

TSMs – practical issues and challenges

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Housemark

Hello!



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Jonathan has worked in the housing sector for over 20 years helping social housing providers improve performance and achieve value-for-money. He currently heads up Housemark's data and research division, where he has overseen a range of high-profile projects such as the review of the STAR framework for collecting resident feedback and monthly impact monitoring of the COVID-19 pandemic.

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HouseMark is the data-driven solutions provider for the UK housing sector.



Cost and performance comparisons with over 300 social landlords



Shared learning and networking through our clubs and events



Targeted support around data quality, analysis, compliance, VFM and service design



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Agenda

- About the TSMs
- Perception trends
- Making the most of feedback
- Management information trends
- Preparing for MI TSMs

The background consists of several overlapping teal sticky notes, each featuring a white line-art icon of a lit lightbulb. A single pink sticky note is placed in the center, overlapping the teal ones; it features a white line-art icon of a lightbulb with yellow rays emanating from it, signifying an idea or inspiration. On the far left, there is a vertical gradient bar transitioning from purple at the top to blue at the bottom.

About The TSMs

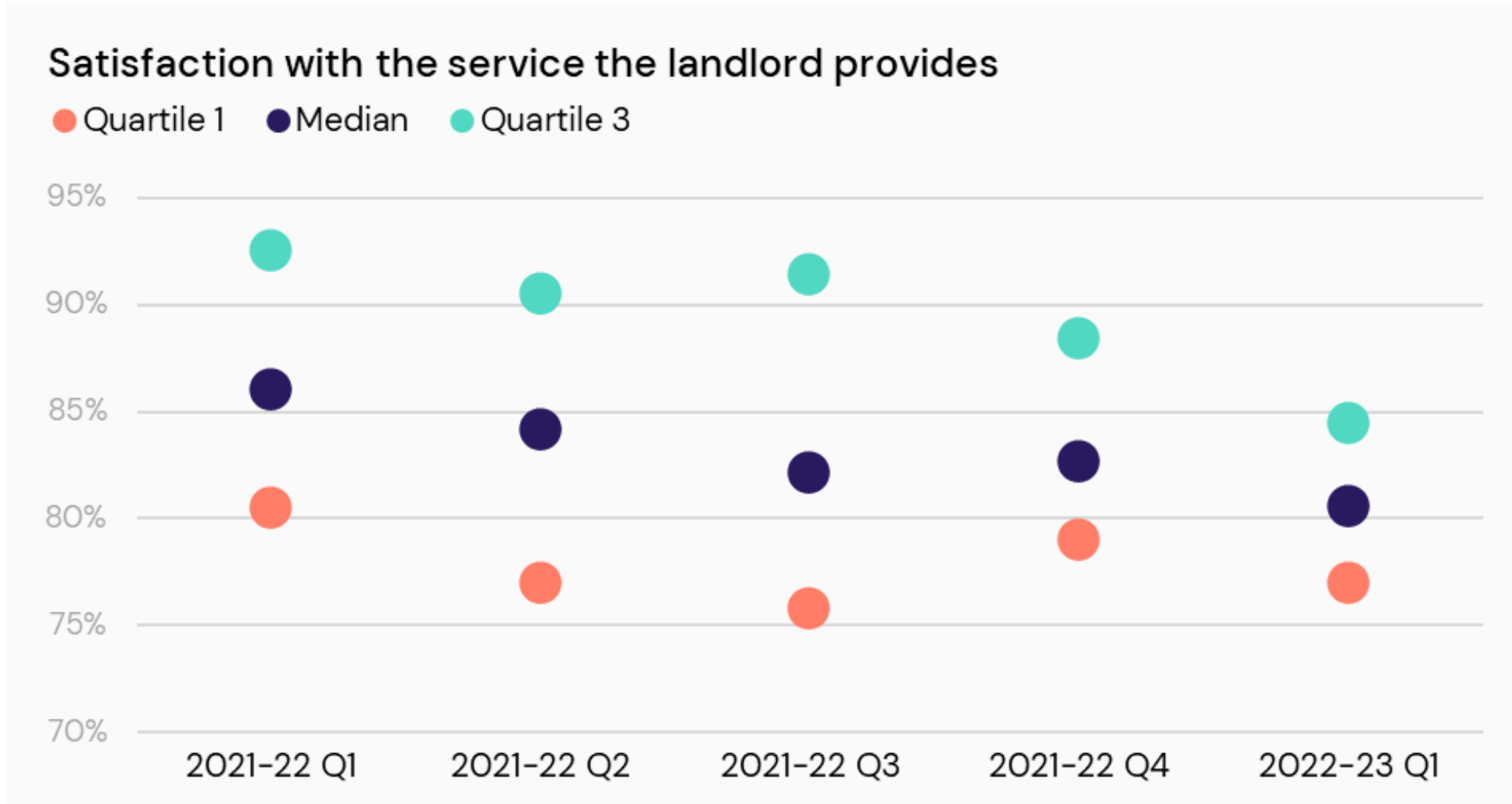
TSMs

- Final TSMs published September 2022
- 12 perception measures
- 10 management information measures
- Key themes: Overall perception; responsive repairs; building safety; communal areas; anti-social behaviour; complaints; engagement and respect
- Collect and report for 2023–24 financial year
- BUT some challenges for landlords in getting ready

