

TSM Benchmarks 2025

Housemark x Wordnerds

Category Based Frameworks

01/01/2025 Start Date
30/06/2025 End Date

Response Selected Volume

All Selected Content

Ward

Framework

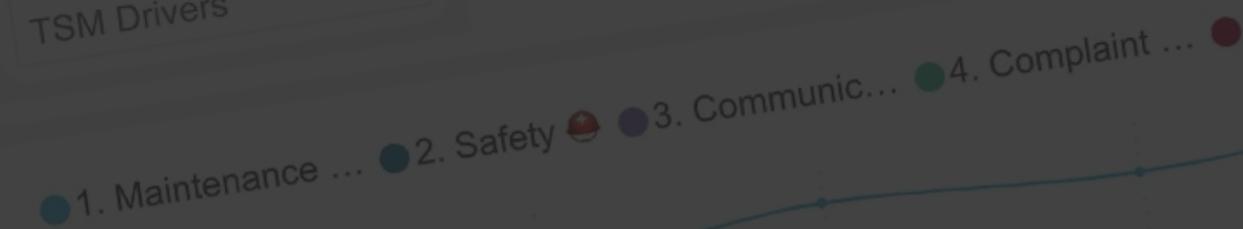
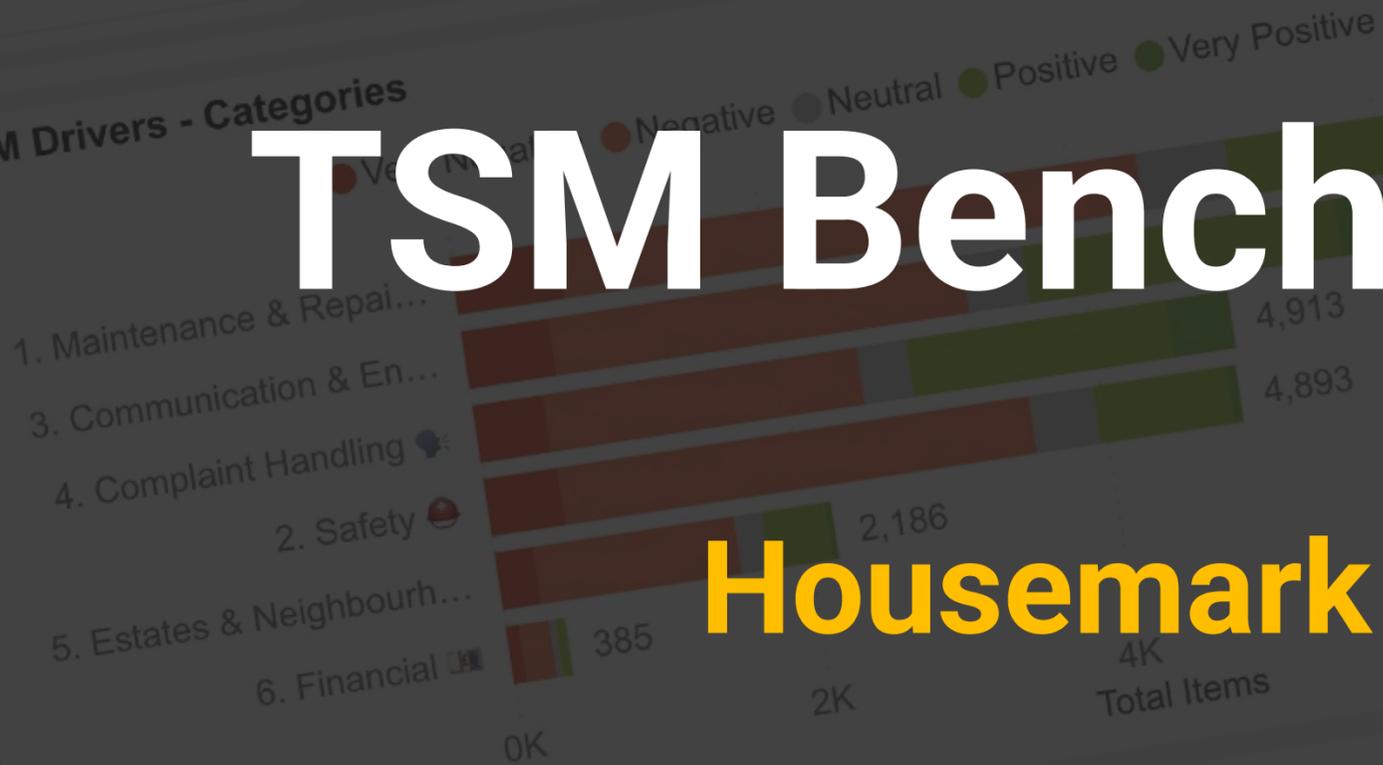
TSM Drivers

Data Source

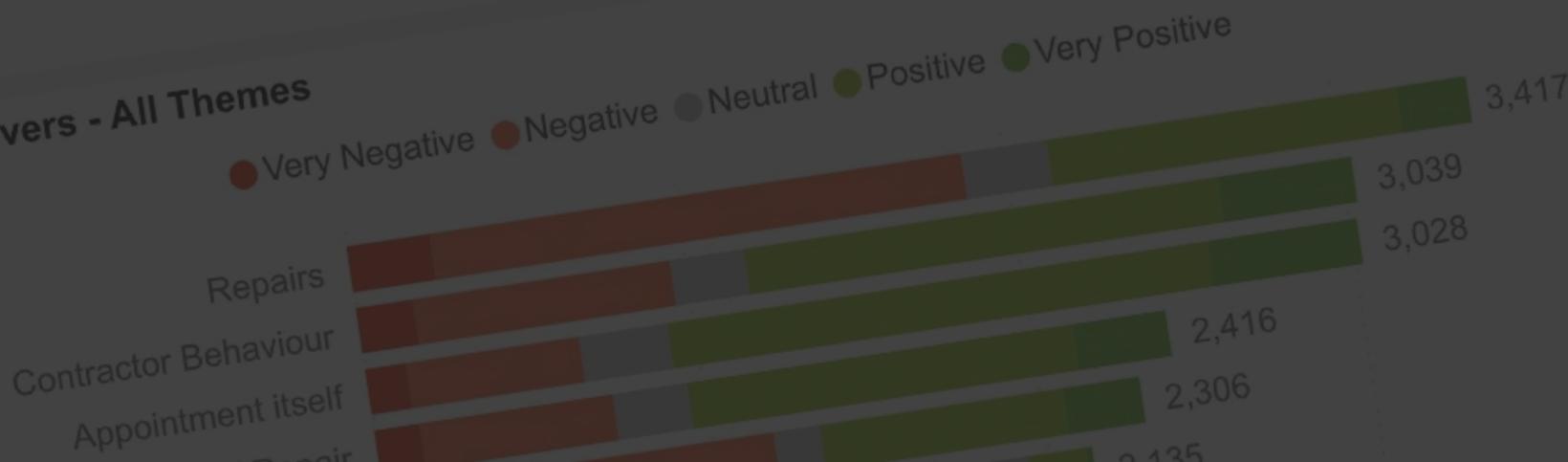
Financial Period

Age Band

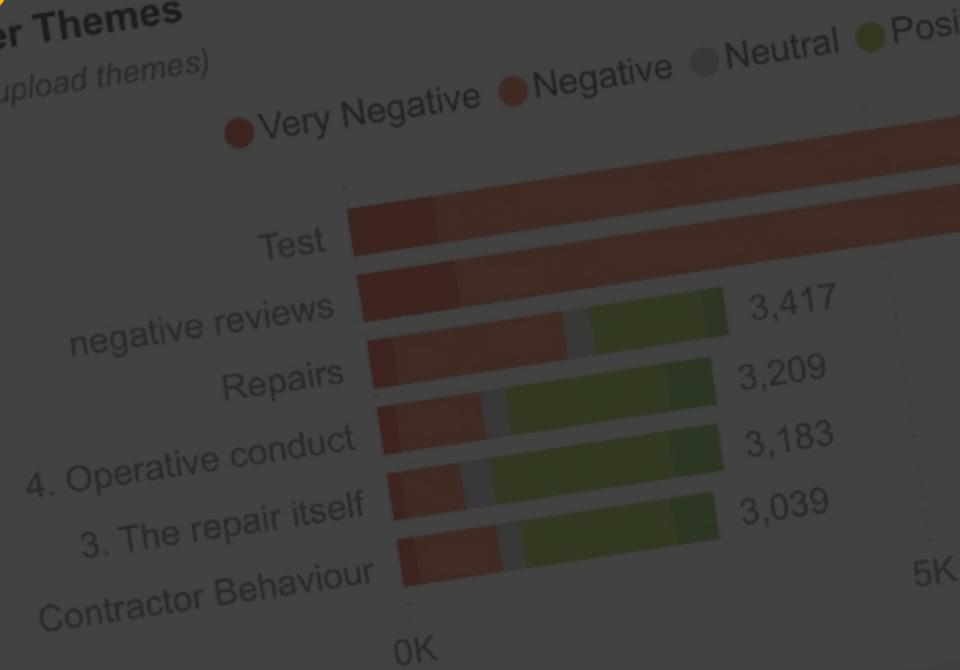
TSM Drivers - Categories



TSM Drivers - All Themes



Crossover Themes (Excluding upload themes)



Benchmarking Analysis

Understanding the Data

The Dataset

This analysis compares performance themes across aggregated and anonymised data from 18 English Housing Associations for the 2024/25 period.

Categorisation

Themes were automatically generated using AI-driven, proprietary methodologies on the Wordnerds platform.

No data was analysed using LLMs like Copilot or ChatGPT. We are happy to explain our approach in more detail if you wish.

TSM Framework

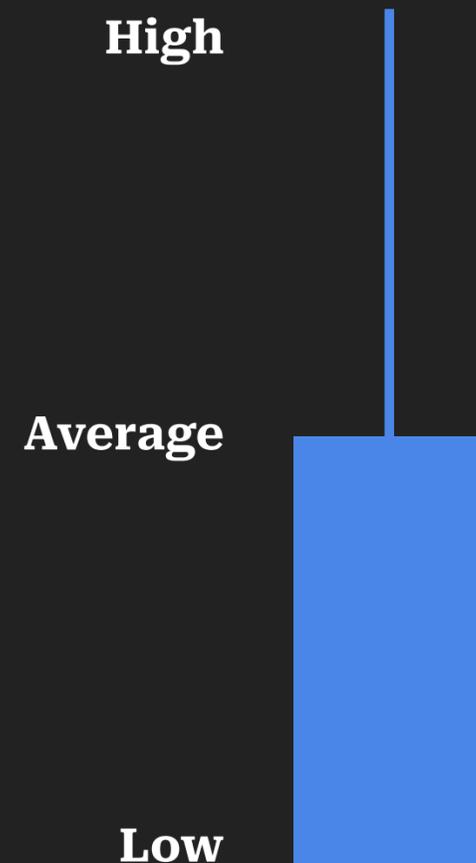
In total, 135 themes were trained across the six TSM categories as well as Value for Money and Effort.

Raw Data (Aggregated)

[Is available here](#) for those who wish to see it.

Benchmarking Analysis

Understanding Candlestick Charts



How to Read the Graphs

- **The Top of the Whisker:** Represents the Highest % Volume (the ceiling of the current market).
- **The Top of the Box:** Represents the Average % Volume (the benchmark).
- **The Bottom of the Box/Whisker:** The Lowest % Volume (the floor).

The data highlights volume and sentiment spread— the difference between the highest-performing peers, the lowest, and the mean.

The "height" of the boxes and whiskers identifies themes with high volatility (large gaps between peers) versus those with consistent performance cross-sector.

Key Takeaways

Headline Reflections

We will be sharing some thematic analysis of specific topics over the next few weeks, but initial headlines are as follows:

- **Sentiment around complaints has improved** considerably, especially with regard to “agent handling”.

- Sentiment and volume around “Show Empathy and Understanding” both increased. **Empathy now has the highest sentiment of any issue (71.82).**

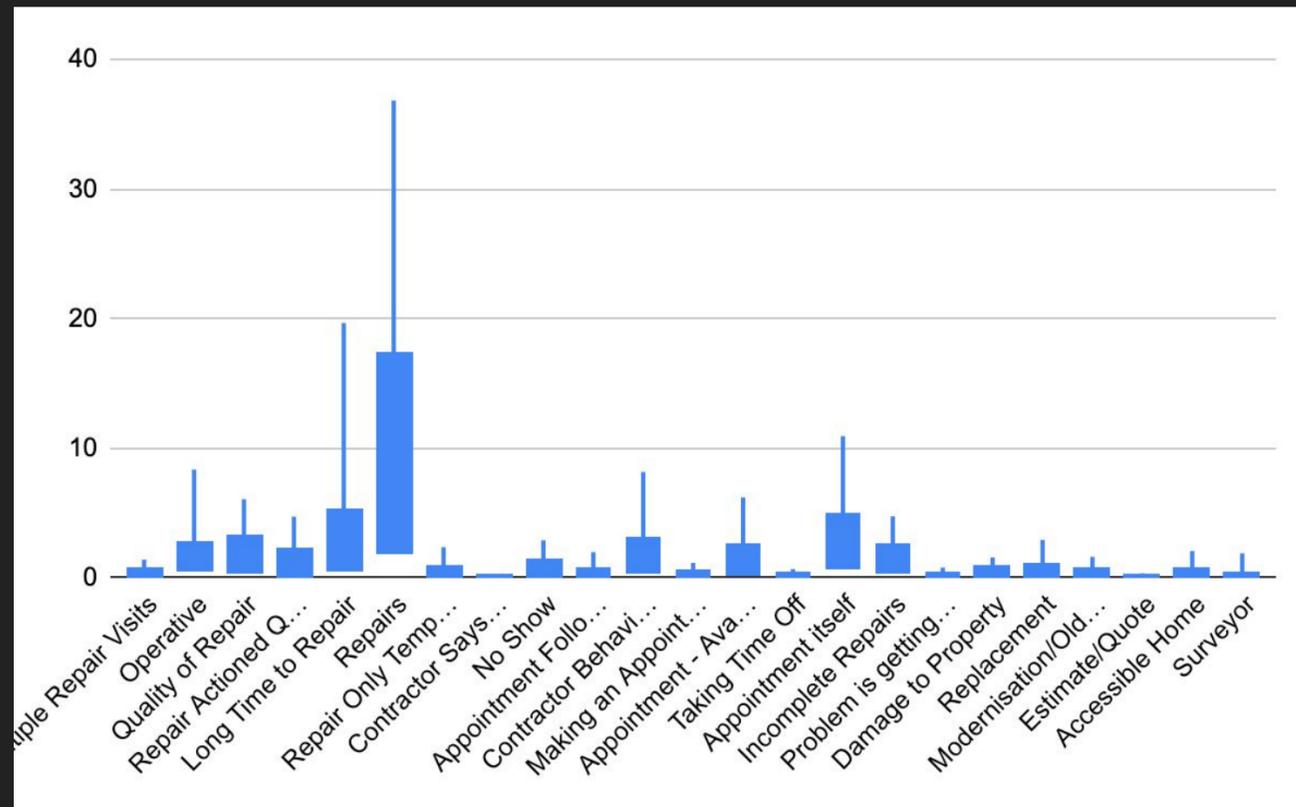
- Customers were more willing to discuss emotional reaction to issues than in the previous year. Emotional effort (↑3.12%) was one of the biggest risers.

