

Calverton Pharmacy

Overview

Calverton Pharmacy is based in Luton, providing pharmacy services to the surrounding areas.

Problem

Collecting patient satisfaction surveys is difficult. Firstly it takes a lot of time and effort to get patients to fill them in, meaning that staff are diverted from their primary task. People are generally averse to doing paper surveys which makes the task of encouraging them to do so even harder and results in **low response rates**.

Solution – STANDpoint

The STANDpoint system requires **no staff resource** at any time. CRT simply deliver the device, place it in the pharmacy then collect it two weeks later.

Specific benefits

- No hassle to staff
- Generates high response rates without encouragement
- Easy for all ages to use
- Multiple fail safes to guard against misuse and false responses
- Impossible to lose surveys - automatically transmitted.
- Results within 5 days.

Results

The Touchscreen generated 147 responses far greater than any paper survey had done in similar conditions. With no hassle!



“ We didn't really have anything to do, which was great because our staff have many demands on them. CRT came and delivered the Touchscreen and then collected it two weeks later. I was pleasantly surprised a few days later to receive the survey report which 147 of our customers had completed. It was simple to read and easy to understand. The whole process was hassle free ”

To find out more please contact us at:

Customer Research Technology Ltd

Business Innovation Centre, Binley Business Park, Harry
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MAKING PATIENT SURVEYS EASY

No more handing out paper surveys the touch screen system is a simple way to collect patient feedback with NO effort.

For more information please contact CRT today

- CRT deliver the touchscreen
- CRT collect the touchscreen
- CRT provides you with your patient survey report
- You.....do nothing!

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for just £295

- Generates high response rates
- Flexible and easy to use
- Used by all ages
- Multiple language facility
- Multiple fail safes to exclude false responses
- Robust design
- CRT will handle collection and delivery of the unit
- Full service support
- Reports delivered within 5 days

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