



# Wordnerds Housing Theme Bank

How to break down your customer feedback data





# Welcome to the Housing Theme Bank

Everything you need to know

## About this deck

**We know how much time many housing associations have to spend putting customer feedback into categories, so you can understand the size of different issues. Not only is this mind-numbing work for your team, it's also inaccurate and inefficient.**

Wordnerds uses AI models, fine-tuned on your customers' feedback, to automatically tag your data into 121 different categories.

This means that we have had to figure out the best way to organise housing feedback data into categories and subcategories. In this document, we want to show you how we split the data, so you can use it in your own reporting.



## Why categorise your data?

**If you don't currently put your data into categories, doing so is the best thing you'll ever do for your customer feedback:**

- It's the best way to measure customer feedback - once the data's been grouped, you can look at the relative sizes of issues, track them over time, and measure the impact of your response.
- It lets you use all available data to understand where you are with your TSMs, and improve your rating
- Ultimately, it will help you to improve your customers' lives.

## How we do it

**The theme bank categories are organised according to the Tenant Satisfaction Measures (TSMs), to allow for easy understanding of where you are in these key areas.**

- We broke the 12 key questions that you'll be asked in the TSMs down into five high-level categories.
- We added a sixth category—value for money—as this was an area not prioritised in the TSMs but is often vital for HAs.
- Each of the six categories was then broken into a diverse set of sub-categories, in an attempt to cover every eventuality.

# } From TSM questions to theme bank categories

Reporting in line with the regulation

## 1. Assets & Repairs

**TP02** Satisfaction with repairs

**TP03** Satisfaction with time taken to complete most recent repair

**TP04** Satisfaction with repairs

**TP03** Satisfaction that the home is well maintained

## 2. Safety

**TP05** Satisfaction that the home is safe

## 3. Communication

**TP06** Satisfaction that the landlord listens to tenant views and acts upon them

**TP07** Satisfaction that the landlord keeps tenants informed about things that matter to them

**TP08** Agreement that the landlord treats tenants fairly and with respect

**TP09** Satisfaction with the landlord's approach to handling complaints

## 4. Neighbourhood Management

**TP010** Satisfaction that the landlord keeps communal areas clean and well maintained

**TP011** Satisfaction that the landlord makes a positive contribution to neighbourhoods

## Value for Money

Costs attached to the home and general financial health

**TP012** Satisfaction with the landlord's approach to handling antisocial behaviour

# } Assets, repairs & safety

## 1. Assets & Repairs

Repair Visits, organised into the repair journey from the customer perspective, and the key issues that cause repairs to be required

### Attending the Repair

- Arrived on time
- Attendance/Wait times
- No show

### Contractors

- Contractors
- Speed/efficiency of contractor

### The Work

- Clean and tidy
- Completed on first visit
- Maintenance and checks

- Quality of work
- Replacements

### Outcomes

- Damage To property
- Incomplete repairs
- Incorrect materials/parts brought
- Multiple visits
- Wrong person

### Perception

- Accessible home
- Is my home safe?
- Time taken off

## 2. Safety

Customers feeling safe is pivotal to a community, so the second category focuses on customer safety

- Accessibility
- Fire risk
- Health & Safety
- Need more space
- Risk to Health (Physical)
- Safety Checks
- Security



# } Customer service & complaint handling

## 3. Customer Service

This category covers direct interactions between customers and your HA. This includes how easy it is contact you, and the customer's experience when they do. Again, we have broken this process into the stages of the customer journey.

### Getting In Touch

- Accessible information
- Accurate records
- Appointments
- Call wait times
- Getting through to right person
- No response
- Reporting a repair
- Responses

### Engagement

- Did they take ownership?
- Empathy/respect
- Listening
- Not kept up to date/informed
- Ownership
- Right Person
- Staff General
- Staff were helpful
- Staff were knowledgeable
- Trust/confidence

### Outcomes

- Accuracy of advice/info
- Agent handling
- Awareness of policy
- Chasing
- Closed without comms
- Contacted via multiple channels
- Errors/Wrong info
- Escalation
- Kept up to date
- Learning & improvement
- No response
- Resolution
- Response wait times



# } Neighbourhood management & value for money

## 4. Neighbourhood management

Neighbourhood management includes local facilities available to customers, any issues with communal areas, the general community, and any anti-social behaviour

### Facilities Maintenance

- Car parking
- Communal cleaning
- Community
- Fly tipping
- Grounds maintenance
- Infestations
- Litter
- Local facilities
- Maintenance/upkeep
- Neighbours

### Anti-Social Behaviour

- ASB: General
- ASB: Harassment
- ASB: Noise
- ASB: Substance abuse
- ASB: Vandalism



## 5. Value for money

Value for money examines how customers feel about costs attached to their home (rent, charges, etc), as well as customers' general financial health.

### Pricing

- Fair & clear pricing
- Refunds & compensation
- Rent
- Service charge

### Financial Health

- Can't afford
- Cost of living
- Energy efficient homes
- Visibility of service

# } Supporting categories

Issues that cut across the big five

## Building

- Communal
- Damp & mould
- Doors and windows
- Drains & sewage
- Electric
- Emergency
- Gardening
- Hot water/heating/boiler
- Kitchens/bathrooms
- Leaks/floods
- Lifts
- Lighting
- Outdoors/boundary
- Painting & decorating
- Roof
- Security/safety
- Washing machine

## Customer Channel

- App
- Digital
- Email
- Live chat
- Multiple channels
- Online
- Phone
- Post
- Text



## Staff Role

- Call handler
- Cleaner
- Contractor
- Housing Agent
- Frontline worker
- Gardener

## Diversity

- Sexuality
- Religion
- Gender
- Ethnicity
- Discrimination

## Vulnerable Customers

- Asthma
- Benefits
- Carer
- Children
- Disability
- Domestic Violence
- Elderly
- Living alone
- Mental health
- Neurodiversity
- Poor health (physical)
- Single Parent
- Substance abuse
- Suicidal thoughts



# } Automated classification

Sorting comments by meaning, not vocabulary

## Context themes

Sometimes, you can't be sure exactly how somebody's going to express an idea. You want to group posts not by the words they use, but by what the poster means. Keywords don't work here: pretty much every word in the English language has multiple meanings, and there are all kinds of different ways to say the same thing.

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.

Attendance/Wait Times UP TO DATE

*My repair requests take ages to get done!* ✓ ? ✗

*Took ages to get things fixed.* ✓ ? ✗

*I've been waiting for weeks for a response to my repair request.* ✓ ? ✗

*They never take our complaints seriously or follow through with necessary repairs.* ✓ ? ✗

# } Got any questions?

Get in touch

The Wordnerds Theme Bank is a living system and we're constantly trying to make it better.

If you can think of categories that are missing, or you want to learn more about how AI-led categorisation can change the way you help tenants...

**Let's Talk!**

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