



Capture your patient's voice with FFT surveys

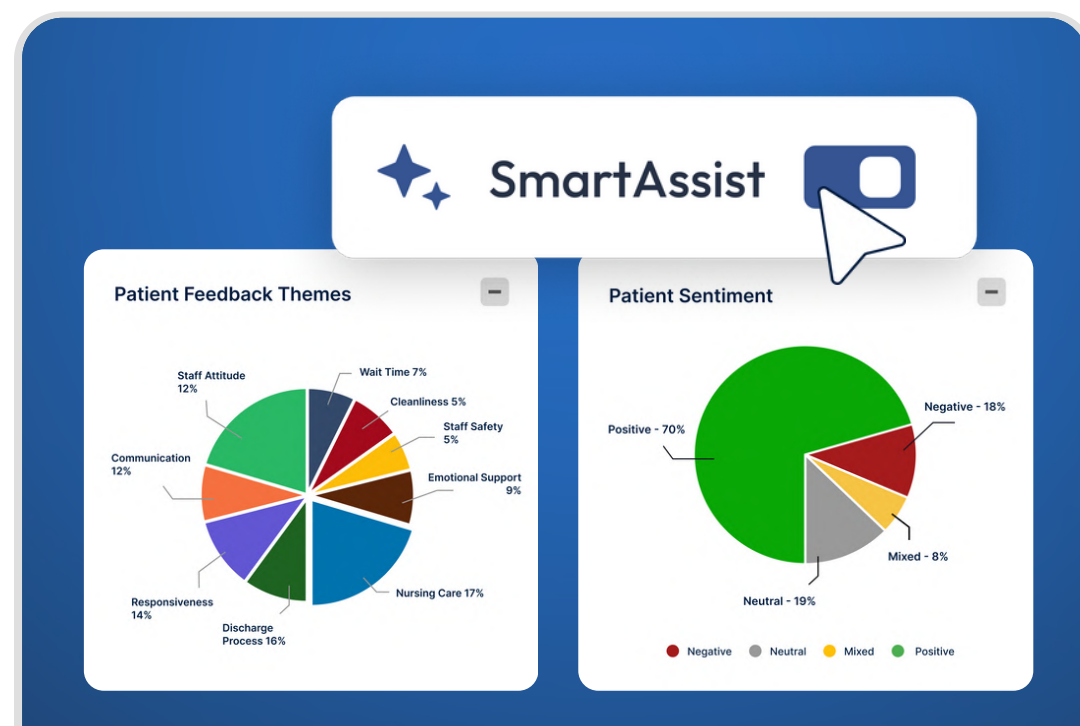
Public Sector FFT

Trusted by 300+ public sector organisations



Why the NHS chooses SmartSurvey

SmartSurvey brings everything together for patient experience: FFT-compliant surveys, AI-powered analysis, automated feedback collection, and real-time dashboards from Trust to Ward level.



