

Voice of the Customer

Customer Satisfaction Survey - Quarter 4 2014/15



Blood and Transplant

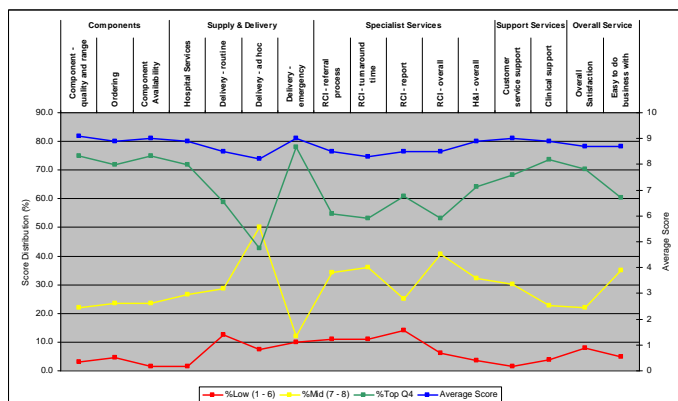
The Customer Satisfaction Survey

Every quarter we ask a selection of hospital customers to complete a short satisfaction survey. The survey measures the level of satisfaction using a score of 1-10 (10 = totally satisfied). The percentage of high scores, or 'top box' (9 and 10) are reported to the NHSBT Executive and Board and we consider every low score and the reasons for them.

We issue the survey to the NHS and private hospitals we serve. Half of the hospitals are surveyed each quarter with all hospitals being surveyed twice a year. Your feedback makes a real difference and helps us ensure our services best meet your needs.

The questions represent the customer journey with NHSBT, starting with component selection, through fulfilment, delivery, diagnostic services and support. These stages provide us with an insight to your whole experience and present a perspective on how easy, or not, we are to do business with.

Overall Satisfaction with NHSBT Customer Journey



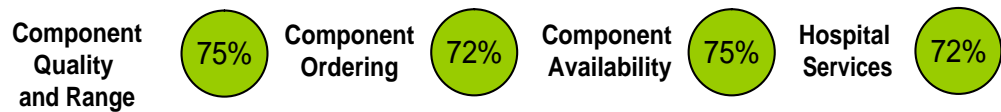
The Story of 2014/15

You've told us that we do well in meeting your requests for components, but less well in offering deliveries that meet your needs. You want us to continue to take steps to improve our RCI service and you value the service RCI provide. Overall you think NHSBT provide a good service.

Hospital Services, Testing and Manufacturing

Our range of components is well regarded but lack of availability of specialist components can cause problems for hospitals and their patients. Hospital Services staff are often praised for their professionalism and customer care. OBOS is highly regarded but the changes made during the introduction of TMS caused dissatisfaction with customers.

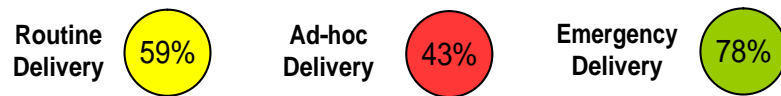
So what are we doing to make our services better.....
 Improvements include 1) changes to OBOS & TMS have been made 2) haemoglobinopathy patients will be better provided for with an initiative that has won national recognition by the Institute for Continuous Improvement in Public Services 3) top customer and patient issues form the basis of our strategic planning for 2015/16.



Transport

NHSBT drivers are highly regarded and a welcome sight when making deliveries. Some hospitals are telling us that routine deliveries no longer match the times and days needed. Ad-hocs are seen as expensive by some and good value by others. Many customers rely on Ad-Hoc deliveries to support patients with complex needs and to minimise waste of high cost products. NHSBT Emergency deliveries are very well regarded.

So what are we doing to make our services better.....
 A comprehensive Voice of the Customer Report has been presented to Logistics Senior Management Team highlighting the areas most in need of improvement and those that are well regarded. This report will help us focus on improvement.



Diagnostic Services

Our H&I service for HLA/HPA platelets and the responsiveness of the team is well thought of. RCI are working hard to provide a serological service that meets hospital need and recognise that hospitals are increasingly asking for extended hours of service, quicker turn round of results and clearer reporting. Sp-ICE is a successful service.

So what are we doing to make our services better.....
 Improvements include 1) ordering of HLA/HPA matched components on OBOS to be made available 2) improved RCI turnaround times, especially in Tooting 3) clearer comments on reports.

