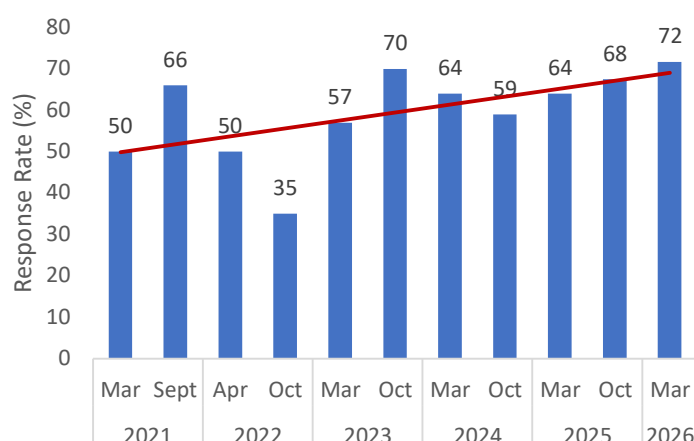


Background

We undertake a bi-annual survey of hospital blood transfusion laboratories that receive direct services from NHSBT. The survey provides an opportunity to gather actionable customer feedback, recognising areas of good performance, and identifying priorities for service improvement. Responses are primarily submitted by Transfusion Laboratory Managers.

The latest survey was conducted between 2nd – 22nd March 2026. Respondents were asked to reflect on NHSBT services over the previous six months, a period that included the reprovisioning of certain RCI services, ongoing Hospital Services adjustments following the partial closure of the Southampton Centre, and pre-amber alerts affecting some blood components.

Response Rate



The survey received responses from 175 hospitals across England, representing a record high response rate of 72%.

This level of participation demonstrates strong customer engagement and ongoing commitment from hospitals to provide feedback on NHSBT services.

The Hospital Customer Service team continues to invest significant effort in supporting survey completion and maintaining consistently high response rates.

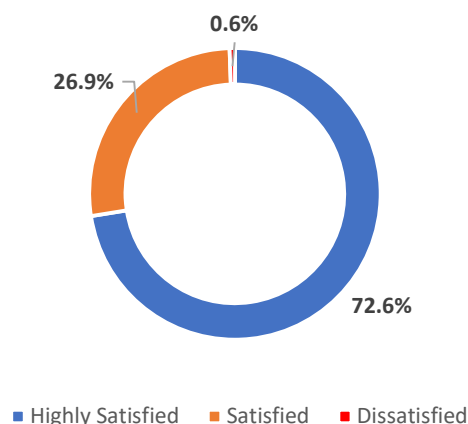
Results Overview

Arrow shows how the score has changed since the previous survey

Results	Autumn 2025		Spring 2026	
	Top Box %	Average	Top Box %	Average
Component Fulfilment				
Range, Specification & Quality	83 →	9.3 ↑	82 ↓	9.3 →
OBOS & Ordering Process	83 ↓	9.4 ↑	81 ↓	9.3 ↓
Component Availability	68 ↓	8.9 ↓	71 ↑	9.0 ↑
Hospital Services	79 ↓	9.3 ↑	78 ↓	9.2 ↓
Delivery Services				
Routine Deliveries	69 →	8.9 ↓	73 ↑	8.9 →
Ad Hoc Deliveries	66 ↑	8.9 ↑	70 ↑	9.0 ↑
Emergency Deliveries	78 ↑	9.3 ↑	76 ↓	9.1 ↓
NHSBT Delivery Drivers	80 ↓	9.3 ↓	81 ↑	9.3 →
Courier Delivery Drivers	52 ↑	8.5 ↑	56 ↑	8.6 ↑
Diagnostic Services				
RCI Referral Process	58 ↓	8.6 ↓	57 ↓	8.5 ↓
RCI Turnaround Time	51 ↓	8.3 →	49 ↓	8.1 ↓
RCI Report Format & Content	59 ↓	8.7 →	58 ↓	8.6 ↓
RCI Overall Service	53 ↓	8.4 ↓	52 ↓	8.4 →
Molecular Diagnostics Service	63 ↑	8.6 ↑	67 ↑	8.8 ↑
H&I Service & Selected Platelet Provision	72 →	9.0 →	73 ↑	9.0 →
Customer Support				
Customer Service Support	83 ↑	9.3 ↑	82 ↓	9.3 →
Blood Stocks Management Scheme	76 ↓	9.2 ↑	77 ↑	9.2 →
Clinical Support Team	79 ↑	9.3 ↑	78 ↓	9.3 →
Overall Satisfaction with NHSBT	75 ↑	9.0 ↑	73 ↓	9.0 →
Easy to do Business with	72 ↑	9.1 ↑	69 ↓	8.9 ↓

