

Real-Time Service Management
Solutions For Blood Centers:
2015 and Beyond

WHITEPAPER

This mini white-paper was researched and prepared by
Instant Evaluate DBA Donor Service Management

Ongoing and real-time service data is critical to all service focused operations as a means to measure and manage customer service. Over the past few years, technology has made it **easier** and less expensive to implement automated service management solutions that simplify the process of collecting and responding to service feedback. While automated service management solutions have become very popular in most industries, blood centers are generally several years behind in implementing technology for service management.

In the majority of blood centers today, it may take proper management days or weeks to find out about an unhappy donor. Considering the lifelong value of each donor, it is risky to be so slow in replying. It is therefore vital to know about a donor's concern and resolve the issue before the donor is lost or negative word-of-mouth begins. Because it is impossible for blood center management to have eyes and ears everywhere, they should utilize technology to simplify the feedback process for donors and management.

Expecting donors to pro-actively provide feedback by figuring out how to navigate a blood center's website or find a phone number is unrealistic and may lead to additional donor frustration. Properly implemented technology, that utilizes mobile devices, social media, Internet, email, QR codes, etc, will make it easier for donors to provide feedback and for blood center management to simplify service management and improve donor loyalty.

5 Primary Objectives That A Blood Center Service Management Solution Must Accomplish

- 1. Make it easy** for donors and sponsors to provide feedback
- 2. Notify** proper management in real-time when negative feedback is received
- 3. Constantly remind** employees of service standards
- 4. Create easy to use** real-time reports that provide actionable data and trends
- 5. Be cost-effective** with a valuable ROI

Automated Service Management solutions are very popular in many industries, including: hospitality, banking, transportation, retail, telecommunications and more.

Many blood centers have also successfully integrated automated service management solutions since 2010, but surprisingly the majority of other blood centers are still using older processes that do not take advantage of all the automation that is now available.

Collecting Donor Feedback Is Only The Start

Analyzing and reacting to feedback is how you build stronger donor loyalty and turn casual donors into promoters. All levels of management should have access to actionable service data in order to resolve incidents and track trends in service categories.

Other Benefits Of A Blood Center Service Management Solution:

- 1. Motivated employees.** When employees are aware that donors can easily provide feedback at any time, they will deliver better service.
- 2. Donor Appreciation.** An easy-to-use automated feedback service reminds donors you care about their satisfaction and value their feedback.
- 3. Standardized processing** and reporting of service data provides a consistent format to analyze service trends by geography or hierarchy.
- 4. Real-time service data** allows proper management to react more efficiently.
- 5. Automated technology** helps to make the overall service management solution less expensive and more efficient than manual processes.

When Evaluating Automated Service Management Solutions, Consider The Following:

- **Does it provide multiple** methods for donors to provide feedback; web, social, QR code, email invites, mobile, etc.?
- **Does it summarize** feedback data for different locations and employees, with reports that easily indicate strengths and weaknesses?
- **Does it generate real-time** email and Online reports for **all** levels of hierarchy?
- **Does it process** and provide specific donor comments for individual locations and districts to act upon?
- **Does it have a pricing model** that meets your ROI?

There are many blood centers nationwide that are utilizing Automated Service Management solutions designed specifically for blood centers. Blood centers that have not yet considered implementing technology as part of their service management may be at risk of minimizing loyalty among donors and blood drive sponsors

For more information on how an Automated Service Management solution can help your blood center, **contact Donor Service Management at:**

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