

Detailed Summary of Customer Comments with Expanded Insights

Insights and Actionable Improvements

Communication and Honesty Issues

- **Issue:** Persistent reports of misleading information and dishonesty were troubling. Customers felt taken advantage of, especially when not local to the area. One customer’s frustration was clear: “The whole business transaction from day one was so misleading... Even at times lied to us.”
- **Action:** Implement a customer communication charter that emphasizes transparency and honesty. Regularly monitor interactions and introduce a feedback loop where customers can report discrepancies between information provided and actual experiences.

Construction and Quality Concerns

- **Issue:** Complaints about quality included specific details such as “Roof tiles were not laid down properly and had gaps,” and “outside deck... looks great but keep noticing these small errors.”
- **Action:** Introduce a quality assurance program with detailed quality standards. Conduct regular training sessions focused on precision and attention to detail. Perform random spot checks on completed work and hold contractors accountable for rework if necessary.

Project Management and Timeliness

- **Issue:** Customers experienced significant delays, with one noting the faster completion of a nearby project: “In the length of time it took to get our construction complete there was a neighboring house that was much larger than mine and completed before ours was ready.”
- **Action:** Strengthen project management with clear timelines and regular updates. Consider implementing project management software to track progress and identify bottlenecks. Offer compensation or other remedies for delays beyond agreed timelines.

Yard and Property Damage

- **Issue:** Contractors left properties in disarray, causing safety concerns and dissatisfaction. One customer reported, “Team left a mess in our yard. There was damage to the property and landscape surrounding it.”
- **Action:** Develop a mandatory post-construction checklist that includes yard cleanup and restoration. Introduce penalties for contractors who fail to comply and offer prompt remediation services for affected customers.

After-Sale Service and Repairs

- **Issue:** Post-sale service was often delayed or unresponsive, with customers waiting on repairs and promised items. One customer’s experience was shared as, “I have not heard back from customer service despite reaching out several times.”
- **Action:** Establish a dedicated after-sales team with a clear process for logging and tracking service requests. Implement service level agreements to ensure timely responses and resolutions.

Project Completion Event and Move-In Readiness

- **Issue:** Project completion events were conducted prematurely, with construction not fully finalized for occupancy. A customer mentioned, “We have not had a project completion event,” indicating a missed milestone.
- **Action:** Ensure that project completion events are scheduled only after a comprehensive checklist has been completed, confirming the home is fully functional and ready for the new owners.

Contractor and Subcontractor Performance

- **Issue:** Contractor performance was a significant source of dissatisfaction, with customers recounting negative interactions and subpar work. One customer detailed : “We encountered so many issues every step of the way. Our project manager was no help.”
- **Action:** Implement a rigorous contractor screening process, including background checks and previous work assessments. Establish a code of conduct and provide conflict resolution training to all contractors.

Sales and Office Staff Performance

- **Issue:** While some staff were praised, others were criticized for their lack of professionalism. Positive feedback included, “Tim and Sandra were both very helpful and friendly,” while another customer had a contrasting experience: “This company is awful to work with. No one is helpful or willing to address my concerns.”
- **Action:** Recognize and incentivize high-performing staff while providing coaching or reassignment for those with negative feedback. Conduct regular performance reviews and customer satisfaction surveys to identify areas for improvement.

Transparency and Education

- **Issue:** Customers expressed a need for better information regarding local and state codes, with one suggesting the need for “materials that inform buyer of what local and state codes, laws require.”
- **Action:** Develop comprehensive educational materials and host informational sessions to educate customers on building codes and regulations. Provide these resources at the point of sale and through online platforms.

Customer Care and Follow-Up

- **Issue:** Lack of follow-up post-sale left customers feeling neglected, with one stating, “Ever since our final walk-thru we have had no follow-up even after reaching out.”
- **Action:** Implement a customer care program that includes scheduled follow-ups at regular intervals post-sale. Train staff to proactively address any issues and ensure customer satisfaction is maintained.

Positive Feedback

Despite the issues, some customers had positive experiences, with staff members receiving individual praise for their helpfulness and friendliness.

Negative Feedback

The negative feedback was often severe, with customers expressing deep regret and frustration. One customer stated, “It was the worst experience I’ve ever had,” and another advised, “I would never recommend this company to anyone. It was horrendous.”

