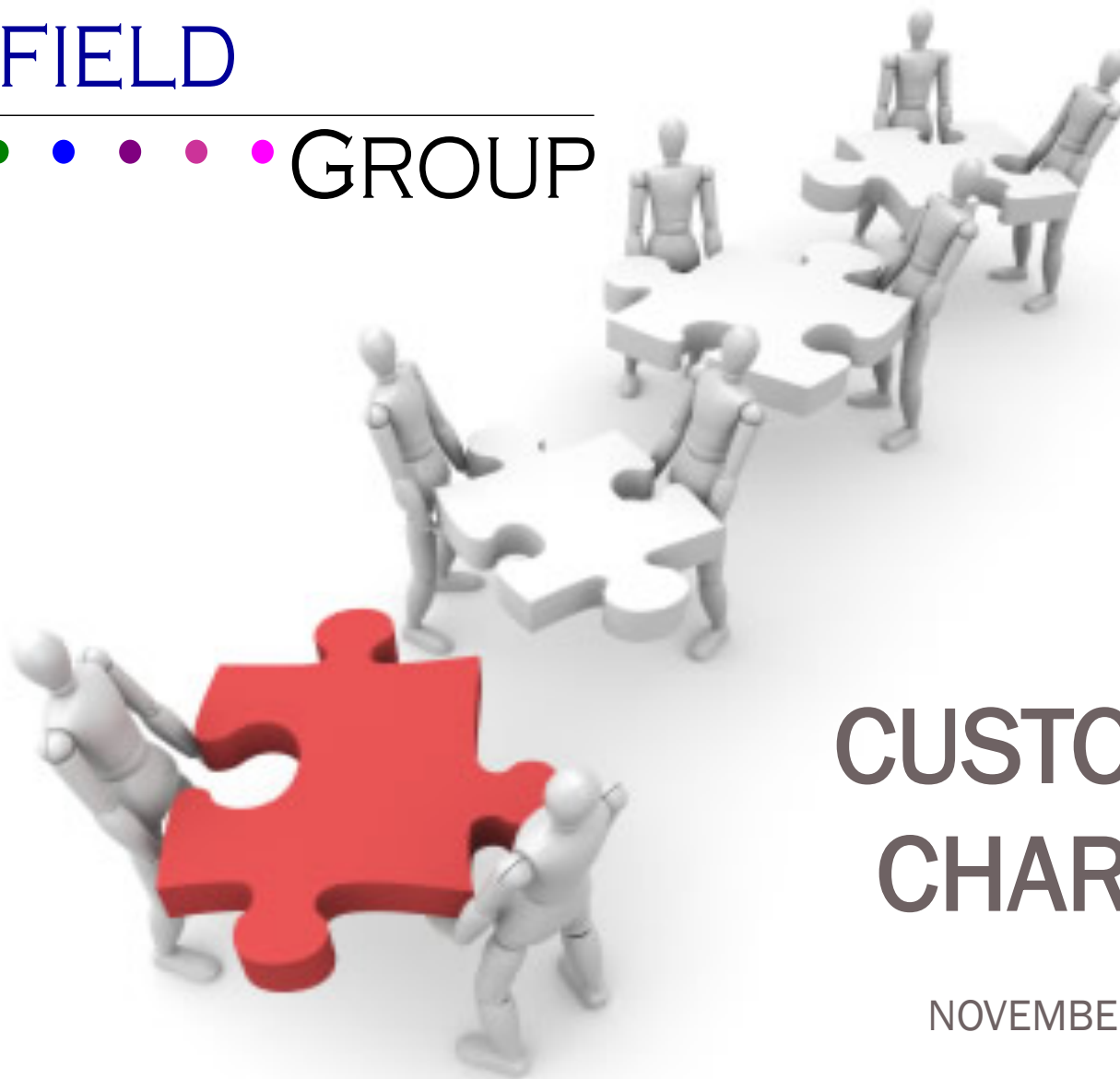


WHITFIELD

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CUSTOMER CHARTER

NOVEMBER 2011

Foreword from the Chairman

Dennis Whitfield

I am delighted to introduce our customer charter.

The Whitfield Group recognise that all of our customers and colleagues have the right to expect a fair, professional, efficient and polite service.

We have put a lot of effort into achieving this and are totally committed to making sure that our staff adhere to the principles of excellent customer service.

This charter sets out the standards of service we strive to provide. It also provides information on how you can give us valuable feedback on your experience of dealing with The Whitfield Group.

From your feedback we aim to continuously improve the services we provide to our customers and we will be very happy to hear from you.



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Who are we?

- We are a family run group of property investment companies.
- Since purchasing his first property in 1964, Dennis Whitfield has built up an impressive portfolio of properties, the majority of which are in the East of England.
- The Whitfield Group currently owns in excess of 200 commercial units, 400 residential flats and 450 student rooms.
- Whilst being an 'investment business' is the number one function of the Group, it also constructs, maintains and acts as a letting agent for its own properties.
- Dennis Whitfield, together with his family and team of highly committed members of staff, ensure we deliver a complete service.

Customer service standards

- Apply the highest service standards to all customer enquiries
- Ensure our staff are fully trained, competent and confident in handling your enquiry
- Be open, honest, fair and consistent, and at all times treat you with respect
- Ensure enquiries are dealt with professionally
- Aim to resolve any queries the first time you contact us
- Make sure the information we provide is accurate and up to date
- Use your feedback to improve our services

When you contact us

- Deal with your enquiry sensitively, confidentially and professionally
- If you do not know who you need to speak to we will give you the name of the person dealing with your enquiry
- We will aim to resolve your enquiry during the first contact
- We will acknowledge receipt of every e-mail sent to enquiries@whitfield-group.co.uk within 1 working day
- We aim to respond to general enquiry letters and faxes within 3 working days

Customer feedback

- Your views are very important to us. Let us know if you want to comment on our performance, suggest new or better standards or provide positive/constructive feedback on any part of our service
- Tenants can write, fax or email their Property Manager. Alternatively you can send feedback directly via our website by using the feedback form on our “Contact us” page
- Anybody else can write, fax or email us. Contact details are listed at the end of this charter
- When we receive your feedback we will ensure it is sent to the relevant department to analyse your comments
- All learning/action points raised from your feedback will be implemented to ensure best practice is used on every occasion

Compliments procedure

- As a company we recognise that compliments are as important as negative comments when it comes to analysing, assessing and improving our standards of service
- Please let us know if you want to compliment us on our performance. Whether it be for a member of staff, service received or standard of your property
- We will acknowledge receipt of your comment within 3 working days
- We will ensure your comments are forwarded to the relevant department to communicate to all staff and congratulate and reward departments where applicable

Complaints procedure



How to contact us

- Postal address: The Grange,
20 Market Street,
Swavesey,
Cambridge,
CB24 4QG
- Website: www.whitfield-group.co.uk
www.whitfieldresidential.co.uk
www.whitfieldstudents.co.uk
- Telephone: 08458 943200
- Fax: 01954 232140