

TSM Annual Return Statement 2024-25

Number of customers eligible for the 2024-25 TSM survey
18,589
<p>This figure comprised customers who had opted in to contact. Any customer who did not opt in to contact from Accent was excluded from the TSM survey.</p> <p>Of the 18,589 customers who had opted in for contact, 10 were identified who potentially might not be able to carry out the survey.</p> <p>These 10 customers came from Accent’s supported housing properties. At the time of the survey, there was 14 supported housing properties:</p> <ul style="list-style-type: none">▪ Three were void▪ One opted out of all surveys <p>This left 10 properties to be sent to CX for the survey.</p> <p>Of these 10 properties 7 customers were later determined to have diminished capacity, while there was no contact details for the remaining 3 customers.</p> <p>These 10 supported housing customers belong to a larger group that CX were unable to upload into their system (<i>detailed in the "Customers Contacted" section below</i>).</p> <p>No other households were excluded from the study due to exceptional circumstances outlined in the Tenant Satisfaction Measures tenant survey requirements April 2023 (<i>significant capacity issues or health and safety risks that cannot be reasonably surmounted</i>).</p> <p>To maximise customer participation, phone outreach was prioritised for customers who are difficult to reach through digital channels.</p> <p>This targeted approach focused on customers who were identified as potentially technology-isolated or at risk of digital exclusion, provided they had consented to phone contact. By using this method, we aimed to ensure their voices were effectively captured in our feedback collection.</p> <p>The targeted customer groups we identified were:</p> <ul style="list-style-type: none">▪ Housing for Older People (Category 1)▪ Housing for Older People (Category 2)▪ Housing for Older People (Extra Care)▪ Older People’s Shared Ownership▪ Temporary Housing <p>If phone contact was unsuccessful, CX was instructed to then follow up using each customer's preferred contact method.</p>

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Number of responses			
7,474			
<p>Accent's tenant perception survey ran from 2 September to 1 November 2024, launching with a test group before the main rollout on 6 September.</p> <p>Four reminders were sent to boost participation.</p> <p>As stated above (Number of customers eligible for the 2024-25 TSM survey) to maximise customer participation, Accent prioritised phone outreach for customers who may be difficult to reach through digital channels.</p> <p>In December 2024, internal data verification revealed that CX-Feedback were unable to contact 1015 non-respondents via their preferred contact method after phone attempts were unsuccessful.</p> <p>Fresh invitations using preferred contact methods were sent on 13 January 2025 with a follow-up on 18 January, generating an additional 241 responses.</p>			
	LCRA	LCHO	Combined
Customers Responded	7,081	393	7,474
Customers contacted			
Customer data sent 18,589			
Customers CX Invited 17,444* (Gap 1145)			
<p>*Of the 1,145 customers not invited, 927 couldn't be contacted due to outdated contact information.</p> <p>Of the remaining 218 customers not invited, CX-Feedback confirmed that these were not uploaded to the CX Platform for surveying due to a system error on their part.</p> <p>This figure of 218 includes:</p> <ul style="list-style-type: none">▪ 10 of our supported housing customers (as mentioned above)▪ All Older People's Shared Ownership customers who had opted into surveys (207)▪ 1 General needs customer. <p>CX has accepted responsibility for unable to contact these 218 customers.</p> <p>CX has advised that Accent can still maintain it conducted a census approach, as the inability to contact all customers was due to contractor error rather than Accent's own processes.</p> <p>This matter will be addressed as part of 2025 TMS census and Customer Data project work.</p>			

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Timing of survey

- 2 September to 1 November 2024
- 13 January 2025 to 20 January 2025

Contact method

Internet*, Telephone, Postal, SMS

All telephone interviews adhered to the Market Research Society Code of Conduct.

* The CX survey system categorises all digital responses as either "Online". This is because Email and SMS invitations both direct customers to the same web link, so these responses are labelled as "Online".

Sample method

A census approach was used.

The target tenant group encompassed two dwelling unit categories:

- Low-Cost Rental Accommodation (LCRA)
- Low Cost Home Ownership (LCHO).

