

Date 23/8/24

A Opening text

ASK PERSON WHO ANSWERS PHONE

Good [time of day] please may I speak to [NAME]?

Hello, my name is [interviewer's name] and I am calling from Marketing Means, an independent research company, on behalf of your landlord Swan.

We are talking to customers today to gather your views around your general experience of being a valued *Swan* customer. Feedback provided today will be used to improve the services delivered to *Swan* residents.

The survey should take around 10 minutes to complete. Are you happy to proceed?

All interviewing is carried out in strict accordance with the Market Research Society's code of conduct and within GDPR guidelines. I also need to make you aware that calls may be recorded for training and quality control purposes.

We will confirm at the end of the survey whether you're happy to share your details along with your responses with Swan. If you would prefer to remain anonymous, your feedback will be shared, but it will not be linked to your contact details.

IF NEEDED: Contact name at Marketing Means: Chris Bowden, Colin Slocombe, Kay Broughton: 0800 849 8014.

Contact at Swan Housing – call Swan's General Enquiries number 0300 303 2500

IF CUSTOMER WANTS TO KNOW HOW WE OBTAINED THEIR CONTACT

DETAILS: Swan Housing holds personal records for all their customers and complies with GDPR. Swan shares relevant information with third parties only in line with the act. One such occasion is for research and statistical purposes, such as this survey. Swan always ensure that they engage a reputable third party such as Marketing Means, who are carrying out this survey on Swan's behalf. To enable us to conduct this work we have been provided with your contact information. We will only use this information for the purposes of research associated with this survey. Swan retains full ownership and responsibility for your personal information. Your details will not be linked to the survey answers that we return to Swan unless you give us permission to do so.

IF ANYONE COMPLAINS THAT WE SHOULDN'T BE CONTACTING THEM DUE TO GDPR: Under GDPR, organisations such as Swan can commission agencies like

us to conduct research based on the 'legitimate interests' of the organisation as a data controller to make sure it's providing a good service for its customers. Market research on a client's own customers is considered to be within the reasonable expectations of those customers, and you do not need to have 'opted in' to a survey be contacted in this way.

We are registered as data processors with the Information Commissioner's Office and have a written agreement with Swan to confirm that we will store data securely and will destroy any personally identifiable data that we hold when the survey is complete.

NOTE FOR INTERVIEWER: Anyone that we call still has the right to object to their data being processed in this way (i.e. to being interviewed) and can do so without providing any specific reasons. If they object, please record a Red Flag.

So we're going to take you through the questions that are given to us by the Government Regulator, and at the end we'll ask you if there is anything else you would like to tell us.

B Survey questions

QID	Order	Question	Suppression SQL [Routing]	Pick	Responses	Response Type	Scored As	Skip to
TP01	1	Taking everything into account, how satisfied or dissatisfied are you with the service provided by <i>Swan</i> ? INTERVIEWER NOTE: Do not read out the Don't Know option		One	Very Satisfied	Response	Positive	
					Fairly Satisfied	Response	Positive	
					Neither satisfied nor dissatisfied	Response	Passive	
					Fairly dissatisfied	Response	Negative	
					Very dissatisfied	Response	Negative	
					Don't know	Response	Passive	
	2	Why do you say that?		One	Customer Comment	Verbatim	Passive	
TP02	3	Has <i>Swan</i> carried out a repair to your home in the last 12 months?	LCRA only	One	Yes	Response	Passive	
					No	Response	Passive	Skip to 6
TP02	4	How satisfied or dissatisfied are you with the overall repairs service from <i>Swan</i> over the last 12 months? INTERVIEWER NOTE: Do not read out Don't Know option	LCRA only	One	Very Satisfied	Response	Positive	
					Fairly Satisfied	Response	Positive	
					Neither satisfied nor dissatisfied	Response	Passive	
					Fairly dissatisfied	Response	Negative	
					Very dissatisfied	Response	Negative	
					Not applicable / Don't know	Response	Passive	
TP03	5	How satisfied or dissatisfied are you with the time taken to complete your most recent repair after you reported it?	LCRA only	One	Very Satisfied	Response	Positive	
					Fairly Satisfied	Response	Positive	
					Neither satisfied nor dissatisfied	Response	Passive	

		INTERVIEWER NOTE: Do not read out Don't Know option			Fairly dissatisfied	Response	Negative	
					Very dissatisfied	Response	Negative	
					Not applicable/ don't know	Response	Passive	
TP04	6	How satisfied or dissatisfied are you that <i>Swan</i> provides a home that is well maintained? INTERVIEWER NOTE: Do not read out Don't Know option	LCRA only	One	Very Satisfied	Response	Positive	
					Fairly Satisfied	Response	Positive	
					Neither satisfied nor dissatisfied	Response	Passive	
					Fairly dissatisfied	Response	Negative	
					Very dissatisfied	Response	Negative	
					Not applicable/ don't know	Response	Passive	
TP05	7	Thinking about the condition of the property or building you live in, how satisfied or dissatisfied are you that <i>Swan</i> provides a home that is safe?		One	Very Satisfied	Response	Positive	
					Fairly Satisfied	Response	Positive	
					Neither satisfied nor dissatisfied	Response	Passive	
					Fairly dissatisfied	Response	Negative	
					Very dissatisfied	Response	Negative	
					Not applicable/ don't know	Response	Passive	
TP06	8	How satisfied or dissatisfied are you that <i>Swan</i> listens to your views and acts upon them?		One	Very Satisfied	Response	Positive	
					Fairly Satisfied	Response	Positive	
					Neither satisfied nor dissatisfied	Response	Passive	
					Fairly dissatisfied	Response	Negative	
					Very dissatisfied	Response	Negative	
					Not applicable/ don't know	Response	Passive	