Contractors seem to be connecting better with customers. “Contractor Behaviour” increased markedly in sentiment.

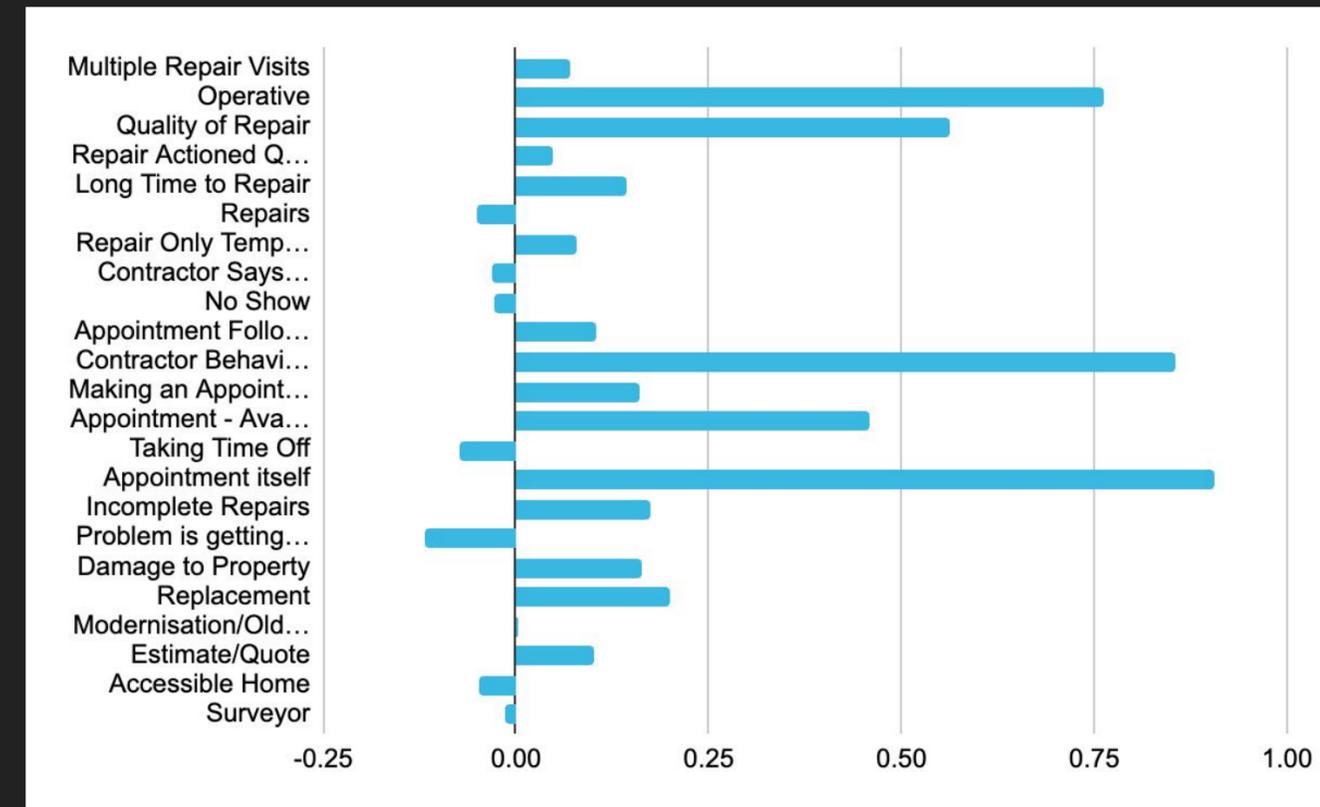
- **“Quick response” had the closest connection to higher TSM scores**, so the slight decrease in volume should be monitored.

1. Maintenance & Repairs: Volume

Time to repair shows most volatility, contractors & operatives improved most



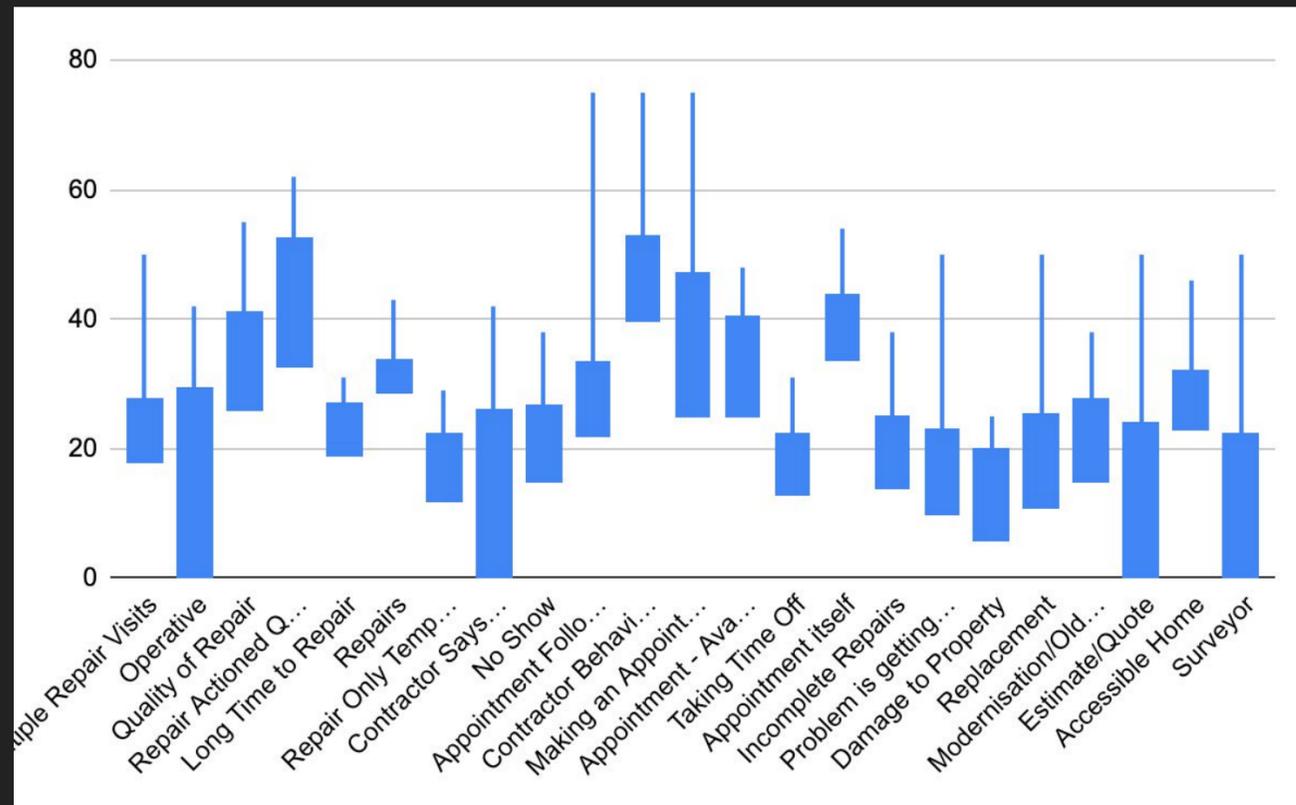
% Volume of Total Mentions



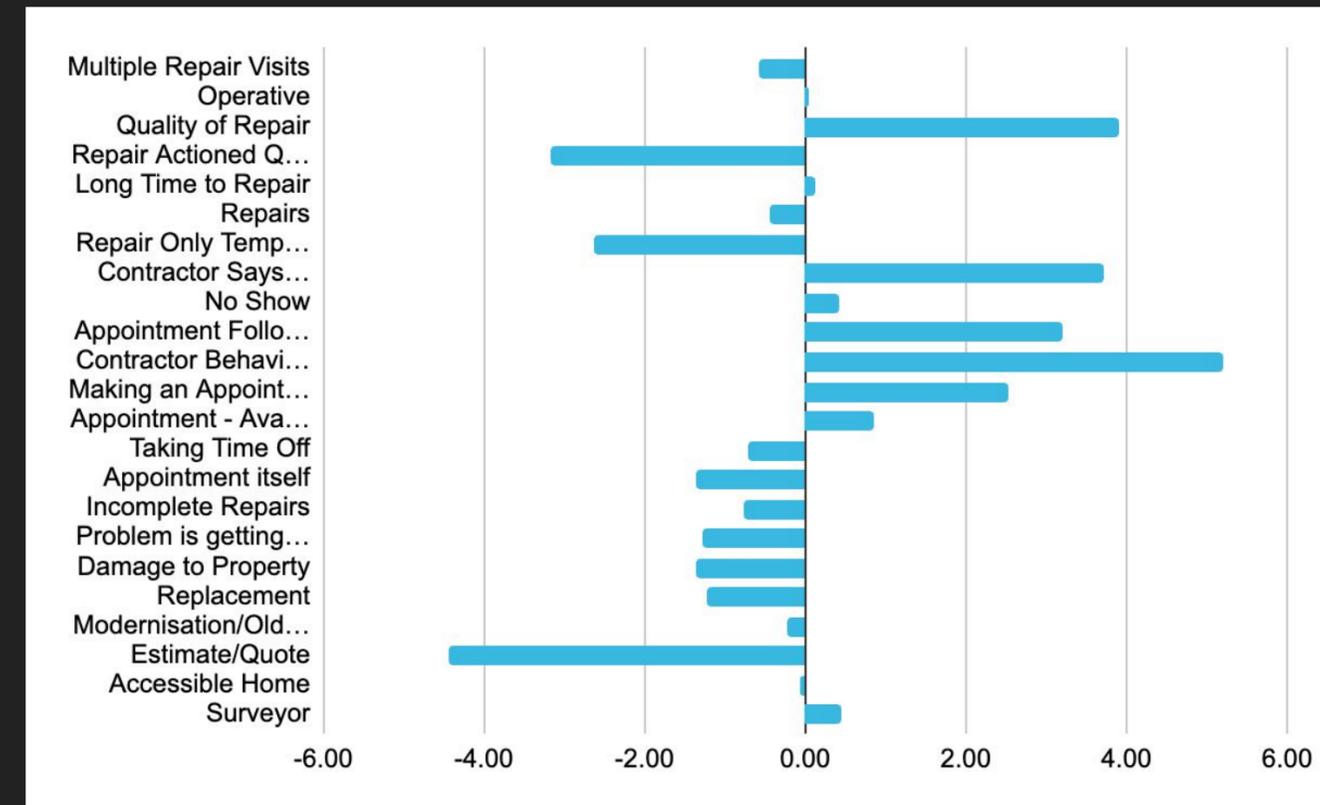
Volume change 2024 to 2025 (%)

