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# Every HA Ranked by Google Review Score

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# Every HA Ranked by Google Review

Google reviews are an interesting indicator of tenant sentiment and their feelings towards their HA. While we might perceive low Google rankings as indicative of a bad service, higher numbers of negative reviews can often be an indicator that tenants did not feel listened to and felt their only option was to use Google to publicly shame.

We have compiled a “leader board” of large HAs to benchmark and compare their Google review scores. Google reviews are location based, so where an HA has multiple offices, we have combined the scores into one.

We’ve also spoken with three of the top performing HAs to find out how they achieved such exceptional scores and we share their best practice.

## Why Google Reviews are Different for Housing Associations

People generally write reviews because they enjoy the kudos and attention of posting their opinion about a new purchase or service experience. However, for an HA, negative Google reviews result from a different psychology.

### Tenants Expect You to Get It Right Every Time

Tenants in social housing typically perceive that they have paid for a service which includes their property, its good repair, and the upkeep of the surrounding community. Unlike other products and services, it is very hard to exceed a tenant’s expectations, but very easy to fall below them.

### Tenants Tend Not to Leave Positive Reviews

People rarely review a service they take for granted if everything is “OK”. As a result, the reviews for HAs tend to be more negative: any score above 3/5 is hard to achieve. Success on Google reviews is more about avoiding bad reviews than generating positive reviews.

### Tenants Use Negative Reviews as a Way of Being Heard

Before the terrible fire, the tenants of Grenfell Tower felt that they were not being listened to and that their HA was putting up barriers to avoid engaging with them. In the aftermath of the tragedy the eyes of the world turned onto the social media accounts of these tenants, making their voices heard loudly for perhaps the first time.

### How we did the Research

We looked at non-local authority HAs with the designation of “large” i.e. over approximately 1000 properties. As Google reviews are location based, where an RSL has more than one location we have combined the scores mathematically into a composite score. Within our charts and visuals, we have excluded any HAs with less than 10 Google reviews as statistically insignificant. However, we have included them in the overall results tables.

We have presented data showing the Google score and the volume of reviews. With a small number of reviews (<20) the overall score has less significance.

The actual score is incomparable with other industries, but the comparative benchmark with other housing associations provides an interesting view of tenant sentiment.

In some cases, we have also logged Facebook reviews alongside the Google review for comparison.

To add some statistical reliability to the results we counted the quantity of reviews received and categorised them as follows:

<10 reviews	No enough data to pass judgement
Between 10 and 20 Reviews	Indicative indicator of tenant sentiment
Greater than 20 reviews	A reliable indicator of tenant sentiment

The research was carried out on the week beginning the 4<sup>th</sup> November 2019.

This was a turning point in the behaviour of social tenants and public service users. They learned that if they feel ignored by their HA, then public exposure on social media and review sites can empower them like never before.



**Key Point:** If tenants feel they are not listened to, and you do not offer opportunities for them to regularly feedback their sentiment, they will quickly resort to posting negative social media reviews.

## Why Are Google / Social Media Reviews Bad for HAs?

Reviews tend to be very polarised for HAs: either 5 stars or 1 star. A tenant either loves you or hates you! Given the nature of being a social landlord it is inevitable that tenants tend to be much more motivated to post a review after a negative experience rather than a positive one, so it is therefore more difficult to achieve a high Google review score.

### **Negative Google Reviews Are Used to Share the Story of Bad Service**

Whilst it would be nice to have objective reviews about an HA's service, the reality is that your Google reviews are mostly full of angry tenants detailing stories about incomplete repairs, missed contractor appointments and generally unjustifiable bad service. To the casual reader this can create an incorrect perception that the HA does not care. Reading the reviews is compelling but presents only one side of the story. Sometimes HAs attempt to reply, but mostly they make it worse by copy and pasting an impersonal, template response with an offer of contacting a generic email address.

### **Negative Online Reviews are Indelible and Cause Lasting Damage**

Negative reviews are indelible, and you have no control over their publication. They will sully the reputation of an organisation for years to come and even if there is no factual basis for the review it is nearly impossible to remove it.

## Why do Tenants Leave Bad Reviews?

This may seem an obvious question with an obvious answer – 'they received bad service': but it is more complex than that.

Customer service is all about "expectation". In rare cases we receive a service that exceeds our expectations, but almost every day we experience service below our expectation. Modern private organisations know the importance of customer loyalty and they work very hard to check they have at the very least matched a customer's expectation by sending them surveys or asking for feedback in other ways. If something is below expectation then they work hard to resolve it to the satisfaction of their customers, which often turns anger into delight.

Consider these three situations in a restaurant.

You are eating a meal with your family. The food is cold and you are not enjoying it.

