

In Twenty-five Words or Less

Who Are You & What Do You Stand For?

The beginning of a strong customer service program is a well thought out customer philosophy.

- A clear statement of how an organization relates to its customers aligns the individual philosophies of all personnel so that everyone can work from the same page.
- A cohesive and consistent program can evolve when all team members understand the company's overall objectives.
- Gray areas can be resolved by applying the criteria set out in this single statement.
- New employees and associates can be oriented effectively and veterans have a sense of "what the company stands for".

The sample form on the next page illustrates such a philosophy. The single sentence is then detailed in specific and concrete terms that leave little room for interpretation or vacillation. Measurable service goals can be developed for each phase of the company's relationship with customers based on the philosophy.

Once specific goals have been set, designing systems and procedures that consistently achieve them can be "work in progress" at every desk. Monitoring that progress, cooperating across desks or departments, and making continued growth part of your company culture can be gratifying, and profitable.

Additionally, you can develop a customer questionnaire to obtain feedback on your customers' perceptions of how well you deliver on these promises. It can also be framed and posted where your customers transact business with you. And you can use this to make your service commitment clear to trades and other associates.

All in all, that's a lot of mileage to get from one sentence.

NEW HOMES' CUSTOMER PHILOSOPHY

DELIVER TO THE CUSTOMER
100% OF WHAT WAS PROMISED,
ON TIME, IN GOOD CONDITION,
AND WITH A SMILE.

Deliver to the customer...

The "customer" is the reason we are in business.

When we think of "the customer" we primarily think of our home buyers. While that is certainly the first meaning, it is not the only meaning. Our "customer" may be a supplier, an inspector, title company personnel, or a fellow employee....Everyone with whom each of us comes into contact forms an opinion of *New Homes*. The principles of our customer philosophy apply to everyone.

...100% of what was promised...

Our commitment to our customers begins with our advertising. The process of making promises continues as prospects visit our homes and home sites, talk with our sales agents, and sign our contract. Buyer selections, our limited warranty, and our commitment to doing business with integrity come together to form a promise upon which every *New Homes* buyer can rely. Every communication, whether by demonstration, in writing, or in conversation, must be as forthright, complete, and accurate as possible.

...on time...

On time means within one business day of the confirmed closing date to which we commit in our Closing Commitment letter. That commitment will be made a minimum of 45 days in advance. Commitments are made when we are certain we can deliver the home on or before the promised date. Our customers cannot schedule their move based on guesses or intentions. As the closing date nears, our customers will receive regular, accurate updates.

...in good condition...

New Homes are delivered complete and clean, with each component functioning properly and each element cosmetically correct. Details that fall short of this commitment will be corrected within ten days unless other scheduling is arranged with the customer.

...and with a smile.

We will always keep in mind that we are in business to serve others. To provide that service grudgingly or reluctantly defeats our purpose. Courtesy and respect are not extras; they are the right of each person with whom we deal. Indeed, they are part of our product.