



# Tenant Satisfaction Measures performance report

2024/25





# Tenant Satisfaction Measures – from last year to this

## The new measures for 2023/24

In June 2024 we reported our Tenant Satisfaction Measures (TSMs) to the Regulator of Social Housing, along with the rest of the sector.

We had collated views from our customers over a period of months, using an online survey, asking the prescribed questions as set out by the Regulator.

We had been surveying customers before of course, but this was the first time the surveys were in this exact format, and so it was a little difficult to know exactly what to expect, and what 'good' looked like in terms of responses.

[You can see the results from 2023/24 here](#), but to pick the 'headline' figure, overall satisfaction with Heylo services was 53.4%. Our last big annual satisfaction survey the year before had returned a result of 57%.

## As a Shared Ownership business, what are our customers telling us, and what do they want from their relationship with us?

We recognise that in only providing Shared Ownership homes, many of our customers actually don't see themselves having much of an ongoing relationship with us. That said, we are striving for customer satisfaction much higher than this level. When we looked across the sector, we could see that the average score for this main question was 48% - so we scored above average, but we still didn't feel our score was anywhere near where we wanted it to be.

Other scores last year (and again this year) have told us different things. For example last year 39% of customers were satisfied that Heylo listens to their views and acts

on them. But this was far higher than the 28% who were dissatisfied. 32% were neither satisfied nor dissatisfied, and close to a quarter of people who responded on this question answered 'not applicable/don't know'. We found similar results for the questions about managing communal areas, and anti-social behaviour – customers told us that they didn't really see this applying to them or us.

## What have we learnt from last year, and what have we changed?

This year we have made significant changes across our business.

- We have embedded our Customer Committee, launched in late 2023, ensuring that the voice of the customer is always at the heart of our thinking
- We have upped our game on how we communicate with customers, with a revamped newsletter, website and new Heylo Connect online broadcasts
- We have launched our first online Customer Portal, My Heylo Home. Initially this gives access to your rent and charges statements, access to key documents, and the ability to make online payments
- We have launched the Heylo Together fund, providing funding for local community based projects
- All of our customer facing teams have received training on complaints handling, safeguarding and managing arrears

Alongside this we have made a number of changes to our team, our policies, processes and how we operate, bringing a far greater customer focus to everything we do.



# Results for 2024/25

We were please to see strong increases in almost all scores in the TSM perception survey. Overall satisfaction went from 53% to over 62%. Customers satisfied that Heylo listens went from 39% to 47%, and customers feeling that Heylo keeps them informed about things that matter went from 47% to close to 59%.

Not only did these satisfaction numbers increase, but the number of customers who felt dissatisfied also dropped.

The questions about communal areas and anti social behaviour again saw a large proportion of people saying not applicable, or neither/nor, but these are areas we have been working on in earnest over recent months, and we hope to see these scores change.

There is one score where we remain really unhappy (as do our customers). Only 12% of our customers who had made a complaint in the previous twelve months were satisfied with our approach to complaints handling. Whilst by its very nature, this question relates to dissatisfaction, we have done a great deal of work on our complaints handling process over the past year, and so had expected a higher score here. Whilst the number of customers who felt they needed to complain was very low, amongst the lowest in the sector, we still want them to feel that we handled their issues in the right way. This year we will continue to build on our work in this area. We have regular lessons learned reviews, looking at things we might change in response to complaints. We will be introducing a faster feedback loop, asking some questions of customers after we have closed a complaint, to seek in the moment feedback about what has happened, and what they felt we could do better in handling the complaint. We will review the findings from this with our Customer Committee.

In total 751 customers fully completed the survey, a further 100 partly completed the survey, but these results are not included.

The Heylo Housing Registered Provider Customer Committee has reviewed this year’s results, along with the main Board, and will continue to review proposed actions and progress.

## Our customer perception results

The percentages are the percent of customers who said they were fairly satisfied or very satisfied, or agree or strongly agree.

	23/24	24/25	
Satisfied with the services provided by Heylo	53.4%	62.5%	▲
Satisfied that Heylo listens to your views and acts upon them	39.4%	47.3%	▲
Agree that Heylo treats me fairly and with respect	49.0%	57.0%	▲
Satisfied that Heylo keeps communal areas clean and well maintained*	33.3%	35.4%	▲
Satisfied that Heylo makes a positive contribution to the neighbourhood**	30.6%	34.8%	▲
Satisfied that Heylo provides a home that is safe	70.9%	73.7%	▲
Satisfied that Heylo keeps you informed about things that matter to you	46.9%	58.9%	▲
Satisfied with Heylo’s approach to complaints handling	15.6%	12.4%	▼
Satisfied with Heylo’s approach to handling anti-social behaviour ***	20.4%	23.3%	▲

\* Of 751 responses, only 130 (17%) said that they lived in a building with communal areas maintained by Heylo. Of these, 29 (22%) said neither satisfied nor dissatisfied  
\*\* Of 751 responses, 200 (27%) said not applicable/don't know, and of those who did offer an opinion, 242 (44%) said neither satisfied nor dissatisfied  
\*\*\* Of 751 responses, 386 (51%) said not applicable/don't know, and of those who did offer an opinion, 228 (62%) said neither satisfied nor dissatisfied.