1. The waiter asks you, "is everything OK with your meal?". You reply "No" and explain why. The waiter immediately takes responsibility for the problem getting you new hot food. Later the chef pops out of the kitchen to personally apologise to you and your family.

2. The waiter asks you, “is everything OK with your meal?” You reply “No” and explain why. He notes this on his monthly benchmarking statistics and moves on to the next table.
3. No-one speaks to you and you leave unhappy.

Whilst this is a silly example, it is a metaphor for how some HAs act, which causes tenants to vent their frustrations and anger on social media and review sites like a disappointed diner in a restaurant.

### **Mistakes Happen. The Best HAs Deal with This and Avoid Negative Reviews**

The best way to deal with a bad review is to avoid it in the first place. Mistakes and misunderstandings will happen every day, but clearly some HAs are better than others at offering private feedback channels, listening to their tenants and responding in a personal way to feedback. These are the HAs that avoid negative public reviews.



**Key Point:** Mistakes and mis-communications will always happen. The best HAs provide multiple and frequent tenant feedback opportunities to catch any dissatisfaction and resolve it before it escalates. They appear to avoid negative Google reviews.

## The Results

The full results can be found in Appendix A with Appendix B, showing HAs listed in ranking order where they have over 20 reviews.

## Summary of Results

To be in our highest and lowest ranked, each HA must have received at least 20 Google reviews.

The top rated: all with Scores of 3.9+	Score	Ranking (of 137)
Gloucester City Homes Limited	4.1	1 <sup>st</sup>
Nottingham Community Housing Association Limited	4.1	1 <sup>st</sup>
Bournville Village Trust	4.0	3 <sup>rd</sup>
Coastline Housing Limited	4.0	3 <sup>rd</sup>
Framework Housing Association	4.0	3 <sup>rd</sup>
Trafford Housing Trust Limited	4.0	3 <sup>rd</sup>
Broadacres Housing Association Limited	3.9	7 <sup>th</sup>
Bromford	3.9	7 <sup>th</sup>
Castles & Coasts Housing Association Limited	3.9	7 <sup>th</sup>
Empowering People Inspiring Communities Limited	3.9	7 <sup>th</sup>
South Liverpool Homes Limited	3.9	7 <sup>th</sup>

The Lowest Rated: with scores of 2 or under	Score	Ranking (of 137)
Islington and Shoreditch Housing Association Limited	1.4	137 <sup>th</sup> (last)
Clarion Housing Association Limited	1.7	135 <sup>th</sup>
Local Space Limited	1.7	135 <sup>th</sup>
One Housing Group Limited	1.8	132 <sup>nd</sup>
Paradigm Homes Charitable Housing Association Limited	1.8	132 <sup>nd</sup>
Thrive Homes Limited	1.8	132 <sup>nd</sup>
bpha Limited	1.9	129 <sup>th</sup>
Irwell Valley Housing Association Limited	1.9	129 <sup>th</sup>
Wandle Housing Association Limited	1.9	129 <sup>th</sup>
A2Dominion	2.0	125 <sup>th</sup>
Derwent Housing Association Limited	2.0	125 <sup>th</sup>
Network Homes Limited	2.0	125 <sup>th</sup>
Poplar Housing and Regeneration Community Association Limited	2.0	125 <sup>th</sup>

## What can HAs Learn?

Reviews are mostly negative, this appears to be the nature of a Housing Association review.

### The Goal is to Avoid Negative Reviews

Negative reviews get left when a tenant feels they are not listened to, i.e. it's easier to publicly shame than it is to go through a long and complex complaints process.

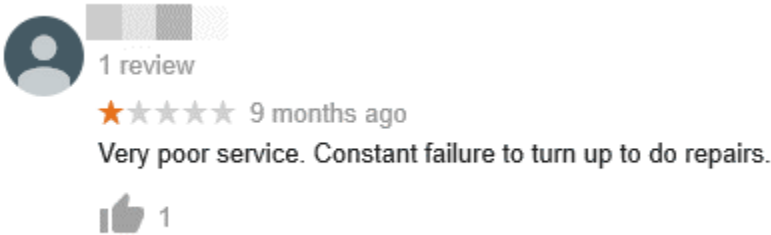
### Provide Many Other Non-Public Feedback Channels

Ideally an HA should have a goal to accrue as few Google or Facebook reviews as possible. To achieve this, it appears that HAs should provide more appropriate, non-public, channels for tenants to feedback through. However, these channels need to be more than simply benchmarking: they should be responsive and show empathy to a tenant's specific concerns.

HA's should repeatedly present multiple feedback opportunities so that a tenant feels they can feedback into the system and be heard off the public record – it's like a pressure vent.

**Be Responsive and Personal with Issues**

Many HAs survey during and after tenant transactions (i.e. repairs, new lets), which can be a great way of being responsive to a tenant. Success with this normally has measurable operational cost savings. When you regularly offer the opportunity for a tenant to feedback, you demonstrate you are open to listening to them. Sometimes you won't get great response rates, but offering the opportunity to feedback avoids the angry, on-the-record Google reviews.

