate satisfaction we can see that the graph is awash with the dark green colour which shows satisfaction scores of 10. This indicates that customers are highly satisfied with many of the services/areas provided by the RCR department. Following that is the light green colour which are scores of 9. Both scores are top box scores and indicate customers are very satisfied with the given areas.

The dark and light-yellow colours indicate scores of 7 and 8 and show the customer is satisfied with the service but there is room for improvement.

Red scores of 5 and 6 highlight customer dissatisfaction. The only area to show dissatisfaction is the frequency of communications. All other aspects have passive scores of 7 and 8 except one area – the level of knowledge and expertise provided by staff which scores very highly by all RCRs customers. The quality of service is also highly rated by the consumer.



Satisfaction amongst RCRs peers (4 responders) does vary slightly to that observed by the external customers, shown by the variation in the proportion of colours seen. More yellow and light green is visible (scores of 7-9) across all areas which indicates that whilst satisfaction is still high amongst RCRs NHSBT colleagues it does appear that they perceive there are areas for improvement. The frequency of communication has again received the lowest score of 5 whilst overall service scored the highest with 10s being given by each responder.

**Suggestions from the Customer:**

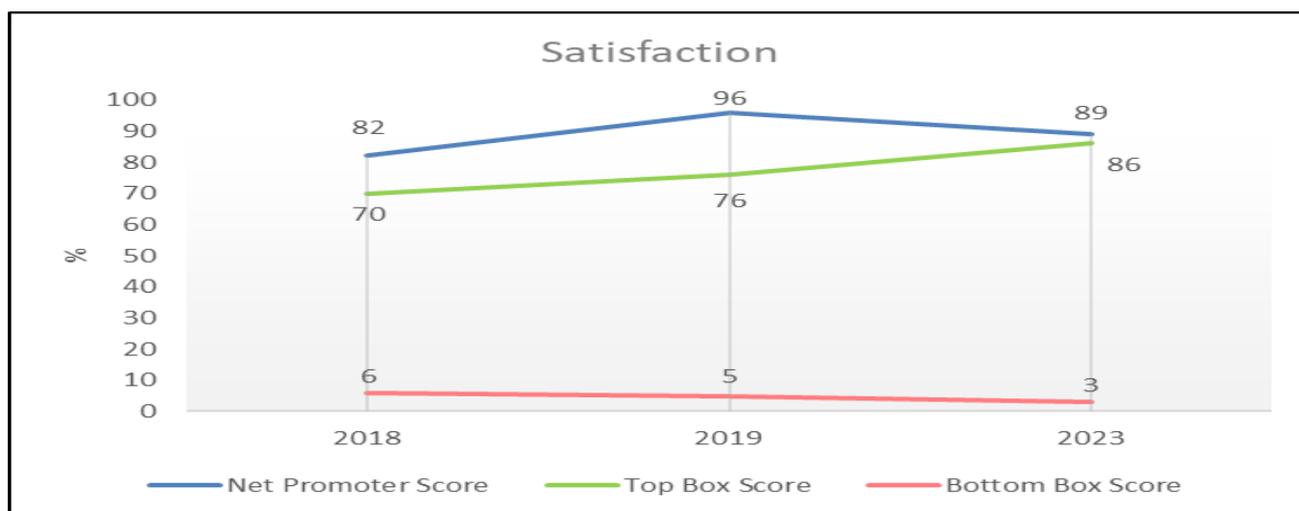
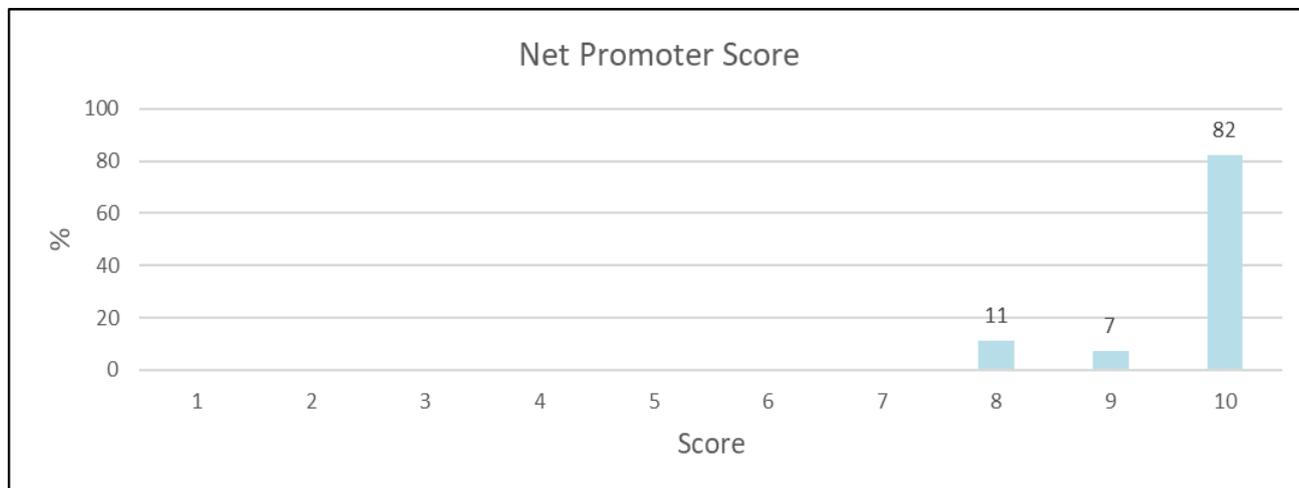
**If there was one thing we could change to improve our service to you what would it be?**