Two distinct surveys were utilised, as certain questions were irrelevant to the LCHO target population (TP02, TP03, TP04).

Summary of representativeness of the sample against the relevant tenant population

The survey employed a comprehensive multi-dimensional segmentation approach based on key demographic characteristics. This segmentation framework enabled detailed analysis of customer satisfaction levels while supporting the identification and implementation of future targeted service improvements.

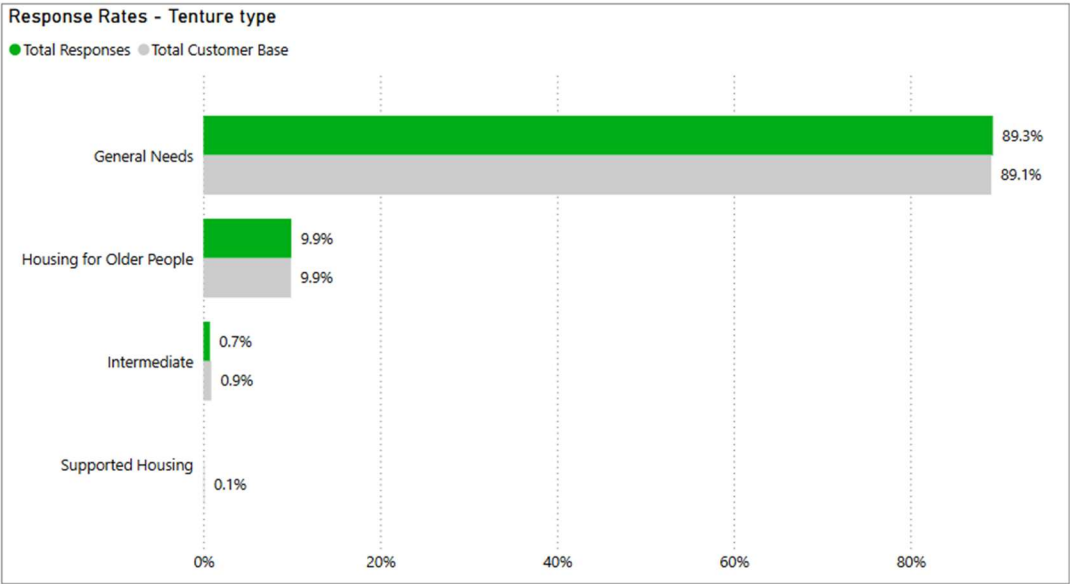
The primary segmentation categories included:

- Tenure Type
- Building Type
- Number of Bedrooms
- Age
- Ethnicity

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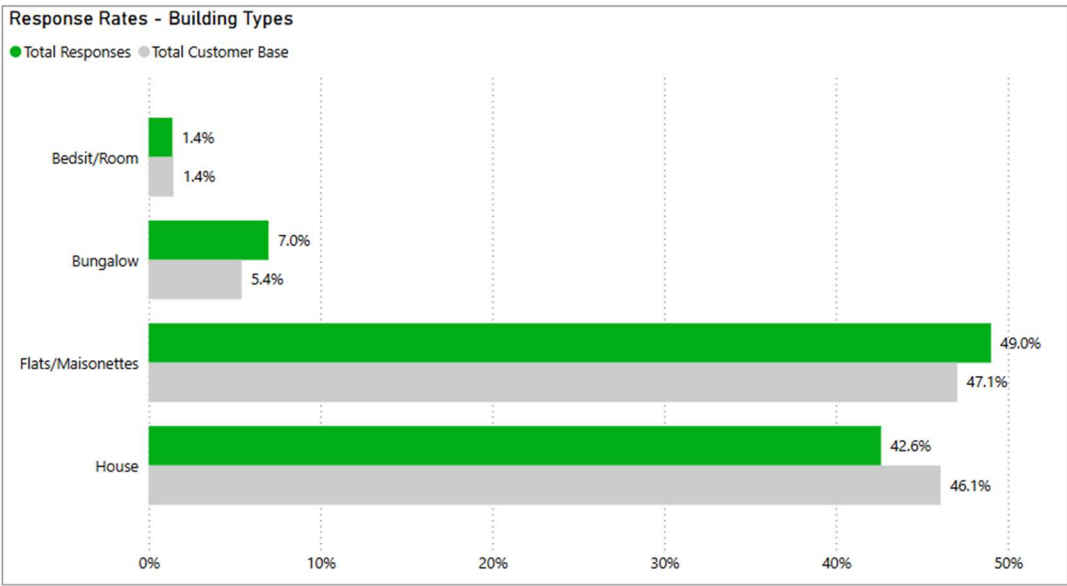
Tenure Type

