CX-Feedback
By Target Applications

The Anatomy of the Perfect Survey

Question Types for Housing Associations Surveying their Tenants

When surveying your Tenants, choosing the right questions types to get the right information back can be difficult and time consuming. The perfect survey contains a combination of questions and question types to give your tenants the ability to express their thoughts and opinions effectively, and to give you the ability to gather and analyse information efficiently. Using the right questions types can make it easy to score your tenants responses in a uniform way and help you to better understand their needs.

Likert-style Questions

3. How did you feel that we understood your needs?

- ○ Outstanding
- ◉ Good
- ○ OK
- ○ Poor
- ○ Very Poor

This type of question is one of the most common in tenant feedback. **Likert** questions offer **five** options of answers that range from the best to the worst. This is often "very good" to "very poor", or "outstanding" to "terrible". In modern feedback these questions form the main basis of **statistical analysis** of responses. Analysis software automatically assigns a numerical value, usually a **percentage**, to each answer and allows for **calculations** to be performed using those figures. Whereas traditional feedback allows only for a count of the responses of each type ("45% of our customers thought our service was good or above"), modern feedback tools allow organisations to not only score these questions and segment them, but to trend this information over time to show progress in feedback scores. This enables more accurate scoring of your tenant satisfaction

Text-based Questions

9. Do you have any comments about the service we provided.

> The officers were very kind and make the process easy for me and my family. There was a delay in getting the repair done and the contractor didn't tidy up my living room but the problem was solved

This type of question gives customers the chance to use their own words to voice their opinion without the constraints of a 5-option Likert question. Text-based, or qualitative, answers are where you really learn how the customer feels about the service provided and afford an honest insight into their opinion. These questions can be divided into **Experience** questions and **Information** questions.

Experience questions refer to how a customer **feels** about the service provided to them: their opinion of the experience. These responses can be analysed for positive and negative sentiment using artificial intelligence and scored. **Information** questions are used to **qualify** a segmentation question. For example, the question "Have you spoken to a member of staff about the issue?" can be qualified with the text-based question "Provide a summary of the interaction" to allow them to provide further information.

Traditional surveying would require an employee reading surveys and extracting information manually. If there are hundreds of surveys this can be incredibly costly to an already stretched budget. That's where modern feedback tools come in. Feedback management software can automatically read these text answers, using artificial intelligence to identify positive and negative sentiment by the words in the answer and scoring it. Individual surveys can then be escalated according to pre-set rules and dealt with at an individual level. This allows total responsiveness to tenant issues.

Segmentation/ Categorisation Questions

8. How did you first contact us?

- ○ Website
- ◉ Phone
- ○ Local Office

Arguably the most important question type to RSLs, **segmentation** and **categorisation** questions are common but rarely used effectively. They give you a much more in-depth view of your data to allow you to **tailor your service** towards each individual customer segment. **Segmentation** questions relate to your **customers themselves**, and can be on age, gender, local authority, nationality, SIMD Rank or any other trait which would allow your customer base to be segmented and your services tailored to their specific needs. **Categorisation** questions relate to the **service provided** to your customer, for example "Which method did you use to contact us?". Normally, it is difficult and time consuming to use for analysis by traditional means. Modern feedback systems automate this process, so you can get more information from your surveys, while spending less time analysing them.

CX-Feedback by Target Applications Ltd is a cloud-based **Tenant Surveying** and **Feedback Management** tool designed specifically for UK RSLs. CX-Feedback makes it easy to implement real-time feedback systems and help your tenants be heard.

Fraser Campbell is our in-house tenant surveying expert. Call now to find out how you and your tenants can benefit from implementing real-time feedback.

0141 810 2597