

Working harder for you



Customer Satisfaction Survey 2008

At British Gypsum, we're always striving to be better, and we know a vital part of that is listening to what our customers tell us. Last year we conducted our most in-depth customer survey ever. It's helping us to make important improvements for the future, and one of those is communicating more clearly with you. That's why we've put together this summary, highlighting the findings from our survey and how we're going to use it to improve the service we give you.

A big thank you to everyone who took part in the survey this year!



What was the survey all about?

We want you to see British Gypsum as the best building materials supplier in the UK. Meeting that target means really understanding what you need, so we can bring you an even better service that really benefits your business.

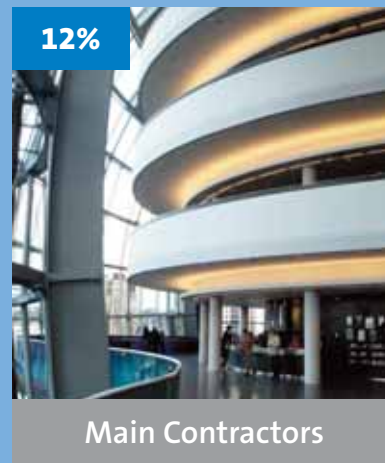
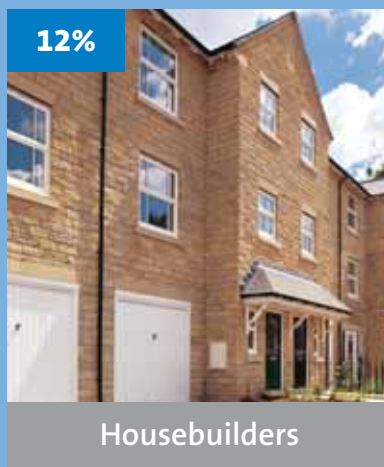
At the end of 2008, we asked the UK's leading customer satisfaction measurement company, The Leadership Factor, to help us find out what we do well and how we can improve.

They started by carrying out in-depth interviews with a diverse mix of British Gypsum customers, highlighting what mattered most to them. The Leadership Factor then used this research to shape a questionnaire based on more than 20 requirements, from product range and value to delivery and invoicing.

The survey went out to over 400 customers across the UK and is already making a big difference to our plans for the future.

Who took part?

The 400 customers we surveyed were chosen at random from our database, representing all regions of the country and all customer groups. This gives us a clear picture of how you see us, wherever you are and however you work.



Getting our priorities right

Our survey focused on more than 20 key requirements, and we asked those of you taking part to rate them in order of priority. This helped us to see where we need to concentrate our efforts to give you great service. For most customers, ordering and delivery were clear priorities, while for specifiers the availability of product information and technical advice were really important.

Understanding these priorities better is helping us work harder in the areas that really matter to you. You've told us that some new areas are becoming increasingly more important, so, we're investing more resources in meeting your environmental requirements, supporting your health and safety needs, working in partnership with you, and improving the effectiveness of our technical advice line staff.

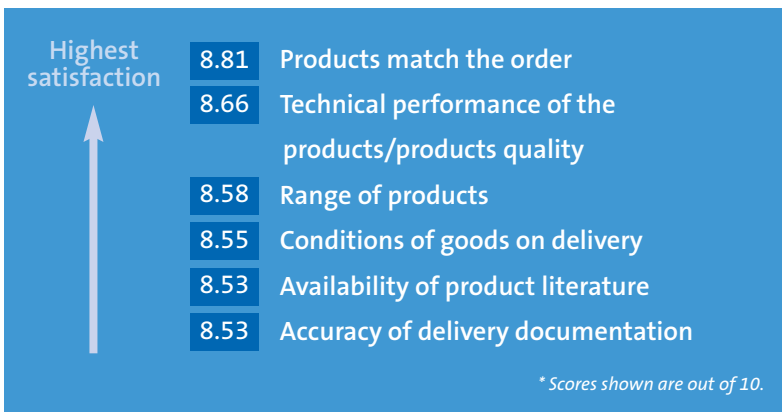
How good were we overall?

The Leadership Factor keeps an index of more than 500 customer satisfaction surveys it completes for companies it works with each year. It shows us how happy our customers are with us in comparison to all sorts of other businesses they come into contact with. At 80% we're already doing very well, in fact we are in the top half of The Leadership Factor's league table, but we want to do better and look forward to climbing higher next year.

