



## CUSTOMER FEEDBACK FOR 2020

### **Overview**

We asked 120 of our valued clients —doctors and head of the clinics and clinical pathologist of laboratories, to complete this annual survey.

This analysis has been prepared to sum up the result of the survey conducted in order to measure customer satisfaction and help determine whether the services we provide meet or surpasses customers' expectations, and follows the previous iterations of the survey conducted in the previous years. This invaluable information will enable us to make informed strategic decisions based on your priorities and our performance.

*The survey's purpose is to:*

- Find out how customers rate our services;
- to know what is important to our customers when choosing a referral laboratory;
- determine the factors that contribute to customer's satisfaction or dissatisfaction;
- give the customer an opportunity to voice their suggestion, comment, and service priorities;
- motivate employees to perform better;
- to determine where we need to focus our attention to increase customer satisfaction;
- and help the organization remain aligned to their goals, create strategies, and initiate service improvements, and most importantly to improve customer relationships.

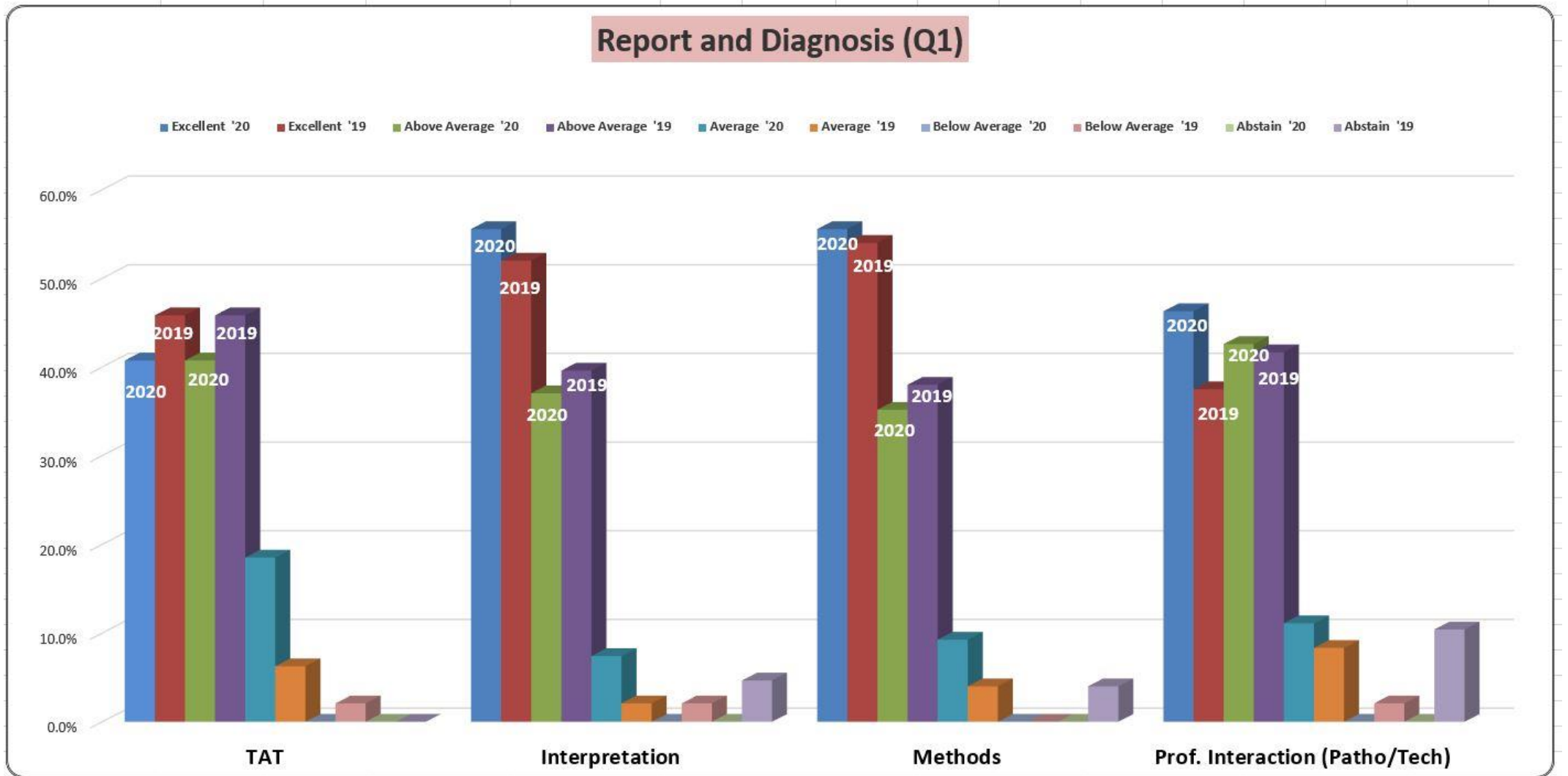
The feedback forms were distributed to 120 doctors in the health care community. Each recipient received a survey form that with identical general questions. A target of at least 40% of responses, with a total of 54 out of 120 customer feedback forms were completed and collected.

