

# Voice of the Customer SURVEY RESULTS

February 2016

## ACTING ON YOUR FEEDBACK

At Heritage Bathrooms, we strive for excellence. Which is why, at the end of each year, we asked 200 retailers and consumers to take part in an independent Customer Satisfaction Survey, to let us know how we are doing.

We are delighted, that for the third year in a row, our overall score has grown. But, we know there are still even more actions that we can take to make sure our customers continue to get an extraordinary experience.

Our commitment to making sure we deliver excellence, when it comes to both our service and our products, is called The Purple Standard. And, through the feedback from the Customer Satisfaction Survey, we can make sure that year on year we are taking actions that will continue to improve our customer journey.

Thank you to everyone who took part, and along with the headline results in this report, you will also find our 'Big Three' areas of priority in 2016.

Gareth Griffiths  
General Manager



### HOW DID WE DO?



200 consumers and retailers were asked



AND WE SCORED  
80.7%



### OUT OF 10 WE SCORED:



Ease of placing an order



Speed and reliability of delivery



Product brochures



Product guarantees

### THESE WERE ALL UP YEAR ON YEAR

Although these are high scores, we remain dedicated to continuing improvement across all areas of Heritage

### YOU ASKED, AND WE LISTENED



We now offer lifetime guarantees on all our sanitaryware and baths



# WHAT'S IN THE PIPELINE FOR OUR BIG THREE PRIORITIES FOR IMPROVEMENT?

Each year we take the feedback we get from this survey and highlight three priority areas where we can improve. We thank you for helping us on our improvement journey in 2015, and here's what lies ahead for 2016.

## QUALITY & RELIABILITY OF PRODUCT

### PHASE ONE:

We listened to your feedback in 2014, and as part of our Purple Standard commitment, we:

- Improved the sumps on Dorchester & Rhyland pans and improved the fit of our Dorchester Square basin onto our vanity units.
- Upgraded our raw oak source on toilet seats for a better surface finish and implemented a new hinge mechanism across the range.
- Changed build processes & material for our freestanding unit tops and fitted furniture. Plus, we modified the painting process of our oyster and graphite filler panels to improve the colour match.

**Less than 1% of our returns were due to manufacturing fault.**



### PHASE TWO:

**This year, you scored us 7.6 out of 10 in this area.**



Now entering phase two of this priority for improvement area, we are looking at the following:

- Improving the capture and analysis of complaints due to issues with product quality. This will enable us to identify and implement specific product improvements.
- Examples of these specifics include; improving our colour matching and upgrading the quality of our wastes.
- When we make these improvements, we also want to work on improving the lines of communication we have with our customers, informing them of any changes we have made.

## EFFECTIVENESS OF HANDLING PROBLEMS AND COMPLAINTS

### PHASE ONE:

As well as making sure we regularly visited customers to get feedback on their expectations of our service - we also made sure that we not only called our customers when an item was out of stock, but eased the inconvenience by offering alternative options.

**To increase the knowledge of our Contact Centre staff we implemented a brand new training programme.**



### PHASE TWO:

**Year on year the satisfaction score in this area has grown.**



Continuing on from last year's improvements, here's what we're going to do:

- Through the appointment of a Customer Service Trainer, we will put a core focus on the training of our people.
- We will analyse every problem and complaint that we receive, and put actions in place to make any necessary improvements required.

## EASE OF CONTACTING AND HELPFULNESS OF ACCOUNT MANAGER

### PHASE ONE:

You asked us to make changes so that you could reach our sales team more easily.

**Now, our Key Account Managers have fewer accounts to focus on so they can visit their customers more regularly.**



### PHASE TWO:

**In 2015, we scored 7.9 out of 10, up again on the previous year.**



To continue this upwards trend, we now:

- Call on our Key Accounts ten times per year.
- Commit to returning calls in three hours and responding to emails in 24 hours.

Further to this we have:

- Recruited an Outbound Sales Executive so that our smaller customers have one-to-one contact with a Heritage representative.
- Sent out 'get to know us' postcards so that our customers know new team members, and have their contact details to hand.
- Appointed two Regional Managers, giving our customers more than just one contact for their area.