

Category 3

Voice of the Customer

Steve Mansfield, Director of Tissue Bank Operations

Jay Ruterbories, Director of Organ Procurement



MISSION

Donor Alliance saves lives through organ and tissue donation and transplantation.

VISION

Maximizing all donation opportunities



ILEAP

Integrity
Leadership
Excellence
Accountability
People First

**CORE
VALUES**

Defining Customers



Collection of Customer Feedback

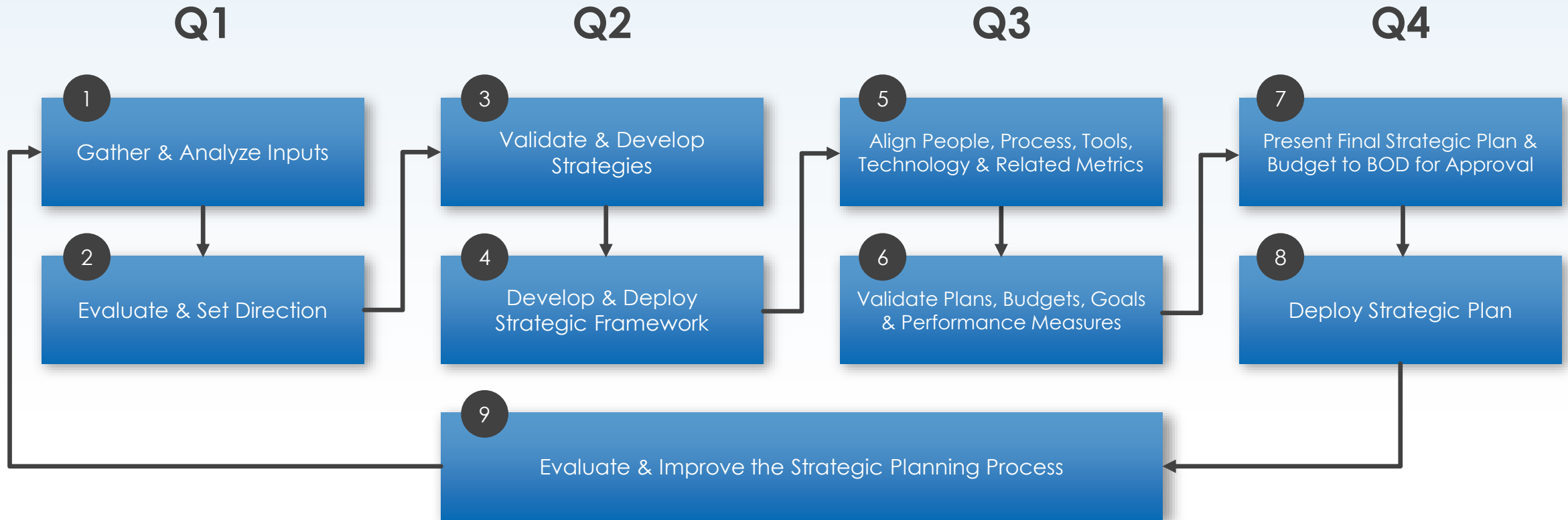


Direct 1:1



**Qualitative /
Quantitative Survey**

Integration



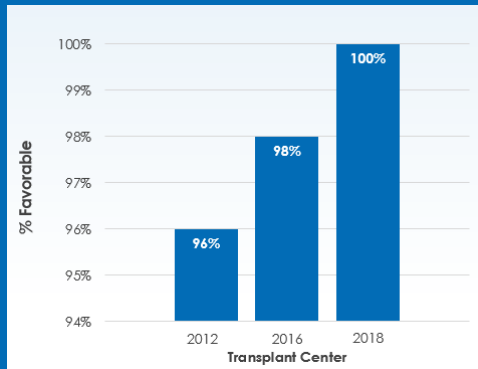
Strategic Impact

91%↑

Organs Transplanted
2014 – 2019*

34%↑

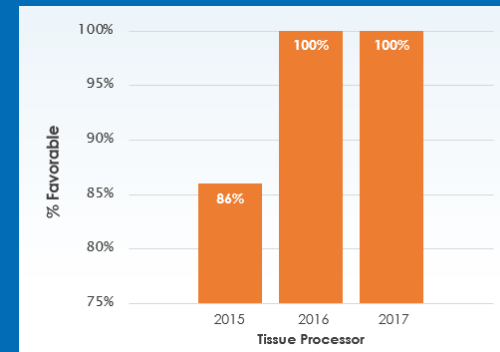
Tissue Donors
2014 – 2019*



Organ Customer
Satisfaction Scores

63% 69%
WY CO

Top Ten Donor
Designation Rates



Tissue Customer
Satisfaction Scores

Table Top Conversation – Voice of the Customer

- 1) How do you integrate VOC at your organization?
- 2) What challenges have you encountered to obtain and integrate the VOC?
- 3) What are you going to take back to your organization?