

TENANT TOUCHPOINTS: IMPROVING THE TENANT EXPERIENCE

#MHONPOINT 

CASE STUDIES 2025/26



OVERVIEW

We kicked off our OnPoint transformation programme in January 2025 with Lettings and Voids. Our core programme aims focus on:

- Improving the tenant experience, reduce colleague frustration & deliver efficiencies (VFM - a key driver)
- Simplifying key processes
- Prioritising opportunities & realising early benefits
- Focusing on performance management, leadership & management development
- This is more emergent so we will need to adapt more readily, develop new ways of new thinking and delivery.

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A fundamental part of the programme was to engage tenants, map the tenant journey and touchpoints for both the outgoing and incoming tenant and improve the overall tenant experience.

Demand for Midland Heart Homes is high, however the journey to becoming a tenant can take time due to the number of steps involved. While overall satisfaction with the lettings process is strong at 90%, applicants still drop out at various stages for different reasons, leading to delays in re-letting homes.

We also know that the costs for clearing properties when a tenant leaves is high and we need to ensure that as far as possible the property is left in a good condition ready for the next tenant.

Our aim is to make the process as easy as possible by using clear, timely tenant touchpoints. These will explain what is required at each stage, set and manage expectations effectively, and support applicants right through to collecting the keys and moving into their new home as well as for those tenants that leave Midland Heart.

ENGAGING TENANTS AND PROSPECTIVE TENANTS

During the review we engaged positively with our My Impact Tenant Group, our engaged tenants, those that have recently been through the lettings process and those that did not secure a property through Midland Heart Homes.



KEY TENANT INSIGHT & FINDINGS



- Overall satisfaction with our lettings process performed strongly at 91% in 2025/26



- Midland Heart Homes is easy to use scored 90.4%



- Tenants being kept up to date through the process was 84%



- The condition of the property at move in has increased to 90% in March 2026



WHAT CHANGES HAVE WE MADE?

The review focused on the timing, quantity & quality of message. Key changes included:

What to expect when you move in



We're proud of our homes and want you to feel welcome from the moment you arrive.

Before you move in, our repairs team will visit your property to check everything over and make sure it's in good condition and meets the Decent Homes Standard. This includes:

-  Carrying out electrical and gas safety checks
-  Making sure all locks are working and changing them if needed
-  Treating any damp and mould if we find it
-  Completing any other general repair work that's needed



NEW SUPPORT DOCUMENTS CREATED

- Rehousing need evidence guide added to our website, for signposting in welcome to Midland Heart Homes email and within our FAQs **Rehousing need - Midland Heart**.
- Moving in checklist added to our website, signposted in touchpoints where relevant **Getting ready to move - Midland Heart**.
- **What to expect when you move in** flyer created to help with managing expectations around condition of property and what is/isn't provided and the redecoration vouchers available.



CLEAR, SIMPLE FORMAT AND MESSAGING

- Used more appropriate language and terminology tailored to audience and based on the Midland Heart tone of voice, and bullet points where appropriate.
- Simplified messaging around shortlisting process.
- Removed unnecessary touchpoints that add no value to the process.
- Added clear next steps to successful bid touchpoint to ensure no step is missed.
- Clear explanation of what happens next in telephone appointment touchpoint.



REMINDER OF KEY POINTS OR IMPORTANT INFORMATION

- Added summary of void standard to help with setting expectations prior to viewing property.
- For Direct Offer approval & match touchpoints a note added to make it clear that only one suitable offer will be made, and refusal could mean removal from the list.
- For viewing appointments, a note added to advise that repairs may be taking place, but the property will be safe to enter.



TENANT-CENTRIC APPROACH

- Added point to cover any support and medical needs in telephone appointment and what to expect when moving in and what to plan for.
- Added details of My Voice to welcome email and section on keeping us informed of household changes and any vulnerabilities that we should be aware of to help us deliver our services.



#MHMINDSET

Our tenants come first, second and third. We come to work to do the best we can for our tenants and each other. We are honest, empathetic, we ask questions, you can rely on us and we put our tenants at the centre of every decision we make.

We are one team working together for our tenants.



www.midlandheart.org.uk



20 Bath Row, Birmingham, B15 1LZ



0345 60 20 540