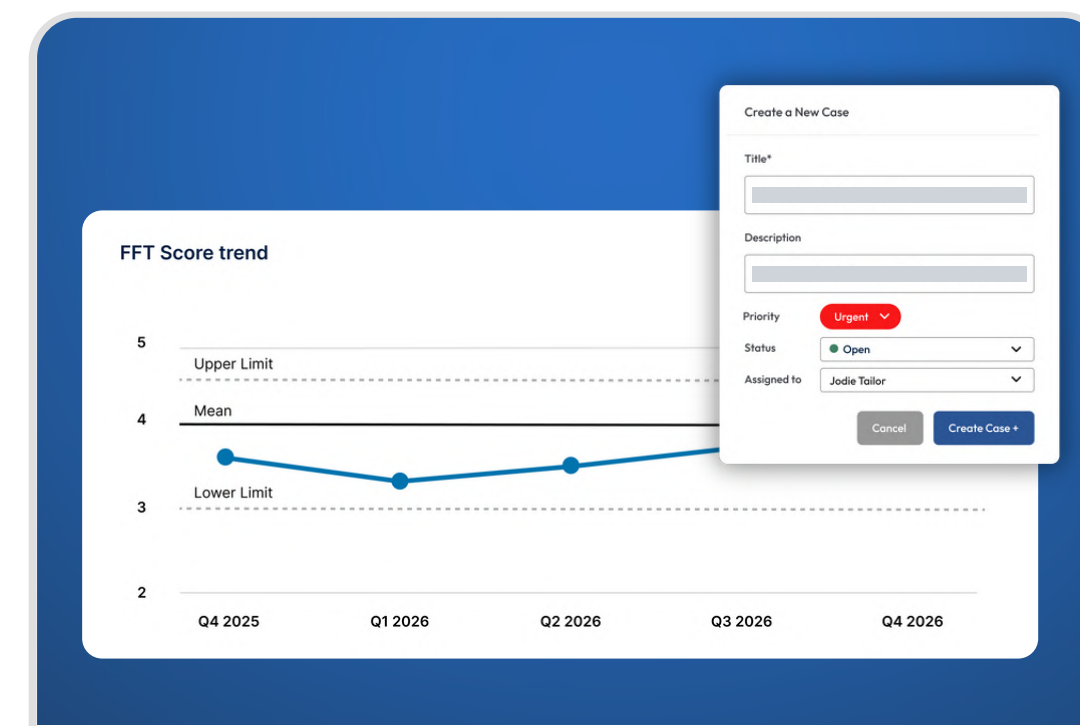
Spot the hidden themes in seconds

Groups thousands of patient comments into themes in seconds, saving weeks of manual analysis. Sentiment detection highlights urgent concerns so you can respond before issues escalate. See patterns across services, sites, and time periods.



NHS-grade security and compliance

NHS Data Security and Protection Toolkit approved. ISO27001 and Cyber Essentials Plus certified. 100% UK data hosting with full audit trails. SSO integration with Trust identity systems. You own and control all patient feedback data.



Close the loop on patient feedback

Track improvement actions against specific feedback with Cases. Share real-time dashboards with frontline teams, managers, and executives. Demonstrate visible improvement for CQC with You Said We Did reporting. Turn patient voices into better care.



Case Studies

Case Study Spotlight

How Oxleas NHS Trust uses multichannel distribution to achieve 600% response rate growth

For feedback that actually gets collected, SmartSurvey's multichannel distribution reaches people where they are, when it matters most. Oxleas NHS Trust automated email and SMS surveys triggered by patient discharge events, capturing feedback at the point of experience when memories are fresh and engagement is highest.

By replacing manual processes with smart automation across multiple touchpoints, they transformed response rates from 2% to 14%—proving that timing and channel strategy can make the difference between ignored surveys and actionable insights.

[Read the full Case Study >](#)

Case Study Spotlight

How a top NHS children's hospital uses **enterprise security** to enable sensitive research.

For organizations handling sensitive data, SmartSurvey's enterprise-grade security transforms what's possible while reducing costs. This leading children's hospital consolidated multiple feedback tools onto SmartSurvey's secure platform, achieving 75% cost savings through trust-wide licensing instead of fragmented per-user solutions.

With ISO27001 certification, UK-based data storage, and comprehensive compliance frameworks, they now confidently conduct sensitive trust-wide projects that were previously impossible due to security concerns—proving that the right security foundation unlocks both capability and savings.

[Read the full Case Study >](#)



Features and Capabilities

Survey design that encourages responses

NHS-compliant questions ready to use

Pre-built FFT questions meet NHS England requirements. Add optional questions about equality, access, or communication when you need deeper insights.

Keep surveys short and clear

Simple, mobile-friendly designs respect patients' time. Progress bars and clear language help more people complete surveys.

Customise for your Trust

Add NHS branding, adjust question wording for different services, and create thematic surveys for specific initiatives like discharge or elective recovery.




AI-powered data analysis

Categorise thousands of responses instantly

Stop manually reading every comment. Our AI groups similar feedback automatically, highlighting what matters most.

Spot urgent concerns in real-time

Sentiment analysis flags frustrated or positive responses while the survey is still open. Respond to serious issues immediately.

See patterns across your Trust

Word clouds and thematic analysis reveal recurring key words and themes in free-text comments. Understand what patients are saying without having to read every response.

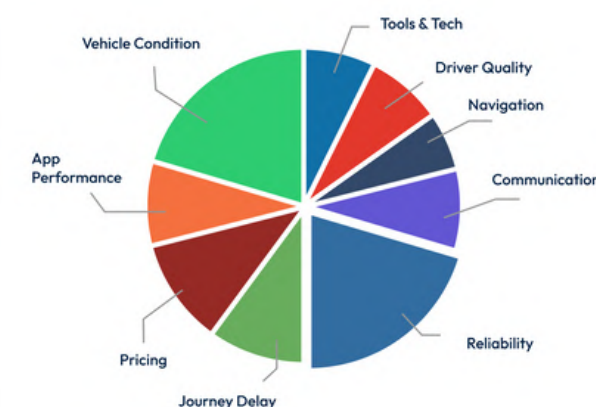
71 Pricing was fantastic but my driver was a little rude and dismissive.