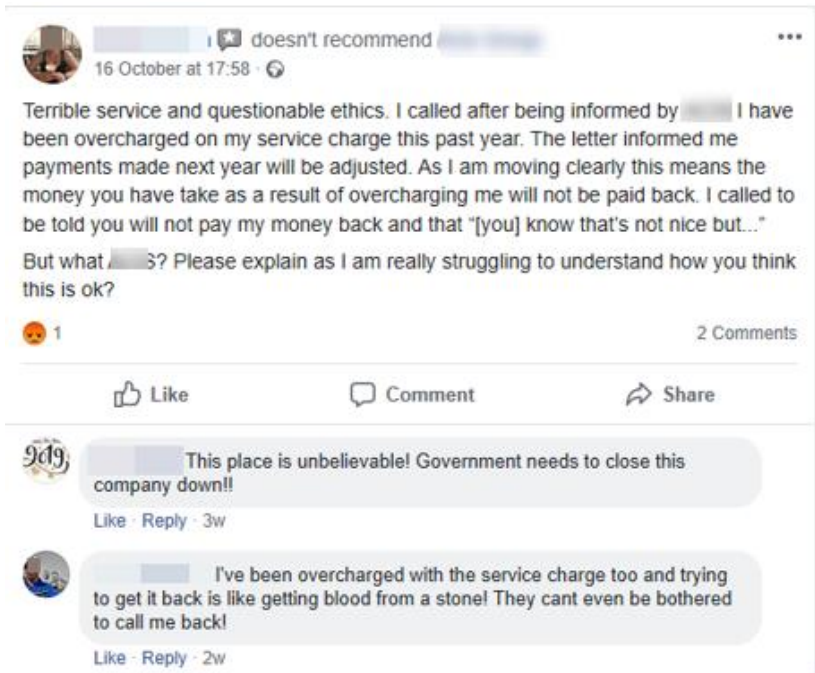


**Facebook**

We noticed that some HAs have enabled reviews on their Facebook pages. In almost every case these were very negative, much more negative than their Google reviews.

**Don't Enable Facebook Reviews**

The Facebook review pages seem to be a location that an unhappy tenant will post everything about their problem. As most people are very familiar with Facebook and have the Facebook app on their phone, they also often post pictures. Typically, these might be shoddy repairs, leaks or things that just look terrible to an observer. If a picture tells 1000 words, Facebook reviews are much more destructive than their Google counterpart. Unlike Google reviews, Facebook encourages other users to reply, so quite often a negative review is accompanied by further comments that ratify the original post, making it seem even more credible and believable.



For some reason tenants appear to be more negative on Facebook and less inclined to say anything positive. This can be illustrated easily when comparing Facebook and Google reviews directly. Only Tower Hamlets and North Star Group have more positive Facebook Reviews than Google.

HA Name	FB Score	FB QTY	Google Score	Google qty
South Liverpool Homes Limited	2.4	46	3.9	28
Great Places Housing Association	1.4	54	3.7	76
Bolton at Home Limited	2	91	3.6	87
Greenfields Community Housing Association	2.5	38	3.6	56
Livin Housing Limited	2.5	81	3.6	29
South Yorkshire Housing Association Limited	1.7	40	3.6	35
Teign Housing	2.1	7	3.5	21
Yorkshire Housing Limited	1.7	39	3.5	32
Trent & Dove Housing Limited	2.8	32	3.4	62
Raven Housing Trust Limited	1	11	3.3	48
North Star Group	3.4	44	3.1	29
Halton Housing	2	108	2.8	28
Acis Group Limited	1.7	73	2.7	50
Accent Housing Limited	1.6	64	2.4	56
Town and Country Housing Group	1.6	20	2.4	33
Westward Housing Group Limited	1.8	5	2.4	30
Tower Hamlets Community Housing	2.7	21	2.2	48
Network Homes Limited	1.4	79	2	144
Poplar Housing And Regeneration Community Association Limited	1.7	5	2	62

As these reviews are around for a very long time the reputational damage can last for many years. It is our opinion that Facebook is not a great forum for social reviews, and we would recommend turning off this feature on your Facebook page. Conducting a potentially negative conversation so publicly and indelibly is very damaging, both now and into the future. We would therefore not recommend enabling Facebook reviews and instead offer other channels to request feedback.

## What Do the Top Rated HAs Say?

Nicki Kirkup of **Nottingham Community Housing Association** said their ethos was to make contacting them as accessible as possible so that tenants get to speak with a real person without delay. She said, *“when our tenants have an issue or a concern, they expect an instant response and reassurance that they have been listened to”*. Using this ethos, NCHA have made it easy to feedback a tenant’s comments, either via surveys or after each repair or new let. They have even made available the mobile numbers for their estate managers so that tenants always have a direct contact to a familiar face. Their leading position in the Google rankings is a great testimony to the success of their engagement strategy.



