



NEIGHBOURHOOD SATISFACTION SURVEY

Flagship Group sets industry benchmark, powered by Switchee communications

THE CLIENT

Flagship Group is the largest provider of social homes for sale and rent across the East of England. Maintaining a large portfolio of homes through a partnership between three housing associations, they are proud to provide affordable homes their customers love, and build sustainable communities.

Flagship Group began their relationship with Switchee in 2016 with the goal of innovating their end-to-end customer journey, and for their teams to find a solution to aid their ambition of preventative rather than reactive maintenance. They are now installing 3,000 Switchee devices a year through their boiler replacement schemes, new builds and targeted damp and mould prevention.

32,000

homes managed

£200.2m

Turnover of £200.2m (2022)

THE SITUATION

Housing Providers are underfunded, under-resourced and under increasing pressures. They need more effective means of communicating with their residents so that they can provide them with safe living environments, and support their needs effectively. Engaging residents equips social landlords with valuable insights that enables them to effectively allocate resources and budgets in order to improve living conditions. Average response rates for standard multi-channel communication methods are typically between 3%-12%.

The **Flagship Group's** 24-person-strong Neighbourhood Services team carry out monthly face-to-face surveys during neighbourhood inspections, with the aim of completing one survey, per inspection.

Flagship Group will typically see:

24

team members conduct the surveys

60%

survey participation rate

430

surveys collected per quarter

70

hours to complete all surveys (10 minutes per survey)

THE CHALLENGE

External factors like the cost of living crisis are not going anywhere soon, meaning housing providers need to ensure their budgets are allocated to those neighbourhoods who need it the most in the most cost effective manner. Many housing providers are also experiencing data blind spots due to a lack of system integrations. Obtaining accurate data in volume is key to having a clear understanding of the majority of residents views and feelings. Internally, staff shortages add increasing pressure on teams to capture, analyse and action data collected in a timely fashion. The rural and spread out locations of homes managed by **Flagship Group** adds to this challenge.

Whilst face-to-face surveys can be insightful and qualitative, they have limitations:

- With 32,000 homes it would take a significant amount of time to conduct face-to-face surveys, manually input responses, and analyse data to gain insights to action
- Difficulties recording data accurately and securely whilst actively listening
- Conducted during the working day so many residents aren't home to participate
- Some residents are not comfortable being candid

Flagship Group took all of the above in to account, recognising the need to diversify their survey collection methods. By reaching out to Switchee, Flagship have fulfilled this challenge.



THE SOLUTION

As part of **Flagship Group's** Digital Transformation Strategy, Switchee devices are being installed in an effort to improve resident communications and proactively manage maintenance repairs. Switchee's secure two-way messaging feature enables **Flagship Group** to communicate directly with residents via their in-home display.

With an average response rate of 90%, replies are routed into Switchee's dashboard, providing a safe and cost-effective two-way resident communications platform.

Flagship Group, working with Switchee's Customer Success team, mirrored their face-to-face survey structure and sent residents a digital survey via their Switchee devices.

THE RESULTS

With a 400% increase in the number responses collected per survey - from an average of 430 to 2,143 in one go - data captured was from a significantly larger portion of residents and so more accurately represented Flagship Homes customer satisfaction levels. 89% of all responses were returned within 24 hours, with 40% of responses within just 1 hour of survey distribution.

This was also coupled with a reduction in survey collection time by 92%, and in team members required from 24 to 1.

The purpose of the survey was to identify neighbourhoods where residents are dissatisfied, and find out why. This enables the Neighbourhood Services team to make targeted improvements in those areas and then track the impact of those changes by repeating the survey to see if the sentiment among residents has improved.

400%

increase in the number
of surveys conducted

92%

reduction in survey response
and collection time

89%

of responses
in 24 hours



THE FUTURE

Due to the outstanding, business-wide benefits and success of installing Switchee devices in residents homes, Flagship are continuing their digitisation with Switchee as a core component.

The success of the resident communications offering of the Switchee devices means Flagship homes now plan to roll out these surveys periodically.

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