 SmartAssist AI ☐

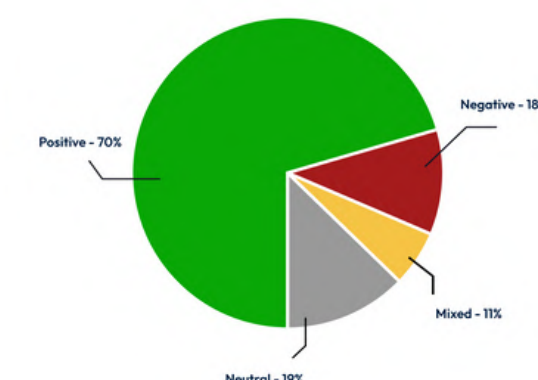
71 😊 Pricing was fantastic but my driver was a little rude and dismissive.

Pricing Driver Quality Communication

Customer Feedback - Thematic Analysis



Customer Feedback - Sentiment Analysis



Multi-channel feedback collection

Reach patients wherever they are

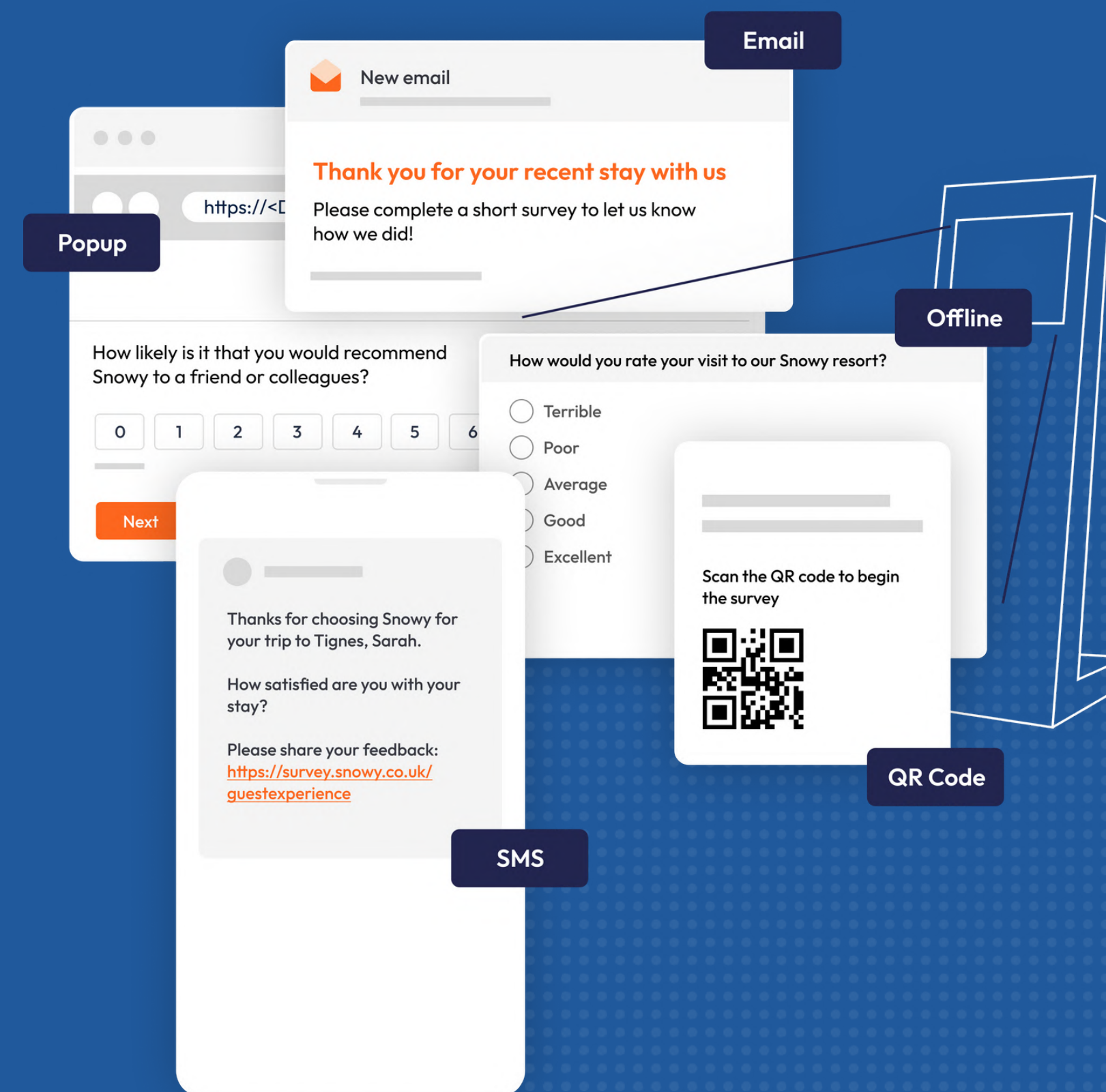
Send surveys via SMS, email, web links, QR codes, or kiosks. Patients can respond on any device, at any time.

