

## George Wimpey Plc 2006 CSR Report

### Customer Care systems and processes

Our aim is for home buyers to receive the highest possible levels of customer service and product quality. We focus on dealing with our customers in a timely, professional and friendly manner.

#### George Wimpey

Customer care is a key area of focus for George Wimpey UK. The bases of our customer care programme are as follows:

- The George Wimpey UK Customer Care Policy and Customer Charter define all aspects of our approach to customer care. Our Code of Business Conduct also sets out our approach to the fair treatment of customers.
- Our customer care management system provides accurate performance measurement of our companies. We measure and seek to reduce the number of escalated customer complaints each year.
- In 2006 we introduced CASA, a new customer and sales administration system.
- Comprehensive training is provided for employees and contractors, while our annual awards encourage and reward performance.
- Our Options Centres offer customers a wide range of choices for home decoration and furnishing. We also provide mortgage and insurance services through independent third parties.
- As well as regular visits and inspections to check on the quality of our build and finish, we provide a 24 hour customer care line service and have detailed procedures in place to deal with complaints promptly.
- Customers receive a two year blanket warranty as well as a 10 year structural warranty.
- Web sites and magazines keep our customers informed and provide advice on looking after our homes.
- Industry and our own customer care surveys help us to benchmark performance.

## **Morrison Homes**

We have a comprehensive and detailed approach to customer care in the US.

- Our Signature Pledge sets out our consistent approach to homebuilding. This is reinforced with a range of detailed policies and procedures. Our Morrison Homes Company Policy manual sets out our approach to customers in terms of ethics.
- Our web-based Customer Communication Management System provides enhanced customer care capabilities as well as comprehensive tracking and reporting.
- We train all customer contact people to ensure high standards of customer care. All Sales Associates attend a one week Foundations of Sales Excellence training course to learn about the Morrison Homes approach to customer care and management.
- An annual award scheme encourages and rewards best practices and results.
- In 2006, we commissioned IBACOS Inc to analyse the performance of all Divisions in terms of construction quality and issues that could affect customer safety and satisfaction.
- Our Signature Selection Centers allow customers to personalise their homes with the help of a professional designer.
- Morrison Financial Services, the lending arm of Morrison Homes, offers buyers competitive rates, outstanding service and ensures all financing commitments are met prior to closing.
- Our Seven Points of Contact programme sets customer expectations for the building process and defines a series of milestone meetings.
- Customers receive a two year blanket warranty as well as a 10 year structural warranty.
- Our Little Purple Book guides customers through the process of housebuilding and moving in.
- A regular customer newsletter provides ongoing communication and useful suggestions for home owners.
- The Morrison Homes web site has been designed with customer needs in mind. The web site is available in English and Spanish. In 2006, the Houston Division trialled a new and interactive part of the Morrison Homes web site.
- Within seven days of completed warranty work, we follow up with a telephone call to the homeowner to determine their satisfaction.
- We benchmark our performance with internal and external customer care surveys.