

INFECTED BLOOD INQUIRY

WRITTEN STATEMENT OF DR ALEX CROWE

EXHIBIT WITN4198032

Customer Service – Creating Positive First and Lasting Impressions

Attendance Figures January 2019 – March 2020.

		Planned Sessions	Sessions Delivered	Booked	Withdrawn	DNA	Completed	% attendance
Q4 - 2018/19	Jan-19	1	0	0	0	0	0	
	Feb-19	2	2	9	3	2	4	
	Mar-19	2	2	20	4	2	14	
	TOTAL	5	4	29	7	4	18	62%
Q1-2019/20	Apr-19	2	2	14	4	1	9	
	May-19	2	2	17	2	3	12	
	Jun-19	1	1	10	1	0	9	
	TOTAL	5	5	41	7	4	30	73.17%
Q2 - 2019/20	Jul-19	2	2	15	5	4	11	
	Aug-19	1	0	1	2	0	0	
	Sep-19	2	2	12	2	2	8	
	TOTAL	5	4	28	9	6	19	67.86%
Q3 - 2019/20	Oct-19	0	0	0	0	0	0	
	Nov-19	2	2	12	2	3	7	
	Dec-19	0	0	0	0	0	0	
	TOTAL	2	2	12	2	3	7	58%
Q4- 2019/20	Jan-20	2	0	0	0	0	0	
	Feb-20	0	0	0	0	0	0	
	Mar-20	1	0	0	0	0	0	
	TOTAL	3	0	0	0	0	0	

Summary:

Year	Type of Session	Sessions Delivered	Attendance
2019	Customer Service	15	74
	Bespoke - HR& OD Perceptees	2	41 (approx)
	Mat Bespoke	13	117 (approx)
2020	Customer Service	0	0
	Bespoke Perceptee		
	ED	3	29

CBU attendance from January 2019 – August 2019		
Area	Booked on	Completed
Digestive diseases	0	0
Specialist surgery	0	0
MSK care	18	9
Women and Children's	1	1
Urgent and emergency care	9	5
Medical care	14	10
Integrated medicine and community	1	2
Diagnostic outpatients.	17	12
Corporate Services	11	9
Domestics	6	4
Other/ unknown	7	7

Pre- March 2020 Customer Service Training sessions were running once a month – alternating between Warrington and Halton Sites. In addition 1 hour bespoke team sessions were offered.

Prior to Covid 19 we had delivered bespoke team sessions to HR & OD, ED, Maternity and Perceptees.

Content of the sessions:

3 hour session:

- Understand what excellent, good and bad customer experiences look like.
- Visualise the customer experience and “walk in their shoes” – Discuss patient feedback
- Discuss communication techniques and identify how to put them into practice- including listening skills and communication models
- Understand what can influence our behaviour – Transactional Analysis
- Explore what our emotional intelligence is.
- Pledge to be “Outstanding

Bespoke 1 hour session:

Each session is adapted to suit team’s needs but overall the content focuses on:

- Understand what excellent, good and bad customer experiences look like.
- Explore how to maintain and improve Customer Service
- Visualise the customer experience and “walk in their shoes”.
- Explore what our emotional intelligence is.
- Pledge to be “Outstanding”

Due to Covid 19 all sessions were postponed.

From October 2020 Customer Service training will consist of 1 hour session delivered virtually and will focus on topics covering Emotional Intelligence, Kindness, Civility and Respect, with an overarching theme relating to Trust values and behaviours. In addition bespoke sessions will be offered to teams.

Arranged Bespoke sessions:

ED – 2nd and 3rd September 2020 and the Perceptees Induction programme – 13th October 2020