Trigger surveys automatically

Connect to your systems to send surveys after discharge, appointments, or specific care events. No manual work required.

Make surveys accessible to everyone

Surveys automatically work on any device, support multiple languages, and meet accessibility standards so every patient can share their voice.



Real-time insights for every team with Dashboards

Share Dashboard

See results as they arrive

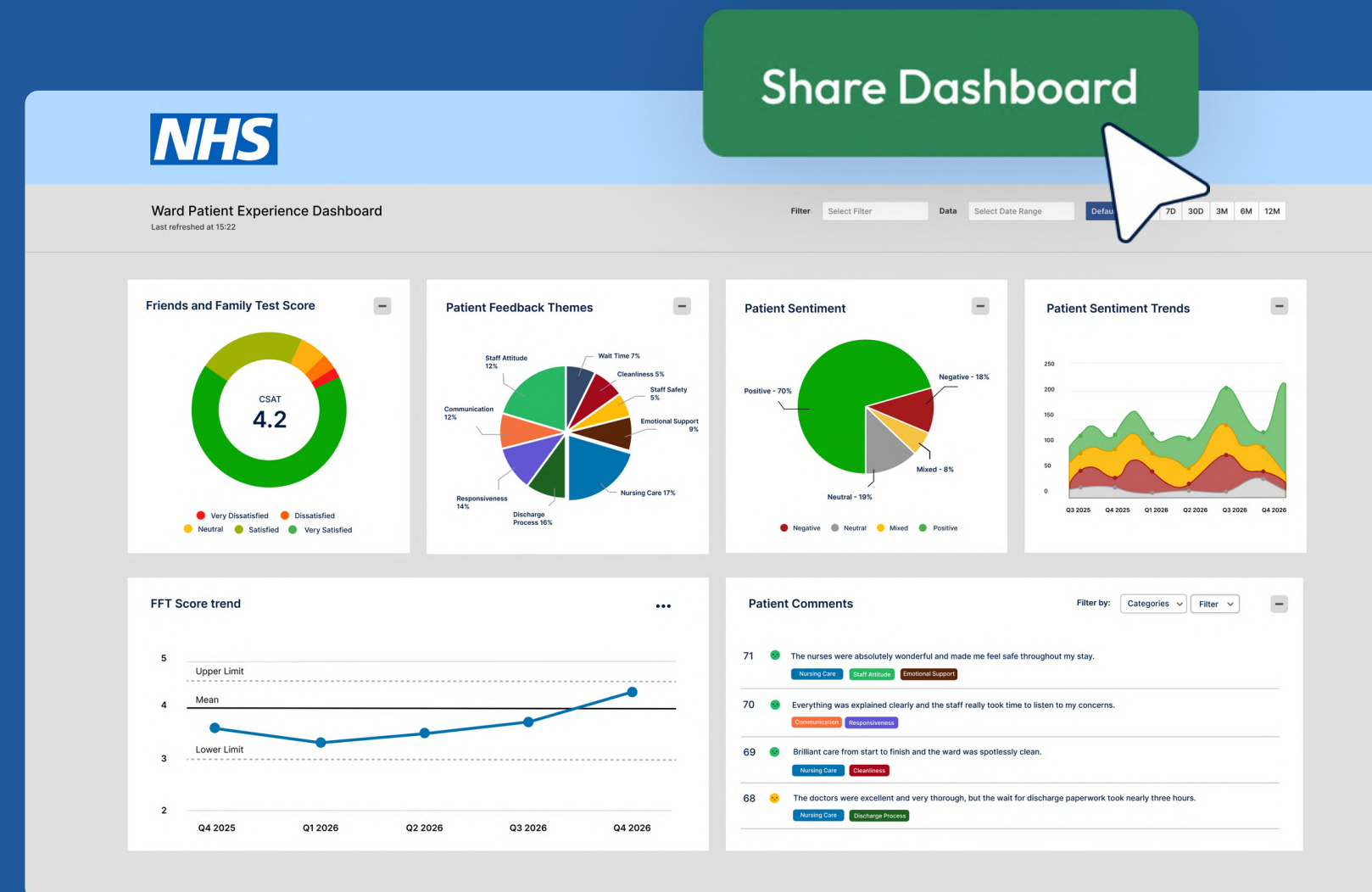
Live dashboards update immediately so you can track FFT scores, response volumes, and sentiment trends without waiting for monthly reports.

