

# BY YOUR SIDE

TODAY, TOMORROW AND BEYOND.

Canon Medical Systems UK Customer  
Satisfaction Survey – 2021



***"You understand the challenges I face, support me in the current environment, and genuinely care about the NHS, the health sector and patients."*** said 80% of our survey respondents



**We are proud to support the people who go above and beyond – every single day. We'll be by your side every step of the way.**

Our healthcare system has faced unprecedented challenges over the past two years and tackled them head on. We appreciate everything you have done for our nation – sometimes at great personal and professional cost.

We also understand the relentless pressure you deal with every day and know that time is a precious commodity.

Our aims are simple.

To keep you at the heart of everything we do, and make it as easy as possible for you to do your jobs quickly and efficiently to maximise your limited resources.

To help us understand how we're performing and where we can improve, over 550 medical professionals, users and buyers told us what they thought about us, our service and our products.

The result – our 2021 Customer Satisfaction Survey – reflects our success in supporting healthcare workers to support the country – and sets out what you would like to see from us in the future.

### **About the survey**

We provide innovative CT, MRI, Ultrasound, X-ray equipment and mobile and interim solutions to meet the challenges of medical imaging which improves clinical confidence, streamlines workflow and powers productivity.

We commissioned an independent agency to ask our customers for feedback on three main areas – our products, our people and our customer support. We will deliver business improvements based on the feedback.

We offered a charity incentive of a £10 donation for each completed survey to Support Dogs – one of our Corporate Social Responsibility (CSR) initiatives/chosen charities. We are proud that you helped us raise £5590 for this great cause!



**91%**

**of you said you  
get the technical  
support you need.**



**87%**

**of you said any issues  
with our equipment  
are dealt with in a  
timely way.**

To find out more about the great work Support Dogs do to increase independence and quality of life for people with various medical conditions, please visit [www.supportdogs.org.uk](http://www.supportdogs.org.uk)





**Our vision is to be both the best employer and the best customer partner in sector. By comparing what our customers and our employees think of us, we can ensure that these are aligned.**



Responses to our recent Employee Satisfaction Survey said we were 'caring', 'innovative', 'supportive', and committed to teamwork. This ethos is at the heart of our customer service and support, so we are delighted that you said we're:



**Reliable**



**Friendly**



**Innovative**



**Efficient**



**Supportive**



**Helpful**



**Approachable**



**Responsive**



**Quality**



## Our products

We're proud of our 100-year history in developing and delivering the very best in the medical imaging industry. We'll continue to dedicate ourselves to providing medical equipment that generates exceptional images.

Our **product performance** was your top reason for choosing us, with **product preference** in second place. **The quality of our equipment** was what you commented on most, while **reliable** was the word you used again and again.

“  
*Always impressed  
with the image quality  
and ease of use.  
Consistently good.*  
”



**91%**

of you said our  
ultrasound  
equipment is  
very reliable



**84%**

of you said our  
ultrasound  
equipment produces  
high quality images



**80%**

of you said our CT equipment  
is very reliable

**92%**

of you said our CT equipment  
produces high quality images

“  
*Great user-friendly scanners.*  
”

We're committed to providing you with top-quality equipment that you can always rely on. Your invaluable feedback enables us to resolve any issues and ensure you can continue to do your job as quickly and efficiently as possible.





## Our people

You told us our **customer support, technical support** and the **relationship** we have with you are what you value most after the quality of our equipment. You told us our teams are **friendly, responsive** and **happy to help** in any situation.

“  
*Very good application specialist help.*  
”



**89%**

of you said you were satisfied with our clinical training.



**90%**

of you said our service team is very responsive.



**86%**

of you said our service people are easy to do business with.



**85%**

of you said you were satisfied with our service engineers.



**80%**

of you said our sales people are very responsive.

Two-thirds of you said our customer service is market leading and better than the competition.

But we want to do even better and push those numbers higher.

We are passionate about protecting the relationship we have with you. We'll use your feedback to further improve all aspects of our service, so we can be the best we possibly can.

“  
*Service engineers are approachable and friendly.*  
”





## Our future together

We aim to ensure our products remain state-of-the-art and our service reflects your rapidly-changing needs.

You said equipment quality is of most value to you, and you'd like to see even more developments in this area, using the latest **innovations** and advances in technology to ensure they remain top quality. You also stressed the importance of continuing our great customer and technical support.

You also asked us to keep you **fully informed of the latest developments** and to **support you** by providing **excellent training and education**.

We will continue to invest in the latest tech and training to make your lives easier. We'll also work hard to keep you abreast of not only what's new, but make you fully aware of the support tools and resources already available.

Our newly-refreshed Medical Imaging Academy is just one example.

“  
**Online support is valuable in these current times when being face to face is more difficult.**  
”

“  
**Easy access to new tools and support would be a very good addition to an already superb service.**  
”



**58%**  
of you are aware of the online resources available.



Visit [www.medicalimagingacademy.co.uk](http://www.medicalimagingacademy.co.uk) for your complimentary e-learning platform– delivering a myriad of services including live and on-demand expert training, face-to-face courses and a hub of invaluable how-to guides for healthcare professionals.



## Our promise to you

Thank you to everyone who took time out from your busy working lives to help us with our survey. Your feedback is forever invaluable in helping us find out what we are doing right – and just as importantly – what we can do better.

You and your patients are at the heart of everything we do. With a relationship based on transparency, trust and respect, we will work hand-in-hand with you to find new ways to meet the ever-changing and growing needs of the health sector – and provide an enriched quality of life for the people you care for.





## Supporting you to support your patients



**85%**

of you said our service  
and support enables  
you to do your job as  
well as possible.



**86%**

of you said you would  
recommend us to others.



**Canon Medical Systems UK**

Find out how we can support you and your department:

<https://uk.medical.canon> | T: 01293 653700