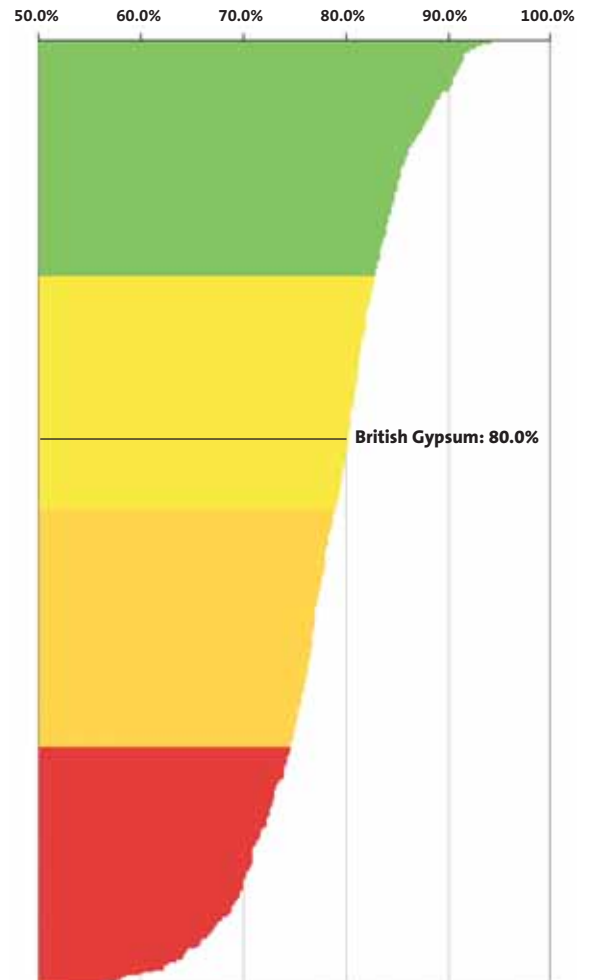
What did we do well?

The good news is we scored well across all of your priorities. Some areas, like making sure deliveries match the orders, technical performance and product range and quality really stand out, while we can see definite room for improvement in other areas.

Around three quarters of our customers are likely, very likely or extremely likely to recommend us to others.



Satisfaction Index™ League table



“They give such a good service. Excellent technical information and support”

Architect

“They have the name, quality and recognised products”

National Merchant

“They always do what they say they will do”

Housebuilder

Satisfaction Index
80.0%

What could we do better?

Wherever customers gave us a score below six, The Leadership Factor delved deeper to find out how we could improve. Quite a lot of people told them that getting hold of their main contact was harder than it should be, and this is going to be a priority for us in 2009.

We'll also be working harder to make sure you know if there are any changes to your deliveries, and making sure your products arrive in excellent condition. As always, we'll also be investing in improving the technical performance of our products and the range available, so we're continually bringing you the very best innovative ideas. Understanding where we've gone wrong is the best way for us to improve the service we give you, so, we're also investing in feedback and response services, making sure we can effectively manage your comments and complaints.



“I would like them to let me know what's going on, specifically about deliveries, load availability, that sort of thing”

Specialist Distributor

↓
Lowest satisfaction

7.88	On time deliveries
7.51	Ease of contacting your main contact
7.23	Notification of any delivery changes
7.22	Effective handling of complaints

* Scores shown are out of 10.

What are we doing to bring you better service?

The survey showed that we're already making good progress with higher customer satisfaction than in previous years. We want to do better. We know that the products and services we provide have a direct impact on you and your business, so, we want work on the things that you think we're not so good at. To give you the best service, we need to take everything you've told us and put it to good use. That's why we'll be making some big changes in 2009, including:

1 On time deliveries: There when you need us

We know that getting the products you want exactly when you need them is really important to you and the success of your business. It can be really frustrating waiting for your delivery to arrive, especially when you're ready to start working.

Our priority is to keep our promise to you and to make sure we do, we've:

- Implemented SAP, an integrated resource planning system, to link forecasting, manufacturing plans, stock policies and material purchasing with your order needs.
- Improved stock accuracy, reducing stock errors by 70%. Something we intend to do again this year.
- Reduced loading errors by training the warehouse loading teams and making stock identification easier.

You've also told us that we need to talk to you more about what's happening with your delivery. There are some things that we can't control, which sometimes means that we can't always do what we say we're going to do.

What we can do is make sure we work together to reduce these instances and keep in touch, so you know what we're doing and how it affects you. Last year we introduced automatic notification for short-loading and unavailable products; this year we're working even harder.

We've listened to your needs and as a direct response we are:

- Trialling an out-of-hours service for timed deliveries. This means if you have a timed delivery you can speak to one of our transport team whenever our customer services are closed.
- Increasing distribution locations with the introduction of a new distribution centre at Purfleet in East London.
- Implementing a new tracking system for faxed orders.
- Changing back to our 'version number' system for notification of order changes.
- Working towards a reduction in the lead times of bespoke product orders.

This will mean more products are in stock when you need them, more deliveries arrive on time in full, and fewer invoicing and paperwork issues.



