



Developing a tenant portal

# In this presentation...

Why?

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What next?

# Why?

- Technology had moved on
- Improve tenant experience
- Tenant empowerment
- Internal CRM no longer being developed
- Improve customer services effectiveness



# Digital Landscape

# Shifting digital landscape

- 5.11bn unique mobile users globally
- Quality and trust
- Voice User Interface (VUI)
- Social media: Facebook dominates, but it's bleeding.
- Privacy
- Marketing is becoming a service

# Benefits to users

Ease of access

Speed

Clarity

Empowerment



# Benefit to us

Prioritise attention to the more vulnerable  
Reduce workload on customer facing staff  
Provide more accurate services (e.g repairs)  
More data



A top-down view of a desk with a vintage map. On the desk are a pair of black-rimmed glasses, a stack of three black and white photographs, and an open notebook with blank pages. A pencil is tucked under the notebook. The text 'Planning and development' is overlaid in the center in a large, white, bold font with a slight shadow.

# Planning and development



# Internal consultation



Marketing and communication

Housing

Community regeneration

Customer services

Maintenance

IT

Senior management

Staff briefing

# Goal

Increase digitally active users by **50%**



# Tenant involvement

Name it.

Test it.

Scrutinise it.



# Key messages

## *6 simple messages*

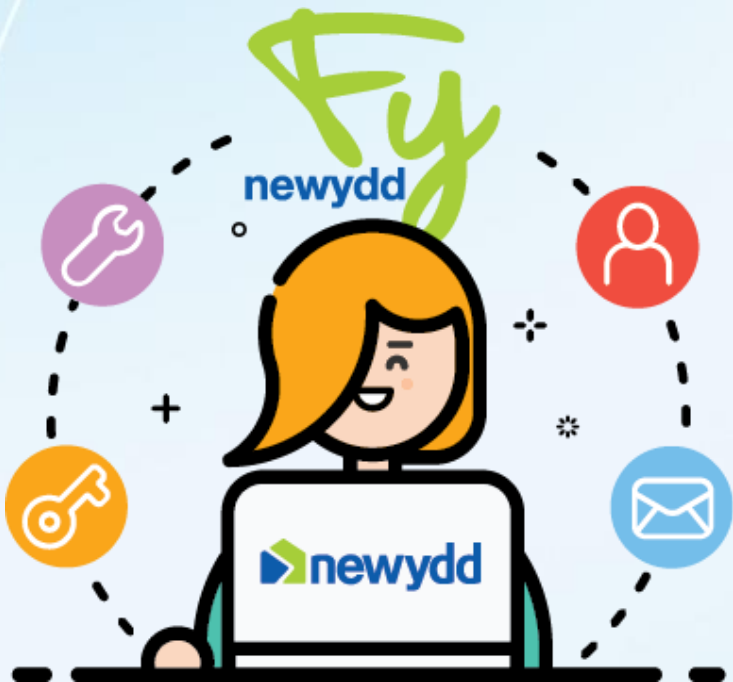
1. Save time. Do it online.
2. All you need in one place.
3. Fastest way to use our services.
4. Join a community.
5. Exclusive news and updates.
6. Only need your email address and tenancy number.

A blue-tinted photograph of three men in a group hug, likely athletes, with the text "Supporting Assets" overlaid in white. The man on the left has the number "27" on his back. The man in the middle has the number "13" on his back. The man on the right has "Kentdale" and "LAND-ROVER" on his back. The text "Supporting Assets" is centered over the image in a large, white, sans-serif font.

