



Customer Satisfaction Survey Report

August 2025

Executive Summary

Our Customer Satisfaction Survey was undertaken during **August 2025** as part of our ongoing Quality Assurance Programme. The purpose of the survey was to gather feedback from customers and their families on the quality of care and support they receive, identify areas of good practice and highlight opportunities for continuous improvement.

A total of **266 surveys** were issued, with **60 responses** received, representing a **22.6% response rate**. Although the response rate was modest, the feedback received has provided valuable insight into customers' experiences and has informed several service improvements.

Overall, customers expressed a high level of satisfaction with the service provided. The survey highlighted the dedication, professionalism and compassion of our care workers, with many customers commenting positively on the relationships they have built with their regular carers.

The survey also identified opportunities to strengthen communication, improve continuity of care and enhance consistency in service delivery. The Senior Management Team has reviewed all feedback and implemented a comprehensive action plan to address the concerns raised.

Summary of Customer Ratings

Customers were asked to rate the service against the five key quality areas aligned with the Care Quality Commission (CQC) Key Questions.

CQC Key Question	Overall Rating
Is the service Safe?	Good
Is the service Caring?	Good
Is the service Effective?	Good
Is the service Responsive?	Good
Is the service Well-led?	Requires Improvement

The survey demonstrates that customers have a positive view of the care they receive, with **four of the five quality areas achieving an overall rating of Good**.

The **Well-led** domain received a rating of **Requires Improvement**. Customer feedback indicated that this was primarily linked to communication from the office, notification of changes to care workers and visit times, and continuity of care, rather than concerns regarding the quality of care delivered by frontline staff.

The organisation has welcomed this feedback as an opportunity to strengthen leadership, communication and governance processes. A comprehensive improvement plan has already been implemented and is being monitored by the Senior Management Team.

Survey Overview

- **Survey Period:** August 2025
- **Surveys Issued:** 266
- **Responses Received:** 60
- **Response Rate:** 22.6%

The survey forms part of our commitment to continuously improving the quality of care we provide and ensuring that customer feedback remains at the centre of service development.

Overall Findings

Overall customer satisfaction remains positive.

Customers consistently praised:

- Professional, compassionate and caring staff.
- Feeling safe, respected and valued.
- The consistency and reliability of their regular care workers.
- Friendly and supportive office staff.
- Staff who communicate in customers' preferred language, helping improve understanding and confidence.

- Long-term relationships with care workers that promote trust and continuity.

Whilst feedback was overwhelmingly positive, customers also identified several areas where improvements could further enhance their experience.

Customer Feedback

Positive Feedback

Many customers expressed appreciation for the quality of care they receive.

Examples included:

"Staff who deal directly with Mum, we thank you for their professionalism, care and attention."

"Thank you very much for your help. We are very happy with them."

"Our carers are very helpful and caring and know exactly what to do."

"My care worker attended to me very well. She is always polite, helpful and encouraging."

"I am very satisfied with the two care workers who have visited me for the last seven years."

"I am fully satisfied with the service that I receive."

"My regular carer is amazing and goes above and beyond."

"I am happy with the care I receive from all the staff, especially those who speak my languages, Urdu and Punjabi, making the process much easier to understand."

"On behalf of my mum and our family we cannot thank you all enough for the support and compassion you gave her."

"Me and my wife really like Noor. He is always nice and friendly. We like him like family."

These comments reflect the commitment of our care workers to delivering compassionate, person-centred care and developing positive relationships with the people they support.

Areas for Improvement

The survey identified several recurring themes.

Communication

Customers told us that communication could be improved by:

- Informing customers when care workers change.
- Communicating changes to visit times in advance.
- Ensuring messages are consistently passed between office staff and care workers.
- Sharing medication box codes with replacement care workers where appropriate.

Continuity of Care

Customers value consistency and familiar faces.

Feedback highlighted:

- Frequent changes to weekend care workers.
- Replacement care workers not always being familiar with customers' routines.
- A preference for regular care workers wherever possible.

