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INTRODUCING

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FOR THE USER

It is a normal WhatsApp chat



FOR THE ORGANISATION

Every relationship becomes **visible**, **supported** and **measurable.**

ENGAGEMENT

30–82%

Increase in engagement achieved in DfE-funded mentoring programmes

VOLUME

33,000+

Conversations logged, safeguarded and analysed

FUNDING

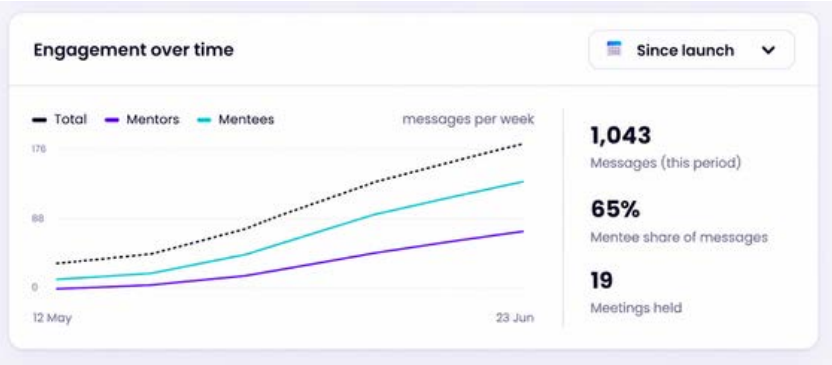
£3m+

Funding secured using evidence generated from real interactions

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Most organisations can tell you who is enrolled in a programme.
Few can tell you what is happening inside it.
Wowment turns everyday interactions into visibility, insight and evidence.



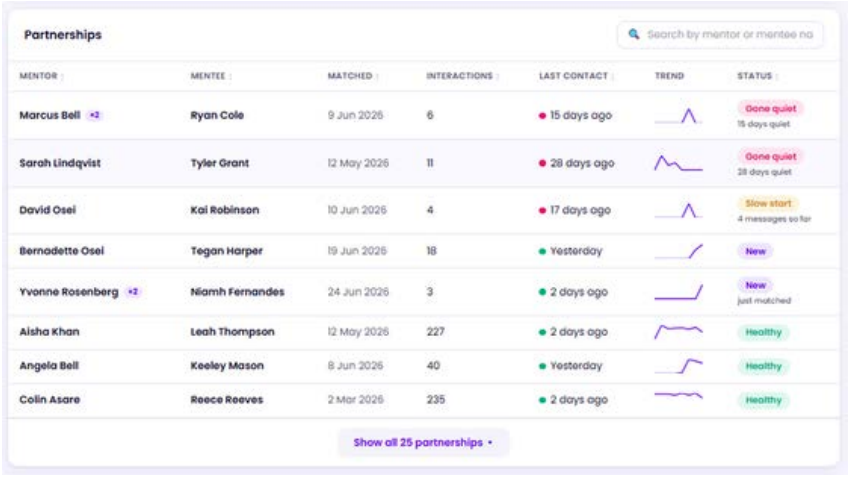
Increase engagement

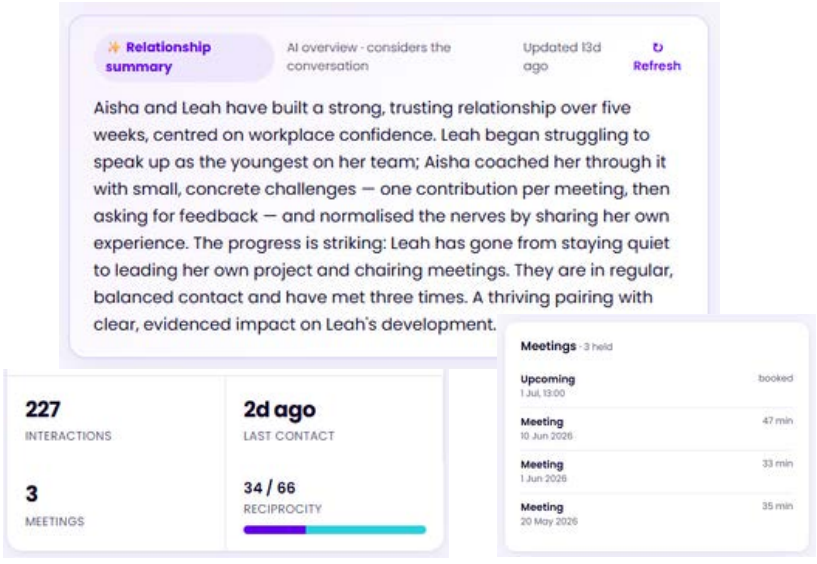
People already use WhatsApp every day. By communicating through a channel they know and trust, organisations remove barriers to engagement and make it easier for relationships to develop naturally.

Understand relationship health

See which relationships are thriving, which need support and where intervention may be needed.

A live dashboard provides visibility across every partnership, helping teams focus their time where it will have the greatest impact.





Generate meaningful insight

Move beyond interaction counts and understand what is actually happening inside relationships.

AI-generated summaries highlight key themes, progress, challenges and opportunities, helping organisations learn what drives successful outcomes.



