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Case Study

Tai Calon community housing achieves 90% customer satisfaction with Rant & Rave

Tai Calon Community Housing

INDUSTRY

Housing

COMPANY

Tai Calon Community Housing
United Kingdom

taicalon.org

Tai Calon Community Housing is a non-profit organisation and the biggest provider of homes in Blaenau Gwent.

Tai Calon
Community Housing

Established in 2010, Tai Calon Community Housing provides almost 6,000 homes in the Blaenau Gwent area and is one of the biggest employers in the area. The organisation has spent over £130 million to ensure homes meet the Welsh Housing Quality Standard.

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How can you achieve maximum customer satisfaction?

Tai Calon targeted a 90% customer satisfaction rate

Like many social housing providers, Tai Calon has faced several challenges over recent years, including financial pressures, resource constraints, hybrid working, and rising customer expectations. To maintain and improve customer satisfaction during these times, Tai Calon recognised they needed a clear view of satisfaction drivers, and more importantly, ensure these insights were promptly available, in order to take immediate action.

In 2021, the target was set to achieve a 90% customer satisfaction rating and Rant & Rave was chosen as the preferred partner to support them on that journey.

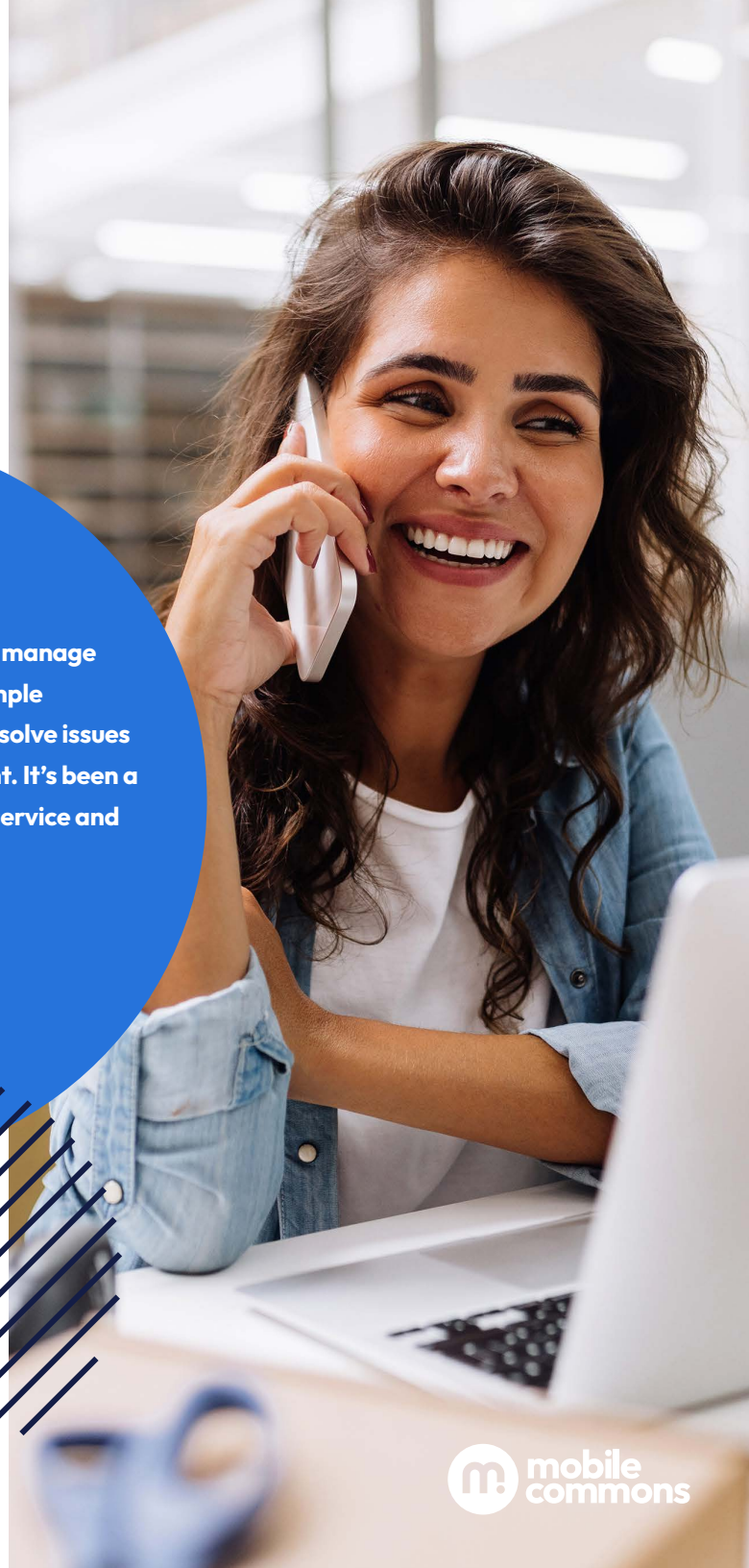
Cracking the CX code

Before Rant & Rave, feedback efforts involved end-of month calls and automated transfers following each call. Both were proven ineffective and yielded low results as they lacked volume, immediacy, and focus. Customers often felt unheard, and despite best efforts, contributed towards lower satisfaction levels than what they aspired to. With Rant & Rave, Tai Calon wanted to:

- Build customer trust by listening and acting on feedback promptly
- Increase customer satisfaction and lower escalations
- Provide comfort for staff by celebrating all accomplishments, not just areas for improvement

"Recover gives us a central place to manage feedback with full visibility. The simple interface helps our team quickly resolve issues and identify areas for improvement. It's been a gamechanger in delivering better service and building trust."

Ross Watts
Head of Customer Experience



Tai Calon achieves 92% CSAT score and reduces recovery time by 5 days

Rant & Rave's intuitive dashboard increases quality of feedback

Using Rant & Rave, Tai Calon began listening to customers via SMS and Email surveys that were sent in close conjunction with the interaction. The Rant & Rave software immediately analyses the survey results and presents the information back to Tai Calon via engaging and intuitive dashboards.

This significantly increased the volume and quality of feedback while paving the way for early improvements, but the team quickly realised they needed a more robust way to manage unhappy customers, assume greater accountability for service delivery and resolution across the business. To do so, Tai Calon began using Rant & Rave's Recover module to help close the loop faster for customers with low feedback scores, to ensure each customer received the attention they deserve.

The results thus far have been astounding:

- CSAT scores improved from 85% to 92%.
- UKCSI score increased by 10 points in 12 months.
- Recovery time for negative feedback cases reduced from 7 days to 2 days.

Prompt action = happier customers

Tai Calon regularly meet and exceed their 90% satisfaction target, and no longer suffer from increased levels of complaints. By giving customers a voice, acknowledging concerns, and taking prompt action on feedback, Tai Calon has reduced escalations and created happier customers.

Results for Tai Calon

90%
achieved customer satisfaction

5
days reduced recovery time for negative feedback

27K
points increased UKCSI points in one year

Rant & Rave helps organizations capture instant feedback, understand sentiment, and improve experiences through real-time, actionable mobile surveys designed for fast and meaningful engagement.

Ready to discuss your options? mobilecommons.com