Louise Beard of **Coastline Housing** explained that their “customer first” strategy is at the heart of everything they do, from recruitment to ongoing staff training. As with NCHA, Coastline give tenants lots of regular and varied ways to feedback their thoughts, ideas and concerns. These include annual surveys and transaction surveys after repairs, new lets and ASB complaints. Louise stated, *“we don’t always get it right, and in this case the most important thing to a tenant is that we find a solution and solve their problem. This sometime involves flexibility of process and procedures”*



Arthur Tsang of **Bournville Village Trust** puts their success down to the “accessibility” of their staff to their tenants. Arthur explained, *“our housing officers build very close relationships with our tenants. Our tenants always have a known face to contact for the entire tenant journey”*. It appears that while some HA’s have become larger and more siloed into departments, BVT management’s team have instilled a clear ethos. Arthur said, *“we never innovate for the sake of innovation. Everything we do always has to match our purpose, which is to deliver good, decent homes and provide a service based upon individual needs”*. Whilst BVT’s geography certainly helps them provide this accessible service, they also send regular transactional surveys about repairs, ASB cases and new lets, and respond quickly and personally to any reported issues.



## CX-Feedback

This research was conducted by Johnathan Briggs of [CX-Feedback](http://www.cx-feedback.co.uk). Tel 0141 810 2599.

CX-Feedback is an intelligent tenant feedback platform that doesn’t just measure tenant satisfaction - it improves it. Easy to use engagement tools send and manage surveys automatically, including post-repair, new lets, ASB cases or for any other activity or annual survey.

CX-Feedback allows you to benchmark your services, be more responsive and understand your tenant’s needs like never before, whilst promoting higher levels of engagement and demonstrating that you are listening.

HAs using CX-feedback see measurable increases in engagement and satisfaction, whilst at the same time increasing operational efficiency and delivering massive value for money.



# What Actions Can Your HA take?

## 1. Don't Solicit for Google Reviews

You can't stop Google reviews, and even for the most tenant-focused HAs it's hard to get more positive reviews than negative ones. It is therefore essential to direct tenants to other, non-public channels to provide feedback and not solicit for Google reviews as a private company might.

## 2. Have Clear Channels to Report Feedback That You Can Control

Present alternative methods of feeding back positively or negatively. For example, annual surveys, surveys after calling your call centre, after a repair or new let. The highest performing HAs are proactively asking their tenants for feedback at least 4 times per year, often automating surveys to ensure the process isn't too resource heavy.

## 3. Engage Digitally

Most of the UK spend a lot of their time with their phone, so you should also engage digitally. According to [Statistica](#), 96% of the UK population personally own a mobile phone which makes this type of communication very accessible and convenient to the majority of tenants. Digital engagement is very low cost and fast but does come with an expectation that you will respond quickly to issues.

## 4. Be Responsive to Tenant Issues & Negative Feedback

Typically, feedback responses will contain a rating and sometimes some additional text. Whilst the rating data can be stored and then used for benchmarking organisational performance, it is essential that any text that requests a response e.g. *"Despite my messages I still have not been called back."* is responded to quickly. The best performing HA's have a process in place to acknowledge this type of response, triage it, and escalate it where appropriate.

## 5. Demonstrate You Are Listening

Some feedback is good, some is bad. Saying "thank you" to suggestions and acknowledging issues shows that you care and makes the tenant feel their time in sending the feedback is appreciated. The highest performing HAs are immediately phoning customers to acknowledge their feedback and get a better understanding of the tenant's concerns.

We would also recommend publishing quarterly 'general' improvements you have made to your process based upon tenant feedback i.e. *"You said, we did"*. Placing these on Facebook and your website clearly shows tenants you listen to their feedback and take it seriously.

## Appendix A- The Full Results

<10 reviews	No enough data to pass judgement
Between 10 and 20 Reviews	Indicative indicator of tenant sentiment
Greater than 20 reviews	A reliable indicator of tenant sentiment

