

# Customers and communities at the heart of our strategy

Each of the decisions we take, from the location of the land we buy, to the house types we choose and the location and timing of community facilities, has a significant impact on our customers' lives and their lifestyles. Understanding what our customers need has been a key priority for everyone at Taylor Wimpey. During 2017 and 2018, we conducted a wide ranging customer research project to help set our customer facing priorities.

We have made a significant step change in our business over the last four years and are pleased to have achieved a customer satisfaction score of over 90% as measured by the Home Builders Federation (HBF) survey. Whilst we have made great progress and over 90% of customers would recommend Taylor Wimpey to a friend (2017: 89%), this performance often drops over time, a common trend across the industry. There are of course a number of contributing factors, and not all within our control, but we start from the point that to be genuinely customer-centric, we have to understand the causes and look for solutions. We have therefore introduced the NHBC 9-month 'would you recommend' score, as an additional KPI, which captures the feedback from customers living in their homes for nine months.

We operate in an industry which is underpinned by a fundamental long term demand and supply imbalance. As one of the UK's largest homebuilders, we believe that we have a shared responsibility to create more choices for those wanting to access housing, and to deliver this housing with high quality and excellent service.

Our customers have a very strong desire to become part of a community and to do so quickly after they move in. Our research showed that customers believe we should play a more active role in facilitating the relationship between the new residents, their new community and their neighbours. This is an area we will be exploring further in 2019 and we will be undertaking a number of pilots at a community level to test effectiveness and impact. Our customer research also shows a clear relationship between good placemaking and long term customer satisfaction.

## What this means...

### In practice

- Focus of all key business decisions is on identifying our customers' needs and delivering on them in a commercially sound way
- Increased customer research
- Piloting initiatives aimed at building community relationships
- Shared financial responsibility for affordability
- Renewed focus on placemaking
- Buy in from all the business
- Strong commitment to design and timing / location of infrastructure

### Key priorities

- Ensuring that all stages of our build process are right first time
- Meeting our high standards consistently
- Trial a number of community projects within our developments
- Continue to embed our customer-centric culture and priorities within the business
- Continue to develop our placemaking skills

**S** Read more on pages 30 to 31

**Q&A** Read more on page 6



## Our KPIs

- Read more** on page 24
- Read more** on pages 30 to 31
- Read more** on pages 96 and 107

Customer satisfaction  
8-week score  
'Would you recommend?'

90%



Customer satisfaction  
9-month score  
'Would you recommend?'

76%

