



WHY 68 IS BETTER THAN 85

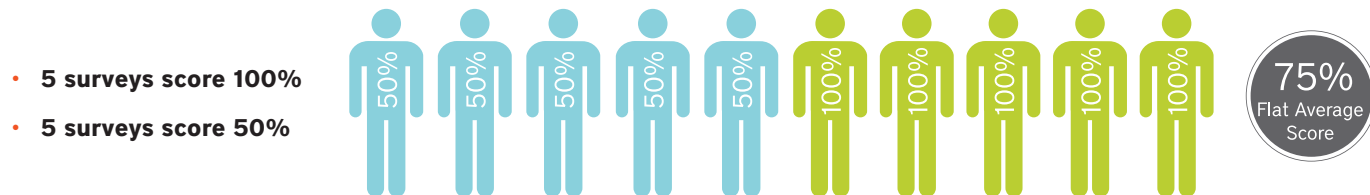
Oakwood Worldwide® and Top Block® Scoring

At Oakwood Worldwide, we're never satisfied. It's a big part of the reason we are the world's leading supplier of corporate housing and serviced apartment solutions, and why we've adopted a new Top Block scoring methodology to better gauge our true performance.

Top Block Scoring measures the percentage of respondents who say they've experienced our highest level of customer satisfaction: "It could not have gone any better." This measuring technique is a more rigorous means by which to measure excellence, and holds us to a higher standard of customer service than our previous scoring model, Flat Average Scoring, which was a simple average of all scores.

Here's how Top Block Scoring works

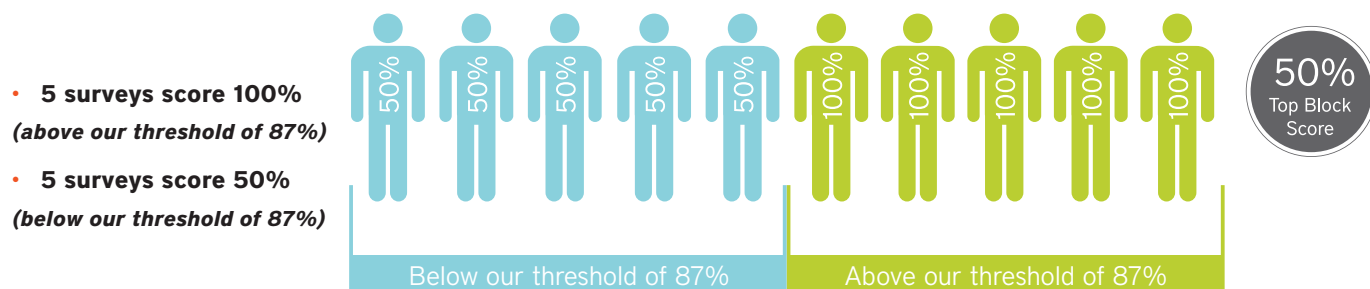
Let's say an Oakwood® or ExecuStay® property has 10 Achieving Customer Excellence (ACE) surveys completed and returned.



Flat Average Scoring would produce a score of 75%, an ambiguous interpretation of actual customer satisfaction because it mitigates scores that are high and/or low.

Top Block Scoring, on the other hand, allows us to gauge success in more stringent terms by counting only those responses that are above our "Top Block" threshold, which we have designated as 87% or higher. This is equivalent to a person giving us high marks (values of 4 or 5 out of 5) across most of the survey's questions.

So, using the same example:



This scenario would result in a Top Block score of 50%, indicating that 50% of our guests rated their overall stay “Could not have gone any better,” an experience we strive to deliver for every guest, every time.

A score of 50% may seem low, but that’s only when referencing the grading system we all remember from school. In reality, a Top Block score of 50% is considered strong—and our current score of 68% is no small achievement. Think about it: while a competitor may report a satisfaction score of 85%, we can claim that 68% of the time our guests wouldn’t change a single thing about their stay. That’s an accomplishment!

We know that we can also do better, though. That’s why we’ve set a goal of achieving a Top Block score of 72%, meaning 72% of all survey respondents will rate their stay above the 87% threshold.

Top Block provides a more reliable way to assess true customer satisfaction and holds us to standards that are higher than those of our competitors, helping us maintain our position as the world’s leading provider of corporate housing.

To learn more about how Oakwood Worldwide® can work with you to provide a temporary housing solution for your team, please reach out to your Oakwood Worldwide representative.

Oakwood Worldwide, based in Los Angeles, California, is the leading provider of corporate housing and serviced apartment solutions through its two well-known brands, Oakwood® and ExecuStay®. Both brands provide move-in-ready furnished housing designed to meet the needs of business travelers on long and short term assignments. Oakwood has access to the largest selection of housing options and a presence in all 50 United States and more than 55 countries. ExecuStay is the preferred corporate housing partner of Marriott® International and is the only corporate housing brand where guests can earn Marriott Rewards® points for stays at any ExecuStay location in the U.S.

For more information, please visit www.Oakwood.com and www.ExecuStay.com.