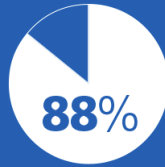
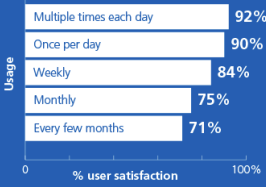


## Satisfaction by usage



## Overall satisfaction

88% of frequent users (those who use NHS Service Finder at least once a week) described themselves as either 'extremely' or 'somewhat' satisfied with the product



**62%**  
would recommend

62% of frequent users (using NHS Service Finder at least once a week) would recommend the service to colleagues



**80%**  
wouldn't want to lose it

Four out of five frequent users stated they would be unhappy if they could no longer use NHS Service Finder

On a scale of 0-10, how likely are you to recommend NHS Service Finder?



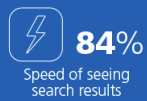
= % promoters - % detractors = **51 NHS Service Finder**

- 47 Apple (2021)
- 42 John Lewis (2017)
- 25 Amazon (2021)
- 11 Google (2021)
- 8 Tesco (2021)
- 10 M&S (2021)

Source of information: customer.guru/net-promoter-score

## How did users rate NHS Service Finder?

Frequent users rated the service above average ('excellent' or 'very good') for the following features



"Always found the information I needed and easy to navigate"

"Easy, quick access to wide choice of services, quicker than Googling the answer!"

"Always found it easy to use and an excellent tool"

Only **4%** of frequent users needed to refer to the Help section

## How else is NHS Service Finder helping users?

Frequent users rated the service above average ('excellent' or 'very good') for the following features



Being able to find relevant service information



Accuracy of information



Helping me decide between similar services



Usefulness of the Important Information section



Helping me provide better patient outcomes



**2 in 10 users have sent us feedback**

20% of users have reported a problem, or provided feedback about incorrect or missing data



**75%**  
rated the overall feedback experience as excellent or very good