

# TSM report

Robo Housing, October 2023

Analysis of:

- Transaction repairs survey
- STAR survey
- Complaints data

Oct 1 — Oct 30, 2023



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** wordnerds**

## Welcome to the Wordnerds!

Housing is a unique industry for an insight professional – the regulatory pressure is unlike anywhere else, the data gathering challenges are at a different level, and what you do couldn't matter more to your customers.

Wordnerds has resolved to support this amazing industry in any way we can. That's why we developed this report template for everybody – whether you use Wordnerds or not, we hope this will be of value.

**Look out for these blue pages**, which will give you some context for what we're trying to achieve in each section. Once you've filled in your details, you can simply delete them!

We'd love to get your feedback, and to learn more about your plans for the TSMs. Please do get in touch!



## Welcome to ROBO Housing!

## A note on the dataset

We'd love to show you the reporting process we go through using real customer feedback from a housing association, but for obvious reasons this isn't possible.

So instead, we've asked a generative AI to create a dataset for us. The language is very clunky (if ever there was proof of the old Wordnerds adage "AI isn't enough", it's this!), but hopefully it will give you a sense of where and how your data will fit in.

### Some facts about Robo Housing:

- It has four regions (imaginatively entitled North, South, East and West).
- It has a range of properties - house, flat and bungalow.
- It receives around 1,500 survey responses per month.

**Welcome to ROBO  
Housing!**

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## How we break down the data.

You'll see a lot of of categorisations in this report, slicing the data into smaller and smaller segments. But how did we put this into different categories?

Wordnerds' context themes feature uses Deep Learning and Natural Language Processing (think ChatGPT, but to read instead of write) to help us gather together similar topics based on meaning, not vocabulary.

With Wordnerds, you get access to our road tested bank of "context themes"—AI models for each of the categories above. And if you need something unique, we can train a new AI just for you.

[Watch an idiot train an AI live!](#)

The first page of the report is the most important - we want to give everyone the key takeaways, and direct the curious to the most interesting outcomes of them as quickly as possible. We sometimes say that the one pager is the report, and everything that comes after it is an appendix !

We immediately break the data down into the TS categories, so we can see areas of likely strength and weakness

Looking at the subcategories that have changed recently allow you to quickly set the scene for the rest of the report.

TSM Area	% data	v BM	MoM	Major Changes in Subcategories	Key Actions	Link
1a. Repair Visit	45%	+4%	0%	34 Contractors ↓	Lights in external hallways are leading to additional ASB, especially in the East Region.	<a href="#">25</a>
1b. Repair categories	34%	+7%	+2%	33 Damp & Mould ↑	Damp and mould claims not being seen in good time - discuss with contractor team	<a href="#">28</a>
2. Building Safety	13%	+6%	-3%	28 Security ↓, Fire Risk ↑	Several mentions of fire risk in flat in North Region	<a href="#">110</a>
3a. Customer Service - Getting In Touch	16%	-6%	-3%	25 Multiple Contacts / Channels ↑	Check online form process - seems to be an issue with the form delivery	<a href="#">115</a>
3b. Customer engagement	14%	-5%	-2%	35 Staff Knowledge ↓, Contractors ↓	Plumbing team have been getting huge amounts of praise for politeness on jobs - best practice worth sharing?	<a href="#">118</a>
3c. Customer Service - Outcomes	41%	-2%	-1%	35 Complaint Resolution ↑	Time to resolution is a common issue - can we improve?	<a href="#">118</a>
4. Neighbourhood Management	17%	+6%	+1%	33 ASB Noise ↑, Community ↑	New community Group is being discussed, could we support?	<a href="#">120</a>
5. Value for Money	8%	+2%	+1%	28 Service Charge ↑	Better explanation of service charges, newer customers don't seem to understand them	<a href="#">124</a>

**The one pager**  
Giving your team everything they need to understand and act on the data, right up front

The key metrics give a sense of the relative size of the different categories, how they compare to other HAs, and how they're changing over time.

The only value in these reports are the impact they inspire, so suggested actions are right next to key metrics on the first page

Linked page references get people to the relevant part to them quickly

v BM = Versus benchmark MoM = Variation month-on-month 😊😞 = Sentiment score

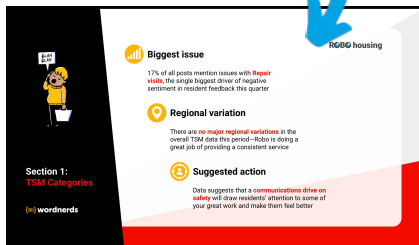
TSM Area	% data	v BM	MoM	😊😞	Major Changes in Subcategories	Key Actions	Link
1a. Repair Visit	45%	+4%	0%	34	Contractors ↓ 😞	Lights in external hallways are leading to additional ASB, especially in the East Region.	<a href="#">p14</a>
1b.Repair categories	34%	+7%	+2%	33	Damp & Mould ↑ 😞	Damp and mould claims not being seen in good time - discuss with contractor team	<a href="#">p14</a>
2. Building Safety	13%	+6%	-3%	28	Security ↓ 😞, Fire Risk ↑ 😞	Several mentions of fire risk in flat in North Region	<a href="#">p21</a>
3a. Customer Service - Getting In Touch	16%	-6%	-3%	25	Multiple Contacts / Channels ↑ 😞	Check online form process - seems to be an issue with the form delivery	<a href="#">p26</a>
3b. Customer engagement	14%	-5%	-2%	35	Staff Knowledge ↑ 😞, Contractors ↓ 😞	Plumbing team have been getting huge amounts of praise for politeness on jobs - best practice worth sharing?	<a href="#">p26</a>
3c. Customer Service - Outcomes	41%	-2%	-1%	35	Complaint Resolution ↑ 😞	Time to resolution is a common issue - can we improve?	<a href="#">p26</a>
4. Neighbourhood Management	17%	+6%	+1%	33	ASB Noise ↑ 😞, Community ↑ 😞	New community Group is being discussed, could we support?	<a href="#">p32</a>
5. Value for Money	8%	+2%	+1%	28	Service Charge ↑ 😞	Better explanation of service charges, newer customers don't seem to understand them	<a href="#">p38</a>

# TSM Categories

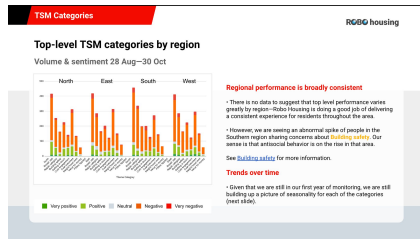
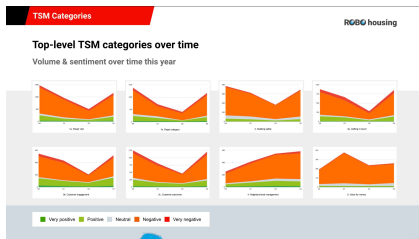
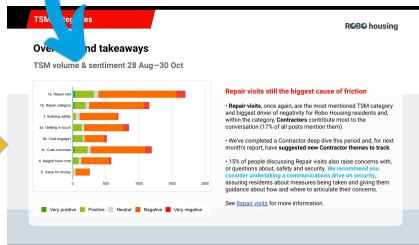
The key metrics to understand what's going on in your HA - great for SLTs and number-focussed people!

 wordnerds

Again, we give the key takeaways first, as clearly as we possibly can.



