



Customer Satisfaction Survey Results 2008


The Australian Red Cross Blood Service (ARCBS) is committed to improving the service we deliver. To assist us in understanding where we should focus our efforts, each year we ask our customers to share their thoughts on the service we provide.

The results and feedback from our most recent Customer Satisfaction Survey have enabled us to understand your priorities for our service, which in turn contributes to the direction and priority of our service improvement activities.

You told us...

	The areas are of greatest importance are:
<ul style="list-style-type: none">▪ Safety of blood components and plasma-derived products▪ Overall quality of blood components and plasma derived products▪ Ability to meet order requirements▪ Service delivery▪ Accuracy of orders	

	The areas of greatest satisfaction are:
<ul style="list-style-type: none">▪ Overall quality of blood components and plasma-derived products▪ Safety of blood components and plasma-derived products▪ Quality of ARCBS clinical advice	

	The areas of least satisfaction are:
<ul style="list-style-type: none">▪ Customer involvement in ARCBS decision making▪ Time taken from placing emergency orders to delivery▪ Time taken from placing routine order to delivery	

Your feedback has confirmed that we are focusing our improvement efforts on areas that matter most to you. Through our program to 'Reengineer Our Supply and Service' (RoSS) we are working on a suite of initiatives that will enable the Blood Service to deliver service excellence through customer engagement, empowered staff and innovative business processes. You will receive more information about RoSS initiatives as they progress.

The feedback outlined above has also been analysed at a state level and the detailed data is available from your local [ARCBS Transfusion Medicine Services Team](#).

Thank you to the health professionals that participated in the ARCBS Customer Satisfaction Survey in 2008. The 2009 ARCBS Customer Satisfaction Survey will be released in the next couple of months. Please continue to tell us how we can improve.