

Tenant Insight Network Customer Contact Service Report 2026

Topic: Phoning Us – Your Views

Total responses: 60

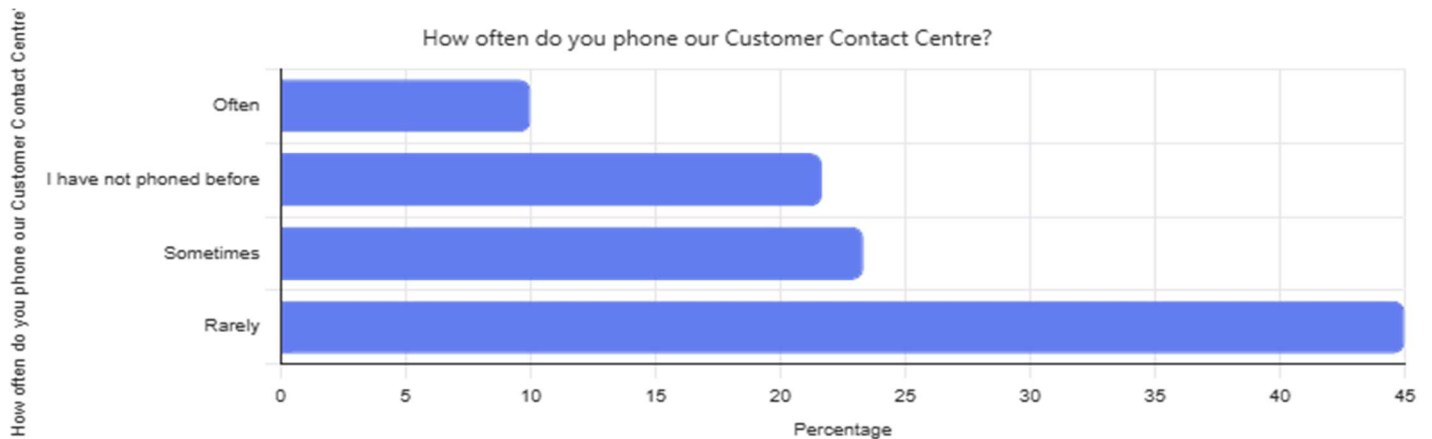
1. How often do you phone our Customer Contact Centre?

Results:

- Rarely: 26 (43.3%)
- Sometimes: 13 (21.7%)
- I have not phoned before: 13 (21.7%)
- Often: 8 (13.3%)

Insight:

Most respondents contact the service infrequently, with over 65% either rarely calling or never having phoned at all.



2. When you phone us, what is it usually about?

(Multiple choice – chart shows % of respondents selecting each)

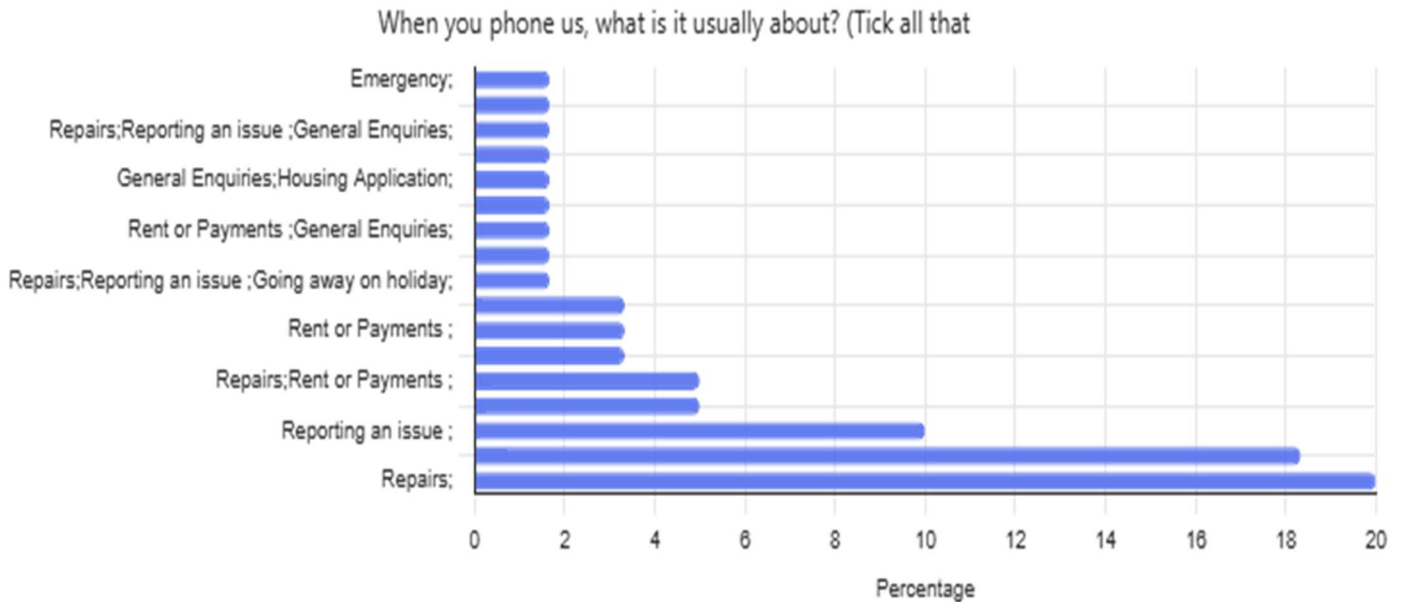
Top responses (approximate frequency ranking):