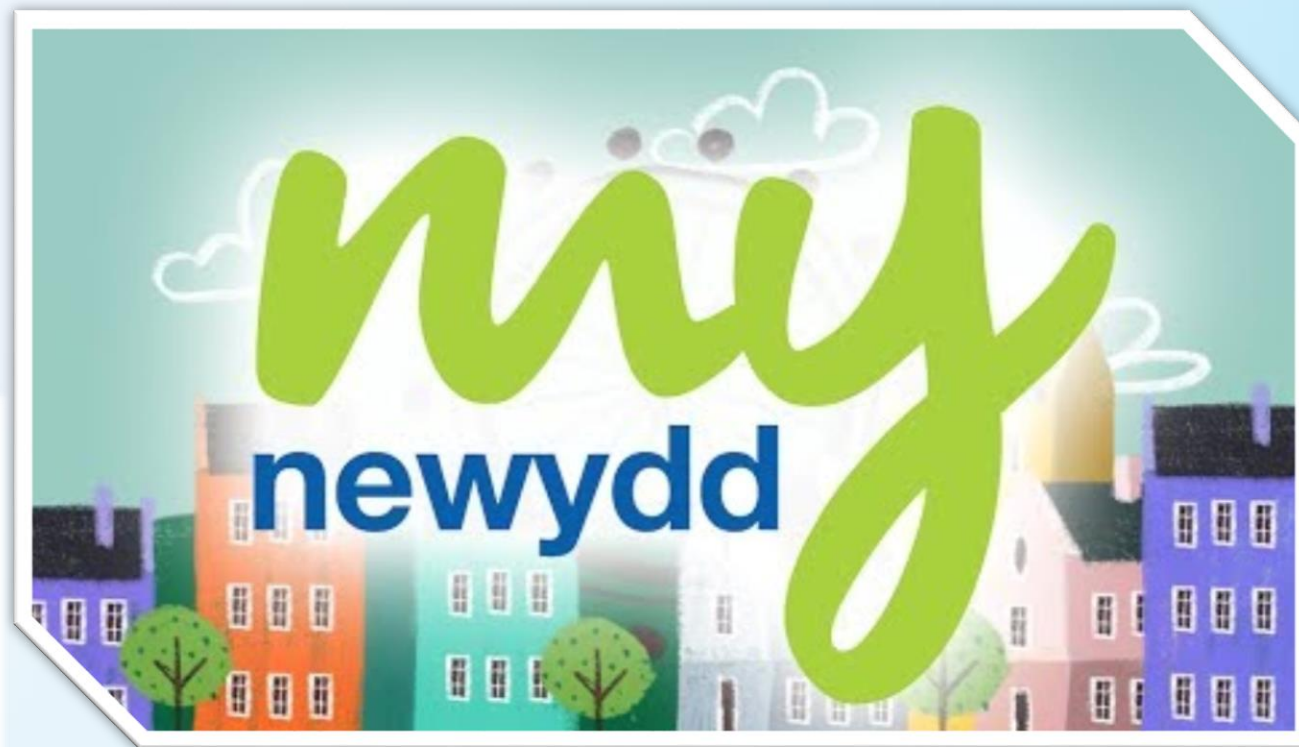
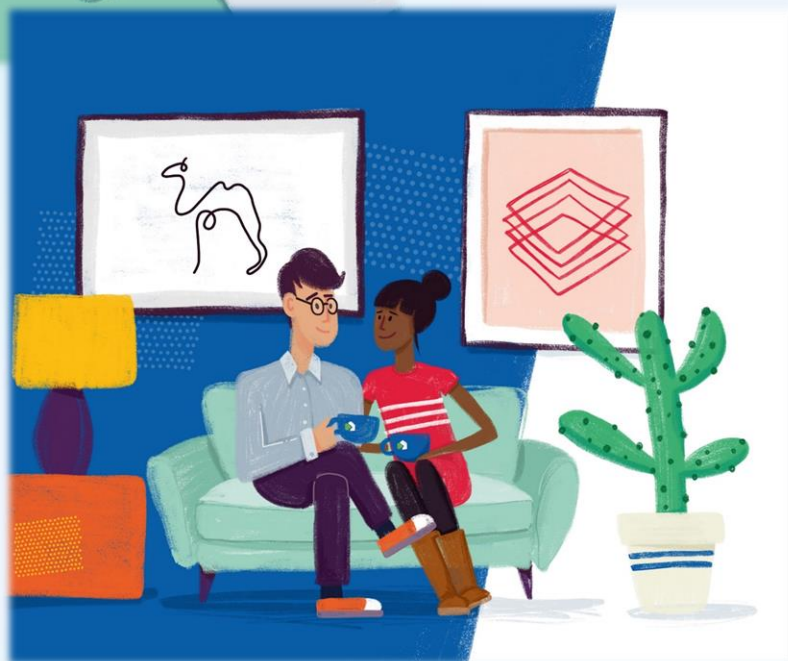
# Supporting Assets