Top box score: percentage of customers rating the service 9 or 10, indicating high satisfaction

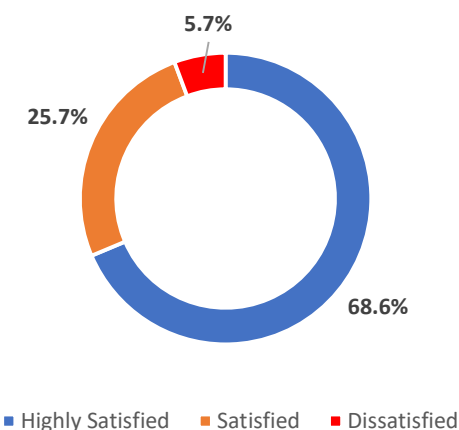
NHSBT Overall Satisfaction



72
Net Promoter
Score

73%
Top Box
Score

Easy to do Business With



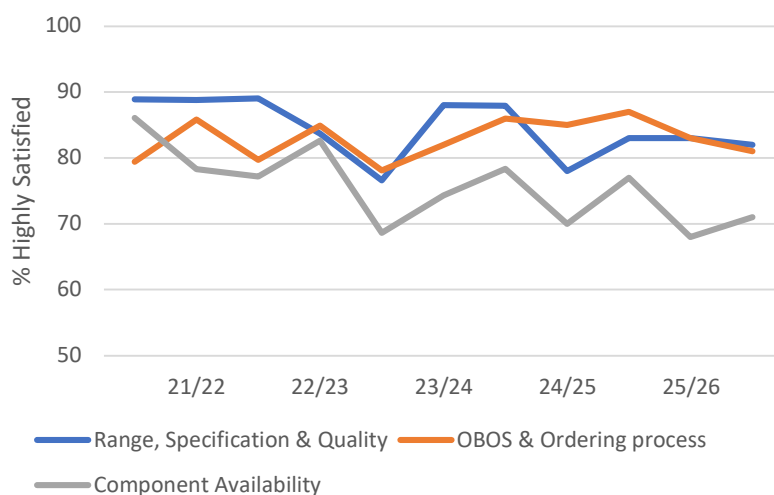
*'We're very
pleased with
the service
provided'*

69%
Top Box
Score

Component Fulfilment

*'Hospital Services are brilliant,
they're always able to help'*

*'The supply of blood
components is reliable and
works well for our lab'*



Satisfaction with component availability has declined, reflecting the impact of pre-amber stock alerts and specific component supply constraints. Long-term trends continue to show consistently high satisfaction with the Online Blood Ordering System (OBOS). Overall, 98% of customers were satisfied or highly satisfied with the service provided by Hospital Services, highlighting continued confidence in the service.

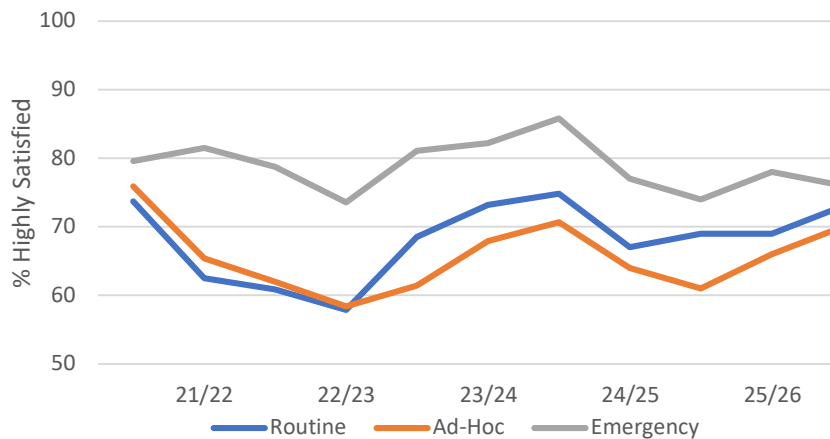


Overall satisfaction with component fulfilment remains high. Hospital Services teams received frequent praise for being helpful, proactive and responsive, with customers valuing support for complex requests and short-notice orders. Communication is viewed as effective, including the agreement of substitutions where required.



