

FIVE STAR BUILDER SATISFACTION

HOMES FOR SCOTLAND ANNUAL CONFERENCE

THURSDAY 15TH NOVEMBER 2018

Presented by
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The Customer Care Journey....

- NHBC – 10 year buildmark warranty (other warranty providers are available)
- CML – 2002
- Barker Review 2004
- Initial Customer Rating Scheme – 2005
- Consumer Code – 1st April 2010 (now 5+ codes)

All Party Parliamentary Group for Excellence in the Built Environment



HOUSE OF COMMONS
LONDON SW1A 0AA

More homes, fewer complaints

Report from the Commission of Inquiry into the
quality and workmanship of new housing in England

July 2016

All Party Parliamentary Group for Excellence in the Built Environment



Better redress for homebuyers

How a New Homes Ombudsman could help
drive up standards in housebuilding and
improve consumer rights

June 2018



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The Customer Care Journey....

- HBF “5 star rating”
- The Five Star Builder Initiative – early 2019
- Ombudsman (TPO) and provide for a ‘single code’ - TBC

Why Customer Service matters?

79%

UK GDP from the service sector

70%

Employees who deal with customers

114%

higher revenue per employees for organisations higher than sector average UKCSI

84%

Customers believe staff need more training

26%

Customers would pay more for excellent service

£28 bn

Lost to the economy through poor customer service

0.41

Increase in customer satisfaction for every 1 point of employee engagement

9.9 million

Phone calls to organisation as a result of complaints

The Customer Landscape

- Compare & contrast
- Trust and purpose....
- UK Customer Satisfaction Index:
 - Calibre of Staff
 - Ease of doing business
 - A good experience
 - If a complaint is made – how was I made to feel?
 - How long did it take to resolve?
- Social media

Changing Customer behaviours



Source: The Institute of Customer Service

The Customer is King



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....but the Customer is not always right





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So how are we doing? (NHBC stats....)

- In last 4 years Scotland has out performed England on:
 - Quality & recommended scores
 - Completing homes on time
 - Standard of finish
- However, we have a higher number of identified problems 11+
- And like most regions, quality has dropped as output has increased



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HBF and Mactaggart & Mickel

Would you recommend your builder to a friend?

- 2011 - 2012 - 91.5%
- 2012 - 2013 - 95.8%
- 2013 - 2014 - 97.4%
- 2014 - 2015 - 96.5%
- 2015 - 2016 - 96.8%
- 2016 - 2017 - 95.4%
- 2017 - 2018 - Currently sitting 96.4%

What we do....

- Plot complete 2 weeks in advance of handover date
- Sales Consultant and Site Manger inspect home
- A Director inspects plot 2 weeks before handover
- Any “snagging” work is complete before entry
- Client familiarisation home visit before entry
- One point of contact during first 2 years



THANK YOU

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1925

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