Next, we break the data down according to volume and sentiment, ticking off the big two questions - what are people talking about, and how do they feel about it?



Finally in this section, we break these issues down by time and space - where are these issues happening, and are they growing or shrinking?



## Section 1: TSM Categories

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### Biggest issue

17% of all posts mention issues with **Repair visits**, the single biggest driver of negative sentiment in resident feedback this quarter



### Regional variation

There are **no major regional variations** in the overall TSM data this period—Robo is doing a great job of providing a consistent service



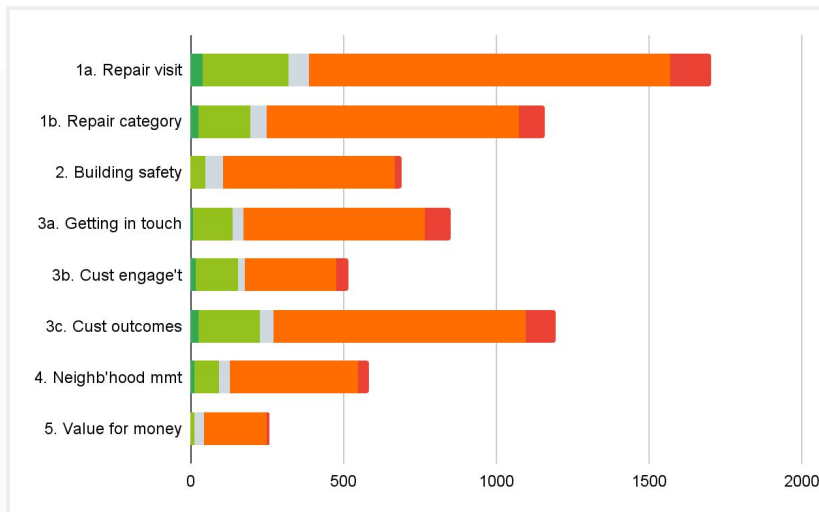
### Suggested action

Data suggests that a **communications drive on security** will draw residents' attention to some of your great work and make them feel better



## Overview and takeaways

### TSM volume & sentiment 28 Aug–30 Oct



■ Very positive
 ■ Positive
 ■ Neutral
 ■ Negative
 ■ Very negative

### Repair visits still the biggest cause of friction

• **Repair visits**, once again, are the most mentioned TSM category and biggest driver of negativity for Robo Housing residents and, within the category, **Contractors** contribute most to the conversation (17% of all posts mention them).

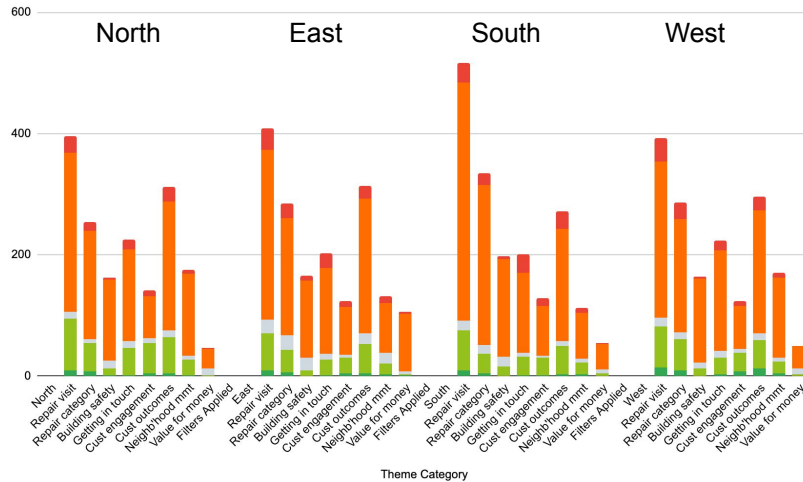
• We've completed a Contractor deep dive this period and, for next month's report, have **suggested new Contractor themes to track**.

• 15% of people discussing Repair visits also raise concerns with, or questions about, safety and security. **We recommend you consider undertaking a communications drive on security**, assuring residents about measures being taken and giving them guidance about how and where to articulate their concerns.

See [Repair visits](#) for more information.

## Top-level TSM categories by region

Volume & sentiment 28 Aug–30 Oct



### Regional performance is broadly consistent

- However, we are seeing an abnormal spike of people in the South region sharing concerns about **Building safety**. Our sense is that Damp & Mould is on the rise in that area.

- **Neighbourhood management** is a particular challenge in the North and West Region

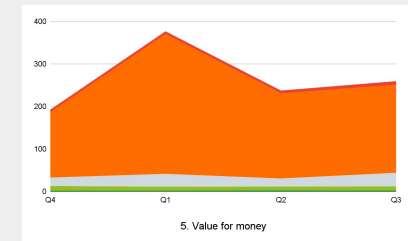
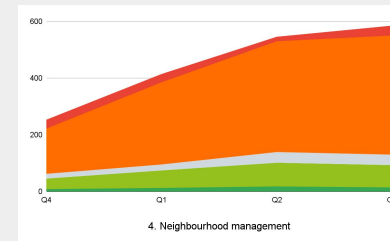
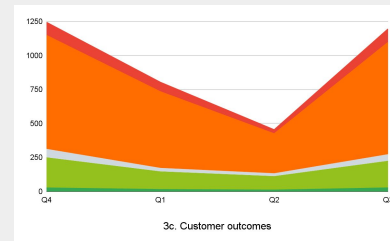
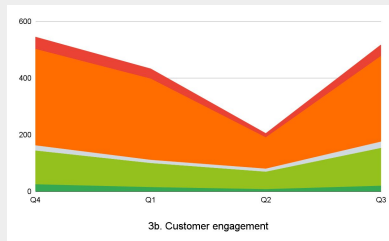
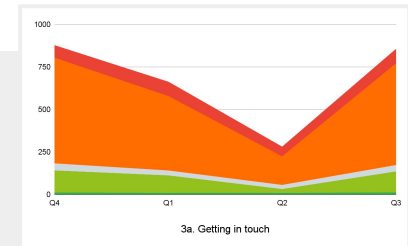
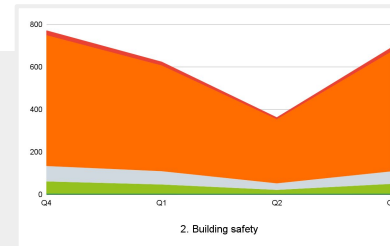
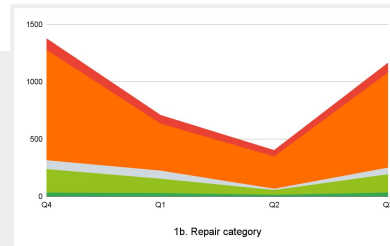
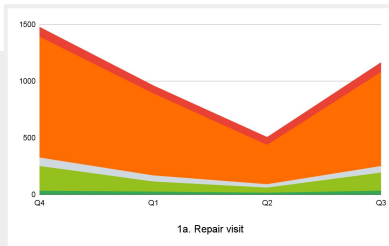
- In the East region, where the cost of living crisis is hitting particularly hard, we see more issues with **Value for Money**

See [Building safety](#) for more information.

