



Case study



The National Blood Service

“Opinion-8 gives us a real-time overall view of the customer experience and enables us to highlight our strengths and weaknesses.

This has already enabled us to improve the way that calls are handled by the national call centre and is playing an important role in increasing the level of blood donations received nationally.”

- Ian Hamerton,
National Contact Centre
Manager,
NBS

The Company

The National Blood Authority was set up in 1993 as a Special Health Authority within the NHS to manage all blood services in England through the National Blood Service. It is entirely dependent on voluntary donors. Each year, around 1.7 million people donate 2.3 million units of blood.

The Challenge

Good communication with donors is fundamental to the success of NBS, but with an outsourced call centre service, how can this be monitored and good customer service ensured?

The Solution

Opinion-8 provides an independent audit of how customers experience the outsourced service provided by the contact centre.

The Benefits

- Confidence in the service
- Improved call handling
- Increased level of blood donations
- Customers appreciate being able to give feedback

“Opinion-8 gives us high levels of confidence that the best possible service is being provided to customers.

In addition to the reports provided by our outsource partner, it provides us with an independent audit of exactly what our customers think of the way that their calls are being handled.

What is more, after speaking to a number of donors, it is clear that they appreciate being asked to express their opinions and actually enjoy providing feedback.”

– Ian Hamerton,
National Contact Centre
Manager,
NBS

The National Blood Service (NBS) has implemented Opinion-8 at its national call centre, which is managed by outsourcer MM Group. Opinion-8 is helping NBS to build stronger relationships with donors who currently provide more than 2.3 million units of blood each year to help save and improve patients’ lives, by enabling members of the public to express their opinions on the level of service provided by the national call centre.

The NBS national call centre is managed by the MM Group, an outsourced supplier of contact centre services, and provides centralised call handling for more than 70,000 calls each month relating to blood donation. It is responsible for helping members of the public with questions about the blood donation process, locating the nearest blood donation centre as well as providing assistance with counselling and medical emergencies. Three regional call centres provide additional support when calls have to be escalated for specialised assistance.

Real-time monitoring of customer satisfaction is helping the NBS to better manage its call centre operations and identify training requirements for agents. Using a standard web browser, it can view the current levels of customer satisfaction and the current performance of the national call centre including agent ratings, average call lengths and queue times.

About Square Systems

Opinion-8 was developed by Square Systems Ltd. Square Systems is a UK-based developer of integrated software solutions for contact centres. These include automated customer satisfaction monitoring, workforce management, call recording and call handling along with wallboards and agent training systems.

For more information, please visit

www.squaresystems.co.uk