

## News Release

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**FOR IMMEDIATE RELEASE**

### **Balfour Beatty Construction Reaches Milestone on Signature Service Program**

Company celebrates three years and 300 surveys in its unique client satisfaction program

(Dallas, TX – January 7, 2009) Lots of companies claim to be different, but Balfour Beatty Construction is putting its money where its mouth is—investing in a program that makes customer service their highest priority and provides structure for delivering service excellence. With its signature Mission Alignment Process (MAP), Balfour Beatty Construction created a key differentiator in service delivery within the commercial construction industry.

Three years ago, BBC invested in a full-time Client Satisfaction Manager to administer their newly created Mission Alignment Process (MAP). Part of this new role is to coordinate and lead MAP kickoff sessions across the country.

“These sessions are an essential part of MAP,” explains Manny Katinas, BBC’s Client Satisfaction Manager. “From day one, we want to establish and customize our survey to each client’s particular needs ... and then meet regularly with the client and all key stakeholders throughout the project lifecycle to adjust, react, and reinforce performance successes or fix any problems or misunderstandings along the way.”

The process is apparently working. The company recently celebrated the completion of its 300<sup>th</sup> client survey and has averaged a 4.52 (out of a perfect 5.0) to date. Most important is the language attached to these numeric scores, which indicates that 92% of BBC’s clients rate them as “Among the Best” and “Leading the Industry.”

“Constructing a huge building is a very complex proposition, and it’s extremely important to establish the team dynamic and define expectations up front,” says Larry Wheeler, BBC’s client on the \$61.5 million North Carolina Museum of Art in Raleigh. “Balfour Beatty’s MAP kickoff meeting has been the single most important event in the life of the project so far. It defined success for the project in a way that we have never seen before.”

Another testament to MAP’s success is how it has gained momentum throughout the company. “Our parent company, Balfour Beatty plc, invited us to present MAP to our colleagues in England,” says Katinas. “Several of our sister companies over there are evaluating the program, and one of them has already taken steps to implement a version of MAP in the U.K.”

#### **About Balfour Beatty Construction**

Balfour Beatty Construction has been a leader in the U.S. commercial construction industry for 75 years, providing general contracting, at-risk construction management, design-build, preconstruction, public/private and turnkey services for clients nationwide. The company employs 1,700 professionals and is part of London-based Balfour Beatty, plc, a leading international engineering, construction, and investment business exceeding \$14 billion in annual revenues. For more information, visit [www.balfourbeattyus.com](http://www.balfourbeattyus.com).