General Observations

- The feedback indicates a need for systemic changes in communication, project management, and after-sale service to improve the overall customer experience.
- There is a clear opportunity for the company to turn around negative perceptions by addressing the specific issues raised and ensuring consistent quality and service across all customer touchpoints.

Powered by

Monthly Report - August 2025



For period ending: July 31, 2025

Agent:
Andrew Pollean

Manager:
Michael Scott

Overall CSAT Score

4.6/5

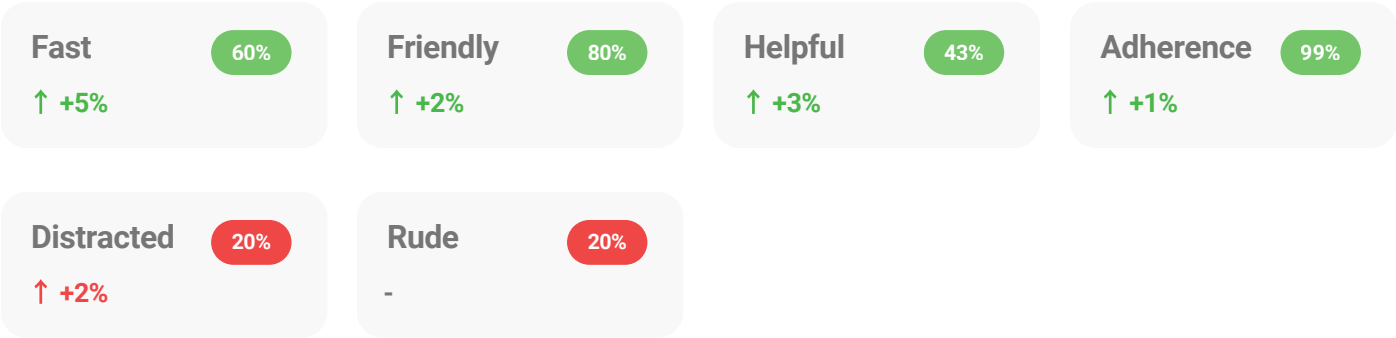
^ +0.1

from last month

4.4

Team Average

Detailed Metrics



Top 3 Positive Quotes

- "I was surprised by how quickly you figured out the problem and got it fixed—thank you!"
- "Thanks for checking back to make sure my issue was fully resolved."
- "You explained things in a way that was easy to understand, even though I was confused at first."

Top 3 Negative Quotes

- "I left the call still unsure about what to do next with my account."
- "The call felt a bit rushed, and I left still needing help with part of my problem."
- "There were long pauses where it seemed like you were distracted or doing something else."

AI-Generated Analysis

Strengths

- Consistent High Ratings:** Andrew Pollean has maintained a high rating of 4.4 out of 5 over the past two months, with slight uptick this month indicating overall customer satisfaction with his service.
- Friendly and Attentive:** Andrew consistently scores high in friendliness and attentiveness, with 80% of customers acknowledging these traits. This suggests that he is able to create a positive rapport with customers and is responsive to their needs.
- Fast Service:** Andrew's speed in service delivery remains consistently around 60% with a 5% increase recorded this month. This indicates that he is efficient in his role as an operator.

Areas for Improvement

- Helpfulness:** Less than 45% of customers find Andrew helpful. This area needs improvement as it directly impacts customer satisfaction and their overall experience.
- Rudeness:** Despite his high scores in friendliness, 20% of customers perceive Andrew as rude. It's important to address this issue to ensure all customers feel respected and valued.
- Distraction:** A consistent 20% of customers find Andrew distracted. This could potentially impact the quality of service provided and should be addressed.

Trends

- Stable Performance Metrics:** Over the past two months, all metrics have remained stable. This indicates a consistency in performance but also highlights areas where improvement is still needed.
- Persistent Issues:** The issues related to helpfulness, rudeness, and distraction have persisted over the past two months with slight increases recorded this month. This should remain an area for improvement until noticeable changes are seen.

Recommended Actions

- Training on Customer Service Skills:** To improve on helpfulness, rudeness, and distraction issues, it would be beneficial for Andrew to undergo additional training focused on these areas.
- Regular Feedback Sessions:** Regular feedback sessions can help identify specific instances where these issues occur and provide strategies for improvement.
- Mentorship Program:** Pairing Andrew with a mentor who excels in the areas he struggles with could provide him with practical strategies to improve his performance.

Powered by



[Click here to view full results.](#)