Donor satisfaction 2024

Banc de Sang i Teixits

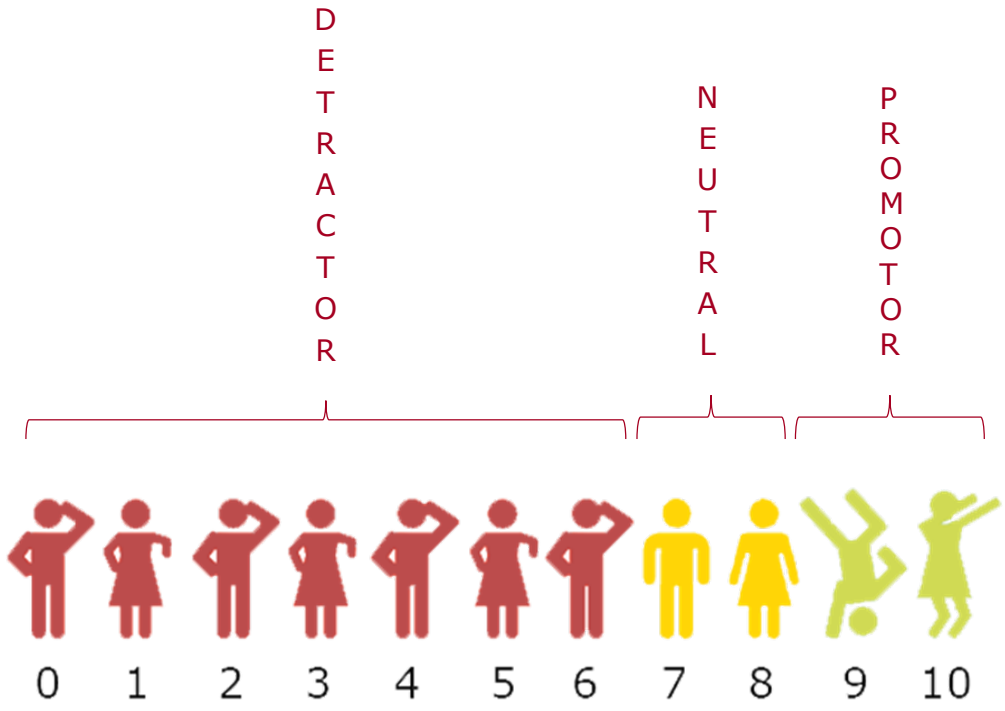
Generalitat de Catalunya

IT'S TIME TO GIVE
IT'S TIME TO RECEIVE
LIFE

Evolution of the NPS index

Overall satisfaction

What is the net promoter score (NPS)?



NPS = P - D

This tool makes it possible to measure donor loyalty and satisfaction in regard to donating. It is based on the likelihood that a donor will promote donation among friends and family.

They rate the process from 0 to 10. Donors are separated into three categories:
Promoters: 10 or 9
Neutral: 8 or 7
Detractors: 6 or less

If we subtract the percentage of detractors from the percentage of promoters, we obtain the NPS.

NPS index

The survey response rate has decreased slightly from 16 % in 2023 to 14.8 % in 2024.

It is worth noting that the **level of satisfaction is very high compared to other organisations**. This indicator is usually considered satisfactory when it is around 50 per thousand; therefore, in the case of our organisation, this index is **within the standards of excellence**.

