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Customer Satisfaction UK:

Helping our clients to understand, measure, monitor and improve customer satisfaction.

But, also helping them to use this understanding to achieve specific objectives and greater commercial success.



Customer Satisfaction UK:

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Current / recent well known clients:

Tarmac

Bupa

OFCOM

Sodexo

CAPITA

Hutchison Ports

Johnson Matthey

Other Sectors:

Logistics

Banking

Control systems

Hospitality

Medical devices

Training

Etc.....

Cases received October 17 to February 19.

110 individuals “opted-in”.

40 completed full interview.

9 gave a partial response or completed shortened survey.

2 gave a brief comment.

The Project Brief:

Aim: To explore the perceptions of dental professionals who have experience of the DCS resolutions process who have contacted DCS within a 12 to 18-month period.

- What do dental professionals think about each aspect of the way DCS handled their complaint?
- Room for DCS to improve various parts of the process?
- The role of their defence union during the process?
- The fairness of their outcome?
- What difference has the process made to knowledge of and views towards DCS?
- How has the outcome of the respondent's complaint influenced their responses to this research and their views of DCS?

In accordance with Data Protection standards and the GDPR.

A six-point satisfaction scale

Extremely dissatisfied	= 1
Very dissatisfied	= 2
Fairly dissatisfied	= 3
Fairly satisfied	= 4
Very satisfied	= 5
Extremely satisfied	= 6

“If you are dissatisfied at all or are extremely satisfied in your response to this question, please explain why.”

“Please suggest at least one thing that the Dental Complaints Service could do to increase your satisfaction with”

Overall experience

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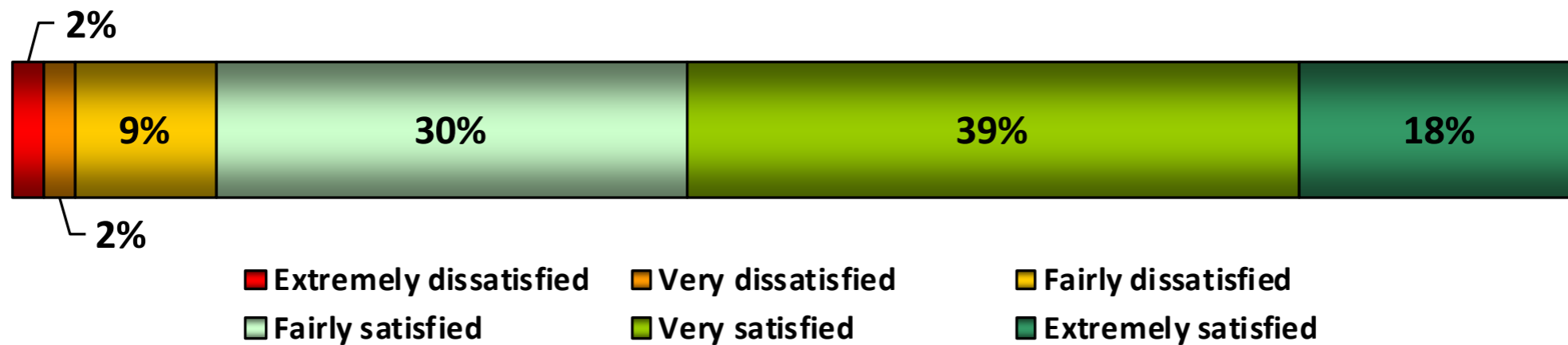
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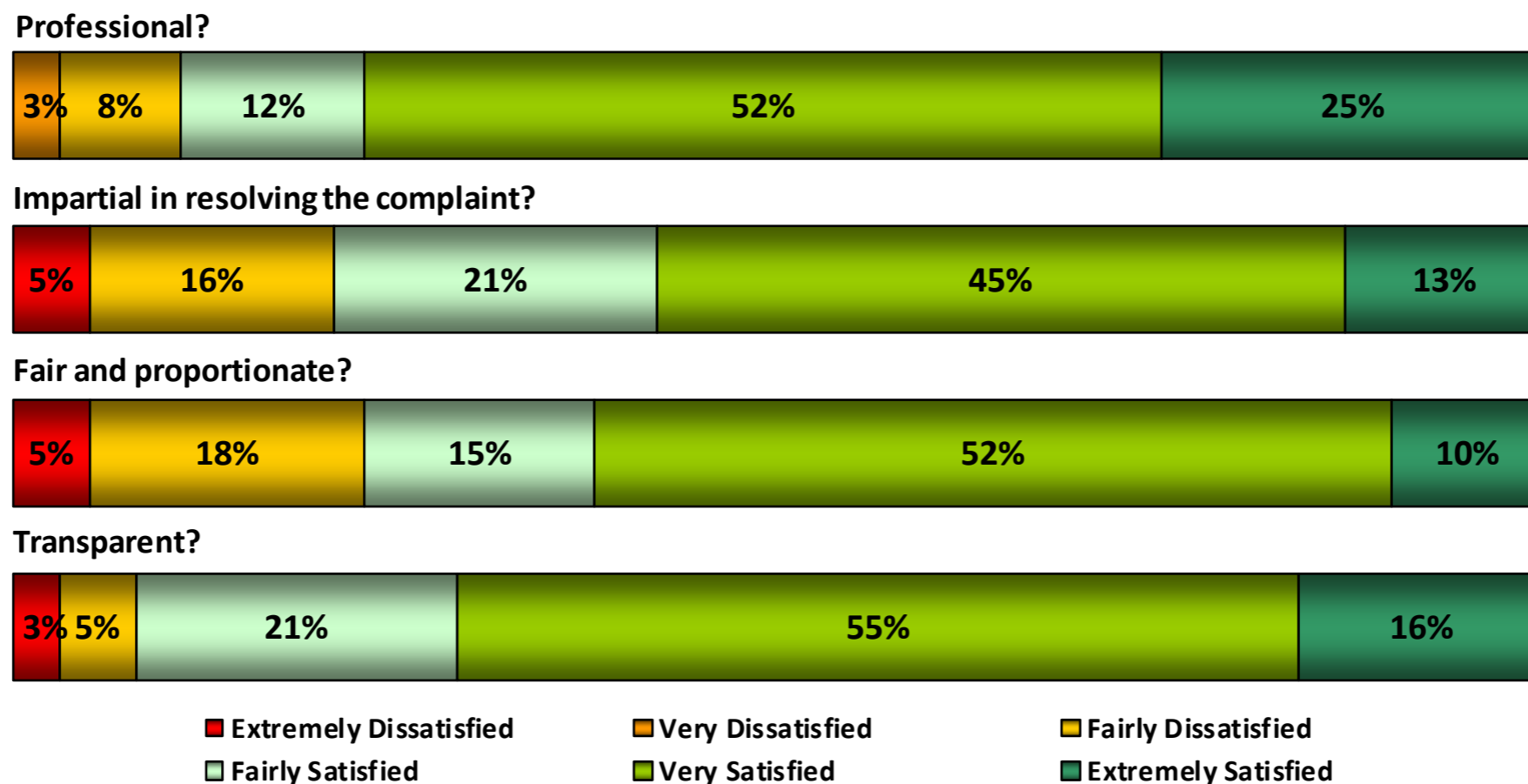
Overall, how satisfied are you with the way that the Dental Complaints Service handled the complaint?