Drill down from Trust to ward level

Start with Trust-wide views, then filter to division, site, specialty, or individual ward. Everyone sees the data relevant to their role.

Spot problems before they escalate

Set up alerts for sudden drops in scores, increases in negative comments, or low response rates. Act fast when issues emerge.



Reports that answer your questions

Create custom views for different audiences

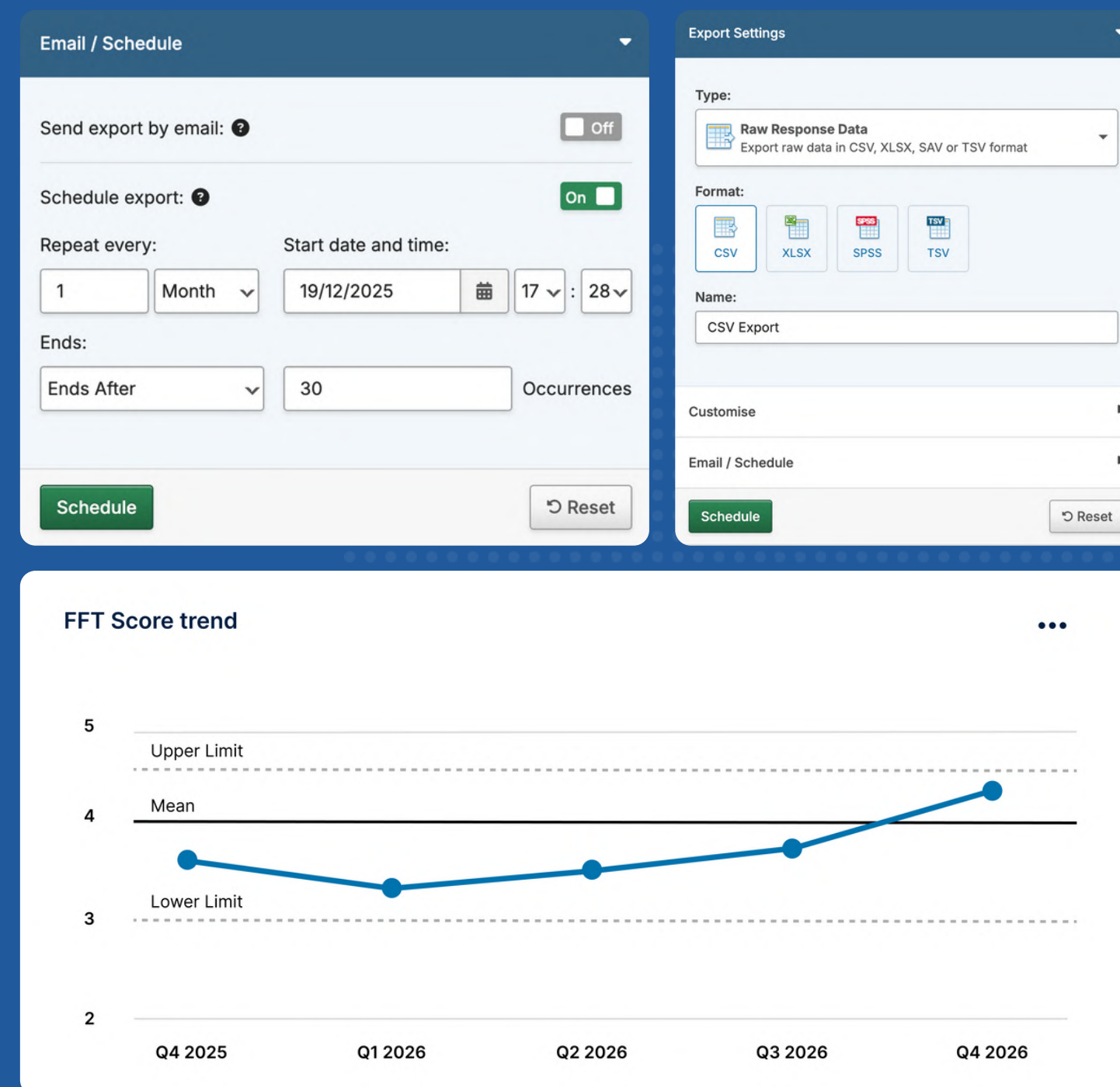
Build board-level summaries, divisional performance reports, or detailed ward analyses. Save and share views so teams always see current data.

