

Highcross Customer Satisfaction Review

We aim to establish **strong business relationships** with all our customers ensuring we provide high levels of customer care at all times.

Highcross's Occupier Satisfaction Survey 2011 Results

93%

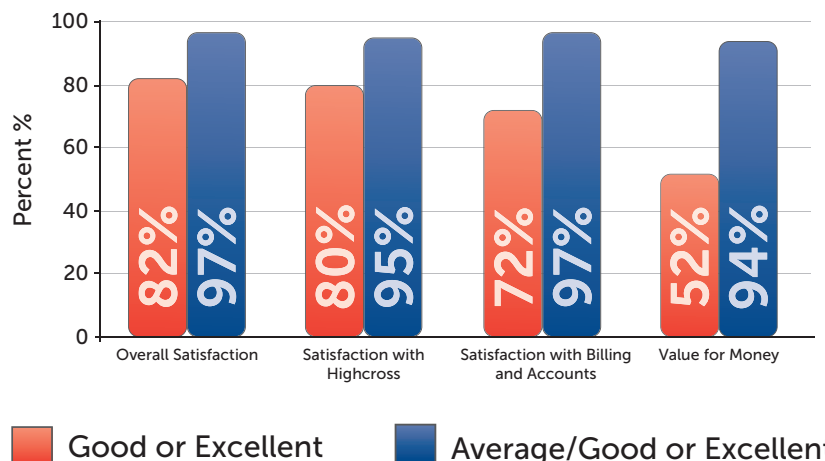
of our customers
would recommend Highcross as a landlord

2011 was the 4th year we have carried out our satisfaction survey. Each year 79% of respondents have ranked satisfaction as **good or excellent**.

We invited all our customers to participate...

82%

of our occupiers rate
their satisfaction as
good or excellent



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When we let a unit to an occupier, we seek their feedback on their experience to ensure we are **meeting their needs** during this process.

Here's what they thought *and* said...



As a new occupier at Sugarbond, Edinburgh, we have been delighted to have had excellent support and general assistance from Derek Hamilton. Derek is pro-active and on top of site management. He has been integral to our settling in to the new premises.

*Caliber Interactive Ltd
Sugarbond, Edinburgh*

Painless experience, everyone was very helpful - very happy.

*Non Stop Engineering
1000 Lakeside, Portsmouth*

A very understanding landlord in this economic climate, and I am very grateful.

*David Graham Structures
Kilroot Business Park, Carrickfergus*

HIGHCROSS



80%

Rated the whole process as good or excellent

88%

Rated the negotiation process as good or excellent

100%

Rated assistance from site staff as good or excellent

92%

Said the building met their expectations

Results shown here are based on feedback received from occupiers who have taken premises from us over the last 6 months.



Customer Care Initiatives



Customer Service Standards

The customer service standards were launched in 2009 and highlight our commitment in this area.

Following on from this, we recently launched our Service Charge Commitment ensuring our service charge provides value for money, occupiers are able to see how their money is being spent with clear and concise reporting.



Occupier Zone

The Occupier Zone is a web based system allowing our customers to see various information relating to their property such as site services, H&S advice, contact information and more. Each occupier has a secure log in and can access the information 24/7. We hope to develop this in the future to include access to invoices and statements.



Occupier Directory

We created the occupier directory in 2011 detailing contact details for many of our customers including the nature of their business.

We hope the directory encourages business to business between our customers.



Welcome Feedback 24/7

An area on our occupier website www.space4business.co.uk allows our occupiers to give feedback on their experience with us and our site based staff. This can either be in the form of a short on line survey or an email. We are keen we don't just seek our customer's feedback once a year but encourage them to let us know how we are performing and that we are looking after their needs all year round.