## Management Information Measures

Alongside the satisfaction measures there are 14 Management Information Measures that helps both customers and the regulator understand how we are performing in keeping homes safe, ensuring our neighbourhoods are nice places to live, and complaints are being handled appropriately.

	23/24	24/25		23/24	24/25
Number of anti-social behaviour cases opened per 1,000 homes	0.5	0.9	Number of anti-social behaviour cases that involve hate incidents opened per 1,000 homes	0.1	0.0
Number of stage one complaints made by tenants in the relevant stock type during the reporting year per 1,000 homes	13.4	13.7	Proportion of stage one complaints responded to within the Housing Ombudsman’s Complaint Handling Code timescales	73.7%	92%
Number of stage two complaints made by tenants in the relevant stock type during the reporting year per 1,000 homes	1.5	2.9	Proportion of stage two complaints responded to within the Housing Ombudsman’s Complaint Handling Code timescales	91.6%	100%

For the below measures showing the building safety compliance of our homes, we have shown this as the overall number, and also broken down into homes where Heylo owns or manages the building and those owned/managed by third parties

	2023/24 Overall	2024/25 Overall	2024/25 Heylo	2024/25 3rd party
Proportion of homes for which all required gas safety checks have been carried out	100%	100%	N/A	100%
Proportion of homes for which all required fire risk assessments have been carried out	97.6%	96.2%	100%	95.9%
Proportion of homes for which all required asbestos management surveys or re-inspections have been carried out	94.5%	100%	N/A	100%
Proportion of homes for which all required legionella risk assessments have been carried out	93.9%	99.1%	100%	99.0%
Proportion of homes for which all required communal passenger lift safety checks have been carried out	87.7%	95.7%	100%	95.2%

# What next

We will continue to listen carefully to the feedback we receive, learn from our customers' experience and any issues they face, and continue to adapt how we work

This coming year will see lots more changes, some of which are set out below:



## Customer Communication

Further enhancements to My Heylo Home, with quick access to contact us or your managing agent, further information about your home, and the ability to track progress with outstanding queries or transactions



## Training

Continuing training across our teams in customer service and a range of technical areas



## Growth

Further recruitment to grow our team



## Technology

An enhanced AI driven contact centre, providing quicker responses to commonly asked questions, and swift transfer to the team for more complex queries



## Informing

Regular Heylo Connect webcasts on topics you tell us you want to hear about

# Our Tenant Satisfaction Measures Customer Survey Approach 2024/25

The Heylo Tenant Satisfaction Measures (TSM) responses include management information and a customer perception survey. The survey approach this year was a standalone survey, not alongside any other surveys, which marked a change from the previous year's approach.

Heylo conducted the TSM survey using three methods: email (online), postal, and telephone. This allowed us to collect 751 complete responses to all TSM questions, along with an additional 100 partial responses. These partial responses were not included in the final published survey results.

In December 2024, a survey was issued to all customers, specifically asking the TSM customer perception questions, along with some broader demographic and background information. The questions followed the prescribed format outlined in the TSM Tenant Survey Requirements Document published by the Regulator. The survey was initially distributed via email, with reminders sent over the following two weeks using Zoho Surveys, a part of Heylo's CRM system.. In March 2025, a second survey was issued via email, and also via postal and telephone methods. Again, it included the prescribed questions, along with some additional contextual questions. The opportunity to complete the survey was also mentioned in customer newsletters.

This year, we chose to use multiple collection methods to increase diversity in responses, rather than relying solely on the online method. The use of postal and telephone surveys was intended to provide alternative response options for customers who might prefer a phone call or postal service over online formats. The Heylo Customer Committee had also suggested using multiple methods to offer choice to customers, and to help increase the sample size. Overall, most responses (by number) came from the online survey. Postal returns were the lowest, as customers preferred the quick response time of email over returning a paper survey or participating in a longer phone interview.

In both surveys, we recognised the importance of providing an introduction that clarified the roles of different parties involved in managing our homes. Heylo is the Shared Ownership provider and landlord. All of our homes are of this tenure, and the majority of flats are within buildings owned by a third party and managed by an external managing agent responsible for the building and communal areas. Since our housing stock is relatively new, many customers also associate their purchase with a particular housebuilder we have partnered with. We therefore aimed to clarify this in the survey, as we often find that expressions of dissatisfaction relate to the housebuilder (e.g. snagging or defect issues) or to managing agents not employed by Heylo (e.g. communal areas, service charges, etc.).

We decided to send both online surveys to our entire tenant population, which consists of approximately 8,000 homes. We believed this was the best way to ensure comprehensive representation. No tenants were excluded; customers without an email address were sent a postal version of the survey. We did not offer incentives to complete the form, as we conducted multiple surveys to achieve the required sample size.

For the telephone survey, as it was a new method and we were unsure how the tenant population would respond, we selected a sample of 500 tenants. We ensured an equal number of respondents from each of the regions across the country where we have tenants. This regional sampling was also applied to the postal surveys to ensure national coverage. We used an external contractor, Pexel Research Services, who are specialists in telephone research, to conduct the telephone surveys.

In our email surveys, we avoided using visual effects, instead providing a simple link to our survey page. Responses were automatically collected and stored in our CRM system, Zoho, ensuring accurate and secure data collection.



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