



Virgin Care

Centralising Customer Services

An update: where we're at

- We are now looking after about 45 complaints a month on behalf of 230 services across England and 170 enquires through PALS
- We have delivered training sessions on the new approach to all operational leads across the business, and helped design Virgin Care's Customer Service Academy training.
- We report monthly to the Board and Executive Team on number of complaints, themes and response times and everyone across Virgin Care has access to this data electronically 24/7
- We have expanded the team in preparation for a 25% growth in the services we support on April 1st 2016
- We are involved in using complaints information to deliver company-wide training and transformation programmes to improve patient experience

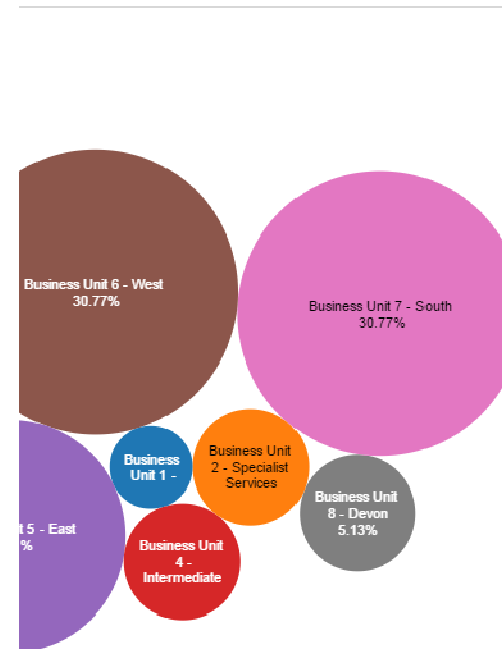
We're unique

- We support a range of services across the country including Walk in Centres, GP services, hospital wards, and other community treatment services
- What works for a Walk-in Centre in Coventry works for a Walk-in Centre in Surrey, Hartlepool and North Lancashire
- Opportunities for sharing learning across geography, but also across service
- Complaints about a GP in Hull can lead to learning for an ESP-led Musculoskeletal service in Hastings
- We're able to bring community experience to our prison healthcare service too

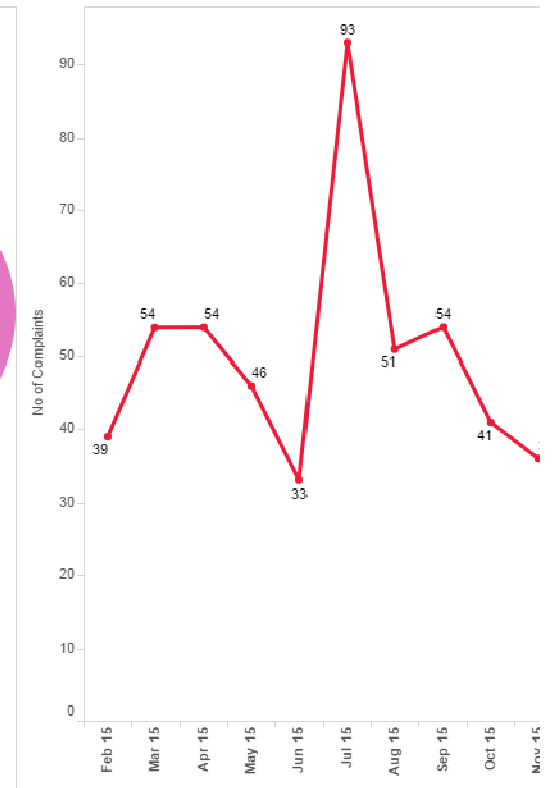
Reporting to the top

Our board are very engaged in Customer Service and receive a report each month on number of complaints, themes and trends. Our online reporting system allows this to be continually monitored.

Complaints



Total number of complaints across Virgin Care over time



Increases in complaints **aren't bad**

- If complaint numbers about the same issues continually rise then that indicates a problem that needs fixing
- What we see is the number of complaints staying the same or rising very slowly - but on different topics, and with different solutions
- It actually means the experience of making a complaint is simple, easy and straightforward
- We pride ourselves on getting it right, but when it goes wrong – we're able to turn it round effectively.
- We're supporting staff to be more proactive to enable them to resolve issues immediately to the satisfaction of patients and carers

Photos to use

