



TPTracker

CASE STUDIES

Multi-channel
tenant insight



Red Kite Community Housing has moved away from traditional general satisfaction surveys for feedback and moved to real-time feedback across multiple contact channels.

Helen Anderson, Head of Innovation said that: “we want information from our customers on how they feel about the services we are delivering, when we deliver them, in a way that is agile and focused on delivering business improvement.”

So they are now using the **TPTracker Survey** package to ask customers for their views on a service just after they have received it, using a complete range of survey methods: Email, SMS, Online, and phone. conducted by both Arena and the Red Kite customer volunteers.

Cost effective
communications



The key to effective customer engagement is clear and timely communication.

Watford Community Housing is using the **TPTracker Communications** package to keep in touch with their residents as cost-effectively as possible by Text and Email.

Amy Willcox-Smith, Communities Manager, says: “As we have mobile phone numbers and emails for 70% of our residents it is quick and easy to communicate with them by text or email.

For example, we have recently been able to target messages to people living in different areas about our ‘Comment Camper Van’ as it moved around gathering local feedback.”

Standardising outcome measures



The Communities Team at PCH is using the **TPTracker Support** package to ensure records of activities, costs, staff time, client impact and overall outcomes are standardised across all programmes.

For **Alice Potter, Communities Team Manager**, this means data can be easily collated together, analysed and reported on in any way required.

Assessing the impact of participation activities



Coastline has a strong programme for involving customers in shaping the services they deliver. Each involvement activity is assessed by a group of customers to see what impact it has had and whether it was value for money.

Claire Reeves, Community Investment Manager says: “We publish an Impact Assessment Report; each activity is rated on the level of outcomes, value for money and an overall rating.”

Over the year we track the activities, hours of participation, costs, staff time and outputs of each activity using the **TPTracker Events** package; this means we have all the data readily to hand and summarised for our customers to evaluate.”

Changing needs / changing software



The Customer and Community Engagement Team used TPTracker Participation module for many years, but changing priorities and reporting requirements meant the **Support package** would meet their needs better.

Rebecca Parry, Education Officer says: “The switch over was simple and quickly implemented and for the same licence fee.”



Using SMS to gather feedback



Melin Homes adopted the TPTracker **Survey package** to improve tenant feedback. Until using TPTracker Melin Homes main method of gathering customer satisfaction was through postal surveys.

Daniel Lewis, Performance and Business Intelligence Manager says, ‘Our experience of using SMS and other approaches has been excellent. We are receiving high response rates across all our customer demographics.

We now receive feedback that reflects our customer base. As its instant we can act on dissatisfaction and address it. This has really improved our services to customers’.



Cloud-based software

- Profiling contacts
- Managing surveys
- Managing activities
- Analysing feedback
- Evaluating impact
- Tracking interventions
- Calculating VfM
- Estimating social value



For more information

For more information about how others are using TPTracker or to discuss your own needs: Call us on **01603 813932** or Email us at **sales@arenapartnership.co.uk**