



Developing industry leading standards of quality and service



George Wimpey received four stars in the two key categories of the annual HBF National New Home Customer Satisfaction Survey.



Please see page 28 for our customer care related KPI measurements.



Our UK Customer Charter is available on-line at www.georgewimpeyplc.co.uk/csr. For additional information, visit our customer websites: www.georgewimpey.co.uk, www.lainghomes.co.uk, www.thisisg2.co.uk and www.morrisonhomes.com.

Providing exceptional customer service strengthens our brands and sets us apart from our competitors. We aim to lead the UK and US housebuilding industries with our standards of customer care.

Our key areas of focus are customer care and build quality. We work hard developing training programmes to ensure that all of our employees and sub-contractors communicate effectively with customers and treat them with respect. Comprehensive management systems provide us with detailed measurement and monitoring of our performance.

New developments

George Wimpey UK was the only volume housebuilder to receive four stars in the two key categories of the annual HBF (Home Builders Federation) National New Home Customer Satisfaction Survey in 2006. The categories related to overall customer satisfaction with the home and whether the respondent would recommend their housebuilder to a friend. More than 2,100 of our recent customers responded to the survey and our four star ratings equate to a score of between 80 and 90%.

During 2005, we extended ongoing Growing Wiser customer care training to address situations where the behaviour of our suppliers or sub-contractors could have an impact on our customers. Growing Wiser in the Supply Chain involves engaging with our suppliers and sub-contractors about customer care standards and procedures. As part of this process we developed a code of conduct and customer care requirements for our suppliers and sub-contractors. We also published our commitments to them, from providing a safe working environment to listening to their concerns. We continued to deliver this training programme to a further ten UK regional companies during 2006.

George Wimpey UK also introduced CASA, a new customer and sales administration system, in 2006. The system will allow us to respond more quickly and effectively to customer issues and will provide improved analysis of customer information. CASA is fully integrated with our existing systems and the sales aspect of the system was implemented in all of our regional companies during 2006.

In 2006, Morrison Homes focused on improving our customers' experience of the entire sales and construction process. We looked at key issues such as ensuring that every last detail is completed and the home is perfectly clean before any new homeowner takes possession of his or her property.

Morrison Homes also commissioned IBACOS Inc to analyse the performance of all Divisions in terms of construction quality and issues that could affect customer safety and satisfaction. IBACOS provided an in-depth report to each Division, highlighting any priority issues and identifying areas in which we can improve. Our next step will be to define best practices and implement these across all Divisions.

Targets

George Wimpey UK will continue to focus on improving UK customer satisfaction scores and standards of customer care. Morrison Homes will focus on the recruitment, retention and training of employees whose work contributes to customer care.

UK 88%

of customers would recommend us to friends and family.

US 86%

of customers would recommend us to friends and family.



← Enhancing customer care technology

During 2006, our Houston Division piloted mymorrisonhomes.com, a new and interactive part of the Morrison Homes website. My Morrison Homes is designed to guide customers through their homebuying process and serve as a communication tool once they have moved into their finished home. Customers can log in to the secure site to communicate with Morrison Homes personnel or for information such as a checklist of the next steps required by the homeowner. They can apply for a mortgage on-line, look at manuals for their products, request work under warranty and more. My Morrison Homes is fully integrated with the company's existing systems and has proved extremely popular with new homeowners to date.

"We are proud that, throughout a period that has proven very volatile for the homebuilding industry, Morrison has remained steadfast in its commitment to its homebuying customers and has consistently achieved a high level of customer satisfaction. In turn, the company rightfully enjoys the enthusiastic support of many of its customers."

E. John Woodland, President, Woodland, O'Brien & Associates

Easy moving →

Sharon and Steve Yardley bought a detached home at The Willows development in Marston Green, Birmingham. The Yardleys used our EasyMover scheme. They were delighted that their previous home – also a George Wimpey house – sold within three days of us instructing an estate agent. EasyMover is designed to take away the hassle and expense of selling a property and Sharon said that she could not have named it better herself. "It's a great scheme because having someone else take care of the estate agents, removals and solicitors – as well as paying their fees – is a big lift and really takes all the stress and strain away," said Sharon. Husband Steve works in the building trade and was impressed with the build quality and specification at The Willows.



Satisfied customers

Gozie and Ada Ifesinachukwu and their three children moved into their new home in September 2006. Built by our Austin Division, the house is in our Steiner Ranch community in Texas. The couple were particularly impressed by Senior Sales Associate Chris Layden "for his guidance, suggestions and patience" and Builder Armando Ordonez for his "relentless quest for on time completion of the building and knack for details". Gozie said that "the process sometimes seemed overwhelming, but with your insight, guidance and suggestions, we were able to choose the best options for our new dream home". Since moving in, Ada and Gozie said that "everything is great" and they have already recommended Morrison Homes to friends.

Taking pride in the job ↓

We achieved excellent results in the annual Pride in the Job Awards, organised by NHBC (National House-Building Council). We received 49 Pride in the Job awards, 14 Seals of Excellence and two Regional Awards. Mike Crawford of George Wimpey Bristol won a Regional Award and was also the runner up in the larger builder category of the Supreme Winners award. Mike, 28, received his award for the Meadowbrook development in Trowbridge. He joined George Wimpey as a labourer before working his way up to site manager four years ago. George Wimpey West Scotland also received a Gold Award for customer care in the Daily Express UK Housebuilder of the Year Awards.

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PRIDE IN THE JOB AWARDS
RECEIVED IN 2006

