# Why Segmenting your Tenants is Essential for Effective Surveying

Using age as an example, we are going to discuss the importance of segmenting your tenant base when surveying for the improvement and tailoring your services to meet the individual needs of your tenants.

One of the major differences between the private sector and the housing sector is the width of the marketplace into which each sector provides services. Whereas a private sector organisation may have to compete against several other companies who provide the same service, a social landlord operates in what is called a 'Closed Market'. This means there is little to no 'competition' to drive improvement and change, and tenants would find it very difficult to move to another provider should they receive poor service.

For most RSLs, traditional feedback is paper based, whether it is a tear-off slip left after a repair or a form completed for the annual STAR or ARC survey. However, according to a 2012 Ofcom report entitled "Communication Choices: A segmentation report on communication methods used by UK consumers", each age group in your user base has very different preferences for how they give feedback. There are five distinct groups of people based on how they communicate, and these styles of communication affect what feedback method is most appropriate and will gain the best response rates. Social Landlords must segment their customer bases to improve service delivery.

Preferred Communication Method

All Ages

Email: 7%
Letter: 37%
Text: 28%
Phone: 28%

18-30y

8.0%
9.3%
16.0%
SMS 66.7%

61-70y

4.5%
59.7% Letter
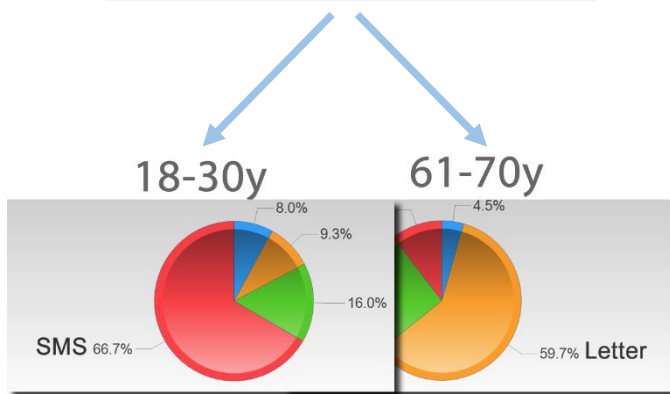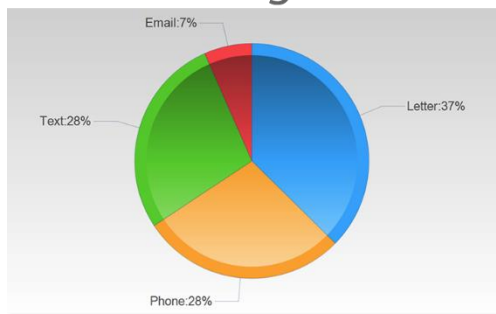
Segments of Communicators

"**Always On**" and "**Enlightened**" communicators are the youngest group, and prefer SMS, Social Media and Email communication. Online feedback forms by text or email will get the best response rates from this group.

"**Middle of the Road**" communicators have varied preferences. Most of this group are equally comfortable with text and email, but the most preferred method is postal communication, meaning a mix of methods will be most useful.

"**Conventional**" and "**Detached**" communicators are generally of an older group and prefer more personal methods like receiving a letter, a phone call or even a visit in person

So, by using a variety of communication methods you can provide a **better service** to your tenants. Finding out about and acting upon these preferences will increase your response rate and improve your service delivery at the same time. By providing the service that best suits the group, you will allow your customers to use their **Customer Voice** more effectively and receive the **highest rates of response**. This is true of any **segmentation category**, be that age, gender, location, ethnicity, etc. These methods can be managed together using an online system, and their results collated together to allow **accurate analysis** and **better decision making**.

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 can improve your service delivery with segmentation of your base.

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