Visit Times

Some customers reported:

- Care workers arriving later than expected.
- Evening visits taking place earlier than agreed.
- Changes to visit schedules without prior notification.

Staff Development

A small number of customers felt that:

- Some care workers appeared rushed.
- Some replacement staff would benefit from further training.
- Larger identification badges would assist customers with visual impairments.

Key Themes

Strengths

- Compassionate, caring and professional staff.
- Customers feel safe and respected.
- Strong relationships between customers and regular care workers.
- Positive feedback regarding office staff and management.

- High levels of satisfaction with person-centred care.

Opportunities

- Improve communication between the office, customers and care staff.
- Increase continuity of care.
- Improve consistency of visit times.
- Continue investing in staff development.
- Strengthen leadership communication and customer engagement.

Actions Taken

Following the survey, the Senior Management Team reviewed every non-anonymous response and visited customers who had raised concerns. Individual reviews were completed, concerns discussed and actions agreed.

The following improvements have been implemented:

Feedback Received	Action Taken
Care plans required updating	Individual care plans were reviewed and updated to reflect customers' current needs, preferences and desired outcomes.
Customers requested greater continuity	A pool of regular care workers has been reintroduced to improve consistency and reduce the number of unfamiliar care workers attending visits.
Complex care packages	New care workers are required to shadow experienced colleagues before working independently with customers who have complex needs.
Individual staff performance concerns	Staff identified through customer feedback have received additional supervision and have been referred for retraining where appropriate. Staff awaiting course availability have been enrolled onto the next available training programme.
Communication concerns	Office staff have completed refresher training on communication processes, reinforcing the importance of promptly informing customers and families of any changes to care workers, visit times and other service updates.
Inconsistent visit times	All care rotas have been reviewed to identify and reduce inconsistencies in visit scheduling and care worker allocation, improving continuity and reliability of care.
Ongoing customer support	Customers who raised concerns and could be identified were provided with the Quality Assurance contact number, giving them a direct point of contact within the Senior Management Team to report ongoing

Feedback Received

Action Taken

concerns, seek advice or provide further feedback. This enables concerns to be monitored proactively and addressed promptly.

All improvement actions are overseen and monitored by the Senior Management Team.

Lessons Learned

The survey has reinforced several important learning points:

- Customers highly value continuity of care and familiar care workers.
 - Effective communication is fundamental to maintaining trust and confidence.
 - Timely notification of changes to care workers and visit times significantly improves the customer experience.
 - Ongoing staff development remains essential in maintaining consistently high standards of care.
 - Listening to customer feedback enables meaningful improvements that enhance service quality.
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Monitoring and Review

To ensure these improvements are embedded and sustained, the Senior Management Team will continue to monitor progress through:

- Quality Assurance visits.
- Customer welfare calls and follow-up reviews.
- Spot checks and observational audits.
- Care plan reviews.
- Staff supervision and competency assessments.
- Ongoing training and professional development.
- Monitoring complaints, concerns and compliments.
- Regular review of care rotas to improve continuity.
- Future Customer Satisfaction Surveys to measure the effectiveness of the improvements implemented.

The findings from these activities will continue to inform service development and support our commitment to continuous quality improvement.

Conclusion

The August 2025 Customer Satisfaction Survey demonstrates that customers continue to value the compassionate, professional and dedicated care provided by our teams. Four of the five CQC quality domains were rated **Good**, reflecting the commitment of our care workers and office staff to delivering safe, effective, responsive and person-centred care.

The feedback received in the **Well-led** domain has provided valuable insight into where leadership and operational processes can be strengthened. The organisation has embraced this feedback positively and has already implemented targeted improvements to communication, rota management, staff training, quality assurance and customer engagement.

Customer feedback remains central to our approach to continuous improvement. The Senior Management Team will continue to review performance, monitor the effectiveness of the actions taken and work collaboratively with customers, families and staff to ensure the highest possible standards of care are maintained.

We would like to thank every customer and family member who took the time to complete the survey. Their feedback is invaluable in helping us shape, improve and continually develop the services we provide.

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