

Joe Mercer

Manchester · joe.mercer@example.com · 07700 900230

5 October 2026

Ms Ruth Achebe
Head of Product
Tidewell Housing Group
Tidewell House, 21 Oak Street
Manchester M4 5JD

Dear Ms Achebe

Application for Senior Product Manager, Tenant Services

I am applying for the Senior Product Manager role on your tenant services team. I run the online claims product at Hearth Home Insurance, an app used by 300,000 customers, with a team of four developers, a designer and a tester.

Research with customers showed that most gave up when asked for photos at the end of a claim. We moved photo uploads to the first step, and claims made online rose from 41% to 68% in a year.

I review usage data and feedback with the team every week, and I agree priorities with our claims and fraud teams and partner repair firms. Reporting a repair is a lot like making a claim, and I would like to make it as easy for your tenants.

My CV is attached. I would be glad to talk through the claims work in more detail. Thank you for considering my application.

Yours sincerely

Joe Mercer