

Builder Partnerships Achievement Awards – Customer Satisfaction

Thank you for your interest in the Builder Partnership Achievement Award – Customer Satisfaction. We are please to work with you to determine whether you qualify for the 3rd party verification of your excellence in customer support. Below you will find an explanation of the award application process. If you have any questions, please contact Monica Wheaton (monica@builderpartnerships.com; 425.224.6070).

AWARDS

Builders can earn one of two designations which are determined by the willingness to refer and the score obtained from the review of internal customer service / support processes.

- Highest Distinction in Customer Satisfaction: 93% of homebuyers willing to refer the company to friends / family and high performing internal processes
- Distinction in Customer Satisfaction: 88% of homebuyers willing to refer the company to friends / family and solid internal processes

CRITERIA

As mentioned above, builders are judged on two specific criteria for the award: Customer “Willingness to Refer” ratings and Internal customer support / service processes. There are no rankings for this reward. Builders either achieve customer satisfaction or they don’t. Comparison to other builders is only against the measurement.

‘WILLINGNESS TO REFER’ RATINGS - CUSTOMER SURVEY

Below are the steps for collecting feedback for the BPAA.

1. Register and send your entry fee* to Builder Partnership, 7325 S. Pierce Street, Suite 203, Littleton, CO 80128
2. Send your customer information along with \$12 per each of your closings* to Woodland, O'Brien & Scott (WOS) c/o Charlie Scott, 1329 County Road D Circle East, St. Paul, MN 55109-9981
3. Send the introduction letter via US Mail to your customer endorsing and preannouncing our survey (this helps the response rate). You will note that the letter does not mention the BPAA - we do not want to 'influence' their responses in anyway.
4. WOS will send your customers both an email and US Mail version of the survey.
5. The surveys will be processed (they usually come in over a 2-3 week period).
6. WOS will inform you of the results and give you the survey feedback.

INTERNAL CUSTOMER SUPPORT / SERVICE - PROCESS REVIEW

The **Home Buyer Experience** chart that follows lists the components & practices that lead to success with customers. Please provide evidence of your practices in each area by way of hard copies or electronic files so that our judges can review your customer service program in detail.

Final application documents and survey results are reviewed by a panel of industry experts and past award winners. This allows us to provide 3rd party objective verification of your customer support practices and feedback.

Awards will be presented at the Builder Partnerships Networking Reception on February 3rd in Las Vegas (<http://conta.cc/175d1eT>).

Please contact Monica Wheaton (monica@builderpartnerships.com; 425/224-6070) with any questions on the process. Best of luck!

**Charges associated with this award are merely to cover the costs of administration. These awards are intended to be provided as a service to help Builder Partnership Members get credit and validation for their customer satisfaction*

The **Home Buyer Experience** chart lists the components & practices that lead to success with customers. Please provide evidence of your practices in each area by way of hard copies or electronic files so that our judges can review your customer service program in detail. Supporting documentation can be sent to 7325 S. Pierce St. Suite 203, Littleton, CO 80128 or to monica@builderpartnerships.com.

Home Buyer Experience			
#	Satisfaction Component or Equivalent	Evaluation Criteria	Points
1	Website Homebuyer Portal 10 potential points	Easy to use/navigate	2
		Organized, readily understood	3
		Information relevant	5
2	Sales Process / 10	Product quality, included items made clear	4
		Comprehensive contract review: agenda or checklist	3
		Process & ongoing communication overview	3
3	Homeowner Guide (print or electronic) / 10	Overview of the process supported with step by step details	3
		Helpful tips/hints/reminders	2
		Maintenance & warranty details	5
4	Selection Process / 10	Clear time table	3
		Forthright product information available	4
		Documented change orders	3
5	Preconstruction Meeting / 5	Agenda or checklist	5
6	Construction Communication / 10	One or more planned meetings (for example frame stage/predrywall or home buyer seminar): agenda or checklist	5
		Upon request progress tours by appointment; results documented	5
7	Proactive updates (bi-weekly typical) / 5	Calls, emails, photos, postcards, etc.	5
8	Homeowner Orientation / 10	Complete & clean checklist	2
		Educational agenda	4
		Confirmation of cosmetic conditions	2
		Confirmation of correct selection installation	2
9	Warranty Process / 10	Written warranty	2
		Written warranty procedures & standards	2
		Scheduled/Proactive Visits	4
		Trade Work Date	2
10	Rate of Referrals	As a percentage of net sales	%
Maximum Points (80 + referrals)			