



Australian Red Cross




BLOOD SERVICE





Customer Satisfaction Survey 2009





Victoria





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 Victorian customers told us:

	Survey response rate for 2009:
	National 38%
	Victoria 52%

	The areas are of greatest importance are:
	Safety of our blood products
	The service provided by red cell reference / immunohaematology
	Ability of the Blood Service to meet your requirements for blood products

	The areas of greatest satisfaction are:
	Safety of our blood and blood components
	Overall quality of our blood and blood components
	Labelling of our blood and blood components

	The areas of least satisfaction are:
	Couriers
	Time taken from placing an emergency order to when it is delivered
	Involvement in Blood Service's decision making where this impacts on you or your organisation

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.

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Improvement Initiatives

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, available at www.transfusion.com.au.

The following points detail some local service improvement initiatives which have been introduced since the completion of the survey or are planned for 2010.

1. Improvement to courier services and delivery times:

For metropolitan services:

- ➔ We will continue to monitor and review pick up and delivery data from contractors and track percentage of consignments delivered on time.
- ➔ We will monitor delivery data (delivery times, number and type of deliveries/day) to determine whether the delivery schedule is appropriate.
- ➔ We will explore whether an email delivery schedule notification with on-line GPS tracking is feasible for some urgent and life threatening deliveries.

For regional services:

- ➔ We will soon finalise negotiations with a major road freight company to allow a change over to road / air deliveries to regional Victoria to replace *some* existing rail services.
- ➔ We will work collaboratively with regional customers who will be affected by the changes and provide communications to detail the available routine services to their area, including road and rail options, departure times, arrival times and estimated latest order time to meet the relevant service.
- ➔ We have commenced offering the use of data logger reader interfaces and free reader software to customers on certain transport routes, to enable immediate downloading and e-mail of data from flashing data loggers to the Blood Service. This process significantly reduces the turn around time for actioning any out-of-specification loggers.

2. Component Availability and Quality

- ➔ We have increased the number of donors having full phenotype analysis, including greater numbers of group A donors, to relieve pressure on O negative red cell inventory. This is a long term strategy designed to gradually increase the pool and ABO variety of phenotyped donors in our panel.
- ➔ We have set aside a small number of apheresis platelets each day to hold specifically for splitting into paediatric units. These units will be rotated daily basis to ensure freshest available will be split on demand, with an approximate two hour turnaround time from receipt of order if not already in stock.
- ➔ We have increased collection centres opening on Sundays commencing November 2009 to allow a gradual increase in collections and hence platelet production earlier in the week. The aim of this strategy is to have an increase in fresher platelets available from Monday afternoon.
- ➔ We amended the red cell manufacturing process in October 2009 to reduce the incidence of haemolysis in red cell side arm segments and packs.

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Action Matrix

The Customer Survey Action Matrix illustrates the overall level of satisfaction with the service provided by the Blood Service 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 our service can be shown.

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

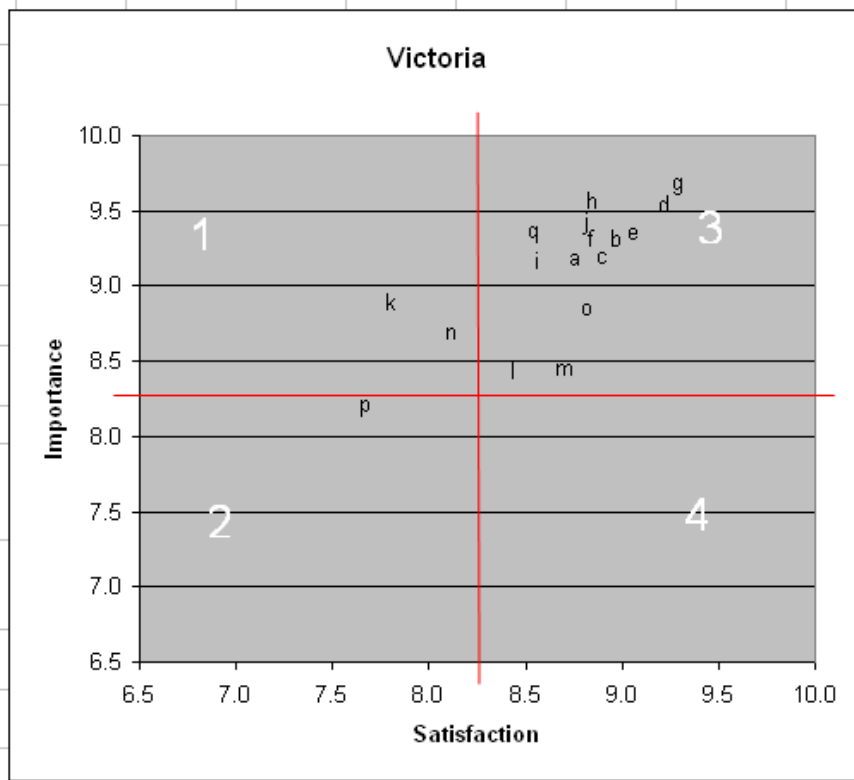
When looking for areas on which to focus improvement activities the Blood Service will primarily consider those services appearing in Quadrant 1.

The matrix and legend follow:

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Legend

Chart Point	Service Aspect	Chart Point	Service Aspect
	Areas of greatest satisfaction		Areas of least satisfaction
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 impact on you
h	The service provided by the red cell reference / immunohaematology	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