20 Years Supporting the NHS

NHS Shared Business Services

Delivering Valued Customer Experience

John Murphy, Head of Customer Excellence

Shared vision. **Better together** | May 2025

NHS Shared Business Services

NHS & Sopra Steria Joint Venture.

Operating for 20 years

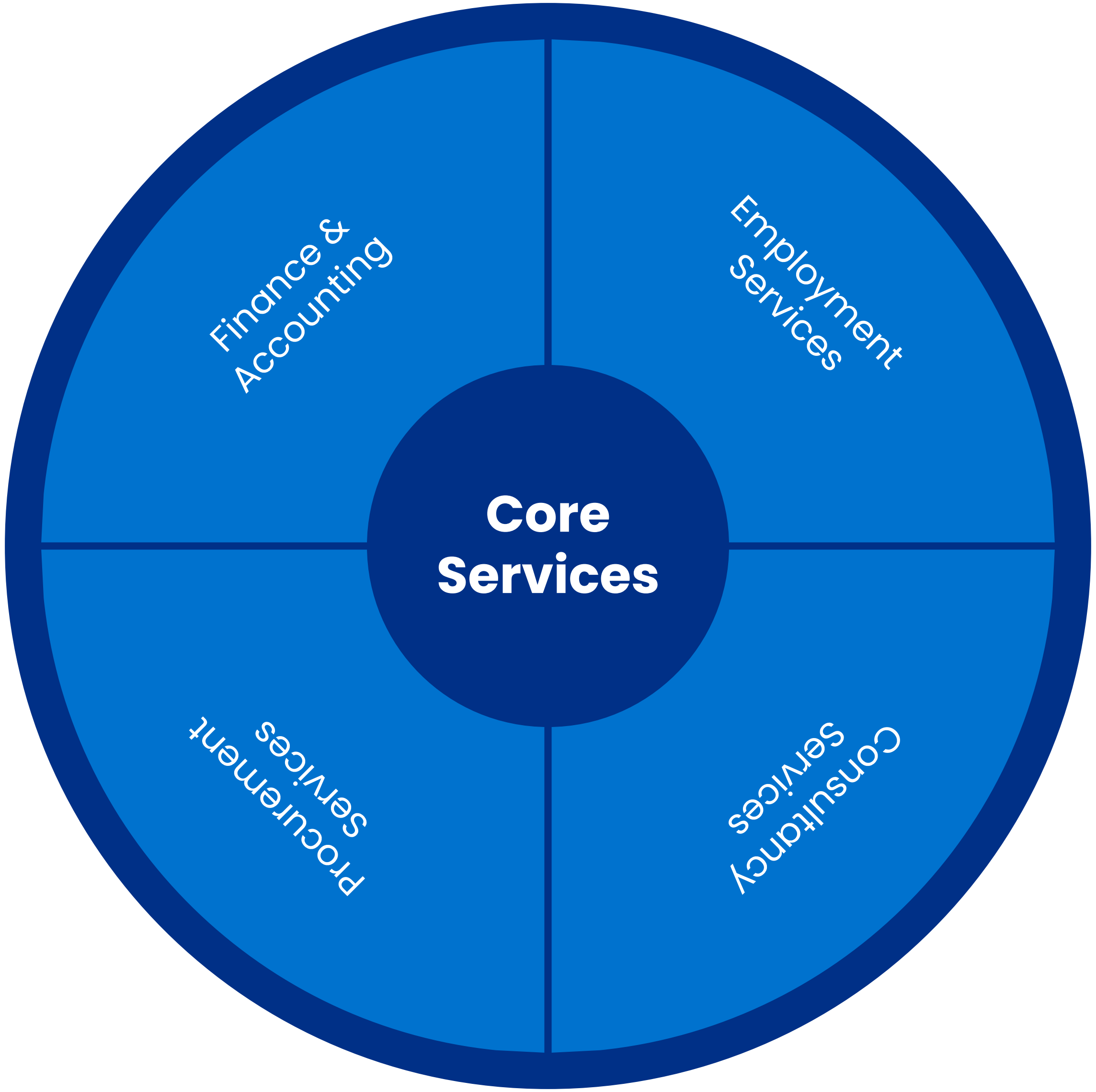
NHSE and 49 Providers

150 000 Suppliers

1000+ Colleagues

Top 50 GPTW

NPS +55



Customer Centric Experience Approach

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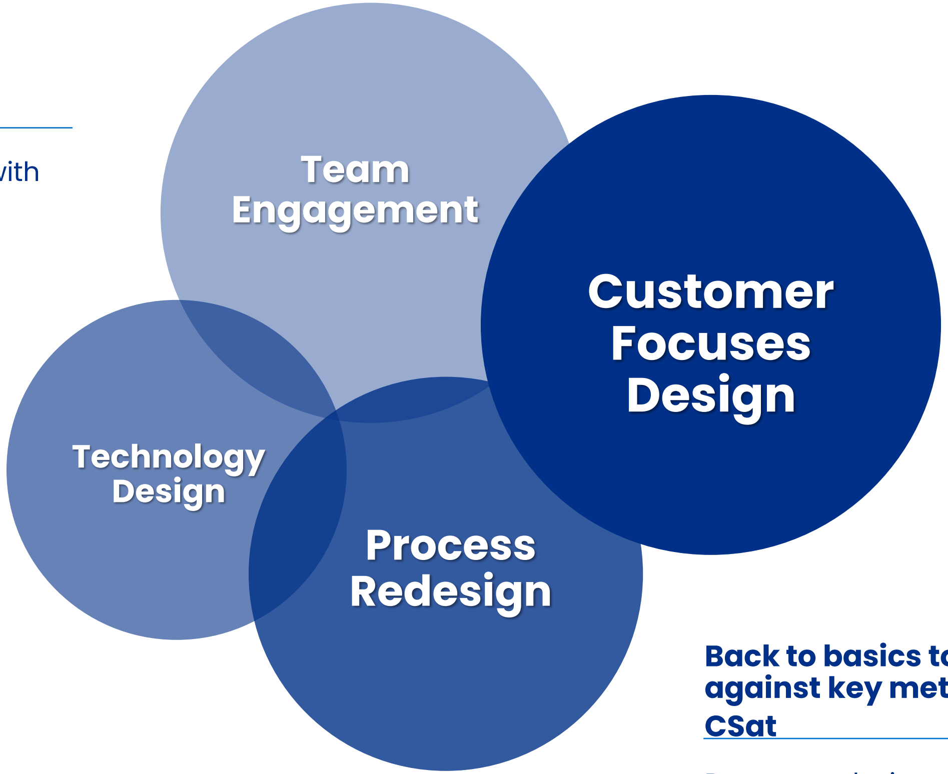
Team input into screen design

Screen layout to align with workflow.

Visually appealing



Supplier and Client Workshops

Recognition that customers interface with consumer sites and that the service needs to meet their needs

Leveraging Tech Partners

Extensive input from technology partners.

Best practice site visits

Automation 1st

Intuitive design requiring no training

Back to basics to deliver against key metrics and CSat

Process redesign radically improved KPI's

Case TAT 7+ days to 1 day

Abandoned Rate 25% to sub 5%

We set out with the concept that the service is provided for customers, and they should have significant input into the user interface design and that we should share progress and performance across the full process in real time.

NHS SBS Customer Experience Centre Transformation

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500 00 Contacts Per Year via web, e-mail and Phone

18-month Transition from dysfunctional service to customer centric operation.

