





CUSTOMER SERVICE

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CUSTOMER SERVICE

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WE HOLD OUR CUSTOMERS' HOPES AND DREAMS IN OUR HANDS.



Buying a new home is the biggest purchase most people will ever make in their lives and when you then consider the emotions a new home can also entail; this purchase can become a momentous event.

It is critical we deliver the right experience to our customers. This means building a quality home, first time, on time, and giving a service that is founded on clear and regular communication; with proactive, positive and professional actions. It also means we must always put the customers at the centre of our decisions. We must consider what the best outcome is for them in each situation and attempt to deliver it.



There are four customer commitments which TW want everyone in the business to embrace and abide by.

Right first time

- 1** We must deliver our customers a quality finished home at the first time of asking. However, this is not just about Production, Sales and Customer Service. Everyone in the business plays a part in the homes we deliver – and everyone must play their part, on time, first time, as one team.

Communicate well

- 2** Communication is the core of the service we deliver. It must be clear, regular and consistent – in the lead up to the customer's legal completion and also once they have moved in, should any issues arise.

Keep our promises

- 3** We build trust by being honest and clear, keeping commitments and managing expectations. So do what we said we would do and don't over promise and under deliver! Our customers make a huge commitment – we must keep ours.

Find solutions

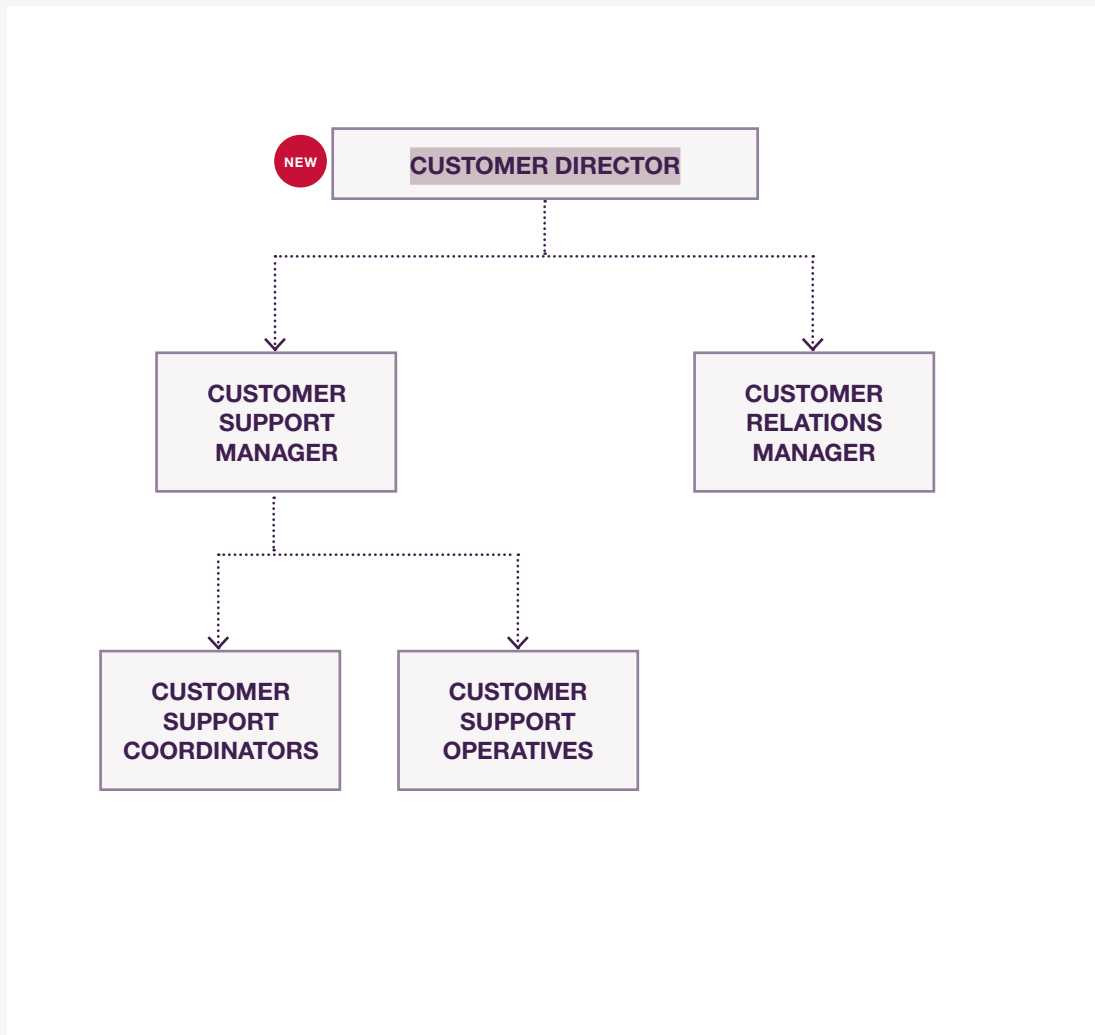
- 4** We must approach our customers and the issues within their home with a positive mindset and look to find solutions. Things will go wrong and defects will arise as new homes bed in. It's how we react that counts. 'No' might ultimately be the right answer. But don't start with a 'No'!



