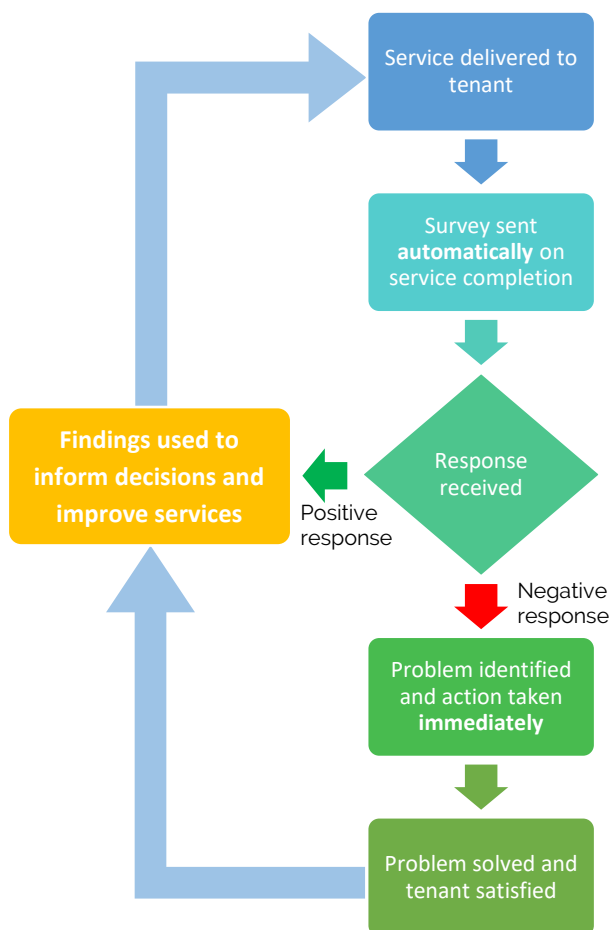


# Increasing Tenant Satisfaction with Real-Time Feedback

“ONE OF THE EASIEST WAYS THAT HOUSING ASSOCIATIONS CAN IMPROVE THEIR SERVICES WHILST REDUCING THEIR COSTS AND THE PRESSURE ON THEIR RESOURCES IS TO PROVIDE REAL-TIME FEEDBACK”

Johnathan Briggs, Target Applications



A model of the ideal Real-Time Feedback System

## What is Real-time Feedback?

Real-time feedback is a method of surveying based on giving a tenant the opportunity to voice feedback on an event/action as soon as possible after that event and having the resources and tools in place to act upon their feedback immediately.

A good example of real-time feedback would be a **repairs survey**.

Most RSLs undertake hundreds of repairs for their tenants every month. Getting feedback from each of these tenants manually can be time consuming, and in an almost **impossible** job for most housing associations. Real-time feedback allows an automated survey to be sent out the moment that repair is completed, and the results measured without staff input.

## Why implement Real-Time Feedback?

The problem with **traditional surveying methods** is that an unhappy tenant might go months without being able to express their **dissatisfaction** with a repair, and this will generally lead to an official complaint or, almost worse, a **negative social media** post or review which is indelible, fully public, and uncontrollable.

By offering real-time feedback, you can give your tenants the opportunity to express concerns **right away** and feel their voice is being **heard**. You can also give yourself and your team the chance to quickly **solve the problem** before it escalates.

## How to implement Real-Time Feedback

Given the right tools, RSLs can use real-time feedback data as a means of better **understanding** operations, tenants and staff, and making **informed decisions** on improvements to the organisation.

Real-time feedback can be implemented **easily**, deployed **quickly**, and is **not exclusive** to only the largest RSLs. It is accessible to any RSL who has a desire to **improve their services**.

**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.**



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.

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