



A complete, compliant, digital-first TSM service

Designed to meet the Regulator of Social Housing's requirements for TSM perception surveys.

Why digital-first is the ideal approach for TSMs

Tenant Satisfaction Measures require a practical, robust approach to engaging large and diverse tenant populations. The GovMetric TSM service offers significant advantages over traditional market-research-led approaches.



Lower cost and faster delivery

Digital surveys can be deployed quickly and at significantly lower cost.



Preferred by tenants

Digital channels make it easier for many tenants to respond at a time and place that suits them.



Immediate access to results

Responses are available in near real time, giving early visibility of performance without having to wait for a final report.



Greater transparency and control

Organisations retain visibility of progress throughout the survey period, not just at the end.



A stronger foundation for representativeness

Digital engagement is maximised first, with more expensive additional channels used selectively to address representativeness gaps where needed.

Achieving representativeness with a digital-first approach

The GovMetric TSM service combines digital-first delivery with targeted offline engagement to ensure TSM results are robust, representative and fully meet RSH expectations.

- Digital surveys are used as the primary channel wherever possible
- Participation is monitored during the survey period
- Telephone and postal surveys are used selectively to address any representativeness gaps
- The final dataset accurately reflects the tenant population
- The methodology and outcomes are clearly documented to support both learning and scrutiny.

How it works

GovMetric's TSM service is delivered using the GovMetric CX feedback platform, providing a trusted, secure foundation for survey delivery, data management and reporting.

For GovMetric CX customers

- Digital TSM surveys already included as part of the GovMetric CX platform subscription
- Targeted telephone and/or postal surveying provided as an additional managed service
- Written methodology statement and executive summary included

For organisations without GovMetric CX

- Fixed annual subscription for Tenant Satisfaction Measures only
- Digital, telephone and postal surveying provided as a managed service, with no requirement to adopt the wider GovMetric CX platform
- Written methodology statement and executive summary included

Pricing for both options are available in the accompanying pricing document.

What next?

If you're exploring ways to run your TSM programme, you can visit our website to:

- Find more case studies from public-sector organisations
- Watch video testimonials from customers
- Learn about emerging trends in AI and public sector automation and compliance.
- Find upcoming webinars and events

When you're ready, get in touch for a conversation about how we can help.

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