



Australian Red Cross




BLOOD SERVICE





Customer Satisfaction Survey 2009





Western Australia





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 Western Australian customers told us:

	Survey response rate for 2009:
	National 38%
	Western Australia 34%

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

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

	The areas of least satisfaction are:
	Overall quality of the Blood Service's scientific/technical advice
	Couriers
	Involvement in the Blood Service's decision making when it impacts on you

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.

**YEAR
OF THE
BLOOD
DONOR
2009**



Australian Red Cross

BLOOD SERVICE

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, found at www.transfusion.com.au.

In addition, a review of WA and NT survey results and comments has identified two areas of concern where additional, specific activities can be progressed locally:

Issues with couriers and delivery times

- We will develop collaborative strategies to compensate for limited transport options. These strategies may include increasing stock holdings, more frequent deliveries, changing couriers/delivery times where this is possible.

Platelet supply issues

- Sunday donor sessions have been introduced to offset the impact of universal bacterial screening of platelets.
- We will continue to review platelet supply issues in conjunction with hospitals.
- Special platelet selection for confirmed refractory patients is available during normal business hours, with on-call Haematologist support out of hours.

**YEAR
OF THE
BLOOD
DONOR
2009**

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

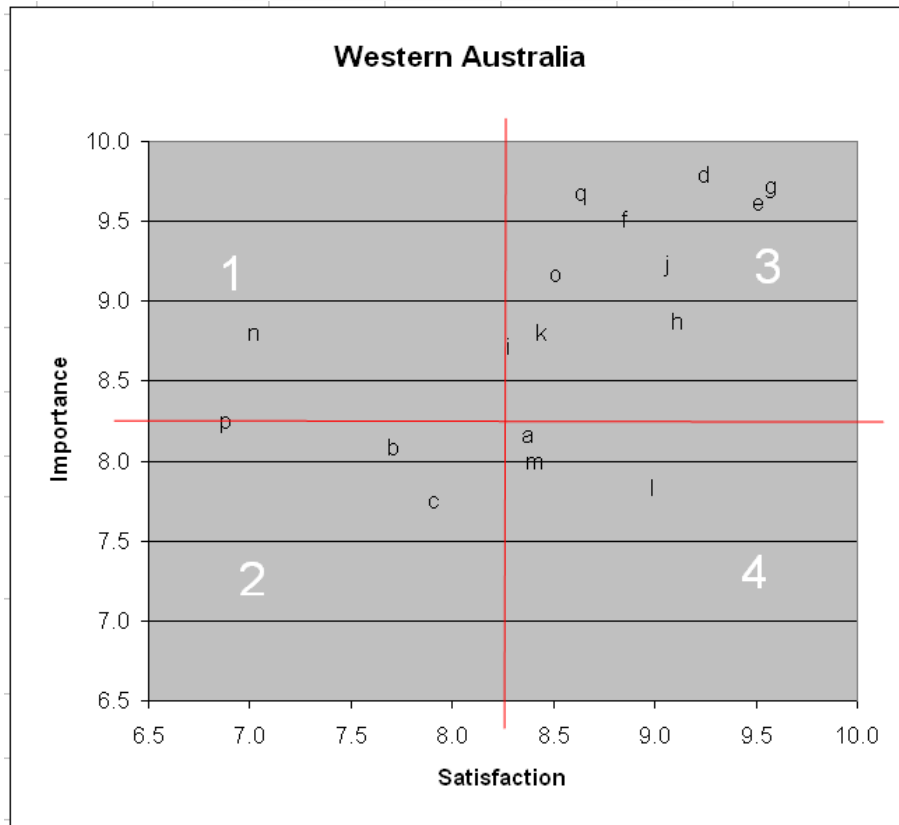
When looking for areas on which to focus improvement activities the Blood Service will primarily consider those services appearing in Quadrant 1.

The matrix and legend follow:



Australian Red Cross

BLOOD SERVICE



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 impact 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	

**YEAR
OF THE
BLOOD
DONOR
2009**