

Quarterly customer satisfaction surveys - process document

Methodology

Each quarter, MEL Research runs the customer satisfaction survey on our behalf. They conduct a telephone survey with approx. 150 LCRA customers, so that we are getting feedback from 600 LCRA customers each year. As of Q1 2023/24, the survey must conform to guidelines set out by the Regulator of Social Housing, which ensure that customer feedback is collected in a standardised way across social housing organisations. Most notably, the guidelines stipulate that 12 specific questions must be asked, with responses used to calculate scores for the new Tenant Satisfaction Measures (TSMs).

The detailed guidance from the RSH can be found here: [Annex 5: Tenant Survey Requirements \(publishing.service.gov.uk\)](https://publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/101234/Annex_5_Tenant_Survey_Requirements.pdf)

Sample

MEL contact a random sample of 150 LCRA customers each quarter. To ensure that we are hearing from a representative sample of customers (which is stated as a requirement for the TSMs), they have quotas in place for age and area team. MEL also ensure that they do not contact the same customer more than once in one year, so that we are getting annual feedback from 600 unique customers.

Following each survey period clarify with MEL research how the survey ran and any feedback on contact details unobtainable or customers wishing to opt out.