The survey spans a range of topics, including results and diagnosis, online reporting system and website accessibility, our marketing team, staff hospitality, and the criteria of choosing a reference laboratory.



**Table 1 – Response Rate for Report and Diagnosis (Q1)**

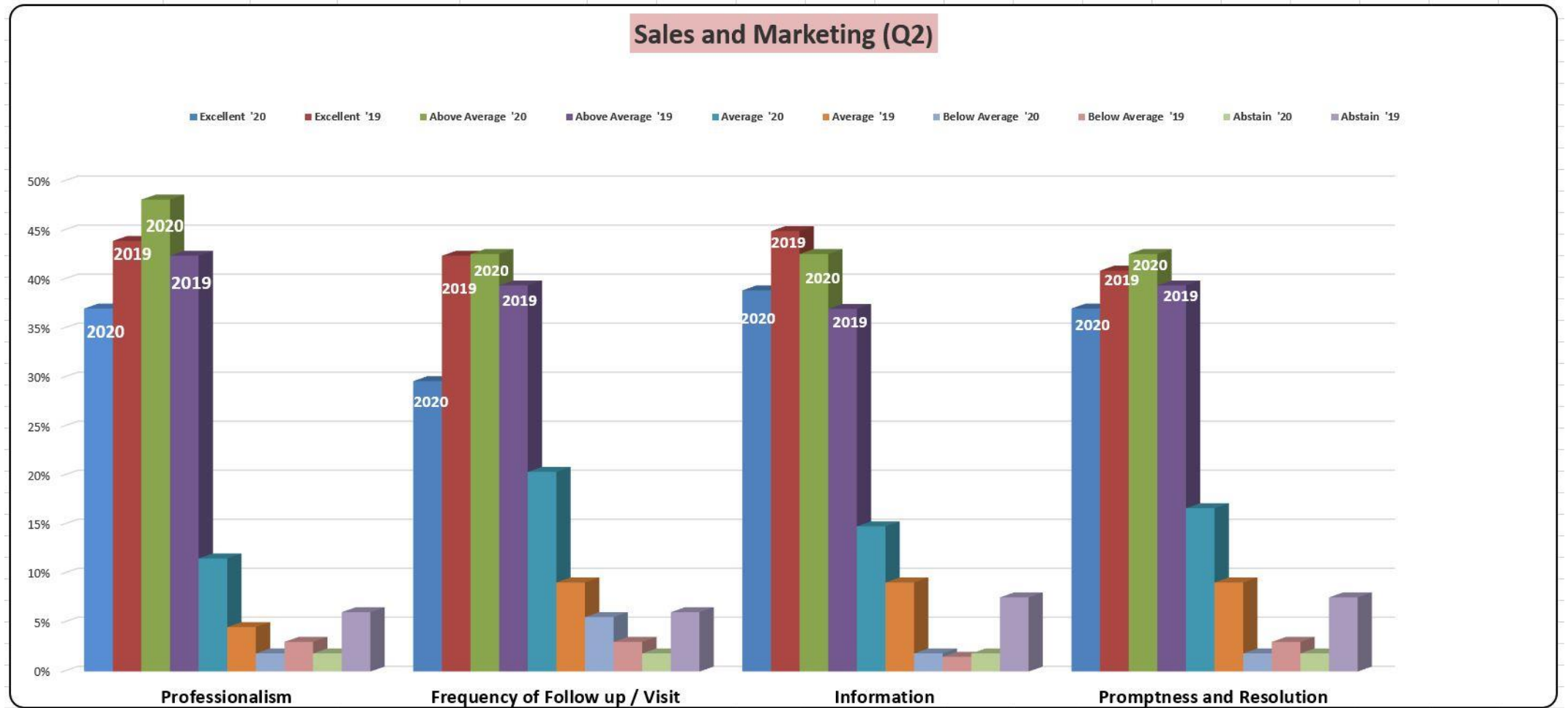
	Report and Diagnosis (Q1)			
Ratings	TAT	Interpretation	Methods	Prof. Interaction (Patho/Tech)
Excellent '20	22	30	30	25
Excellent '19	30	33	30	31
Above Average '20	22	20	19	23
Above Average '19	21	14	17	9
Average '20	10	4	5	6
Average '19	1	3	3	5
Below Average '20	0	0	0	0
Below Average '19	0	0	0	1
Abstain '20	0	0	0	0
Abstain '19	0	2	2	6
PERCENTAGE				
Excellent '20	40.7%	55.6%	55.6%	46.3%
Excellent '19	45.8%	52.0%	54.0%	37.5%
Above Average '20	40.7%	37.0%	35.2%	42.6%
Above Average '19	45.8%	39.6%	38.0%	41.7%
Average '20	18.5%	7.4%	9.3%	11.1%
Average '19	6.3%	2.1%	4.0%	8.3%
Below Average '20	0.0%	0.0%	0.0%	0.0%
Below Average '19	2.1%	2.1%	0.0%	2.1%
Abstain '20	0.0%	0.0%	0.0%	0.0%
Abstain '19	0.0%	4.7%	4.0%	10.4%