Track trends over time

Compare this month to last month, this quarter to last quarter, or benchmark against national averages. See if improvements are working.

Export data your way

Download to Excel or PDF for presentations, or push data to Power BI and your data warehouse via API. Use the tools your teams already know.



Close the loop with Cases

Turn feedback into action

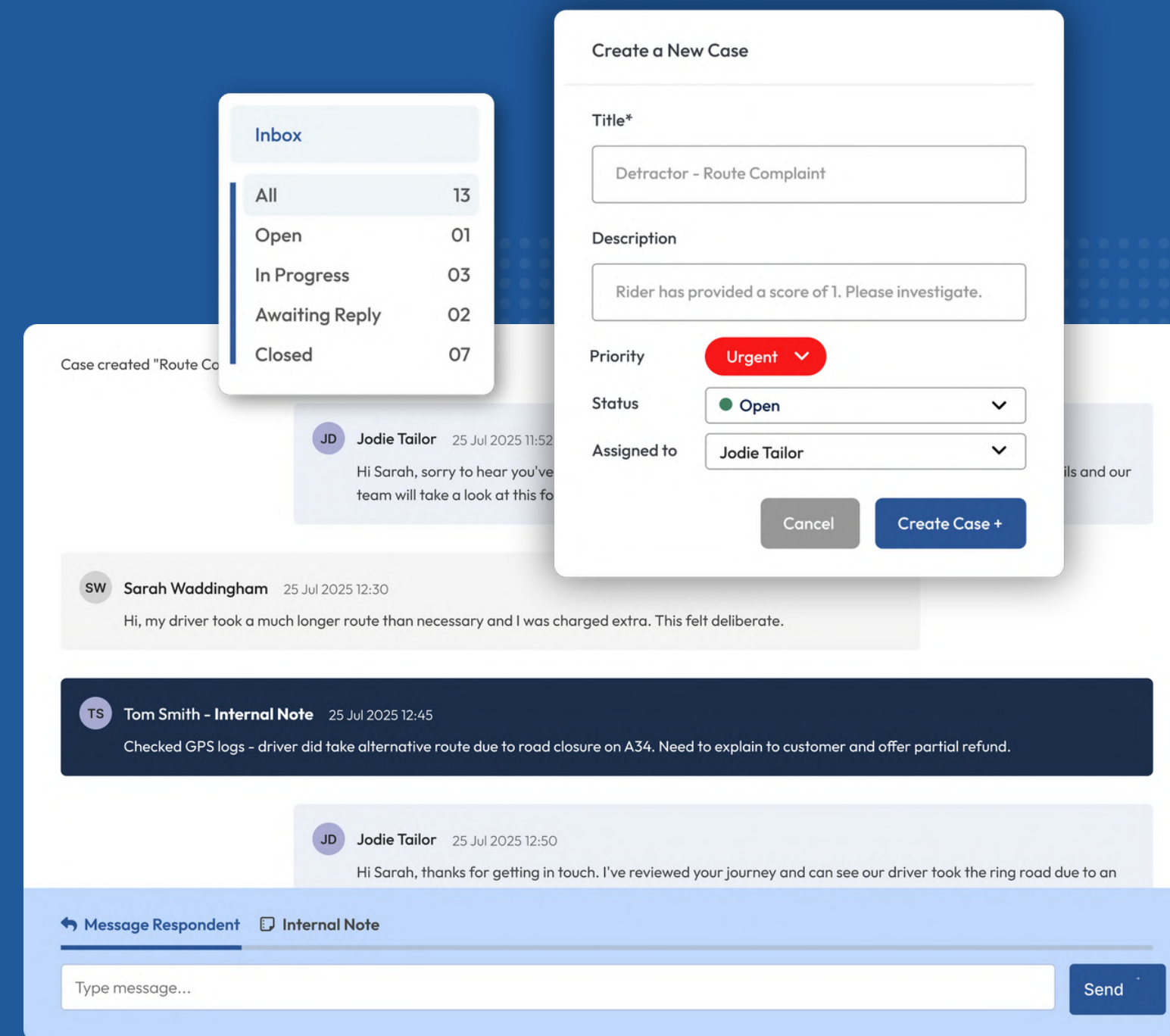
Create cases directly from negative responses with one click. Assign to team members, track progress, and respond to patients who need follow-up.