- Repairs – ~60%+ of respondents
- General enquiries – ~40%
- Reporting an issue – ~40%
- Rent or payments – ~25%
- Other (housing application, emergency, etc.) – low

Insight:

Phone contact is primarily driven by **repairs and problem resolution**, rather than routine enquiries.

When you phone us, what is it usually about? (Tick all that apply)



3. When you hear a recorded message, how do you usually feel?

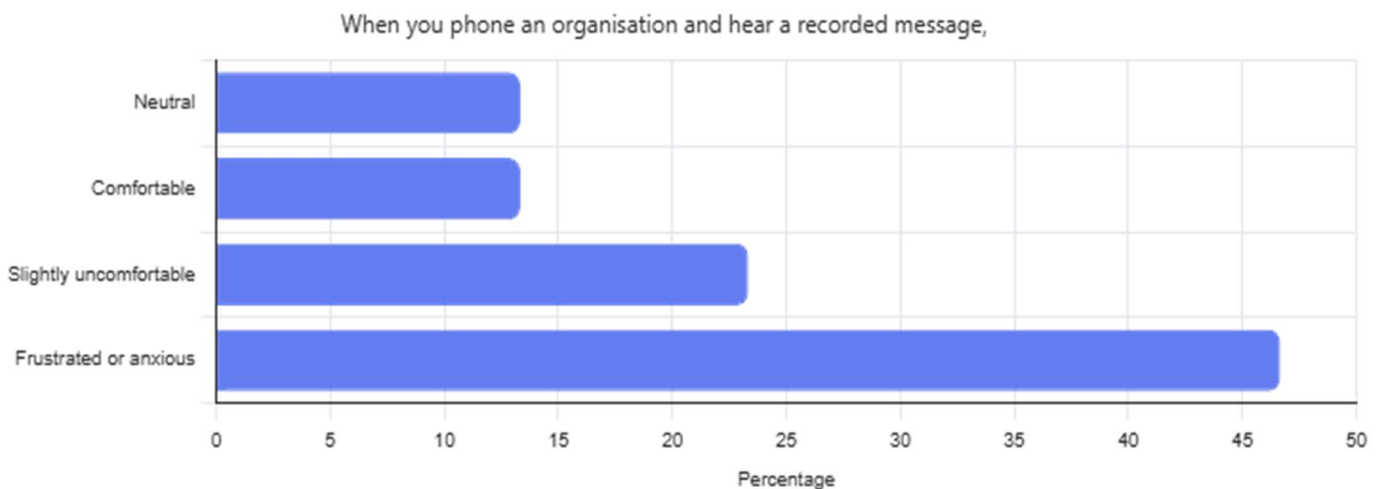
Results:

- Frustrated or anxious: 27 (45.0%)
- Slightly uncomfortable: 12 (20.0%)
- Comfortable: 11 (18.3%)
- Neutral: 10 (16.7%)

Insight:

Nearly half of respondents feel **negative emotions (frustration or anxiety)** when hearing recorded messages.