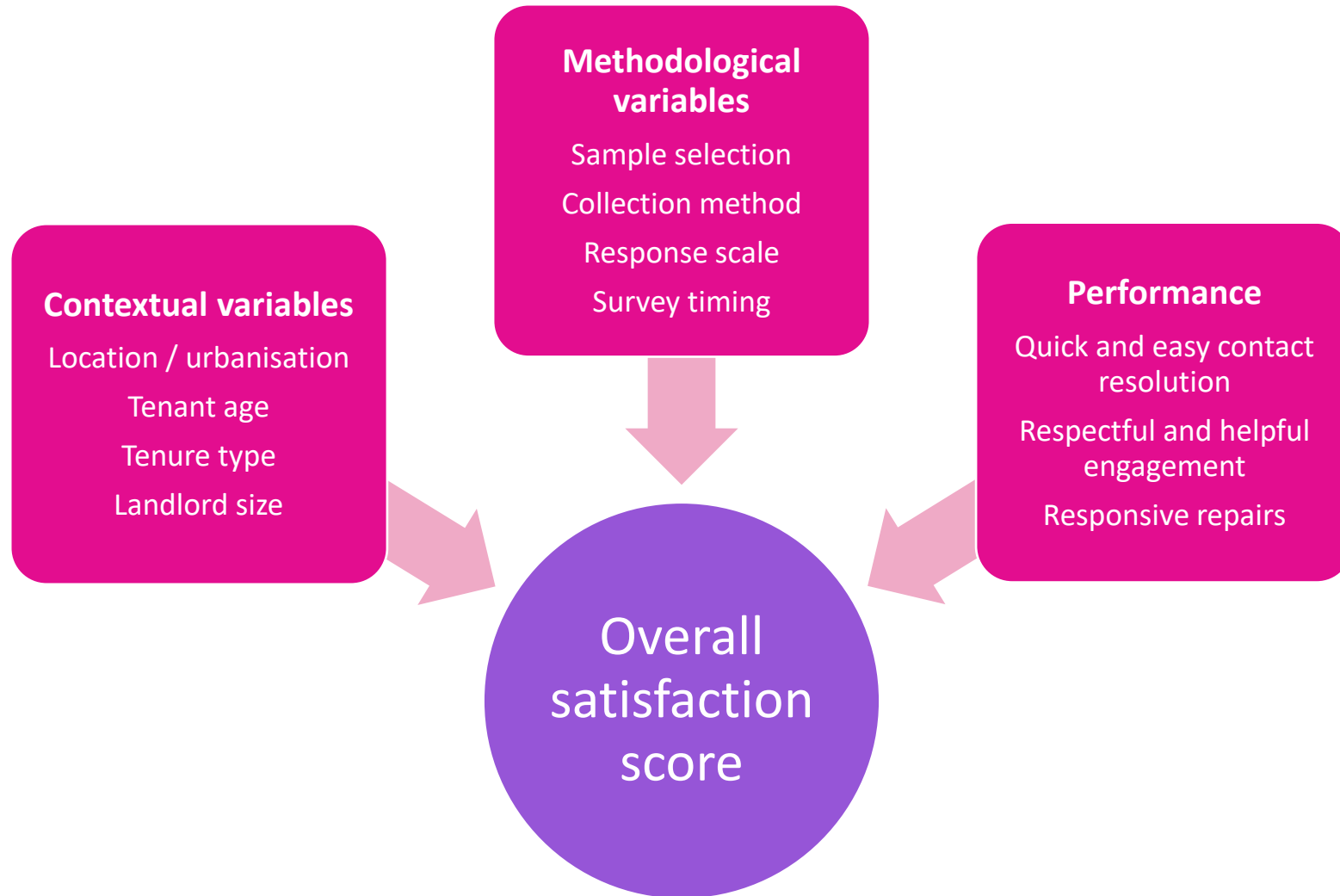


Perception trends

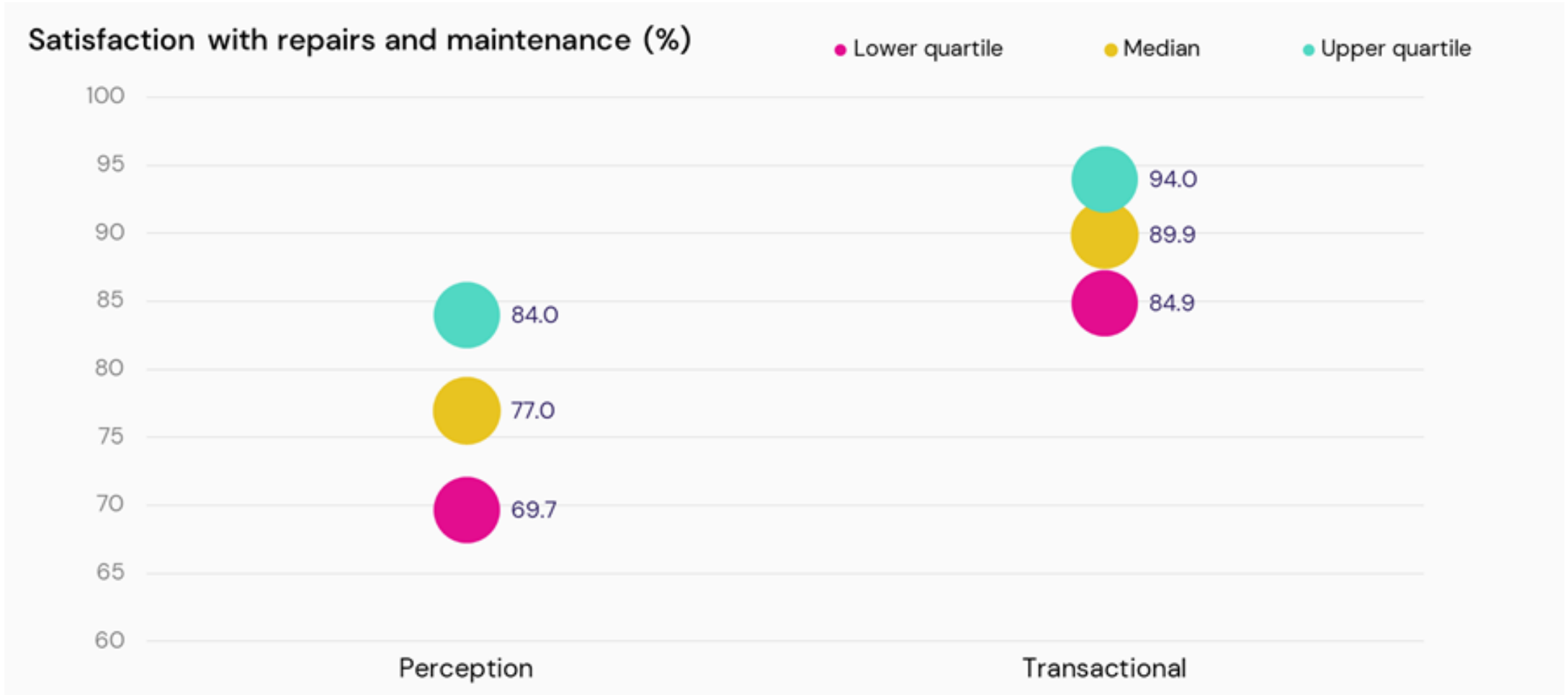
Overall negative trend



The 11 major variables



Satisfaction variables – repairs example



A close-up photograph of a dartboard mounted on a wooden wall. Three blue darts are embedded in the center bullseye. The background is softly blurred, showing warm, golden light. A dark blue horizontal bar is overlaid on the left side of the image, containing white text.