Very positive Positive Neutral Negative Very negative

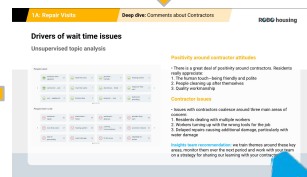
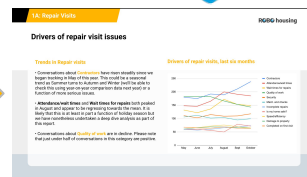
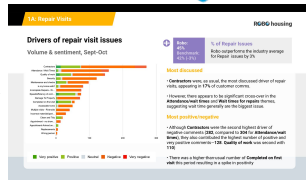
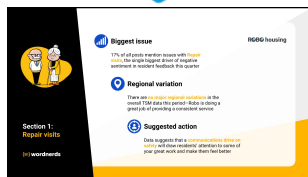
## Top-level TSM categories over time

Volume & sentiment over time this year



■ Very positive 
 ■ Positive 
 ■ Neutral 
 ■ Negative 
 ■ Very negative

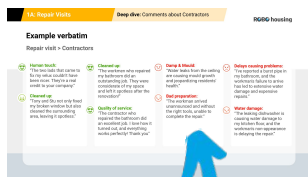
Once again, we're starting with the takeaways, this time focussing on what we can do improve the TSM categories



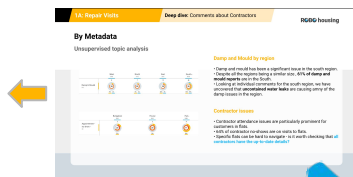
Up next, we go into greater depth on the actual challenges of customers. See the next page for how we do that.



We then go through the same process of establishing the big issues, and the big changes over time. Not the benchmark it's really helpful to compare with other HAs



Finally, to bring it to life, it's vital to include some actual verbatims from customers.



It's then a great idea to bring in your metadata - are the issues you've found particularly prevalent in a region, or with a customer demographic

Deep dives  
Going into depth on each TSM category, to understand what can be changed to provide maximum impact for customers



**Uncovering topics**  
How do you find something that you aren't already looking for?

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## How do we establish topics?

Topics are Wordnerds' way of pulling out key elements from a big nebulous text dataset. We suggest a set of fragments of text, which the system has chosen as representative of the data you have on the Wordnerds platform.

Topics are totally **unsupervised**. We haven't pre-trained the algorithm to look for specific things. Topics are only interested in what the data will bear, reflecting the individual

The Wordnerds Topic algorithm uses probability, and the structure of the language, to establish how likely a fragment is to be interesting to you.

[See how we use topics to find surprises in the data](#)



## Section 1: Repair visits

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### Biggest issue

17% of all posts mention issues with **Repair visits**, the single biggest driver of negative sentiment in resident feedback this quarter



### Regional variation

There are no major regional variations in the overall TSM data this period—Robo is doing a great job of providing a consistent service



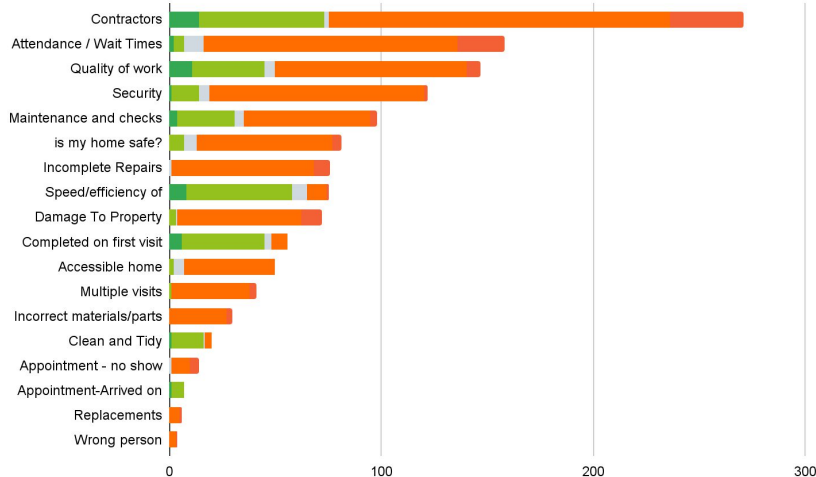
### Suggested action

Data suggests that a **communications drive on safety** will draw residents' attention to some of your great work and make them feel better

ROBO housing

## Drivers of repair visit issues

### Volume & sentiment, Sept-Oct



■ Very positive
 ■ Positive
 ■ Neutral
 ■ Negative
 ■ Very negative



Robo:  
 45%  
 Benchmark:  
 42% (-3%)

### % of Repair Issues

Robo outperforms the industry average for Repair issues by 3%

### Most discussed

- **Contractors** were, as usual, the most discussed driver of repair visits, appearing in **17%** of customer comms.
- However, there appears to be significant cross-over in the **Attendance/wait times** and **Wait times for repairs** themes, suggesting wait time generally are the biggest issue.

### Most positive/negative

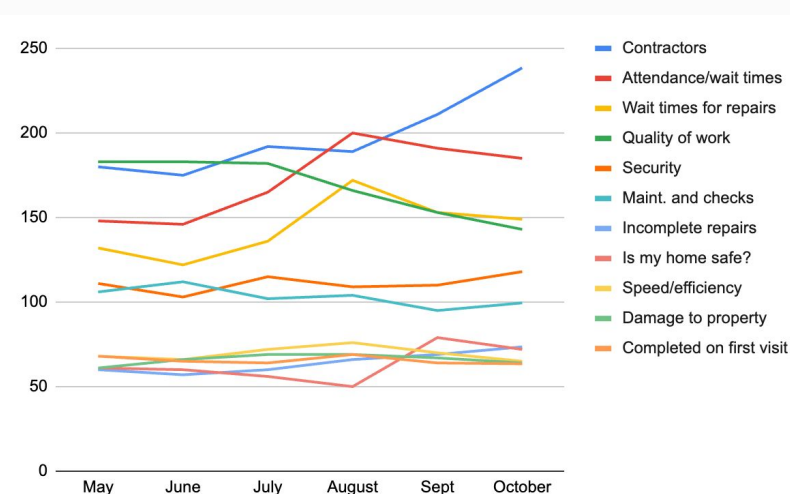
- Although **Contractors** were the second highest driver of negative comments (**282**, compared to **304** for **Attendance/wait times**), they also contributed the highest number of positive and very positive comments—**128**. **Quality of work** was second with **110**)
- There was a higher-than-usual number of **Completed on first visit** this period resulting in a spike in positivity

## Drivers of repair visit issues

### Trends in Repair visits

- Conversations about **Contractors** have risen steadily since we began tracking in May of this year. This could be a seasonal trend as Summer turns to Autumn and Winter (we'll be able to check this using year-on-year comparison data next year) or a function of more serious issues.
- **Attendance/wait times** and **Wait times for repairs** both peaked in August and appear to be regressing towards the mean. It is likely that this is at least in part a function of holiday season but we have nonetheless undertaken a deep dive analysis as part of this report.
- Conversations about **Quality of work** are in decline. Please note that just under half of conversations in this category are positive.

