

EPSI Rating

New Apartment Construction 2018

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For more information:

Heidi Laitinen, Project manager EPSI Rating Finland

Mobile: +358 50 406 8796

E-mail: heidi.laitinen@epsi-finland.org

Apartment buyers are satisfied with construction companies

Customer satisfaction in new apartment construction is high, 74,8 points. There are clear differences in customer satisfaction between the companies – though the variance is clearly higher between the companies over the industry average than for the companies under the industry average. The differences are smaller compared to last year, when the difference in customer satisfaction between the companies with the highest and the lowest customer satisfaction was 16,2 points.

Customers who bought their apartment for investment purposes were more satisfied than customers who bought their apartment for their own use. This was also the case in 2017. Around every third respondent had bought their apartment for investment purposes.



**The industry result is represented by the volume weighted average of the companies that participated in the study. The companies represent a substantial share of the volume of new apartment construction in Finland.*

Flawlessness should be more on the focus, staying on schedule gets praise again

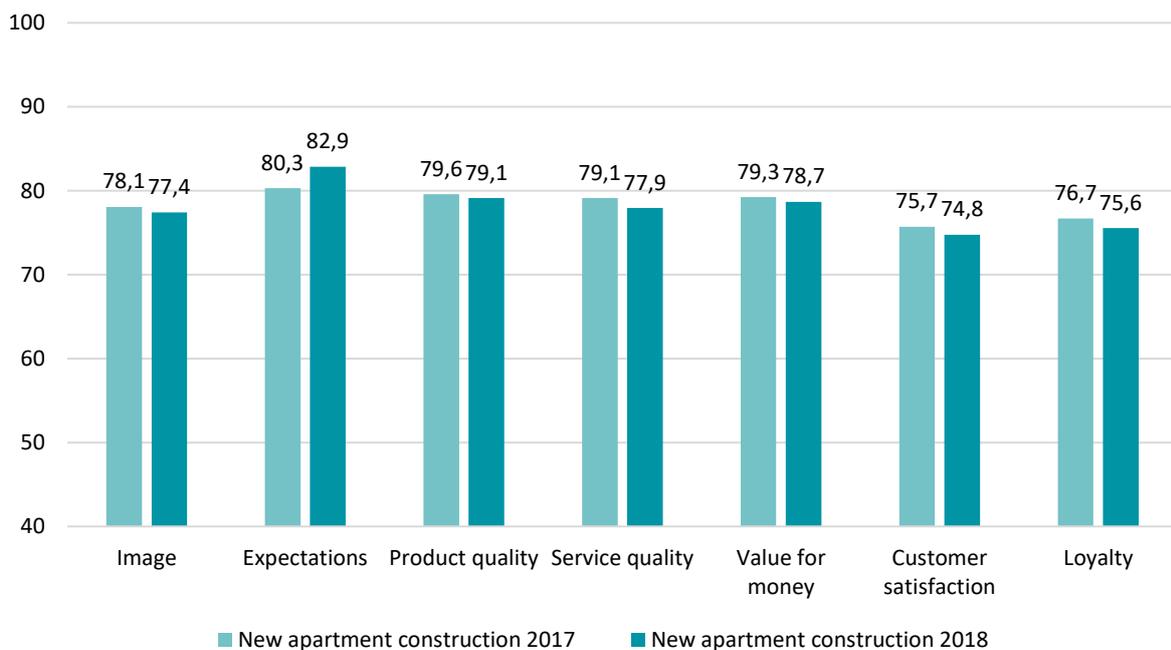
Companies' images are still on a good level. Out of the aspects of image, customers feel especially that it's easy to be construction companies' customer. Trustworthiness is also on a good level. Social responsibility is a bit lower than other aspects, same as in 2017.

Customers' expectations were already on a very high level in 2017 and rose 2,5 points in 2018. Expectations don't seem to affect customer satisfaction very much, though.

The most important aspects for customer satisfaction after image are product and service quality. Both aspects are around last year's level. Especially product quality's score is still very high. Construction companies get praise for staying on schedule, apartment's layout as well as the equipment level of the apartment. 94 percent of the respondents say that the apartment was delivered on time. The flawlessness of the apartment gets the lowest score. Construction companies should focus more on the flawlessness of the apartments, as it seems to affect customer satisfaction the most in product quality. In service quality the companies have succeeded the most in availability.

Generally, the aspect scores have decreased slightly from last year. The proportion of promoters has also decreased three percentage points and is now 44 %. The average NPS was 28 (Year 2017: NPS 31).

Weighted averages of aspects 2017-2018



The amount of complaints has increased slightly from last year

On average, every third customer has either made a complaint or had the reason to complain. The amount of complaints is relatively high in new apartment construction when compared to the other studied industries in Finland. Despite the high amount of complaints, scores are high throughout all the aspects of new apartment construction. The high amount of complaints may be explained by the fact that 61 % of the respondents said that their apartment had repair work done after delivery. Customer satisfaction for this group is lower.

