

# Customer Feedback Summary 2025

Bluebird Care Burton & Swadlincote

bluebird  
care®

## Summary Report

This report summarises the findings of our Annual Customer Satisfaction Survey which was conducted during November 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

## Overall satisfaction

- **100% of customers said they are satisfied** with the service they receive from Bluebird Care.
- **100% confirmed tasks are carried out properly and professionally**, showing consistent delivery of high-quality care.

## Respectful and professional care

- **97% of customers said care assistants are polite and treat them with respect**, reflecting our strong values and person-centred approach.
- **94% confirmed that all tasks on the care plan are completed at each visit**, demonstrating reliability and attention to agreed care needs.

## Punctuality and reliability

- **85% of care assistants arrive on time**, with a further 3% saying this happens mostly.
- Where delays do occur, **80% of customers say they are informed always or mostly**, helping to manage expectations and reduce anxiety.

## 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
- **71% of customers recall receiving a welcome pack**, and **62% recall receiving a customer guide**.
- **85% of customers know how to raise a complaint**, showing good awareness of our feedback and concerns process.

## Areas for improvement

While the results are very positive, the survey also helps us identify where we can do even better:

### Communication about care assistant changes

- **56% of customers say they are always informed** when there is a change in care assistant, while 27% say they are not informed.
- We always endeavour to inform customers and families of any changes to their rota. However, in **unplanned or emergency situations**, this is not always possible.
- We recognise how important this communication is for reassurance and continuity of care and are committed to improving consistency wherever possible.

### Consistency of information sharing

- A small proportion of customers are unsure whether they received a customer guide or welcome pack.
- This does not indicate that packs are not being issued, but highlights that the **contents may need to be explained more clearly**, ensuring customers know where to find key information when needed.
- **18% of customers report tasks being carried out that are not on the agreed care plan**, highlighting the need for clearer communication and formal care plan review when changes are requested.

## Our recommendations and next steps

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

- Continue to **inform customers and families of care assistant changes**, strengthening communication processes wherever possible, including during emergency situations.
- **Reinforce onboarding checks**, ensuring not only that welcome packs are issued, but that their contents are clearly explained and understood.
- Use early and ongoing reviews to **remind customers where to find key information**, including how to raise concerns or make a complaint.
- **Remind care assistants to follow care plans precisely**, and to report any additional tasks requested so plans can be reviewed and updated appropriately.
- Continue to promote open communication, ensuring customers feel **confident to raise concerns, questions or compliments** at any time.

## In summary

The survey results confirm that **Bluebird Care Burton & Swadlincote delivers a highly professional, respectful and trusted service**, with excellent overall satisfaction. The feedback also provides valuable insight to strengthen communication and understanding, helping us make an already strong service even better for our customers and their families.

## 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”.*

*“Great service that would highly recommend - no changes to suggest”.*

*“Totally satisfied with a good variety of carers. Also, the office staff are always a pleasure to call”.*

