



Tenant Satisfaction Measures Survey 2023-24 – Summary of Approach

Cobalt Housing's TSM survey was primarily delivered using a phased census approach via CX-Feedback using their on-line platform, specifically designed to streamline the survey process. This included ensuring the survey approach and methodology met the RSH's requirements. Opportunities were provided for customers to provide additional comments in three areas of the survey and the order of these additional questions were in line with the RSH's requirements.

Calculations for a 95% confidence level, as well as error margins, were included in the survey methodology. The survey is conducted in accordance with the Market Research Society Code of Conduct to ensure ethical practices. The methodology is GDPR compliant with the relevant privacy and data protection legislation when processing personal data to protect the privacy and data of our customers.

For non-digital customers, Pexel were employed to contact 100% customers with no email or mobile number for completion of their surveys. Results were input into the CX-Feedback tool.