How satisfied are you that the service provided by the Dental Complaints Service was...

- **Professional?**
- **Impartial in resolving the complaint?**
- **Fair and proportionate?**
- **Transparent?**

How satisfied are you that the service provided by the Dental Complaints Service was professional, impartial, fair and proportionate, transparent?



Service is generally considered to be professional and transparent.

Respondents are less satisfied that it is impartial, fair and proportionate.



Extremely Satisfied....

'They always show impartiality and act in the best interests of both parties. Their main goal is to find a solution that is agreeable for everyone.'

'The negotiators/intermediaries are a really good stop point for both patients and clinicians. It's a half-way house, which allows you to gather your senses. It's really good, a great service.'

*'They were very good, extremely helpful and this put **me at ease**.'*

'They are very professional, and it was a straightforward process. I had no problems.'

Dissatisfied....

'I felt like the DCS acted more on the side of the patient.'

'There was no consideration regarding my views on this matter; they are over-protecting the patients.'

'The DCS seemed to take the patient's side, and resolved in the patient's favour, no matter what.'

'Their approach was all geared to resolving the issue from the complainant's perspective.'

'I have only dealt with the committee once and I felt it was geared to the patient.'

Handling the case

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How satisfied were you...

- That from the beginning, the Dental Complaints Service resolution process was clearly explained to you?
- That you were kept informed about the progress with your case?
- That the Dental Complaints Service was easy to contact?
- That the process was managed speedily?
- That the process was managed efficiently?



That from the beginning, the Dental Complaints Service resolution process was clearly explained to you?

Process explained?



That you were kept informed about the progress with your case?

Kept informed?



That the Dental Complaints Service were easy to contact?

Easy to contact?



That the process was managed speedily?

Managed speedily?



That the process was managed efficiently?

Managed efficiently?



The resolution process is generally considered to be speedy and efficient.