Never lose track of patient concerns

All cases live in one place with full history. See what was said, who responded, and when issues were resolved.

Show patients you're listening

Contact patients directly from the case system. When you respond to concerns and explain changes, satisfaction improves and complaints reduce.



The interface shows a 'Create a New Case' modal form and a background view of a case history.

Create a New Case Modal:

- Title*:** Detractor - Route Complaint
- Description:** Rider has provided a score of 1. Please investigate.
- Priority:** Urgent (dropdown)
- Status:** Open (dropdown)
- Assigned to:** Jodie Tailor (dropdown)
- Buttons:** Cancel, Create Case +

Case History (Background):

- Inbox Filter:** All (13), Open (01), In Progress (03), Awaiting Reply (02), Closed (07)
- Case created "Route Complaint":**
 - JD Jodie Tailor** 25 Jul 2025 11:52: Hi Sarah, sorry to hear you've... team will take a look at this fo...
 - SW Sarah Waddingham** 25 Jul 2025 12:30: Hi, my driver took a much longer route than necessary and I was charged extra. This felt deliberate.
 - TS Tom Smith - Internal Note** 25 Jul 2025 12:45: Checked GPS logs - driver did take alternative route due to road closure on A34. Need to explain to customer and offer partial refund.
 - JD Jodie Tailor** 25 Jul 2025 12:50: Hi Sarah, thanks for getting in touch. I've reviewed your journey and can see our driver took the ring road due to an...

Message Input:

- Message Respondent:** (selected)
- Internal Note:** (unselected)
- Type message...** (input field)
- Send** (button)

Role-based access for everyone

Right information, right people

Ward managers see their ward only. Division leaders see their division. Executives see Trust-wide views. Everyone gets relevant data without information overload.

Mobile-friendly dashboards

Ward managers check results on tablets during rounds. No need to log into computers or wait for email reports.

Control who sees what

Set permissions so teams access only appropriate data. Meet information governance requirements while enabling transparency.



Reporting that saves time

Automated reports for committees

Schedule regular exports for your Experience of Care Review Group and Quality Care Committee. Reports arrive in inboxes without manual work.

Highlight reports that focus attention

Automatically flag areas needing attention based on scores, response volumes, or sentiment. Teams know where to focus improvement efforts.

Benchmarking against national data

Compare your scores to national FFT averages. Understand where you excel and where you need to improve.

Email / Schedule

Send export by email: ?

Off

Schedule export: ?

On

Repeat every:

1

Month

Start date and time:

19/12/2025

17

:

28

Ends:

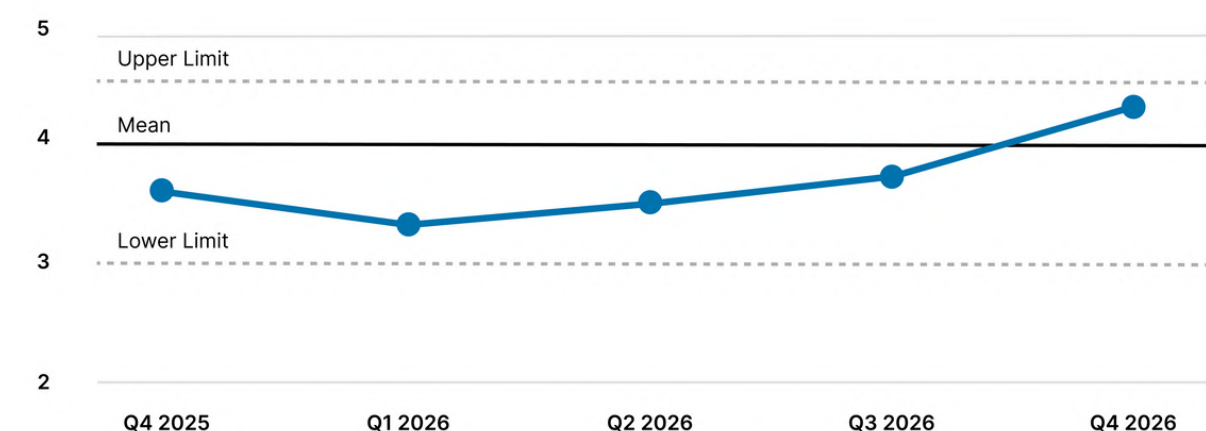
Ends After

30

Occurrences

Schedule

FFT Score trend



Data governance and security

NHS-grade security

UK GDPR compliant, NHS DSP Toolkit approved, ISO27001 certified. Data stays in UK data centres with full audit trails.