Comments
It can take many weeks before receiving the report. In some cases, the report is sent immediately after an e-mail by which we remind that we're still waiting for it. We understand that the investigation was performed but the report was not sent. This may be critical for us in particular in case of pregnant women.
Email or interim report if case is unresolved after a few months.
Shorter investigation time, sooner updates on results.
Nothing.
Specify a turnaround time and if the sample is going to exceed for example 2 weeks, then a follow up email from IBGRL to notify us of the delay.
None
In cases of rare antibodies to elaborate more on their clinical significance
Probably a quicker preliminary report.
Currently, since we have not requested services, I do not have improvements or opportunities that provide you with information in this regard.
Will be able to better advise once we actually send samples and await feedback. Thank you for the advice that you provide in the meantime.
We are happy with the website.
None
Comments from RCI NHSBT
Please indicate the clinical significance of the rare antibody/antibodies found on the report.
A timeline or update on each case would be helpful especially if the case is 6 months or older. We've had HTL call on their results and we are unable to tell them anything.
Improve Turnaround times.

Out of the fifteen comments made almost 50% relate to test turnaround time or frequency of reports/communications. These are clearly an issue for both internal and external customers. Another comment which is duplicated is the ask to provide the clinical significance of rare antibodies.

**Net Promoter Score Question:**

**On a scale of 1-10 how likely are you to recommend RCR services to a colleague?  
(1 = very unlikely and 10 = very likely)**



The Net Promoter Score was calculated as **89%**. This is an excellent score and shows high loyalty and satisfaction amongst RCRs customers. The score has dropped slightly since 2019 however is still incredibly positive with no detractors.

The Top Box Score was calculated as **86%**. This is the number of 9s and 10s scored in total out of all responses. This has increased by 10% since 2019 indicating an overall increase in customer satisfaction across most areas.

The Bottom Box Score was calculated as **3%**. This is the number of 1-6 scores given out of all responses. This has decreased by 2% from 2019 again indicating improved satisfaction for RCR customers.

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

It has been four years since the last Red Cell Reference survey was distributed and analysed however satisfaction amongst RCRs customers has remained extremely high with exceptional levels of top box scores and a decrease in the number of low satisfaction scores. This is an excellent achievement and staff should be praised for this success.

Nevertheless, there continues to be slight discord between satisfaction realised by RCRs external customers compared to internal customers. To understand this further it may be useful to have a meeting with the internal customers to discuss expectations and timelines to see if these are being managed correctly or if there are any areas which can be improved on.

Additionally, it is important to report back to the customer actions taken from this survey. This not only shows that we listen and act on feed-back, but it could also encourage others to complete future surveys.

### **Areas for improvement to be determined by the RCR department however should include:**

Three key areas were highlighted by both user as sources of discontent, these include the frequency of communications, test turnaround time and advice provided regarding the clinical significance of rare antibodies.

- Reviewing test turnaround times
- The frequency of communications
- The need to provide advice on the clinical significance of rare antibodies.

## **Section 5: The Raw Data**

The distribution list and original responses can be found at: G:\001 National Share\001 Everyone\ IBGRL Surveys 2023\RCR

NPS	1	2	3	4	5	6	7	8	9	10	Total
%	0	0	0	0	0	0	0	11	7	82	100
Number of responses	0	0	0	0	0	0	0	3	2	22	27

### **Acknowledgements:**

I would like to thank Jessica Gill for helping to formulate and conduct this survey.

If you would like further information regarding this survey, please contact:  
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