Making the most of feedback

Barriers to making use of feedback data

Focussing on scores

Fragmented approach to surveying

Question overload and survey fatigue

Internal capacity

Data maturity



Low levels of data maturity



Making the most of feedback – key trends

Data collection

Tracker surveys for perception

Multi-channel approach

Streamlined transactional surveys

Real-time data

Batch outsourcing (in line with internal skills)

Joint procurement

Reporting and governance

Using perception results for governance

Using transactional results for contractor management and issue resolution

Bringing both together in voice of the customer dashboards

Developing data strategies

Training for executives and boards

Analysis and action

Centralised team responsible for survey design, analysis and strategy

Clear processes for internal follow-up

Sentiment and free text analysis to identify root causes

Customer segmentation to inform service design

Service re-design

Co-design over consultation

Making interactions easy and minimising hand-offs

Focus on the role of the housing officer and reviewing patch sizes

Cross-team working and information sharing

System access on-the-go (e.g. iPads)

A close-up photograph of a person's hands holding a tablet computer. The tablet screen displays a business dashboard with a blue line graph showing an upward trend and a blue pie chart. The background is blurred, suggesting an office environment. A dark purple banner with white text is overlaid on the image.

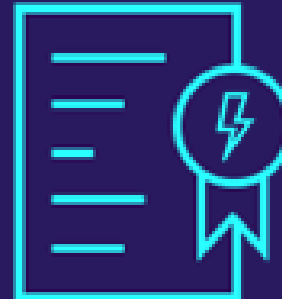
Management information trends

Good progress on building safety



99.98%

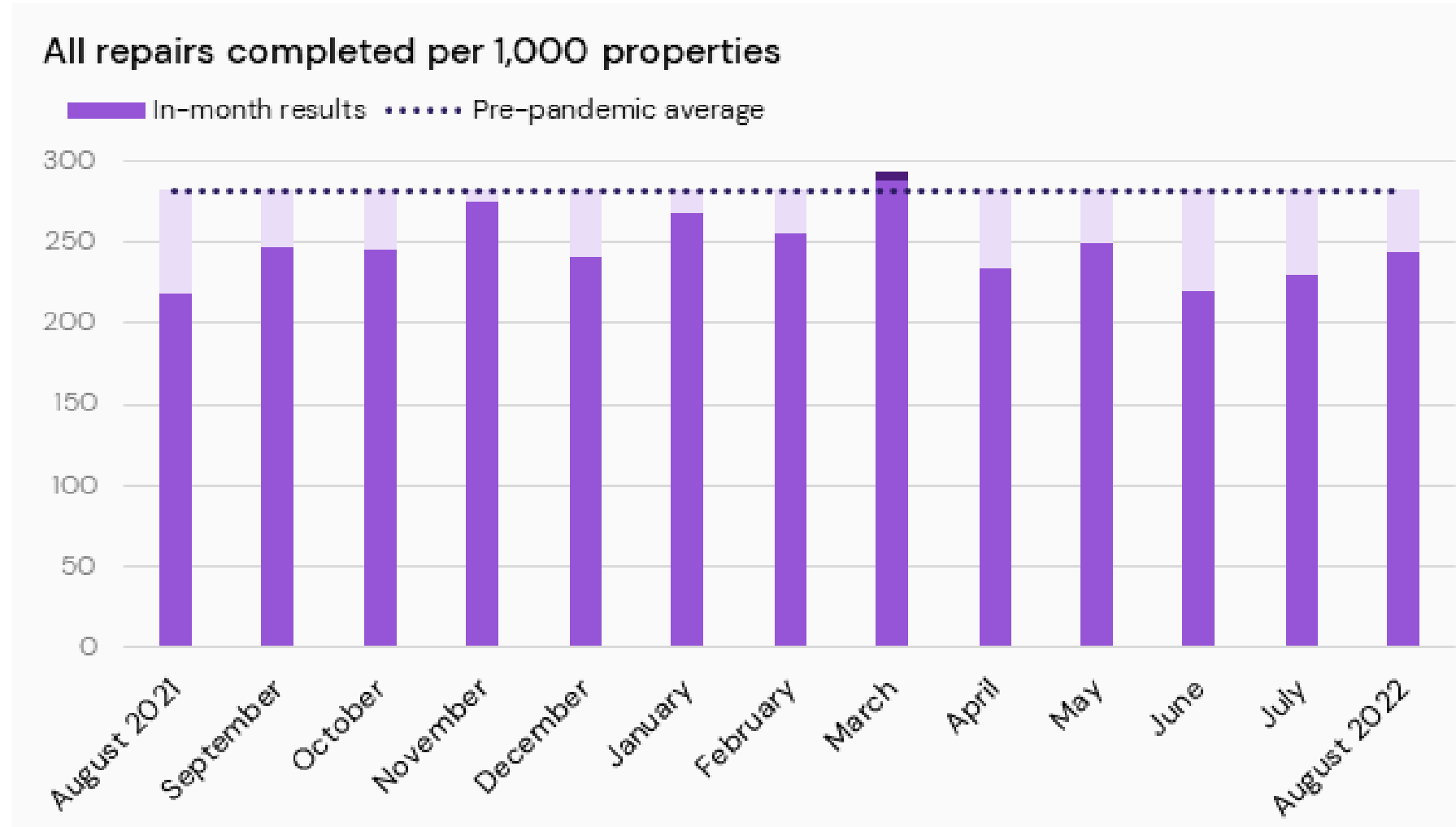
of homes in the sector
have a valid gas safety
certificate



