



MANAGING YOUR CUSTOMERS

As a housebuilder this is your number one priority, not just up to the point of legal completion but importantly, for the next 2 years.





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In life generally, the average consumer expects more today than at any time before. This is the result of several things ...

Aspiration – a desire to do better than the generation before (very much stimulated and encouraged by media).

Entitlement – I've worked hard and pay good money for purchases.

Communication – in this digital world, few write letters anymore, an email, a tweet or a text is instant, and so increasingly we have come to expect an instant response.

After Build doesn't just take calls from homeowners, our role is to make certain that we apply the warranty and industry code as it is meant, ensuring that every homeowner receives our support and attention, in the way intended.

Recognising equally, the housebuilder has certain rights too. It is unreasonable to expect a housebuilder to be responsible for anything and everything a homeowner may report. There is a significant difference between damage and misuse, and a legitimate build defect. Our team is trained to know the difference and respond accordingly. We go to extreme lengths to keep our team trained and up to speed with latest industry changes. This includes the constantly changing protocol necessary to manage COVID.

Managing your customers means giving them what they are entitled to, which isn't always the same as giving them what they ask for. If ever in doubt about a decision we will refer the matter to our client because it's your business and reputation always at stake.

But for the most part, we know precisely how to respond and will avoid involving you wherever ever possible, leaving you free to get on with your business.

Magic wand

This is something we don't possess and we're not shy about admitting it. There will be occasions when we need your input and support to deliver the service you have engaged us to provide. This is almost only ever when a contractor fails to respond to our persistent and persuasive ways.

Ultimately, we are on a constant trajectory with every legitimate job, to close it within 30 days, so if a contractor provides significant resistance we will need your swift involvement to agree an alternative; this will mean you will incur a cost from the alternative and we will supply you with the evidence you will need to cross charge that cost back to the original contractor (if you're able).

That aside, we will take care of every customer for up to 2 years.