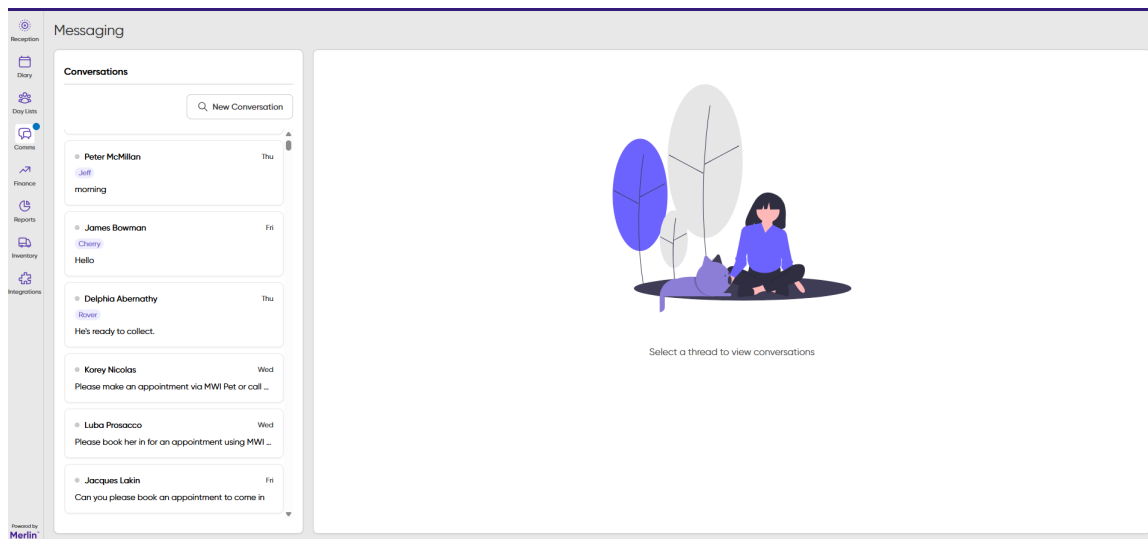# MWI Pet Messaging

30/01/2026 10:37 am GMT

Summary

For use with MWI Pet to produce two way communication channels between Merlin and clients registered with MWI Pet. This is only available to practices using the New UI.
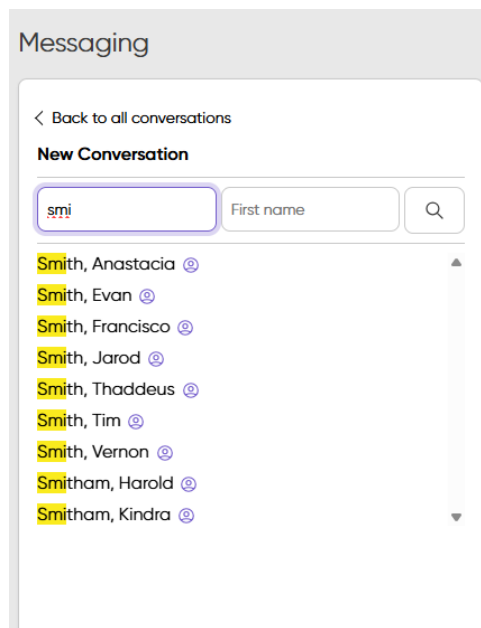
Details

Navigation to Comms > MWI Pet Messaging.

It can also be accessed direct via 'Messages' in the Top Tool Bar.
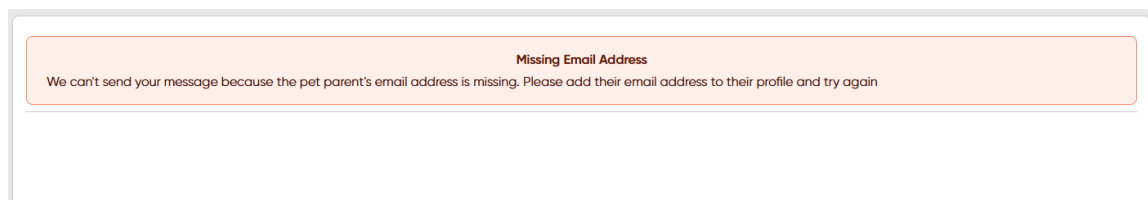

Starting a New Conversation

Select 'New Conversation' from the Conversations table and begin to search for the specific client.

As soon as you start typing, a list of potential customers will populate the list. Those clients that are already registered on MWI Pet will display a client icon at the end of their name. All other Merlin clients will display without the icon.

If the user attempts to send a message to a client without being registered, they will receive an email informing them they have been sent a message and prompted to register their account.

If the user attempts to send a message to a client on Merlin that is not registered with MWI Pet and does not have an email address on record, a warning message will display and no comms can be sent.

Missing Email Address
We can't send your message because the pet parent's email address is missing. Please add their email address to their profile and try again

Once a registered client is selected, the conversation is created.

