Is traditional tenant surveying holding you back?

Tenant Voice—the act of engaging with customers and communities and using feedback to shape higher quality services focused on tenant needs—is an essential catalyst to improvement and transparency in the social housing sector.

For the past decade, Housemark's STAR framework has been the de facto methodology for tenant surveying. But the evolution of new CX (Customer Experience) technologies is driving an appetite amongst social landlords for a fresh approach: real-time, operational customer insight, supported by advanced data visualisations and automated analytics.

New regulatory demands are also looming large. The Social Housing White Paper makes it clear that social landlords *must* engage effectively with their residents and communities, giving tenants the tools to influence decision-making and hold landlords to account.

Outdated tenant surveying needs a reboot

Telephone and postal surveys conducted by third-party market researchers have long been the mainstay of tenant engagement. While one-to-one surveying has its place, it is an approach that has limitations:

Expensive

- High cost, labour-intensive methodology
- Time-consuming to repeatedly procure

Not tenant-centric

- Limited sample sizes mean not all tenant voices are heard
- Does not enable tenants to choose how or when they engage

Limited scope

- Results only reflect a snapshot in time
- No ability to integrate insight from other sources

Difficult to work with

- Hard to operationalise data quickly and efficiently
- Stagnant reports quickly siloed and forgotten
- Lack of ability to collaborate and share insight
- Crucial opportunities for early intervention often missed

Tenant engagement is changing

A single, unified CX platform—joining up real-time insight from different sources and surfacing it through built-in dashboards and reports—gives social landlords a vastly more powerful framework for tenant engagement. Some of the many benefits of implementing an integrated CX platform include:

Increased control

- Put your organisation in the driving seat
- Take full advantage of low-cost digital channels
- Reduce reliance on expensive third-parties

Superior insight

- Continuous, real-time data capture
- Unify unsolicited feedback, tenant surveys and advanced analytics in one place
- Dig deeper into key issues quickly and easily

Improved decision making

- Powerful, real-time analysis
- Swiftly follow-up on tenant problems
- Share and collaborate across teams
- Make evidenced-based decisions in a timely manner

Why GovMetric CX?

GovMetric CX is the only CX management solution designed with social housing providers in mind, enabling you to understand the tenant experience across all your channels and use this insight to drive positive change. Specific benefits of GovMetric CX include:

Reduce costs

- Easy to procure via Digital Marketplace
- Quick and straightforward to implement
- Easily adapts to changing requirements
- Integrates with back-office systems
- Based on open standards

Improve reputation, lower risk

- Tried and tested solution from a provider with 25 years' experience
- Built exclusively for the public sector
- Certified, industry-leading security

Build on your existing investment

- Import data from past surveys
- Unearth new insights into existing data

Meet statutory requirements

- Demonstrate that you are listening to tenants
- Fulfil mandatory reporting requirements
- Fully auditable

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