

Customer care

Customer care is vital. We aim to treat customers well, communicate effectively and provide homes of the highest quality.

In order to better understand the quality of our customer care, our customer survey processes in the UK and North America are now undertaken by independent third parties.

In the UK, we are using two surveys to measure customer satisfaction. The first is the National New Homes survey undertaken by NHBC (the National House-Building Council) on behalf of HBF (the Home Builders Federation). Each of our customers is sent a survey eight weeks after their legal completion date. The second survey is the NHBC's own survey, measuring the same elements but sent to customers nine months after completion. These surveys have become a key part of our Customer Service Management (CSM) system. The highest performing regions will be entered for our annual Hallmark Awards for customer service.

The latest results at the end of December 2008 (taken from surveys between 1 April and 30 June 2008) are:

Customers satisfied or very satisfied with the service provided during the buying process	76.6%
Customers satisfied or very satisfied with the condition of their home on the day they moved in	74.0%
Customers satisfied or very satisfied with the quality of their home	79.4%
Customers who would recommend us to a friend	76.8%

In North America our customer surveys are now undertaken by Avid Advisors, a customer loyalty management firm that works with over 400 housebuilders throughout the United States and Canada.

The results at the end of December 2008 (for scores from 1 January to 31 October 2008) were as follows:

Total homebuyer satisfaction	85.4%
Overall service satisfaction	85.1%
Overall production satisfaction	85.7%
Recommendation to family and friends	89.9%



We participate in the NHBC's Pride in the Job Awards, which reward the UK's best site managers for creating quality, beautifully finished homes. This year we received 51 Quality Awards and 10 Seals of Excellence. Two of our site managers went on to win the large builder category for their regions. Scott Weatherbed was named the Regional Award winner in the East and Simon Lee in the South West.

51 Quality Awards
10 Seals of Excellence
2 Regional Awards



Every resident surveyed at our multi award-winning Oxley Woods development in Milton Keynes in 2008 said that they would recommend their environmentally-friendly new homes. The overwhelming response of the 25 residents who had moved into their homes by the time of the survey is that they love the stylish new properties, eco-friendly features and street scene design and would certainly recommend life at Oxley Woods to friends and family.

Satisfied customers at Oxley Woods

In 2008, we developed a new Customer Journey in the UK and introduced an implementation and training plan that will be completed by all of our regional businesses by the end of January 2009. The Customer Journey consists of seven milestones. These entail a series of actions for specific personnel that must be followed by all business units within set deadlines. The milestones start with initial reservation and continue beyond legal completion to a one month inspection and, finally, resolution of any snags. A series of KPIs will allow us to monitor each business unit's performance.

Sustainability communications

It is important that we communicate with our customers about sustainability issues. We have developed a Homebuyer's Guide to Sustainability that will be included in all UK customer home owner packs from mid-2009. This document describes our commitment to sustainability issues and contains a series of practical environmental tips for customers. Our current home owner packs contain information on the energy efficiency and environmental performance of the homes that we build. The new packs will include more specific information on environmental features plus details on local issues such as recycling schemes and public transport.

We aim to provide prospective customers with information and guidance on the sustainability features of our developments. For example, our Evergreen development in Toronto (see page 22) has an Experience Centre to educate visitors about green building, while our Oxley Woods development has had a sustainability education centre and eco-friendly show home.

Awards

Taylor Morrison won a series of sales and marketing awards in 2008. We won seven awards in the annual PRISM (Professional Results in Sales and Marketing) Awards organised by the Greater Houston Builders Association. Our Southern California operations won one MAME (Major Achievements in Marketing Excellence) Award and several categories of the regional Laurel Awards.

Monarch Corporation achieved third place in the J.D.Power ranking for customer satisfaction of condominium buyers in the Greater Toronto Area in 2008. We were also a finalist in the high-rise category of the Tarion Awards of Excellence for customer service in the Province of Ontario. Readers of Sacramento's Modesto Bee newspaper voted Taylor Morrison their favourite area builder for the second year in a row.

Future plans

Our key area of focus in the UK and North America in 2009 will be on maintaining and improving customer satisfaction in the key areas measured by the independent survey processes that we are now using.



Further details of our customer care policies are available on-line at www.taylorwimpey.com/policies along with links to our customer Web sites.