When you phone an organisation and hear a recorded message, how do you usually feel?



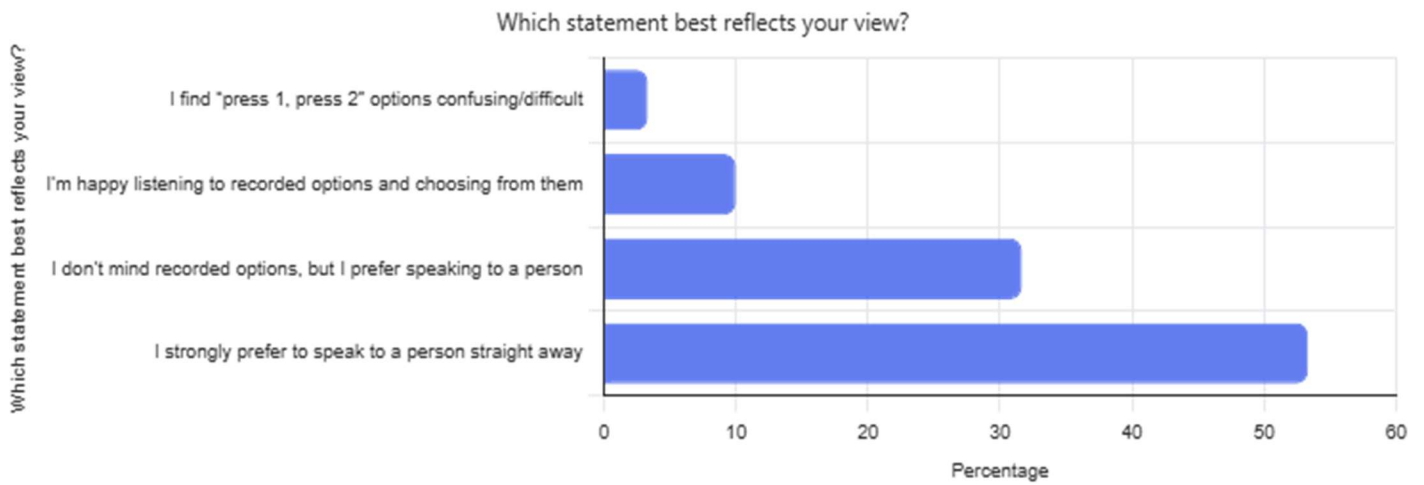
4. Which statement best reflects your view?

Results:

- Strongly prefer person: 36 (60.0%)
- Prefer person but OK with options: 19 (31.7%)
- Happy with recorded options: 5 (8.3%)

Insight:

There is a **very strong preference for human interaction**, with only a small minority comfortable relying on automation.



