



BUILDING A GREATER GTA
Building Industry and Land
Development Association

AFTER SALES SERVICE FORUM

Top Customer Peeves

Delivering an exceptional customer experience is a goal of top-performing home builders. It has been stated that the "average new home has more than 60,000 potential points of failure", meaning that even the best processes and practices can fall short at times.

Are there specific pain-points or trends prevalent with today's new home owners? Find out what irks today's homeowners and learn more about these "top customer peeves", as determined from the most-recent Avid Award Study. Recognize the impacts that unhappy customers can have on your success in today's wired world. Join in an interactive forum facilitated by industry colleagues to discuss experiences and share best-practices.

Speaker: **Tim Bailey, Avid Canada**

Panel: ■ **Jill Lalonde**
VP Customer Relations, Mattamy Homes

■ **Steve Wheaton**
Service Manager, Great Gulf Homes

■ **Ann Parsons**
**Director of Marketing & Customer Experience,
Empire Communities**

**Wednesday,
February 29, 2012**

Reliance Home Comfort
Lansing Square
Regency Room
2550 Victoria Park Avenue
Toronto, ON
*(Victoria Park Ave.
& Sheppard Ave. East)*

Breakfast: 8:00 a.m.
Program:
8:30 - 10:00 a.m.

Corporate Sponsor



**Please fax your intent to attend.
To register visit www.bildgta.ca/events_meetings.asp**

Yes,

I will be attending on
Wednesday,
February 29, 2012.

Name | _____

Company | _____

Email | _____

Fax back



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