



# Housemark

Consultancy

.....

## Heartbeat® Tenant Journey Mapping

[housemark.co.uk](http://housemark.co.uk)



# Overview

## **All research offers valuable insights, but for research to spark real change, it must be actionable.**

Actionable research goes beyond the surface—it dives deep into the “why,” “what,” and “how.” Why is there a problem? What steps do we need to take to solve it? And how do we make it happen?

Since March 2023, the Regulator of Social Housing (RSH) has mandated that all social housing providers collect and report on Tenant Satisfaction Measures (TSM). While a basic analysis of TSM data can highlight where tenant satisfaction is lowest, many social housing landlords struggle to pinpoint exactly what actions are needed to boost satisfaction overall and in targeted areas moving forward.

# We're here to help

But through all the confusion, Housemark is here to help. As the UK's leading data and insight company for housing, in partnership with CGA Experience, a leading customer experience (CX) consultancy, we can provide the kind of 'root cause' clarity that landlords desire to improve tenant satisfaction.

Utilising CGA's tenant journey mapping methodology, Heartbeat®, we can map your tenants end to end experiences in a wide variety of areas, from repairs, complaints, and ASB to name but a few.

**CGA** NAVIGATORS  
of EXPERIENCE



# What is Heartbeat®?

Heartbeat® is a unique gap analysis approach that combines quantitative and qualitative data to give a deep insight into how well you are meeting your tenant's wants, needs and expectations across their end-to-end experiences with you. Specifically, Heartbeat®

- Provides clarity on how well you are performing against tenant expectations.
- Identifies core needs of the tenant, in the tenant's language, to help you understand why things matter to them – emotionally as well as practically.
- Enables you to understand the needs of different tenant segments.
- Links tenant data to your TSM's so you can track the return on investment of CX investment.
- Creates a unified view of your tenant's end-to-end journey for your organisation to align culture and strategy around.
- Underpins the creation of data-driven decision-making.



# What we offer

- 1 Inside-out business perspective:**  
We'll work with your team to map your view of the end-to-end customer journey and identify perceived pain points. Using data you provide to Housemark, we'll benchmark your performance against peers to understand your starting point and CX ambition.
- 2 Qualitative customer research:** We'll dive into your customers' experiences, exploring their journey with you, their goals, and the problems they face. This detailed insight captures the customer perspective, revealing what it's truly like to be part of your organisation.
- 3 Quantitative validation survey:** We'll convert customer interactions into a Heartbeat survey to measure their importance and identify gaps between expectations and delivery. This analysis highlights key areas needing improvement.
- 4 Heartbeat® analysis & outputs:**  
Our analysis will uncover major experience gaps, presented in detailed online reports with filters for different demographics and journey stages. We'll also provide a visual illustration of the customer journey to bring their experience to life.

# What we offer

- 5 Prioritised opportunity matrix:** We'll correlate interaction data with satisfaction scores, pinpointing improvements with the greatest impact. You'll receive a clear matrix of customer pain points and drivers of satisfaction, aligned with your strategic goals.
- 6 Roadmap for change:** We'll outline a high-level roadmap of transformation themes, including operational quick wins and strategic change initiatives, to guide your next steps and support business case development.
- 7 Unique partnership:** With Housemark's unrivalled data and analytics expertise, coupled with Housemarks Hub partner CGA, we are uniquely positioned in the sector to partner you in your efforts to not only understand what is important to your residents, but to transform the resident experience by delivering on their priorities.

"Working with CGA has been a fantastic experience... The team created that perfect balance of professionalism and friendliness so it really felt like we were working as a partnership. The deliverables ticked the boxes for breadth and depth, tactical and strategic – both very practical but also thought provoking... we would highly recommend them to others."

**Helen Otto, Head of Insight Improvement,  
Paradigm Housing Group**





# Why choose Housemark?

- 1 Extensive experience:** We work with over 350 social housing providers across the UK, covering 3.8 million homes. We're housing market specialists, with a deep understanding of current regulations and best practices.
- 2 Rich data collection:** We capture over 3,500 datasets annually, providing timely and relevant insights.
- 3 Superior analytics:** Our benchmarking and analytics capabilities are unmatched, offering meaningful insights to stakeholders.

**Housemark – Your partner for quality, reliable, insightful and socially responsible research.**



# Housemark

Consultancy



Contact us at  
**consultancy@housemark.co.uk**  
for your free consultation now.

---

housemark.co.uk



**CGA** NAVIGATORS  
*of* EXPERIENCE

cgaexperience.com

