

# Tenant satisfaction measures: Acuity phone survey introduction

The following is the introductory script that call-handlers working for Acuity (on our behalf) follow when contacting customers by phone for customer perception surveys.

Hello is that (respondent name)?

My name is (Interviewer's name) and I'm calling on behalf of Cottsway Housing from an independent research agency called Acuity.

We are carrying out short satisfaction surveys with Cottsway to find out how satisfied you are with your home and with the services that you receive from them. Would you be able to spare (length of survey) to go through the survey with me now?

(If no, ask: Can I call back at another time?)

(Interviewer to read out): The survey will be used to calculate annual tenant satisfaction measures to be published by Cottsway and reported back to the Regulator of Social Housing.

(If the customer would like to verify the validity of this survey they need to contact Cottsway by email or by phone.)

(Data sharing if asked) 'Your landlord will, from time to time, share your personal data with third parties for "legitimate interests'. This could be transferring it to repairs contractors to carry out repairs or for research purposes such as this, to ensure that they are giving the best service possible.

When signing your application form or agreement, you are automatically included in this legitimate interest clause which can also be found in the data privacy statement on your landlords' website. You can however opt out of this by contacting your landlord. If you are not happy that your landlord has passed your details to us and would rather we did not contact you again, we can remove your details from our system and flag this back to your landlord. I would however urge you to contact them to request your details are not shared with other parties'.

Before we start, I need to make you aware that we are bound by the Market Research Society Code of Conduct. All calls will be recorded for training and quality purposes. Any information that you give us will be treated in confidence and will be used to find ways of improving the service that Cottsway provides. Cottsway will be able to identify you from your survey response, are you happy to continue?

(If asked) - call recordings are stored for 90 days to allow for our company to verify and validate the quality of the interviews.

Q. Yes

Q. No