2024	84,16	85,88	84,71	85,87	57,79
	NPS Sang Primera Vegada	NPS S Habitual	NPS Plasma	NPS Plaquetes	NPS Oferiment
2023	84,33	86,72	84,58	86,96	56,95
	NPS Sang Primera Vegada	NPS S Habitual	NPS Plasma	NPS Plaquetes	NPS Oferiment

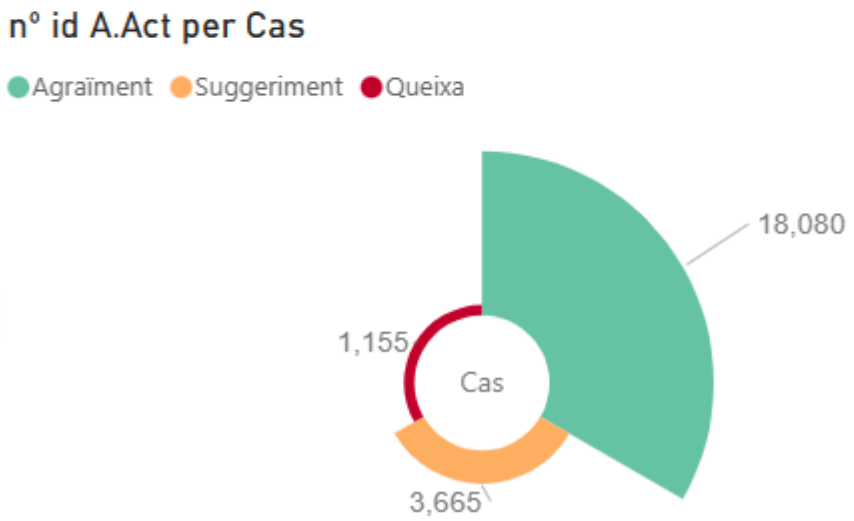
In 2024, there was a **slight decrease in satisfaction** among first-time, regular and platelet donors, while **satisfaction with offerers** – i.e. people who come to donate but are ultimately unable to complete the donation – has increased.