CUSTOMER SERVICE DEPARTMENT

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MEET YOUR CUSTOMER SERVICE DEPARTMENT



NEW

- 1** The Customer Director (CD) will lead our BU Customer Service team.
- 2** The Customer Relations Manager (CRM) will deliver on site management of customer issues. They will also fulfil key customer journey stages: the HQI, the Home Demonstration and Home Aftercare.
- 3** The CSM will lead the day to day management of customer administration in the BU Customer Service department.
- 4** Customer Support Coordinators (CSC) will undertake day to day management of customer issues, working closely with CRMs and Customer Support Operatives (CSO).
- 5** CSOs will deliver on site support to customers and their issues.

MEET THE SITE MANAGER



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- 1 You are building the customer's dream home, you represent the customer's high expectations for a quality home and the way in which you lead this conversation will set the tone for the customer's journey with TW and beyond.

Meet the Site Manager

Taylor Wimpey

Customer Name: _____ Plot Number: _____
 Site Manager: _____ Development: _____
 Sales Executive: _____ Date: _____

Topics to cover:

	✓	Inspection Checklist
Construction method	<input type="checkbox"/>	
Current build stage	<input type="checkbox"/>	
Quality assurance process	<input type="checkbox"/>	
How do we affect the current build stage?	<input type="checkbox"/>	
Insurance - correct level / cover / certificate of insurance	<input type="checkbox"/>	
Health & Safety explained / being on a fire drill / escape route	<input type="checkbox"/>	
Physical visit to plot, subject to weather and risk	<input type="checkbox"/>	
Customer's expectations	<input type="checkbox"/>	
Customer explained	<input type="checkbox"/>	
Layout of street / plot explained	<input type="checkbox"/>	
Address with regards to measurement	<input type="checkbox"/>	
Plot, explained	<input type="checkbox"/>	
Legal notice given after completion of the Taylor Wimpey Quality Assurance Process	<input type="checkbox"/>	
Home Demonstration explained	<input type="checkbox"/>	
Home plans to 2nd floor (customer's) explained	<input type="checkbox"/>	
Appliance explained	<input type="checkbox"/>	
Communications and email	<input type="checkbox"/>	
Customer satisfaction survey	<input type="checkbox"/>	
Contract / Change / Variation / From Offer to Home	<input type="checkbox"/>	
Any other comments (see below)		

Comments: _____

Customer Signature: _____ Date: _____
 Sales Executive Signature: _____ Date: _____
 Site Manager's Signature: _____ Date: _____

Action: While a day to Customer / While a day to Site Manager / Given copy to plot file.



2 IMPORTANT...

Our homes go through a quality assurance (QA) process which covers both the internal and external elements of the customers home. We are committed to only moving in the customer when we are fully satisfied we can deliver a home that we are proud of.

TOP TIPS

- First impressions are crucial.
- Body language – be confident and in control.
- Being clean and presentable, wearing the TW uniform.
- Have a good knowledge of the home, the plans, the site, the development.
- Be aware of language to use and how to present themselves to a customer – use the word home, not plot.
- Greet the customer with their name – if you do not know their name, find out from your sales team before meeting the customer
- Does the customer have kids with them? Make it memorable – let them have a storybook (Handy Andy, Milly Mortar).

3 TAYLOR WIMPEY LANGUAGE

Definitely use words such as these with the customer:

- Home.
- Quality Assurance Process.
- Customer Relations Manager.
- We are committed.
- We are confident that.
- Proud.
- Take care of.
- Together we.

Do not use words such as these with the customer:

- Plot.
- Delay.
- HQI (Home Quality Inspection).
- CRM (Customer Relations Manager).
- Pass.
- Fail.
- Issues / Problems.
- Fingers crossed.
- Snags.



CUSTOMER READY

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- 1 TW's long term strategic objective is to be the leading UK homebuilding business.

A principle commitment of this is to become a truly customer-centric business, where all key decisions start from finding the most desirable and sustainable way of delivering genuine customer needs.

For us to achieve this, our primary area of focus is always right first-time, build quality, where our aim is to ensure the quality and consistency of our products, without multiple checking and remedial action.

WHAT IS CUSTOMER READY?

