

WEB EXPANDING OUR TENANT TOUCHPOINTS

WHATSAPP AND MESSENGER

CASE STUDIES 2025/26



OVERVIEW

As part of our work to provide more convenient options for tenants to get in touch with us, in October 2025 we launched our first ever two-way tenant communications channels through WhatsApp and Web Messenger.

Added to our existing Genesys Contact Centre system, the roll out was kept simple and controlled and ultimately playing a role in allowing us to make informed, tenant-centric decisions about our future investment in digital communications.



OUR OBJECTIVES

Working with our tenants, the five main objectives of the project were to:

-  **Make it easier for tenants to contact us using a channel many people already use in their everyday lives**
-  **Understand what tenants want from this service - what kinds of questions they'll ask, how they'll use it, and how quickly they expect replies**
-  **Study comparative data to understand the popularity of the new channels, when compared to phone calls, emails and letter.**
-  **Keep service quality high by starting small and making changes based on what we learn, and;**
-  **Through our Tenant Scrutiny team, use real tenant feedback to shape how the service grows and improves over time.**

Our results so far

As of November 2025, the early results from the WhatsApp and Web Messenger for Business launch showed that tenant take-up was lower than expected. However, this was largely due the service not being widely advertised during the initial test phase, so many tenants may not have known it was available.

The vast majority of queries received so far were about repairs, rent, and Midland Heart Homes - showing the channel is suitable for everyday questions. Staff are able to respond quickly, helping to maintain good service quality.

Next steps

Our next steps for the service will see us promoting the channels far more heavily on our website and social media platforms into 2026, but also ensuring that the quality of interactions remain high.



www.midlandheart.org.uk



20 Bath Row, Birmingham, B15 1LZ



0345 60 20 540

