

CUSTOMER
SERVICE

VOICE OF THE CUSTOMER
HISTOCOMPATIBILITY & IMMUNOGENETICS
CUSTOMER SURVEY 2016

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Executive Summary

This report presents the results of a survey conducted between 25 April and 31 May 2016 with Histocompatibility & Immunogenetics (H&I), hematopoietic stem cell transplant customers.

This is a bespoke survey for key H&I customers whose feedback is not captured through the quarterly NHSBT customer satisfaction survey.

The results of the survey show unanimous support for the service. All customers were positive about the services, agreeing either strongly or slightly with each statement presented in the survey and 100% would recommend the service to colleagues.

100% of customers are satisfied that, the H&I laboratory service meet the required turnaround time;

100% of customers agree that the H&I laboratory service readily provides professional advice when required;

100% of customers are satisfied with the provision of donor selection advice;

100% of customers would recommend the laboratory services to a colleague.

Survey Methodology

The survey was issued in April 2016 to 36 customers in 22 hospitals of which 13 are hematopoietic stem cell transplant units. The remaining hospitals are referral hospitals to these Transplant units. The recipients consisted of transplant coordinators and doctors. The survey population represented users of H&I's stem cell service.

Customers were asked to rate statements representing key aspects of the service on a scale of 'agree strongly', 'agree slightly', 'neither agree or disagree', 'disagree slightly' and 'disagree strongly', with a 'not applicable' option. Customers were asked to state the nature of the services they used from a prepopulated choice:

- Donor selection
- Related stem cell services
- Unrelated stem cell services
- Engraftment monitoring - chimerism
- Transfusion support
- Other

The survey sought a measure of customer loyalty by presenting a variation on the standard Net Promoter Score question asking if customers would recommend the services to colleagues, with a yes/no response rather than scaling.

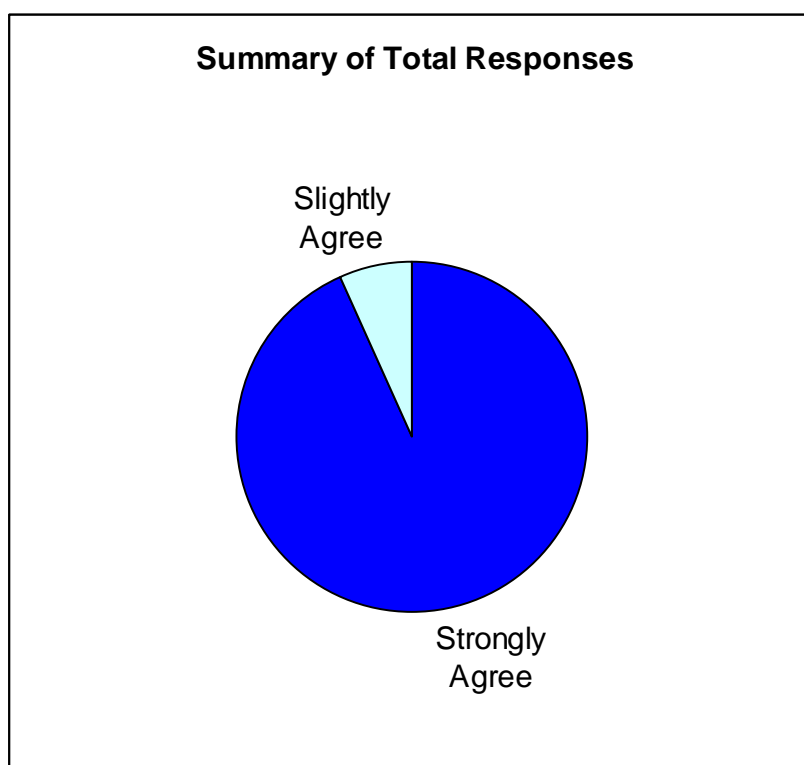
Respondents were given the opportunity to provide free text comment to support qualitative assessment of the results and to capture any areas for development or improvement.

Survey Results

From the 36 surveys issued, 10 responses were received representing the views of 8 hospitals. A return rate of 28% was achieved in relation to individuals' surveyed and 36% for hospitals. 62% of Transplant units responded and none of the referral units responded.

	Statement
Q1	I can trust the laboratory to provide results/reports when I need them
Q2	I am satisfied with the quality of professional advice that I receive from the laboratory
Q3	Professional advice is readily available from the service when needed
Q4	I am confident that urgent results will be promptly communicated to me or my cover
Q5	I am satisfied with the provision of donor selection advice
Q6	I am satisfied that required turnaround times for the service provision are met

Service type	No. responses	No. hospitals	% Strongly Agree					
			Q1	Q2	Q3	Q4	Q5	Q6
Overall	10	8						
Donor selection services	7	5	100	100	100	86	100	100
Related stem cell services	4	2	100	100	100	75	100	100
Unrelated stem cell services	5	3	100	100	100	80	100	100
Engraftment monitoring - chimerism	3	3	67	100	100	67	100	100
Transfusion support	5	3	100	100	80	80	100	100



Replies covered a range of customers across England though some areas were not reflected in the returns.

NHSBT Centre	Transplant Unit	Referral Unit
Birmingham	0/3	0/8
Colindale	0/0	0/1
Filton	1/2	0/0
Newcastle	2/2	0/0
Sheffield	3/5	0/0
Tooting	2/2	0/0

Customer Loyalty

100% of respondents answered positively to the question:

‘Would you recommend this laboratory service to a colleague?’

Qualitative Responses

NHSBT Centre	How might the service be improved?	Comments about the whole H&I laboratory service
Newcastle	We have been discussing the possibility of tissue typing results being sent to us by secure email, which we think would improve the time taken to get important information to us, especially concerning typing results for unrelated stem cell donors. It is hard to think of any other way that the service could be improved: the H&I team members are friendly and approachable and we have regular contact with them by telephone, email and face to face meetings. Information that is needed for clinical decision-making is always received in a timely fashion. We always feel free to contact the team to seek advice or clarification when required.	We have enjoyed a long and harmonious working relationship with the H&I laboratory service at NHSBT Newcastle and look forward to continuing this into the future.
Newcastle	Difficult - service is already excellent. Easier access to written copies of urgent reports would be helpful - but this is largely a NHS IT issue. Occasionally we could do with faster turnaround times for high resolution typing. We have a very good service and receive great support in a very timely manner from our colleagues in transfusion.	It is excellent. Brilliant service
Filton		Very happy with the service always helpful.
Sheffield	Keeping us up to date with requests for donor samples so we know where in the process we are.	The team works hard to give us an excellent service
Tooting	We have an excellent working relationship. The team actually come for our meetings which is very helpful	Well run service, reliable.
Sheffield		Always extremely helpful with any requests.

Improvement Action Plan

Improvement Action Plan				
Aspect	Action	Who	NHSBT Centre	When
Results	Consider option of issuing tissue typing results by secure email (Newcastle)	H&I	Newcastle	In progress
Results	Consider providing easier access to written copies of urgent reports that fits with IT limitations in hospitals (Newcastle?)	H&I	Newcastle	In progress
Donor selection	Consider ability to keep customer alerted to progress of donor samples (Sheffield)	H&I	Sheffield	TBC
Satisfaction survey	Determine audience, timing and process for next customer satisfaction survey	H&I, Customer Service	N/A	Q1 2017/18
Satisfaction survey	Ensure lessons learnt are incorporated into future surveys	H&I, Customer Service	N/A	Q1 2017/18