

5. Key Driver Analysis

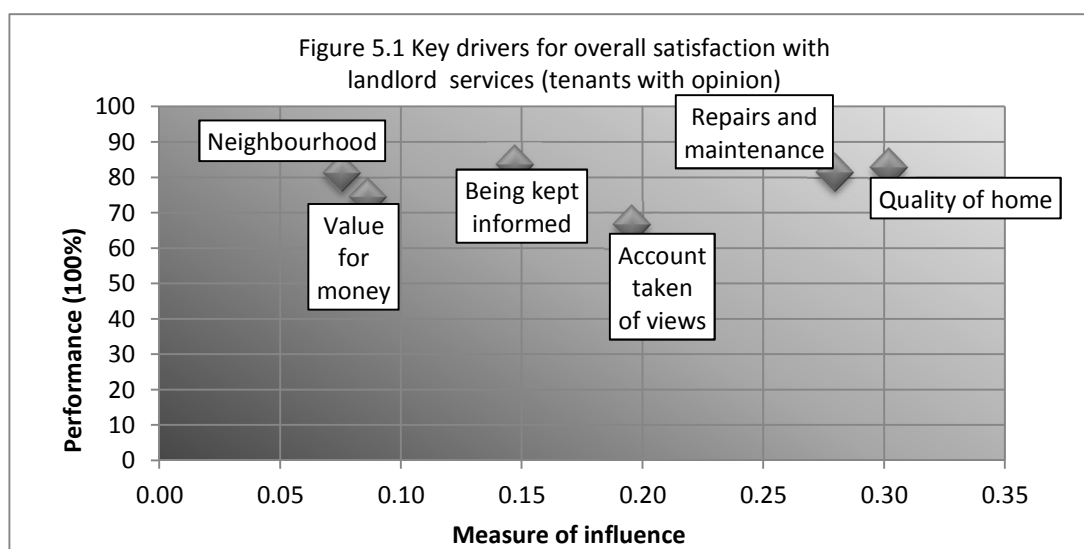
The report to date has examined the survey results using simple analysis, and the results simply show how satisfied tenants are with various aspects of the service they receive. In order to understand fully which services are key to tenants' overall satisfaction, the statistical process called Key Driver Analysis is used to examine the relationship between the different variables (the questions asked in the survey) and to determine which elements of the service are the key drivers for customers' overall satisfaction. Multiple regression is used to analyse the relationship between several key satisfaction questions and determine which ones have the most influence in terms of overall satisfaction with landlord services.

Key Driver Analysis is useful to identify service areas in which increases in satisfaction potentially could lead to an increase in the overall satisfaction rating. Tenants who did not have an opinion are excluded from this analysis.

The charts in this section show the results – the greater the number for the measure of influence, the more important this aspect of service is; tenants who were satisfied overall were more likely to be satisfied with the aspects with the greatest influence.

Overall satisfaction with landlord

In order to examine which elements of ISHA's service drives overall satisfaction the following aspects were considered: the repairs service, value for money, the quality of the home, the neighbourhood, keeping tenants informed and the account taken of tenants' views.



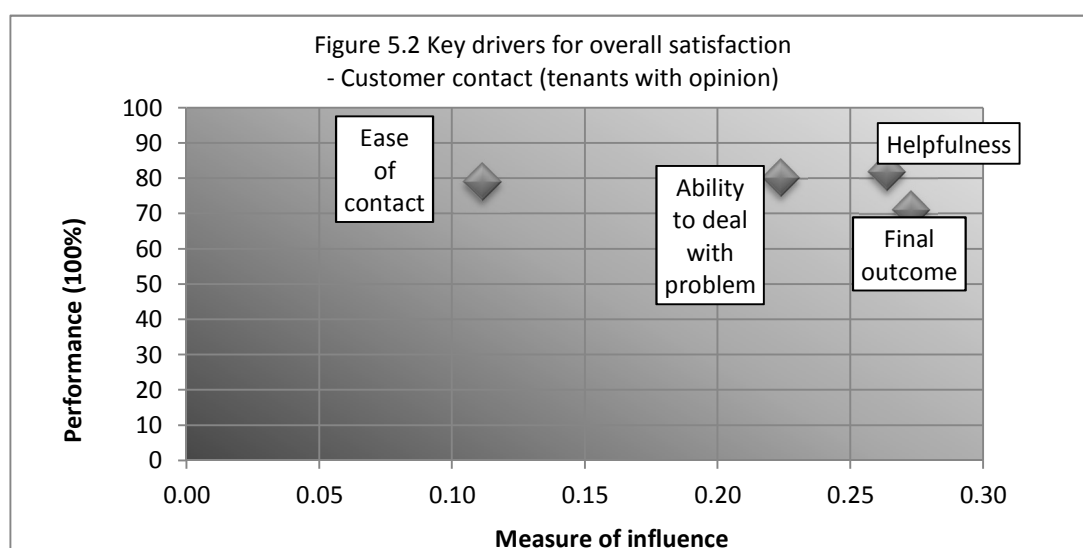
For general needs tenants, as Figure 5.1 indicates, in terms of overall satisfaction with the services provided by ISHA, the most important drivers are the quality of the home and the repairs service, two areas where ISHA performs well. The account taken of tenants' views (which had a lower satisfaction rating) and being kept informed are also noteworthy drivers of overall satisfaction.

