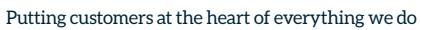


Customers & Communities



Headline target

Incremental increase in 9-month survey score year on year with the aspirational objective of achieving a 90% score by FY2

External KPIs	External targets
9-month customer survey score	 Increase year on year the 9-month survey score with the objective of achieving 90% by 2026
• 5-star builder status and % 'Recommend a friend' score	• 5-star builder (>90% 'Recommend a friend') and improve our score to 95% by July 2023 (2021-22 survey year)
NHBC overall customer satisfaction score	Achieve 86.8%-87.8% NHBC overall customer satisfaction score by July 2022
NHBC Construction Quality Review score	Improve NHBC CQR score to 85.0% by July 2022
Average number of Reportable Items per home	Reduce average number of Reportable Items per home to 0.225 by July 2022
Incoming/outgoing calls & emails to customer care departments	All emails responded to in 48 hours
	Incoming calls answered within 3 rings; missed calls returned same day

Headline Target

