

MSV Housing Group Tenant Satisfaction Measures

Date 13/6/25

Quotas per Month

Quotas	Channel	Target
Age = 21 – 30	Telephone	5
Age = 31 – 40	Telephone	14
Age = 41 – 50	Telephone	15
Age = 51 – 60	Telephone	18
Age = 60+	Telephone	27
Age = UNKNOWN	Telephone	5
LCHO	Telephone	2
TELEPHONE TARGET		86
Age = 21 – 30	Online	1
Age = 31 – 40	Online	2
Age = 41 – 50	Online	3
Age = 51 – 60	Online	4
Age = 60+	Online	6
Age = UNKNOWN	Online	1
LCHO	Online	1
ONLINE TARGET		18
FACE TO FACE		10
OVERALL TARGET		114

S Screener

ASK PERSON WHO ANSWERS PHONE

- S1 Good morning / afternoon / evening. My name is **INTERVIEWER NAME** and I'm calling from IFF Research on behalf of your housing provider, MSV Housing. Please can I speak to **NAME**?

The reason for my call today is to gather some feedback about your general experience of being a MSV Housing customer. This is as part of the tenant satisfaction measures to see how well landlords like MSV Housing customer are doing and used to help improve services.

If I can run through some quick questions with you today please, that would be really helpful, shouldn't take us more than 10 minutes?

Respondent answers phone	1	CONTINUE
Transferred to respondent	2	

Referred to someone else at household	3	GO TO S2 TO CHECK IF RESPONDENT IS ON THE TENANCY AGREEMENT
Hard appointment	4	MAKE APPOINTMENT
Soft Appointment	5	
Engaged	6	CALL BACK
No answer	7	
Busy at this time	8	
Answer phone	9	
Refusal (this research)	10	SCREEN OUT RESPONDENT DOESN'T WISH TO TAKE PART IN THIS SURVEY BUT HASN'T SPECIFIED WHETHER THEY WISH TO OPT OUT OF ALL CALLS FROM US
Refusal (all future interviews)	11	SCREEN OUT SAMPLE CODED AS SUCH AND CUSTOMER DETAILS ADDED TO DNC TO EXCLUDE
Wrong Number	12	SCREEN OUT
Business Number	13	SAMPLE CODED AS SUCH CUSTOMER DETAILS ADDED TO DNC TO EXCLUDE
No longer a [client name] tenant / customer	14	SCREEN OUT
Customer deceased	15	SAMPLE CODED AS SUCH CUSTOMER DETAILS ADDED TO DNC TO EXCLUDE
Language Barrier	16	GO TO S4 TO CONFIRM PRIMARY LANGUAGE

Needs reassurances	17	BRING UP REASSURANCE SCREEN
Terminate Interview	18	IF BREAKDOWN DURING INTERVIEW

ASK IF REFERRAL S1=3

S2 Please can you confirm that you are on the tenancy agreement with MSV Housing?

Yes	1	GO TO S3
No	2	SCREEN OUT
Don't know	3	SCREEN OUT

ASK IF S2 = 1

S3 Please can you confirm your name?

WRITE IN		
Refused	1	SCREEN OUT

ASK IF LANGUAGE BARRIER REFERRAL S1=16

S4 Can I ask what is your primary language? By this we mean the language you use most often to communicate with.

WRITE IN		
Don't know	1	SCREEN OUT
Refused	2	SCREEN OUT

If we are able to we will contact you again in your primary language to get your feedback.

CLOSE INTERVIEW AND DD TO LANGUAGE SPECIFIC CONTACT LIST

ASK ALL

- S5 I need to read out a quick statement before we start:**
This feedback is being collected as part of the tenant satisfaction measures, which the Regulator of Social Housing requires landlords to publish each year.

All interviewing is carried out in strict accordance with the Market Research Society's code of conduct and within GDPR guidelines.

Calls may be recorded for training and quality purposes. You will be asked for consent to share your data with MSV Housing and your answers can be shared anonymously if you wish with no link to your personal information.

