

+ Spotlight



### Improving customer service through technology

Technology is helping us improve our customer service by giving our customers more personalised information and support throughout the homebuying process.

We began to roll out our online customer portal 'Touchpoint' during 2017. Customers can log in when it is convenient for them to check the progress of their new home online and access a wide range of useful information. Once customers move in to their new home, they can log any issues or problems that arise via Touchpoint and track our response. Since its launch, around 2,000 customers have logged into the system.

Technology can improve efficiency for our customer teams too. We have introduced our 'M Care' and 'M Inspect' applications to enable our customer representatives to quickly log customer issues during home visits on their mobile devices so that we can respond more quickly and track progress. This gives us better quality data on our customer service and how quickly we are addressing any issues.

We will be further developing our use of technology to make our service more customer-centric. This will include greater use of social media and introducing new services to Touchpoint such as a facility to review and select home layout and fittings options.

**2,000**  
customers registered