**Table 2 – Response Rate for Marketing Team (Q2)**

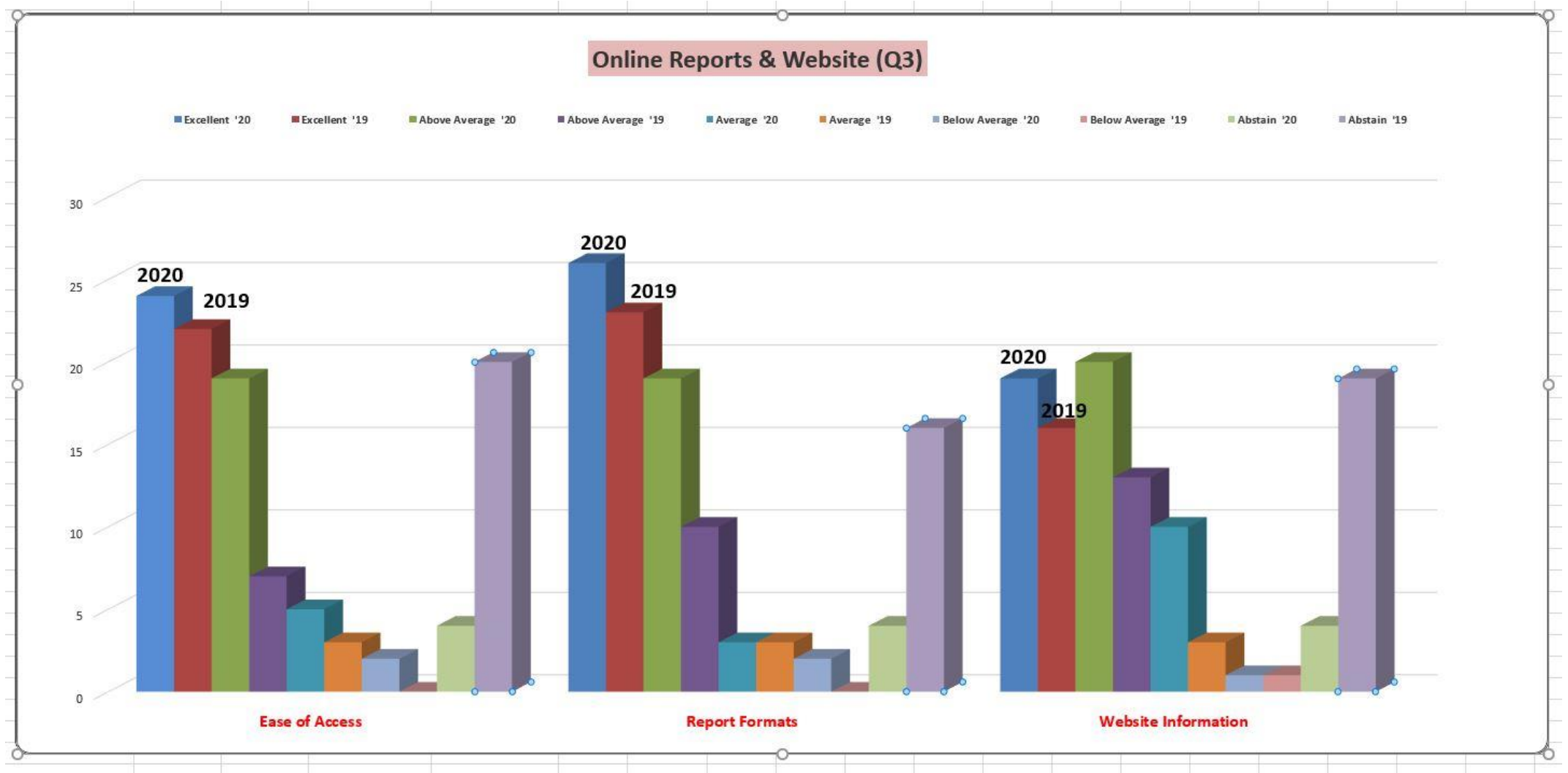
Ratings	Sales and Marketing Team (Q2)			
	Professionalism	Frequency of Follow up / Visit	Information	Promptness and Resolution
Excellent '20	20	16	21	20
Excellent '19	26	19	25	26
Above Average '20	26	23	23	23
Above Average '19	12	16	13	15
Average '20	6	11	8	9
Average '19	7	6	5	5
Below Average '20	1	3	1	1
Below Average '19	4	8	5	1
Abstain '20	1	1	1	1
Abstain '19	3	3	4	5
Excellent '20	37%	30%	39%	37%
Excellent '19	44%	42%	45%	41%
Above Average '20	48%	43%	43%	43%
Above Average '19	42%	39%	37%	39%
Average '20	12%	20%	15%	17%
Average '19	5%	9%	9%	9%
Below Average '20	2%	6%	2%	2%
Below Average '19	3%	3%	2%	3%
Abstain '20	2%	2%	2%	2%
Abstain '19	6%	6%	8%	8%