5. Have you experienced any of the following?

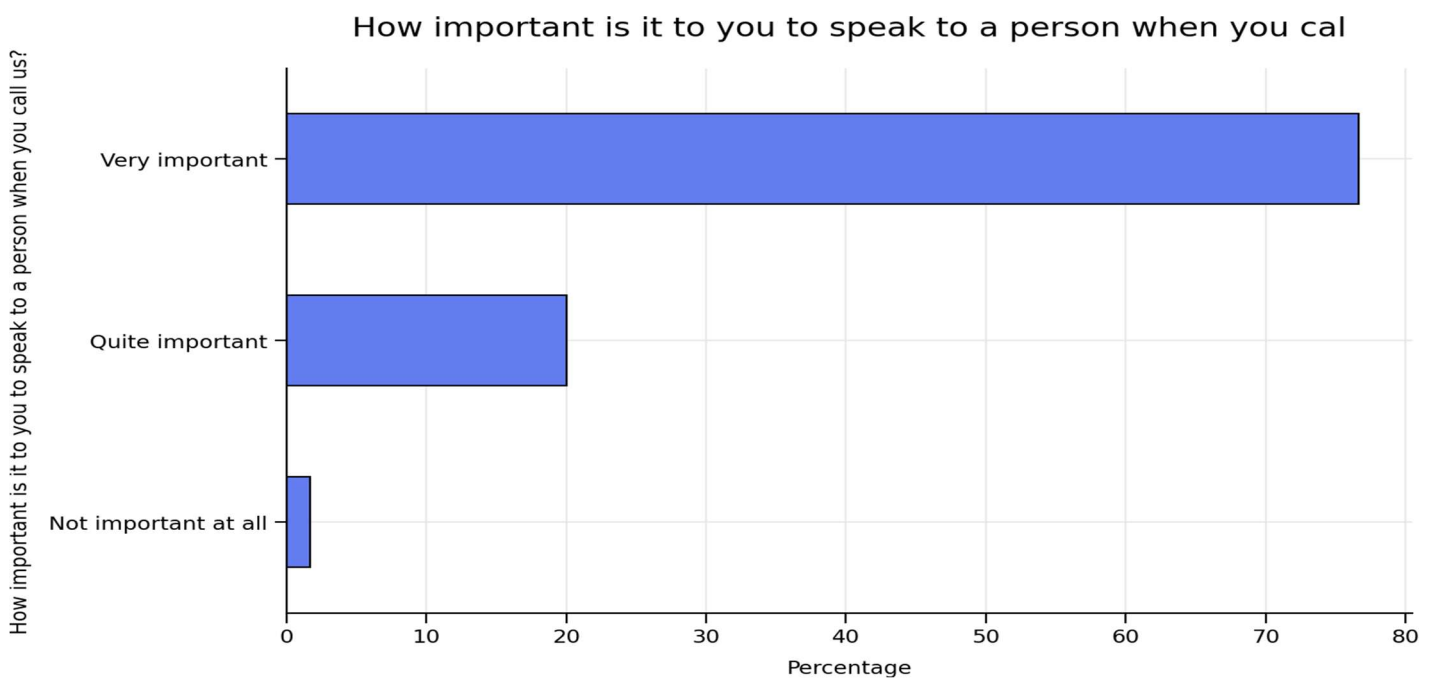
(Multiple choice)

Most common issues:

- Had to listen again because options were missed: ~70%
- Worried about pressing the wrong button: ~35%
- Hung up because it felt too complicated: ~30%
- None of the above: small minority

Insight:

The biggest issue with phone systems is **complexity and repetition**, leading to frustration and disengagement.



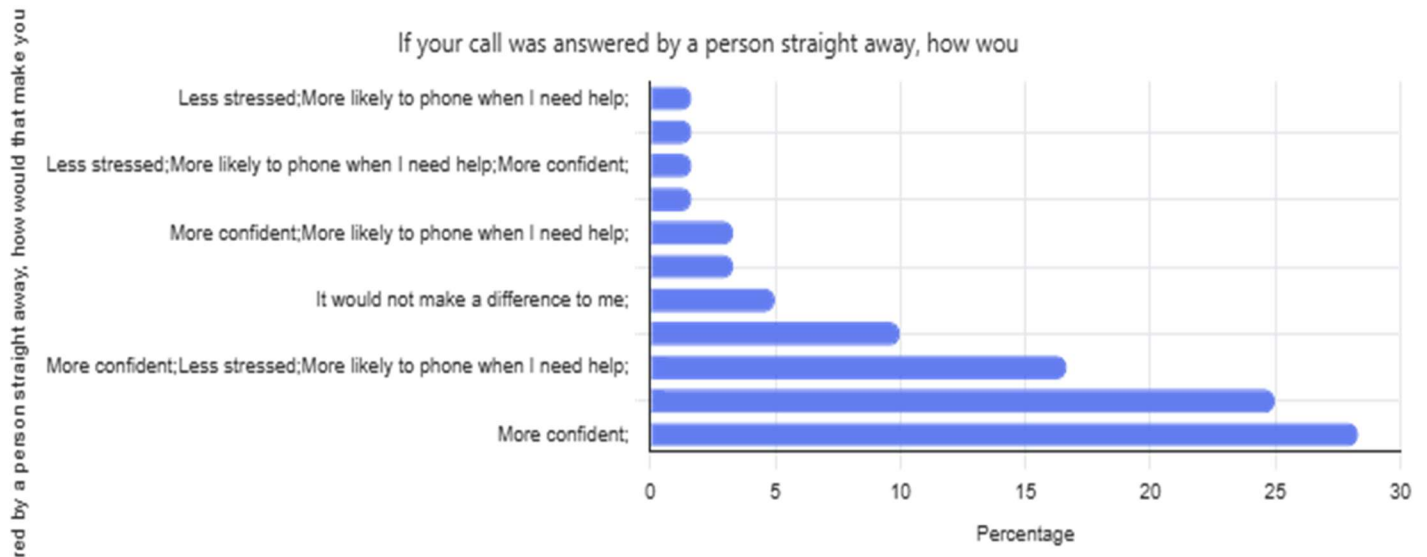
6. How important is it to speak to a person?

