



8/12/2013

Happy Monday Everyone,

Unfortunately the news I have is not what I had hoped to share this month. We fell short of our goal, receiving only an 83.33% favorable score, our second lowest score, for the second month in a row. As Jackie noted below, *"Execustay's rolling 12 month score dipped down to 88% which keeps us in Tier 2 for another month and also cost us at least 55 booking opportunities for being filtered out due to Quality Score."* We are in a very vulnerable spot of falling even lower as last August's 89.66 for ExecuStay will fall off the rolling score calculation next month.

Jackie is right when she says "We can do this". *Let's please put a new and re-energized focus on our service delivery and guest experiences*, particularly the Cartus guests so we'll be back in the top tier ASAP. GM's should review the scores and comments with all associates. Focusing on the arrival experience is key, and of course issue resolution if any concerns do arise. And remember, don't just "walk" apartments for pre-arrivals, be sure to *inspect* them.

Thanks to all for all the hard work you do every day. I know we can do this and help bring ExecuStay back into those top block scores with just a little bit of extra focus.

Warmest Regards,

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**From:** Jackie Rardin

**Sent:** Monday, August 12, 2013 9:21 AM

**To:** Mark Holland; Maria Hazelquist; Angela Gomez; Michael Longmeyer; Michael Duchateau; Tina Rosenberg; Misti Garcia; Richard Franco; Israel Vargas; Craig Hufft; Jackie Cochnauer; Kelly Waidelich; Nick Sibanda; Brad Kjar; Edward Glahome; Halina Moffatt; Bernie Kurtz; Tim Bauer; Rob Eisenberg; Mattie Keane; Steve Patterson; Trip Carstarphen; Brett Hughett; Holly Moore; Anthony Green; Beverly Greene; Matthew Lopez; William Friel; Cindy Hancock; Fred Graham; Jeff Hayes; Kevin Boisjolie; Tracy Levitt; Leslie O'Brien; Rob Martini; Suzanne Guerra; Debbie Woodley; Greg Williams; Patricia Hintze; Peter Dizinno; Jason Williams; Rebecca Burns; Shane Burlinson; Elizabeth Hotze; Elizabeth Samora; Elizabeth Cecini; Scott McDonald; Britton Sanchez; Jackie Rardin

**Cc:** Ric Villarreal; Jill Chapman

**Subject:** FYI: Official Cartus service results - July 2013

Team,

I wish I had better news – news that you are used to getting each month but we’ve hit another “service” bump in the road for the 2<sup>nd</sup> consecutive month and subsequently both Oakwood and Execustay fell short of hitting the 90% favorable goal for July.

Oakwood’s rolling 12 month score was enough to keep us strong at 92.60% although we’re going to need to quickly fight through this to avoid a drastic drop. Next month we’ll be losing the spectacular August 2012 results from our rolling 12 so we really need to buckle up and get the Oakwood Service train back on track.

Execustay’s rolling 12 month score dipped down to 88% which keeps us in Tier 2 for another month and also cost us at least 55 booking opportunities for being filtered out due to Quality Score.

**WE** are all in this together – **WE** have done this before so there is no reason **WE** can’t get back above the 90% bar. **WE** can do this!!! Rally your team, revisit all of your practices that had kept us on top for 44 months and let’s turn this around. I will be working to review the last two months data by location and brand to understand trends. Once identified we will reach out to those who have opportunities for improvement but until then... please dig in and review the attached July Oakwood & ExecuStay tabs. Roni Hodges will continue to forward Root Cause Analysis to those who have received “unfavorable” scores. These are a requirement for Oakwood and for Cartus so please be timely in completing and returning these.

These scores should reflect in the ACE Dashboard later this week.

Please cascade this to your entire team and forward to anyone I may have missed in this distribution.

Oakwood Overall Satisfaction - Rolling 12 July 2013							
Year	Month	Response Total	Top Block	Favorable	Unfavorable	Overall %	Top Block %

2012	August	113	60	106	7	93.81%	53.10%
2012	September	169	91	155	14	91.72%	53.85%
2012	October	175	108	161	14	92.00%	61.71%
2012	November	147	89	135	12	91.84%	60.54%
2012	December	117	82	112	5	95.73%	70.09%
2013	January	97	52	93	4	95.88%	53.61%
2013	February	82	48	75	7	91.46%	58.54%
2013	March	130	70	122	8	93.85%	53.85%
2013	April	84	52	81	3	96.43%	61.90%
2013	May	84	51	79	5	94.05%	60.71%
2013	June	71	41	60	11	84.51%	57.75%
2013	July	68	36	59	9	86.76%	52.94%
YTD Totals		1337	780	1238	99	92.60%	58.34%

Execustay Overall Satisfaction - Rolling 12 July 2013							
Year	Month	Response Total	Top Block	Favorable	Unfavorable	Overall %	Top Block %
2012	August	29	19	26	3	89.66%	65.52%
2012	September	23	11	19	4	82.61%	47.83%
2012	October	16	9	14	2	87.50%	56.25%
2012	November	17	8	15	2	83.33%	44.44%
2012	December	15	8	13	2	86.66%	53.33%
2013	January	12	8	12	0	100.00%	66.66%
2013	February	11	5	10	1	90.90%	45.45%
2013	March	7	2	6	1	85.71%	28.57%
2013	April	15	12	14	1	93.33%	80.00%
2013	May	22	11	19	3	86.36%	50.00%
2013	June	12	6	10	2	83.33%	50.00%
2013	July	12	5	10	2	83.33%	41.67%
YTD Totals		191	104	168	23	87.96%	54.45%

Oakwood-Execustay Overall Satisfaction - Rolling 12 July 2013 - combined							
Year	Month	Response Total	Top Block	Favorable	Unfavorable	Overall %	Top Block %
2012	August	142	79	132	10	92.96%	55.63%
2012	September	192	102	174	18	90.63%	53.13%
2012	October	191	117	175	16	91.62%	61.26%

2012	November	164	97	150	14	91.46%	59.15%
2012	December	132	90	125	7	94.70%	68.18%
2013	January	109	60	105	4	96.33%	55.05%
2013	February	93	53	85	8	91.40%	56.99%
2013	March	137	72	128	9	93.43%	52.55%
2013	April	99	64	95	4	95.96%	64.65%
2013	May	106	62	98	8	92.45%	58.49%
2013	June	83	47	70	13	84.34%	56.63%
2013	July	80	41	69	11	86.25%	51.25%
<b>YTD Totals</b>		<b>1528</b>	<b>884</b>	<b>1406</b>	<b>122</b>	<b>92.02%</b>	<b>57.85%</b>

Sincerely,  
Your Oakwood Cartus Service, Sales & Support Team