Have you had a reason to complain or make a complaint to the construction company and have you complained?						
	Yes, directly to the company	Yes, to a third party	Yes, both to the company and to a third party	Would have had the reason to, but have not made a complaint	No	Don't know
Weighted average	28 %	1 %	2 %	3 %	65 %	2 %

Theo layout of the apartment is very important to the customers

The respondents were also inquired about what things they think are important when buying an apartment. Customers felt that the layout of the apartment was very important (91,9). The second and third most important things were the material choices and the equipment level of the apartment. 70 % of the respondents said that they implemented special wishes in their apartment, if they were possible.

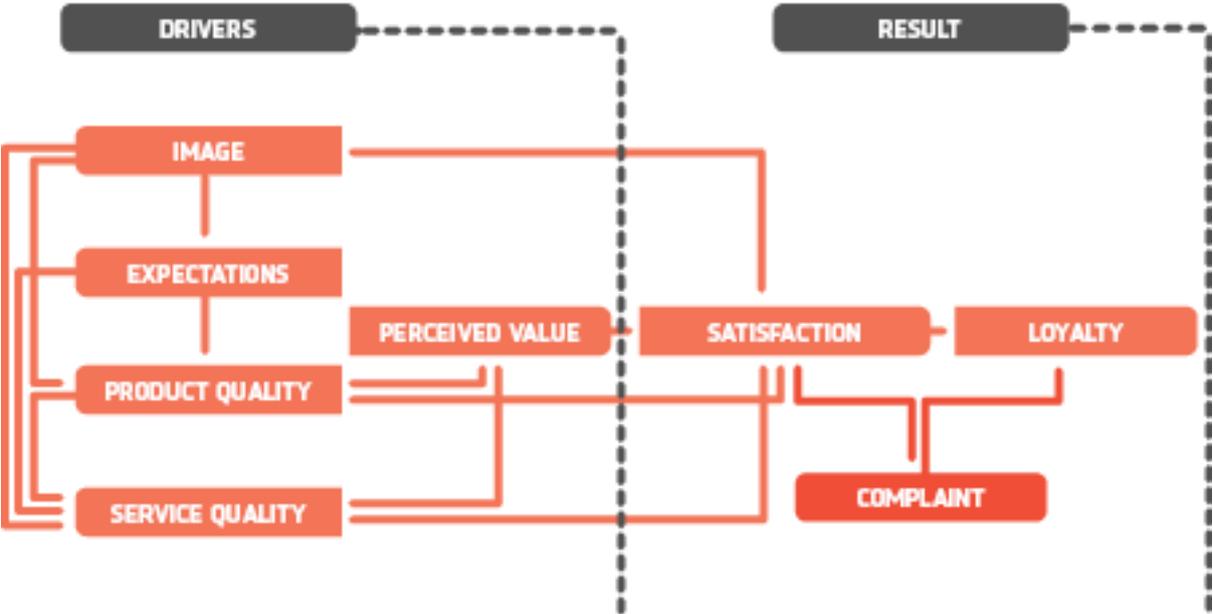
In a nutshell

- Customer satisfaction in new apartment construction is on a good level, as it was in 2017
- There are clear differences in customer satisfaction between the companies
- The differences in customer satisfaction are quite small between the companies under the industry average, but the three best companies raise industry average significantly
- The score for product quality is very high. Staying on schedule gets praised, flawlessness of the apartment should be focused more on
- The amount of complaints is high – every third customer has complained or had the reason to complain

Information about New apartment construction 2018 study

This study, conducted by EPSI Rating, studies the customer satisfaction of new apartment construction of the member companies of Confederation of Finnish Construction Industries RT. The target group consists of Finnish private sector customers, who have bought an apartment and the apartment has been delivered during the year 2017. Respondents were picked randomly from the customer registries of the companies. The study was conducted by phone interviews 27.3-11.5.2018, where 912 apartment buyers participated. The index is produced on a scale of 0 – 100, where 75 is considered very satisfied, 60 – 75 is satisfied and 0 – 60 is dissatisfied. This study was first conducted in the year 2017, where apartments delivered in 2016 were studied.

The error margins in general are around 2-3 points. Exceptions are Bonava (3,8), Pohjola Rakennus (4,2) and Skanska (3,4). The confidence level is 95 % and the coefficient of determination varies between 80-91 percent.



About EPSI Rating Group

EPSI Rating Group is an independent organisation that provides neutral performance assessments to a multitude of users. It is a trusted organisation within research and rating of non-financial performance indicators such as customer and employee satisfaction. Founded in 1999, EPSI Rating Group predominantly conduct research in Nordics, Baltics and Russia, but also have research activities in United Kingdom and Holland. EPSI Rating Group provides reliable information for effectively managing stakeholder relationships on a regular basis. The methodology is scientifically proven and enables customer insights, rankings and benchmarks. For more information about research and services, please contact your local EPSI Rating representative or visit www.epsi-rating.com.