Meet your data retention policies

Configure retention settings to match Trust requirements. Clear processes for incident management and downtime recovery.

Single sign-on and access controls

Staff log in with their existing NHS credentials. No new passwords to remember, no security risks from shared logins, and IT can revoke access instantly when staff leave.

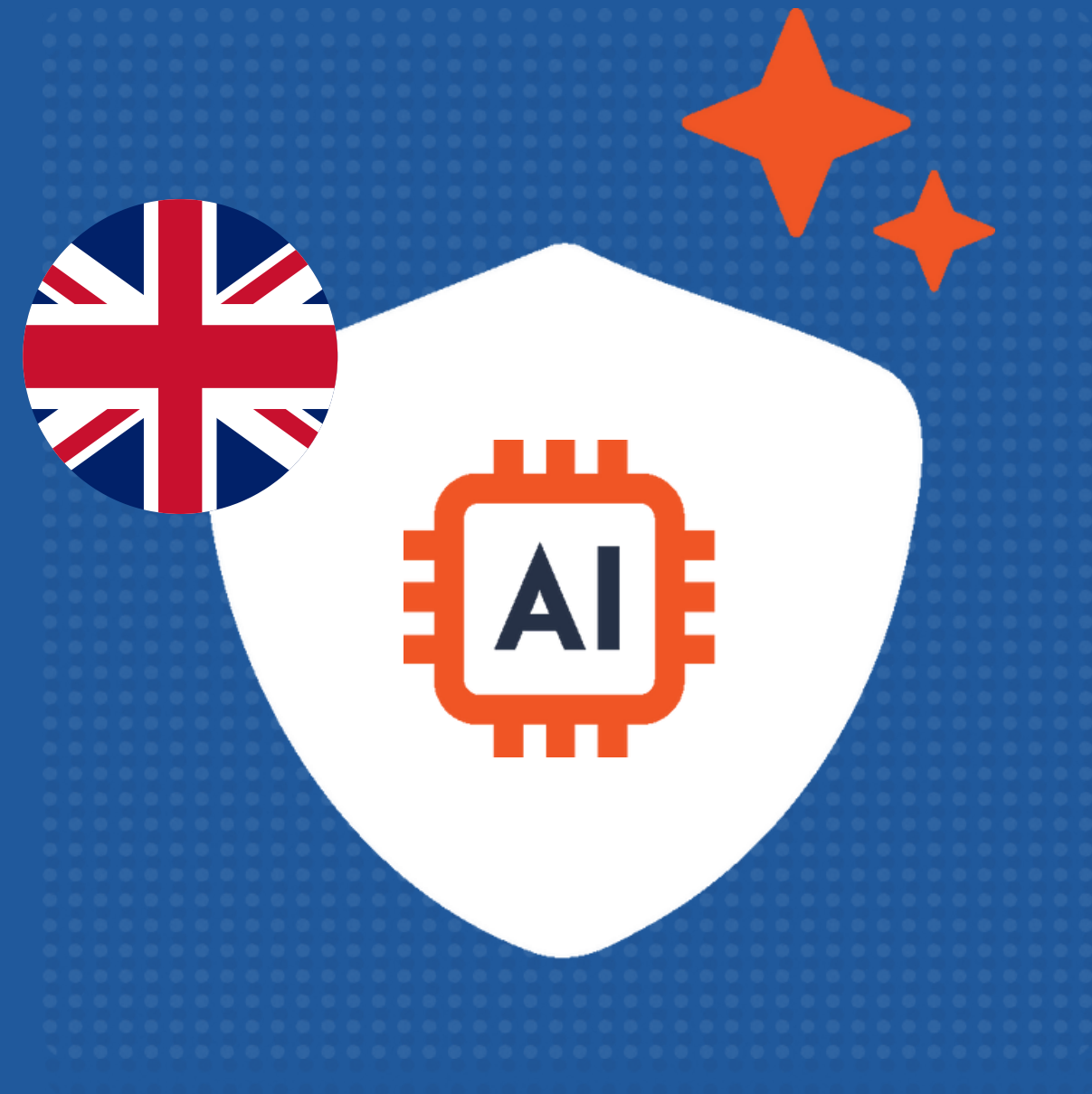


Sovereign AI Model

While other platforms make you choose between being able to use AI tools and data sovereignty, SmartSurvey gives you both.

Our UK-based AI processing means you get instant insights from your feedback without your data ever crossing borders.

This means that even the most regulated organisations can have AI that works completely within their compliance rules.





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