

## Customer Satisfaction Survey 2009




### Australian Capital Territory





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Thank you for your participation our 2009 Customer Satisfaction Survey.





The Australian Red Cross Blood Service is committed to improving the service we deliver and our annual customer satisfaction survey provides you with the opportunity to tell us what is important to you and in doing so influence the service we provide.

#### In this year's survey Australian Capital Territory [ACT] customers told us:

	Survey response rate for 2009:
	Nationally 38%
	ACT 100%

	The areas are of greatest importance are:
	Ability of the Blood Service to meet your requirements for blood products
	Overall quality of our blood and blood components
	Labelling of our blood and blood components

	The areas of greatest satisfaction are:
	Ability of the Blood Service to meet your requirements for blood products
	Overall quality of our blood and blood components
	Labelling of our blood and blood components

	The areas of least satisfaction are:
	Overall service provided by the Blood Service's Transfusion Medicine Services team
	Quality of the Blood Service's clinical advice
	Overall service provided by the Blood Service

We have also presented the results in the form of an 'action matrix' which compares the reported levels of satisfaction and importance, at the end of this document.

Nationally, the Blood Service is focused on delivering continuous improvements to our customer service, as supported by our program 'Re-engineering our Supply and Service' (RoSS). Some of these improvement initiatives have already been described in the national survey report.

In addition, a review of ACT survey results and comments has identified three main areas of concern where specific activities will be progressed locally:

**1. *Inventory and Distribution***

- ➔ We will share with you our commitment to customer service as outlined by the Blood Service 'Customer Service Charter' and described in greater detail by your specific 'Product and Services Offer'.
- ➔ We will work with you to develop a shared understanding of expectations in respect of delivery times.
- ➔ We will work with you to ensure that the services provided our subcontractors, such as deliveries by taxis and courier companies, are clearly understood.

**2. *Blood Service External Resources***

- ➔ We will improve your awareness of Blood Service educational resources for example the Transfusion Medicine Services website [www.transfusion.com.au](http://www.transfusion.com.au) and *iTransfuse* information sheets.
- ➔ We will encourage use of the Blood Service's ERIC database (Electronic Returns Information Capture) for monitoring your rates of blood product expiry and losses.

**3. *Red Cell Reference Laboratory***

- ➔ We will develop strategies to improve the level of service provided by the Red Cell Reference Laboratory.
- ➔ We will work with you to develop a shared understanding of the range of services available and turnaround times for specimens referred for investigation.
- ➔ We will improve communication between you and the Red Cell Reference Laboratory.

## **Action matrix**

The Customer Survey Action Matrix illustrates the overall level of satisfaction with the service provided by the ARCBS by comparing the 'satisfaction score' against the 'importance score' for the various service aspects covered in the customer satisfaction survey.

By plotting Service and Satisfaction on a chart the overall level of satisfaction for each aspect of the ARCBS' service can be shown.



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## Four Quadrants of the Matrix

### 1. **Priorities for Improvement**

Service elements here have low satisfaction levels, but are seen as the aspects of our service which are the most important to you. These are the areas of our service provision that require *immediate* attention.

### 2. **Opportunities**

These elements have low levels of satisfaction, and are not perhaps so important to you. Improvements on these areas are *not our priority* at the moment.

### 3. **Strengths**

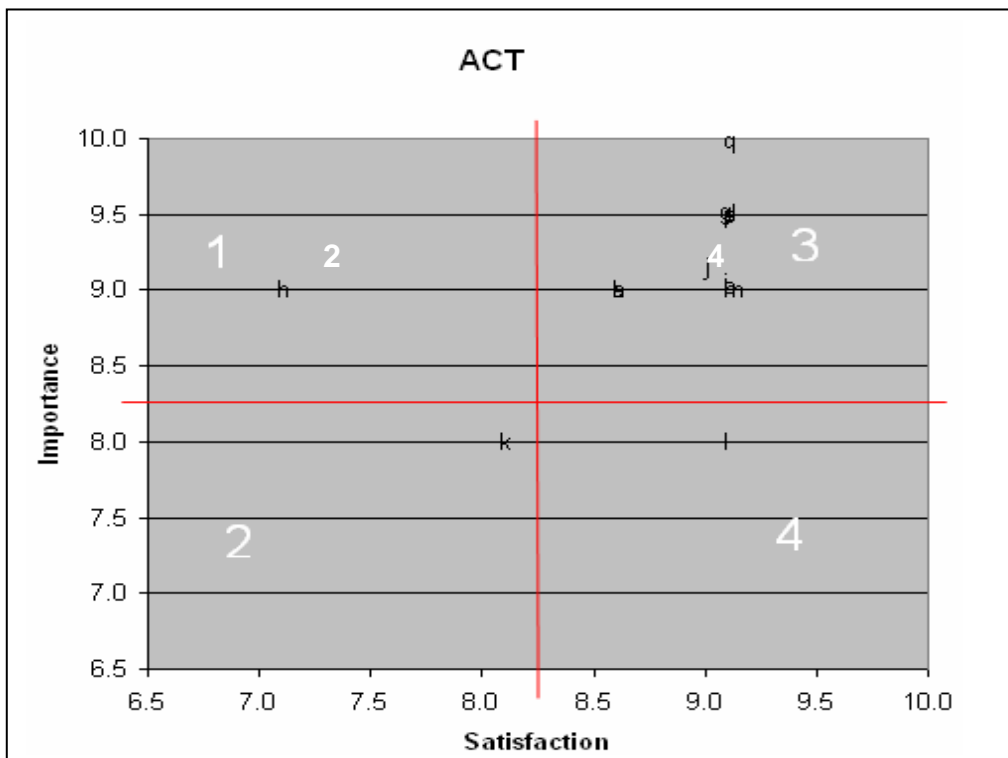
These are areas of our service that appear to be important to you as well as showing a high level of satisfaction. Consequently this is an area for us to maintain our level of service but *not a focus area for improvement*.

### 4. **No improvement required**

Our services in this quadrant whilst showing high levels of satisfaction are not seen as important to you. Therefore no improvement is required for these areas, and we may therefore take *the opportunity to reallocate resources* and support other improvement activities with a higher priority.

When looking for areas on which to focus improvement activities the ARCBS will primarily consider those services appearing in Quadrant 1.

The matrix and legend follow:



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2009**



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### Legend

Chart Point	Service Aspect	Chart Point	Service Aspect
a	Overall service provided by the ARCBS Transfusion Medicine Services team	j	Accuracy of your delivered orders
b	Quality of the ARCBS scientific/technical advice	k	Satisfaction with time taken from placing emergency order to delivery
c	Quality of the ARCBS clinical advice	l	Time taken from placing routine order and delivery
d	Overall quality of our blood and blood components	m	Suitability of the time of day that your routine orders are delivered
e	Labelling of our blood and blood components	n	The overall service provided by ARCBS contracted couriers
f	Packaging of our blood and blood components	o	ARCBS Drivers
g	Safety of our blood components	p	Your involvement in ARCBS decision making when it impacts on you
h	The service provided by the Red Cell Reference / Immunohaematology Department	q	Ability of ARCBS to meet your requirements for blood and blood components
i	Overall service provided by our Inventory and Distribution Department	r	Overall service provided by ARCBS
	Areas of greatest satisfaction		Areas of least satisfaction