

# [News story: The VMD Customer Satisfaction Survey 2017/18: Improving our service to you](#)

On 30 October 2017 the VMD launched its customer satisfaction web survey for 2017/18. If you work for, or on behalf of, Marketing Authorisation holders and holders of Manufacturing, Wholesaler Dealer, Autogenous Vaccine, Blood Bank, Equine Stem Cell and Overseas Manufacturing Authorisations you are invited to complete this survey.

The deadline for completion of the survey is Friday 17 November 2017.

We would welcome returns from any individual in your company who regularly deals with the VMD. Seeking feedback from those people who use the Regulatory services of the VMD is something extremely important to us. We are very keen to understand better how well we meet your needs; what we do well and where we could improve. In this way both VMD and you as stakeholders, can be confident that we are striving to continuously improve our service in line with your needs and expectations.

Mo Gannon & Associates Ltd, an independent market consultancy which specialises in agriculture and animal health, is carrying out this survey on our behalf. Mo Gannon has been involved in the previous surveys so can compare and contrast the findings with those from previous years to help us collect evidence for the areas where we have improved in response to previous feedback and also where further improvement or remedial action may still be needed.

Anonymity is guaranteed so that no individual or company will be identified against any statement. However, the VMD will be informed of how many individuals from each particular company have completed the survey. Once Mo Gannon & Associates Ltd has closed the web survey and analysed the responses, they may make a request to those of you who agreed to further contact, to add clarity to your responses. The VMD will not be involved, and the feedback given to the VMD will be anonymous.

Ultimately, we will use the findings from the survey and any follow up discussions to improve the services we provide. We will also make the results of the survey and any planned improvements available to you.

A link to the [news item](#) with a summary of the results from the previous survey and the associated action plan is included for information.

If you have not received an email with a link to the survey, or have any questions about any aspect of the survey, please contact David Lewsey in our Business Support team on 01932 338332 or by email [d.lewsey@vmd.defra.gsi.gov.uk](mailto:d.lewsey@vmd.defra.gsi.gov.uk).