LCRA



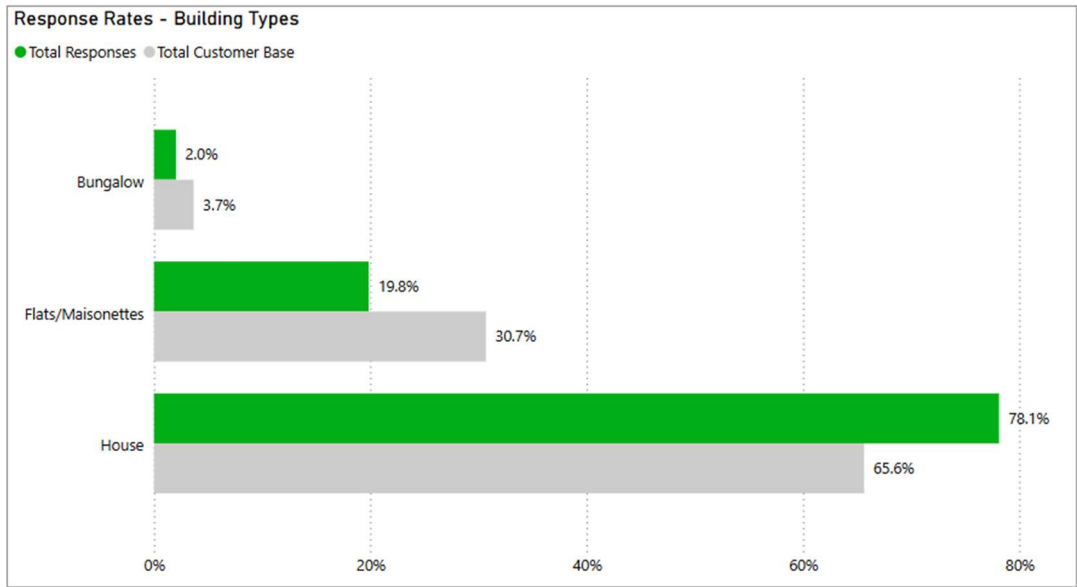
Building Type

LCRA



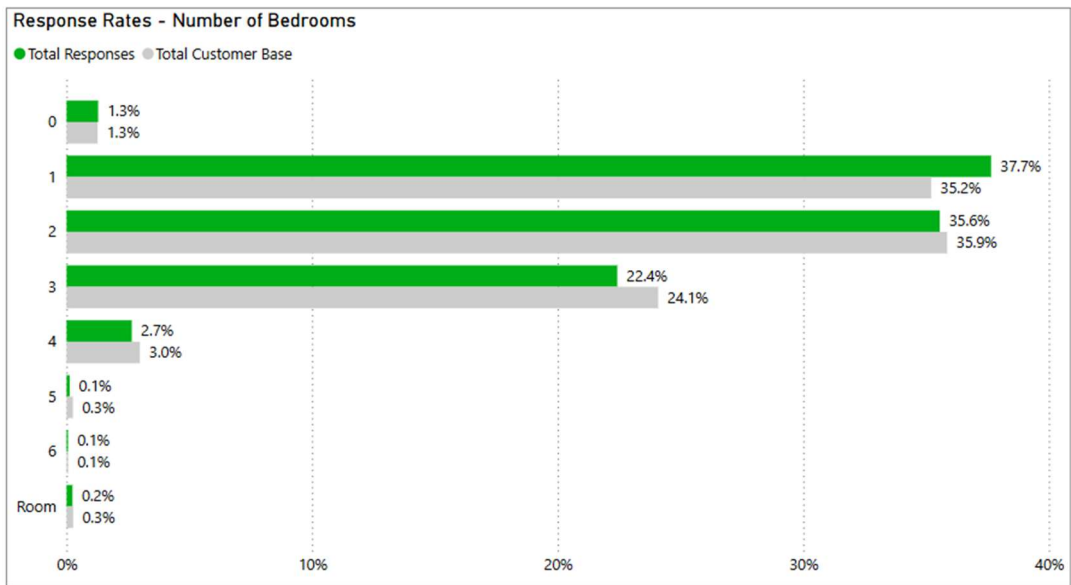
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LCHO



