

Bluebird Care

By your side
Customer Survey 2023 Results



Survey 2023 – Your Feedback on Our Service

Bluebird Care Stamford & Rutland and Bluebird Care Peterborough & Oundle, conducted its Annual Quality Customer Survey in July 2023.

We would like to thank all of our customers for taking the time to complete The Customer Survey 2023. The quality and delivery of our homecare services is so incredibly important to us. It is invaluable for us to reflect on what we do well and how we can improve to secure a better future for our customers and carers alike.

All customers and relatives were invited to take part*. We achieved an overall customer satisfaction rating of **100%** with **most areas of the survey achieving 90% or more.**

It is a privilege for us to provide care and support to our customers. To support our ethos of listening, we carry out an annual customer questionnaire to establish exactly what you, the customer, thinks and where there is room for improvement.

**Response rate was 40% of customers invited*



overall customer satisfaction rating



We asked for your opinion – and we were delighted that you are delighted!



We are proud that, as with last year’s result, the survey results tells us overwhelmingly that **100%** of those who took part are **very happy with the service received!**

That is fantastic news and shows that the initiative and actions that focus on maintaining and improving the Bluebird Care standards that we set to achieve outstanding care are working.

We don’t take these commendations lightly and will continue to do everything we can to be deserving of your praise.

Here’s what we asked you and what you said:



How do you rate our care? Reliability & Consistency

Reliability, consistency, customer service, communication and working together are activities and goals that we hold high at Bluebird Care for each and every one of our customers.

It has always been important to us at Bluebird Care that we consistently deliver to a high standard to all of our customers. We strive to delight all of our customers and to exceed their expectations on all levels.



90%

their carer arrives
at the agreed
specific time

- **90%** of customers have their carer arriving at the **agreed specific time**
- **75%** of customers responded that **they are always informed** if there is a delay in the carer arriving of more than 15 minutes

In 2022, the response to the same questions were 95% & 75% respectively. Therefore, whilst we have lowered on one score regarding the time of arrival, we are pleased that the actions taken to assure service has been successful has been impacted only slightly the majority of our customers.

Our service promise is to arrive at your agreed call time, with a fifteen-minute window in case of road or traffic delays. This is always a key area of focus in our planning and co-ordinating area in our business and remains a key focus for both planning and communication.

We are excited to be now looking at solutions to provide an alternative method of communication of rosters either via email or via PASS and look forward to providing this within the coming months.



Receiving your Care & Support

- **100%** Agreed or **Strongly Agreed** that Bluebird Care management and carers **take the time to listen to them**
- More than **96.5%** stated that their care and tasks within it were **carried out professionally** and properly
- **96.5%** said that **all care tasks** were **completed** at each visit
- **96% Strongly Agreed** or Agreed with the statement - "**Bluebird Care involves me fully in decisions about my care plan.**"



100%

say Bluebird Care management & carers listen to them

Every customer is assigned a regional Community Care Manager who custom builds every care plan for the individual in a face to face meeting. A care plan changes regularly based on the Customer's needs.

We investigated the 2% who felt that their care and tasks were not carried out in the way they would like. The feedback received was specific to tasks that were not done to their personal preference which were rectified through care plan amendment and communication to their key Care Workers to ensure these specific preferences were met. We also investigated the 3.5% who stated that not all tasks were completed. We identified that this was due to care plan task updates required for the one customer that this represented. These have been actioned.

Our carers regularly go above and beyond to ensure their customers' needs are met. They show **compassion** and **professionalism** at all times, hence the high scores above. It is **important** to us that we **do more** than just deliver the care our customers need; we want them to **live their lives to the full**, to **be actively involved** in shaping the care they require and **retain their independence** within their own home.

This is great to receive as feedback as it is our core objective to ensure the best, most personalised care and support for all customers, working with you to live the life you want.

Care Management – By Your Side

96%

say Bluebird Care **involves them fully** in making decisions and plans for their care, treatment and support.

90%

Feel that Bluebird Care **meets** their reasonable preferences about how they want to live their daily life and **promotes independence, personal preferences and choices**.

67%

know who their Care Manager is

Please note only 1 person disagreed with the above statement and 4 customers felt it was not applicable to them



96%

say Bluebird Care **involves them fully** in making decisions

This question is very important to us as a homecare provider, we **want to do more than just meet** the care needs of our customers we **want to exceed** and **delight** them - to **enrich their lives** and **empower** them to have as much control as is possible.

We are delighted that this is felt by our customers, and that they and their families can recognise that it will continue to be an area of importance and focus to meet person centred care needs of each of our customers.

Every customer is assigned a local Community Care Manager (CCM) who custom builds every care plan for the individual in a face to face meeting. The CCM travels with them in their care journey with us, reviewing their care with them at least twice a year, whilst supporting the care team members who deliver that care.

We have recently both grown and changed the structure of our Community Care Manager team to continue to develop this area of service. When we investigated why not every customer knows who their CCM is, we found that those who were unsure or did not know had recently had a change to their care manager, and were awaiting their next review of care to fully identify who that individual was. Those customers did, however, know that they are able to contact any member of Bluebird Care team to help with any changes outside their scheduled review.

Our Staff

100%

believe Bluebird Care properly **recruits staff** that they **feel safe with**

100%

feel that staff who provide their care, treatment and support are **competent** and **well trained**

65%

know who their Community Care Manager is

100%

feel safe with
Bluebird Care staff
members



100% of customers believe Bluebird Care **properly recruits staff** that they **feel safe** with. Please note **no one disagreed with this statement which we are so happy about.**

At Bluebird Care we aim to **recruit caring individuals**, with the same caring values as us. We endeavour to offer the **best working environment** and the **most competitive job packages**. We **invest** a lot of time and money **in training** our care staff to the highest level - all of these initiatives allow us to retain our existing staff whilst continuously recruiting and training new team members.