97.5%

of domestic properties in
the sector have an EICR
certificate up to 5 years old

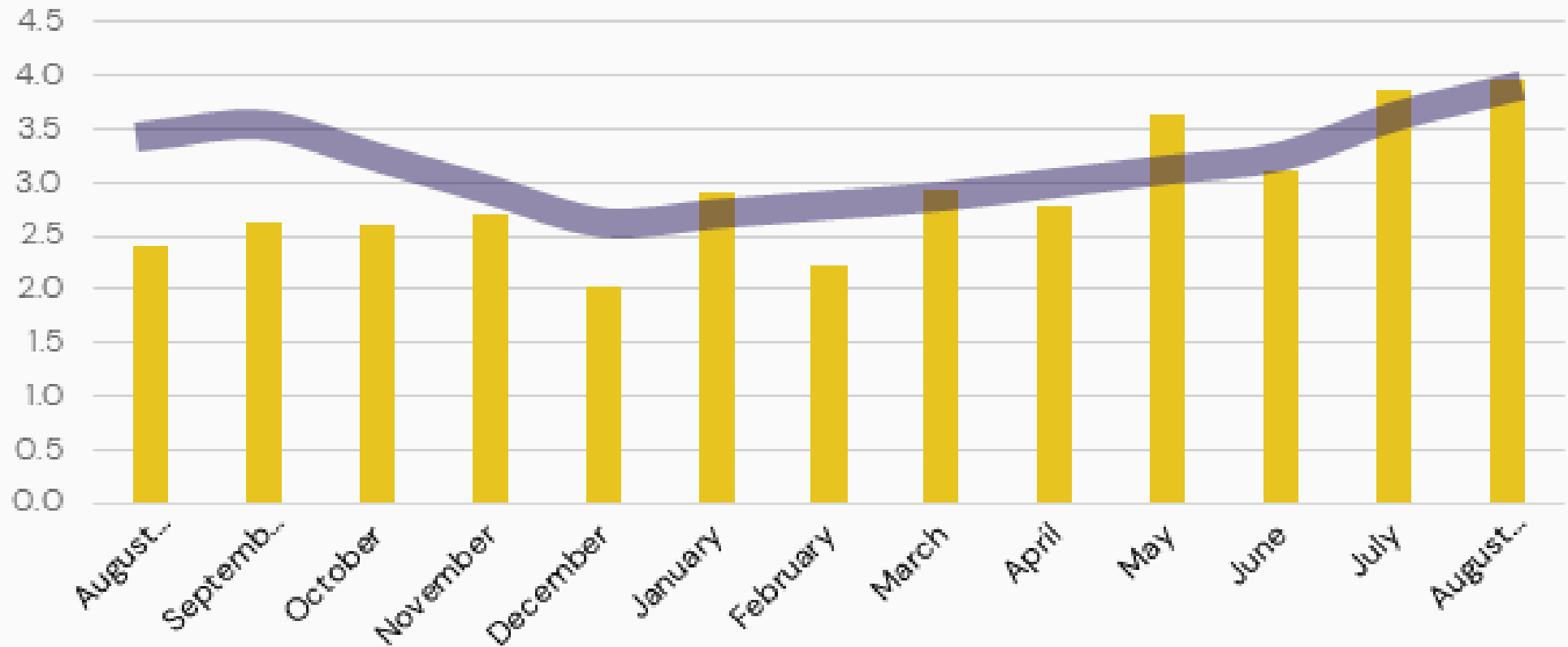
