

Business outcomes

72.7%

of tenancies now registered on the portal, up from 27%

114%

increase in repairs reported through the portal

30,000+

users now registered on the platform

44%

of customer interactions are now digital

“

Plentific worked closely with our teams to understand our requirements and configure a platform that works for our residents, our colleagues and our wider business. The result is a solution that gives us the flexibility to continue evolving our digital services over time.”

– Samantha Colligan, Digital Customer Engagement Product Lead, Karbon Homes

How Karbon Homes increased resident portal adoption from 27% to 72.7%.



The customer: Karbon Homes

Karbon Homes builds, manages and looks after affordable homes for people across the North of England, with 34,000 homes spanning diverse communities across the North East and Yorkshire.

Karbon's three strategic aims are to provide good quality homes, deliver excellent service to customers, and shape strong, sustainable places for its communities.

Alongside affordable homes, Karbon supports customers who need more than a place to live, including financial advice, community services, sheltered accommodation and training through Karbon Foundation, combining a sound business approach with a strong social purpose.



The challenge: a legacy portal and disconnected systems, across two brands

- Karbon Homes needed to replace its legacy resident portal with a modern, scalable self-service solution that could improve the resident experience, integrate with existing systems and evolve as customer needs changed.
- The key challenge was supporting two distinct brands on a single platform. Alongside Karbon Homes, the solution needed to support its subsidiary, 54North, with separate branding, standalone mobile apps and tailored functionality, while avoiding the complexity of managing two separate systems.

Plentific products in use

- Resident Portal
- Resident App
- Repairs Diagnostics



After taking a little extra time to make sure the experience was the best it could be, our resident portal launch was a huge success. We were thrilled to see around half of our migrated customers logging in within the first few days. Our collaboration with Plentific has been invaluable in helping us deliver a smoother, more connected online customer experience."

— Samantha Colligan, Digital Customer Engagement Product Lead, Karbon Homes



The solution: a single platform for every resident interaction

Karbon partnered with Plentific to implement a single digital self-service platform that could support both Karbon Homes and 54North, while still delivering a tailored experience for each organisation's residents.

The solution brought together the Resident Portal, Resident App and Repairs Diagnostics, giving residents a simple way to manage everyday housing services digitally, from reporting and tracking repairs to making payments, accessing documents and updating their personal information.

Behind the scenes, both brands run on the same scalable platform, with separate branding, standalone mobile apps and tailored customer journeys. This allowed Karbon to provide a consistent digital experience across its communities while maintaining the flexibility needed for different customer groups.

The platform was integrated with Karbon's existing systems, including housing management, scheduling, payments and document management platforms, ensuring residents could access live information and complete tasks without additional manual intervention.

With this foundation in place, Karbon now has a platform that can continue to evolve, adding new services and capabilities as resident expectations and business needs change.



Integrations: connecting the portal to Karbon's existing systems

The solution integrates with Karbon's existing technology stack, enabling residents to access real-time information without switching between systems.

- **Capita Open Housing:** housing management system
- **Advanced / Kirona DRS:** scheduling system
- **Pay360:** payments provider
- **Allpay:** direct debits provider
- **Microsoft SharePoint:** electronic document management system

Delivered since launch

- ✓ **October 2025**
Initial platform launch.
- ✓ **January 2026**
The Karbon Homes mobile app launched.
- ✓ **June 2026**
Documents went live, giving residents access to damp and mould summaries.
- ✓ **July 2026**
Tailored repairs update for Byker residents, plus a damp and mould update supporting Awaab's Law.

“

This is not just about launching a new portal; it is about creating a platform that can grow with us. We now have the foundations to continue introducing new services that make it easier for residents to access support when they need it.”

– Samantha Colligan, Digital Customer Engagement Product Lead, Karbon Homes



The results: strong adoption and increased self-service

Since launch, Karbon has seen rapid adoption of the portal and a significant, measurable shift towards digital and self-served interactions. Key outcomes include:

30,000+

users now registered

72.7%

of tenancies now registered, up from 27%

114%

increase in repairs reported through the portal

21%

of repair journeys include self-help guidance



The future: continuing to expand digital services for residents

The launch of the new platform marks the start of Karbon's ongoing digital transformation journey. Working with Plentific, Karbon will continue to enhance the platform, introducing new capabilities that make it easier for residents to access services, manage their tenancies and resolve issues independently. Upcoming developments include:

- Phase 2 of the damp and mould module, expanding support for proactive management and compliance with Awaab's Law.
- A new Cases module, enabling wider case management capabilities across resident services.
- Digital onboarding and applications, helping prospective residents complete their journey online.

By continuing to build on a single, scalable platform, Karbon can evolve its digital services over time while maintaining a consistent experience across both Karbon Homes and 54North.