



# NORTH STAR

Creating homes, building futures



## Tenant Satisfaction Measures Results 2024/25

In Brief



The purpose of this document is to provide a brief summary of our 2024/25 Tenant Satisfaction Measures (TSMs) in an easy to read format.

A more detailed summary is also available on our website.

Each page contains the scores of the measures, details of what we learned and any action that we have committed to do.



# Overall Satisfaction



**86.4%** of our customers are satisfied overall with North Star

## What we learned.

- Overall satisfaction has improved to 86.4%, up from 83.2% last year.
- We are now performing in line with higher-performing landlords in the sector.
- Repairs continue to be a key driver of both satisfaction and dissatisfaction.
- Tenants highlighted speed and consistency as critical – with some very happy and others less so.
- There is still variation in how services are delivered, especially in repairs.

## What we will do.

- Focus on consistency, so more tenants get a high-quality experience every time.
- Work with involved tenants to map and understand the customer journey – especially around repairs.
- Learn from positive feedback and build what works into everyday service delivery.
- Keep listening to tenant feedback and use it to guide improvements across all services.

For a full copy of the TSM report please visit our website.



# Home and Maintenance



**79.6%** of our customers are satisfied with our repairs service

**85%** of our customers are satisfied that their home is well maintained

**85%** of our customers are satisfied that their home is safe

## What we learned.

- 79.6% of tenants were satisfied with the overall repairs service, and 77.3% with the time taken to complete their most recent repair – an improvement on last year.
- Our performance is in line with or above average compared to other landlords.
- We completed 92.2% of non-emergency and 93.9% of emergency repairs on time.
- All homes met the Decent Homes Standard by year-end.
- However, we continue to see frustration around delays, follow-on repairs, and the condition of some property features, especially kitchens and windows.

## What we will do.

- Reduce overdue repairs, so we can respond faster and improve satisfaction.
- Clarify repair priorities, ensuring emergencies and urgent cases are correctly identified and actioned quickly.
- Strengthen contractor performance through better planning, addressing staff absence, and tackling recruitment issues.
- Keep improving the quality and reliability of the repairs service, with a focus on delivering safe, decent homes for everyone.

# Neighbourhood



**72.3%** of our customers are satisfied that North Star makes a positive contribution to our neighbourhoods

**71.3%** of our customers are satisfied with North Star's approach to handling ASB

## What we learned.

The things that matter the most to our customers are:

- Our repairs service
- Listening to our customer's views and then act upon them.
- Our approach to complaints handling
- Their home and its condition

## What we will do.

- Continue to engage in multi-agency forums in the communities that we work in
- Promote our new mediation service to assist customers resolve low level ASB
- Review our approach to management of communal areas



# Communication & Engagement



**79.4%** of our customers are satisfied that North Star listens to customer views and acts upon them

**89.2%** of our customers are satisfied that North Star treats them fairly and with respect

**56.2%** of our customers are satisfied with North Star's approach to handling complaints

## What we learned.

- Overdue repairs affect both customer satisfaction and our ability to respond quickly to new issues.
- Repair prioritisation isn't always clear, which can delay urgent jobs being actioned.
- Contractor performance is impacted by planning challenges, staff absence, and recruitment gaps.
- Complaint satisfaction improved to 56.2%, but there's still room for progress.
- Most complaints relate to repairs, communication, and how complaints themselves are handled.
- We have a strong track record on response times, with 98.3% of stage one and 100% of stage two complaints resolved within target times.

## What we will do.

- Reduce overdue repairs to improve response times and customer experience.
- Clarify repair priorities so emergency and urgent jobs are dealt with quickly and appropriately.
- Improve contractor performance through better planning, reducing absences, and addressing recruitment.
- Strengthen complaint handling through a new cross-functional improvement group.
- Use complaints to learn and improve services, not just fix issues.
- Support staff with better training and clear guidance to ensure consistency.
- Stay committed to treating every complaint as a chance to listen, learn and improve.

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