

## Customer Relations Policy

### Introduction and Objectives

The Taylor Wimpey Vision is

*“to be the homebuilder of choice”*

### Policy Statement

To achieve this vision it is essential that all our operations, products and services meet and/or exceed the requirements of our customers.

Through a combination of planned research and direct feedback we will seek to ensure that the ‘voice of the customer’ is available to decision makers to assist in improving and developing our range of products and services.

We will undertake an ongoing, systematic approach to understanding customer attitudes and opinions, with regard to the quality of the product and service they receive. We will put in place management targets and objectives to ensure progressive improvement.


All customer enquiries will be dealt with promptly, in a personalised manner. We will maintain comprehensive customer records to assist in this and, to ensure that our database can be used for targeting marketing activity in the future.

Customer complaints will always be dealt with in a timely, professional and efficient manner, and will be used positively to inform the process of improvement.

We will engender a customer-focused attitude within the business; such that this is communicated through daily contact with customers and colleagues. To this end, we will provide our employees, agents and partners with the opportunity to develop their skills, for the benefit of our customers and the internal colleagues whom they support.

### Applicability

This policy applies globally and its principles apply in all areas of the group’s business.

The Board of Taylor Wimpey plc will monitor the effectiveness of this Policy and will review the Policy on a regular basis and annually as a minimum			
Approved by		Chief Executive	Taylor Wimpey plc July 2007