



Case Study

SW9 Community Housing



More Feedback

Smarter Questions

Actionable Insights

Problem

SW9 Community Housing came into being in 2016. As the housing management organisation for the local Stockwell Park Estate in London, they manage the day-to-day housing services for around 1,500 homes. Their mission is to work closely with Stockwell's residents to build a bright future for the estate.

Customer feedback is therefore essential to their mission. They collect this feedback through multiple channels, from telephone surveys to email. The feedback is added to a customer Service Scorecard which is monitored by the management team regularly.

One area of feedback collection that was traditionally weak was the customer support desk at their offices. In the past they used a tablet-based feedback kiosk to gather insights from the visiting tenants. This didn't work well since so few people actually provided any kind of feedback here; they received as little as 1 response every 2-3 months! As a result, their Scorecard for the front desk was consistently recorded as N/A.

Solution

After considering various options, SW9 chose the OMBEA ExpressPod™. They have one placed at the exit to the customer service area.

Result

The improvement has been dramatic: In the first few months they collected hundreds of feedback points from their visitors, giving them a clear idea of peaks and troughs in customer service performance.

Zoe Christodoulou is the Policy and Performance Officer for SW9 Community Housing. She has this to say: "We're really happy with the ExpressPod™. We can now monitor the scorecard whereas previously we had to ignore the customer service desk due to a lack of feedback. It's great that the OMBEA dashboard gives us clues on where to focus, and I'm looking forward to making specific changes as a result of what we learn!"



"We can move the kiosk to other locations for monthly meetings so we can also gain feedback from residents in specific blocks."

- Zoe Christodoulou, SW9 Community Housing

Zoe goes on to say, "one extra factor which led us to the ExpressPod™ is its portability. It means we can move the kiosk to other locations for monthly meetings so we can also gain feedback from residents in specific blocks."



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