

Online Survey Platform Performance, Insight and Engagement Analysis Framework

1. Survey Platform Overview

- Survey Title / Topic
- Purpose of Survey
- Lead Organisation
- Lead Officer
- Survey Platform Used
- Survey Launch Date
- Survey Closure Date
- Version Control and Review Date

2. Strategic Purpose of Online Survey Activity

- Increase resident participation
- Improve customer influence
- Strengthen digital engagement
- Gather resident insight
- Support co-design and consultation
- Improve service delivery
- Evidence transparency and accountability
- Support governance and reporting

3. Regulatory and Governance Alignment

- Tenant Satisfaction Measures (TSMs)
- Transparency, Influence and Accountability Standard
- Housing Ombudsman Complaint Handling Code
- Consumer Standards
- Equality, Diversity and Inclusion Standards
- Digital Inclusion Strategies
- Corporate Plan Objectives

4. Supported Online Survey Platforms

- Microsoft Forms
- SurveyMonkey
- Google Forms
- Typeform
- Snap Surveys
- Jotform
- SmartSurvey
- Qualtrics
- CitizenLab
- Resident Portal Surveys

5. Survey Performance Metrics Tracker

Metric	Target	Actual	Comments / Insight
Total Responses Received			
Survey Completion Rate			
Partial Completion Rate			
Average Time Spent on Survey			
Bounce / Drop-Off Rate			
Unique Respondents			
Repeat Responses			
Survey Accessibility Usage			
Mobile Device Usage			
Desktop Device Usage			

6. Demographic Representation Monitoring

- Age groups
- Gender representation
- Ethnic diversity
- Disability representation
- Tenure types
- Geographical locations
- Digitally excluded customers
- Underrepresented voices

7. Demographic Breakdown Tracker

Demographic Group	Target Representation	Actual Representation	Comments / Gaps Identified
Age 18-24			
Age 25-34			
Age 35-44			
Age 45-54			
Age 55+			
Male			
Female			
Non-binary / Prefer not to say			
Disabled Residents			
Leaseholders			
Shared Owners			
Temporary Accommodation Customers			

8. Survey Accessibility and Digital Inclusion Monitoring

- Easy Read survey formats
- Translation tool usage
- Screen reader compatibility
- Offline survey requests
- Telephone survey support
- Digital support requests
- Accessibility barriers identified

9. Resident Insight and Theme Analysis

- Top recurring themes
- Service concerns raised
- Resident priorities identified
- Positive feedback themes
- Complaints themes
- Suggestions for improvement
- Emerging risks and trends

10. Trending Topics and Keyword Analysis

Keyword / Topic	Frequency	Sentiment	Actions / Observations

11. Customer Sentiment and Trust Monitoring

- Positive sentiment
- Neutral sentiment
- Negative sentiment
- Trust indicators
- Confidence measures
- Service satisfaction themes



12. Risks, Challenges and Mitigation

- Low response rates
- Digital exclusion
- Survey fatigue
- Accessibility barriers
- Data quality concerns
- Duplicate responses
- Poor demographic representation
- Platform limitations

13. Data Protection and GDPR Requirements

- Consent arrangements
- Privacy notices
- Secure data storage
- Retention periods
- Anonymisation
- Resident data rights
- Freedom of Information considerations

14. Reporting and Governance Arrangements

- Executive reporting
- Board reporting
- Customer scrutiny reporting
- Operational dashboards
- Resident feedback summaries
- Service action plans

15. Resident Influence and Accountability

- What residents said
- Actions agreed
- Service improvements implemented
- Feedback provided back to residents
- You Said, We Did reporting
- Evidence of customer influence