Repair volumes down



ASB increasing

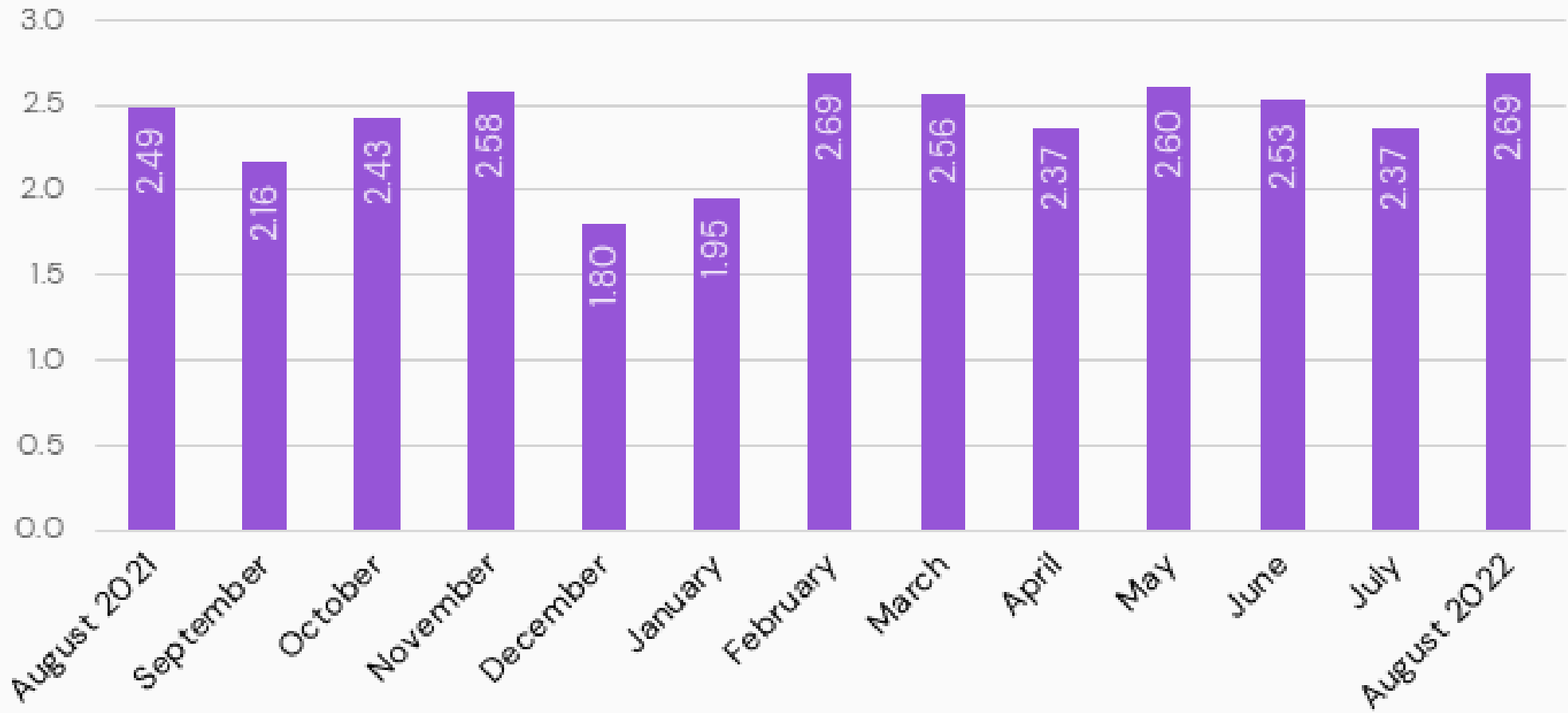
Number of new ASB cases reported per 1,000 properties

