

Key Lessons Learned

from sending

44,109

Tenant Surveys



We sent over 40,000 surveys to tenants across multiple HAs last year and discovered a lot about how they feel, what they need and what they really think.

Increasing Your Response Rates

Survey Fatigue

We would recommend restricting the sending of surveys so a tenant receives no more than one survey per month. This stops surveys becoming stale.



Be Responsive

When a tenant feedback response contains an issue, it is important that you have the processes in place to read and react to it quickly.



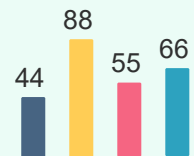
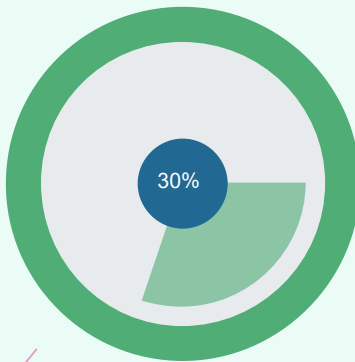
Send Reminders

Our data shows most tenants only respond to surveys within 12hrs of receiving an invite. Send 2x reminders and you can increase your response rate by 200%



Aim for 30-40%

A well-run survey with friendly, personalised invites and reminders will typically get a response rate of upwards of 30%.



Personalise

Include tenant names, street names or details about a repair in the invite message and you will boost responses.



How to Avoid Bad Google Reviews



In January we researched every HA's Google rating and ranked them in a benchmarked list against each other. A key finding was the higher ranked HA's had other methods for tenants to feedback their thoughts and concerns. This avoided the bad reviews on social media.

View the full report for more information.

[Full Report: Every HA Ranked by Google Review \(Jan 2020\)](#)



As part of the same study we also looked at those Housing Associations that use Facebook for reviews. We found Facebook reviews were very negative and often this was not a fair reflection of tenant sentiment as the negativity was amplified by the social media channel. We would recommend HAs turn off the Facebook reviews feature. [Full Report: Every HA Ranked by Google Review \(Jan 2020\)](#)

What do the Best HAs Do?

Some Housing Associations have better tenant satisfaction than others. The better HA's appear to create a partnership between tenant and association which not only boosts the positive sentiment but increases their operational efficiency. We identified what they do differently.



Survey Regularly

Send a survey after every key transaction such as repairs, ASB reports, new lets or anniversaries. Tenants get used to having the opportunity to feedback and know there is always an open communication channel.

Catalogue Themes

Tenants that complete surveys will make suggestions and criticisms. Some of these you will want to collate and discuss at a future review meeting.





Say "Thank you"

Often a tenant will clearly have spent a lot of time expressing their opinions and concerns. Engaging with the tenant directly via email or SMS and saying "thank you" lets them know their time was well spent.

Escalate Issues Quickly

A small proportion of survey responses will report major issues that you will find hard to justify or will wish to investigate. Have a process that identifies these responses quickly and escalate them to the appropriate department.



Take Responsibility

Sometimes the process and procedure can unnecessarily get in the way of solving the tenant's problems. Make sure someone takes responsibility when things go wrong and looks to solve the tenants issues and provide a direct point of contact.

Demonstrate you are Listening

Take the ideas that you have catalogued and share some of the better ones on Facebook or your newsletter. "You said, we did" is a great way of demonstrating that you are always listening and looking to improve.



Watch the Full Video

For more detailed information watch the 7 minute summary video on the CX-Feedback website.

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