

CX IMPACT

Transforming Customer Experience in **Housebuilding**

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“Creating a sector-leading customer experience, putting customers first in everything we do.”



Background

Recently the UK housebuilding industry faced criticism for poor construction standards, exploitative leasehold deals, and declining trust. One leading housebuilder recognised the need for change and set out a bold vision:

“To create a sector-leading customer experience that puts customers first in everything we do.”



Understanding that customer expectations were shaped by seamless service brands like Amazon, the company partnered with Caffeine to turn this vision into reality.

The Challenge: Bridging the Experience Gap

Despite 75 years of homebuilding excellence and top industry ratings, customer experience was inconsistent. Early satisfaction was high, but ratings plummeted by nine months post-move.

Why?

- Snagging issues were swiftly handled while site teams were present, but customer service became slow and impersonal.
- Repairs dragged on, communication faltered, and unreliable tradespeople caused frustration.

The company needed to transition from a great builder to a customer experience leader.

The Strategy: Customer First

A cross-functional team launched a bold strategy with five priorities:

1

Define and measure the experience – A clear customer promise and benchmarks.

2

Make CX everyone's responsibility – Embedding customer-first thinking into culture.

3

Champion Customer Care – Ensuring excellence through the two-year post-completion period.

4

Invest in technology – Digital tools to streamline processes and enhance service.

5

Build a customer-centric culture – Breaking silos and improving communication.

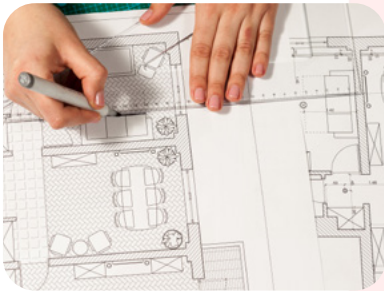
A 'north star' Customer Promise was defined:

“Building homes to be proud of with customers at the heart of everything we do.”

Three commitments followed:

Advice that's personal –

Tailored guidance at every stage.



Building five-star quality homes –

Uncompromising on standards.



Care whenever you need it –

Support beyond move-in stage.



Every customer touchpoint was mapped to ensure a seamless experience.

Implementing Change

Customer First wasn't just a campaign - it was business transformation.

Two key shifts made the difference:

1

Operational Excellence

– Standardising processes, upgrading systems, and aligning all divisions.

2

Cultural Change –

Embedding customer-first behaviours at every level.

Key actions included:

- Appointing Customer First Champions in every division.
- Rolling out “One Team” training, attended by 97% of employees.
- Hosting an internal launch event with leadership buy-in and celebration.

Elevating Customer Care:

- Customer Care heads reported directly to divisional MDs.
- Staffing levels increased, improving response times.
- New quality control measures ensured issues were prevented before they arose.
- Site teams retained responsibility for customer care for 12 weeks post-move.

Technology played a major role:

- A new customer care system provided real-time updates.
- A smart telephone system connected customers directly to the right team.
- Site teams used tablets instead of cumbersome paperwork.

Investing in Digital Innovation:

A new digital customer portal empowered buyers with:

- Access to all purchase documents.
- Real-time build-stage updates.
- Online snagging issue management.
- Customisation options for flooring and kitchen finishes.

This modern, streamlined approach replaced outdated manual systems, making home-buying simpler and friction-free.

The Impact: A CX Success Story

Customer recommendation scores improved at both eight weeks and nine months post-move



Customer First behaviours became embedded in company culture, ensuring lasting impact

By merging operational excellence with a customer-first mindset, this company redefined what it means to be a five-star housebuilder—not just in product quality, but in customer experience.

CX isn't a one-off initiative—it's a way of doing business. By prioritising clear communication, personal service, and an unwavering commitment to quality, this housebuilder has set a new benchmark for the industry.

CX IMPACT

Transforming the **Luxury Retail** Customer Experience

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“A luxury experience isn’t just about high-end products—it’s about how customers feel during every interaction.”

Image AI generated for confidentiality

Background

A leading global luxury brand faced a challenge: an inconsistent customer experience across its worldwide locations. Service levels, product knowledge, and the overall store experience varied significantly. This lack of coherence diluted the brand’s promise and hindered sales performance. To reclaim its position as a leader in luxury retail, the company worked with Caffeine on a bold customer experience transformation.

The Challenge

- Lack of clarity on the brand promise and how to activate it in stores
- Inconsistent service levels and product knowledge across global locations
- An undifferentiated customer experience failing to create lasting impressions
- Declining sales performance and customer loyalty

The Strategy

The company launched a comprehensive Customer Experience Management (CEM) programme, anchored on three pillars:

1

Defining the Customer Promise

Created a clear and compelling customer promise focused on personalised service, product excellence, and brand storytelling.

Empowered employees to take pride in the brand’s heritage and share that with customers.

2

Designing a Signature

Conducted a worldwide customer experience audit to identify gaps and opportunities.

Designed hallmark moments to differentiate the brand, including personal styling, in-store digital integration, and premium product presentation.

3

Defining the Customer Promise

Developed structured service rituals, such as always offering customers three product options and sharing a unique brand story.

Enhanced store environments with digital touchpoints, including in-store access to the brand’s website for seamless inventory browsing.

Introduced luxury service elements like gloves for handling high-end jewellery and presentation trays for accessories.

The Results

25% increase in sales performance at pilot stores compared to control locations.

50% rise in profits in the following year, attributed to improved customer engagement.

The brand surged to the **top of the Net Promoter Score (NPS)** rankings in luxury fashion.

77% of shoppers indicated they **would recommend the brand** to family and friends, solidifying brand advocacy.

Key Learnings

- A luxury experience isn't just about high-end products—it's about **how customers feel** during every interaction.
- Employees must be **brand ambassadors**, empowered with product knowledge and storytelling skills.
- Digital touchpoints can **enhance, not replace** human service in luxury retail.
- Consistency across locations creates a **cohesive and memorable** customer experience.

Conclusion

By aligning its brand promise with a structured and differentiated customer experience, the company redefined what it means to engage luxury consumers.

The success of the programme proved that customer experience isn't just a service enhancement—it's a **growth driver** in competitive markets.

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The Caffeine Partnership is an award-winning strategic consultancy which specialises in brand-led business growth. Our team are expert strategists, boardroom advisers, creative thinkers and powerful presenters. We help impatient leaders define their brand purpose, engage their people and deliver what matters most to their customers. We regularly write and speak at conferences and in the press on the impact of brand on business growth.

Find out more: www.thisiscaffeine.com

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Turn customers into advocates: www.cxroadmap.com

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