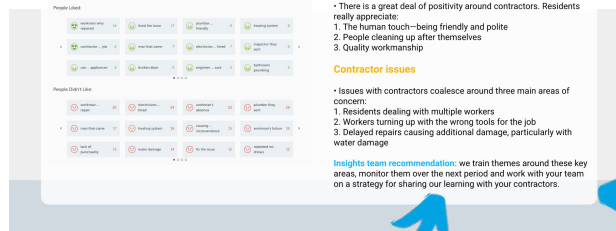
### Drivers of repair visits, last six months





## Drivers of wait time issues

Unsupervised topic analysis



The blue text in the report signifies an action that we think it would be useful to focus on.

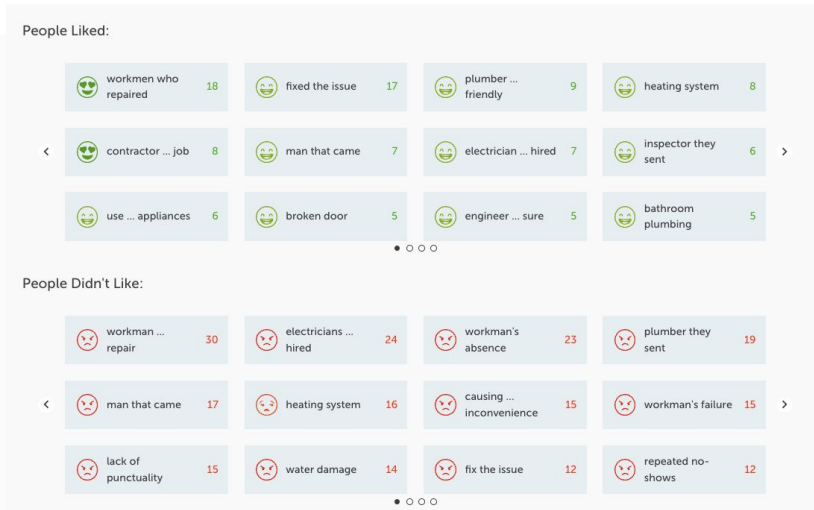
These actions include notes for the insight team - it great to show how you're reacting to data, new themes that you're planning to train etc. It also invites the rest of the team to engage with your work as a living thing, rather than just a report.

## Action!

How to keep the focus on action as the report goes on

# Drivers of wait time issues

## Unsupervised topic analysis



### Positivity around contractor attitudes

- There is a great deal of positivity around contractors. Residents really appreciate:
  1. The human touch—being friendly and polite
  2. People cleaning up after themselves
  3. Quality workmanship

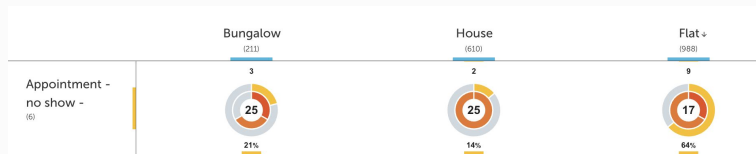
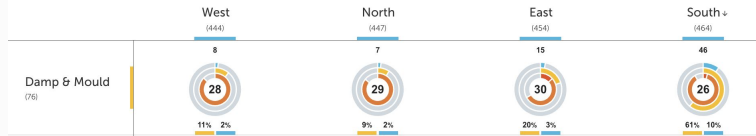
### Contractor issues

- Issues with contractors coalesce around three main areas of concern:
  1. Residents dealing with multiple workers
  2. Workers turning up with the wrong tools for the job
  3. Delayed repairs causing additional damage, particularly with water damage

**Insights team recommendation:** we train themes around these key areas, monitor them over the next period and work with your team on a strategy for sharing our learning with your contractors.

## By Metadata

### Unsupervised topic analysis



### Damp and Mould by region

- Damp and mould has been a significant issue in the south region.
- Despite all the regions being a similar size, **61% of damp and mould reports** are in the South.
- Looking at individual comments for the south region, we have uncovered that **uncontained water leaks** are causing many of the damp issues in the region.

### Contractor issues

- Contractor attendance issues are particularly prominent for customers in flats.
- 64% of contractor no-shows are on visits to flats.
- Specific flats can be hard to navigate - is it worth checking that **all contractors have the up-to-date details?**

## Example verbatim

### Repair visit > Contractors

**Human touch:**

"The two lads that came to fix my velux couldn't have been nicer. They're a real credit to your company."

**Cleaned up:**

"The workmen who repaired my bathroom did an outstanding job. They were considerate of my space and left it spotless after the renovation!"

**Cleaned up:**

"Tony and Stu not only fixed my broken window but also cleaned the surrounding area, leaving it spotless."

**Quality of service:**

"The contractor who repaired the bathroom did an excellent job. I love how it turned out, and everything works perfectly! Thank you"

**Damp & Mould:**

"Water leaks from the ceiling are causing mould growth and jeopardizing residents' health."

**Bad preparation:**

"The workman arrived unannounced and without the right tools, unable to complete the repair."

**Delays causing problems:**

"I've reported a burst pipe in my bathroom, and the workman's failure to arrive has led to extensive water damage and expensive repairs."

**Water damage:**

"The leaking dishwasher is causing water damage to my kitchen floor, and the workman's non-appearance is delaying the repair."



## Section 2: Safety & Security



### Community events

The positivity around disability revolves around community events that were **easily accessible and inclusive**. This is less prevalent in flats, however.



### Check lighting

**Lights in external hallways** are leading to additional ASB, especially in the East Region.

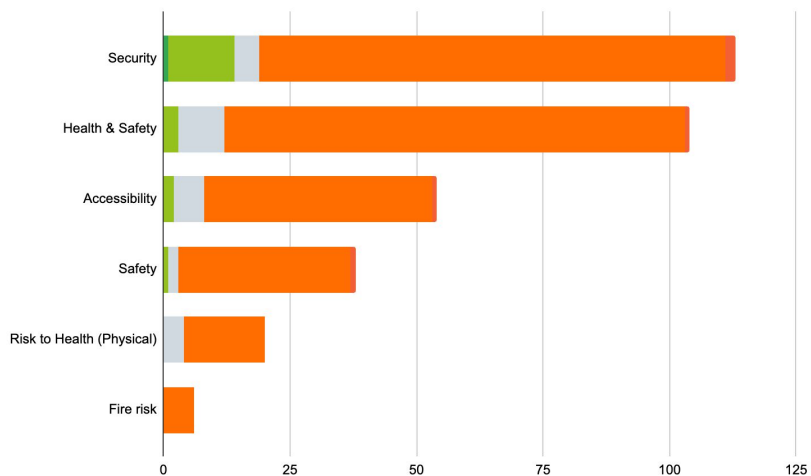


### A listening ear

Significantly negative issues included the overlap between safety issues and **feeling listened to**. This intersection had a sentiment score of just 15.