# Supporting assets - Artwork

*my*  
newydd



# Supporting assets - Videos and illustrations

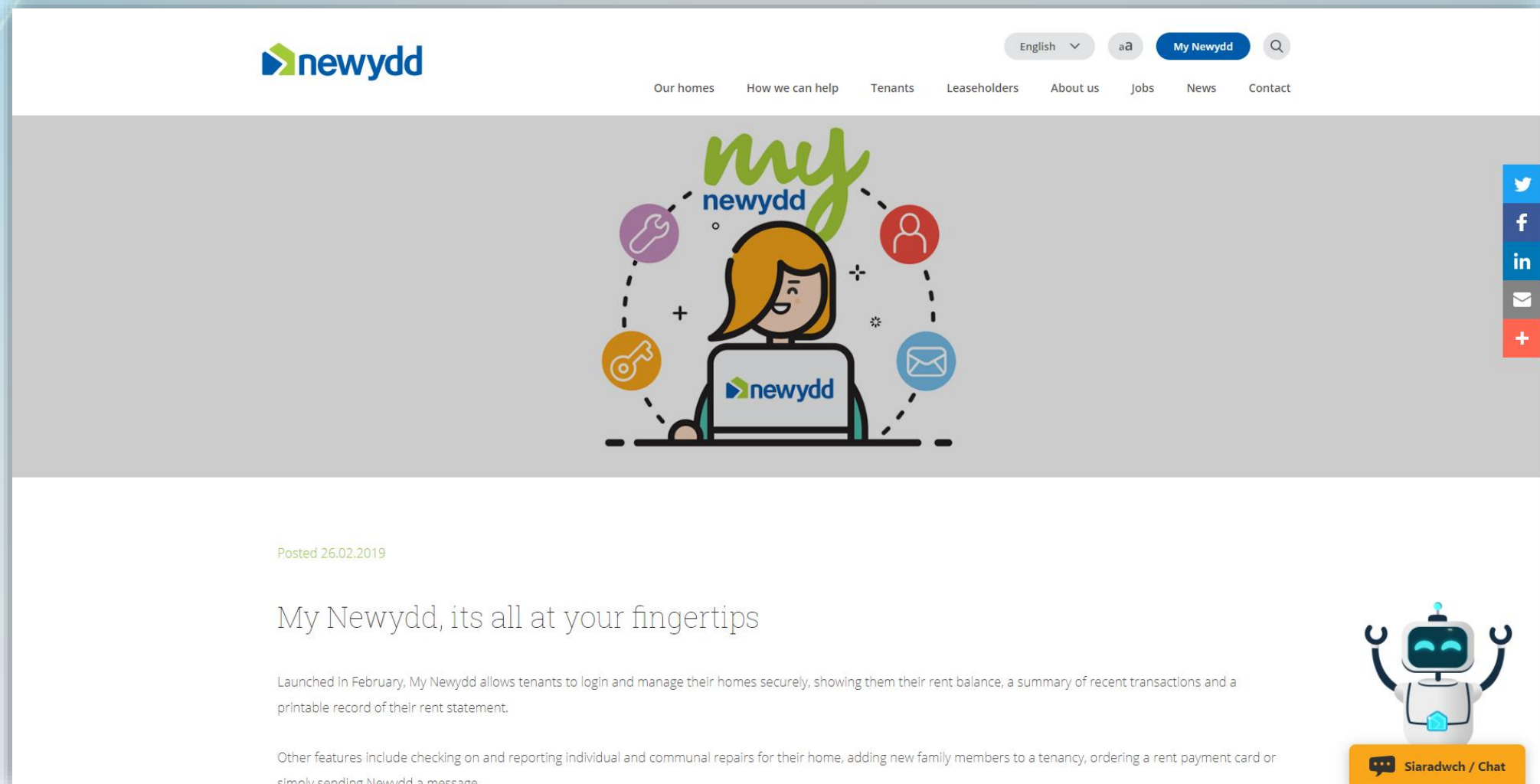


# Supporting assets - Social media





# Supporting assets - Website support



The screenshot displays the Newydd website's header with the logo on the left and navigation links (Our homes, How we can help, Tenants, Leaseholders, About us, Jobs, News, Contact) on the right. A search bar and language selector are also present. The main content area features a large illustration of a woman with blonde hair sitting at a laptop with the Newydd logo. The text 'my newydd' is written in a stylized green font above her. Surrounding the woman are icons for a wrench, a person, a key, and an envelope, connected by dashed lines. On the right side of the page, there is a vertical stack of social media icons for Twitter, Facebook, LinkedIn, Email, and a plus sign. Below the illustration, the text reads: 'Posted 26.02.2019', 'My Newydd, its all at your fingertips', and a paragraph describing the portal's features. At the bottom right, there is a chatbot icon and a button labeled 'Siaradwch / Chat'.

newydd

English aA My Newydd

Our homes How we can help Tenants Leaseholders About us Jobs News Contact

my newydd

Posted 26.02.2019

## My Newydd, its all at your fingertips

Launched in February, My Newydd allows tenants to login and manage their homes securely, showing them their rent balance, a summary of recent transactions and a printable record of their rent statement.

Other features include checking on and reporting individual and communal repairs for their home, adding new family members to a tenancy, ordering a rent payment card or simply sending Newydd a message.

Siaradwch / Chat

# Supporting assets - Podcast

HOME  
MADE



by  newydd

# Supporting assets - In View Blog

The screenshot shows the top of a blog post on the 'in view' website. The header is blue with the 'newydd' logo and the text 'in view - The home of community news'. Below the header is a navigation bar with links: 'Improving your community', 'Maintaining your home', 'Money matters', 'Trust voices', 'More', and a search bar. The main content area features a large image of a man in a server room. The article title is 'My Newydd - building a portal' with a date of '20 March 2019'. The text begins with 'Y'all I'm about to work in the IT department here at Newydd. This blog gives you a glimpse into all things computer, server, and anything in between. I'm also going to delve into some of the work we did on our new tenant portal, My Newydd.' There is a small 'SHARE' button. The article continues