1. Maintenance & Repairs: Sentiment

Contractors are an asset, customer expectation on speed is rising



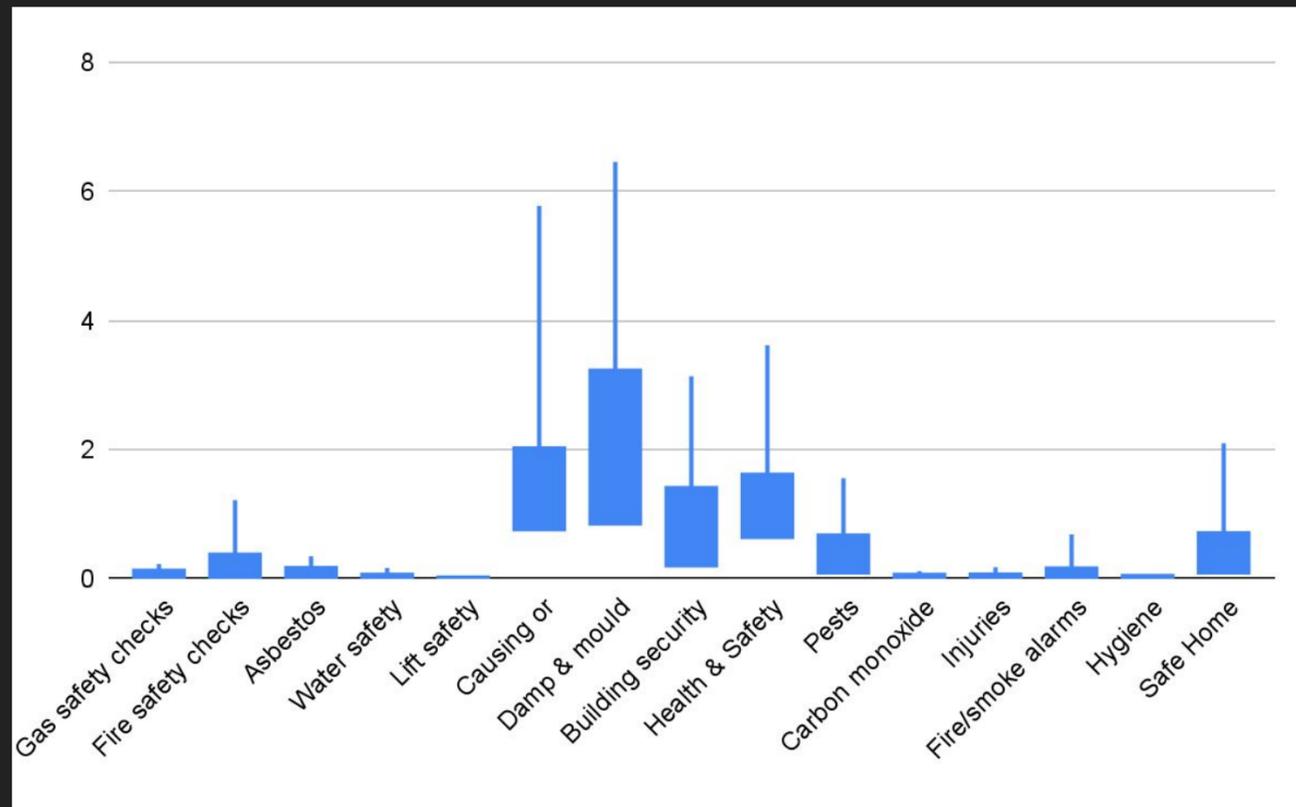
Sentiment/100



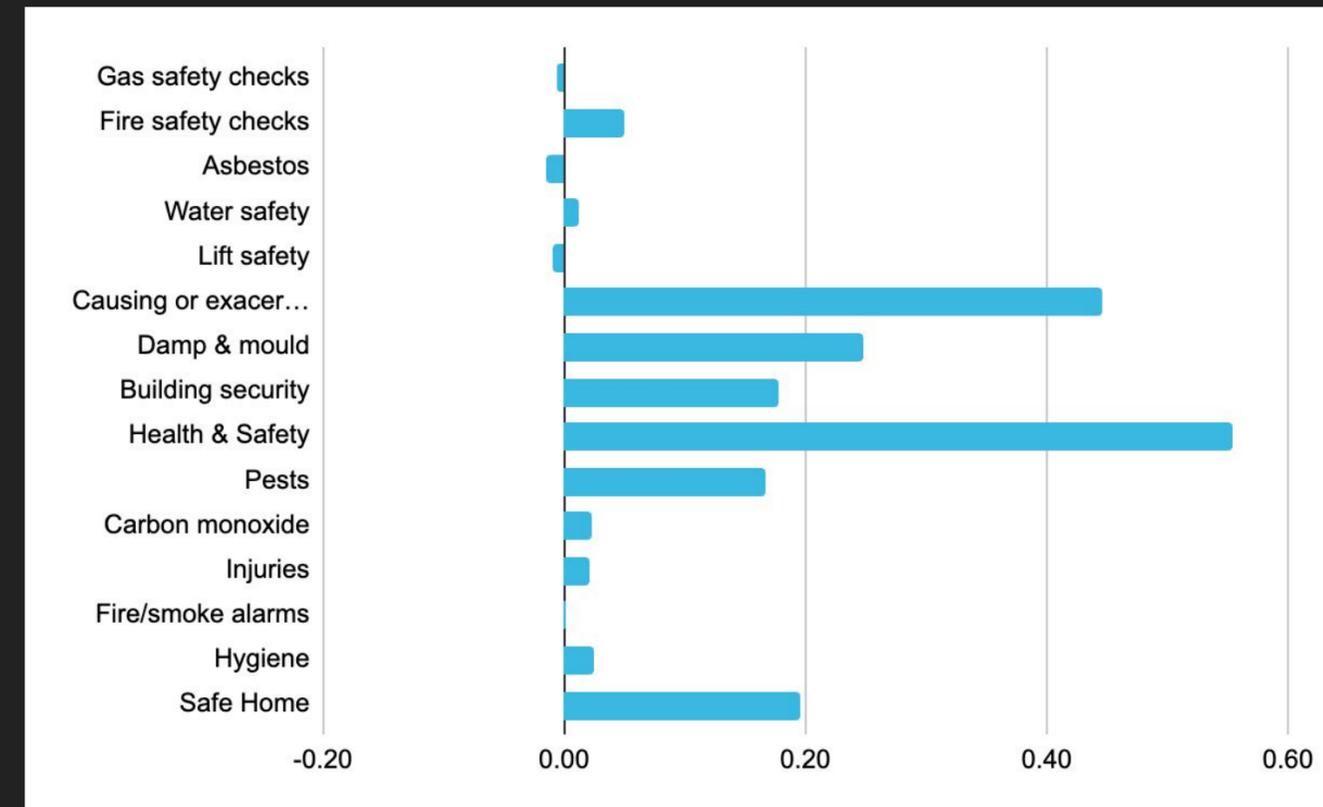
Sentiment Change 2024 to 2025

2. Safety: Volume

Damp & Mould biggest issue, and getting bigger



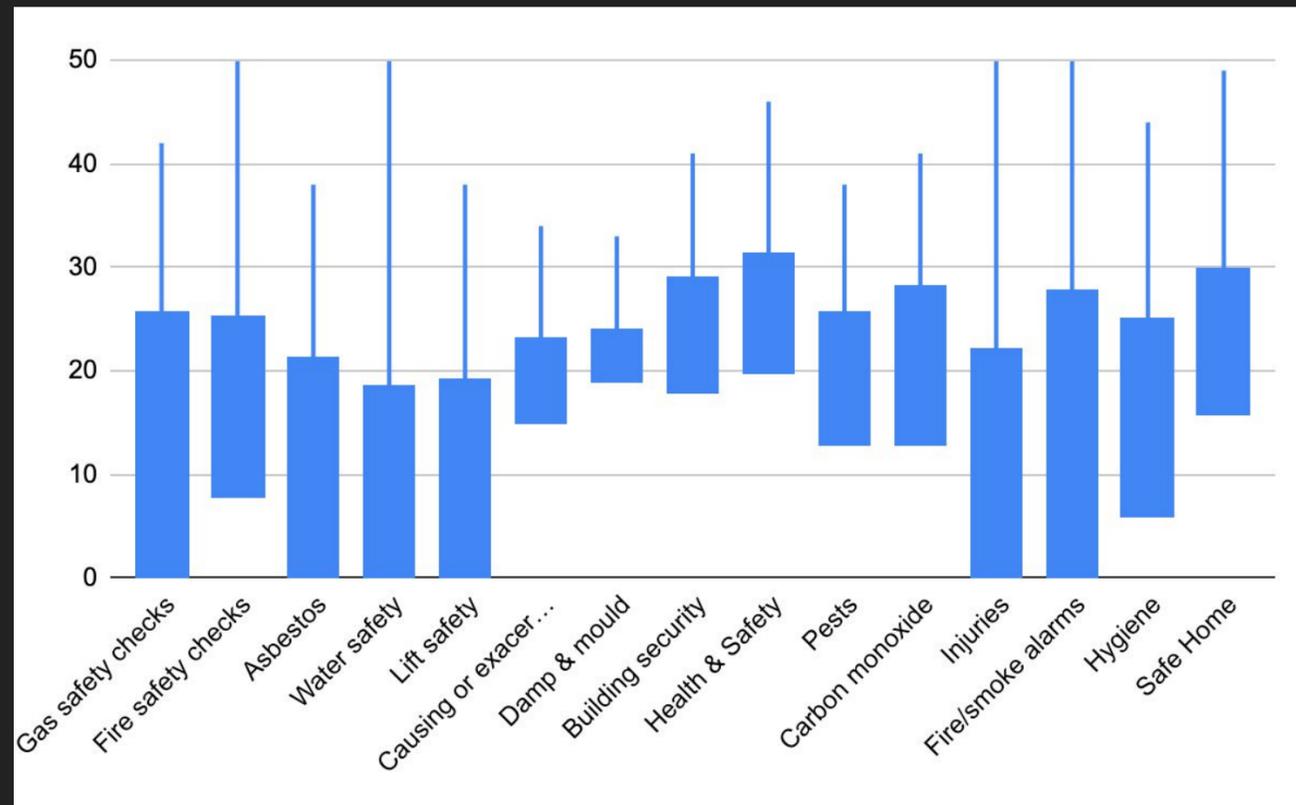
% Volume of Total Mentions



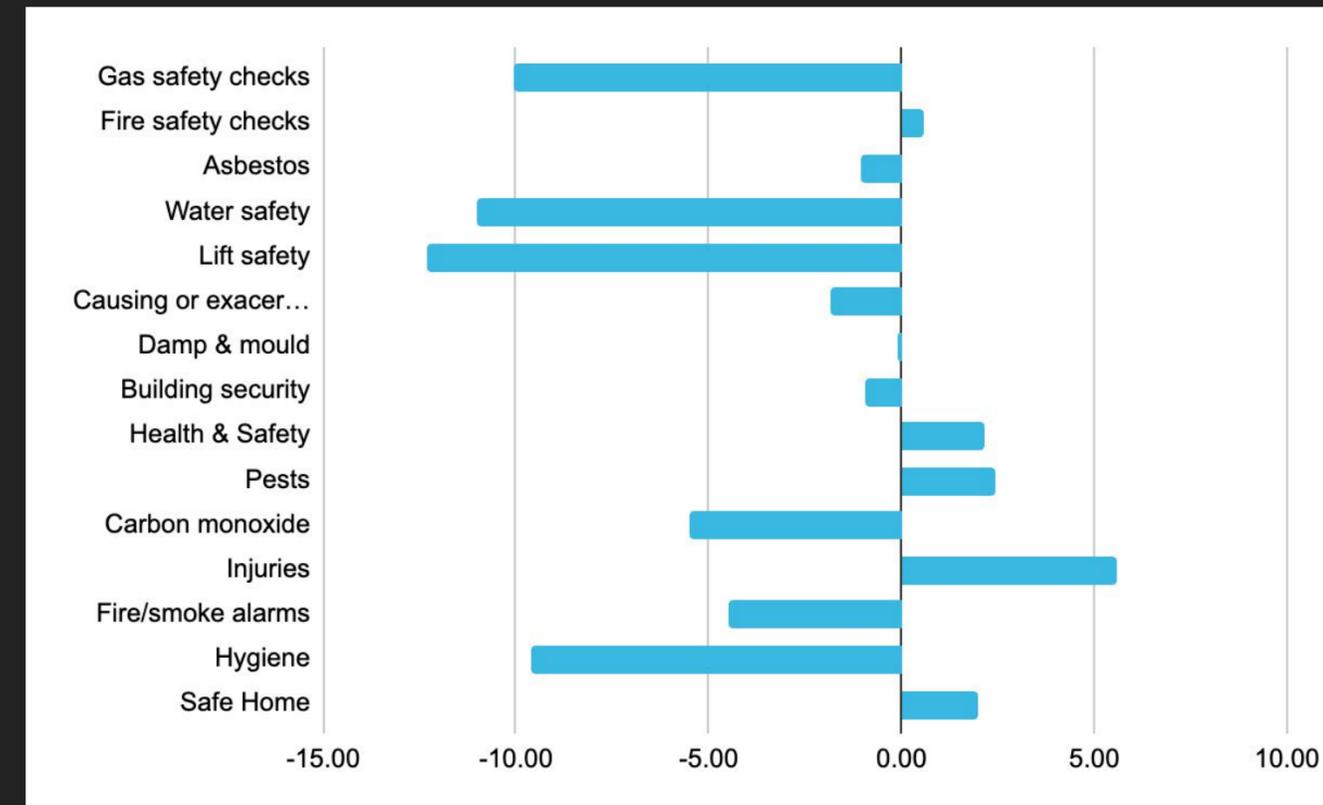
Volume change 2024 to 2025 (%)