## Drivers of Safety & Security

Volume & sentiment, Sept-Oct



Very positive Positive Neutral Negative Very negative



Robo:  
13%  
Benchmark:  
7% (-6%)

### % of Safety Issues

Robo outperforms the industry average for Repair issues by 6%

### Most discussed

- **Security** is the most discussed issue in the safety category
- Underlying topics moving security to the top include lighting and broken door locks.

### Most positive/negative

- The positivity around disability revolves around **community events** that were easily accessible and inclusive.
- Significantly negative issues included the overlap between safety issues and **feeling listened to**. This intersection had a sentiment score of just 15.

## Safety & Security over time

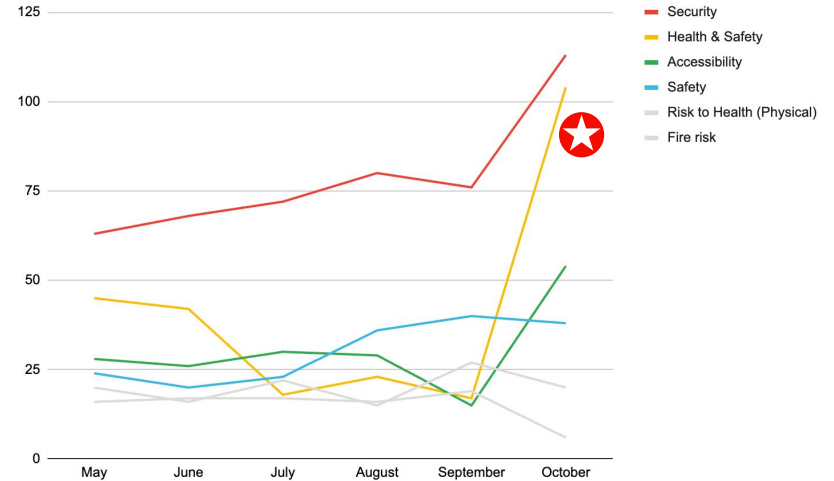
### A rise in safety challenges

- We have seen a real jump in **health and safety issues** - they now match security issues which have historically been far higher.
- Reasons for this increase include:
  1. More heightened scrutiny on **damp and mould**
  2. **Disabled access** to buildings and parking
  3. Customers not **feeling listened to** when they do respond.



#### Area for concern

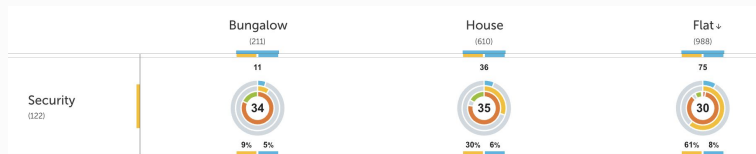
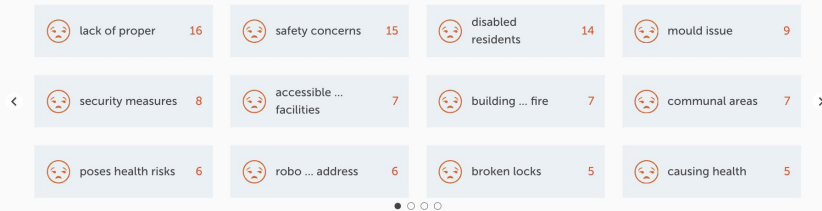
**Health & Safety** challenges have increased significantly.



## Drivers of wait time issues

### Unsupervised topic analysis

People Didn't Like:



### Disabled Residents

- Request from disabled residents have increased in previous month
- 14 residents with disabilities had issues with safety in October.
- **Accessible parking** accounts for 5 of these problems, with not enough parking spots in some areas.

### Security issues

- A significant majority of security concerns are felt by customers in flats
- 8% of the customers in flats have had a security concern, compared to 6% in houses and 5% in bungalows
- A deep dive into these concerns showed that much of these challenges intersect with **lighting**.



## Example verbatim

### Repair visit > Contractors



#### Community events:

"Kudos to the association for organizing accessible community events that cater to individuals with various disabilities and challenges."



#### Fast action:

"I want to acknowledge your staff's swift action in addressing a security concern I raised about a broken lock."



#### Broken Locks

"Inadequate security measures, such as broken locks and poorly lit areas, are making residents feel unsafe.!"



#### Recent Burglaries

"I'm concerned about the lack of security measures in our neighborhood, especially considering recent burglaries."



#### Accessible housing:

"The lack of wheelchair accessibility in the building makes me feel trapped and excluded."



#### Lights in the Stairwell

"I reported a broken stairwell light multiple times, but it's still not fixed. It's dangerous to walk up and down the stairs in the dark, and I'm worried about accidents."



#### Damp, mould and health

I've been reporting the damp problem in my bedroom for months, but no action has been taken. The mould is now spreading, and it's affecting my health.



#### Accessible parking

"The lack of accessible parking spaces near the entrance is a major inconvenience for disabled residents"



## Section 03: Customer Service

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### Prioritising Complaints

A 20% drop in the resolution of complaints is a very positive development. But as prioritising complaint resolution meant that more **general requests are getting less attention?**



### Online forms not completing

It would be great to check the **online form process:** there seems to be an issue with the form delivery



### Congratulations electricians

AA massive shoutout to the electrician team, who have received four compliments on the way they interact with customers

# Drivers of Customer Service Satisfaction

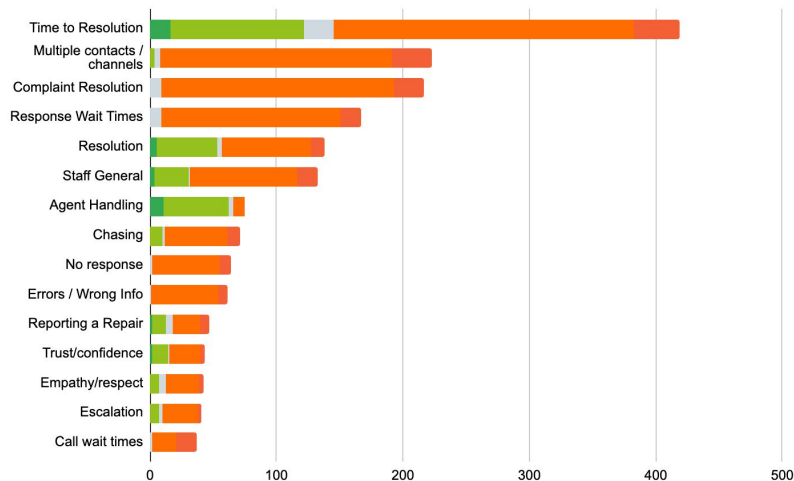


Robo:  
41%  
Benchmark:  
43% (+2%)

## % of Customer Service Issues

Robo underperforms the industry average for CS issues by 2%

## Volume & sentiment, Oct



Very positive Positive Neutral Negative Very negative

## Most discussed

- **Time to resolution** was the most discussed issue in customer service, although it should be noted that around 30% of those comments were positive.
- Challenges with contacting dominated the next few spots, with customers having to make multiple calls, contacting via different channels, and waiting a long time for a response.

