

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 SWIA 0AA

More homes, fewer complaints

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

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



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

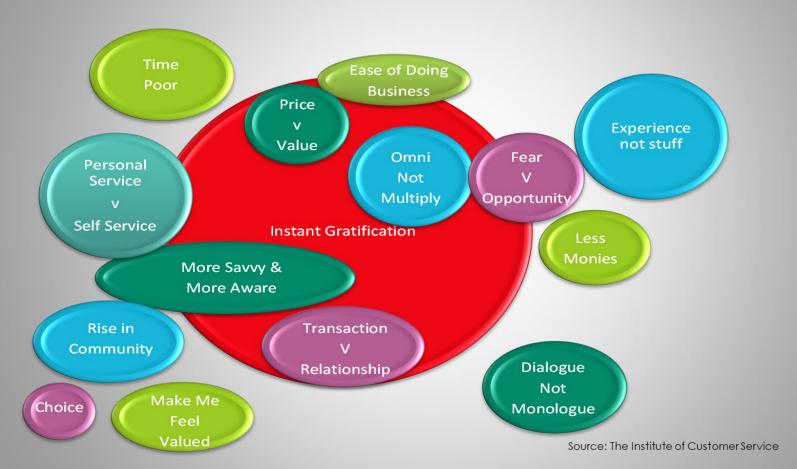


The Customer Landscape

- 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





The Customer is King





....but the Customer is not always right









HOMES

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



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



