

## **Bounty Satisfaction Survey Results**

Bounty is committed to continually improving its service and ensuring that the satisfaction and views of mums are the priority in the delivery of all its products and services. In order to help achieve that aim, Bounty introduced an ongoing, anonymous nationwide satisfaction survey online in June 2013. Moreover, all staff also began handing out 'How did we do?' cards to new mums, to provide an additional means of easy and anonymous feedback. This ensures that thousands of mums can easily rate and share their views on how to improve the services and experience that Bounty provides.

Since its introduction 3,400 new mums have responded to the survey, and their average satisfaction score for their overall experience of being visited by a Bounty lady is rated 8.5 out of 10. On average, respondents score Bounty ladies 9.3 out of 10 for having introduced herself properly and 9.4 out of 10 for acted in both a professional and friendly manner.

For the past 55 years, Bounty has worked in partnership with the NHS to provide essential health information and free products to new mums when they need it most. Just as maternity services adapt and change to meet the needs of mums, Bounty too strive towards continuous improvement, so that more and more mums score Bounty 10 out of 10.