HA Name	FB Score	FB QTY	Google Score	Google QTY	Notes
Durham Aged Mineworkers' Homes Association			5	1	
Pickering and Ferens Homes	4	7	5	6	
Railway Housing Association and Benefit Fund			5	1	
Reside Housing Association Limited			5	2	
Sustain (UK) Ltd			5	2	
United Communities Limited	4.4	7	5	3	
Forviva			4.9	13	
Unity Housing Association Limited			4.6	14	
New Roots Limited			4.5	8	
Connexus Group			4.4	10	
Cornerstone Housing Limited			4.4	9	
The Joseph Rowntree Housing Trust	2.6	5	4.4	11	
Croydon Churches Housing Association Limited			4.3	8	
Progress Housing Association Limited			4.3	8	
Sadeh Lok Limited			4.3	6	
Suffolk Housing Society Limited			4.3	6	
Connect Housing Association Limited			4.2	19	
The Riverside Group Limited			4.2	19	
Bournville Village Trust			4.1	20	Highest with qty >=20
Gloucester City Homes Limited			4.1	42	Highest with qty >=20
Nottingham Community Housing Association Limited			4.1	35	Highest with qty >=20
Prima Group			4.1	7	
Prospect Housing Limited			4.1	11	
Bromsgrove District Housing Trust Limited			4	19	
Citizen Housing			4	14	
Coastline Housing Limited			4	41	
Framework Housing Association			4	81	
Hundred Houses Society Limited			4	19	
Orwell Housing Association Limited			4	12	
Phoenix Community Housing Association (Bellingham and Downham) Limited			4	105	* not true rating as is for the building
Trafford Housing Trust Limited			4	30	
Broadacres Housing Association Limited			3.9	21	
Bromford			3.9	42	
Castles & Coasts Housing Association Limited			3.9	40	* Composite of locations used
Empowering People Inspiring Communities Limited			3.9	27	
Longhurst Group			3.9	8	
South Liverpool Homes Limited	2.4	46	3.9	28	
Tuntum Housing Association Limited			3.9	9	
Walsall Housing Group Limited			3.9	15	
Black Country Housing Group Limited			3.8	5	
Cotman Housing Association Limited	2.3	21	3.8	14	
Eden Housing Association Limited			3.8	14	
Estuary Housing Association Limited			3.8	17	
Freebridge Community Housing Limited			3.8	29	

Wakefield And District Housing Limited			3.8	29
Wythenshawe Community Housing Group Limited			3.8	62
B3 Living Limited			3.7	27
Great Places Housing Association	1.4	54	3.7	76
Magenta Living			3.7	93
North Devon Homes Limited			3.7	12
Ocean Housing Limited			3.7	42
Plymouth Community Homes Limited			3.7	118
Solon South West Housing Association Limited	3.5	12	3.7	7
Weaver Vale Housing Trust Limited			3.7	38
Bolton at Home Limited	2	91	3.6	87
Byker Community Trust Limited			3.6	27
Cobalt Housing Limited			3.6	59
Greenfields Community Housing Association	2.5	38	3.6	56
Johnnie' Johnson Housing Trust Limited			3.6	55
Livewest			3.6	42
Livin Housing Limited	2.5	81	3.6	29
Rosebery Housing Association Limited	2.1	5	3.6	12
Saffron Housing Trust Limited			3.6	24
South Yorkshire Housing Association Limited	1.7	40	3.6	35
Thirteen Housing Group Limited			3.6	45
Bernicia Group			3.5	37
Beyond Housing			3.5	129 * Composite of locations used
East End Homes Limited			3.5	4
Genesis Housing Association Limited			3.5	44
Housing Plus Group			3.5	8
Karbon Homes Limited			3.5	93 * Composite of locations used
Lincolnshire Housing Partnership			3.5	34
Muir Group Housing Association Limited			3.5	31 * Composite of locations used
Silva Homes Limited			3.5	41
Teign Housing	2.1	7	3.5	21
The Community Housing Group Limited			3.5	8
Worthing Homes Limited			3.5	24
Yorkshire Housing Limited	1.7	39	3.5	32
Arawak Walton Housing Association Limited			3.4	15
Golding Homes Limited			3.4	54
NSAH (Alliance Homes) Limited			3.4	28
Onward Homes Limited			3.4	20
Southern Housing Group Limited			3.4	55 * Composite of locations used
The Wrekin Housing Trust Limited			3.4	5
Trent & Dove Housing Limited	2.8	32	3.4	62
Adactus Housing Association Limited			3.3	26
Cheshire Peaks & Plains Housing Trust			3.3	38
GreenSquare Group Limited			3.3	63
Howard Cottage Housing Association			3.3	10
Knowsley Housing Trust			3.3	20
Magna Housing Limited			3.3	25 * Composite of locations used
Ongo Homes Limited			3.3	62
Parkway Green Housing Trust			3.3	16
Raven Housing Trust Limited	1	11	3.3	48
Rooftop Housing Association Limited			3.3	36 * Composite of locations used
St Mungo Community Housing Association			3.3	3
The Cambridge Housing Society Limited			3.3	3
The Guinness Partnership Limited			3.3	190