	9	Why do you say that?		One	Customer Comment	Verbatim	Passive	
TP07	10	How satisfied or dissatisfied are you that <i>Swan</i> keeps you informed about things that matter to you?		One	Very Satisfied	Response	Positive	
					Fairly Satisfied	Response	Positive	
					Neither satisfied nor dissatisfied	Response	Passive	
					Fairly dissatisfied	Response	Negative	
					Very dissatisfied	Response	Negative	
					Not applicable/ don't know	Response	Passive	
TP08	11	To what extent do you agree or disagree with the following " <i>Swan</i> treats me fairly and with respect"?		One	Strongly Agree	Response	Positive	
					Agree	Response	Positive	
					Neither agree nor disagree	Response	Passive	
					Disagree	Response	Negative	
					Strongly Disagree	Response	Negative	
					Not applicable/ don't know	Response	Passive	
EXTRA 1	12	How satisfied or dissatisfied are you that <i>Swan</i> are easy to deal with?		One	Very Satisfied	Response	Positive	
					Fairly Satisfied	Response	Positive	
					Neither satisfied nor dissatisfied	Response	Passive	
					Fairly dissatisfied	Response	Negative	
					Very dissatisfied	Response	Negative	
					Not applicable/ don't know	Response	Passive	
EXTRA 2	13	How strongly would you agree or disagree with the following statement, "I trust <i>Swan</i> to do what they say they will do"?		One	Strongly agree	Response	Positive	
					Agree	Response	Positive	
					Neither agree nor disagree	Response	Passive	
					Disagree	Response	Negative	

					Strongly disagree	Response	Negative	
					Not applicable/ don't know	Response	Passive	
TP09	14	Have you made a complaint to <i>Swan</i> in the last 12 months?		One	Yes	Response	Passive	
					No	Response	Passive	Skip to 16
TP09	15	How satisfied or dissatisfied are you with <i>Swan's</i> approach to handling complaints? INTERVIEWER NOTE: Do not read out the Don't Know option		One	Very Satisfied	Response	Positive	
					Fairly Satisfied	Response	Positive	
					Neither satisfied nor dissatisfied	Response	Passive	
					Fairly dissatisfied	Response	Negative	
					Very dissatisfied	Response	Negative	
					Not applicable/ don't know	Response	Passive	
TP10	16	Do you live in a building with communal areas, either inside or outside, that <i>Swan</i> is responsible for maintaining?		One	Yes	Response	Passive	
					No	Response	Passive	Skip to 18
					Don't know	Response	Passive	Skip to 18
TP10	17	How satisfied or dissatisfied are you that <i>Swan</i> keeps these communal areas clean and well maintained? INTERVIEWER NOTE: Do not read out Don't Know option		One	Very Satisfied	Response	Positive	
					Fairly Satisfied	Response	Positive	
					Neither satisfied nor dissatisfied	Response	Passive	
					Fairly dissatisfied	Response	Negative	

					Very dissatisfied	Response	Negative	
					Not applicable/ don't know	Response	Passive	
TP11	18	How satisfied or dissatisfied are you that <i>Swan</i> makes a positive contribution to your neighbourhood?		One	Very Satisfied	Response	Positive	
					Fairly Satisfied	Response	Positive	
					Neither satisfied nor dissatisfied	Response	Passive	
					Fairly dissatisfied	Response	Negative	
					Very dissatisfied	Response	Negative	
					Not applicable/ don't know	Response	Passive	
TP12	19	How satisfied or dissatisfied are you with <i>Swan's</i> approach to handling anti-social behaviour?		One	Very Satisfied	Response	Positive	
					Fairly Satisfied	Response	Positive	
					Neither satisfied nor dissatisfied	Response	Passive	
					Fairly dissatisfied	Response	Negative	
					Very dissatisfied	Response	Negative	
					Not applicable/ don't know	Response	Passive	
EXTRA 3	20	Have you experienced anti-social behaviour in your neighbourhood in the last 12 months?		One	Yes	Response	Passive	
					No	Response	Passive	
					Neither satisfied nor dissatisfied	Response	Passive	
					Fairly dissatisfied	Response	Negative	
					Very dissatisfied	Response	Negative	
					Not applicable/ don't know	Response	Passive	

	21	Are you happy for us to share your details along with your responses with Swan?		One	Yes	Filter	Passive	
					No	Filter	Passive	

Thank you for your completing the survey, your feedback is really important to [Swan] and will be used to improve services.

THANK RESPONDENT AND CLOSE INTERVIEW