63 Team Members

Finalist CCMA (2)

Finalist GENCFO

NPS from -45 to 0 in 12 months

Voluntary Turnover 5%

Sickness 2%

GPTW 70%

Salesforce CRM

Calabrio Work Force Optimisation

Trickle Employee Engagement

Amazon Connect Telephone

Client Team, Supplier Team, Transactional Procurement Team, Complaints Team (IT & ES in transition)

Plymouth Insights

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Market Research

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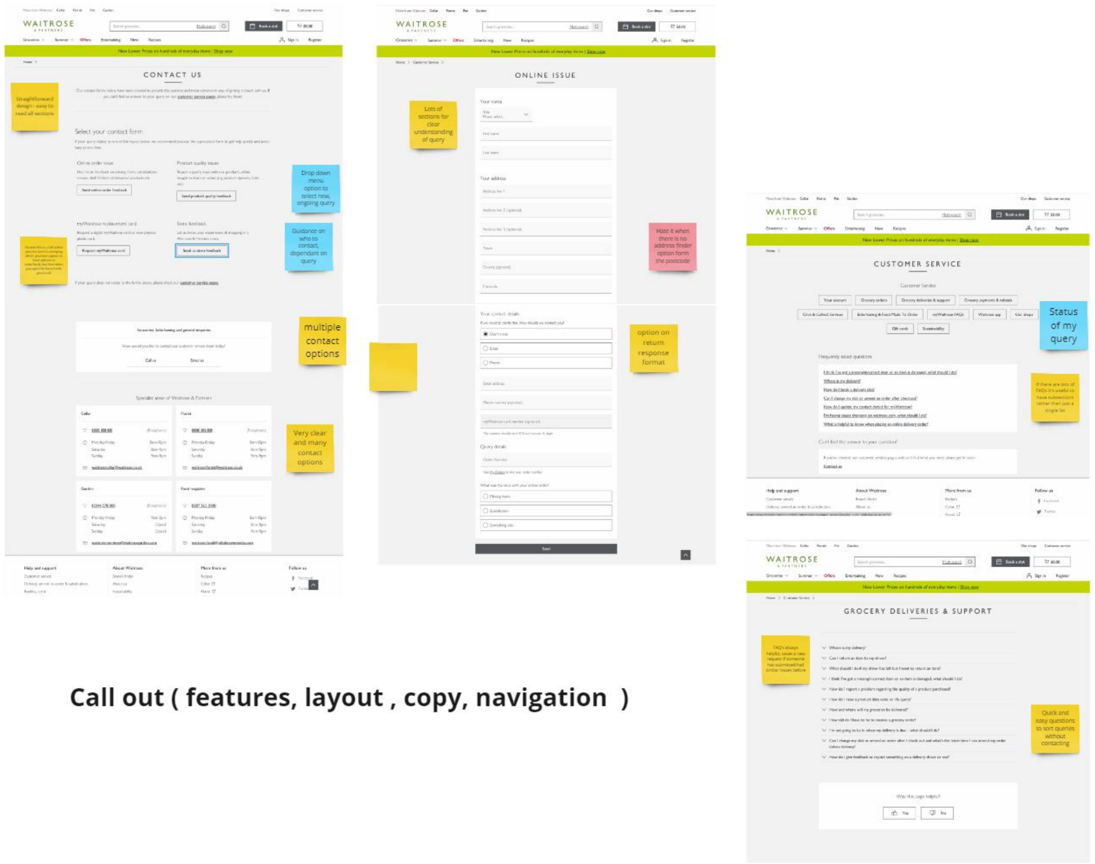
Some Comments and Notes captured

- Easy to read
- Dynamic Form
- Clear information layout
- Multiple contact options
- Suggested keywords based on search
- Return response option
- Query Status
- Categories and Sub-categories
- FAQs strategy to reduce Webforms

Waitrose



Call out (features, layout , copy, navigation)

