

Case Study



Public Sector

ViewsCast is helping customer satisfaction remain at the heart of the National Blood Service



out the letters and questionnaires and sent them out. I then had to collate and analyse the results as they came in,” explains Ian Hamerton, National Contact Centre Manager of the National Blood Service.

“The results of these written surveys were very useful, but I was only able to sample about 50 a month. As we receive between 60-70,000 callers per month, this could not be seen as very representative. I wanted to find an additional way of surveying a much larger sample at relatively low cost,” added Ian.

“The NBS National Contact Centre is outsourced to call centre operator MM Group. When they asked if NBS would like to take part in a trial of ViewsCast’s real-time Customer Satisfaction Measurement solution, I jumped at the chance.”

The Solution

Once a caller has finished speaking with an adviser, they are offered the opportunity to take part in an automated customer satisfaction survey. If they agree, the caller is transferred across to the ViewsCast system. The phone survey is completed by answering questions using the telephone keypad. Respondents also have the opportunity to leave voice comments. The ability to access survey responses immediately via the Internet made ViewsCast especially appealing to NBS.

The Project

ViewsCast worked with NBS and MM Group to develop the survey script. Once agreed, the script was recorded, tested and uploaded to ViewsCast servers.

To ensure that a cross-sample of callers are surveyed, MM Group’s computer system randomly selects the callers who will be offered a survey. NBS wants a sizeable sample of around 200 surveys per week. To achieve this, the agents need to offer surveys to approximately 500 callers.

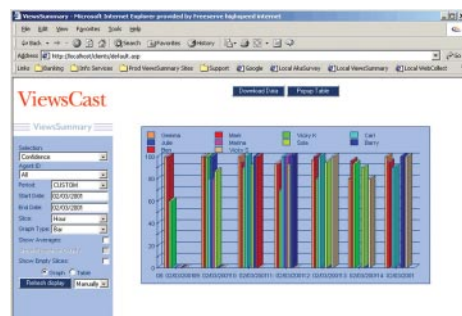
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The Challenge

Without donations from its customers – the general public – the National Blood Service (NBS) would be unable to supply blood to nearly 500 hospitals throughout England and Wales. Being able to understand how satisfied the public are with the service they provide is of vital importance.

Every week, NBS posted a paper-based questionnaire to over fifty donors who had called their call centre in the previous week. This survey covered all aspects of the telephone call: from the convenience of the time of the call, and whether the agent understood fully their query, to whether they were empathetic with the caller.

“Prior to ViewsCast, the research process was 100% manual. I ran the mail-merge, printed



ViewsCast survey results are available instantly on the web.

“I was absolutely knocked out by the precision of the results.”

“We started using ViewsCast in January 2002 and I was absolutely knocked out by the precision of the results,” says Ian. “The figures and comments were confirming what I’d heard from other sources. I had no worries about the integrity of the data.”

ViewsCast is now able to provide NBS with a unique and immediate insight into what the public think of the service they are offering.

The Result

ViewsCast findings are being communicated to MM Group’s call centre agents to great effect.

“One of the reasons why NBS provides excellent customer service is that we meet regularly with MM Group. Results captured by ViewsCast are presented to the agents during these monthly meetings. They help us to address issues as they arise.” One example is that MM Group is now able to use actual comments from the public to identify areas where additional agent training may be required.

Initially NBS was only seeking voice comments from dissatisfied callers. Halfway through the

trial, the script was amended to allow happy, as well as unhappy, callers to leave comments.

“That’s the beauty of ViewsCast – it’s so easy to make amendments quickly,” states Ian. “The positive comments are excellent as they are used as a motivational tool for the agents. The negative comments are highlighting aspects of the service that NBS provides as a whole – not just the call centre element. Real-time feedback is being relayed constantly back to other departments within NBS.”

The voice comments left on ViewsCast are also being used to promote the work that the National Contact Centre does to other departments within NBS. “It really does keep people interested during the presentation,” comments Ian. “They are not just reading a stack of statistics or comments on a screen – we play back the verbatims. The audience can hear first-hand what callers are saying about NBS. It’s extremely powerful.”

The surveys are ensuring that NBS delivers services in line with, and exceed, public expectations.

The Future

At a recent ViewsCast User Group meeting, Ian could see that far deeper insights could be gained by matching up survey results with the call centre agent who handled the call. ViewsCast is working with NBS to achieve this.

NBS is looking to ViewsCast to survey a selection of the 4,000 web queries that come in every month (ViewsCast can manage both web and phone-based surveys).

About NBS

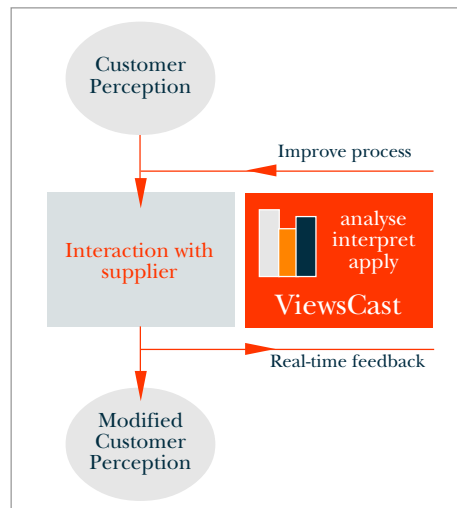
The National Blood Service (NBS) is an integral part of Britain’s National Health Service, delivering blood and other blood products from its 19 blood centres to anywhere in England and Wales. Every year, the NBS collects, processes, stores and issues 2.5 million blood donations. The organisation depends entirely on voluntary donations from the general public.

<http://www.blood.co.uk>

For more information about Synovate ViewsCast, please call the nearest Synovate office (check out the web at www.synovate.com) or contact the global solution leader for ViewsCast directly:

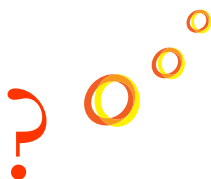
views cast@synovate.com

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Customer data captured by ViewsCast can be used as an integral part of a feedback loop and drive your continuous improvement strategy.

From a company driven by curiosity



Synovate is a global market intelligence and research company full of curious people who continuously stretch the definitions of conventional research. The company operates more than 80 offices across 5 continents, in 78 countries and 24 time-zones.