INTERVIEWER REASSURANCES TO USE IF NEEDED:

For further information on how IFF Research keep your data safe please see our data protection policy on our website: www.iffresearch.com/gdpr
If you would like to find out more about this survey, or confirm the validity of the survey please visit: <https://www.msvhousing.co.uk/news-and-views/msv-news/we-value-your-feedback/>

REASSURANCES TO USE IF NECESSARY

The interview will take around 10 minutes to complete.

If respondent wishes to confirm validity of survey or get more information about aims and objectives, they can contact:

- **MRS: Market Research Society** on 0800 975 9596
- **IFF: Shahina Begum** (Shahina.begum@iffresearch.com) or call 0207 250 3035
- **MSV Housing:** enquiry@msvhousing.co.uk

Online introduction:**Help improve services provided by MSV Housing**

Dear @NAME,

We're emailing you on behalf of your housing provider, MSV Housing. They'd like to gather some feedback about your general experience of being a MSV Housing customer. This is as part of the tenant satisfaction measures to see how well landlords like MSV Housing are doing and used to help improve services.

- The survey should take no more than 8 minutes to complete.
- We would kindly ask you to complete it as soon as possible
- You will be asked for consent to share your data with MSV Housing and your answers can be shared anonymously if you wish with no link to your personal information.

Take part now

Additional information:

- This feedback is being collected as part of the tenant satisfaction measures, which the Regulator of Social Housing requires landlords to publish each year.
- The research is being conducted by IFF Research, an independent research organisation, on behalf of MSV Housing
- Our work adheres to GDPR guidelines and the [Market Research Society's code of conduct](#).
- For further information on how IFF Research keep your data safe please see our data protection policy on our website: www.iffresearch.com/gdpr

- If you would like to find out more about this survey, or confirm the validity of the survey please visit: [We value your feedback](#)

Many thanks in advance for your help with this important research.

The IFF Research Team



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Help us to make sure that this email gets to your inbox. Adding our address

myopinions@iffresearch.com to your address book may 'whitelist' us from your spam filter, helping future emails get to your inbox.

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Face to Face interviews take place internally within MSV with the following introductory paragraph;

Hello, my name is [interviewer's name]. We are talking to customers today to gather your views around your general experience of being a valued MSV Housing customer. Feedback provided today will be used to improve the services delivered to MSV Housing residents. The survey should take around 10 minutes to complete. Are you happy to proceed?

Name, Address, Telephone and Email (if known) are collected and then the below survey is conducted;

T TSM Survey

ASK ALL

(2878) Taking everything into account, how satisfied or dissatisfied are you with the service provided by MSV Housing?

SINGLE CODE. READ OUT

Very satisfied	1	
Fairly satisfied	2	
Neither satisfied nor dissatisfied	3	
Fairly dissatisfied	4	
Very dissatisfied	5	
DO NOT READ OUT: Don't know	6	

ASK ALL

(303) Please could you provide a reason for your answer?

--

ASK IF LCRA IN SAMPLE

(732) Has MSV Housing carried out a repair to your home in the last 12 months?

SINGLE CODE. READ OUT

Yes	1	
No	2	

ASK ALL WHO SAID YES AT 732 (732=1), AND IF LCRA IN SAMPLE

(5626) How satisfied or dissatisfied are you with the overall repairs service from MSV Housing over the last 12 months?

SINGLE CODE. READ OUT

Very satisfied	1	
Fairly satisfied	2	
Neither satisfied nor dissatisfied	3	
Fairly dissatisfied	4	
Very dissatisfied	5	
DO NOT READ OUT: Not applicable/ don't know	6	

ASK ALL WHO SAID YES AT 732 (732=1), AND IF LCRA IN SAMPLE

(5666) How satisfied or dissatisfied are you with the time taken to complete your most recent repair after you reported it?

