

## Customer Satisfaction

by Ian Wright CEO, DIN

**Perhaps it's just wind up Wednesday or the effects of the flu and Covid jabs but let me just explain something around measuring customer satisfaction in social housing.**

The current way of measuring customer satisfaction was fundamentally designed back in the 1980's by the retail sector as a simplified way of pulling together complex interactions into a single indicator. They had recognised that there was a link between customer satisfaction, loyalty and therefore repeat business and consequently profit.

If someone can explain to me how this methodology is relevant to the social housing sector where tenants and residents have no ability to change suppliers and we're certainly not in the market of maximising profits from them then they can have my fully loaded Greggs loyalty card.

As one tenant said to me during the summer 'Yes I'm satisfied they fixed my leaking tap, but I still think they are a shit landlord'

There is a better way to discover what tenants and residents expect from their landlord and in more depth will we be brave enough to try it?

