

Customer Feedback Results 2024

In October, we conducted our annual customer survey to gather feedback on the services provided by Bluebird Care East Staffs & South Derbyshire. The results highlight our dedication to delivering high-quality, person-centred care that respects individual preferences and upholds professional standards.

Customers commended our reliability, responsiveness, and the respectful approach taken by both carers and office staff, reinforcing our core values.

We are proud of these results, which reflect the hard work and commitment of our team, and we remain focused on using this feedback to continue improving our services.

See the full results below:

Overall, how would you rate the service you receive from Bluebird Care?

Outstanding: 46%

Good: 44%

Satisfactory: 8%

These ratings reflect a strong overall performance, with 90% of customers rating our service as outstanding or good.

Do you feel Bluebird Care promotes your independence and enables you to be in control of your care and support?

Always: 65%

Usually: 35%

Do you feel your care assistants respect your privacy and dignity?

Always: 73%

Usually: 22%

Do your care assistants arrive within 30 minutes, either side, of the scheduled visit time?

Always 60%

Usually: 40%

Do your care assistants stay for the full duration of your care visit?

Always: 74%

Usually: 26%

Are the tasks in your care plan carried out professionally and in line with your personal preferences?

Always: 64%

Usually: 33%

Never: 2%

If you contact our office team, do you feel they respond well to your needs or requests for information?

Always: 80%

Usually: 13%

Rarely: 6%

Do you feel that Bluebird Care provides a safe and effective service that meets your care needs and desired outcomes?

Yes: 97%

No: 2%

Do you feel satisfied that you (or your representative) have been involved in the planning of your care?

Yes: 100%

Whilst we always hope to provide a high-quality service, would you know how to raise a concern or make a complaint?

Yes: 97%

No: 2%

Would you agree that Bluebird Care do not discriminate against your age, gender, religious and cultural values, or for any other reason?

Yes: 100%

Staff Recognition

Numerous staff members were highlighted for exceptional service. A few names mentioned frequently include:

Viktorija Zelvyte: Described as caring, professional, and going above and beyond expectations.

Netty Walker: Recognised for her experience and continuity in care.

John Bell: Noted as a favourite for his relatability and reliability.

Lorraine Raines, Nagma Hussain, Asha Parveen: Praised for their cheerful demeanours and dedication.

Sharron Giblin: Highlighted for her outstanding understanding of customer needs.

Other employees, including Chloe, Gillian Gillott, and Nicola Majaweta, were also praised for their excellent service, alongside a general appreciation for the entire care team.

What Our Customers Told Us We Do Well

"Looking after me and my needs very well."

"Provides a totally reliable service."

"Care in a way that puts the client & family at ease."

"Attention from carers and speed of helping if I call office. Friendliness and all-round care."

"Easy to contact, friendly."

"They have a good lot of carers who look after you well."

"Experience, done jobs well and good mannered."

"Very adaptable."

"Coffee mornings are good for socialising "

"You are lovely and listen. You take things seriously. "

"Bluebird communicate well. With regards to the office, Louise in particular is very helpful and professional."

"Communication, professionalism, respect, reassurance, knowledge, patience, kindness, humour and much more. Your daily visits bring all of the above and more and as a family we hugely appreciate your help with mum and dad. "

"The care that is provided to dad today is the same as it was on day one. Dad feels respected and that he is made to feel that the care given to him is just as 'important' to Bluebird Care as it was when his care first started."

"That they come promptly at 7 am."

"All care is delivered to a very high standard"

"Reliable in time keeping Richard likes to have the same carers if possible, due to his autism this helps him feel comfortable as he can interact more easily with people he is familiar with which makes a noticeable difference in his mood, we feel Bluebird try to do this."

"As a service user's daughter the assessment process was very easy "

"Their attention to care is first class "

"They respond very quickly, if I do have a problem. Good listeners."