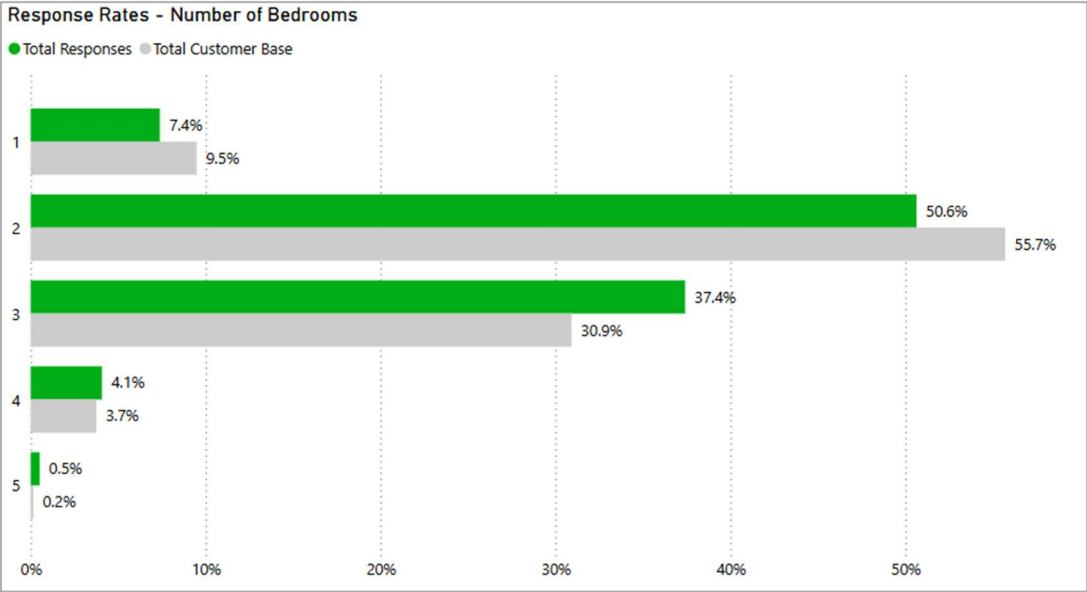
Number of Bedrooms

LCRA



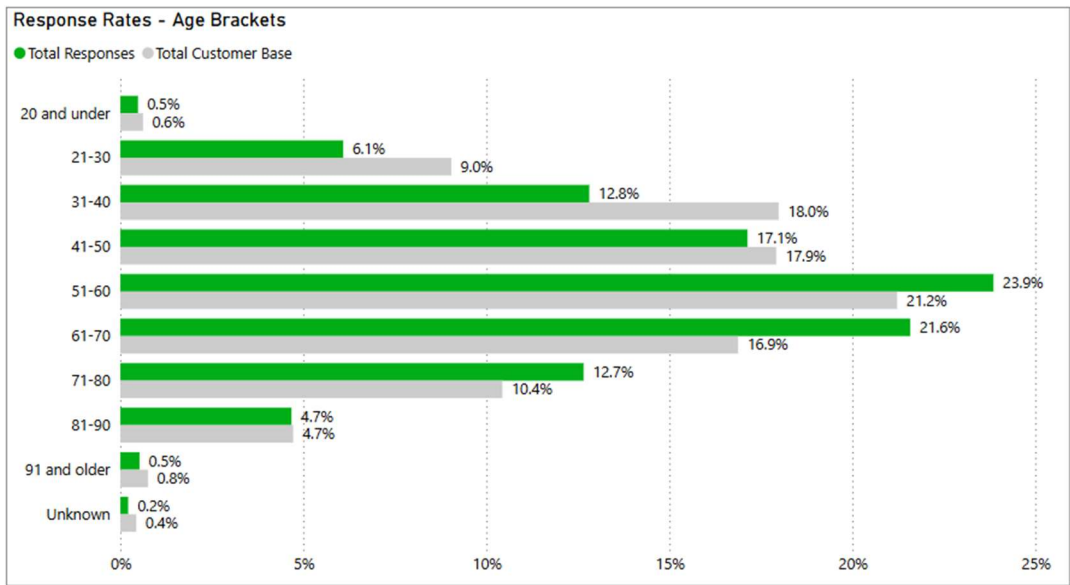
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LCHO



