

Resident Engagement and Satisfaction Forum

9 June 2026, 10:00am – 11:30am, Online via Teams

Agenda

09:55 Online access open

10:00 Welcome, introductions and housekeeping

Emily Sinclair James, Building Safety Engagement Manager, Home Group and Forum Chair

10:05 Actions from the previous meeting and current priorities

In March we spoke about *Beyond the Scores: What Are Your Customers Actually Saying?* – exploring what TSMs truly reveal, the gaps behind the numbers, strategies to strengthen performance, insights across protected characteristics, and why ‘fairly satisfied’ customers may be your most at-risk group, has anyone begun implementing any of the strategies we discussed.

10:25 Using Insight to Improve Complaints and Resident Experience

Social housing providers face growing pressure to deliver more transparent, responsive, and resident-centred complaints handling. With rising regulatory expectations and stronger tenant voice, organisations must shift from reactive casework to proactive learning and meaningful engagement. This session will bring together experts in customer insight and sector-wide data to explore how landlords can strengthen communication, improve early resolution, and design services shaped by resident experience.

Michael McGuigan, Head of Customer Voice and Engagement, Gentoo Group will share how Gentoo turns customer feedback into action and delivers work to embed a culture where listening drives change, strengthens complaints handling, and builds trust with residents.

Elena Boyle, Complaints, CX Transformation & Change Leader, EVMB Consulting
Elena will explore how organisations can transform their complaints approach by building the right culture, capability and behaviours to make complaints feel better for residents and easier for colleagues to handle well. She'll share practical insights from leading high-performing complaints teams, including how strong KPIs, meaningful learning and robust quality assurance can rebuild trust and drive consistently resident-focused outcomes.

Alison Bowles, Research Analyst, Housemark will present the latest national complaints trends, TSM insights, and benchmarking data to help organisations understand performance patterns and root causes.

11:05 Q&A and a discussion

If you could redesign your organisation's complaints journey from the resident's perspective, what is the one element that would need to feel fundamentally different from how it feels today?

11:20 Wrap Up & Key Takeaways

11:30 Next Steps and close

Emily Sinclair James, Building Safety Engagement Manager, Home Group and Forum Chair