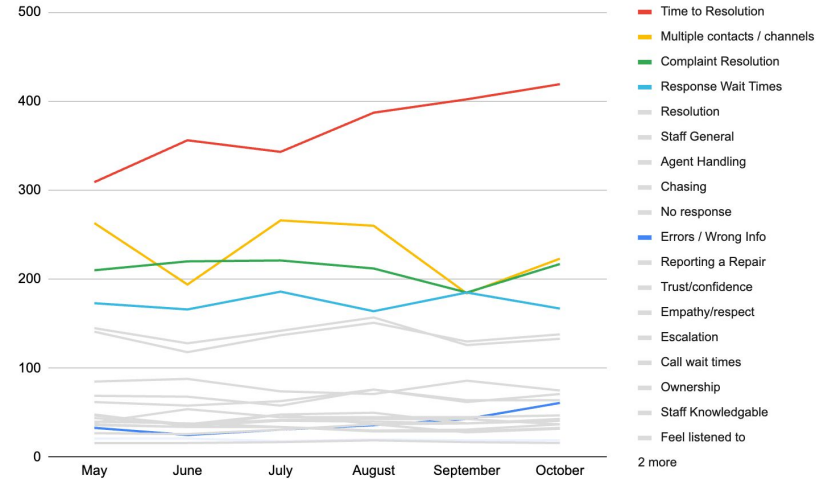
## Most positive/negative

- Interesting to see that a significant minority of customers have a very positive experience with time to resolution
- This suggests that once they get through to the customer service professional, **their issue is often solved quickly** but getting to that point is a real challenge.
- Customer Service agents had an extremely positive sentiment score

## Drivers of Customer Service issues

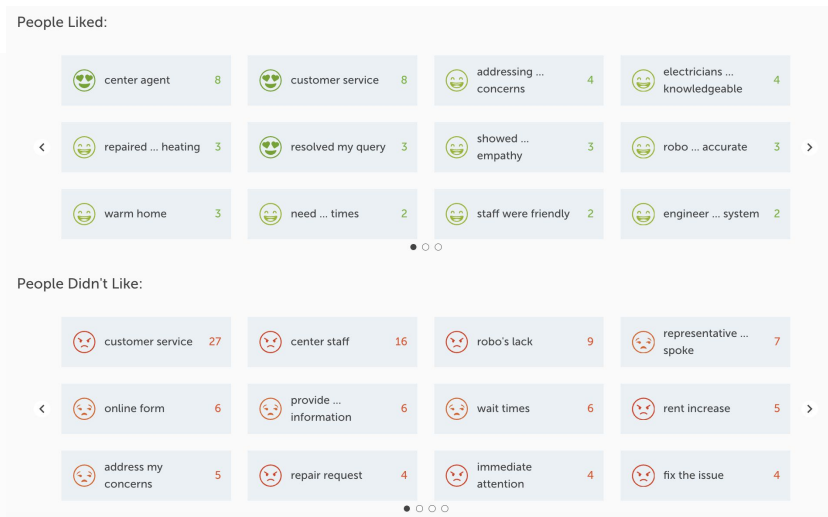
### Trends in Customer Service

- Issues around **time to resolution** have been steadily growing, from 309 in May to 419 in October
- More positively, a significant drop in the resolution of complaints is a very positive development. **Has prioritising complaint resolution meant that more general requests are getting less attention?**
- Lower down in the volume, we've also seen a 40% increase this month in the number of customers reporting **errors and incorrect information** in the advice they receive.



## Drivers of wait time issues

### Unsupervised topic analysis



### Positivity around agent handling

- Customer Service Agents are always an enormously positive aspect of our feedback. Patience and efficiency are mentioned in particular.
- Also, a massive shoutout to the electrician team, who have received four compliments on the way they interact with customers.

### Negative issues on getting in touch

- It would be great to check the [online form process](#): there seems to be an issue with the form delivery
- Communication around **rent increase** have seen negative comments. For more information on this issue, see the Value for money section

## Drivers of wait time issues

### Unsupervised topic analysis



### Longer term customers struggling with contact

- Customers who have been in their property for longer are more likely to have challenges with reporting issues. Have there been any changes to the reporting process. Our research suggests that changes can particularly affect longer standing customers.

### Newer customers want to be informed

- The issue which is particularly pertinent to newer customers is being kept up to date with customer feedback. There is perhaps less patience in groups that haven't built a rapport with Robo over time.

## Example verbatim

### Customer Service



#### Electricians:

"I was pleasantly surprised by the professionalism of the electrician who came to fix my wiring. He was efficient and got the job done in no time!"



#### Going the extra mile:

"I'm impressed with the level of assistance I received from your customer service team. They went above and beyond to address my concerns."



#### Agent Handling:

"I want to commend your team for their exceptional customer service. They were polite, patient, and resolved my query efficiently."



#### Efficient team

"The call center staff demonstrated exceptional customer service, resolving my concerns efficiently and courteously."



#### Online form

"The online repair form is a nightmare. Filled it out, hit send, and got nothing. Now, I'm in limbo, waiting for someone to notice."



#### Time to Resolution:

"I've spent far too long on hold, waiting to speak to a representative. Robo needs to improve their phone service efficiency and reduce wait times for tenants."



#### Complaints

"It's been four months since I reported the malfunctioning heating system, and the continued delay in addressing it has made the living conditions in winter unbearable."



#### Errors/Wrong Info

"Robo needs to improve their record-keeping. They seem to misplace or overlook crucial details, making it harder to address ongoing concerns."



## Community events in flats

Really interesting to see that house residents are more likely to feel a sense of community than those in flats. Could **extending community events to communal areas in flats** help with this issue?



## Regional variation

The North and the West regions have more than **double the issues with maintenance and upkeep** of the other two regions.