Demonstrate impact

Generate reports and evidence directly from real-world interactions.

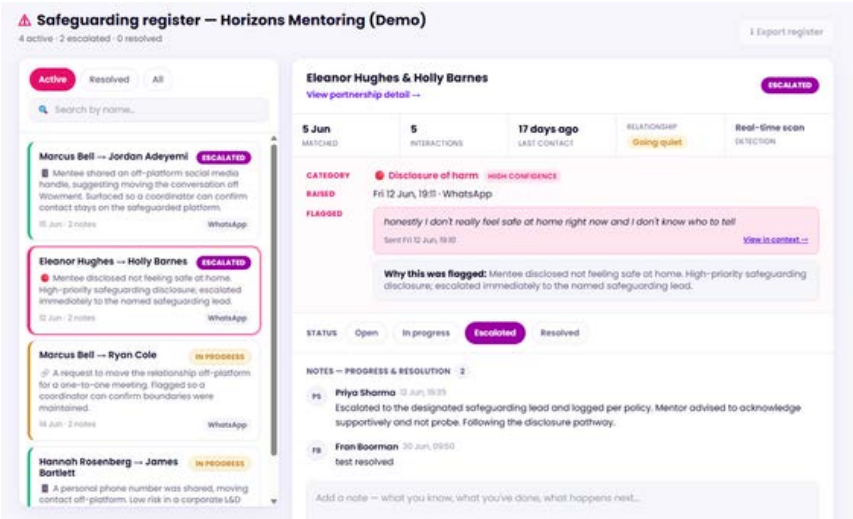
Rather than relying on surveys or anecdotal feedback, organisations can demonstrate outcomes with confidence using evidence gathered throughout the programme.

Improve safeguarding oversight

Identify potential concerns earlier and provide appropriate support when it is needed most.

AI-assisted monitoring helps highlight safeguarding issues, boundary concerns and signs of disengagement, while trained professionals remain in control of every decision.

AI assists. Humans decide.



INCLUDED AS STANDARD

- WhatsApp-first, no app or login
- Live Dashboards for administrators
- Relationship Health and Summaries
- Meeting Detection and Logging
- Safeguarding Intelligence and Alerts
- No personal phone numbers shared
- Multi-Programme Management
- Role-Based Permissions
- Data Export
- Basic customisation
- Programme Closure Support

OPTIONAL ENHANCEMENTS

- Evidence Reports
- Integrations & API Access
- Advanced Safeguarding Workflows
- White-Labelling
- AI-powered matching
- Real-Time Translation in Partnerships
- Bespoke messaging

+ more

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CASE STUDY

Department for Education Care Leaver Mentoring Programme

From 30% to 82%: how five local authorities transformed engagement with “hard-to-reach” young people through Wowment

Surrey County Council · Northamptonshire Children's Trust · Leicester City Council · BCP Council · Southampton City Council

THE CHALLENGE

Goal 17 delivers DfE-funded care leaver mentoring across 5 local authorities. In year one, 291 young people were referred into the programme. On paper, the numbers looked reasonable — 151 recorded as receiving support. In reality, only 46 were interacting regularly with their mentor. Relationships existed in the system. Not in practice.

THE SHIFT

Goal17 redesigned the model around how young people actually communicate — moving relationship-building onto WhatsApp via Wowment, removing the need to exchange personal numbers, and replacing scheduled meetings with low-pressure, ongoing contact. The result: a fundamental shift in engagement, not a marginal one.

13,800

interactions analysed in one year

One of the the most detailed evidence bases ever created for care-experienced young people.

82%

engagement achieved

Up from 30% before introducing Wowment. Meeting young people where they already are drives stronger engagement.

69%

progressing towards education, employment or training

Outcomes identified without relying on surveys.



Insights generated through Wowment were brought together in a report launched at Parliament and used to inform a public inquiry into support for care-experienced young people.

The evidence helped demonstrate programme impact and supported a further year of funding across all five participating local authorities.

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Built for Trust: Visibility without compromise.

Wowment was designed for organisations that need to balance engagement, safeguarding, governance and data protection. From local authorities and education providers to charities and mentoring programmes, the platform provides meaningful insight while maintaining appropriate controls, accountability and oversight.

Your Data. Your Control.

Your organisation remains in control of its data, with clear ownership, access controls and governance throughout.

Secure Infrastructure

Built on secure cloud infrastructure with appropriate safeguards to protect sensitive information and support organisational security requirements.

GDPR Aligned

Designed to support GDPR compliance, including data access controls, auditability and information governance requirements.

Protected Communication

Participants communicate naturally through WhatsApp without sharing personal phone numbers, helping maintain appropriate boundaries and reduce risk.

Role-Based Access

Staff, managers and administrators only see the information relevant to their role and responsibilities.

Responsible AI

AI is used to support professionals, uncover insight and reduce administration — not replace human judgement.
AI assists. Humans decide.

Ready to explore what Wowment could do for your organisation?

Whether you're delivering mentoring, volunteering, family support, education, coaching or community support programmes, Wowment helps organisations understand what is happening across their relationships, generate meaningful evidence and improve outcomes.

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