

HOMEBUYERS HAVE CHANGED. THE QUESTION IS, HAVE YOU? DOES YOUR COMPANY UNDERSTAND WHAT'S IMPORTANT TO TODAY'S NEW HOME BUYERS? HAVE YOU CHANGED HOW YOU WORK WITH YOUR CUSTOMERS TO GIVE THEM WHAT THEY REALLY WANT? IF NOT, YOU ARE PROBABLY MISSING OUT ON SALES AND REFERRALS. YOU MAY ALSO BE SPENDING TOO MUCH TIME AND MONEY ON WARRANTY SERVICE.

The key to a successful homebuilding business today is customer service.

Traditionally, customer service meant after-sales or warranty service—in other words, what you do after your customers move into their new home. Not any more! Now, customer service is an integral part of the entire homebuying experience.

It starts at the beginning of the sale and continues long after your customers have moved into their new home. And the focus of customer service is to create a relationship with every homebuyer based on confidence and trust.

The end goal of every sale is a satisfied customer and a reasonable profit. The quality of your customer service will fundamentally influence how satisfied your customers are. This has significant implications for your business.



The Customer Service workshop is designed to help your company improve your performance with homebuyers and integrate customer service into every step of the homebuying process.

WHO SHOULD TAKE THE WORKSHOP?

Customer service is a team effort. Just as it takes more than one person to build a home, it takes an entire group of committed people to provide customer service. Everyone on your team can benefit from the workshop—salespeople, retailers, builders, manufacturers, construction supervisors and warranty service personnel.

You don't have to be a Manufactured Housing Consultant (MHC)[™] to attend. The workshop can benefit anyone who is interested in learning how to manage their relationship with customers more effectively.

ABOUT THE WORKSHOP

The workshop offers a comprehensive and practical look at customer service. It provides participants with insight into new home buyers and their homebuying experience, based on recent research. And it provides you with knowledge and tools to better serve your customers, from first contact through after-sales communication. Topics include:

- What's going on with homebuyers?
- What's taking place in the homebuilding industry?
- How does customer satisfaction impact on your business?

- How do you make customer service an integral part of every home sale?
- From sale through factory construction
- On the site
- Warranty service
- After-sales follow-up, including customer surveys

Throughout, the workshop offers best practices and "real world" examples, drawn from people who work in the industry and who are committed to customer service and better business practices.

WORKSHOP FORMAT AND RESOURCE MATERIALS

The workshop is designed as a full day of dynamic classroom learning, with a combination of presentations, discussions, informal group activities and individual work.

Each participant receives an information package that includes a workbook for use during the workshop, checklists and other suggested forms to apply the knowledge gained to their business, fact sheets on workshop topics, Canada Mortgage and Housing Corporation publications and other relevant materials from a variety of sources.

Following the workshop, you will receive a Certificate of Attendance from the Canadian Manufactured Housing Institute.

FOR MORE INFORMATION

To learn more about the workshop and to find out when a workshop is scheduled in your area, contact your regional association or the Canadian Manufactured Housing Institute at 1.613.563.3520 or cmhi@cmhi.ca.

**IN TODAY'S BUSINESS ENVIRONMENT,
SUCCESS IS BUILT ON KNOWLEDGE,
PROFESSIONALISM AND COMMITMENT
TO CUSTOMER SATISFACTION.**

The Manufactured Housing Consultant (MHC)[™] Program was developed by the Canadian Manufactured Housing Institute in collaboration with regional manufactured housing associations to provide a professional development opportunity for people in the factory-built housing industry.

The Customer Service workshop continues the industry's commitment to assist companies in operating their businesses effectively and professionally. This full-day workshop was designed to provide insight into the importance of customer service; to identify challenges and opportunities for greater customer satisfaction throughout the homebuying process; and to provide participants with knowledge and insight to create their own customer service process and tools.

ACKNOWLEDGEMENT AND THANKS

The Customer Service workshop was developed by the Canadian Manufactured Housing Institute (CMHI) with financial support from Canada Mortgage and Housing Corporation and the Manufactured Housing Association of Atlantic Canada.

CMHI also gratefully acknowledges the participation of the many individuals who contributed generously of their time, knowledge and experience to the workshop. They include builders and retailers, sales managers and associates, construction managers, warranty service personnel, warranty program representatives, regional association staff and others from across Canada.



MANUFACTURED HOUSING
CONSULTANT (MHC)[™]



**FOCUS ON
CUSTOMER
SERVICE**

**A workshop for the
factory-built housing industry**



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