

# Tenant Satisfaction Measures Survey



## What survey?

Dudley MBC have commissioned Acuity, a market research company who specialise in the social housing sector, to carry out telephone surveys with their tenants. The survey is a general satisfaction survey (perception survey) asking tenants what they think about their home and the services provided by the Council's Housing Service. The questions are based on the new Tenant Satisfaction Measures (TSMs) introduced by the Regulator of Social Housing from April this year.

## Who are Acuity?

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

## Who will be contacted?

Acuity will contact our tenants by telephone with the aim of interviewing just over 1,000 tenants in July / August 2023. The survey should take approximately 8 to 10 minutes to complete.





### When will they call our tenants?

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 voicemail 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 tenant receives a call from Acuity the number displayed will be **01384 880162**, which is a local area code. If the tenant 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 tenants and boost response rates?

It is really important that front line staff encourage tenants to take part at every opportunity and assist tenants 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 tenant requests, the results can be given back to the Council 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 and Cyber Essentials Plus.

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

If you have any queries about any of the survey, please contact Tracey Smith at the Council (Tracey.Smith@dudley.gov.uk) or Acuity (01273 287114 or acuity@arap.co.uk).

### Want to know more about Acuity?

Acuity Research & Practice Limited, [www.arap.co.uk](http://www.arap.co.uk)