The user has the following options:
- Expand the client details to display the further details to help confirm the correct client has been selected.
- View any previous conversations and select them to respond, or keep 'New Conversation' selected to continue creating a new one.
- Enter a topic or subject line
- Select the relevant pet the communication is in regards to where relevant. This is not a mandatory field.

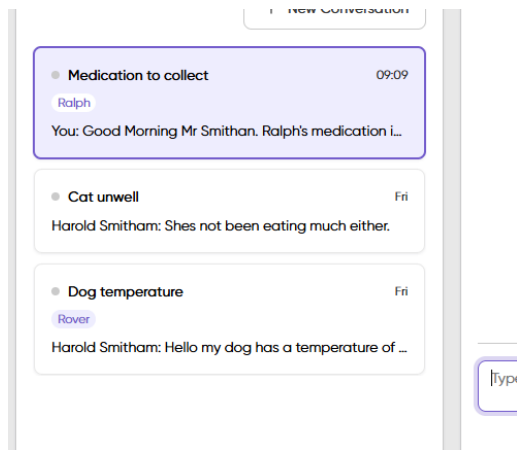Free type the message and click 'Send Message'.

The conversation will now display within the client conversation table.

The client will receive this message directly into the MWI Pet account if they are already registered. They will also receive an email informing them they have a new message.

When navigating back to 'All Conversations' the latest will be displayed at the top.
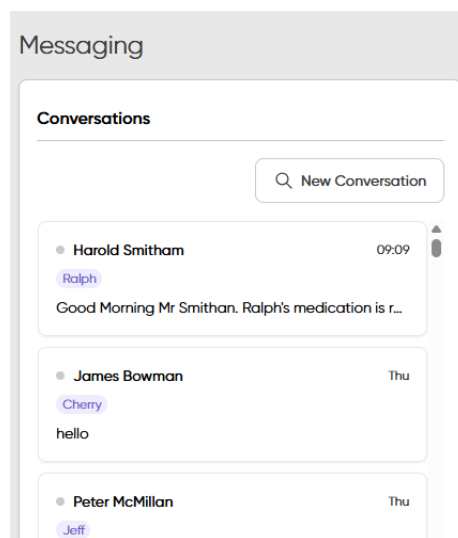

If the client is not yet registered with MWI Pet, they will still show in the client list and will receive an email informing them they have been sent a message and prompted to register their account.

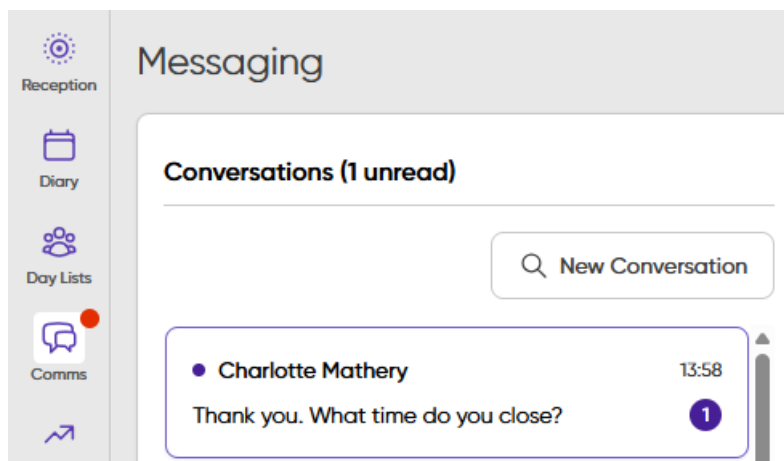## Receiving a Message from a Client

In Merlin, a red dot will appear on the Comms icon to indicate a new MWI Pet message. Once selected, this will show how many unread MWI Pet messages there are:
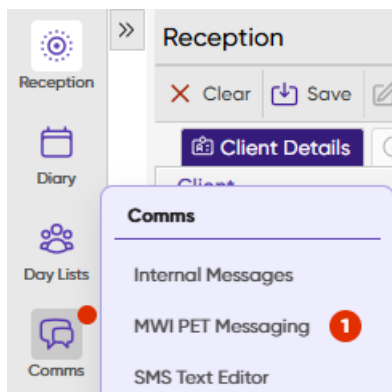
Messages will also show from the Top Tool Bar:
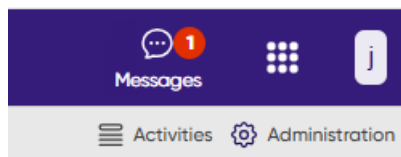
Once MWI PET Messaging has been selected, it will show any new messages:

Once this conversation is clicked, it is marked as read, and the practice user can respond.

Note - users can differentiate between internal messages and MWI Pet messages as the dots are different colours. Red - MWI Pet messages and Blue - Internal message.

Access via Reception

Users are able to access client specific messages from the reception screen by clicking the 'Send Message' icon.

This will immediately open the MWI Pet Comms window to allow the user to view any conversations specific to this client as well as starting a new one.