2. Safety: Sentiment

Customers worry about hygiene more than they used to



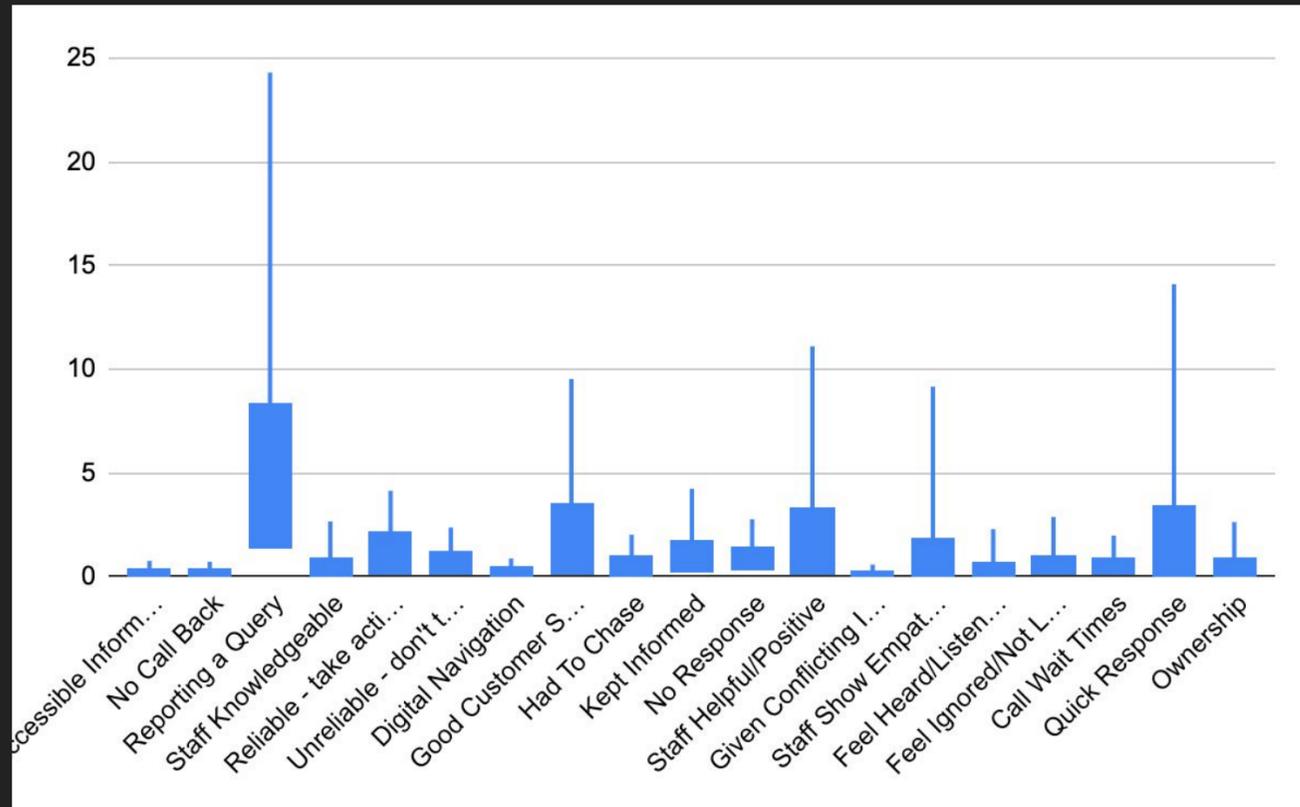
Sentiment/100



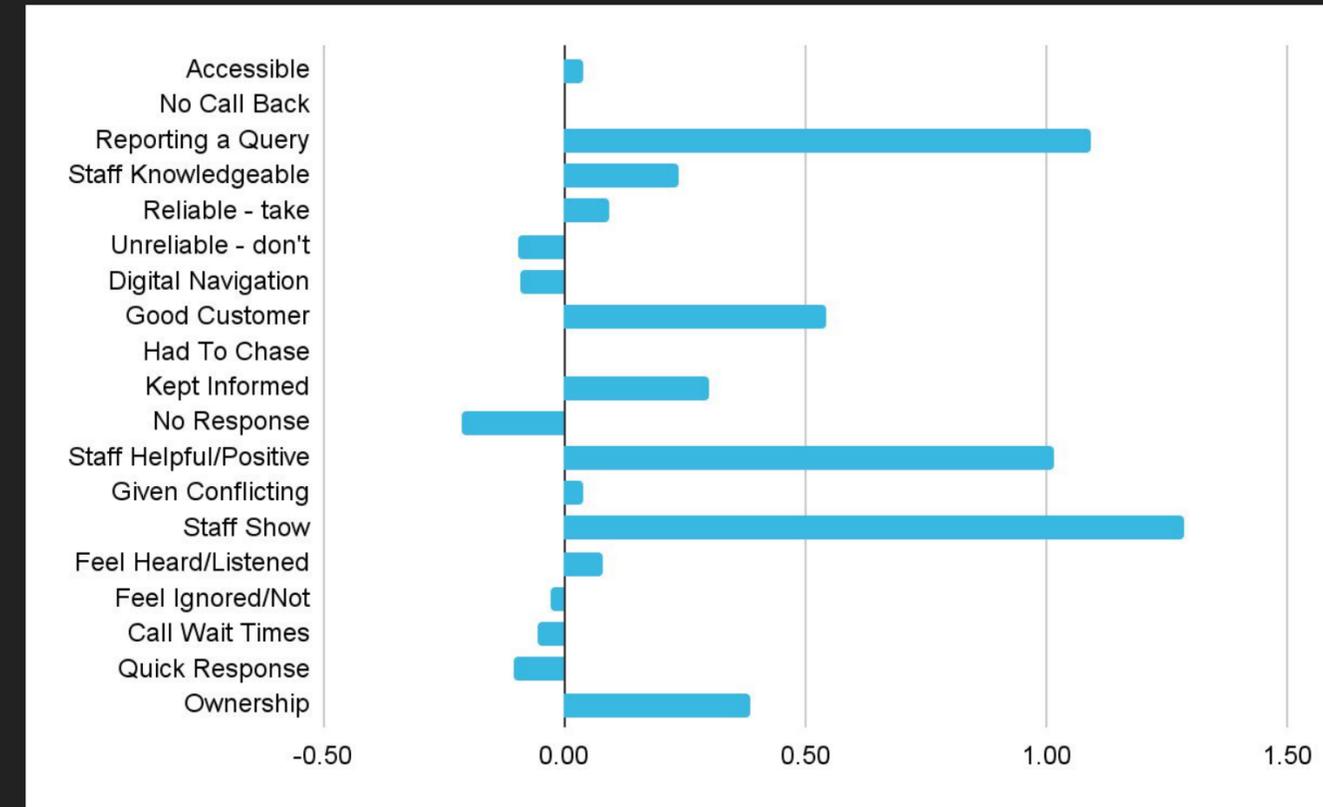
Sentiment Change 2024 to 2025

3. Communication & Engagement: Volume

Empathy is most appreciated, and mentioned more this year



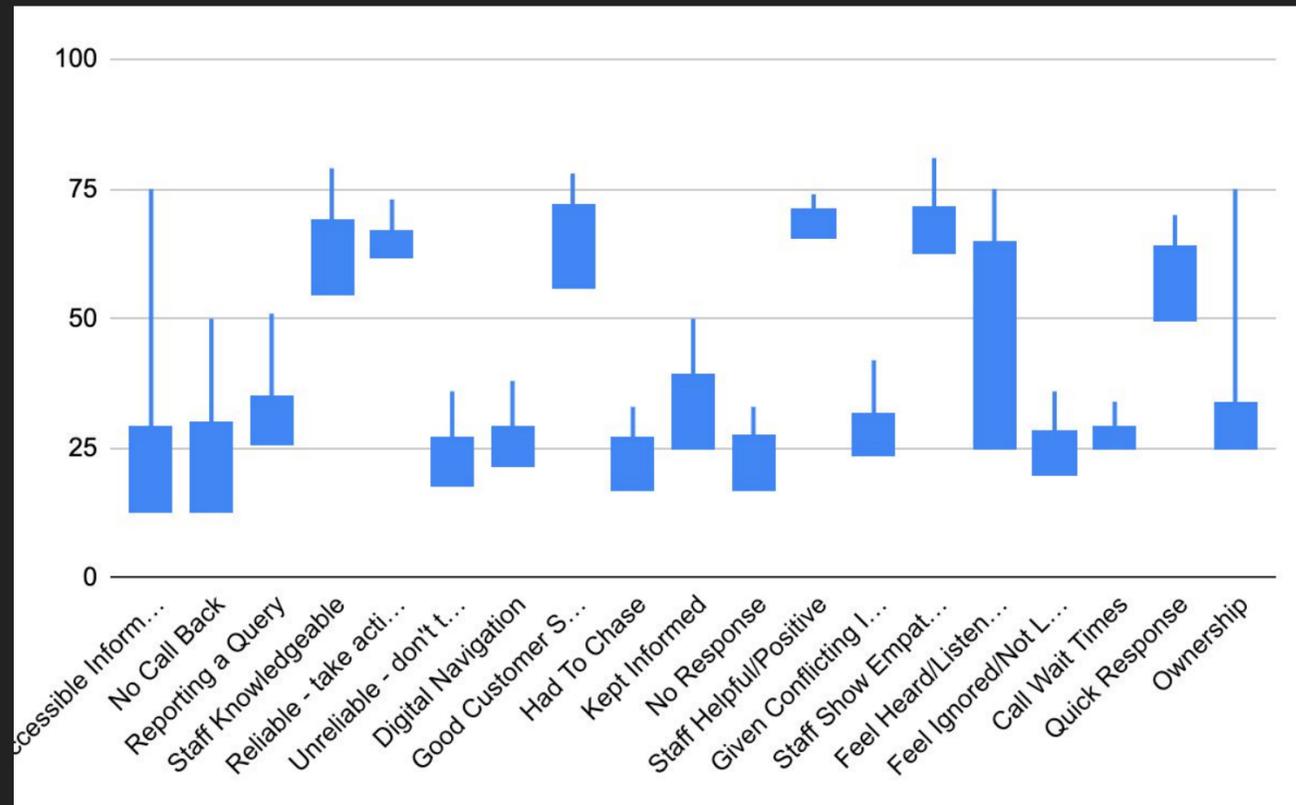
% Volume of Total Mentions



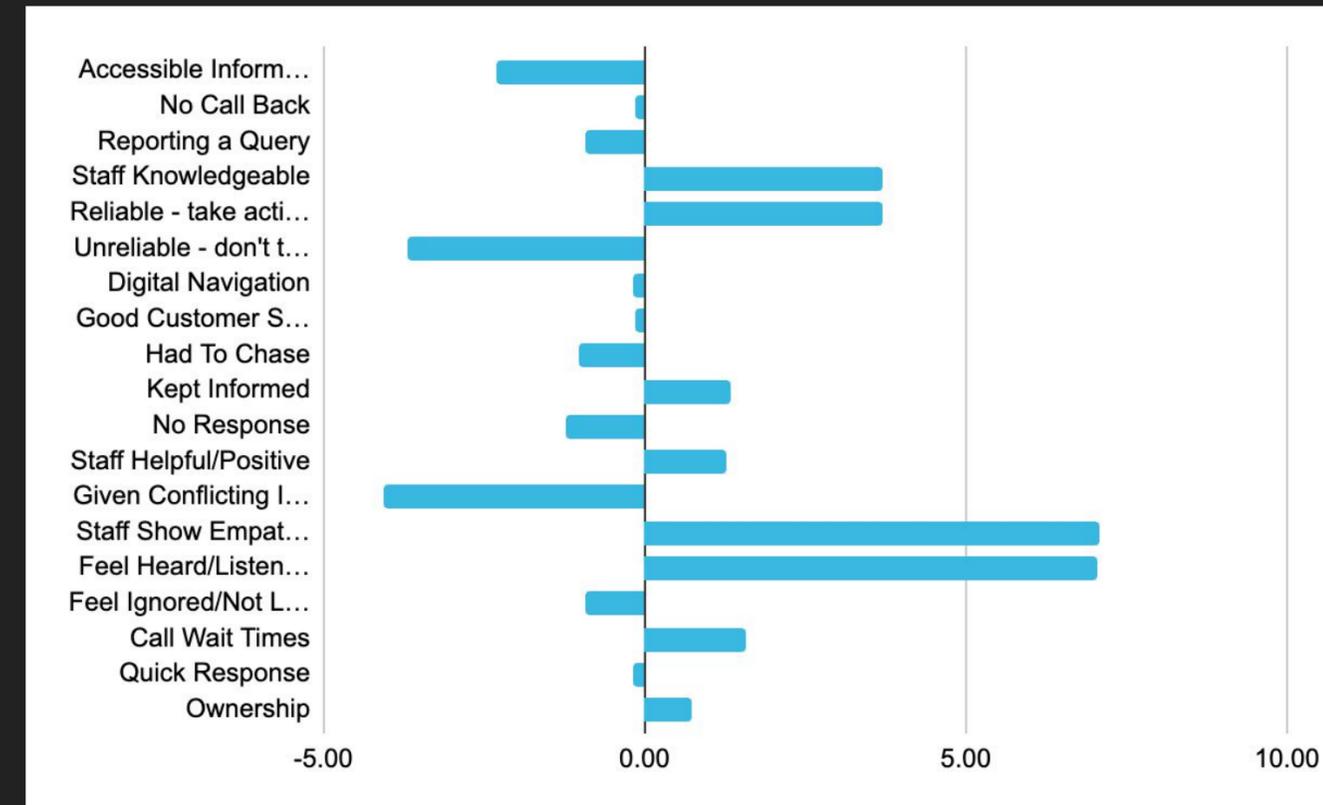
Volume change 2024 to 2025 (%)