Respondents are less satisfied with communication about/during the process.



‘They were very easy to deal with and their communication is very good.’

‘Phone calls were answered straight away, emails responded to within the hour.’

‘They made sure they kept me informed throughout.’

‘It was a confusing, unusual case but they made it clear regarding the process that would be followed.’

*'There is no email communication, only verbal contact.
It can be quite frustrating.'*

'I could only correspond by email.'

'They didn't fully explain everything to me.'

*'I remember not being quite sure of what was going on.'
'The process was explained, but I was under the impression that they
would be more on my side.'*

*.....the DCS were only interested in the outcome,
not listening to my side.'*

Complaints officer

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How satisfied are you with the service provided by your Complaints Officer (the person you have been dealing with)?



- Extremely dissatisfied
- Fairly satisfied
- Very dissatisfied
- Very satisfied
- Fairly dissatisfied
- Extremely satisfied

‘They were great; very calming at a stressful time.’

‘The Complaints Officer was excellent; it was handled professionally.’

How satisfied are you that your Complaints Officer...

- Was impartial?
- Was easy to deal with?
- Listened to your point of view?
- Was knowledgeable and skilled?
- Kept you informed?

How satisfied are you that your Complaints Officer...

Impartial

How satisfied are you that your Complaints Officer was impartial?



Easy to deal with

How satisfied are you that your Complaints Officer was easy to deal with?



Listened

How satisfied are you that your Complaints Officer listened to your point of view?



Knowledgeable & skilled

How satisfied are you that your Complaints Officer was knowledgeable and skilled?



Kept you informed

How satisfied are you that your Complaints Officer kept you informed?



■ Extremely Dissatisfied
 ■ Very Dissatisfied
 ■ Fairly Dissatisfied
■ Fairly Satisfied
 ■ Very Satisfied
 ■ Extremely Satisfied

How satisfied are you with the advice given by your Complaints Officer?



- Extremely dissatisfied
- Very dissatisfied
- Fairly dissatisfied
- Fairly satisfied
- Very satisfied
- Extremely satisfied

**Only two respondents' complaints went
to a panel for resolution.**

Both are satisfied with the process.

*'They listened to both sides, looked at the evidence and
decided what was right and wrong. The decision was fair.'*

'They always had a balanced view.'

Resolution of respondents' case

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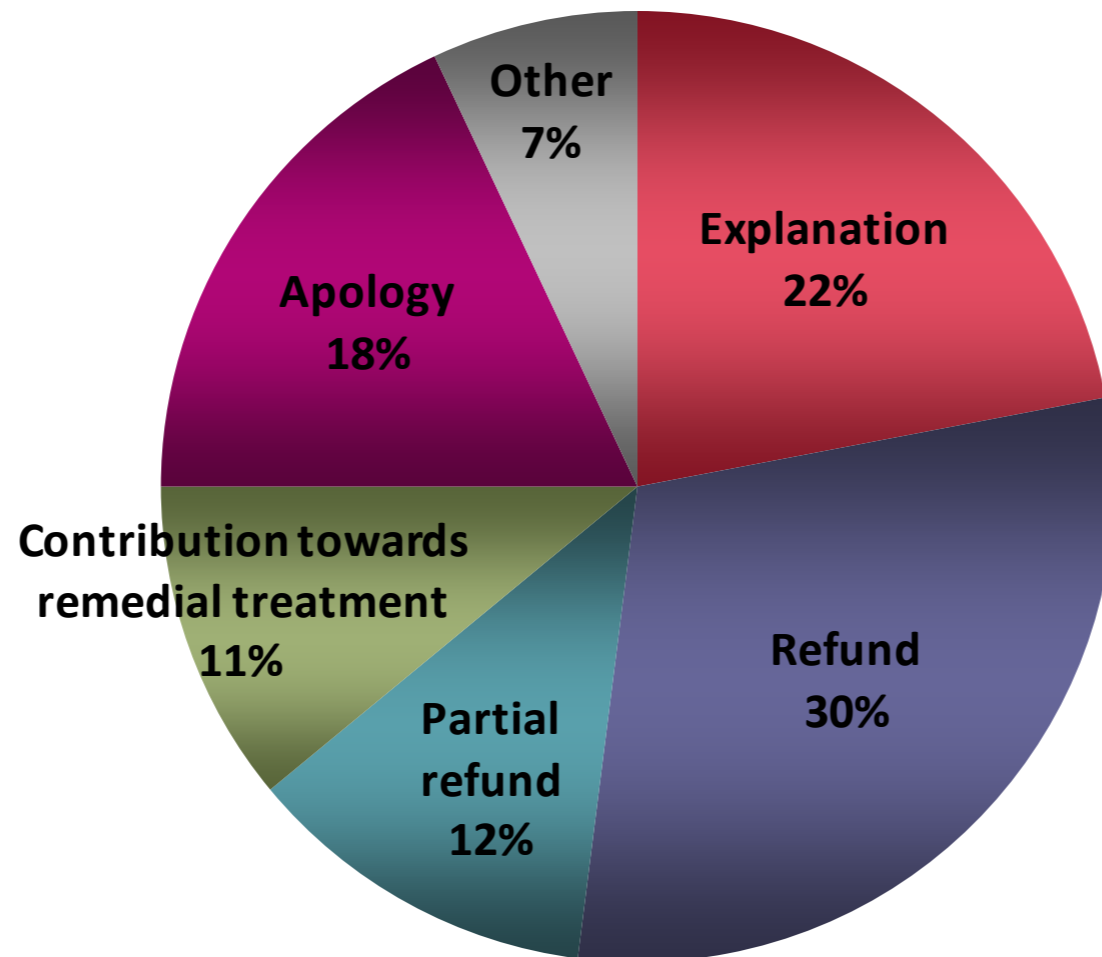
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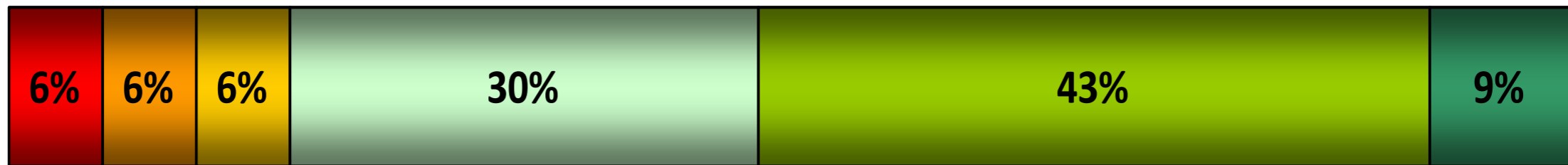
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Which of the following were involved in the resolution of the complaint? Please indicate all that apply.