Together Housing Association Limited			3.3	134	* Composite of locations used
Housing Solutions			3.2	54	
Impact Housing Association Limited			3.2	10	
Octavia Housing			3.2	26	
Plus Dane Housing Limited			3.2	65	* Composite of locations used
Vale of Aylesbury Housing Trust			3.2	43	
<b>AVERAGE (3.2)</b>					
English Rural Housing Association Limited			3.1	8	
Greatwell Homes Limited			3.1	19	
Incommunities Limited			3.1	127	
North Star Group	3.4	44	3.1	29	
Places for People Homes Limited			3.1	44	* Composite of locations used
Sanctuary Housing Association			3.1	17	
South Lakes Housing			3.1	18	
West Kent Housing Association			3.1	31	
Believe Housing			3	10	
Bournemouth Churches Housing Association Limited			3	31	
Community Gateway Association Limited			3	71	
Gateway Housing Association Limited			3	35	
Golden Lane Housing Ltd			3	1	
Hightown Housing Association Limited			3	58	
Radian			3	32	* Composite of locations used
Rochdale Boroughwide Housing Limited			3	109	
Selwood Housing Society Limited			3	45	
Settle Group			3	19	
Southway Housing Trust (Manchester) Limited			3	55	
Watford Community Housing Trust			3	36	
Yarlington Housing Group			3	56	
First Choice Homes Oldham Limited			2.9	189	
Gentoo Group Limited			2.9	48	
Manningham Housing Association Limited			2.9	14	
Mosscafe St. Vincent's Housing Group Limited			2.9	45	
One Vision Housing Limited			2.9	46	
Origin Housing Limited			2.9	48	* Composite of locations used
Peabody Trust 2018			2.9	111	
Richmond Housing Partnership Limited			2.9	109	
Sevenside Housing			2.9	44	
Colne Housing Society Limited			2.8	4	
Curo Places Limited			2.8	117	
Halton Housing	2	10	2.8	8	
Leeds Federated Housing Association Limited			2.8	32	
Mount Green Housing Association Limited			2.8	11	
Notting Hill Genesis			2.8	112	
One Manchester			2.8	52	
Orbit Housing			2.8	140	* Composite of locations used
Warrington Housing Association Limited			2.8	15	
Acis Group Limited	1.7	73	2.7	50	
Arcon Housing Association Limited			2.7	16	
Aspire Housing Limited			2.7	40	
Calico Homes Limited			2.7	66	
Equity Housing Group Limited			2.7	31	
Red Kite Community Housing Limited			2.7	23	
Sovereign Housing Association Limited			2.7	20	

Torus Group			2.7	89	
Cottsway Housing Association Limited			2.6	29	
Cross Keys Homes Limited			2.6	47	
Hexagon Housing Association Limited			2.6	32	
Inquilab Housing Association Limited			2.6	23	
Midland Heart Limited			2.6	97	
Optivo			2.6	107	* Composite of locations used
Regenda Limited			2.6	50	
The Havebury Housing Partnership			2.6	9	
Your Housing Group Limited			2.6	41	* Composite of locations used
Arches Housing Limited			2.5	25	
Aster Communities			2.5	41	
Chelmer Housing Partnership Limited			2.5	50	
Flagship Housing Group Limited			2.5	10	
Leeds and Yorkshire Housing Association Limited			2.5	22	
Two Rivers Housing			2.5	18	
Accent Housing Limited	1.6	64	2.4	56	* Composite of locations used
London & Quadrant Housing Trust			2.4	212	* Composite of locations used
Shepherds Bush Housing Association Limited			2.4	63	
South Shropshire Housing Association			2.4	29	
Town and Country Housing Group	1.6	20	2.4	33	
Vivid Housing Limited			2.4	39	
Westward Housing Group Limited	1.8	5	2.4	30	
Accord Housing Association Limited			2.3	42	
Broadland Housing Association Limited			2.3	7	
Grand Union Housing Group			2.3	9	
Trident Housing Association Limited			2.3	25	
Catalyst Housing Limited			2.2	120	
Christian Action (Enfield) Housing Association Limited			2.2	9	
Hyde Housing Association Limited			2.2	234	
Metropolitan Thames Valley Limited			2.2	52	
Nehemiah United Churches Housing Association Limited	1.6	8	2.2	13	
Stonewater Limited			2.2	48	* Composite of locations used
Tower Hamlets Community Housing	2.7	21	2.2	48	
Jigsaw Homes Group Limited			2.1	8	
Merlin Housing Society Limited			2.1	17	
Moat Homes Limited			2.1	83	
Newlon Housing Trust			2.1	69	
Swan Housing Association Limited			2.1	48	
WATMOS Community Homes	2.4	8	2.1	19	
A2Dominion			2	21	
Derwent Housing Association Limited			2	57	
Hastoe Housing Association Limited			2	19	
Network Homes Limited	1.4	79	2	144	* Composite of locations used
Poplar Housing And Regeneration Community Association Limited	1.7	5	2	62	
bpha Limited			1.9	70	
EMH Housing and Regeneration Limited	1.4	78	1.9	13	
Futures Homescape Limited			1.9	8	
Irwell Valley Housing Association Limited			1.9	53	
Wandle Housing Association Limited			1.9	60	
Home Group Limited			1.8	8	
One Housing Group Limited			1.8	32	