3. Communication & Engagement: Sentiment

Empathy has biggest range of sentiment, showing danger when it's missing



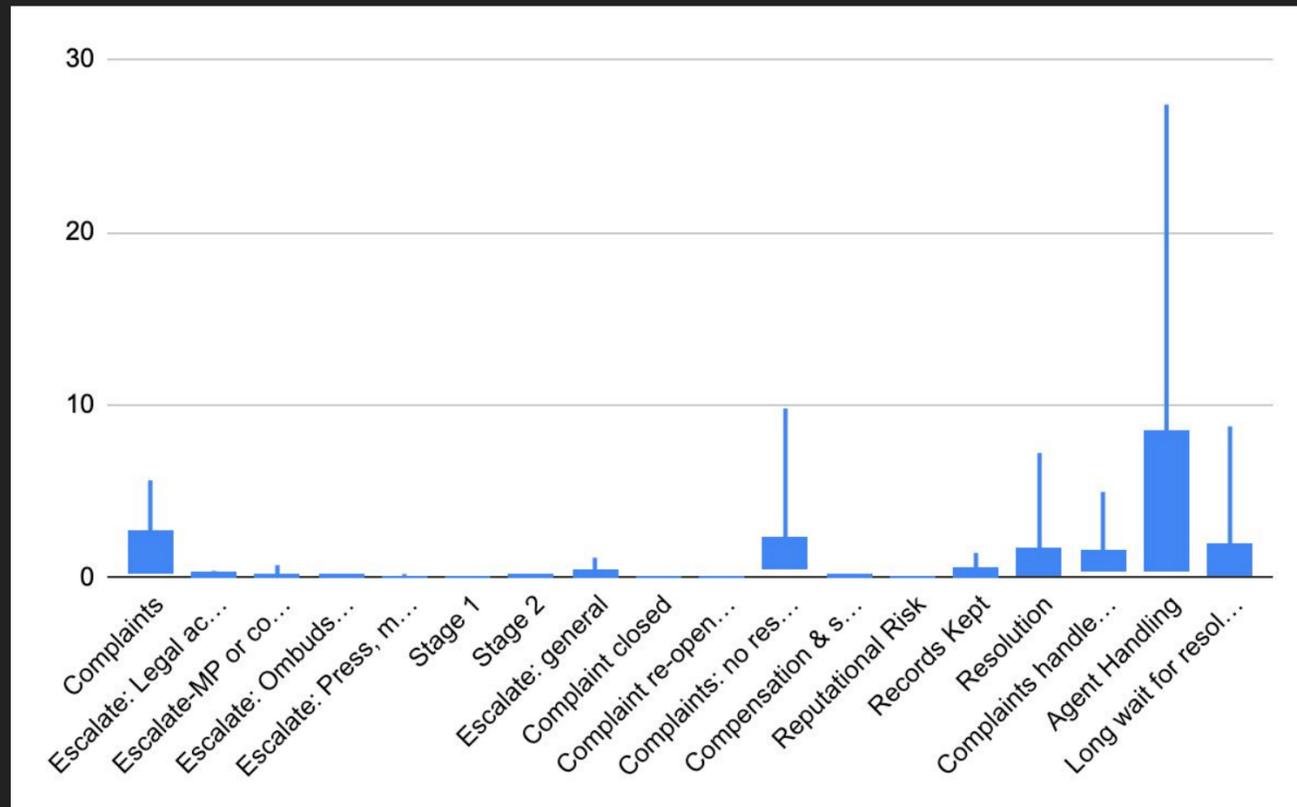
Sentiment/100



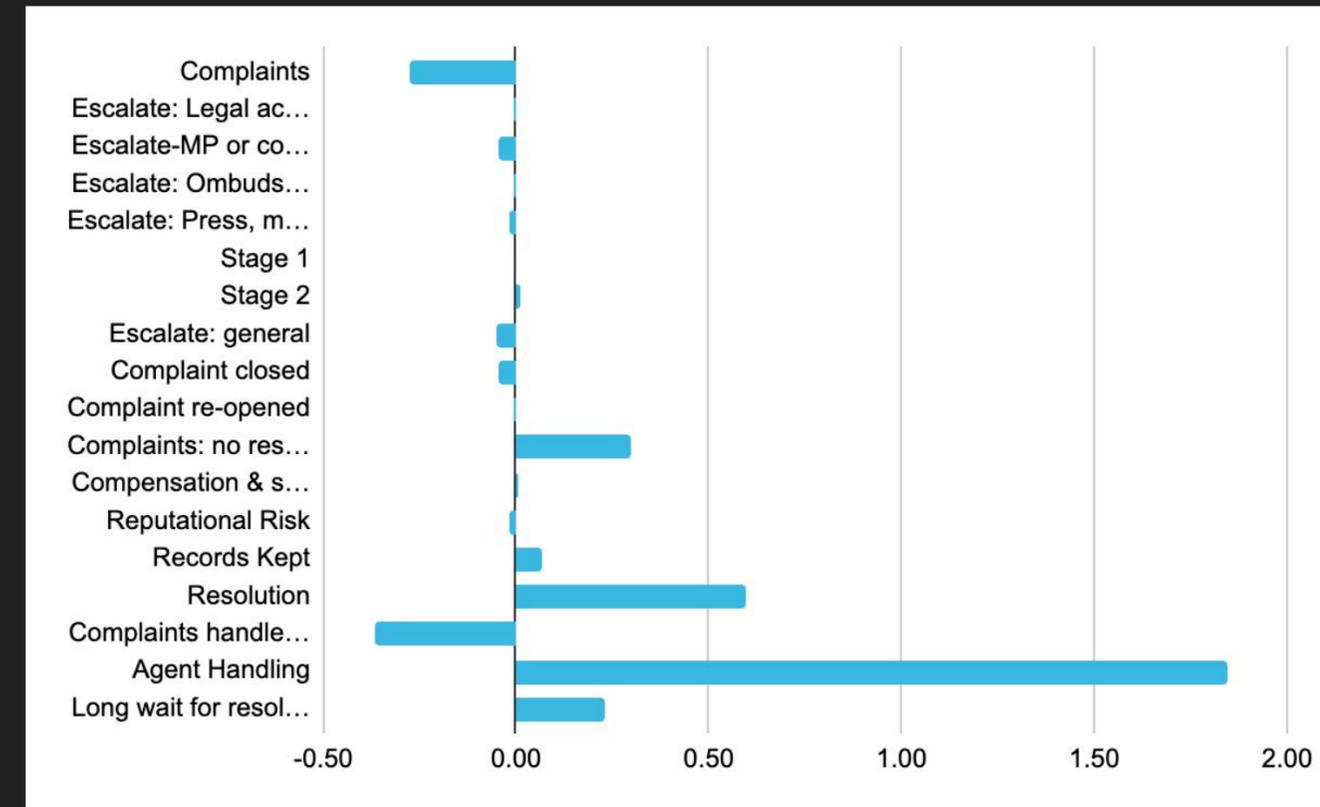
Sentiment Change 2024 to 2025

4. Complaint Handling: Volume

Agent handling has improved, but customers feel they're waiting longer



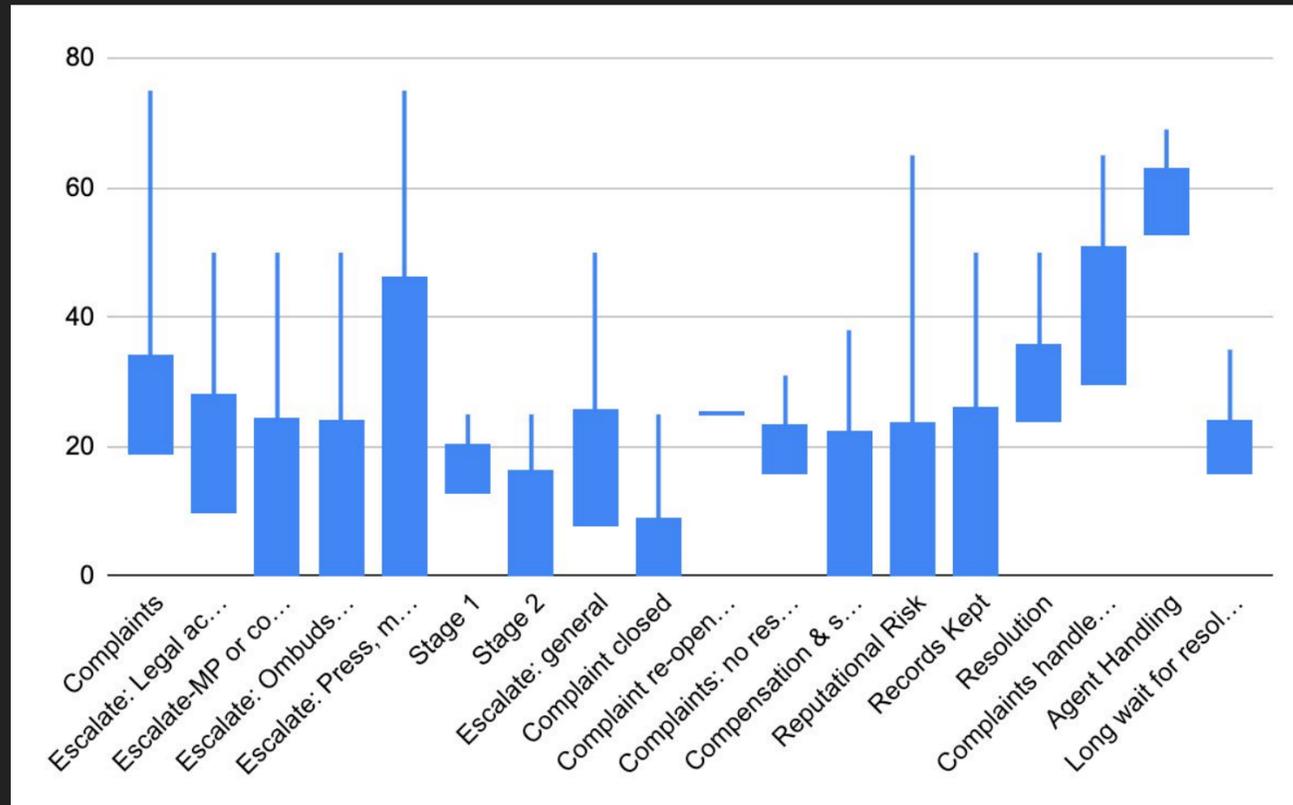
% Volume of Total Mentions



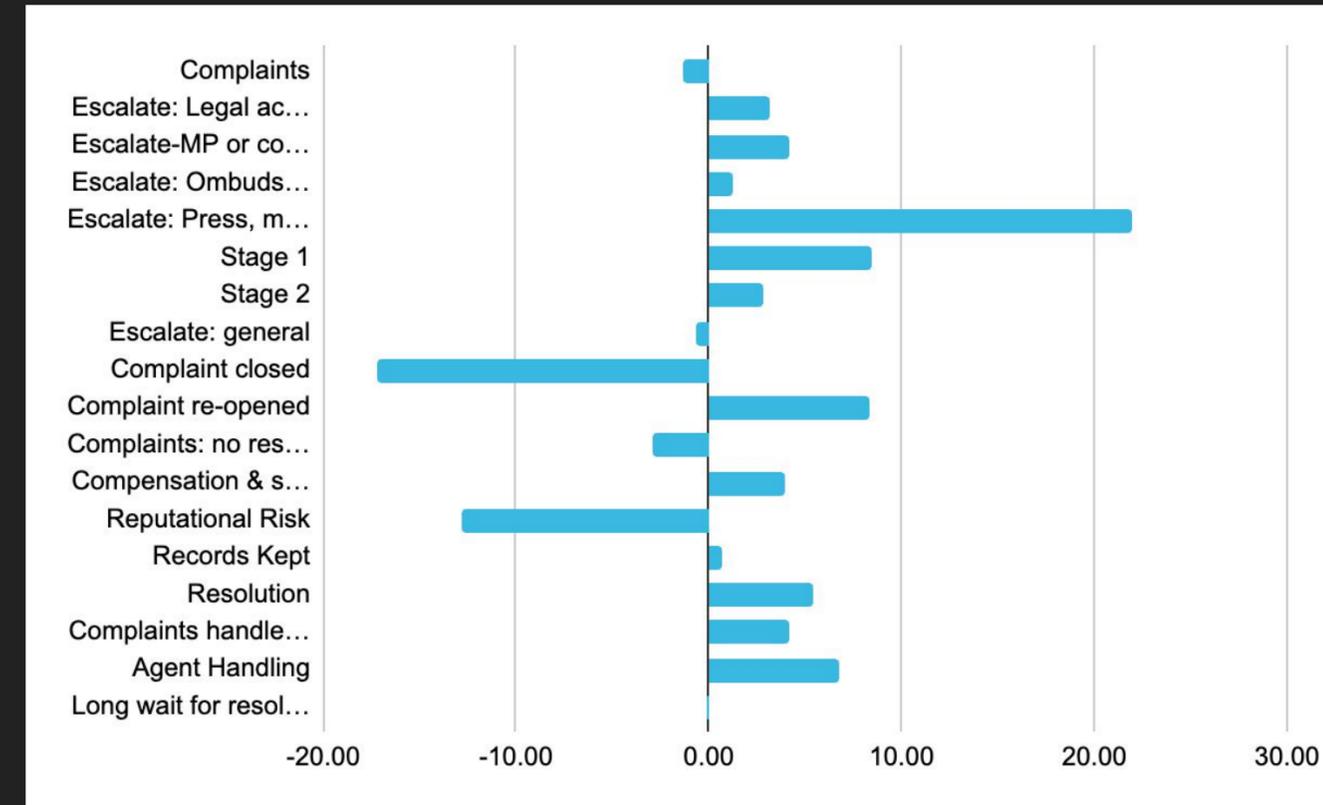
Volume change 2024 to 2025 (%)

