
Who impacts on delivery and Customer Satisfaction?

Every discipline has an impact on customer experience, here are the generic objectives of each discipline in new home sales and how they impact on the delivery and achievement of customer satisfaction.

Land

- Ensure a continuous, developable, supply of land to fulfil the strategic requirements of the business
- Achieve planning consents
- Provide concise, accurate and accessible information to other departments
- Acute awareness of the political and economic environment
- Continually increase and manage the knowledge and contact base
- Compete and work as a team so as to efficiently manage the land and planning process
- Develop and maximise innovative procurement processes

Design and Technical

- Produce an end project, high quality; in good time, to enable customer service to be proud to present product and handover ownership to purchasers
- Manage and coordinate projects cost effectively, in keeping with the company's brand reputation
- Involve commercial construction at all stages; developing the package, provide meaningful programmes for construction, procurement and designers
- Ensure delivery of information to other departments is accurate and effectively communicated
- Undertake works in a managed process; continuous effective teamwork
- Coordinate accurate information, feedback between clients, consultants and sub-contractors to achieve a quality culture through the business
- Monitor production regularly and report shortfalls or problem areas to relevant departments
- Ensure appropriate QA procedures are implemented to control and manage all works
- Ensure wide understanding of information, contents and location
- Actively implement project review and make recommendations for the future
- Deliver solutions on programme through high commercial awareness, ability and a focus on quality
- Remove all barriers by developing solutions rather than creating constraints
- Provide accurate reporting; ensuring financial forecast achieved

Commercial

- Provide accurate costs to enable land purchases
- Produce competitive budgets on time from land appraisal to commencement
- Undertake procurement to programme and within budgets
- Develop successful relationships with contractors
- Minimise the need for legal action
- Produce final accounts agreed on work complete
- Provide input to technical to enable the better flow of information
- Challenge time, buildability and costs in order to control build expenditure
- Value engineer to ensure quality
- Provide accurate reports to programme and accurate reporting and auditing of all departments costs
- Ensure prompt and accurate payment of subcontractors
- Agree variations to ensure the smooth flow of resources
- Finalise accounts when scheme/stage is complete
- Provide accurate monthly reports of each scheme against budget

Build

- Create the safest working environment
- Provide a professional working environment on every development
- Produce, in excess of purchaser expectation, quality of product demanded and expected by the purchaser
- Deliver the most cost effective product, on time, in excess of industry norms
- Develop and maximise innovative procurement processes

Finance

- Provide accurate reporting on the financial status of the business
 - Identify and provide information which will help other departments to perform their jobs more efficiently
 - Provide assistance to other Directors in understanding all financial aspects
 - Create effective financial controls and forecasting systems commensurate with the needs of the company
 - Maximise the effective use of management systems
 - Optimise cashflow and report daily
 - Provide best advice on issues relating to VAT and taxation
 - Ensure the authorisation of new starters, to implement the necessary financial actions for leavers and to maintain details to payroll
 - Advise on cost effective employment packages and monitor against budget
 - Coordinate the regions IT expenditure
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Sales and Customer Service

- Maintain accurate reflection based on up to date intelligence of the market and customer profiles
 - Define and manage the brand's position within the market
 - Project the continuously evolving image of the company
 - Sustain a leading edge through product and service
 - Be opportunistic and innovative in our approach
 - Partner and influence our customers' lifestyle
 - Optimise best value of all developments
 - Develop efficient and effective sales process
 - Be creative in our sales process
 - Actively seek feedback from customers to evaluate progress and areas for improvement
 - Regularly review feedback and develop strategic initiatives to respond to feedback
 - Listen carefully to customer and employee views and opinions in relation to delivering service and product
 - Involve subcontractors, suppliers, employees in feedback process to continuously review our operational standards
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