Market Research

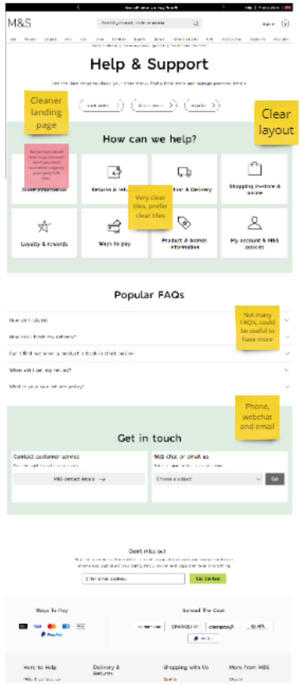
Shared Business Services

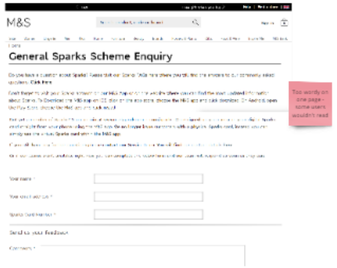
Some Comments and Notes captured

- Clean and clear layouts
- More FAQ articles
- Multiple contact options
- Too wordy

M&S

- Designs are easy to learn, make users do their tasks efficiently and effectively.





Call out (features, layout , copy, navigation)

Market Research

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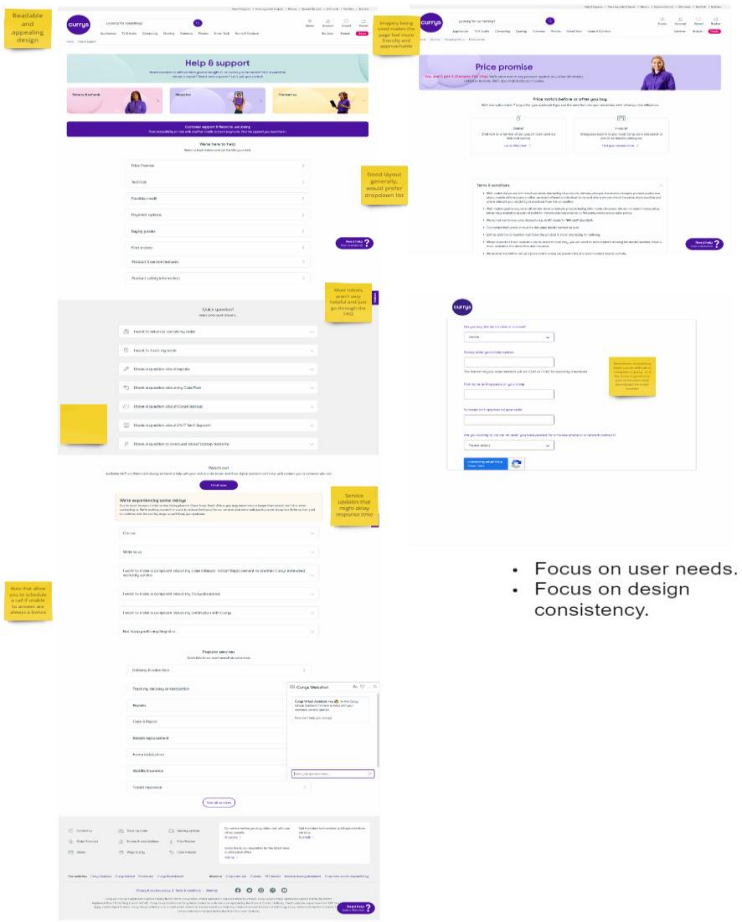
Some Comments and Notes captured

- Easy to read
- Appealing and friendly design
- Imagery and colour used sets a warm tone
- Good use of a dropdown list
- Superficial response with Chat bot
- Dynamic Webform
- Mandatory fields sometimes hinders speed of form sent
- Bots allow to schedule call back
- Alert messages for user awareness

Currys PCWorld

- Simple & Intuitive
- Use of the design is easy to understand
- Complexity is removed.



- Focus on user needs.
- Focus on design consistency.