with 'I've been working at Newydd for coming up to 2 years, having joined straight out of university. My job requires a lot of time spent at a computer. Therefore I try to spend as much of my personal time away from a screen, mostly for my eyes sake! I spend my time playing football and playing board games when I'm not in the office.' There is another image of the man in the server room. The text then says 'There I am at our server rack in London, which you'll learn a little about further down in this post.' The article continues with 'Our latest IT project is something you will hopefully already be aware of. We've re-branded and re-designed our online portal to help empower tenants. They can now manage their tenancy online at their own convenience. Despite being an IT project, My Newydd is not just the work of an IT department, it's down the work of many departments working together. Which is what could be said of a lot of work that we undertake as it. We often work with everyone around the organisation to help deliver IT services that people need, want and enjoy using.' There is a section titled 'Messages with mileage' which says 'We set up a new server to get My Newydd up and running, which is located in London. This is where our internal network connections break out to the world wide web. This server talks to our internal databases in the Newydd office, which is how tenants are able to check their rent balance, log repairs and send Newydd messages among other things.' The article concludes with 'Anything logged on My Newydd will in fact also be recorded round trip to London before hitting our offices in Cardiff. There will be generated to our customer services department for them to respond to as appropriate. This way, tenants will always get a human response to anything they may want to talk to us about.' At the bottom of the article is a map of the United Kingdom.

The screenshot shows a tweet from Newydd Housing (@NewyddHousing) dated 7:29 PM - Mar 19, 2019. The tweet text reads: 'Introducing #MyNewydd. Manage your rent, repairs, personal details and messages all in one place. Signing up is easy, simply head to [mynewydd.co.uk](https://mynewydd.co.uk) and click 'Register' to begin.' Below the text is a colorful illustration of a woman with blonde hair sitting at a desk with a laptop. The laptop screen shows the 'My Newydd' logo. There are several circular icons around her representing different services: a house for rent, a wrench for repairs, a person for personal details, and a speech bubble for messages. The tweet has 4 retweets and a link to 'See Newydd Housing's other Tweets'.