4. Complaint Handling: Sentiment

Getting complaint closure feels like it's getting harder



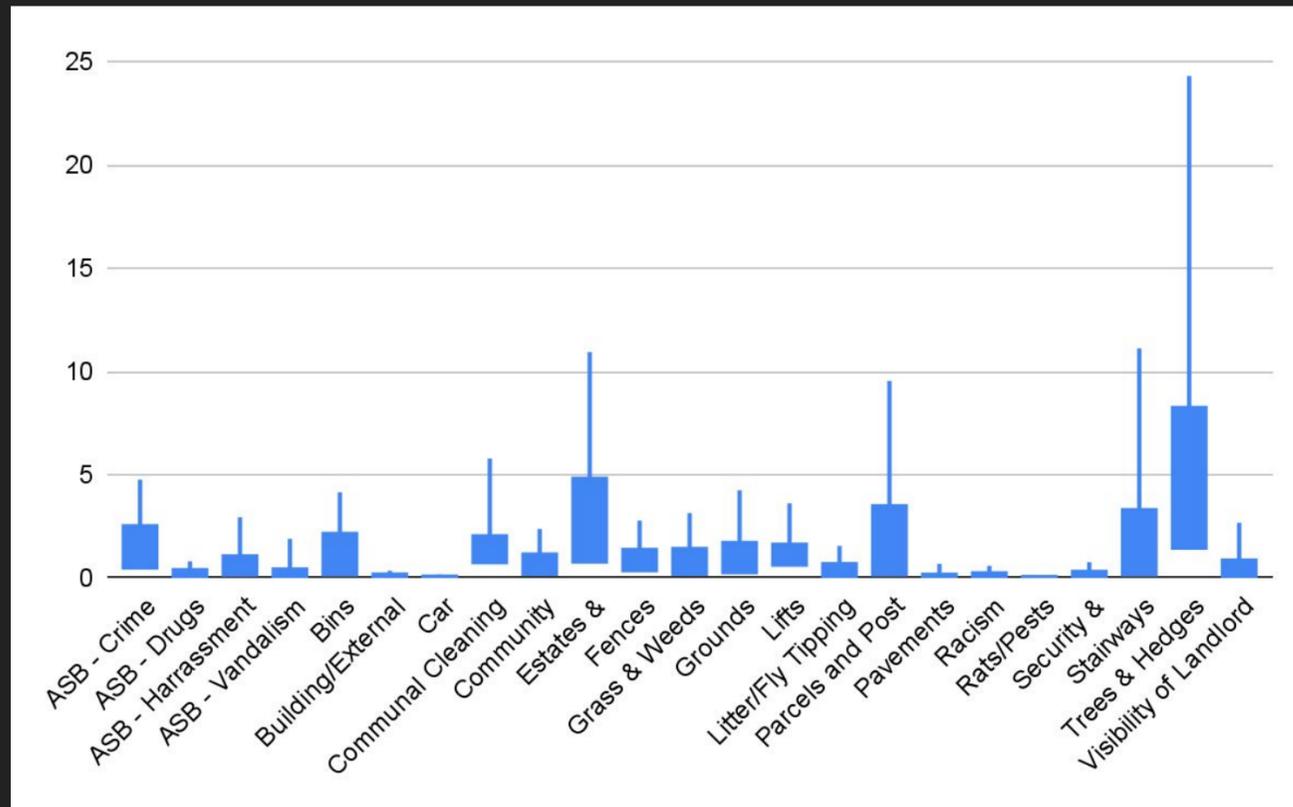
Sentiment/100



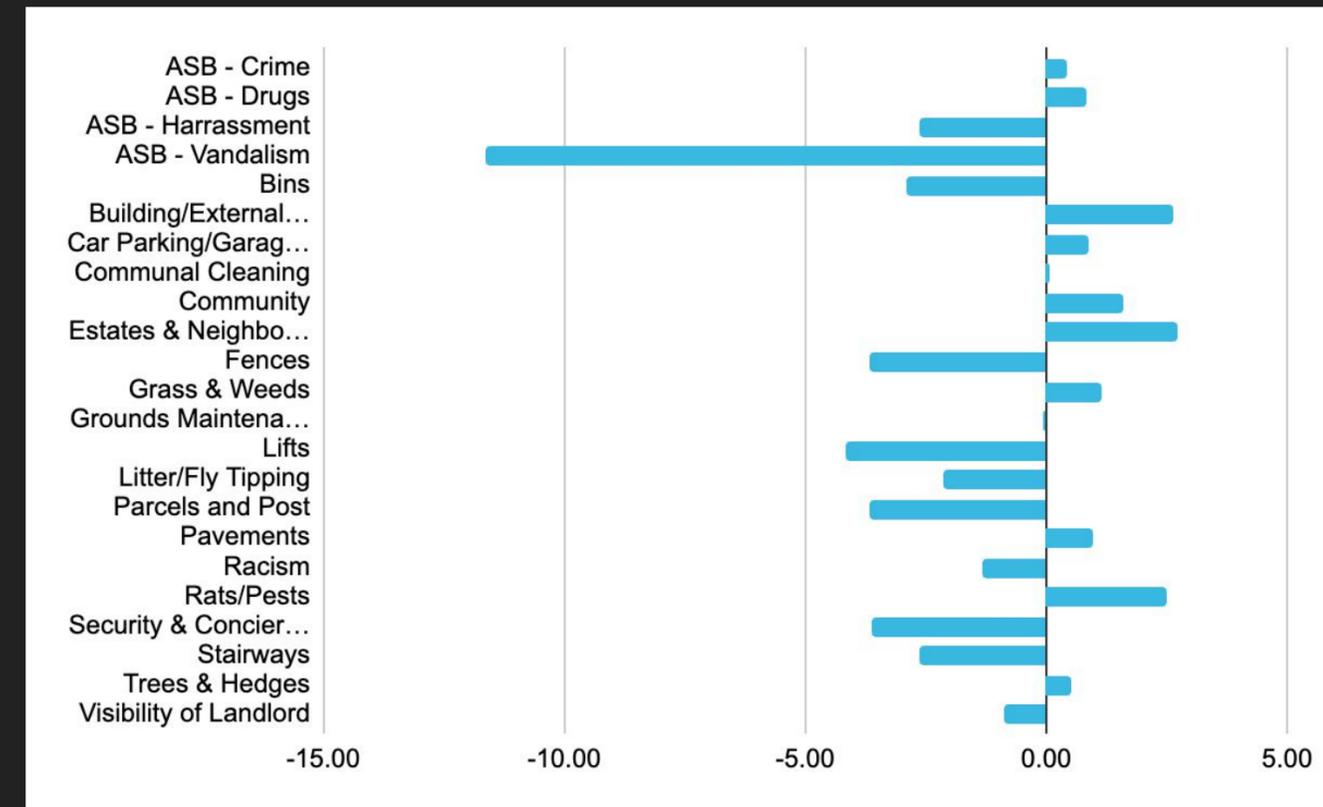
Sentiment Change 2024 to 2025

5. Estates & Neighbourhood Management: Volume

Major issues with trees & hedges, litter & fly-tipping biggest increase



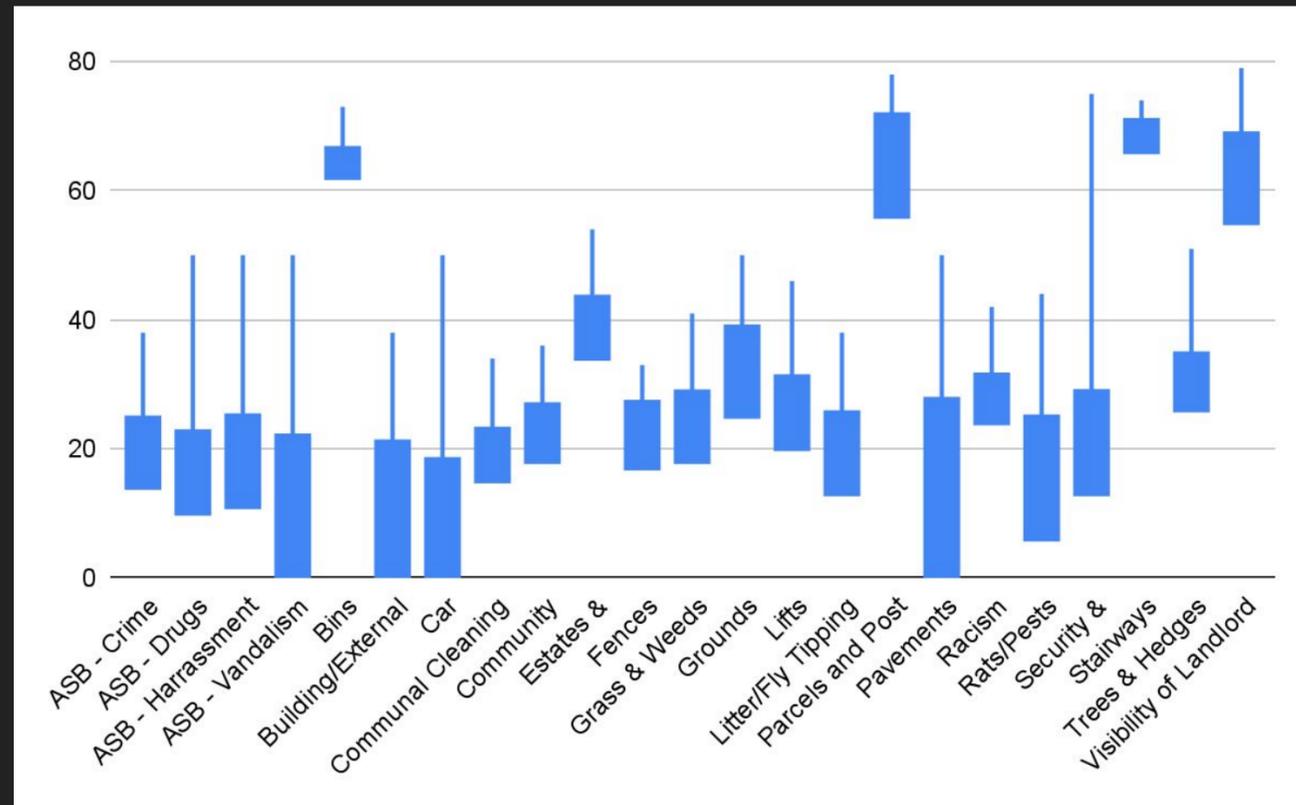
% Volume of Total Mentions



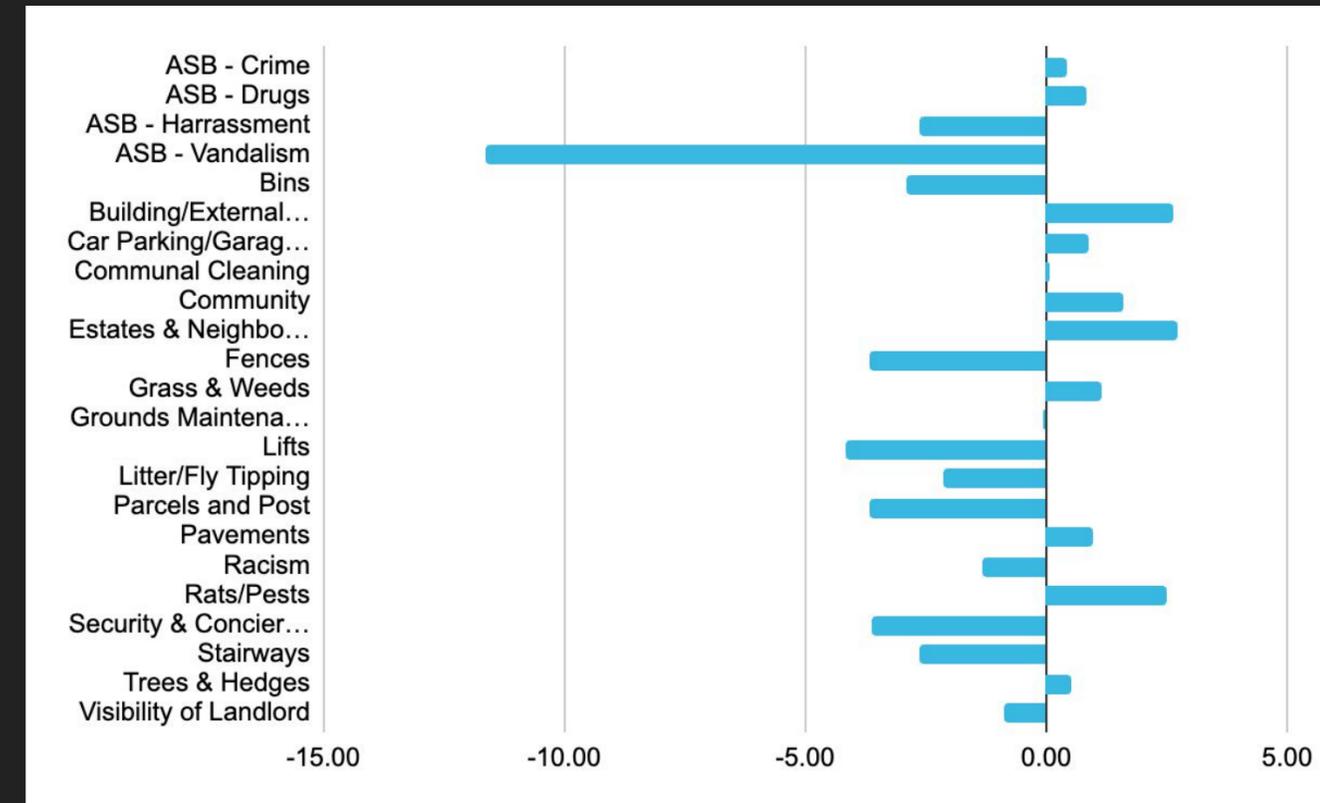
Volume change 2024 to 2025 (%)