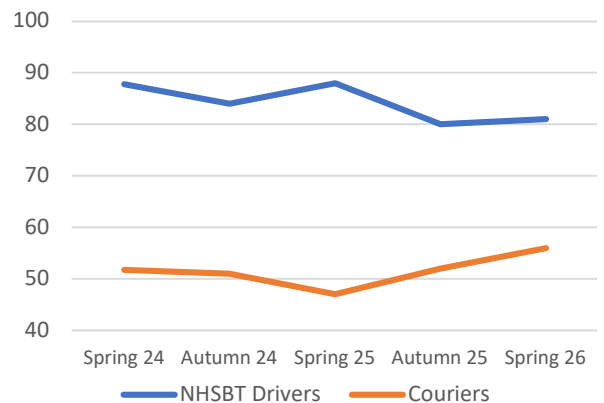
Feedback highlights on-going opportunities to improve component availability, particularly for Ro and K negative units. Customers also indicated a need to improve platelet shelf-life, which could help to reduce hospital wastage. While satisfaction with the ordering process remains high, some customers indicated scope for further refinement in the area.

Component Delivery



There is a long-term upward trend with the routine delivery service potentially linked to delivery schedule optimisation and resulting improvements in ordering and arrival times. Recent satisfaction with the ad-hoc delivery service has also increased, possibly reflecting improved performance of courier services.

Customers report consistently high satisfaction with the emergency delivery service. Deliveries undertaken by NHSBT drivers are particularly well-regarded, with positive feedback highlighting their reliability and service quality.



Overall delivery services are viewed positively, with strong satisfaction scores reported. Feedback indicates deliveries are generally reliable, with customers valuing the friendly, professional and helpful service consistently provided by drivers.

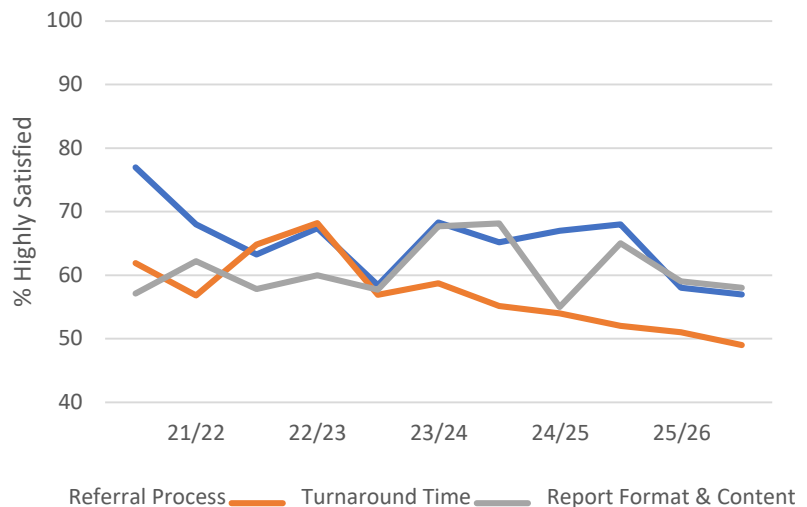
Service users would like to see improved adherence to delivery instructions, and collection and return of samples and empty boxes remains an on-going concern. There are also indications of inconsistent courier services, and further refinement of delivery schedules may help improve satisfaction further.