We had to run the site through testing to make sure every button and every page was behaving itself, and giving us what we wanted. It might come as a surprise to hear that one of the largest parts of IT's work is performing tests. This is effectively the act of trying to break something in as many different ways as possible. This involved ensuring My Newydd worked on a tablet, phone or desktop, and on WiFi and mobile connections. It's difficult to always account for every scenario, but that's the nature of IT work.

### Naming My Newydd

Our Marketing and Communications department helped us design the site. We needed to make sure we used the right branding, and most importantly, got the name right. We had a few candidates fly about the office: MyAccount, inNewydd and My Newydd. While we in IT ensured all the technical details were up and running behind the scenes, the portal also needed to look and sound right in order to make My Newydd a success.

Our office debate for a name ended in a deadlock, so we ended up putting the name out to a poll on social media. The public chose My Newydd.

### Registering for My Newydd

Signing up for My Newydd is quick and simple. There's also a chance to win £100 every three months if you regularly use the service.

Head to [mynewydd.co.uk](https://mynewydd.co.uk) and click on 'register' to begin.

If you'd like some help with using our digital services, head on over to one of our many #DotDigitally blogs, such as [Digital champions](#) and [Newydd online](#).

# Supporting assets - Email

4 functionalities

3 key messages

1 clear call to action

(plus an incentive)



<< Test Tenant\_Forename >>

**Be part of the Newydd community and receive exclusive news and updates**

No matter where you are, whether on the bus, in your living room or at the office, you can access My Newydd using your mobile, desktop or tablet.

**It's all at your fingertips**

**myrent**  
Use My Newydd to check your current balance, check your previous payments and print a statement. You can also pay your rent online and order a rent card if you need it.

**myrepairs**  
You can report a repair to us any time of day and check the status of these repairs. If you live in a building with other flats nearby, you will be able to view repairs reported for communal areas too.

**mydetails**  
If you change your contact details, you can edit them here. You can also add any information on disabilities you may have or add new family members here too.

**mymessages**  
Need to tell us something outside of office hours? Message us any time of day.

**Sign up for your chance to win £100!**

For your chance to win, register for a My Newydd account, and make sure you login at least once every month. A draw will take place every 3 months for the first year, 4 chances to win!

\*These rules if your next account is in arrears, the prize money will be used to reduce your debt

[Click to register](#)

You will need your email address, National Insurance number and tenancy number when registering

Your tenancy number is << test tenancy BKey >>

**newydd**

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Want to change how you receive these emails?  
You can [update your preferences](#) or [unsubscribe from this list](#).

# Supporting assets - Mail Shot

All key messages

Clear call to action

Tear-able tab with custom log-in details



# The Campaign



# Campaign - implementation

'Beta' testing

Feedback, evaluate and adapt

Small scale testing

Phased roll out

Continue to adapt



# Signing up

## **Automated**

When a tenant has all the necessary information, they can automatically sign themselves up.

## **Partial**

If a tenant only has some information, the sign up process can begin, but must be verified and completed by a staff administrator



## **Staff**

Staff admins can instantly sign tenants up



# Outcomes

Goal was achieved in 35 days

Secondary goal of 1,000 by Christmas set

General digital communications increased across the organisation

Social media engagement increased by 32%

Live chat engagement increased by 66%

Social media messages increased by 141%



# Feedback

**48** responses

**91%** agreed or strongly agreed that it was easy to use.

**52%** preferred My Newydd to previous portal / **33%** not sure

**90%** of respondents chose to opt in for future marketing emails

# Conclusion

- Lots of planning – flexible deadlines.
- Consultation – is it what the *user* needs?
- Use what's there – honest feedback.
- Beta testing – iron out kinks.
- Phased approach – reduce stress for staff.
- Cover all channels – and identify your strongest arm.



# Looking ahead

Integration with smart speakers – help with elderly tenants.

Improved repair reports – improve our maintenance team's effectiveness.

Streamlining website – cater to prospective homeowners and corporate.

Personalised digital documents



**Diolch yn fawr**  
**Thank you**