Results:

- Very important: 49 (81.7%)
- Quite important: 10 (16.7%)
- Not important: 1 (1.7%)

Insight:

Speaking to a person is **critical for the vast majority of customers.**



7. If your call was answered by a person straight away...

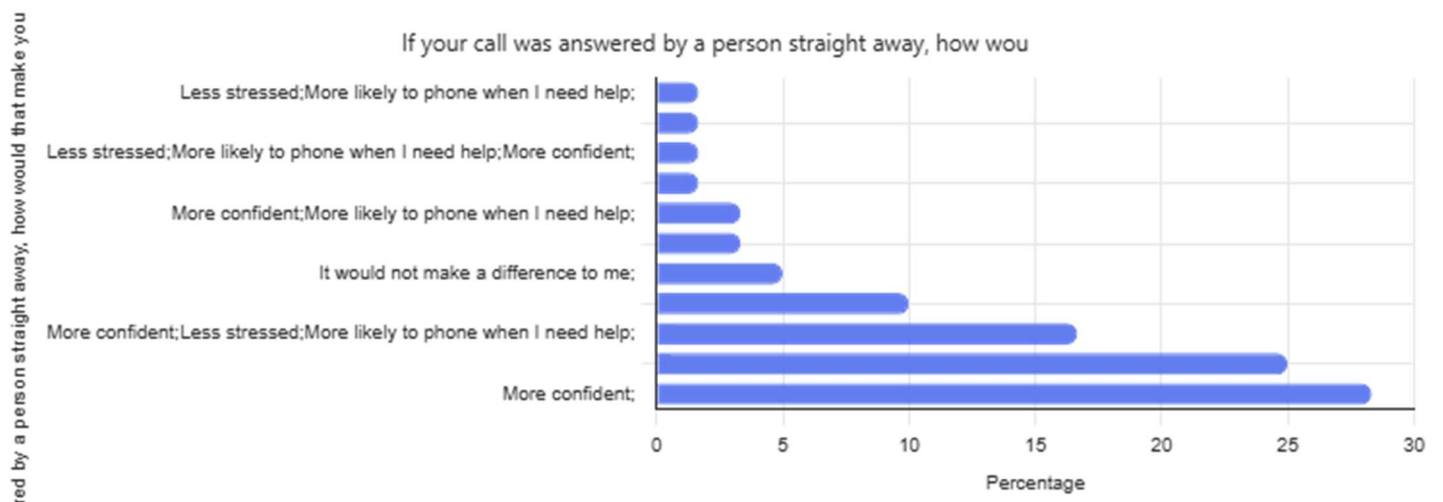
(Multiple choice)

Top responses:

- More confident: ~65%
- Less stressed: ~60%
- More likely to phone when needed: ~60%
- No difference: small minority

Insight:

Immediate human contact would **significantly improve confidence and reduce stress**, likely increasing engagement.



8. Which would you prefer?

Results:

- Speak to a person straight away (even if waiting): 45 responses (75.0%)
- Recorded options to get through quicker: 11 responses (18.3%)
- No strong preference: 4 responses (6.7%)

Insight:

Most respondents value **human contact over speed**, even if it means waiting longer.