The Customer Ready, QA process means that we will not serve notice until all items identified on the HQI have been fully resolved, i.e. 'Customer Ready'. If items have been found within the property at HQI, the home is deemed as 'Not Ready'.

There are two outcomes of 'Not Ready':

- 1 **Nearing Occupancy** – where items can be resolved by the site team within three working days.
- 2 **Occupancy Delayed** – where items will take longer than three days to complete.

It is the responsibility of the CRM and SiteM to agree on which category of 'Not Ready' the home falls under. This should be done before communicating anything to our customers.



As the home and surrounding area is deemed Customer Ready, the CRM is not required to wear PPE. However, if the CRM should enter the site, then full PPE should be worn as per HSE manual guidance.

What Customer Ready aims to do:

- Drive a customer-centric approach throughout the business.
- Address the root cause of the issues being raised within the home.
- Each year, strive for a 5* status and provide quality homes that we're proud of.
- Recognise the expectations of today's customer and adjust our processes to match.
- Deliver a home which is considered defect free against our CQA standards.
- Address the Customer Service spend on remedial works.

KEY ACTIONS FOR PRODUCTION

- The home is deemed as 'Customer Ready' when it meets / exceeds the standards as set out in the CQA guide.
- Once the home is 'Customer Ready', the completed BQC should be sent to production admin, this may be either in paper format or via mySite. Providing that the BQC has been completed throughout the build, the quality of the home should have been continually checked, reducing the number of items yet to be identified throughout the HQI process.
- Once the BQC is received, Stage 85 should be ticked notifying Customer Service that the home is ready for inspection. It is recommended that Stage 85 is ticked by the Production Manager as they are responsible for overseeing the quality.
- SiteM should review the HQI outcome with the CRM as soon as practically possible following the inspection. This should be the site managers immediate focus.
- As soon as all items have been resolved, the SiteM should proactively contact the CRM to advise of the 'ready' status. SiteM should also be using mCare to close out the HQI items which will have been received on their devices.



BEING A 5 STAR BUILDER AND THE NHBC

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NHBC

The National House Building Council, commonly referred to as the NHBC, is the UK's leading standard-setting body and provider of warranty and insurance for new homes. Their role is to work with the housebuilding industry to raise the standards of new homes and to provide consumer protection for homebuyers – added reassurance when you buy new.

Their surveys are key performance indicators to TW that we are delivering on the service we promise. Our customers should feel confident that when they purchase their dream home from TW, they can expect quality at every step of their journey.

It is worth noting that a customer who buys a property from TW that is built under another warranty provider will still be sent an NHBC survey and it will count towards TW's star status.

8 WEEK SURVEY

The 8 week survey gives the customer a chance to reflect on the buying process and their first few weeks settling into their new home. The survey also provides a chance for the customer to reflect on the build quality of their new home and the service provided by TW.

Our 5-star builder status is dependent upon 90% or above surveys being returned with the recommend a friend as yes.

The advice you share in the Meet the Site Manager meeting is often reflected in this survey. It is important that we maintain our promises for our homes and the development and make sure we continue to take pride in the service we deliver.

Builders can make homeowners aware that an invitation may be sent out by the NHBC but should not discuss or seek to influence the homeowners' response.

DID YOU KNOW?

To be awarded 5 stars is the highest rating in the HBF customer satisfaction star system and means that more than 90% of our customers would recommend us to a friend.



9 MONTH SURVEY

The 9 month survey measures the customer's experience throughout their entire journey to date. This is significant because it tells us how our homes are performing after they have been lived in for an extended period and gives an indication of the benefits buying from TW offers.



NHBC 10 YEAR WARRANTY

The NHBC provide a 10 year warranty for the customer's home from the legal completion date, with Taylor Wimpey covering the initial two years.

Should the customer claim against any structural issue with their home, the NHBC will arrange for a resolution meeting with TW and the customer at their home to agree on any appropriate action required.

TRUSTPILOT

TW actively engage with our customers on Trustpilot and welcome reviews so that we can improve and innovate at any stage of the customer journey.

Our customers are automatically invited to leave a review by Group HO so you don't need to ask the customer to do this.



DID YOU KNOW?

Each Trustpilot review has a personal story and is a place for our customers to connect with and influence businesses like ours on a public on-line forum.



SOCIAL MEDIA

Customer experience is constantly evolving as new products and technology are introduced, but nothing has changed it more than social media. It is more important than ever to provide customers with high-quality, seamless experiences as they share their customer journey with friends, family and ultimately the wider public on-line.

Our dedicated social media team are connecting with our customers on all the most popular platforms to engage with any queries that come their way, building positive relationships at every interaction.

Do not engage with customers on social media - always leave this with the social media team to do as it's their expertise!