

Customer Feedback Summary 2026

Bluebird Care Cannock & Great Wyrley

Summary Report

This report summarises the findings of our Annual Customer Satisfaction Survey, which was conducted during August of this year.

We encourage all customers and their families to complete the survey each year. We are delighted with some of the feedback that has been received.

The overall feedback highlights our dedication to delivering **high-quality, person-centred care** that respects individual preferences and upholds professional standards.

Customers commended our **reliability, responsiveness**, and the **respectful** approach taken by both carers and office staff, reinforcing our core values.

We are proud of these results, which reflect the hard work and commitment of our **team**, and we remain focused on using this feedback to continue improving our services.



What we do well

While many individuals chose to share their feedback, a small number preferred not to provide responses.

Overall Satisfaction	Respect & Dignity	Professional Care	Customer Awareness
82%	86%	86%	77%
Customers satisfied with the service	Feel treated with dignity and respect	Say tasks are completed professionally	Know how to raise a concern or complaint

Overall satisfaction

- **82% of customers rated our service positively**, reflecting a high level of satisfaction with the care and support they receive. **50% rated our service as outstanding.**
- **73% of customers are satisfied with communication from office staff and management**, demonstrating a strong foundation for maintaining positive customer relationships.

Respectful and professional care

- **86% of customers said care assistants are polite and treat them with dignity and respect**, reflecting our commitment to person-centred care.
- **86% confirmed that care tasks are carried out professionally and to a high standard**, highlighting the dedication and competence of our care teams.

Punctuality and reliability

- **77% of customers reported that care assistants arrive on time**, contributing to a dependable and consistent service experience.
- **When delays occur, 68% of customers said they are always or usually informed**, helping to reassure customers and manage expectations effectively.
- **46% of customers reported being always or usually informed about changes to their care assistant**, identifying an opportunity to further strengthen communication and customer experience.

Strong onboarding and information

- All customers **receive a welcome pack as standard practice** following assessment.
 - The welcome pack includes a **Customer Guide**, which provides information on:
 - How to raise a concern or make a complaint
 - Safeguarding and key contacts
 - Price list
 - Terms and conditions of the business
 - A recent company newsletter
 - **55% recall receiving a customer guide.**
 - **77% of customers know how to raise a complaint**, demonstrating good awareness of our feedback and support channels available.
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Opportunities to Enhance the Customer Experience

The survey highlights many strengths across our service, particularly in customer satisfaction, respectful care, professionalism and reliability. Feedback has also helped identify opportunities where we can further enhance the customer experience and build on the positive foundations already in place:

Enhancing Communication about Care Assistant Changes

Nearly half of customers (46%) reported that they are always informed when there is a change to their care assistant, demonstrating that communication processes are working well for many customers.

We are committed to keeping customers and families informed whenever changes occur and routinely communicate updates to planned rotas.

Occasionally, unforeseen circumstances or emergency situations may require last-minute changes, which can affect our ability to provide advance notice.

We recognise the importance of providing reassurance and continuity of care and will continue to strengthen communication processes wherever possible.

Increasing Awareness of Available Information

Every customer receives a Welcome Pack as part of our onboarding process, ensuring access to important information from the beginning of their care journey.

Survey responses suggest there is an opportunity to further raise awareness of the information available within the Welcome Pack and Customer Guide.

By helping customers become more familiar with these resources, we can ensure they are able to access key information quickly and confidently whenever they need it.

Our Commitment and Next Steps

To build on our strengths and address these areas, we will:

- Continue to strengthen communication with customers and families regarding care assistant changes whenever possible.
- Further enhance onboarding processes, ensuring Welcome Packs and Customer Guides are not only received but fully understood.
- Use reviews and regular contact to highlight key information and remind customers how to access support, raise concerns or provide feedback.
- Continue supporting care assistants to deliver care in line with individual care plans and ensure any changes in customer needs are communicated promptly.
- Promote an open and responsive culture where customers feel confident sharing concerns, asking questions and recognising good service.
- Build on the strong levels of satisfaction already achieved by focusing on continuous improvement and excellent customer experiences.

In Summary

We were pleased to receive valuable feedback from customers across the service. While some customers chose not to participate, the responses received provided meaningful insight into customer experiences and helped identify both strengths and opportunities for enhancement.

Overall, the results were very positive. **82% of customers said they are satisfied with the service they receive**, with particularly strong feedback relating to the professionalism, reliability and respectful approach of our care teams. **86% of customers reported being treated with dignity and respect**, and **86% confirmed that care is delivered professionally and to a high standard**.

Customers also highlighted positive experiences of service reliability, with **77% reporting that care assistants arrive on time**, and **77% knowing how to raise a concern or complaint if needed**.

The survey identified opportunities to further strengthen communication around care assistant changes and increase awareness of information available within customer welcome packs. These areas will help shape our ongoing improvement plans as we continue to build on the strong foundations already in place.

Customer comments

"Bluebird Care aims to care for the client & family - lots of social events as well as personal/medical care - I have used other agencies in the past and this was never provided. Well done, Bluebird Team. Nothing to improve at the moment."

"You are outstanding so don't need to improve".

"All perfect".



Bluebird Care Cannock & Great Wyrley
Suite 7, Berrmar House, Rumer Hill Business Estate, Rumer Hill Rd,
Cannock WS11 0ET
01543 505262
Midstaffs@bluebirdcare.co.uk

bluebird
care®