

MCKESSON

Project:
Customer Satisfaction
Research

Country: UK

Research Type:
Quantitative

Sector: Healthcare IT

McKesson UK, a subsidiary of McKesson Corporation, is the trusted healthcare technology solutions and services provider specializing in workforce, clinical and administrative information technology solutions and has operated in the UK since 1990.

At McKesson we have an exceptional amount of insight and knowledge of healthcare; we are proud to have been a stable partner, advisor and innovator to the NHS for over 2 decades. We are fully committed to the NHS; McKesson employs over 750 staff across the UK. We deliver to virtually every NHS organization as well as to a number of other public and private sector organizations, and our products and services have made a real difference to healthcare in the UK.

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How McKesson Monitors Customer Satisfaction and Transfers it Across Group Companies

McKesson Corporation is the oldest healthcare company in the world, founded in 1833. It is ranked 14th in the Fortune 500 and employs more than 36,000 people globally.

Business Challenge

"McKesson UK conducts annual customer satisfaction surveys with the business goal of monitoring and improving our customers' experience. These are complex surveys that address multiple corporate entities. Customers receive the survey from the entity they work with (i.e. McKesson UK, Liquidlogic, System C, Conscia), however, we see the results both for individual companies and across all the companies so as to contrast and compare. The intent of the comparison was to find and share best practices across the group of companies."

- Melanie Thorpe-Smith, Marketing Manager, Workforce Solutions, McKesson

Solution—Why choose Business Advantage?

"Previously we used an ex-McKesson employee on a part-time basis but for the last 3 years Business Advantage (BA) has conducted these surveys on our behalf, analysed the results and provided detailed reports and recommendations. Whilst the BA solution costs more it is conducted more efficiently and we receive the results much sooner.

BA ran multiple but consistent surveys so that each customer received the survey from the entity they work with and both individual company and consolidated results across all the companies as well as trends from past years were available.

The project involved considerable collaboration between our team and the BA team who were always highly responsive. When challenges arose, for example, changes to National Health Service (NHS) email addresses during the process and many users needing access from old systems such as Internet Explorer 6, BA took all the challenges in their stride."

What impact did the research have on your business?

"The project ran very smoothly, was timely and will enable us to improve the customer experience. We gained far more from it than we had expected.

This year's survey consisted of 9 separate reports and entailed a lot of back analysis over the last few years. BA excels at this work and distinguishes themselves with their deep analysis, reporting and recommendations. For example, one well received suggestion was that business approaches in one group company which are highly appreciated by its customers could be transferred to other group companies.

After multiple projects with BA, I have come to expect outstanding analysis and reports from them. BA always gets the key information out of the data and presents it in clear, understandable and actionable ways.

I can highly recommend BA for this type of market research and plan to continue to use them."