# Tenant Satisfaction Measures
# Understanding and using feedback

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Housemark

# Hello!

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Jonathan has worked in the housing sector for over 20 years helping social housing providers improve performance and achieve value-for-money. He currently heads up Housemark's data and research division, where he has overseen a range of high-profile projects such as the review of the STAR framework for collecting resident feedback and monthly impact monitoring of the COVID-19 pandemic.

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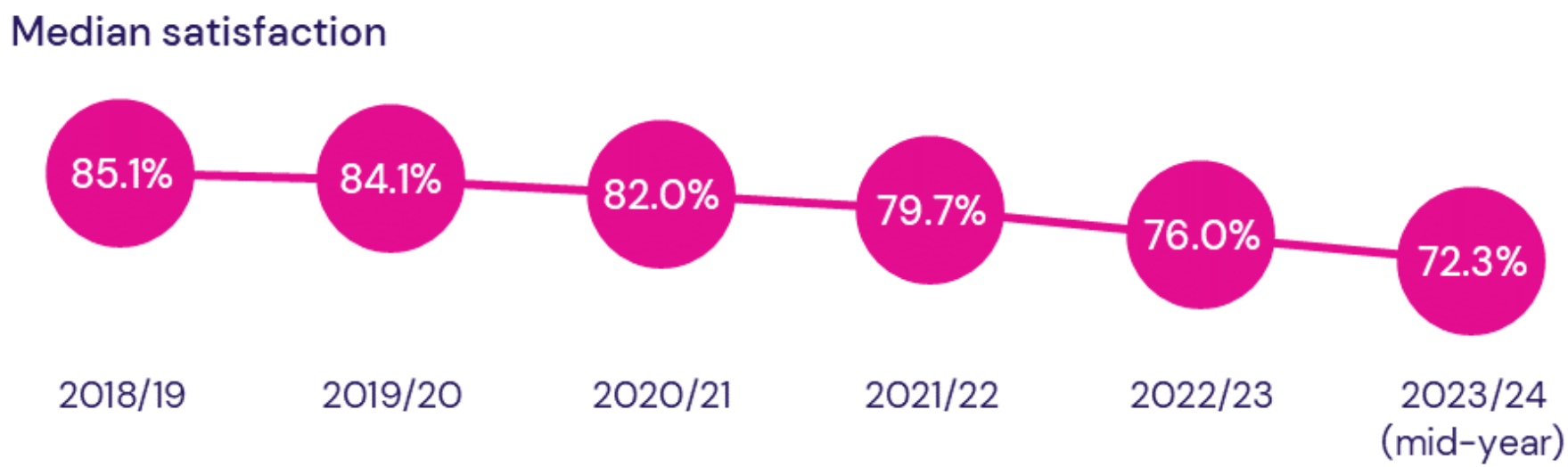
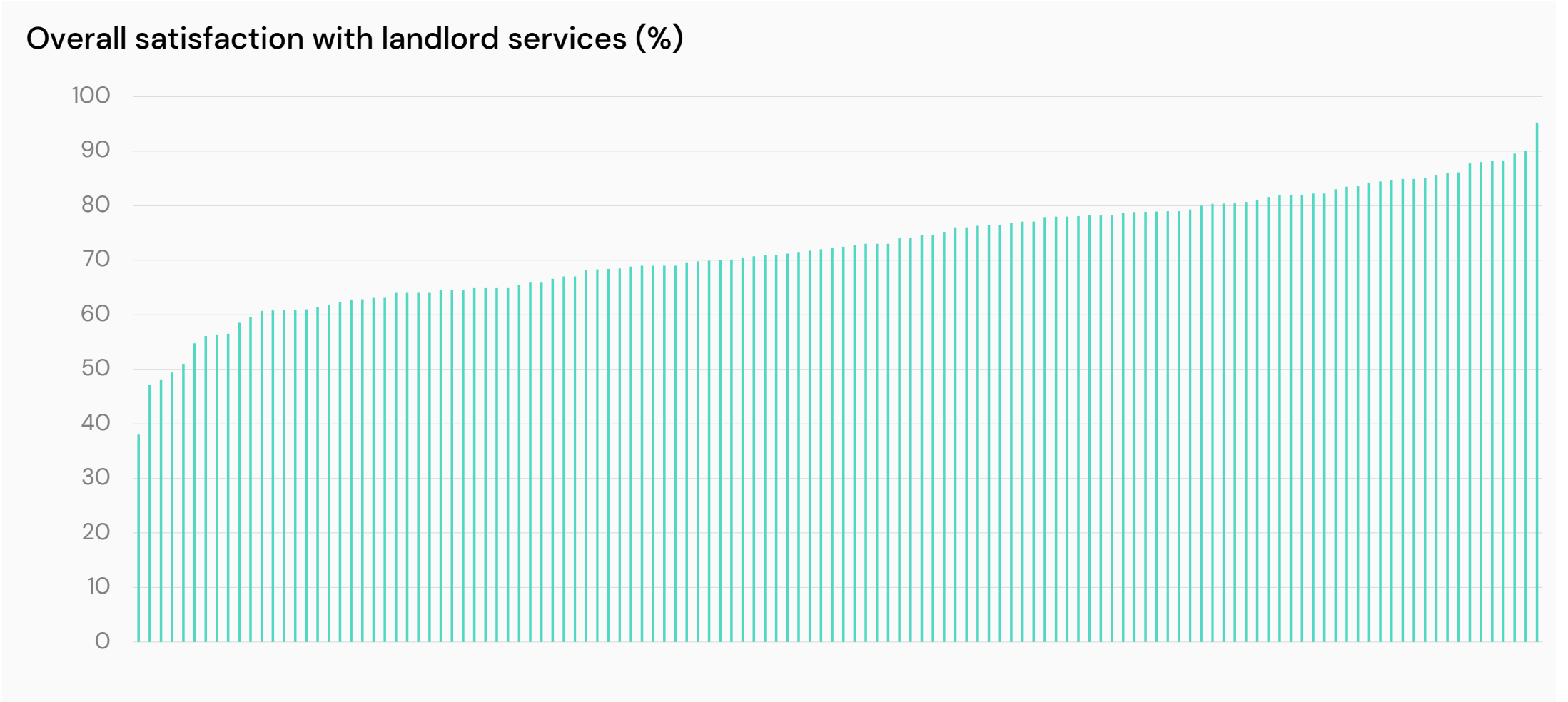
# Trend


Median satisfaction
85.1%
84.1%
82.0%
79.7%
76.0%
72.3%
2018/19
2019/20
2020/21
2021/22
2022/23
2023/24 (mid-year)

# Range


Overall satisfaction with landlord services (%)
100
90
80
70
60
50
40
30
20
10
0

# The 11 major variables

# Introducing the Ostrich

The Ostrich

**O**bsessing with
**S**cores and
**T**argets
**R**ather than
**I**mproving
**C**ustomer
**H**appiness

# Ostrich Behaviours

- **Strutting** - reporting excellent Customer Satisfaction Score (CSAT) in annual reports without truly understanding how it was achieved.
- **Flapping** – Panicking when survey results come in that are lower than expected.
- **Head in sand** – Ignoring resident feedback that doesn't fit the narrative and being unaware of methodological tricks!

# Using feedback

- Understand your results in context
- Benchmark appropriately
- Ensure adequate resourcing
- Understand your key drivers
- Key areas to start:
  - Ease of contact
  - Repairs completion times
  - Hand-offs and communication
  - Works in progress
  - Culture and respect

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