Diagnostic Services

Red Cell Immunohaematology (RCI)

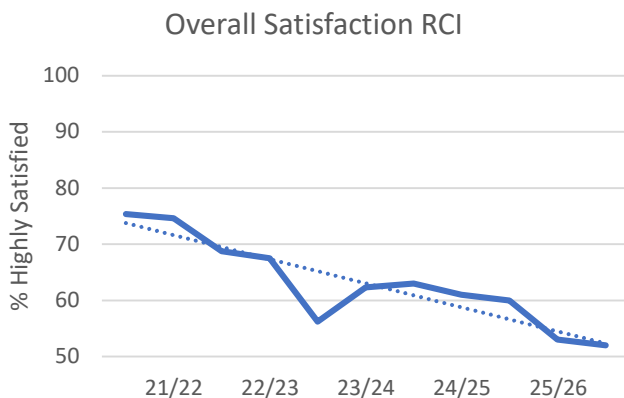
Long-term trends indicate satisfaction with the report format and content has remained stable. However, satisfaction with turnaround times and the referral process has declined, although levels of satisfaction vary between RCI sites. This may reflect RCI staffing pressures, increased demand for urgent referrals, and the reprovisioning of some routine work.

The proportion of customers reporting high overall satisfaction with services provided by RCI has declined in recent years.



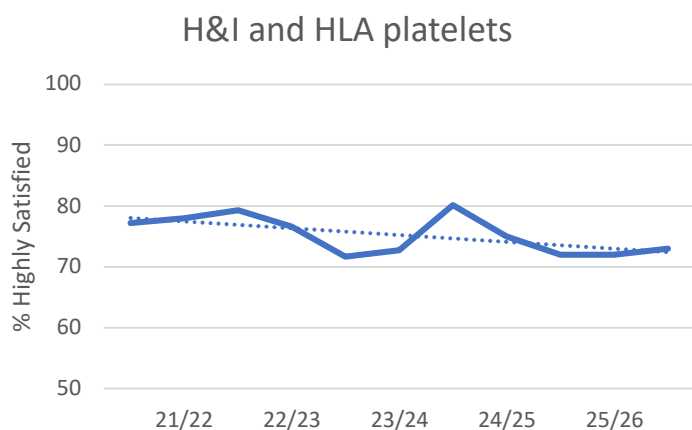
RCI staff are recognised by customers for being helpful, knowledgeable and supportive. Service quality is generally viewed positively, with hospitals valuing request fulfilment and flexibility in service provision.

Customers would like to see reduced turnaround times, and greater consistency and timeliness of communication. Enhancing service capacity to better meet demand, particularly out of hours, could further improve satisfaction. Hospitals are keen to see electronic requesting / reporting introduced.

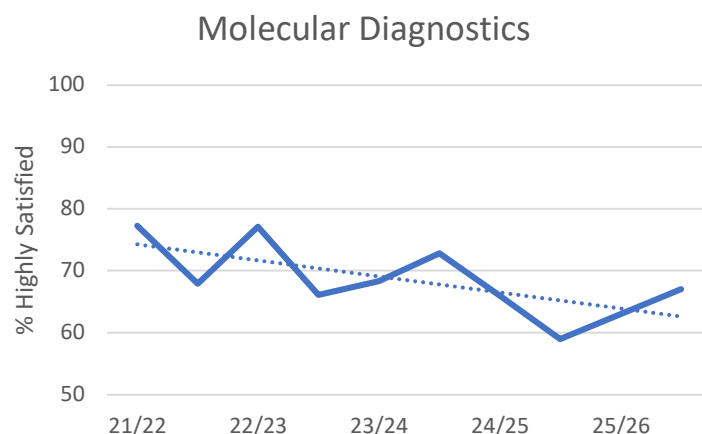
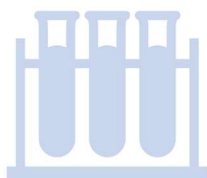


Diagnostic Services

Histocompatibility & Immunogenetics (H&I) / Molecular Diagnostics



Overall feedback on H&I services is positive, with customers highlighting good communication, helpful and professional staff, clear information, and reliable, timely delivery of specialist products.



Feedback on Molecular Diagnostics is generally favourable, with good service quality, helpful communication and appreciation for the fetal *RHD* screening service.



Customer Support

Customer Services

Average Score:
9.3 out of 10



Highly Satisfied: **82%**

Blood Stocks Management Team

Average Score:
9.2 out of 10



Highly Satisfied: **77%**

Clinical Support

Average Score:
9.3 out of 10



Highly Satisfied: **78%**

The Hospital Customer Service team will continue to work in close partnership with hospitals to drive sustained improvement in NHSBT service experience. Survey findings will be shared across NHSBT and with hospital customers to highlight areas of strong performance and best practice, while also identifying key opportunities for continuous improvement in service delivery.