## Lighting the community

Vandalism and property damage still causes a great deal of upset for customers. **Lighting** is often suggested as a key requirement

BLAH  
BLAH



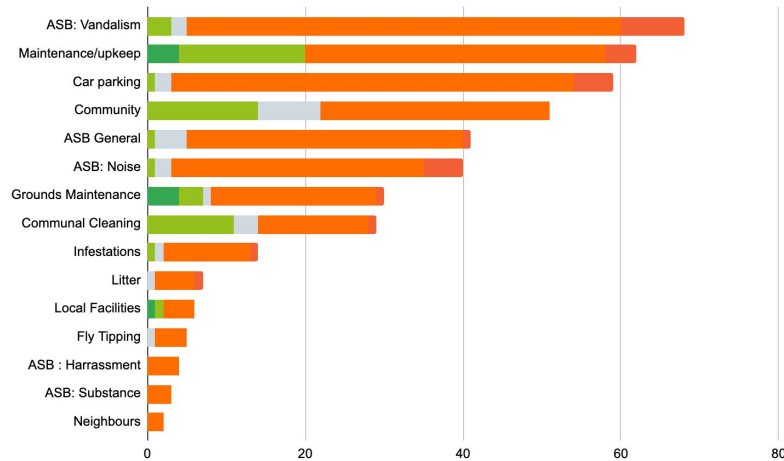
## Section 4: Neighbourhood Management

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## Drivers of Neighbourhood issues

Volume & sentiment, Sept-Oct



Very positive Positive Neutral Negative Very negative



Robo:  
17%  
Benchmark:  
11% (-6%)

### % of damp & mould Issues

Robo outperforms the industry average for Neighbourhood issues by 6%

### Most discussed

- **Antisocial behavior** is a significant issue for Robo, with vandalism causing the largest number of comments in this section
- Maintenance and upkeep of **communal areas** is also a popular issue in the dataset this month.

### Most positive/negative

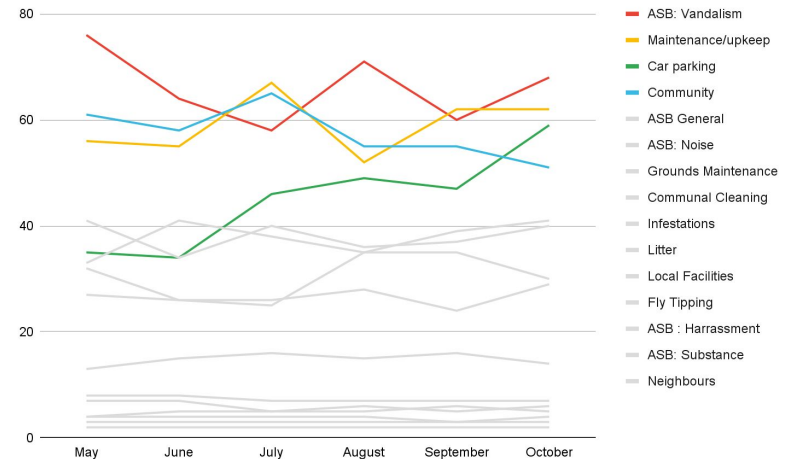
- Cleaning of communal areas is particularly commented upon in a positive sense
- Noise levels are a particular challenge for customers, with a sentiment score of just 24.

## Drivers of Neighbourhood issues

### Trends in Neighbourhood feedback

- Car parking has become more of an issue, with a **25% increase** in feedback this month, based partly on disabled customers being unable to use their designated spot.
- The **sense of community**, which has historically been a unique benefit of Robo Housing, has dropped from the second highest volume in May, to the fourth highest in October.

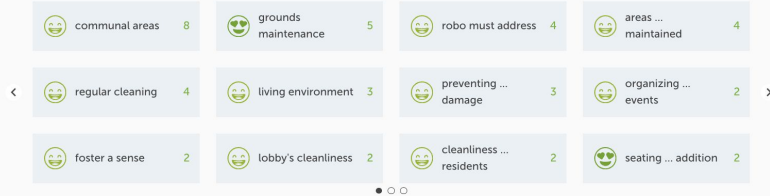
### Drivers of repair visits, last six months



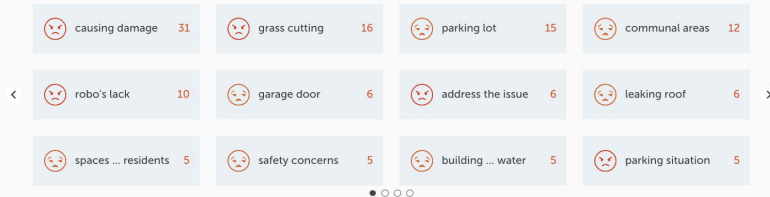
# Drivers of Neighbourhood issues

## Unsupervised topic analysis

### People Liked:



### People Didn't Like:



## Positivity around grounds maintenance

• Communal areas are a significant positive. We've seen comments around:

1. Maintaining the grounds
2. Cleaning the lobby
3. Regularity of the cleaning rounds

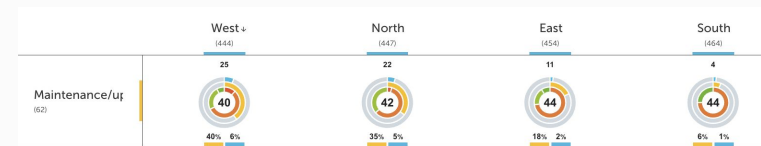
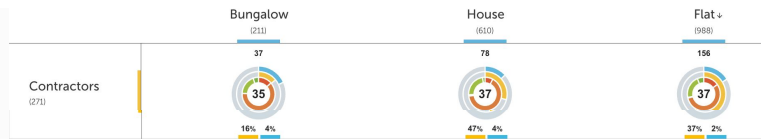
## Negatives around vandalism

• Vandalism and property damage still causes a great deal of upset for customers

• We also see the issues discussed elsewhere causing challenges - including disabled parking and water damage.

## By Metadata

### Unsupervised topic analysis



### Property type

- Really interesting to see that house residents are more likely to feel a sense of community than those in flats. Could **extending community events to communal areas in flats** help with this issue?

### Maintenance in the West and North

- The North and the West regions have more than double the issues with maintenance and upkeep of the other two regions.

## Example verbatim

### Repair visit > Contractors



#### Community events:

"We've got a cracking community here, and I love that there's support bringing us together."



#### Cleaned up:

"The stairwells are well-maintained; I appreciate the regular cleaning."



#### Upkeep of communal area :

I'm impressed with the regular maintenance of the communal areas. Everything looks well-maintained."



#### Kids stuff:

"The new play area in the garden is a hit with the kids. Thank you for making it happen!"



#### Grass cutting (West):

"The communal garden is overgrown and neglected. It's a shame that we can't enjoy the space due to Robo's negligence!"



#### Vandalism

"The frequent graffiti vandalism on local businesses and residential properties is detrimental to the neighborhood's appearance and reputation."



#### Disability inclusion ( flats):

"I've reported a burst pipe in The lack of sign language interpretation at community events excludes deaf residents from engaging in meaningful interactions."



#### Noise

"I'm deeply concerned about the constant noise from late-night parties and gatherings in the neighborhood. It's affecting my sleep and overall well-being."



## Section 5: Value for Money

{≡} wordnerds



### Rent is causing fractious conversations.

ROBO housing

While pushback on this issue was expected, it's interesting to see the overlap between the rent increase and perceived **staff rudeness**.



### Energy efficiency on the agenda

The discussion on **Energy Efficient Homes have more than doubled this month**, the highest increase of any subcategory across the whole dataset.