Call out (features, layout , copy, navigation)

Market Research

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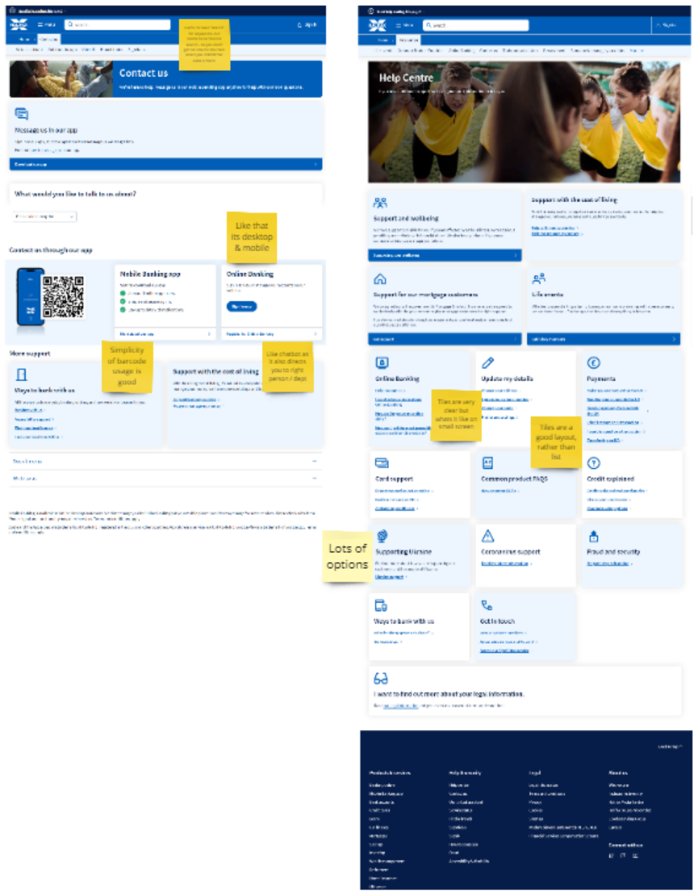
Comments and Note Summary

- Search suggestion based on keywords
- Desktop and mobile app options
- QR code instant access to mobile
- Chatbot directs users to the right contact
- Tiles are laid out well

HALIFAX

- Intuitive & easy-to-use customer service
- Variety of help methods



Call out (features, layout , copy, navigation)

Customer Service Request 1

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Home Dashboard

Home > Help Centre > Service Requests > New Service Request

Service Request

How can we help ?

Please select from one of the following.

On behalf of which Organisation

Test Account

Accounts Payable

Feedback/Suggestions

Account to Reporting

Order to Cash

Frequently Asked Questions

How do we get a refund of an outstanding credit if no further invoices are due?

What do I do, if I have a duplicate invoice in my workflow?

Can I send a purchase order invoice down to NON purchase order route?