Paradigm Homes Charitable Housing Association Limited	1.8	48
Thrive Homes Limited	1.8	32
Clarion Housing Association Limited	1.7	410
Local Space Limited	1.7	25
Waterloo Housing Group 2018 Limited	1.5	19
Islington and Shoreditch Housing Association Limited	1.4	21
Radian Group	1.4	10
First Priority Housing Association Limited	1	2
Paragon Asra Housing Limited	1	10

## Appendix B- Rankings Where Over 20 Google Reviews

Ranking Position	HA Name	Google Score	Google qty	
1	Gloucester City Homes Limited	4.1	42	
1	Nottingham Community Housing Association Limited	4.1	35	
3	Bournville Village Trust	4	28	
3	Coastline Housing Limited	4	41	
3	Framework Housing Association	4	81	
3	Phoenix Community Housing Association (Bellingham and Downham) Limited	4	105	* not true rating of service , rating is of the building
3	Trafford Housing Trust Limited	4	30	
8	Broadacres Housing Association Limited	3.9	21	
8	Bromford	3.9	42	
8	Castles & Coasts Housing Association Limited	3.9	40	* Composite of locations used
8	Empowering People Inspiring Communities Limited	3.9	27	
8	South Liverpool Homes Limited	3.9	28	
8	Freebridge Community Housing Limited	3.8	29	
8	Wakefield And District Housing Limited	3.8	29	
8	Wythenshawe Community Housing Group Limited	3.8	62	
16	B3 Living Limited	3.7	27	
16	Great Places Housing Association	3.7	76	
16	Magenta Living	3.7	93	
16	Ocean Housing Limited	3.7	42	
16	Plymouth Community Homes Limited	3.7	118	
16	Weaver Vale Housing Trust Limited	3.7	38	
22	Bolton at Home Limited	3.6	87	
22	Byker Community Trust Limited	3.6	27	
22	Cobalt Housing Limited	3.6	59	
22	Greenfields Community Housing Association	3.6	56	
22	Johnnie' Johnson Housing Trust Limited	3.6	55	
22	Livewest	3.6	42	
22	Livin Housing Limited	3.6	29	
22	Saffron Housing Trust Limited	3.6	24	
22	South Yorkshire Housing Association Limited	3.6	35	
22	Thirteen Housing Group Limited	3.6	45	
32	Bernicia Group	3.5	37	
32	Beyond Housing	3.5	129	* Composite of locations used
32	Genesis Housing Association Limited	3.5	44	
32	Karbon Homes Limited	3.5	93	* Composite of locations used
32	Lincolnshire Housing Partnership	3.5	34	
32	Muir Group Housing Association Limited	3.5	31	* Composite of locations used
32	Silva Homes Limited	3.5	41	
32	Teign Housing	3.5	21	
32	Worthing Homes Limited	3.5	24	
32	Yorkshire Housing Limited	3.5	32	
42	Golding Homes Limited	3.4	54	
42	NSAH (Alliance Homes) Limited	3.4	28	
42	Onward Homes Limited	3.4	20	

42	Southern Housing Group Limited	3.4	55	* Composite of locations used
42	Trent & Dove Housing Limited	3.4	62	
47	Adactus Housing Association Limited	3.3	26	
47	Cheshire Peaks & Plains Housing Trust	3.3	38	
47	GreenSquare Group Limited	3.3	63	
47	Knowsley Housing Trust	3.3	20	
47	Magna Housing Limited	3.3	25	* Composite of locations used
47	Ongo Homes Limited	3.3	62	
47	Raven Housing Trust Limited	3.3	48	
47	Rooftop Housing Association Limited	3.3	36	* Composite of locations used
47	The Guinness Partnership Limited	3.3	190	
47	Together Housing Association Limited	3.3	134	* Composite of locations used
57	Housing Solutions	3.2	54	
57	Octavia Housing	3.2	26	
57	Plus Dane Housing Limited	3.2	65	* Composite of locations used
57	Vale of Aylesbury Housing Trust	3.2	43	
AVERAGE 3.2				
61	Incommunities Limited	3.1	127	
61	North Star Group	3.1	29	
61	Places for People Homes Limited	3.1	44	* Composite of locations used
61	West Kent Housing Association	3.1	31	
65	Bournemouth Churches Housing Association Limited	3	31	
65	Community Gateway Association Limited	3	71	
65	Gateway Housing Association Limited	3	35	
65	Hightown Housing Association Limited	3	58	
65	Radian	3	32	* Composite of locations used
65	Rochdale Boroughwide Housing Limited	3	109	
65	Selwood Housing Society Limited	3	45	
65	Southway Housing Trust (Manchester) Limited	3	55	
65	Watford Community Housing Trust	3	36	
65	Yarlington Housing Group	3	56	
75	First Choice Homes Oldham Limited	2.9	189	
75	Gentoo Group Limited	2.9	48	
75	Mosscares St. Vincent's Housing Group Limited	2.9	45	
75	One Vision Housing Limited	2.9	46	
75	Origin Housing Limited	2.9	48	* Composite of locations used
75	Peabody Trust 2018	2.9	111	
75	Richmond Housing Partnership Limited	2.9	109	
75	Sevenside Housing	2.9	44	
83	Curo Places Limited	2.8	117	
83	Halton Housing	2.8	28	
83	Leeds Federated Housing Association Limited	2.8	32	
83	Notting Hill Genesis	2.8	112	
83	One Manchester	2.8	52	
83	Orbit Housing	2.8	140	* Composite of locations used
89	Acis Group Limited	2.7	50	
89	Aspire Housing Limited	2.7	40	
89	Calico Homes Limited	2.7	66	
89	Equity Housing Group Limited	2.7	31	
89	Red Kite Community Housing Limited	2.7	23	



