By unearthing insights about residents, communities and performance, 78% of our customers tell us our research and customer insight services have helped them improve their services.

The support we provide enables our customers:

* Take action to reduce the risk of costly and damaging complaints
* Recover events which have led to customer dissatisfaction
* Generate confidence for board, executive and staff

Our customers measure what matters, and what matters gets done. Following Apple, First Direct and Tesco, Housing providers are adopting the Net Promoter measure to gauge customer loyalty. So how does the housing sector fare?

|  |  |
| --- | --- |
| Apple | 69% |
| First Direct | 62% |
| Tesco | 47% |
| Housing providers\* | 21% |
| Direct Line | 20% |

\*5786 residents surveyed by Voluntas between April and June 2013.

[www.voluntas.co.uk](http://www.voluntas.co.uk)