Customer Service Request 2

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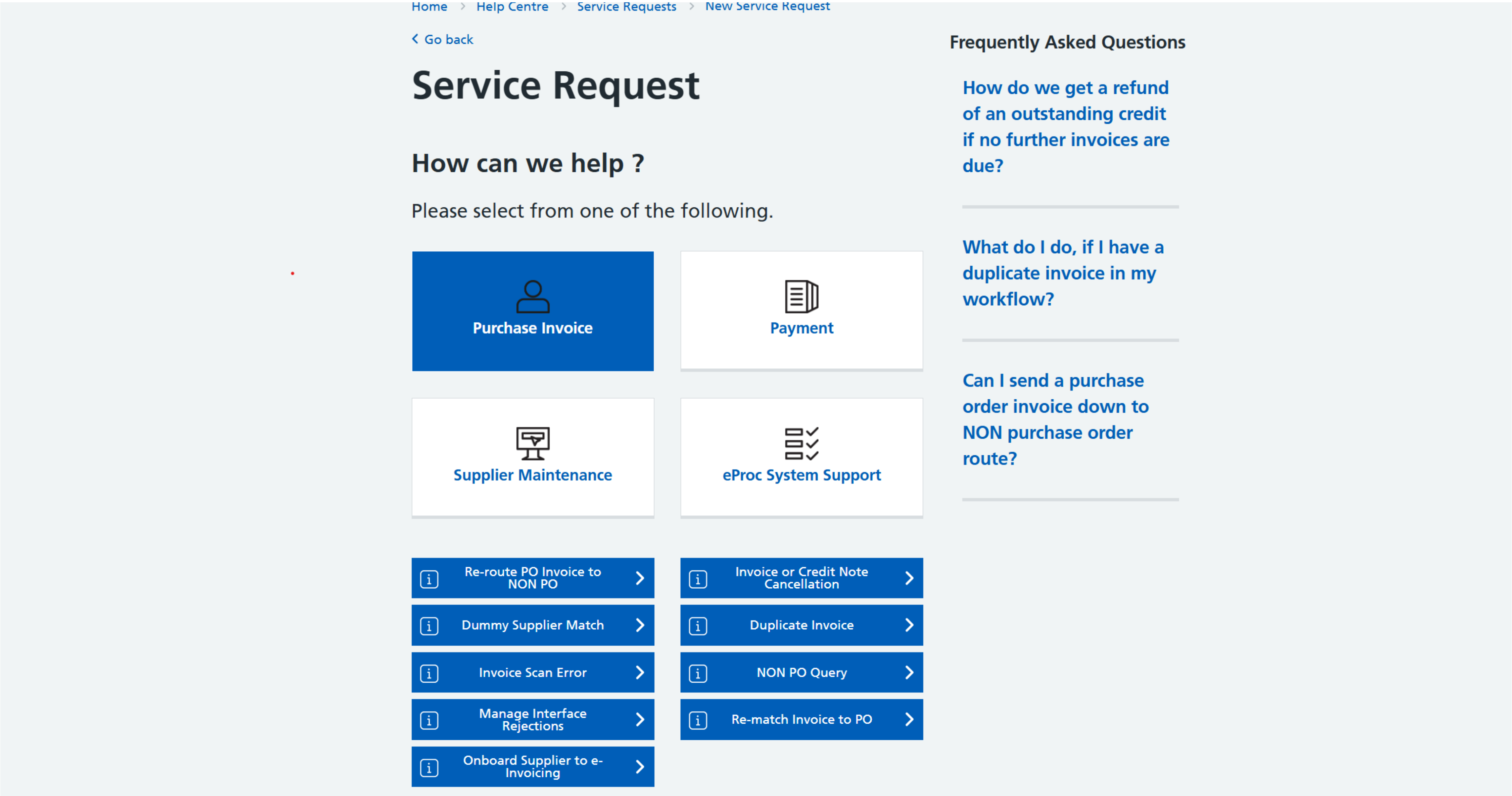

Customer Service Request 3

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Service Request

‹ Go back   Clear Form

Can you give us some more information?

Subject *

Supplier Name *

Invoice Number *

Invoice Amount *

£

Description *

Disclaimer

No personally identifiable data relating to patients should be entered.