89	Sovereign Housing Association Limited	2.7	20
89	Torus Group	2.7	89
96	Cottsway Housing Association Limited	2.6	29
96	Cross Keys Homes Limited	2.6	47
96	Hexagon Housing Association Limited	2.6	32
96	Inquilab Housing Association Limited	2.6	23
96	Midland Heart Limited	2.6	97
96	Optivo	2.6	107
96	Regenda Limited	2.6	50
96	Your Housing Group Limited	2.6	41
104	Arches Housing Limited	2.5	25
104	Aster Communities	2.5	41
104	Chelmer Housing Partnership Limited	2.5	50
104	Leeds and Yorkshire Housing Association Limited	2.5	22
108	Accent Housing Limited	2.4	56
108	London & Quadrant Housing Trust	2.4	212
108	Shepherds Bush Housing Association Limited	2.4	63
108	South Shropshire Housing Association	2.4	29
108	Town and Country Housing Group	2.4	33
108	Vivid Housing Limited	2.4	39
108	Westward Housing Group Limited	2.4	30
115	Accord Housing Association Limited	2.3	42
115	Trident Housing Association Limited	2.3	25
117	Catalyst Housing Limited	2.2	120
117	Hyde Housing Association Limited	2.2	234
117	Metropolitan Thames Valley Limited	2.2	52
117	Stonewater Limited	2.2	48
117	Tower Hamlets Community Housing	2.2	48
122	Moat Homes Limited	2.1	83
122	Newlon Housing Trust	2.1	69
122	Swan Housing Association Limited	2.1	48
125	A2Dominion	2	21
125	Derwent Housing Association Limited	2	57
125	Network Homes Limited	2	144
125	Poplar Housing And Regeneration Community Association Limited	2	62
129	bpha Limited	1.9	70
129	Irwell Valley Housing Association Limited	1.9	53
129	Wandle Housing Association Limited	1.9	60
132	One Housing Group Limited	1.8	32
132	Paradigm Homes Charitable Housing Association Limited	1.8	48
132	Thrive Homes Limited	1.8	32
135	Clarion Housing Association Limited	1.7	410
135	Local Space Limited	1.7	25
137	Islington and Shoreditch Housing Association Limited	1.4	21

# Who and What is CX-Feedback?

**CX-Feedback is an intelligent tenant feedback platform that doesn't just measure satisfaction - it helps you improve it.**

Easy to use engagement tools send and manage surveys automatically, including post-repair, new lets, ASB case handling or for any other activity or annual survey.

CX-Feedback uses A.I. to do the hard work for you, sifting and evaluating the results, and intelligently highlighting the areas where you should channel your precious resources.

Using a hybrid of digital and more traditional communications methods, CX-feedback engages with a much wider cross section of your tenants than is typically possible, making it simple to acknowledge, follow up, catalogue and report upon notable or significant responses.

CX-Feedback allows you to benchmark your services, be more responsive and understand your tenants' needs like never before, whilst promoting higher levels of engagement and demonstrating that you are listening.

RSLs using CX-feedback see measurable increases in engagement and satisfaction, whilst at the same time increasing operational efficiency and delivering massive value for money.

Implementing CX-Feedback takes just a couple of weeks and it can be seamlessly connected to your housing management system, repairs system or CRM. Our team is UK based and absolutely passionate about helping you and sharing in your goal of increased tenant engagement.

## CX-Feedback

Call us to see how we help HAs up and down the country. 0141 810 2599

[www.cx-feedback.co.uk/housing](http://www.cx-feedback.co.uk/housing)