

The Industry Standard for Successful  
Construction Project Delivery.



The Internet home of: **M2M** **CONSTRUCTECH** **start-it** **powershopUSA** **SPC Books**



Specialty Publishing Co.

  
Specialty Publishing (All)

Search

Home

News

Technology

Lists

Conferences

Awards

Resources

# CONSTRUCTECH

PRINT ARTICLE EMAIL ARTICLE

August 30, 2007

Better Referral Rates

Every builder can say they have satisfied customers, but how can you truly tell? Are you surveying your clients before, during, and after the close of a home? Perhaps you should.

Like every other procedure in today's homebuilding market, technology is trying to help builders with this very process as well. Many customer-relationship management-type applications offer some sort of automated surveying functionality to help builders in their quest to best gauge just how well they are serving clients.

Production management technology provider BuilderMT, [www.buildermt.com](http://www.buildermt.com), Lakewood, Colo., is dropping its hat into this ring as well. However, the vendor is not going at it alone; instead opting to partner with customer loyalty management firm AVID Ratings Co., [www.avidratings.com](http://www.avidratings.com), Madison, Wis.

AVID provides enterprise-level surveys and organizational consulting, among other services, which help builders enhance the customer experience.

Here is how it works: Builders using BuilderMT and AVID software are able to populate customer satisfaction surveys using data contained within its BuilderMT application. According to AVID, builders use detailed home-specific information to survey clients on everything from floor plans to how they interact with members of the building team.

The two firms believe this will not only provide builders with better insight into customer satisfaction, but also uncover faults that could ultimately reduce customer referral rates.

As we all know, judging customer satisfaction is far from an exact science. But in times where good referral rates could be your best friend, it never hurts to keep trying to perfect this process.

## This Week

- Working Down Inventory
- An Honored Supplier
- Add Voice to Data
- Leverage the Lead
- New Partnership Benefits BuilderMT
- The OpenProj Option
- Next Generation of Architects

## ALL HEADLINES



## CHECK OUT THE JULY ISSUE OF **CONSTRUCTECH**

• 2007 HOTTEST  
COMPANIES: WHO'S  
REALLY HOT?

• CALLING ALL  
CONTRACTORS



[Advertising](#) | [Subscriber Service](#) | [Reprints](#) | [Press Room](#) | [eNewsletters](#)  
[Events](#) | [Contact Us](#) | [Partners](#)

Copyright © Specialty Publishing Co. 2007  
Problems with the site? Email: [webmaster@specialtypub.com](mailto:webmaster@specialtypub.com)