Submit   Discard

Client Dashboard

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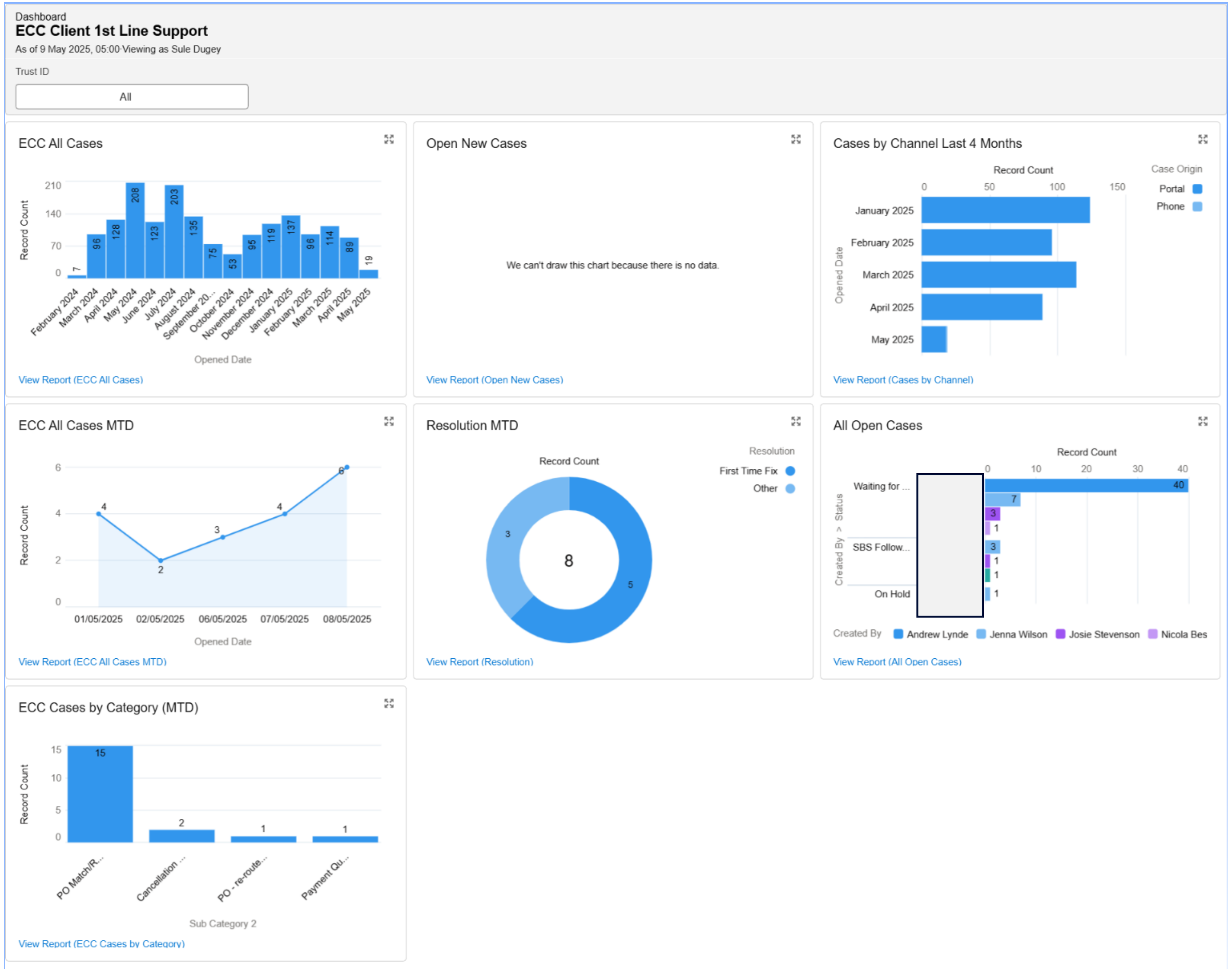

