

Improving customer care was one of the key recommendations of Bank of England economist Kate Barker's report on the housebuilding industry. Since then, developers have been highly attuned to the need to improve after-sales care and customer satisfaction.

The results of the Home Builders Federation's annual customer care survey are encouraging, showing things are improving. However 'post-legal completion' the level of customer satisfaction does not yet match the improvement achieved 'pre-legal completion' and as such developers are focussed on new products and services that could assist their aims in this regard.

Providing clear information to buyers on their new homes is an essential element of good service provision. Whether through websites or handbooks, developers are increasingly seeing the need to ensure that homes – with all their technological advances – are easy to “use” once buyers move in.

Of course careful checking of homes for any faults or “defects” is another essential procedure on which good developers are focused. Because the developer remains responsible during the first 2 years following legal completion (the Builder's Liability period) it is critical that they have in place a professional reliable service to manage any calls from a homeowner and to be able to respond to these in a prompt and timely manner. At the end of the day, a happy customer is likely to recommend a developer to friends and to potentially stick with the brand through future moves.

70 x 70

### HomeFolios Handover Manuals



#### Excellence in customer care and communications

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Most developers are surprised by the extent of our service. We take the time-consuming chore of preparing home handover manuals entirely off your hands. Not only do we design and manufacture Folios to complement your corporate identity, but we also supply and edit the manuals' text to provide the homebuyer with all the information they will ever need about their new home.

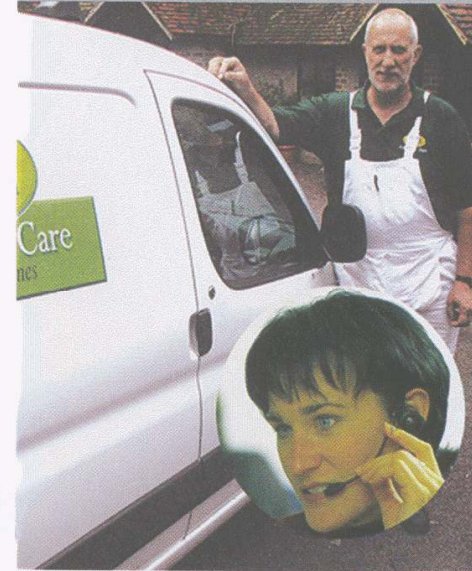
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#### A unique way to manage your BUILDER'S LIABILITY PERIOD

After Build is the specialist provider of Customer Care for new homes. We manage the developer's defect obligations during the Builder's Liability period with an all-inclusive service. And most importantly we put the homeowner first, so you can be sure that your customer receives a first-class response to any problem or defects that may be encountered during the first 2 years, following legal completion.

And because the price is **FIXED** from the outset - your costs are known and capped, delivering maximum cost efficiency while the process of budgeting couldn't be easier.

For a single competitive fee we provide a timely and professional response to every call, agree a schedule of work (as required), manage your sub-contractors (where necessary) and report to you weekly. Managing sites nationwide we would be delighted to discuss our service with you and explain how we could tailor operations and support to meet your specific development needs.



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