5. Estates & Neighbourhood Management: Sentiment

Car parking has lowest sentiment; biggest decrease for ASB is vandalism



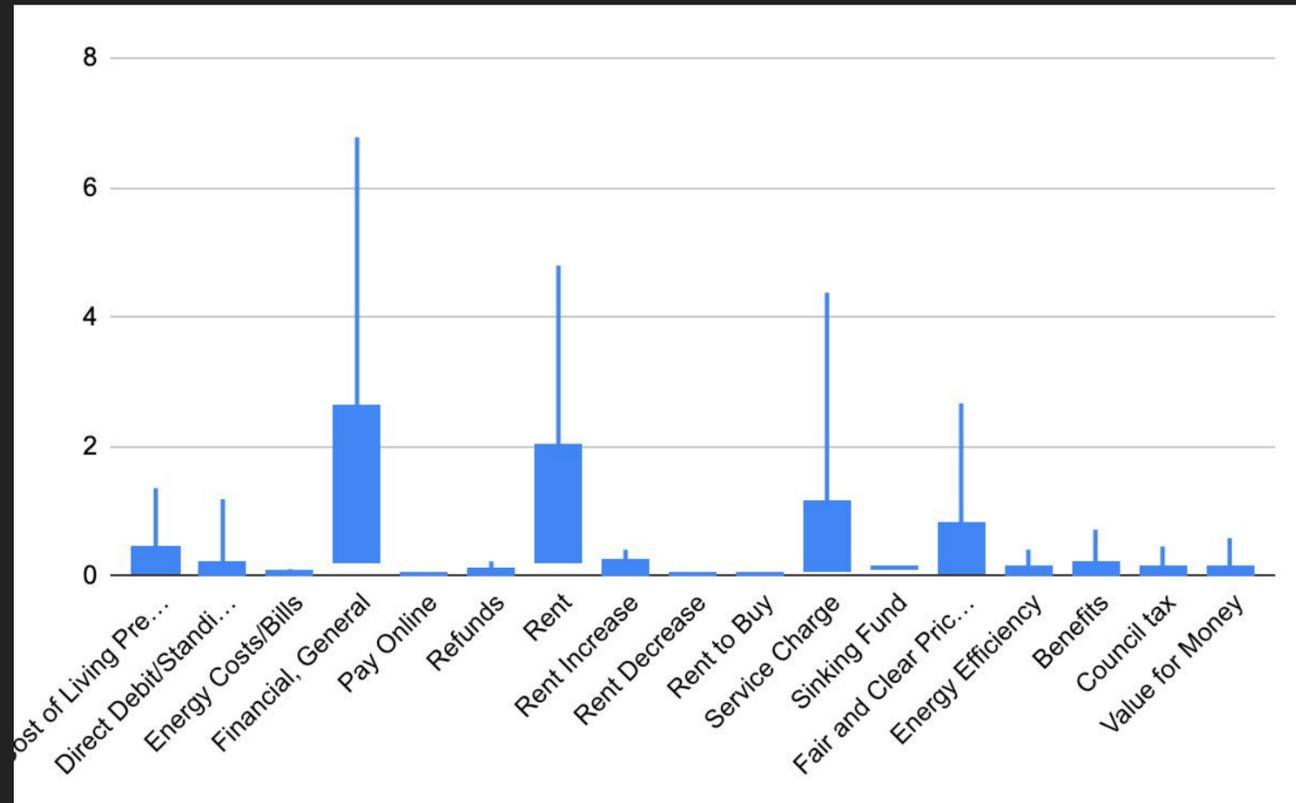
Sentiment/100



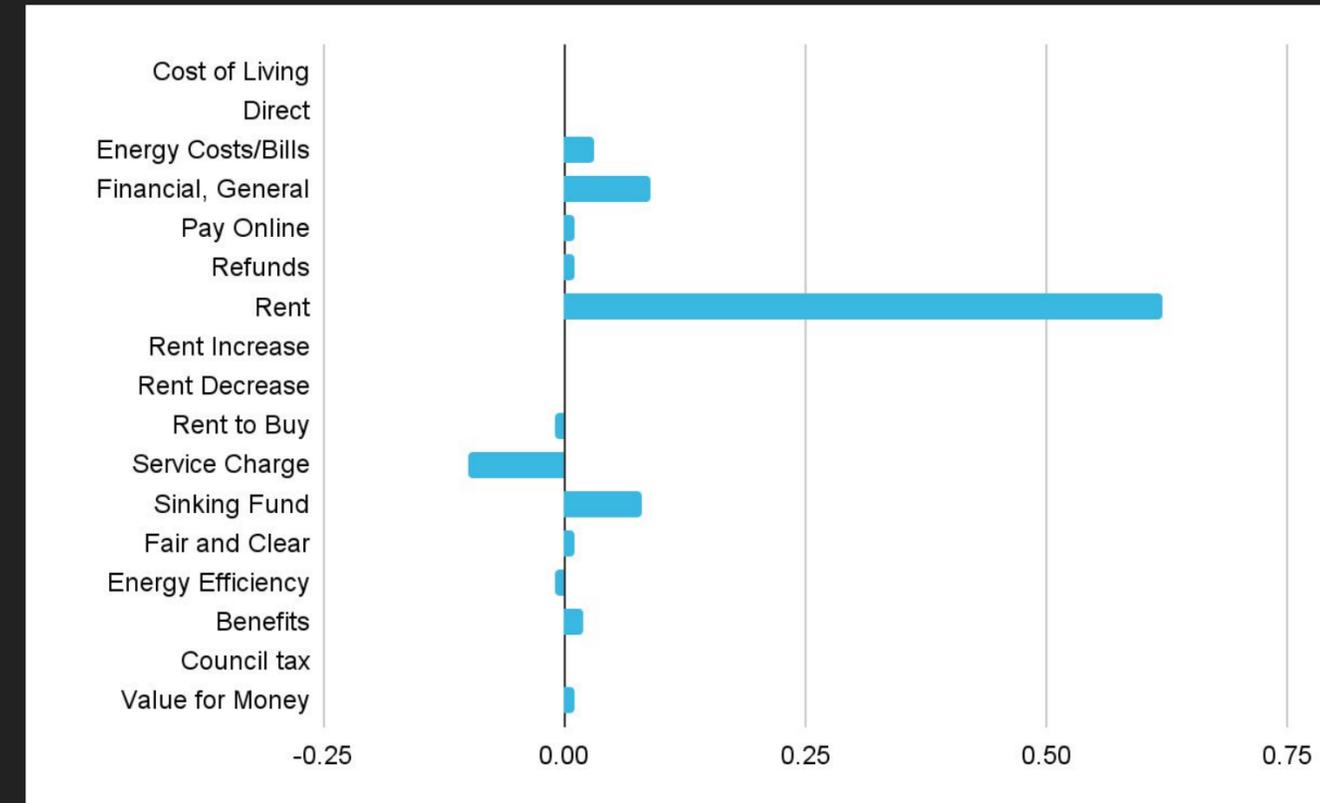
Sentiment Change 2024 to 2025

A. Financial: Volume

Rent is becoming a more prominent issue



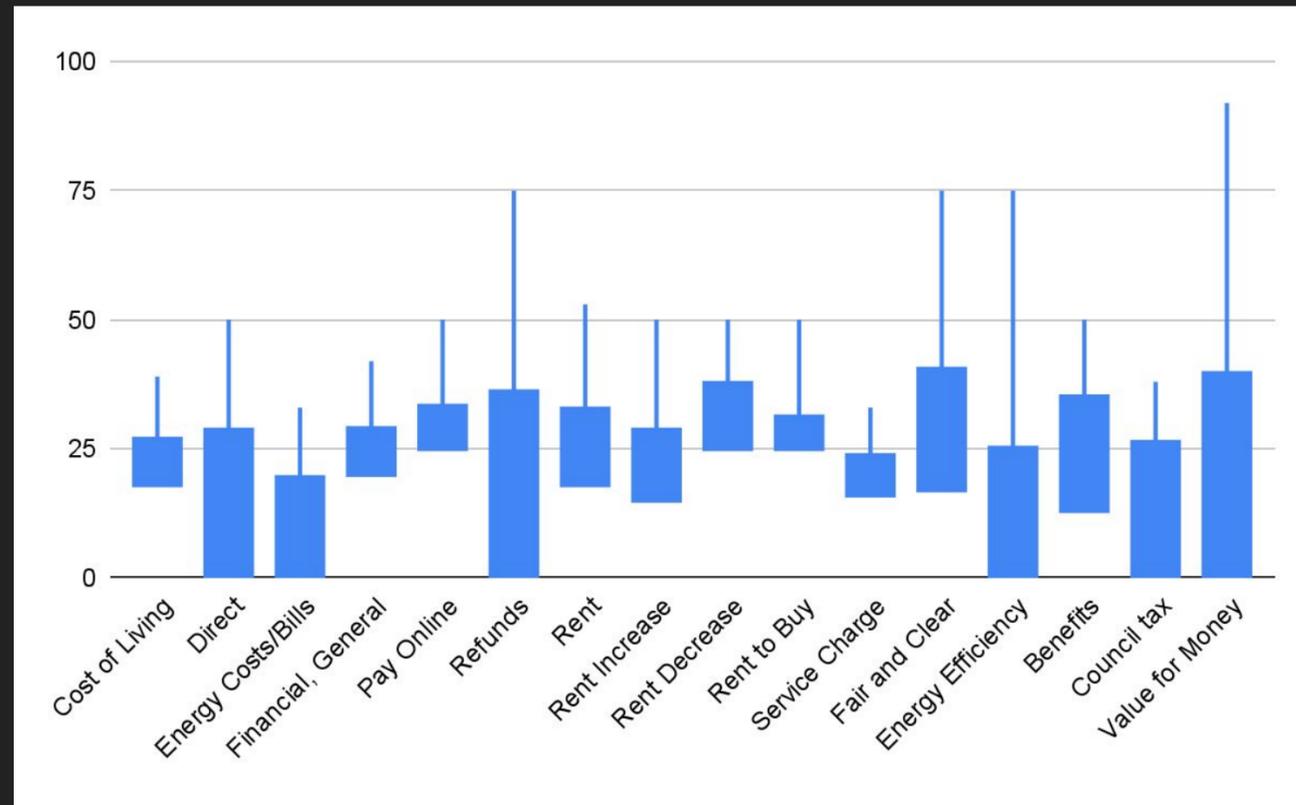
% Volume of Total Mentions



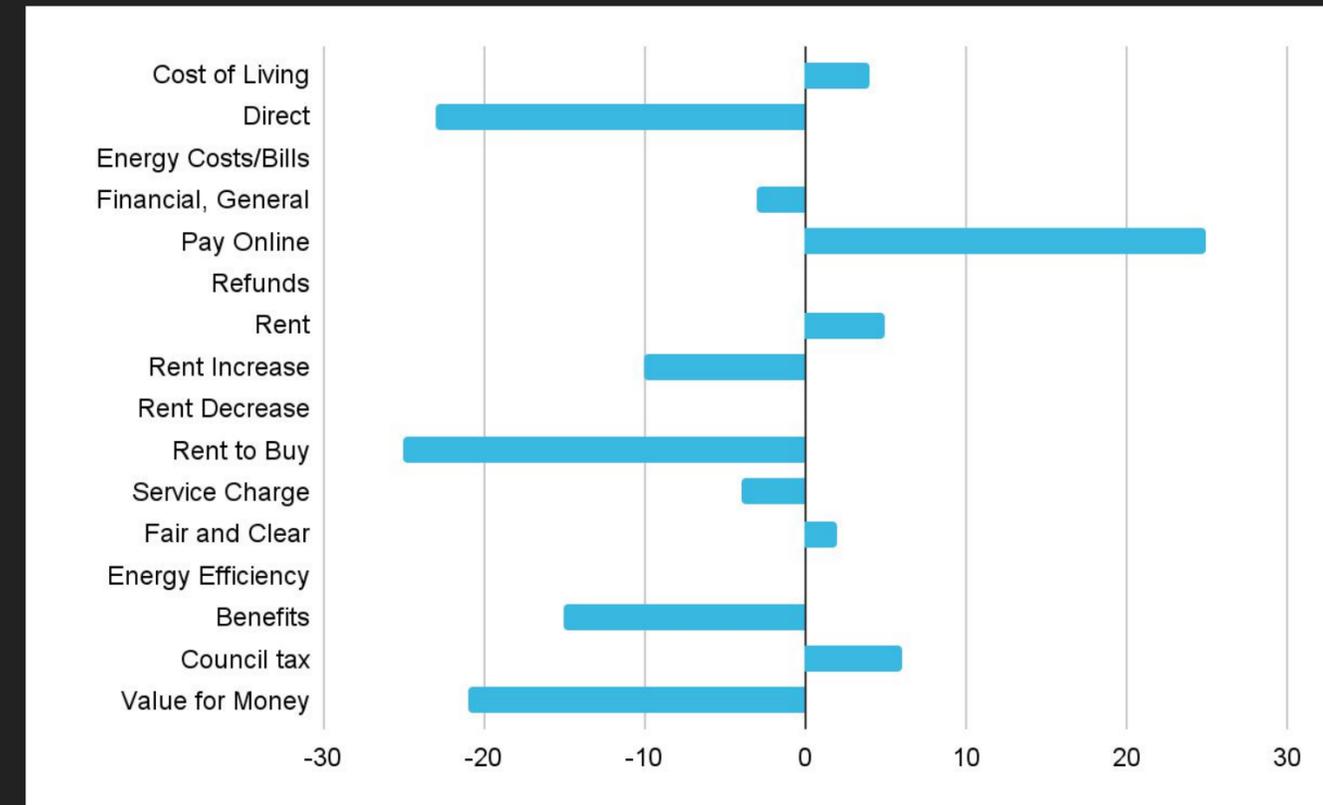
Volume change 2024 to 2025 (%)

