

# **CUSTOMER JOURNEY**





#### **LAND PURCHASE**

Carefully selected land and designed neighbourhoods, tailored for mid-market families, aligning to our New Homes & Land Strategy.

**CUSTOMER** 

CARE

Introduction from

Customer Care and



### **ENGAGEMENT**

**Engagement** with local community.



#### DISCOVERY

Customer discovers more about who we are and our available/coming soon homes.



#### **ENQUIRY &** VIÈWING

Direct enquiry from the customer. Viewing scheduled and undertaken at one of

our show homes.



#### **RESERVATION**

Meet with us to reserve chosen home.



#### **POST RESERVATION**

Appointment to make personalisations to plot and learn more about their new home.

Within 7-10 days of reservation being taken

CARE



### **UPDATE**

Keep the customer updated throughout with weekly contact.



#### **MEET THE BUILDER** The Meet the Builder

appointment is the customers opportunity to understand their new home & development.

**Boarding stage of** construction

**SMT CALL** 

28-day call from a

pre-allocated

member of

the SMT.



**EXCHANGE** 

Exchange of

contracts

#### HOME **PROGRESS**

Customer visit to plot to see the progress being made in the build.

Following 2nd fix completing

#### **HOME DEMO**

Home walkthrough familiarising customer with how systems and appliances work. INTRODUCTION I week prior to completion





#### **HOME** INSPECTION

Customers opportunity to review their home for snags or blemishes.



#### COMPLETION

Key handover to the customer. Legal completion takes place.



## POST COMPLETION

CHECK-IN 3-day call to the

customer by their Sales Executive checking everything is well and discuss their thoughts on their buying journey.

**CUSTOMER** Handover to the Customer Care



#### **DOOR KNOCK**

2-weeks following completion

Build Manager to visit the customer to ensure all is well with their new home.



#### **RELATIONSHIP**

Building a **Customer Care** relationship with the customer.



#### **IN-HOUSE SURVEY**

8-weeks from completion, In-house will be in touch with the customer to conduct our buying survey.