SINGLE CODE. READ OUT

Very satisfied	1	
Fairly satisfied	2	
Neither satisfied nor dissatisfied	3	
Fairly dissatisfied	4	
Very dissatisfied	5	
DO NOT READ OUT: Not applicable/ don't know	6	

ASK IF LCRA IN SAMPLE

(5647) How satisfied or dissatisfied are you that MSV Housing provides a home that is well maintained?

SINGLE CODE. READ OUT

Very satisfied	1	
Fairly satisfied	2	
Neither satisfied nor dissatisfied	3	
Fairly dissatisfied	4	
Very dissatisfied	5	
DO NOT READ OUT: Not applicable/ don't know	6	

ASK ALL

(5627) Thinking about the condition of the property or building you live in, how satisfied or dissatisfied are you that MSV Housing provides a home that is safe?

SINGLE CODE. READ OUT

Very satisfied	1	
Fairly satisfied	2	
Neither satisfied nor dissatisfied	3	
Fairly dissatisfied	4	
Very dissatisfied	5	
Not applicable/ don't know	6	

ASK ALL

(5422) Have you had cause to contact MSV Housing in the last 12 months with any problems relating to damp and mould?

SINGLE CODE. READ OUT

Yes	1	
No	2	
(Refused or unable to answer)	3	

ASK ALL WHO SAID YES AT 5422 (5422=1)

(1044) What was the issue and has this issue now been rectified?

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ASK ALL

(5493) How satisfied or dissatisfied are you that MSV Housing listens to your views and acts upon them?

SINGLE CODE. READ OUT

Very satisfied	1	
Fairly satisfied	2	
Neither satisfied nor dissatisfied	3	
Fairly dissatisfied	4	
Very dissatisfied	5	
Not applicable/ don't know	6	

ASK ALL

(5494) How satisfied or dissatisfied are you that MSV Housing keeps you informed about things that matter to you?

SINGLE CODE. READ OUT

Very satisfied	1	
Fairly satisfied	2	
Neither satisfied nor dissatisfied	3	
Fairly dissatisfied	4	
Very dissatisfied	5	
Not applicable/ don't know	6	

ASK ALL

(5485) To what extent do you agree or disagree with the following “MSV Housing treats me fairly and with respect”?

SINGLE CODE. READ OUT

Strongly agree	1	
Agree	2	
Neither agree nor disagree	3	
Disagree	4	
Strongly disagree	5	
Not applicable/ don't know	6	

ASK ALL

(5011) How satisfied or dissatisfied are you that MSV Housing are easy to deal with?*SINGLE CODE. READ OUT*

Very satisfied	1	
Fairly satisfied	2	
Neither satisfied nor dissatisfied	3	
Fairly dissatisfied	4	
Very dissatisfied	5	
DO NOT READ OUT: Not applicable/ don't know	6	

ASK ALL

(5643) How strongly would you agree or disagree with the following statement "I trust MSV Housing to do what they say they will do"?*SINGLE CODE. READ OUT*

Strongly agree	1	
Agree	2	
Neither agree nor disagree	3	
Disagree	4	
Strongly disagree	5	
DO NOT READ OUT: Not applicable/ don't know	6	

ASK ALL

(737) Have you made a complaint to MSV Housing in the last 12 months?*SINGLE CODE. READ OUT*

Yes	1	
No	2	

ASK ALL WHO SAID YES AT 737 (737=1)

(5645) How satisfied or dissatisfied are you with MSV Housing's approach to complaints handling?

SINGLE CODE. READ OUT

Very satisfied	1	
Fairly satisfied	2	
Neither satisfied nor dissatisfied	3	
Fairly dissatisfied	4	
Very dissatisfied	5	
DO NOT READ OUT: Not applicable/ don't know	6	

ASK ALL

(5667) Do you live in a building with communal areas, either inside or outside, that MSV Housing is responsible for maintaining?