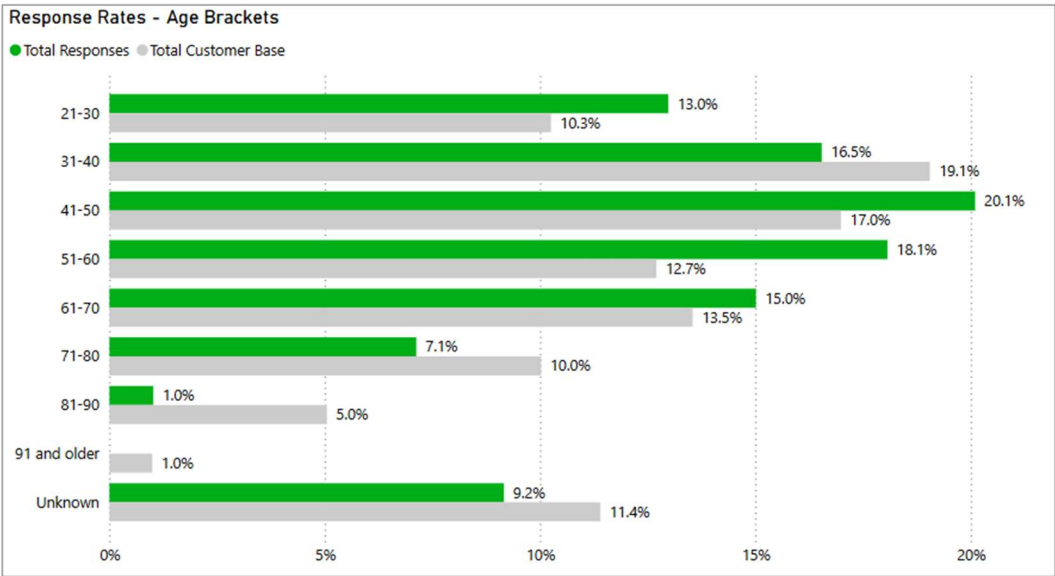
Age

LCRA



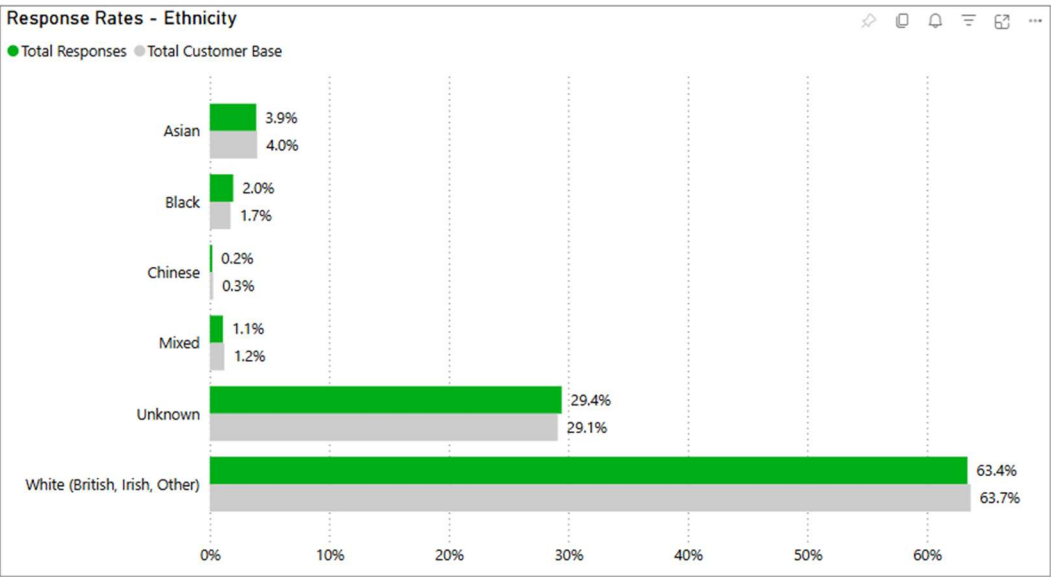
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LCHO



