

Quantifying practice performance

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Purpose

To evaluate the effect of training, team motivation levels, word of mouth recommendation and service levels on the customer experience. Delivering a superior experience across every point of interaction is proven to positively impact on client recommendation, footfall and business turnover.

Methodology

Data is collected via a series of qualitative and quantitative methods, with online staff and client surveys, street Vox Pop research and telephone calls to practices. In every case, results are analysed against a large and robust national database to ensure accuracy and relevance.

A basket of national performance measures



“How much are booster vaccines?”

% indicates those who offered an appointment

LEAGUE table

1	NEWARK	29.41%
2	OXFORD	27.27%
3	BELFAST	26.50%
4	WAKEFIELD	26.19%
5	DURHAM	25.64%
6	NORTHAMPTON	24.14%
7	CANTERBURY	23.53%
8	CARDIFF	23.21%
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44	IPSWICH	9.09%
45	BRIGHTON	8.94%
46	DONCASTER	8.33%
47	CARLISLE	7.32%
48	BASILDON	6.67%
49	HULL	4.55%
50	PLYMOUTH	4.55%

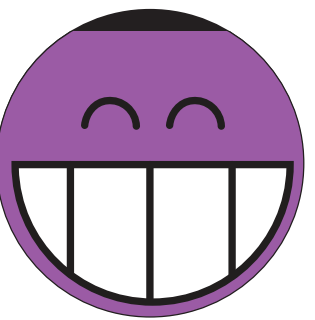


Do I know what is expected of me at work?

Yes %

97%

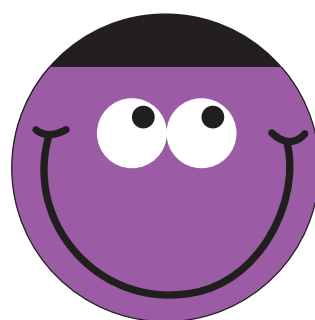
Super Happy



Do I have the materials and equipment I need to do my work right?

88.5%

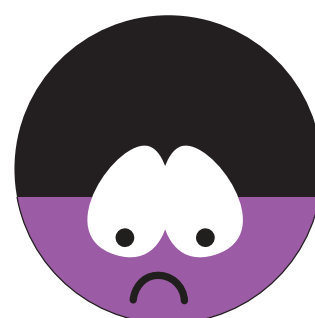
Happy



In the last seven days, have I received recognition or praise for doing good work?

38%

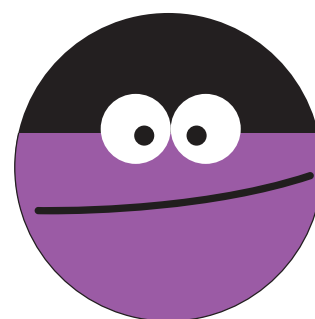
Awful



In the last six months, has someone at work talked to me about my progress?

46.3%

Poor



“What gets measured gets better” Implications

Delivering a superior customer experience drives tangible uplifts in practice performance. Quantifying standards with accurate data (where previously only guesstimates existed) allows practices to assess current performance and impose challenging but realistic benchmarks and targets. Practices can also measure their own performance against others nationally, regionally, or even in the same town, and plot changes over time. Regular and consistent measurement ensures that any issues are picked up before they have chance to take hold and impact on the practice bottom line.

