

# Voice of Customer

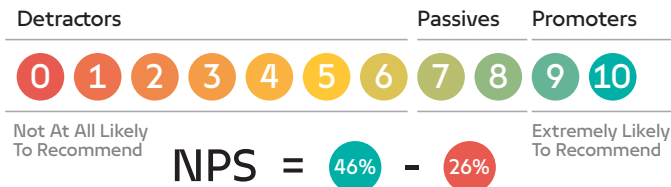
We launched Net Promoter Score (NPS) in April 2022, to measure Voice of Customer.

Our first focus was on:

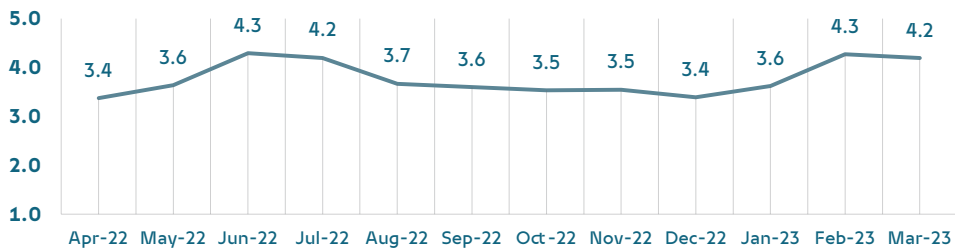
**Sales experience**   **Resale NOC experience**   **Handover experience**

We have seen a great improvement in NPS and Customer Satisfaction in these areas of service since we started the VOC program in April 2022.

Our NPS score started at 0 in April 2022 and as of March 2023, we are at +20, seeing a very positive upward trend in improving our customers perception of Nakheel.



Our CSAT (Customer Satisfaction Score) started at 3.4 in April 2022, seeing a very positive rise to 4.2 as of March 2023.



This is a great achievement showing our customers are very happy with the service provided to them.

**Key Drivers that influenced this positive trend were:**



Clarity of information



Purchase process



Sales experience



Agent's support

**NPS and CSAT will identify areas of weakness as key drivers.**

Customer feedback from the surveys, identifies key words along with customers feedback on a service or interaction within Nakheel.

Actions are then taken on the creation of a VOC ticket, which then prompts each BU team to call the customer, listen in more detail to their concerns and close loop on the outcome.

From this, we will get more insights leading to action plans for the relevant area of concern, to resolve the issue and prevent it from occurring again.

**NPS stands for Net Promoter Score.** It is a customer satisfaction benchmark that measures how likely customers are to recommend a brand to a friend or family member.

The score is calculated based on responses to a single question: **“How likely are you to recommend Nakheel to a friend or family member?”** Respondents are then bucketed into groups based on their rating.