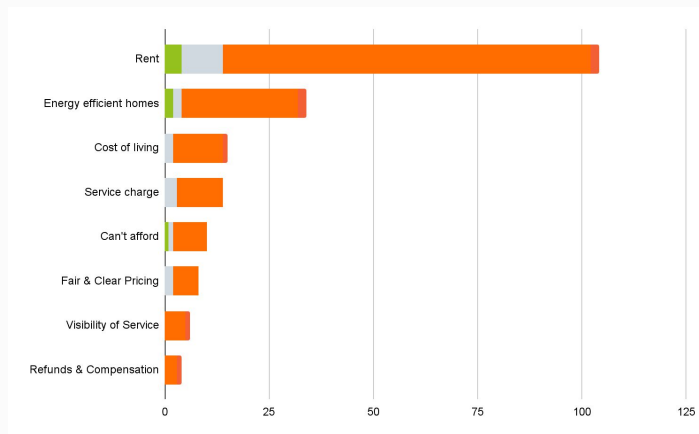


### Suggested action

We're seeing a small number of challenges from early stage tenants on service charge rates. Could **tenant onboarding give a better understanding** of the purpose of service charge?

## Drivers of repair visit issues

Volume & sentiment, Sept-Oct



Very positive Positive Neutral Negative Very negative



Robo:  
8%  
Benchmark:  
6% (-2%)

### % of Value for Money Issues

Robo outperforms the industry average for Value for Money issues by 2%

### Most discussed

- The **rent** increases have caused significant discussions on rent this month.
- Second most discussed topic, **Energy Efficient Homes**, has been included in value for money due to two factors:
  1. Significant investment in Efficient Efficient Homes has been compared to rent prices.
  2. If a home isn't energy efficient, drafty or poor heating, it costs customers more in electric to keep warm

### Most positive/negative

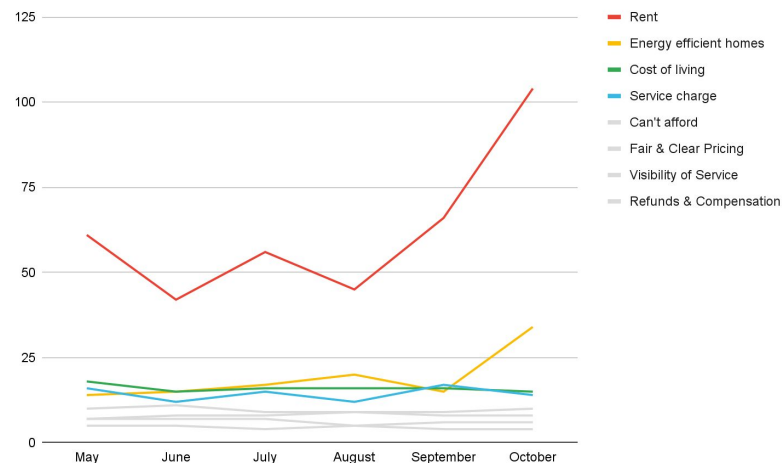
- Human nature being what it is, value for money is the most negative category overall with a sentiment score of 20 out 100. There was some positivity around the energy efficient homes initiative, and the transparency around the rent increase.

## Drivers of value for money issues

### Trends in Financial issues

- Rent increases have dominated discussion in the Value for Money section, and have increased by 57% in since September, and over 100% since its low point in June
- The discussion on Energy Efficient Homes have more than doubled this month, the highest increase of any subcategory across the whole dataset

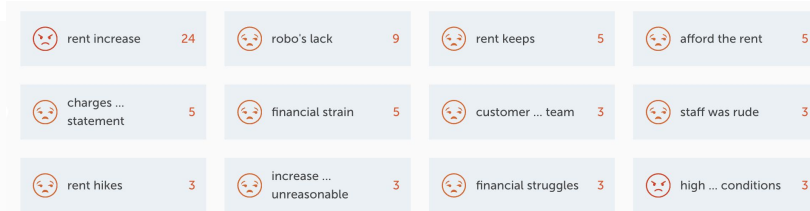
### Drivers of repair visits, last six months





## Rent & Service Charge

### Could Communications be improved?

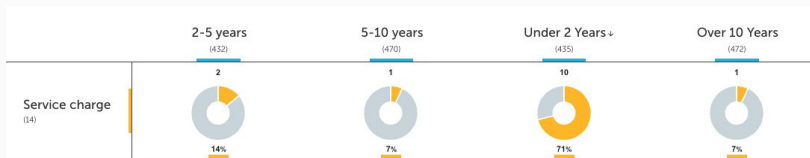


### Challenges around rent increases

- The recent **rent increases** have dominated the customer feedback in value for money
- While pushback on this issue was expected, it's interesting to see the overlap between the rent increase and perceived **staff rudeness**.

### Service charge explanation

- We're seeing a small number of challenges from **early stage tenants** on service charge rates. There are comments not understanding where the money goes and how it is calculated. **Could tenant onboarding give a better understanding of the purpose of service charge?**



## Example verbatim

### Repair visit >

**Transparency:**

"Your housing association's transparency in rent calculations and charges is highly valued as a tenant."

**Praise for EEH:**

"I care about the Environment and I totally get what you're trying to do."

**Rent increase:**

"The workman arrived unannounced and without the right tools, unable to complete the repair."

**Staff rudeness:**

"When I called to inquire about my rent increase, the phone staff member was unapologetically rude and unhelpful"

**Service Charge :**

"Robo needs to be more transparent about where our service charges are going. It feels like they're just taking our money and not doing anything!"

**EEH criticism:**

"I don't understand how you can prioritise all this Environmental stuff when people are struggling to make ends meet!"

**Exacerbated by repairs:**

"The rent is outrageous, and you expect me to pay for repairs too?"

**Mental Health:**

"The constant struggle to afford the rent and additional fees is draining my energy and joy."

# About Wordnerds

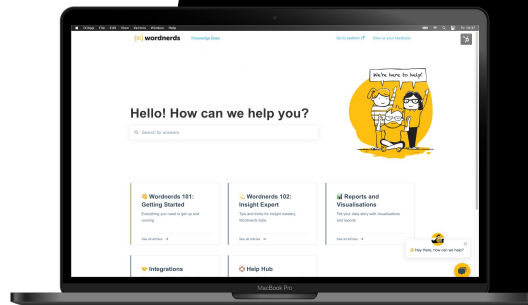
## Make words actionable

Wordnerds is a customer feedback analysis tool that helps large organisations \*genuinely\* understand customers by analysing their millions of survey results, reviews, social posts, emails, webchats, CRM-entries and call transcripts.

When it comes to analysing text, AI alone isn't enough. We work at the intersection of bleeding edge Natural Language Processing (the same techniques that power ChatGPT) and oldskool corpus linguistics to bridge the gap between what AI can deliver and what insights professionals and customers actually need.

Trusted by global brands like M&S, Yahoo!, Sainsbury's, B&Q and the UK Government, **Wordnerds tells insights and CX teams what to action.** The result:

- **Robust and rapid recommendations for insights teams**
- **Better decision-making for organisations**
- **Improved customer experience**



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## Next steps...



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