Figure 5.1 shows that value for money and the neighbourhood appear to be lesser influences on overall satisfaction levels at ISHA.

These findings clearly show the link between overall satisfaction with the landlord and satisfaction with the quality of the home and the repairs and maintenance service – and thus the importance of ensuring the Association delivers and maintains a high quality repairs service. The findings also highlight the importance of tenant involvement at ISHA.

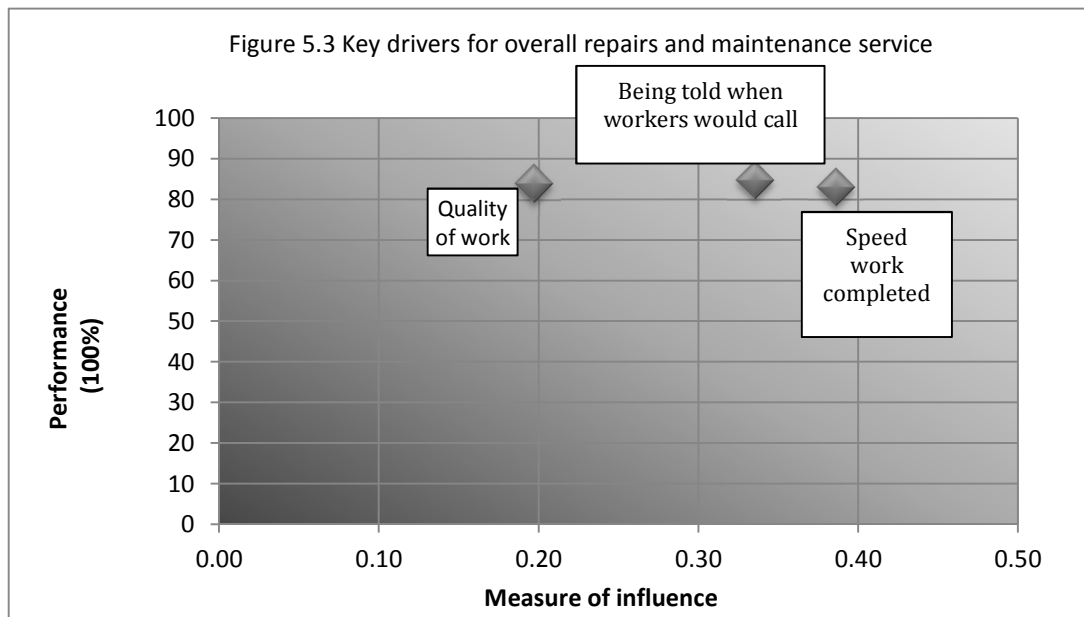
Customer contact

Key Driver Analysis was also used to examine the relationship between overall satisfaction with the landlord and the various aspects of customer contact measured in the survey. The findings for general needs and sheltered tenants (Figure 5.2) indicates that, in terms of overall satisfaction with the landlord, the most influential factor is the final outcome, closely followed by the helpfulness of staff (both of which have good ratings. Satisfaction with the ability of staff to deal with the enquiry was a little less influential while satisfaction with ease of access seems to have only a marginal impact on overall satisfaction.



Repairs Service

Key Driver Analysis was also used to examine the relationship between aspects of the repairs service for the last completed repair and tenants' overall view of the repairs service. The findings for general needs tenants (Figure 5.3) indicates that, in terms of overall satisfaction with the repairs and maintenance service, the most important aspect of service was the speed at which work is completed followed by being told when the workers would call, both of which are areas of high satisfaction. The quality of the repair work was found to be a less influential factor.



The findings show the importance of maintaining the high quality of the repairs service while minimising the time taken to complete repairs and set appointments.