

# Customer Insight

A Constellation HomeBuilder Systems Group



## **Customer Experience Analytics and Performance Solutions for Homebuilders**

*Transforming the customer experience & feedback into organizational improvements.*

# 3 Steps to Master the Homebuilder Customer Experience

Due to a complex and competitive home buying market, builders today often struggle with customer management initiatives that are reactive, limited in scope, and overly focused on complaint handling.

Now, CustomerInsight is providing a transformative program for end-to-end customer experience success.

With a three-prong approach, CustomerInsight helps you survey your homebuyers, extract valuable insight, and take action to reduce costs, improve processes, and win referrals at every step along the customer journey.



## Step 1: LISTEN | Surveys & Data

How well do you know your buyers? Collecting the “voice of the customer” at key moments helps homebuilders stay ahead of the curve.

We survey your customers and analyze qualitative and quantitative data to understand crucial drivers of customer satisfaction – including how the building process impacts the customer experience.

### ▶ ADVANTAGES

- **Build actionable strategies with confidence:** Our 60%+ response rate means you’re hearing from the majority of your customers – not just the outliers.
- **Engage customers in real time:** Address customer expectations before it’s too late, and prevent issues going forward.
- **Control your online reputation:** Post customer ratings and comments directly to social media and marketing to increase referrals.
- **Benchmark your results:** Know where you stand – our database of over a million customer surveys allows you to compare performance relative to the average and the top performers.

### SURVEY PROCESS

- **Pre-close:** The first survey is conducted 90 days prior to closing to uncover the sales experience, selections, construction, and any onsite meetings. This ensures your team is aligned with customer expectations from the start.
- **Welcome Home:** A second survey is conducted one month after closing to address orientation, closing, outstanding work, and willingness to refer. The welcome home survey is a crucial benchmark, and a great opportunity to showcase happy customer reviews online.
- **Anniversary:** The final customer survey is conducted 13 months after the close date, giving homeowners time to reflect on their overall experience. Timing is critical: 86% of new homebuyers recommend their builder after the first year of living in their new home.

### SURVEY & DATA TOOLS FOR HOMEBUILDERS

CustomerInsight offers survey and communication platforms to support data collection, customer communication, and performance tracking.

- Prospective buyer feedback
- Customer Satisfaction surveys
- Trade partner performance tracking
- Employee performance monitoring

## Step 2: ACT | Consulting & Analysis

Take your customer insights to the next level with CustomerInsight Consulting & Strategic Analysis. Our team of customer experience experts helps you translate the feedback from your customers, trade partners, employees, and prospects into real-time recommendations for operational improvements.

### ADVANTAGES

- ▶ **Gain unparalleled business insight:** Review raw data, illustrated charts, and analysis through a comprehensive review of customer, prospect, employee, and trade partner data in order to take informed action.
- **Develop a strategic plan:** Understand what makes your home building company unique and bring the needs of your customer and business into focus.
- **Rely on a trusted team:** Our onsite customer experience team provides in-depth recommendations and analysis to help you achieve your goals faster. Choose from a series of programs to work towards achieving your goals.



## Step 3. WIN | Brand Recognition, Referrals, and Awards

Our goal is to help you re-engineer a differentiated customer journey that leaves a positive impact on each and every homebuyer. With the comprehensive CustomerInsight program, we help you listen to your buyers and deliver a better experience, which in turn increases positive brand recognition and referrals. Simply put, CustomerInsight is a win-win for you and your customers.

### ▶ ADVANTAGES

- **Listen and learn:** Leverage platforms to analyze and enhance every customer moment.
- **Anticipate needs:** Get ahead of your customer requests by anticipating needs based on detailed surveying and analysis of expectations and experiences.
- **Get it right the first time:** Build trust into the home buying experience with exceptional service and clear communication.
- **Improve processes:** Streamline interdepartmental and customer communication to reduce warranty and operational costs.
- **Grow your sales funnel:** Leverage excellence in customer service to achieve builder recognition and industry awards.
- **Improve your brand image:** Build a stronger online reputation and boost referrals.

### TAKE ACTION WITH:

- Organizational Audit
- Customer Journey Mapping
- Customer Emotional Mapping
- Training Workshops
- Homeowner Portals
- CustomerConnect/HO Central





## Technology Platforms for Intuitive Homebuyer Communication

Today's homebuyers expect an exceptional customer experience including positive interaction, transparent communication, and seamless transitions between departments.

Our CustomerInsight program features software platforms that allow your team to take control of the entire buying journey, and deliver consistent experiences to every customer. Enhance the homeowner experience with a turnkey platform that allows homeowners to easily access a wealth of information from operating manuals to warranty details.

### ▶ ADVANTAGES

- **Improve communication** with homeowners through a suite of communication tools and reminders.
- **Reinforce a positive company image** with interactive web portals that are fully branded and accessible via your website.
- **Minimize risks** throughout the new home construction process through clear documentation and sign-offs that are transparent to the customer.
- **Optimize future decisions** by learning which products and processes are most efficient and effective, and replicate that success in future projects.
- **Save time and money** by spending less resources dealing with service calls and non-warranty requests.
- **Improve efficiency** and keep your team on track with accessible post-possession requests, warranty information, maintenance reminders, training videos, and more.
- **Boost customer satisfaction** throughout the sales process with automated sales milestone notices and updates.



I would encourage anyone who wants better feedback from customers to leverage CustomerInsight. To improve your business, you should talk to your customers, not just other builders and seminar speakers. Be willing to hear what the customer is saying without dismissing or defending your company. Real impact comes from analysis that is intelligent, trusted, and customer-led.



– Mark Downing, Cornerstone Homes

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