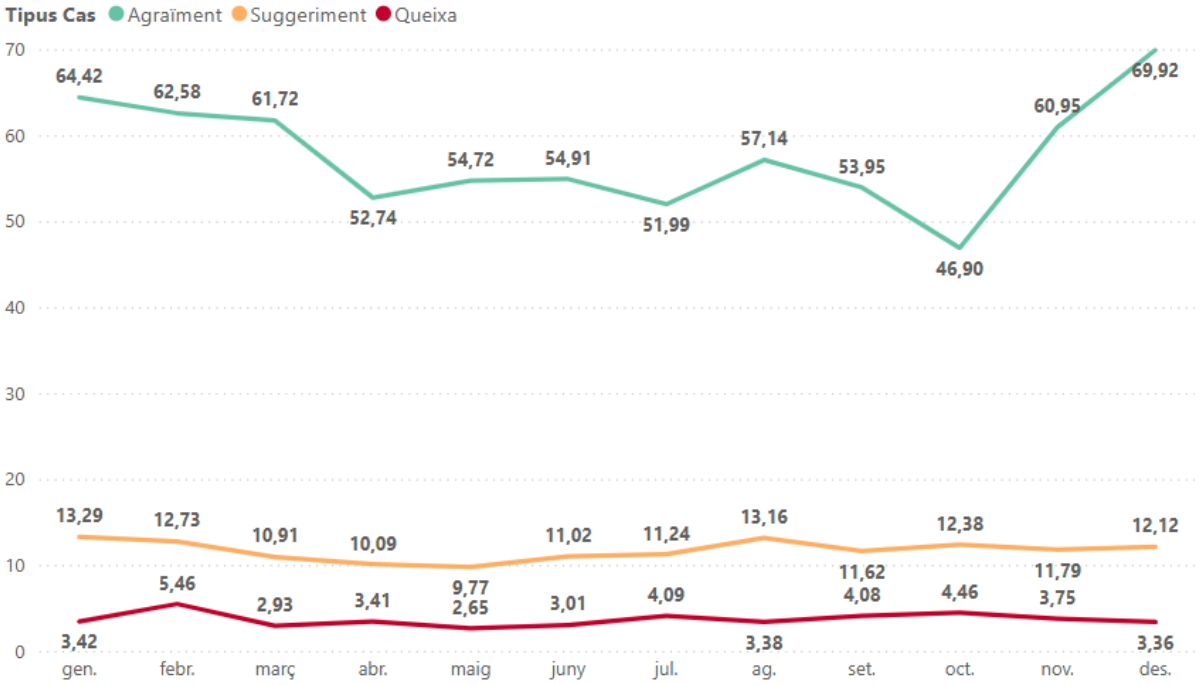
Overall outcome

Tipus Cas	nº Actual	nº Actual x1000	nº Anterior	nº Anterior x1000
Donants atesos S,P,F,Of	313.791		312.202	
Agraïment	18.080	57,62	20.831	66,72
Suggeriment	3.665	11,68	4.041	12,94
Queixa	1.155	3,68	1.148	3,68

Approximately 1,500 more donors were attended to in 2024 than the previous year.
The percentage of complaints has remained stable compared to 2023, while suggestions and acknowledgements have decreased.

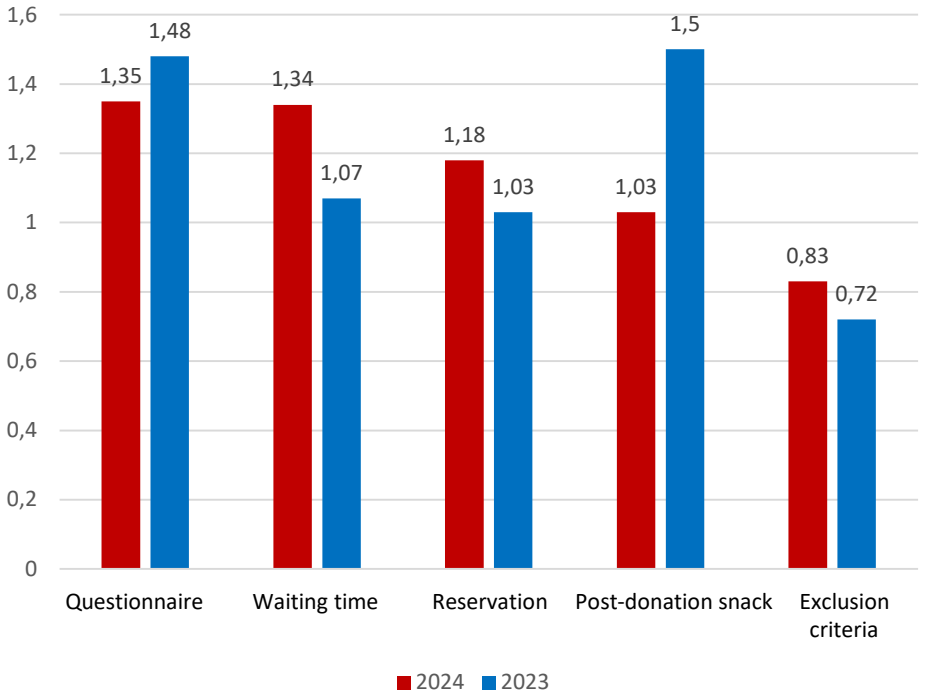
Here we can see the evolution throughout the year:



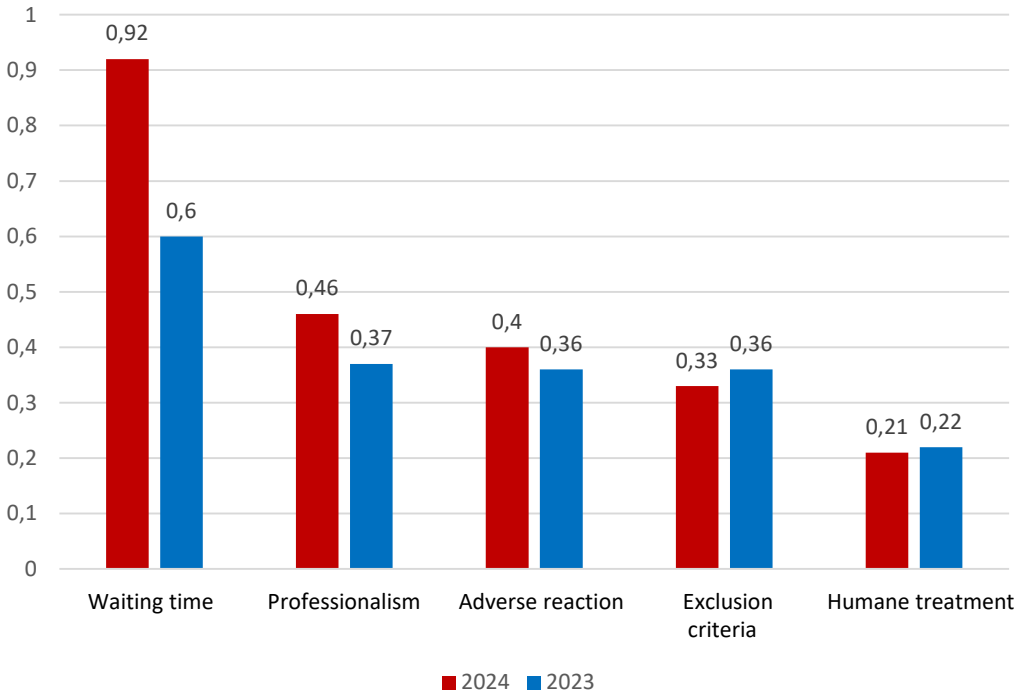


Evolution of donor comments

Regarding **suggestions**, the five most recurring themes are:

