

## Top Block F.A.Q.

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**Why did Oakwood choose to follow the Top Block methodology?**

Top Block is a methodology that one of our top clients uses. After looking at the scoring methodology Oakwood saw its potential to drive continued service improvement. Top Block allows Oakwood to concentrate on service that is delivered correctly and quickly. It also enables Oakwood to set a higher standard for performance.

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**How is Top block different than ACE scores?**

- ACE scoring tracks a guest's feedback on their stay.
  - Low scoring gets hidden and offset by higher scores and enables neutral scoring.
  - Top Block tracks the number of guests whose feedback on their stay is an 87% or higher.
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**The ACE score looks better than Top Block – can't we just stick with ACE?**

ACE is an easy come, easy go score. It doesn't account for highs or lows but merely captures an average of a guest's feedback on their stay.

Top Block scoring is much more stringent and does not look at individual ACE scores but rather ACE scores on a whole. It is a really good thing for 60% of our customers to say that they had a Top Block Oakwood experience.

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**Our competitors' scores look better compared to our Top Block score.**

Right. Not many of our competitors use Top Block. They are still advertising their averages. That is why the latest flyer and this accompanying document are being produced. It gives you the information you need to be able to explain Top Block to your clients if they ask customer service scoring questions.

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**Does anything with ACE or ServiceTrack change with Top Block?**

No. Top Block is a different way of scoring and is *in addition* to the ACE survey score. It does not affect the ACE survey questions or current customer service processes.

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## Top Block F.A.Q., Continued

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**A lot of our information still shows ACE scores on it. Will Top Block be added to these reports/document as well?**

Currently, Gary Reissman is working to incorporate Top Block scores on the ACE surveys.

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**Can I just give a curious client a copy of the flyer?**

At this point in time, the explanation flyer is for internal use only. It gives you the information necessary to prepare you to answer client questions. Sell our methodology instead of having the paper do it for you.

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