In-house RESEARCH

CASE STUDY · HOUSEBUILDERS

Gleeson Homes

Customer satisfaction research, 2019 to 2021

How conversations with buyers helped Gleeson Homes put customers at the heart of the business, and lift recommendation from 76% to over 92% in 18 months.

gleeson

100+
years' construction experience

Sheffield
where the business was founded

Gold
Customer Satisfaction Award

76% to 92%+
of buyers recommending Gleeson Homes

18 months
from the first results to over 92%

6 weeks
from first enquiry to the programme going live

Gold
Customer Satisfaction Award

THE CHALLENGE

Growth, with customers at the centre.

Gleeson Homes had strong growth plans and a leadership team set on doing right by its customers. It needed a way to grow sustainably while staying focused on what matters to buyers, and to make customer feedback part of the culture of the business.

Its Managing Director and Head of Customer Relations had worked with us before, and introduced us to the business in late 2019.

OUR APPROACH

Real conversations, reported across the business.

We put our proven approach in place within six weeks of the first enquiry, and the results followed soon after.

1

Telephone conversations

Our researchers talked with buyers and captured their stories, not just their scores.

2

Online reporting

Results shared across the business, from the board to regional teams.

3

Real-time call reports

Each completed interview reported straight away, so teams could act quickly.

4

Industry benchmark

Results compared with the wider industry, to show strengths and weaknesses in context.

5

Presentations to teams

Findings presented to divisional and regional management teams.

6

Sessions with leaders

One-to-one sessions with senior management on survey strategy and key customer stories.

AW

“They have conversations with our customers and capture stories.”

Lots of research companies just want a number or yes/no responses, but In-house Research is different. This makes a significant difference and means we can measure the improvements in our customer journey over time.

Amy Wright
Head of Customer Relations, Gleeson Homes

RESULTS

From insight to transformation.

Within six months, the results pinpointed the weakest areas in process, service delivery and region. We then worked with the regional teams to understand why buyers felt the service fell short, and what to do differently.

LATE 2019
Introduced to Gleeson Homes

SIX WEEKS LATER
Programme live

WITHIN SIX MONTHS
Weakest areas found, by process, service and region

BY 2021
Recommendation over 92%

1 **Recommendation up**

Customer recommendation rose from 76% to over 92% within 18 months.

2 **A Gold award**

Gleeson Homes achieved a Gold Customer Satisfaction Award.

3 **Staff noticed the difference**

In employee engagement research, staff spoke positively about the focus on customer satisfaction.

4 **A clear vision**

The business has a clear vision for the future, built on accurate customer stories.

ABOUT THE BUSINESS

Affordable homes, where they are needed.

MJ Gleeson has over 100 years of construction experience. The business was founded in Sheffield and listed on the London Stock Exchange in the 1960s.

Gleeson Homes builds affordable, quality homes where they are needed, for the people who need them most.

Want to know what your buyers really think?

See how our Move-In and Lived-In Experience surveys, dashboards and benchmark could work for your business.

01793 848455
info@in-houseresearch.co.uk
in-houseresearch.co.uk