Customer Surveys

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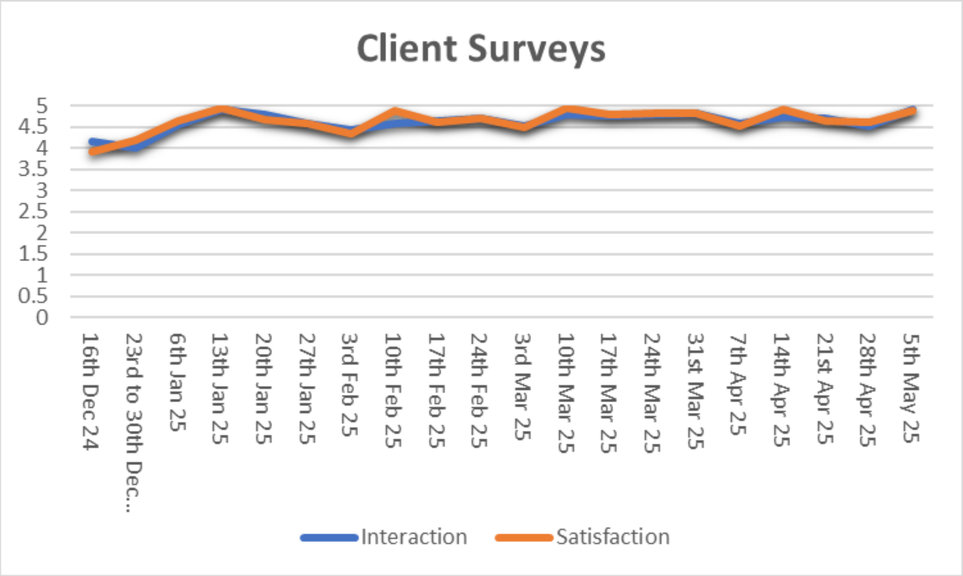

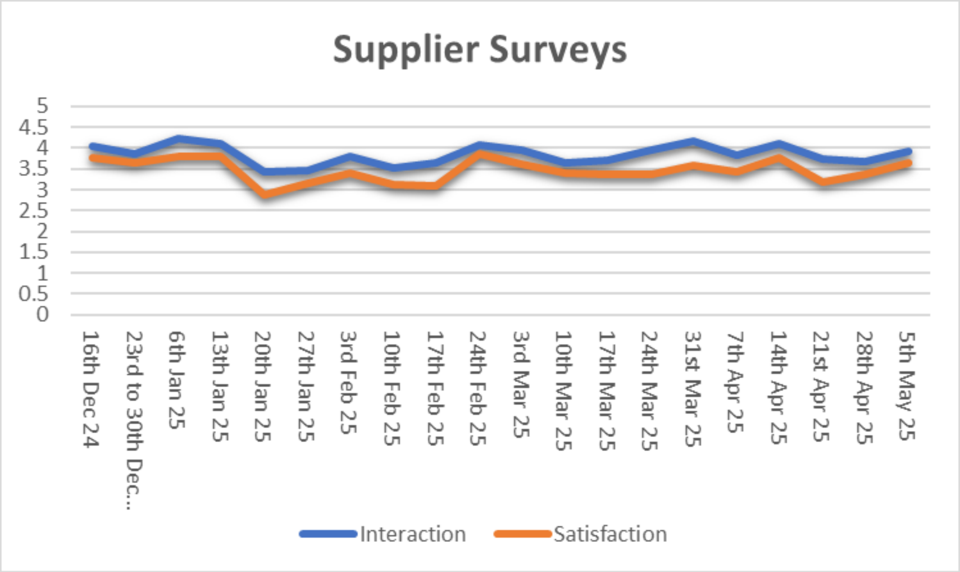

Client Quotation

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Josie Stevenson, purchasing helpdesk manager at University Hospitals Plymouth said:

“The new SBS One portal is great. It’s already saved my team a lot of time – around 15 hours a week – which we can spend making sure we provide the best possible service to our 11,000 trust colleagues.

“The portal is very user-friendly and intuitive, and we can use it to quickly and easily send requests like PO matching or bulk validations through to agents at NHS SBS. The turn-around time is excellent, and all our requests are responded to within a day. The real-time dashboards are very useful, too – I can get a clear overview of the status of all our requests, and quickly see if anything requires attention.

“I know that more functionality will be coming, including the ability to upload attachments, and for suppliers to be able to access their own version of the portal. I’m pleased that my team have been early adopters of this new technology, and I’m looking forward to seeing it continue to develop.”

Client Dashboard

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SBS One - captions on Vimeo