■ In-month figures — Expected seasonal trend

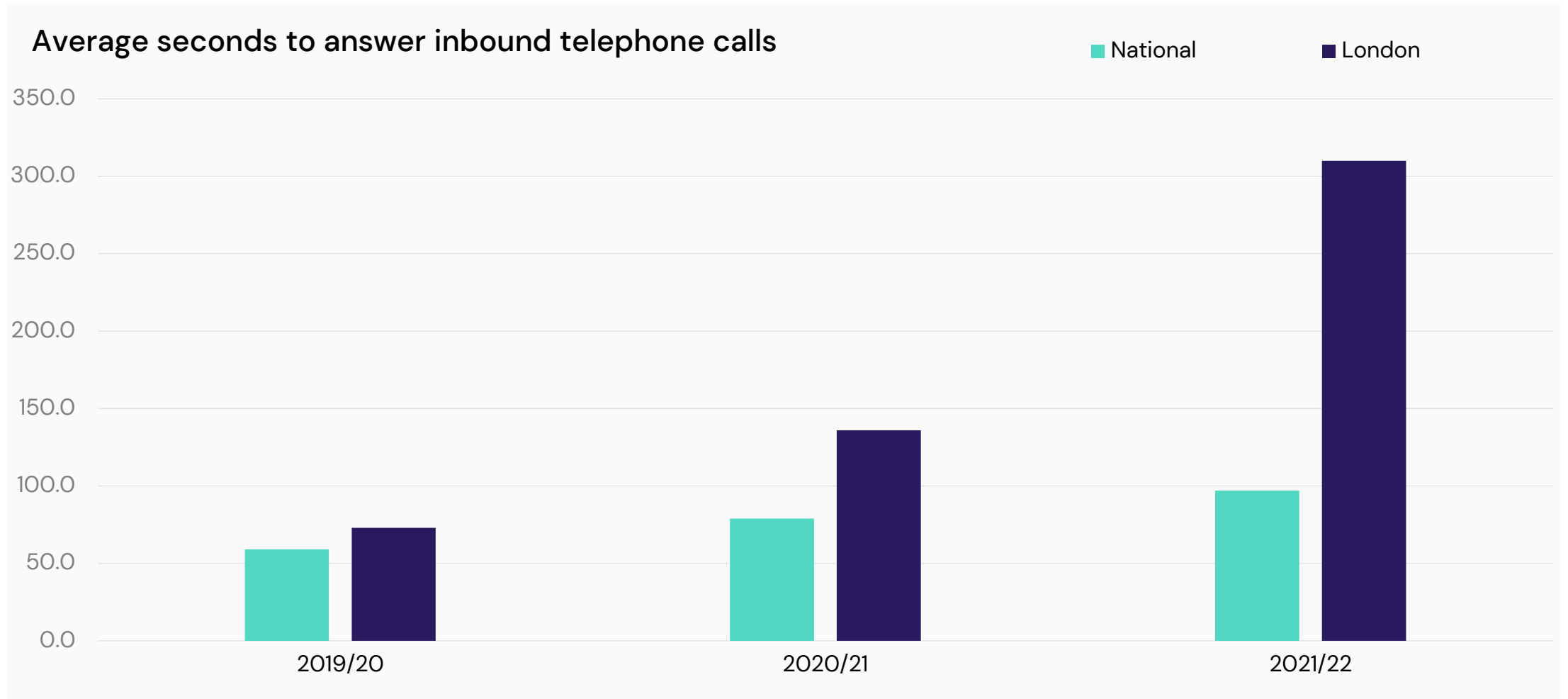


Complaints rising

Formal complaints received per 1,000 properties



Contact centre strain



Preparing for MITSMs



MI advice

- Set up a rapid results working group
- Review building safety denominator
- Consider your definition of a formal complaint
- Consider your definition of an ASB case
- Review your repairs completions times
- Look at the difference between repairs raised and completed
- Consider a Housemark 'ready check'

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