A. Financial: Sentiment

Increase in negativity around rent to buy



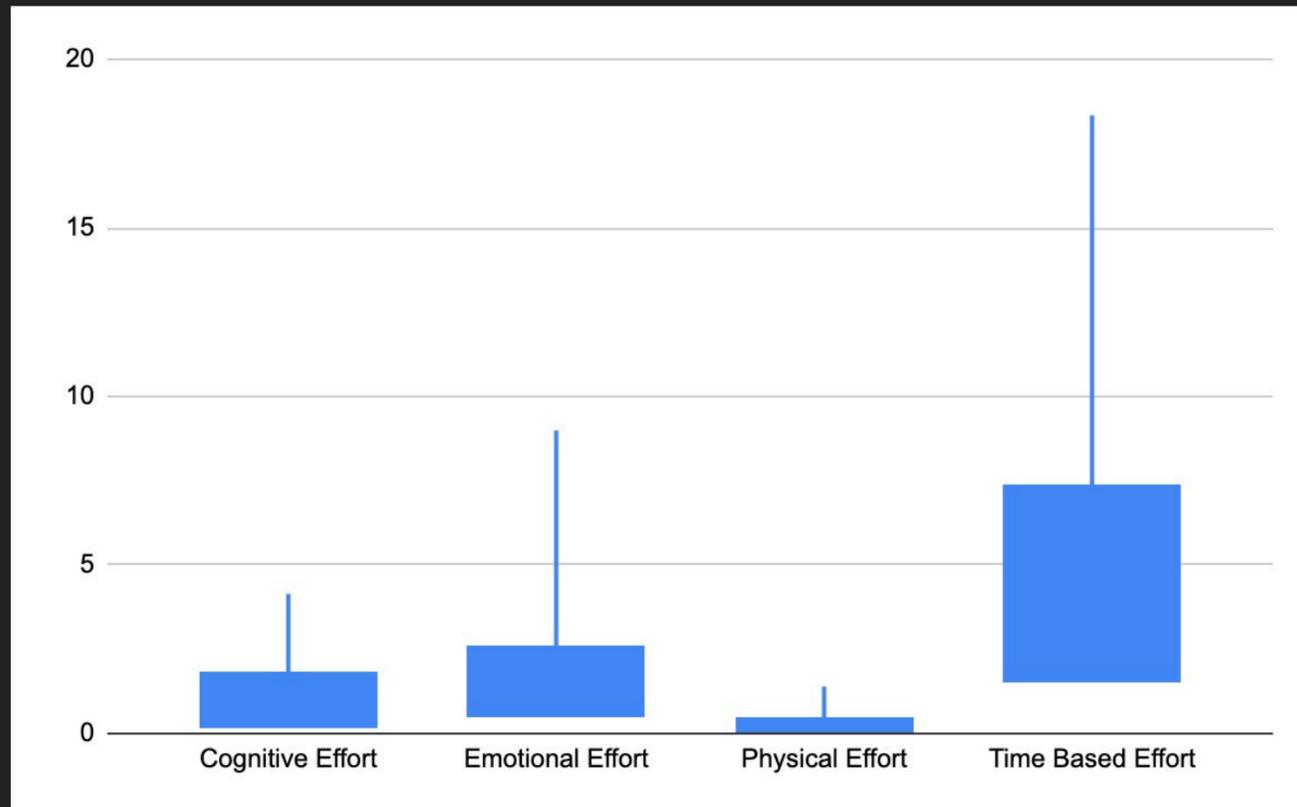
Sentiment/100



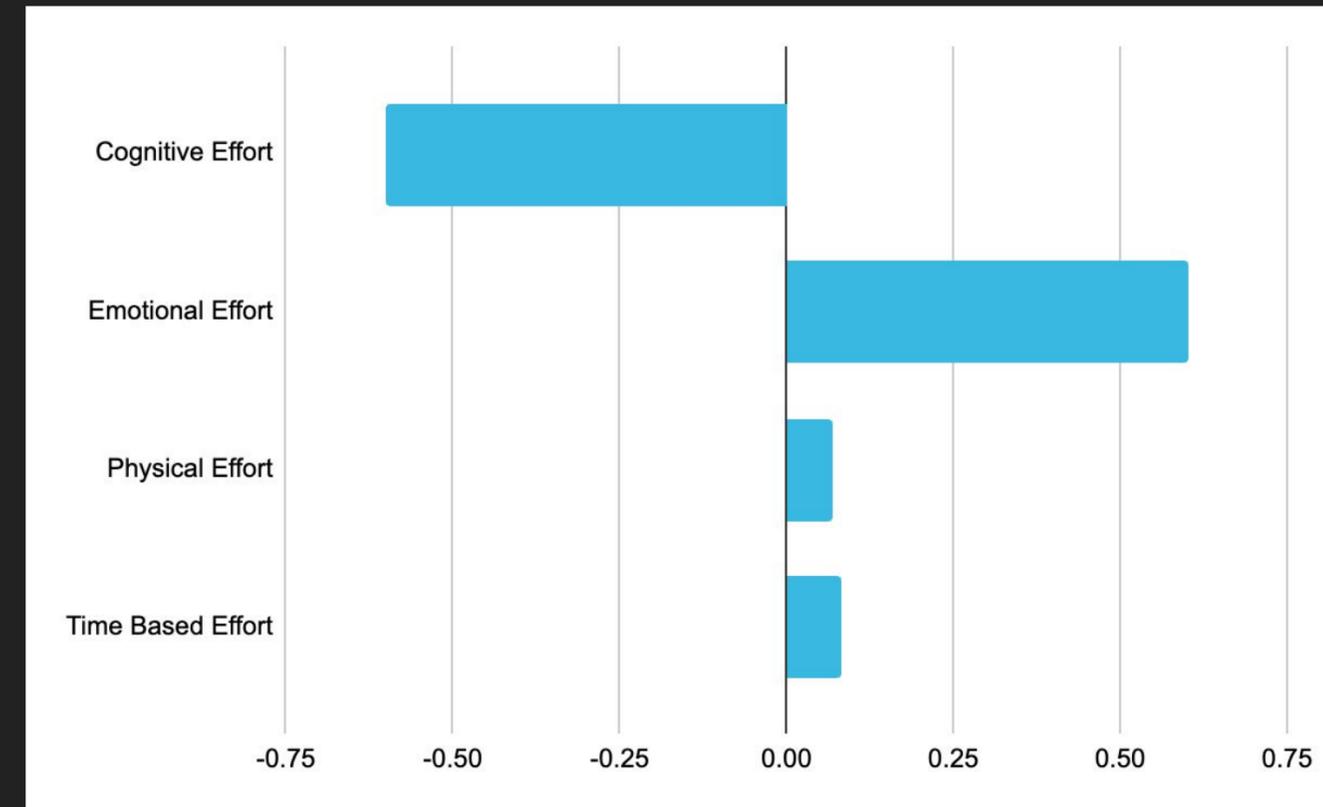
Sentiment Change 2024 to 2025

B. Effort: Volume

Customers discuss emotional effort more often this year



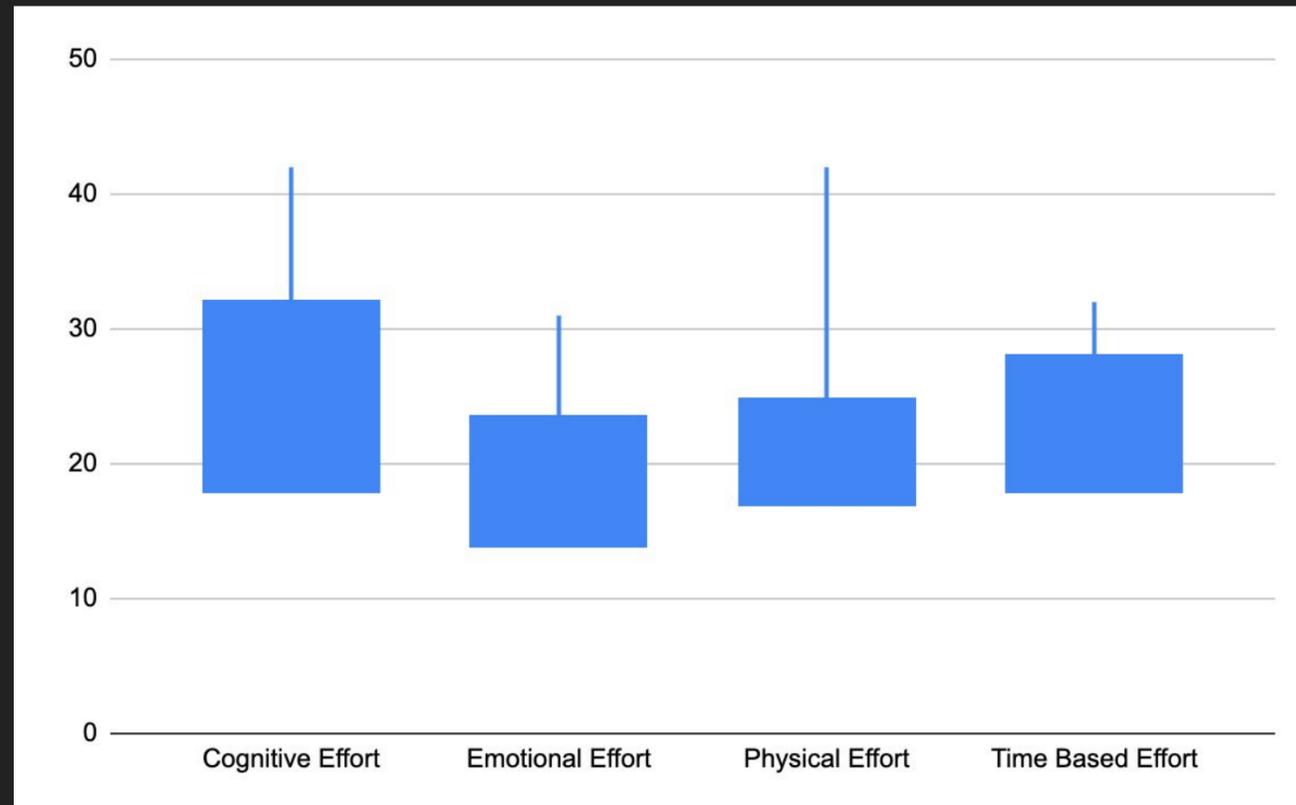
% Volume of Total Mentions



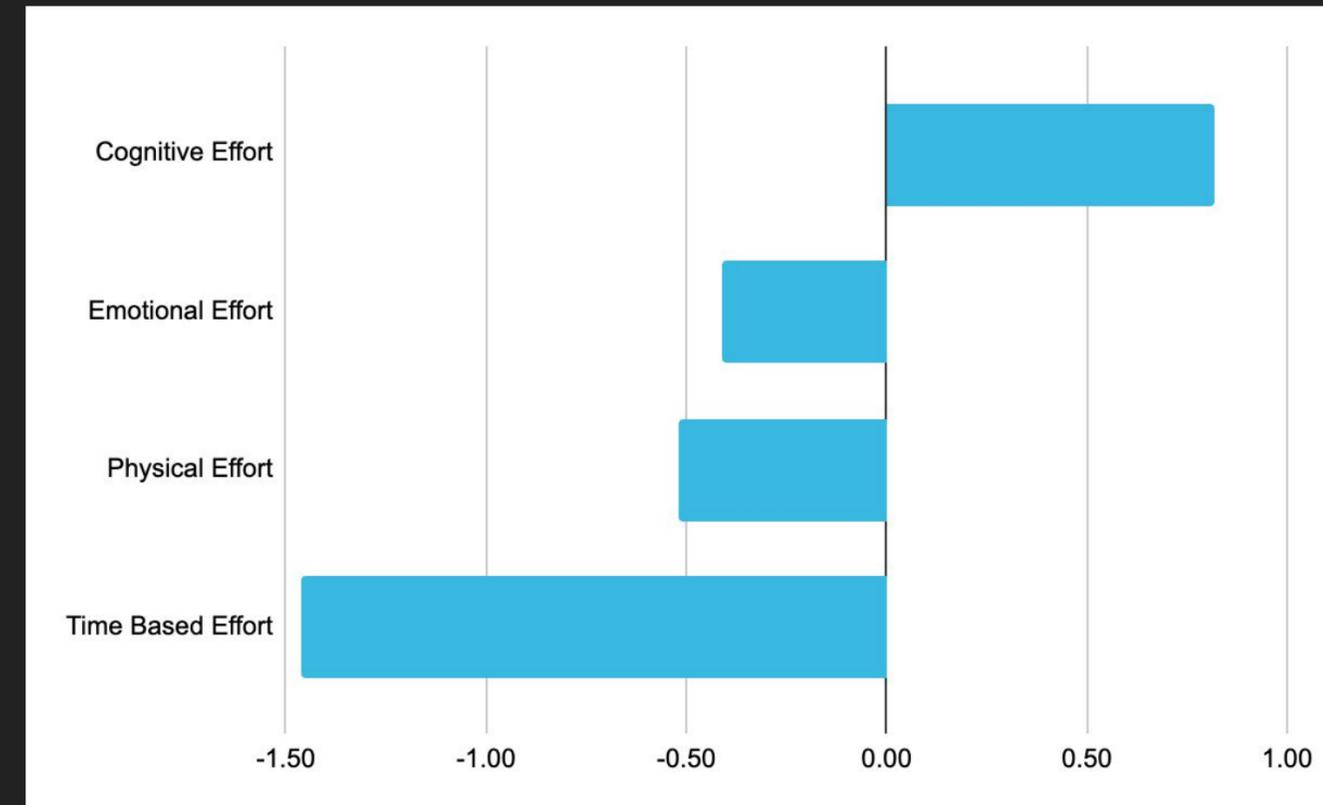
Volume change 2024 to 2025 (%)

B. Effort: Sentiment

Emotional effort the most negative kind, but time-based is getting worse



Sentiment/100



Sentiment Change 2024 to 2025

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