SINGLE CODE. READ OUT

Yes	1	
No	2	
Don't know	3	

ASK ALL WHO SAID YES AT 5667 (5667=1)

(5495) How satisfied or dissatisfied are you that MSV Housing keeps these communal areas clean and well maintained?

SINGLE CODE. READ OUT

Very satisfied	1	
Fairly satisfied	2	
Neither satisfied nor dissatisfied	3	
Fairly dissatisfied	4	
Very dissatisfied	5	

DO NOT READ OUT: Not applicable/ don't know	6	
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ASK ALL

(5669) How satisfied or dissatisfied are you that MSV Housing makes a positive contribution to your neighbourhood?

SINGLE CODE. READ OUT

Very satisfied	1	
Fairly satisfied	2	
Neither satisfied nor dissatisfied	3	
Fairly dissatisfied	4	
Very dissatisfied	5	
Not applicable/ don't know	6	

ASK ALL

(5644) How satisfied or dissatisfied are you with MSV Housing's approach to handling anti-social behaviour?

SINGLE CODE. READ OUT

Very satisfied	1	
Fairly satisfied	2	
Neither satisfied nor dissatisfied	3	
Fairly dissatisfied	4	
Very dissatisfied	5	
Not applicable/ don't know	6	

ASK ALL

(735) Have you experienced anti-social behaviour in your neighbourhood in the last 12 months?

SINGLE CODE. READ OUT

Yes	1	
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No	2	
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ASK ALL

(331) Finally, is there anything you would like to be added?

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ASK ALL

(918) Do MSV Housing have your permission to contact you about the feedback you have provided?

SINGLE CODE. READ OUT

Yes	1	
No	2	

Thank you for taking the time to complete this survey, your input is really important to MSV Housing. The results will be fed back to them. Finally I would just like to confirm that this survey has been carried out under IFF instructions and within the rules of the MRS Code of Conduct. Thank you very much for your help today.

CATI ONLY

INTERVIEWER INSTRUCTIONS: READ OUT END TEXT AND END CALL WITH CUSTOMER BUT CONTINUE ONTO THE NEXT PAGE. THE NEXT PAGE IS FOR INTERVIEWER TO COMPLETE ONLY

(4399) **INTERVIEWER INSTRUCTIONS: PLEASE MAKE SURE YOU HAVE READ OUT END TEXT AND ENDED CALL WITH CUSTOMER AT THIS STAGE. DO NOT READ OUT TO CUSTOMER. INTERVIEWER TO CODE CUSTOMERS' RESPONSES TO THE WHOLE SURVEY.**

MSV Homes have asked us to help them identify which surveys need their attention and how urgent it is that they contact the customer.

GREEN: The customer didn't provide any dissatisfied or negative responses throughout the survey

AMBER: The tenant has expressed dissatisfaction to one or more questions and/or gave a negative response to an open question

RED: The property is unsafe (for example customer can smell gas or there is leaking water) or there is a concern for the customer's welfare (for example they are threatening self-harm or are in need of medical help) or the customer is extremely upset or angry

SINGLE CODE. NO NOT READ OUT

Green	1	
Amber	2	
Red	3	

ASK IF RED AT 4399 (4399=3)

(4400) If RED - selected interviewer to explain why this survey has been categorised as 'RED'

R Reassurance Email

All data IFF collect from this survey will be reported in aggregate form and your answers will not be reported to MSV Housing in any way that would allow you to be identified, unless you have agreed to share your feedback.

If you would like to find out more about this survey, or confirm the validity of the survey please visit: [We value your feedback](#)

For more information on MSV Housing's Privacy and Data protection policy please click [here](#).

If you wish to confirm the validity of this survey or get more information about aims and objectives, please call:

- **MRS: Market Research Society on 0800 975 9596**
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- **MSV Housing: enquiry@msvhousing.co.uk**

C Cause for Concerns and Hot Alerts

CFC to be sent to: enquiry@msvhousing.co.uk, no hot alerts set up

Hot Alert to be set for 4400 and to be sent to voluntasalerts@msvhousing.co.uk