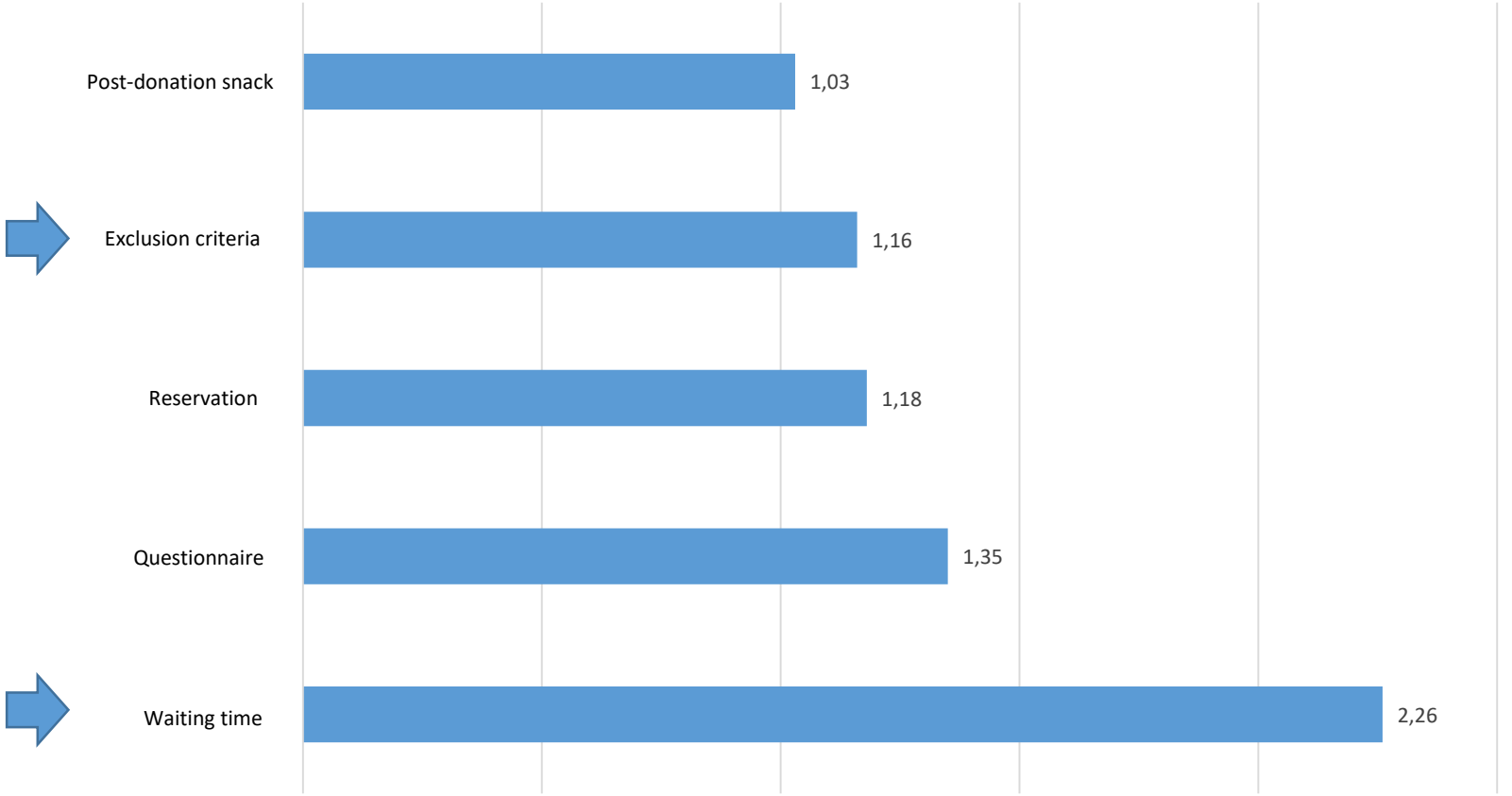


Regarding **complaints**, the five most critical issues are:



Main topics of interest to donors

When adding the five most frequent topics between complaints and suggestions, we can see that two are repeated: the **waiting time** and the **exclusion criteria**. These two aspects, therefore, are confirmed as relevant factors for donors and for their satisfaction at the time of donation.
In order of incidence, the most common issues are:



Content of suggestions and complaints

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After presenting the data, a brief content analysis is then conducted with the goal of improving the donor experience.



In both suggestions and complaints, **waiting time** is an aspect highly valued by blood donors. Comments received indicate that this is an area for improvement that may become critical, as some donors decide to abandon donation when faced with a prolonged waiting time.



Streamlining the **pre-donation questionnaire** remains one of the most recurrent suggestions, especially among regular donors. On the one hand, they ask **not to have to fill it in every time** and, on the other hand, **to digitise it** as a more practical and sustainable measure. Finally, it is common for donors to propose **that more complete analyses be carried out**, as they feel that, taking advantage of the extraction and in light of the effort involved in donation, this option would represent an **added value** for the process as a whole.



Regarding the **reservation process and its management** during donation campaigns, donors have expressed that, in order to **avoid queues and long waits**, it would be convenient **to bring back more specific time slots**. Currently, as the options are limited to morning or afternoon, there is a concentration of people at specific times, which generates crowds.
They also propose clearly identifying donors with a reservation and those without, in order to provide a **differentiated and more efficient service.**

Content of suggestions and complaints



Regarding the **exclusion criteria**, this is a recurring issue that generates both **complaints and suggestions** among donors. The main reason is the frustration of not being able to donate blood at the scheduled time. In other cases, this situation is caused by a lack of understanding of the reasons for exclusion, often due to the explanation being insufficient. Occasionally, **inconsistencies have also been detected in the information provided** within the BST: some donors state that, after having received confirmation (in person or by telephone) that they were able to donate, they were finally excluded at the time of donation.



Finally, the **post-donation snack** is an area where donors are particularly likely to make suggestions related to the post-donation experience. They mainly ask **for more variety in the foods offered**, that they **be adapted to the different food intolerances** and that there be both sweet and savoury options.
In addition, donors view positively that the space be **adequately prepared for waste separation**, as a sign of respect for the environment. In this sense, many of them propose to reduce the use of water bottles and encourage the use of water fountains or water dispensers as a more sustainable alternative.

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