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WILLMOTT DIXON
SINCE 1852

Outstanding Customer Satisfaction Winner 2018

Phelan Construction

The Judges say...

Phelan's 'Perfect Delivery Promise' manifests in a clear system of responsibility that puts customer satisfaction at the centre of their performance. The measures they have taken are particularly impressive given the relatively small size of the company.

Phelan's ratings from its London and South East customers for satisfaction have increased from 74% to 89% since they launched their 'Perfect Delivery' initiative just two years ago. The most challenging aspects of implementing their vision were defining the perfect project and convincing customers that they were serious about striving for 100% satisfaction. They have established four cornerstones to success: time, cost, quality and safety and have defined processes to ensure the highest quality delivery. Customers' needs are established at the tender stage and a dedicated team of customer account managers work tirelessly to engage and communicate – the goal is to not only meet all the customers' requirements but to exceed expectations and add value to their project. 'Perfect Delivery' is an inclusive approach and encapsulates the whole business.

“We will be the **best** contractor for our customers, delivering **perfect** projects through **passionate** people.”

Safe Environment

Safety: It's in our DNA.

On Time

We promise to complete your project to the agreed programme.

On Budget

We promise to provide a clear, honest and an accurate approach to managing the budget.

Snag Free

We promise to deliver a quality product, snag free on completion.

No of staff: 130 **Turnover:** £65m **Type of organisation:** Main contractor – 'Fit out'

Actions

- Dedicated director with responsibility for customer satisfaction.
- Clear and concise process for customer focused decisions and promises – Customer Charter.
- Best possible bid for clients achieved by understanding their requirements.
- Regular and effective communication, including structured collection of feedback.
- Financial reward scheme based on customer satisfaction scores to incentivise the project team.

Impact

- Market leading tender conversion rates (45%).
- Inclusive approach ensures all staff are engaged and working towards a common goal.
- Employee satisfaction score +90.
- Attracted top talent from tier 1 contractors.

- Reduced time to agree final contract valuation – 20% of turnover negotiated with customers.
- Increased turnover, profitability and customer retention rates – turnover growing from £20m to £60m in two years.

Lessons learned

Phelan have learned that putting the customer at the heart of everything they do is good for business. Their success clearly demonstrates that it is possible for SME's to implement and benefit from exemplary client focused strategies and that customer satisfaction can go hand-in-hand with profit.