"Punctuality and looking after me. "

"Supports Mum to live in her own home The coffee mornings are good for socialising "

"Listens to your service users' needs and tailor makes a plan to help to keep the user as independent as possible. Communication is everything and we can't fault you on that at all. Again, an absolute godsend and very reassuring that we did the right thing by appointing your business to look after our 94-year-old family friend who has no family of his own. "

"Keeping in contact with families and the activities they put on for the people they care for"

What We Do Well

Customers have highlighted several key strengths in the service we provide, which reflect our commitment to delivering high-quality, person-centred care. Among these, our reliability, professionalism, and punctuality stood out as cornerstones of our approach, giving customers confidence in the consistent and dependable care they receive.

The respect shown for their dignity and personal preferences was another area of praise, reinforcing the importance we place on treating every individual with compassion and understanding. Customers recognised the efforts of both our carers and office staff in maintaining strong communication and responsiveness, ensuring their needs are not only heard but also addressed promptly and effectively.

Our flexibility and adaptability in tailoring care to meet individual circumstances were also highly valued, demonstrating our ability to provide a truly bespoke service. Beyond the day-to-day care, customers expressed appreciation for the additional efforts we make to enhance their overall well-being, such as organising social activities like coffee mornings. These events have been acknowledged as meaningful opportunities for social engagement, helping to foster a sense of connection and community among those we serve.

This feedback is a testament to the dedication and care demonstrated by our team and serves as an inspiration to continue building on these strengths as we strive to exceed expectations.

Recommendations and Opportunities for Improvement

Feedback highlighted the below as key areas for improvements:

Consistency of Carers: Customers value continuity and suggest further reducing the number of different carers assigned. - Continuity is typically only impacted by unavoidable circumstances such as staff sickness, annual leave, or changes in staff availability. Despite these challenges, our continuity levels consistently exceed the industry average, standing at an impressive 84%. This achievement underscores our dedication to ensuring that customers and carers can establish and maintain trusting, long-term relationships, which are fundamental to high-quality, person-centred care.

Schedule Clarity: A request for better communication about which carers are attending and at what times. - In November, we transitioned to sending customer visit schedules via email instead of post. This change was driven by concerns about Royal Mail delays, which often resulted in customers receiving their schedules mid-week despite being sent first class. However, we understand from your feedback that some customers without access to an email address still require this information in paper format. To address this, we will resume posting schedules for those customers who do not have access to email, ensuring everyone receives their schedules in a timely and accessible manner.

Equipment Familiarity: Training carers on using specific household appliances like air fryers to enhance meal preparation. - This issue was raised during a review with a customer and was promptly addressed by our Field Care Supervisor who in response created an infographic poster which has been laminated and placed in the customers kitchen to ensure all care assistants are clear on the operation of the appliance.

Invoice Accessibility: Customers expressed a desire for easier access to invoices and the ability to set their own passwords. – We also received feedback regarding the inconvenience of password-protected invoices, particularly the inability to set individual passwords. While we appreciate that this may cause frustration, safeguarding personal information remains a top priority. Invoices contain sensitive details, and there is a legal requirement to send them securely. Unfortunately, pre-set passwords are necessary to maintain maximum security and protect customer information. We remain committed to improving our communication processes and appreciate this valuable feedback.

Closing Statement

At Bluebird Care East Staffs & South Derbyshire, we are deeply committed to continuously enhancing the quality of care we provide. This survey serves as both a reflection of our strengths and an invaluable tool for identifying areas where we can grow and improve.

We are dedicated to actively listening to our customers, valuing their feedback, and taking meaningful action to refine our services. Our goal is to create an environment where every individual feels truly valued, respected, and supported, ensuring that we deliver care that exceeds expectations.

We understand that trust is at the heart of the care we provide, and we are grateful to all our customers for placing their trust in us. We understand that feedback and partnership are essential to shaping the future of Bluebird Care, and together, we will continue to make a positive difference in the lives of those we support.

I would like to thank all our customer, family members and stakeholders for being a part of our journey and helping us deliver the exceptional care that our customers deserve.

Vicki Jones

Registered Manager

Bluebird Care East Staffs & South Derbyshire