

Tenant Satisfaction Measures – Customer Surveys Frequently Asked Questions

Why are you carrying out this research?

We are always working to improve our services and to do this we need your feedback. We want to know the good, the bad, and the ugly so we can make sure we are getting our services right for you, our customers.

From 1 April 2023, the Regulator for Social Housing will be collecting information on tenants' satisfaction with their landlords, responses from all participants will be aggregated and shared with the Regulator.

Who will contact me?

We have commissioned IFF Research, to undertake surveys on our behalf. IFF Research is an independent social and market research agency with a strong reputation for delivering high quality and high impact research.

How and when will IFF Research contact me?

You may receive a phone call from **0203 148 7635** asking about the services we provide. To give you flexibility on when you can take part, IFF Research will call between 9am-8pm Monday – Friday and between 11am-4pm on Saturdays. You may also receive an email from myopinions@iffresearch.com inviting you to take part in a survey online. Reminder emails will be sent from myopinions@iffresearch-dm.com.

What will IFF Research ask me?

IFF Research will ask for your opinions on the services that we provide and may check that your contact details are up to date. IFF Research will never ask for any personal passwords or financial information such as your bank account details.

How long will the conversation take?

The conversations are usually very short to reduce disruption to your day. The survey will typically take no more than 10 minutes.

Is my feedback confidential?

We recognise that some topics may be quite sensitive, should you wish - IFF Research can keep your responses completely anonymous. If there are any questions which you would prefer not to answer please let the interviewer know. We will never include anything in our findings that could personally identify an individual. At the end of the survey, the person calling will ask you if you would be happy for us to contact you. You can always say no.

What information about me do you share with IFF Research?

We will only share information with IFF Research that is relevant to help analyse findings and make sure feedback is representative of our different customer groups. The information will include your name, address, telephone number and email address.

How do I know the data is secure?

Your privacy is very important to us. IFF Research go to great lengths to preserve your privacy and protect the personal data used in conducting all research. For full details about IFF Research's privacy policy please visit their website via: [IFF Research | GDPR](#).

Why have I not been contacted?

We only contact a sample of our customers (enough to make sure the data is reliable), so you may not be contacted every time. If you have not been contacted but want to tell us what you think, we would love to hear from you. Click here to contact us [via our website](#).

I do not want to take part in surveys

That is fine. The person calling will always check that you are happy to take part. If you would prefer not to, just let the caller know, and we will make sure we remove you from our contact list.