**Table 3 – Reponse Rate for the Online Reports & Website (Q3)**

Ratings	Online Reports & Website (Q3)		
	Ease of Access	Report Formats	Website Information
Excellent '20	24	26	19
Excellent '19	22	23	16
Above Average '20	19	19	20
Above Average '19	7	10	13
Average '20	5	3	10
Average '19	3	3	3
Below Average '20	2	2	1
Below Average '19	0	0	1
Abstain '20	4	4	4
Abstain '19	20	16	19
PERCENTAGE			
Excellent '20	44%	48%	35%
Excellent '19	41%	41%	35%
Above Average '20	35%	35%	37%
Above Average '19	23%	30%	26%
Average '20	9%	6%	19%
Average '19	6%	6%	9%
Below Average '20	4%	4%	2%
Below Average '19	2%	0%	0%
Abstain '20	7%	7%	7%
Abstain '19	29%	23%	30%

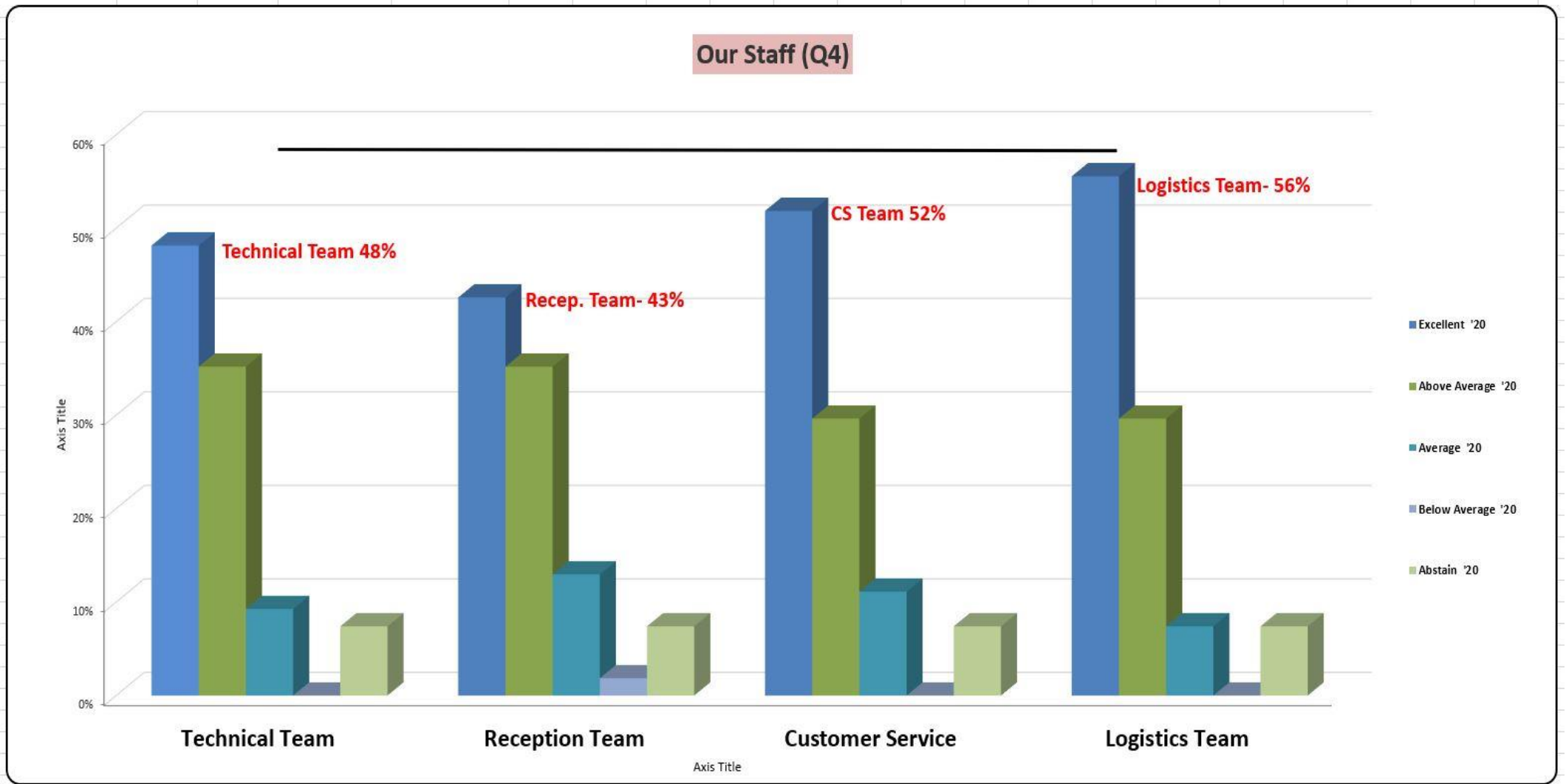




**Table 4 – Response Rate for the Staff Hospitality & Promptness in queries (Q4)**

Ratings	Staff (Q4)			
	Technical Team	Reception Team	Customer Service	Logistics Team
Excellent '20	26	23	28	30
Excellent '19	31	29	34	32
Above Average '20	19	19	16	16
