

the PURPLE STANDARD



An **EXTRAORDINARY** **COMMITMENT**

At Heritage Bathrooms, we are committed to delivering excellence when it comes to both our service and our products and, as a customer, you can expect the highest possible standards. We call this The Purple Standard.

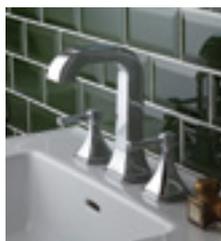
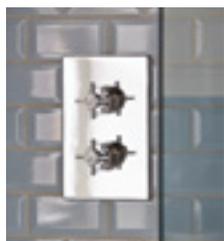
The Purple Standard is our benchmark for delivering an extraordinary customer experience. It is framed by a commitment to two key areas:

SERVICE

- Making it easy for you to contact us
- Helpful, friendly and knowledgeable people
- Simple processes - from orders to returns
- Having products from key lines available with next day delivery
- Resolving issues and queries quickly and efficiently
- Keeping you informed on occasions where there might be an unavoidable disruption to our service
- Listening to customers to make improvements when we need to
- Doing what we say we will do.

QUALITY

- Close collaboration with supply partners to manufacture quality products
- Use of quality materials in our product design
- An inspection process to ensure products arrive with you in the best possible condition
- Robust guarantees and quality standards
- Working with customers to ensure that our quality specification meets their needs.



How **DO WE MEASURE THIS?**

Within each of these areas, you - our customer - can expect the very best that we can deliver. That's our commitment.

We measure our performance using a set of Key Performance Indicators (KPIs). Some are ambitious targets, but we believe in giving ourselves a challenge.

You may be contacted by our Customer Experience Manager on various topics during the year; however the overall measure is our annual Customer Satisfaction Survey which benchmarks us against other companies of our size - not necessarily in the same industry - across the country.

Here are our top KPIs. We measure and track and commit to improving upon if we fall short:

Returns Due To Our Error	1%
Quality of Product complaints against Sales Volumes	less than 1%
Returns Due To Manufacturing Faults	1.4% by customer, 0.8% by post inspection
Phone Service Levels	80% of calls answered within 20 seconds



What **HAPPENS WHEN WE DON'T DELIVER?**

Our commitment is to provide a Purple Standard service to customers but there might be times when this isn't possible.

We hope these instances are few and far between but, if you think we are not meeting our Purple Standard commitment, then please tell us using one of the following options:

Online: www.heritagebathrooms.com/purplestandard

Email: purplestandard@heritagebathrooms.com

Tel: 0330 026 8503

HERITAGE[®]
BATHROOMS

Pooley Hall Drive, Birch Coppice Business Park, Dordon, Tamworth B78 1SG

Tel: 0330 026 8503

Email: heritagereturns@heritagebathrooms.com

Web: www.heritagebathrooms.com