As we see a rise in our ageing population and consumer preference to remain in their own homes we were very happy to learn that the structure we have in place to ensure we have the most competent staff is being felt by our customers.

100% of customers feel that staff who provide their care, treatment and support are **competent** and **well trained**. **65%** know who their Community Care Manager is. This is an increase on last year, and it is important to us that this has improved. We have implemented and invested in our Community Care Manager team, bringing in and growing the team to ensure good support for our customers and our team members delivering care to ensure individual service.

Compliments, Complaints, Concerns

Our staff are trained to identify safety and well-being issues but it is important that you, our customers, know how to raise a concern.



¹ The remaining percentage ticked that they were unsure

² The remaining 21.5% of customer surveyed stated that they didn't know or it was not applicable as they have not had any need or experience to raise a concern or complaint

100% of customers have a care plan which ensures that all our customers have a care and support plan in place prior to their care commencing. The customer information guide sits alongside the customer care plan within their home and contains all the information needed to raise a complaint or concern.

Our staff are all trained to know how to raise a concern and we are delighted that **100% responded positively** that our **staff take action to support** them if they are distressed or in discomfort.

However, it is important that all customers, new and existing, are clear on what to do regarding their own safety and wellbeing. Therefore we will be giving a leaflet outlining safety, types of abuse, what to look for and agencies to contact if concerned, including our full details and further details on how to raise a complaint.

I don't know how you can improve – everything is good already!



feel safe with Bluebird Care staff members

What do we do well and what can we do better?

What we do well - a selection of customer comments:

“Everything!”

“The helpers are kind, listen and do their jobs well!”

“Bluebird Care do their best for me – I think very highly of them”

“[You] support me mentally”

“[You] talk and laugh with me”



What we do well

We asked in our survey how we could make the service better? We were delighted to receive so many compliments and an overall **100%** of customers who responded saying they were **satisfied with the care and service they receive**.
Customer comments include:



“The care could not be improved”

“How could you improve your service? You couldn't! Thank you!”

“The care I receive is extremely good and the Carers go out of their way to help”

“You couldn't improve – it [the service] is excellent”

“I don't know how you can improve – everything is good already!”

We also asked a direct question as to what can we do better. The feedback was great and included:

“Nothing – I don't think you can improve”

“Just keep doing what you are doing”

Thank you all so much for the positive feedback, which we were delighted to receive.

Our Focus for 2023 / 24

Feedback has been great and we are delighted to have such customer satisfaction. This does not stop us continuing to look at ways to maintain and improve our service.

Service, reviews & feedback

It is important that all our customers know how to do this, so this is an area for us to concentrate on as feedback and communication where things are not going well is important. Every customer should know who to talk to, how to contact them and to feel comfortable in doing so. Over and above the regular monthly, quarterly and half yearly reviews of their care and service that each customer receives as standard, we will be ensuring that the every customer knows how to raise a concern. We'll do this through more detailed explanations at care commencement and revisiting this process on reviews.

Our staff are all trained to know how to raise a concern and we are delighted that **100%** of you **responded positively** that our staff take action to support them if they are distressed or in discomfort. However, it is important that all customers, new and existing, are clear on what to do regarding their own safety and wellbeing. Therefore we will be providing a leaflet outlining safety, types of abuse, what to look for and agencies to contact if concerned, including our full details and further details on how to raise a complaint.

Continuity of Care – Continued Focus

Continuity of care remains important to customers and Bluebird Care. As a key benchmark to our service, we will continue to work hard to minimise the number of care assistants each customer receives. We have successfully focused on ensuring good relationships within a small group of core key workers (occasionally some customers like a regular change of face). A great deal of work has been done to ensure continuity of care and customers have seen a marked improvement in the permanent allocation of carers, which should only be changed for holidays, illness or if a carer leaves. This helps to support the best care experience to help build special relationships, confidence and companionship in each care visit. It is achieved so our customers can experience care and support with people they will soon consider not just their carers but their friends too.

Continued Reliability & Consistency of Service

We will continue to focus on maintaining and improving this area and maintain reporting from the care team if they are running later than the 15-minute window given for unplanned circumstances. This will result in improved communication to you, the customer, when this happens.

Implementation of technology to improve service delivery – We are excited to be now looking at solutions to provide an alternative method of communication of rosters either via email or via PASS and look forward to providing this within the coming months.

Our Focus for 2023 / 24



We are thrilled that Bluebird care has scored a NPS score of 90

This is against a standard healthcare industry benchmark of 58

Net Promoter Score (NPS) is a measure used to gauge customer satisfaction. It was calculated by asking our customers one question: "On a scale of 1 to 10 how likely are you to recommend Bluebird Care to a friend, relative or colleague?"

100% of our customers said they would recommend us to their friends and relatives

The results were that 83% of you gave us 10/10; 8% gave us 9/10 and 9% gave us 8/10.

We would like to thank everyone who has taken the time to complete our annual survey. With your feedback, we can continue to make the Bluebird Care service the best it can possibly be.

We would also like to thank the whole Bluebird Care team for all their continued dedication and compassion whilst delivering care to all our customers.

If any of our customers or their relatives have a concern, issue or general feedback you may wish to discuss, please contact our Head of Care & Operations, Julie Mair - juliemair@bluebirdcare.co.uk who will be happy to help.

