

# Making it happen....

*When you need to understand your customers' experience*

**The Client: George Wimpey UK Ltd**



## The Brief

It is extremely important for George Wimpey to understand and measure levels of satisfaction with those customers who have recently completed and moved into their new home. They needed someone to facilitate the collection and management of customer feedback to ensure they had an accurate, ongoing view of their customers' experience.

## What We Did

- On a monthly basis we receive details of all those customers who have completed and moved into their new home.
- We set up an electronic version of the homeowner questionnaire which is designed to be printed and which also enables fast and efficient datacapture.
- Every month we print, enclose and mail an average of 600 questionnaires which we personalise and "regionalise" by producing variable details in line with each of the nine regional Managing Directors. We also handle all questionnaires from Laing Homes who were acquired by George Wimpey.
- Responses come directly to Dawleys where we capture the detailed information and provide this to George Wimpey in a specific format which is compatible with their customer database and customer satisfaction monitoring programme.
- We keep records of all response information which triggers a follow-up mailing to those customers who have not responded within two months of the original mailing.
- Dawleys have also worked on a number of data enhancement initiatives where they have used our expertise to ensure that data hygiene and quality is of an appropriate standard.

*"We see Dawleys very much as our partners in the build, development and maintenance of our customer database. They are experts on what you can and can't do with data and represent best industry practice. As a result we enjoy a strong working relationship which helps us to achieve our goal of understanding our customers' experience."*

**Karen Cullis, National Marketing Manager at George Wimpey UK Ltd**

## The Results

We have developed a smooth and effective process which maximises response for George Wimpey and helps them develop a clear understanding of their customers' experience. George Wimpey set themselves targets against the results of this activity so it is vital that Dawleys get accurate information to them in a timely and efficient manner.

**Eira Emerson, Account Manager at Dawleys said,**

*"Working with George Wimpey gives us a great opportunity to not only demonstrate how we can support them in measuring their customer satisfaction, but also add value in refining the process and enhancing data to maximise response."*

