



10 White Paper Essentials

For Tenant Engagement Professionals

If you're a tenant engagement, tenant participation, or customer services professional in the social housing sector, here's what you need to know, including best practice from over 50 housing associations.

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1 Ensure your tenants know how you are performing as a landlord
Your tenants have more right than ever to understand your performance against Registered Social Landlord (RSL) targets. Making this information publicly available and easy to understand is key.

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2 Help tenants complete regular tenant satisfaction measures
Surveying your tenants regularly through their entire journey with you on satisfaction measures will become required. You must set transactional surveys, such as post-repair surveys, throughout the customer journey.

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3 Treat tenants fairly and with respect
Treating tenants fairly and with respect will become a measurable key performance indicator (KPI), and your tenants' perception of this will form the foundation. You must ask the question of them to find the answer.

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4 Provide a good quality home and neighbourhood
A good quality home and neighbourhood means different things to different tenants. You must first understand their perception of these aspects before you can truly make informed decisions and changes to improve.

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5 Listen to your tenants
Your tenants have a right to know that when they give you feedback on your services, it is being read, understood and actioned. Acknowledging tenants' feedback in a timely fashion is essential for this.

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6 Ensure your tenants know how to raise complaints
The White Paper recommends launching a communications campaign to ensure tenants know how to raise complaints. You should use digital communications as a key part of this campaign, for better value-for-money and faster delivery.

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7 Implement continuous improvement in your tenant engagement
It's not enough to simply make improvements and say "that's us done". The new emphasis is on constantly seeking suggestions on improvements from tenants, with a view to genuinely implementing them.

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8 Deliver more frequent opportunities to influence the service you provide
Tenants must be involved at every phase of your decision-making process on the services you provide. To do this, you must seek feedback at every stage of the customer journey.

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9 Consult on more targeted and relevant decision making
Being involved in every decision is not what tenants want – they want to be consulted only on decisions that are relevant to them. Targeting your consultations achieves this.

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10 Give tenants tools to influence their landlords and hold them to account
Tenants need to feel able to give their views and easy access your performance as an RSL. Implementing a good tenant engagement platform can provide your organisation with a cost-effective solution to these requirements.

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Click here to register for our White Paper webinar on 3rd Feb