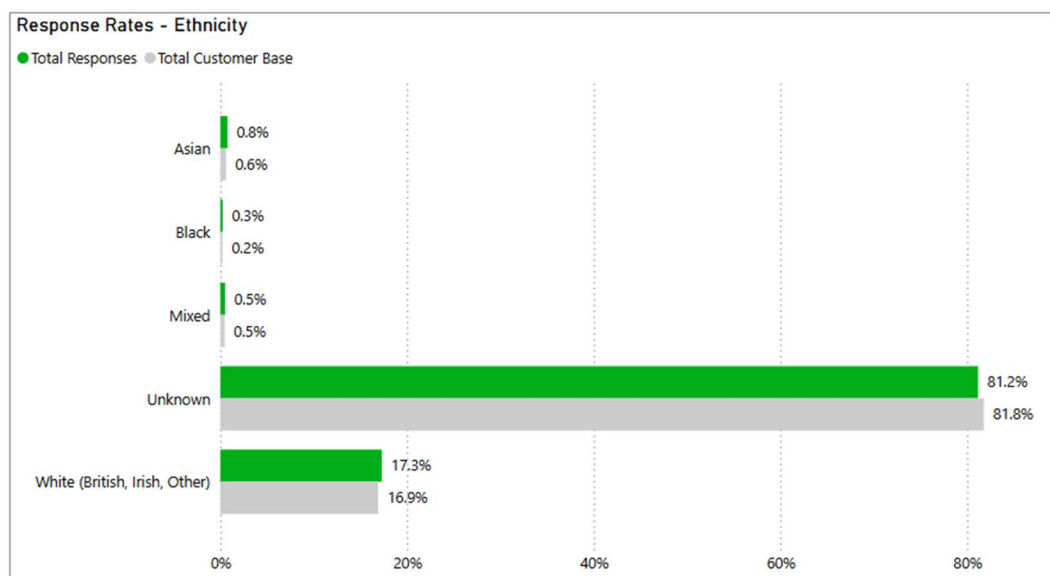
Ethnicity

LCRA



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LCHO



Was weighting used?

No.

Our assessment of the sample, which included those who opted out of surveys, indicates it is representative enough to proceed without applying any weighting

External contractors used?

Yes, CX-Feedback.

The external resource ensured impartiality and managed the full end to end process, from collecting and recording responses to validating the results.

Telephone interviews were conducted by trained interviewers from Pexel Research Services telephone interview provider, sub-contracted by CX Feedback.

Sample size requirements?

N/A

Census style survey completed.

Incentives?

No.

Survey questions asked

LCRA Survey- TP01, TP02, TP03, TP04, TP05, TP06, TP07, TP08, TP09, TP10, TP11, TP12

LCHO Survey - TP01, TP05, TP06, TP07, TP08, TP09, TP10, TP11, TP12

Two supplementary questions were added to both surveys:

Q1: Would you recommend Accent as a Housing provider?

Q2: Does your Accent home fully meet your current needs?

Any other methodological issues likely to have a material impact on the tenant perception measures reported?

None

Data confidence level

N/A

Census style survey completed.