2 Effectiveness of your main contact: We're here to help

Although you've told us that we're easy to work with, you've also told us that we're often difficult to get hold of, and when you do get in touch with us we can't always give you the answer you need quickly.

That's why in 2009 we're starting to:

- Develop an insight training programme, so we can better understand what you need and how you need it.
- Further develop our technical training programme. This means your contacts will now be able to offer even better practical advice.
- Provide you with quality sales information using the new SAP system.
- Regularly review customer contact data to make sure we can see as much of you as possible.

3 Effective handling of complaints

We know we don't always get things right first time and you've told us that we need to be better at fixing things when they do go wrong. We need to be quicker at managing and resolving your complaints, but also, we need to get better at telling you what we're doing. We've already made some really important changes, like the introduction of a new feedback line – now you can ring us to tell us your problems anytime of the day or night.

This year we aim to improve our effectiveness by:

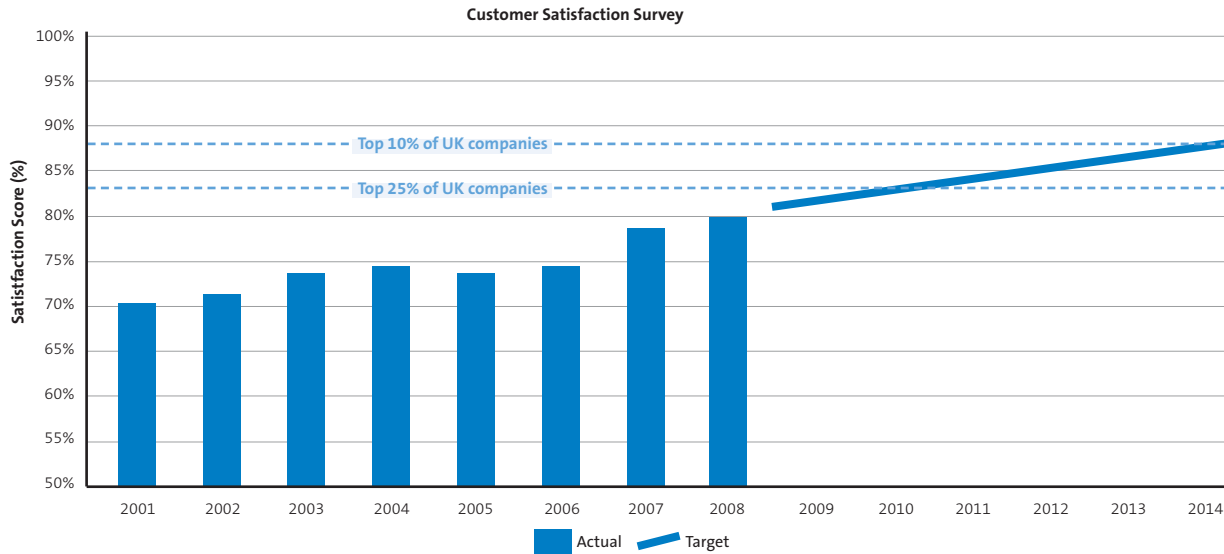
- Reviewing our current complaints process to highlight any areas that we can immediately improve.
- Avoiding recurring complaints, by investing in tools that can help us analyse the root-cause of some of the key problems.
- Training a dedicated team of Customer Liaison Managers, so that making a complaint is easy.
- Using post-complaint feedback to measure satisfaction and use this to help identify where we can make further improvements.

Your satisfaction...

Every year we learn more about you and the areas of our service you'd like us to improve. Our business is only as good as the people within it and that's why we think that sharing the results of the survey with our employees is really important. We want to engage our team to deliver the best service they can, making sure we use their ideas to help us improve our products, systems and services.

Making improvements

As you can see from this chart, we've been making steady improvements to customer satisfaction over the last few years, and we're aiming even higher.



“They demonstrate an extremely helpful and professional approach towards their customers”

Main Contractor

What would you like to see?

Listening to our customers isn't just about annual surveys. It's about finding out what you think, need and want to see, all year round. So, if you'd like to give us your feedback on anything at all, it's easy to get in touch. Call us on **0800 298 7208**, or email us at bgfeedback@bpb.com.

We want to thank you again for taking part in our research. What you think about us is really important and without your feedback we wouldn't be able to improve. We look forward to working with you throughout 2009 and hope to hear from you soon.



Technical enquiries
British Gypsum
Drywall Academy
East Leake
Loughborough
Leicestershire
LE12 6JT

Telephone: 08705 456123
Fax: 08705 456356
E-mail: bgtechnical.enquiries@bpb.com

Training enquiries: 08702 406040

www.british-gypsum.com



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