

Tenant Satisfaction Measures Survey



What survey?

North London Muslim Housing Association (NLM) have commissioned Acuity, a market research company who specialise in the social housing sector, to carry out a series of telephone surveys with their residents. The survey is a general satisfaction survey (perception survey) asking residents what they think about their home and the services provided by NLM. The questions are based on the new Tenant Satisfaction Measures (TSMs) introduced by the Regulator of Social Housing from April this year and the results will be reported back to the Regulator.

Who are Acuity?

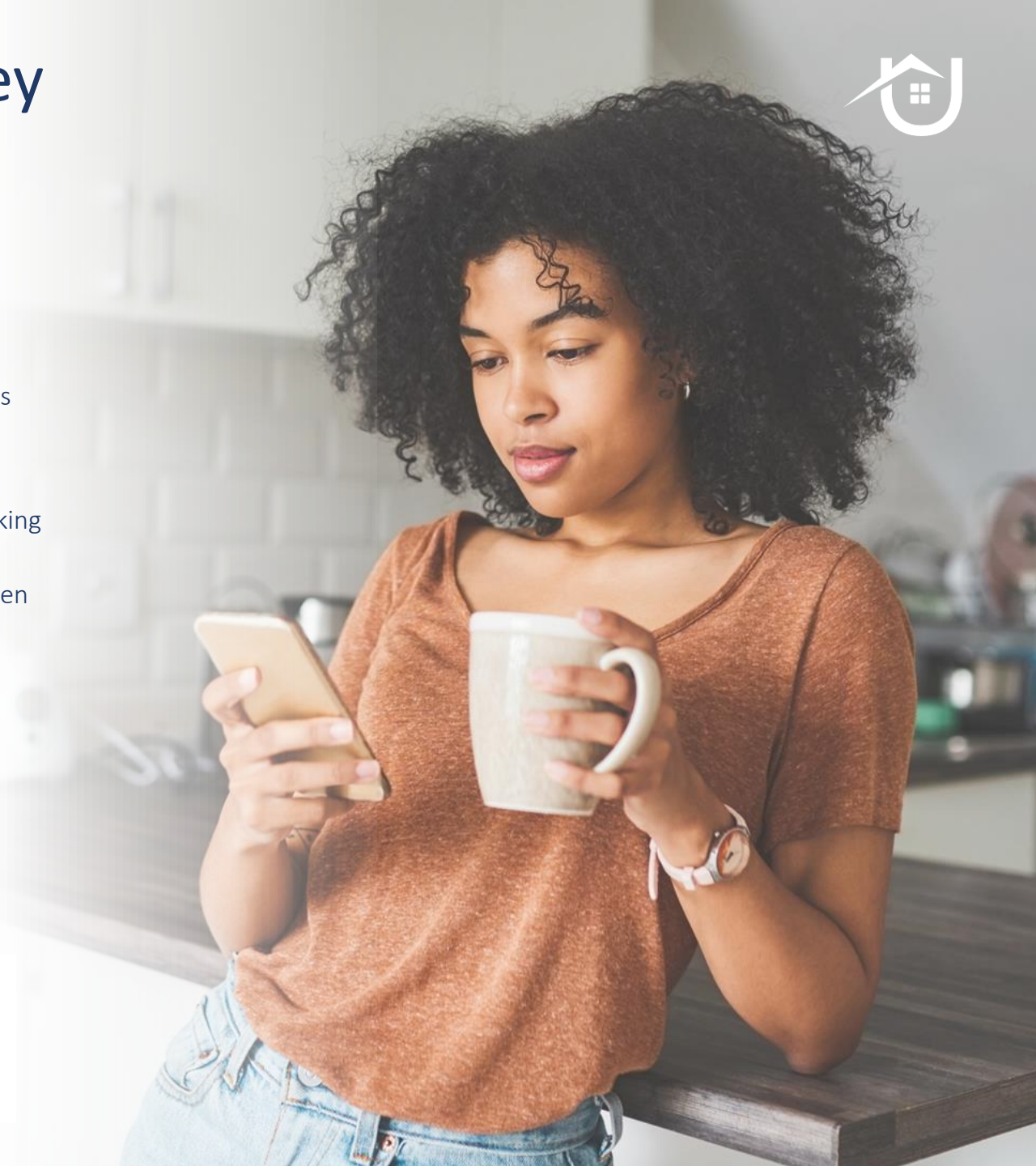
Acuity Research & Practice (Acuity) provide resident satisfaction surveys and benchmarking services, helping housing providers to improve services and engage with their residents through an understanding of satisfaction, performance and profiling data. They have been providing consultancy services to the social housing sector for over 25 years.

There are two ways residents can take part:

- **Completing an online survey** - In December Acuity will contact some of our residents by email or text message inviting them to complete the survey online.
- **Completing a telephone survey** - In January Acuity will telephone residents inviting them to complete the survey with one of their telephone interviewers.

What number to look out for?

If you receive a call from Acuity the number displayed will be 0203 807 5026.





When will they call our residents?

Acuity only make calls between the hours of 9:00am and 20:00pm Monday to Friday and between the hours of 10.00am and 18:00pm on Saturday. Interviewers allow the telephone to ring for a minimum of 25 seconds, or until a voice mail system kicks in, to ensure customers with mobility issues are given sufficient time to get to the phone.

What telephone number is displayed?

If a resident receives a call from Acuity the number displayed is **0203 807 5026**. If the resident sees a missed call from this number and calls back, they will hear a recorded message informing them that someone from Acuity tried to call them to complete a survey for their landlord.

What can I do to help residents and boost response rates?

It is **really important** that front line staff encourage residents to take part at every opportunity and assist residents with queries about the survey and reassure them that the calls are genuine.

Is the survey confidential and anonymous?

The survey is strictly confidential and if a resident requests, the results can be given back to NLM anonymously without their name attached.

Is the survey in line with data protection and what about quality standards?

All the calls are recorded for training and quality purposes. Acuity is a company partner member of the Market Research Society and is registered with the Information Commissionaires Office, and in line with the Data Protection Act is not permitted to release any details to any other organisation. Under the Data Protection Act Acuity is not permitted to release any information that would allow an individual to be identified without their prior active consent to do so. Acuity also holds ISO20252:2019, which is the quality standard for market research companies.

Who should I contact at NLM or Acuity if I have a query that is not addressed here?

If you have any queries about any of the survey, please contact Customer Services at NLM (020 8815 4200) or Heather Metivier at Acuity (01273 287114 or acuity@arap.co.uk).

Want to know more about Acuity?

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All research projects are carried out in conformity with ISO20252:2019 and the MRS Code of Conduct.