



Customers & Communities |

Putting customers at the heart of everything we do

We're proud of the 5-star rating we received in the National House Building Council survey (based on HBF star rating scheme), but our aim is to go one step further. Our Customer First programme will build on our previous success and ensure that we continue to exceed our existing levels of customer satisfaction.

Aspiring for better

Although we're happy to receive such a high rating from our customers, we want to do better. Our focus is on increasing our year-on-year score within the 9-month NHBC survey, achieving at least 90% by July 2026.

Putting the customer first

To help us attain our goals, we've put a plan in place to ensure that we provide industry-leading customer service. We're going to start by making sure that we respond to all customers as quickly as possible, which means responding to emails within 48 hours and to any missed phone calls the very same day.

Engaging in the community

With the introduction of a school engagement programme in each of our divisions, we want to drive awareness of Bellway and educate students on the career opportunities available in our industry.

Progress to date

- By the end of the 2022 financial year, we'll have taken part in one Tiny Forest trial.
- The average reportable items per home will be reduced to 0.225 by July 2022.
- Our overall customer satisfaction score with NHBC will be increased to at least 86.8% by the end of July this year.

Our key targets for 2022

- 90% – By July 2026, we want to increase our NHBC 9-month survey score to at least 90%.
- 0.225 – The average reportable items in our homes will be reduced to 0.225 by July 2022.
- 85% – We're looking to improve our NHBC CQR score to 85% before the end of July 2022.
- 87.8% – Before the end of July this year, we'd like our overall NHBC customer satisfaction rate to be at least 86.8–87.8%.
- 100% – All incoming calls to our team will be answered as quickly as possible, and if any are missed, we'll return 100% of the calls the same day.

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