The most helpful resolutions are refund, explanation, and apology.

Overall, how satisfied are you with the ultimate resolution of your case?



- Extremely dissatisfied
- Very dissatisfied
- Fairly dissatisfied
- Fairly satisfied
- Very satisfied
- Extremely satisfied

'I was satisfied because the patient was happy and that it was done and dusted.'

Overall, how satisfied are you that the service provided by the Dental Complaints Service was helpful to you in resolving your case?



‘When someone comes back and says they are not happy with their treatment, you are always disappointed, but I was pleased with the resolution.’

Further case details – DCS in general

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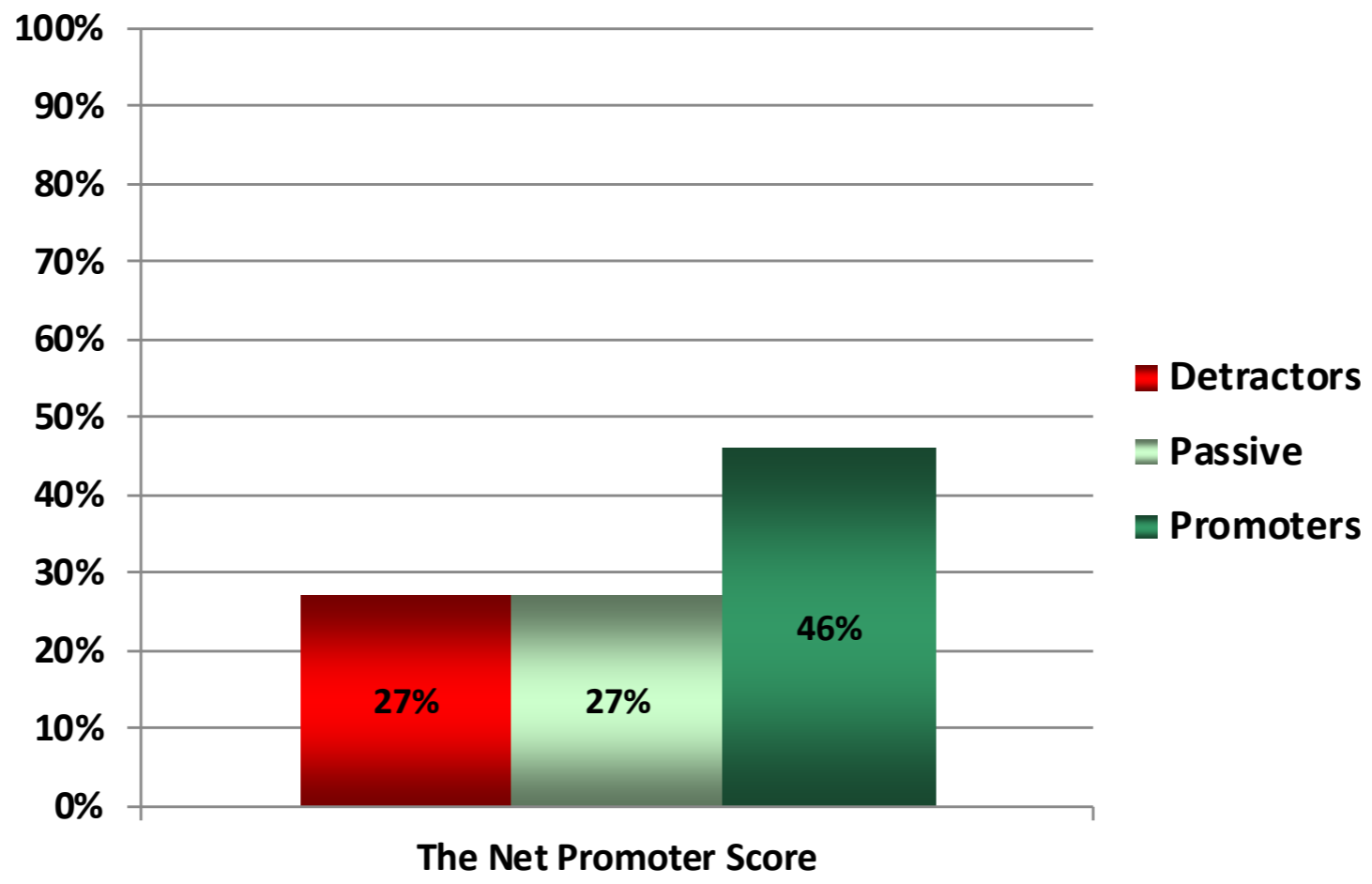


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- **78% of respondents state that they sought information, advice or support from their indemnity organisation or equivalent for their case; 90% of them found it useful.**
- **20% of respondents were signposted by the DCS to other sources of information, advice or support.**
- **90% of respondents said that they were likely to signpost patients to the DCS. Some would do so after first trying to resolve the case internally.**

On a scale from 0 to 10 how likely are you to recommend the services of the Dental Complaints Service to a fellow dental professional?



NPS: +19

‘Considering how this case was handled and resolved, I would definitely recommend them.’

Positive NPS comments:

- Supportive, professional and effective service.
- A good medium for communication, mediating a resolution and bringing the complaint to a conclusion.

Negative NPS comments:

- A handful of negative comments centre around DCS not being impartial and not listening to the dental professionals.
- Three respondents would advise their fellow professionals to use their own indemnity provider as a first port of call.

Suggestions for extension to the remit of the Dental Complaints Service and the services it provides, which would be of benefit to respondents and their profession.

- **DCS could advertise itself and its services more widely and effectively.**
- **Advising dental professionals how to avoid complaints and to handle them once made; a helpline or lecture/course.**

'I just think that the profession doesn't know enough about them. They are affiliated to the GDC and they should promote them more. It should be advertised that they are there for dentists as well as patients - I think newly qualified dentists in particular would benefit from knowing about the service.'



Please suggest at least one thing that the Dental Complaints Service could do to improve your overall satisfaction with its service.

- **Building awareness of DCS and the nature of the service.**
- **Being fairer, more impartial and listening more closely to both sides.**
- **Communication.**



Summary

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SUMMARY

ONE: A good quality; professional, efficient and effective service.

TWO: Good quality Complaints Officers provide a valued service.

THREE: Helping to resolve complaints easily and promptly, without involvement with the GDC.

FOUR: Respondents suggest that the DCS could extend its services, providing general advice and support, even in the public sector.

FIVE: Scope for improvement: approximately 1/5th of respondents do not perceive the DCS to be fair and impartial in its approach.

SIX: A low awareness of the DCS, and a pre-conception that it would not represent their cases in an even-handed manner.

SUGGESTION

Low awareness and misperceptions colour dental professionals' attitudes in dealing with the DCS.

Therefore, they may be less willing to trust the fairness of any resolution and more willing to perceive that there is bias in the outcome.

It is suggested that the DCS should work to build awareness - of its services and of the impartiality of those services.

Ideally, this will create a virtuous circle, setting the correct expectations, building confidence, enhancing reputation and encouraging greater use.



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