Above Average '19	17	19	14	15
Average '20	5	7	6	4
Average '19	2	1	3	1
Below Average '20	0	1	0	0
Below Average '19	0	0	0	0
Abstain '20	4	4	4	4
Abstain '19	2	3	1	4
<b>PERCENTAGE</b>				
Excellent '20	48%	43%	52%	56%
Excellent '19	45%	50%	47%	52%
Above Average '20	35%	35%	30%	30%
Above Average '19	38%	33%	35%	33%
Average '20	9%	13%	11%	7%
Average '19	11%	9%	9%	8%
Below Average '20	0%	2%	0%	0%
Below Average '19	0%	0%	0%	0%
Abstain '20	7%	7%	7%	7%
Abstain '19	6%	8%	9%	8%







**Table 5 – Response Rate for Criteria on choosing a laboratory to refer samples (Q5)**

Ratings	Criteria (Q5)					
	Quality of Reports	Price	TAT	Expertise	Quality of Services	Personal Contact
Very Important (3)	47	33	45	43	50	39
Important (2)	3	17	5	6	0	11
Not So Important (1)	0	0	0	0	0	0
Abstain (0)	4	4	4	5	4	4
PERCENTAGE						
Very Imp (3)	87%	61%	83%	80%	93%	72%
Important (2)	6%	31%	9%	11%	0%	20%
Not So Important (1)	0%	0%	0%	0%	0%	0%
Abstain (0)	7%	7%	7%	9%	7%	7%

