

## ACE Scoring Explained

### Overview

Each survey produces three scores: the ACE Score (“Total Score”), Product Quality (PQ), and Customer Experience (CE).

Total Score	
83	
ProductQualityScore	CustomerExperienceScore
67	83

### Points and Scoring

- Guest responses to specific survey questions are tied to a particular score on a scale of 1-5. The culmination of these scores leads to each of the categorical scores captured above.
- Based on guest responses, points will be assigned to two parts of the scoring formula:
  - *Favorable Responses:*
    - Guest responses of a “4 – Satisfied” or “5 - Very Satisfied” are considered favorable and count as 1 point
    - Guest responses of “1 – Very Unsatisfied”, “2 – Unsatisfied”, or “3 – Neutral” are considered unfavorable and count as 0 points
  - *Questions Answered:* 1 point will be assigned if the guest answered the question
- Questions with no response are allotted 0 points in both parts of the scoring formula. Essentially a customer’s non-response will not affect the score negatively.

Response	Favorable Responses	Questions Answered
1 – Very Dissatisfied	0	1
2 – Dissatisfied	0	1
3 – Neutral	0	1
4 – Satisfied	1	1
5- Very Satisfied	1	1
No Answer	0	0

- Favorable Response points in each category (ACE (“Total”), Product Quality, and Customer Experience) are added and divided by the Questions Answered for each category to obtain the final score.

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## ACE Scoring Explained, Continued

### Questions Excluded

The questions highlighted in gray within the survey below are not scored and have been omitted from the remainder of the images captured in this job aid.

Arrival
Directions and entry information
Ease of check-in
Explanation of services and features before move-in
Our Staff
'Can-do' attitude
Friendliness of staff
How did the Oakwood staff make you feel during your stay?
Comfortable
Welcome
During your stay, did any employee provide exceptional service?
Professional appearance
Apartment
Cleanliness of apartment upon arrival
Condition of furniture
Everything in working order upon arrival
General condition of apartment upon arrival (paint, carpet, fixtures, etc.)
Quality of weekly/biweekly housekeeping service
Apartment Community
Condition of apartment community
General
Did you experience a problem during your stay?
How satisfied were you with the way your issue was addressed?
Is there anything we could have done to improve your stay?
Please comment on the problem:
How satisfied were you with your overall Oakwood Experience?
What is the primary reason for your stay with us?
Would you recommend Oakwood to others?

## The ACE “Total” Score

**Important** Additional columns revealing point scoring have been added to survey images to serve as a visual of the formulas built into the ACE Score.

**ACE (Total) Score** The responses to the following questions, on the guest satisfaction survey, equate to the ACE “Total” Score portion:

		ACE Favorable Responses	ACE Questions Answered
<b>Arrival</b>			
Directions and entry information	5 - Very Satisfied	1	1
Ease of check-in	5 - Very Satisfied	1	1
Explanation of services and features before move-in	5 - Very Satisfied	1	1
<b>Our Staff</b>			
Friendliness of staff	5 - Very Satisfied	1	1
'Can-do' attitude	5 - Very Satisfied	1	1
<b>Apartment</b>			
Cleanliness of apartment upon arrival	5 - Very Satisfied	1	1
Condition of furniture	5 - Very Satisfied	1	1
Everything in working order upon arrival	2 - Dissatisfied	0	1
General condition of apartment upon arrival (paint, carpet, fixtures, etc.)	5 - Very Satisfied	1	1
Quality of weekly/biweekly housekeeping service	3 - Neutral	0	1
<b>Apartment Community</b>			
Condition of apartment community	5 - Very Satisfied	1	1
<b>General</b>			
Did you experience a problem during your stay?	No	1	1
How satisfied were you with the way your issue was addressed?			
<b>Total</b>		19	24
<b>ACE “Total” Score</b>		79	

**ACE (Total) Score Scoring** The ACE favorable responses are added and divided by the number of ACE questions answered.

Note: In the example captured above, the customer scored two questions at a 3 or below which is why neither have a point awarded in the *ACE Favorable Responses* column.

## The Product Quality “PQ” Score

**Important** Additional columns revealing point scoring have been added to survey images to serve as a visual of the formulas built into the ACE Score.

**Product Quality Score** The responses to the following questions, on the guest satisfaction survey, equate to the Product Quality score portion:

		PQ Favorable Responses	PQ Questions Answered
<b>Arrival</b>			
<b>Apartment</b>			
Cleanliness of apartment upon arrival	5 - Very Satisfied	1	1
Condition of furniture	5 - Very Satisfied	1	1
Everything in working order upon arrival	2 - Dissatisfied	0	1
General condition of apartment upon arrival (paint, carpet, fixtures, etc.)	5 - Very Satisfied	1	1
Quality of weekly/biweekly housekeeping service		0	0
<b>Apartment Community</b>			
Condition of apartment community	5 - Very Satisfied	1	1
<b>Total</b>		4	5
<b>ACE "Total" Score</b>		80	

**Product Quality Score Formula** The PQ favorable responses are added and divided by the number of possible responses.

### Notes:

- In the example captured above, the customer scored one question at a 3 or below which is why a point has not been awarded in the *PQ Favorable Responses* column.
- This particular customer also had no response to the housekeeping question, highlighted above, which awarded a 0 in both *PQ Favorable Responses* and *PQ Questions Answered*. This particular question will not be visible during an Associate’s review of the survey but has been highlighted here solely for training purposes.

## The Customer Experience “CE” Score

**Important** Additional columns revealing point scoring have been added to survey images to serve as a visual of the formulas built into the ACE Score.

**Customer Experience Score** The responses to the following questions, on the guest satisfaction survey, equate to the Customer Experience portion:

		<u>CE Favorable Responses</u>	<u>CE Questions Answered</u>
<b>Arrival</b>			
Directions and entry information	5 - Very Satisfied	1	1
Ease of check-in	5 - Very Satisfied	1	1
Explanation of services and features before move-in	2 - Dissatisfied	0	1
<b>Our Staff</b>			
Friendliness of staff	5 - Very Satisfied	1	1
'Can-do' attitude	5 - Very Satisfied	1	1
<b>General</b>			
Did you experience a problem during your stay?	Yes		
How satisfied were you with the way your issue was addressed?	5 - Very Satisfied	1	1
<b>Total</b>		11	12
<b>ACE "Total" Score</b>		92	

**Customer Experience Scoring** The CE favorable responses are added and divided by the number of questions answered.

Note: In the example created and captured above, the customer scored high on all but one question. This resulted in a point not being awarded in the *CE Favorable Responses* column.

## Problem Resolution Question

### Overview

The Problem Resolution Question is a multiple part question that affects the Customer Experience and ACE "Total" Scores as depicted in the scenarios featured on this page.

<b>General</b>
<b>Did you experience a problem during your stay?</b>
<b>How satisfied were you with the way your issue was addressed?</b>

### Scenario 1

If the customer answers "no" to the question of experiencing a problem, a point will be awarded and the second question will not require a response.

		ACE Favorable Responses	Total Possible Responses	CE Favorable Responses	Total Possible Responses
Did you experience a problem during your stay?	No	1	1	1	1
How satisfied were you with the way your issue was addressed?					

### Scenario 2

If the customer answers "yes" to the question of experiencing a problem, a point will be awarded if the second question is scored at a 4 or higher.

		ACE Favorable Responses	Total Possible Responses	CE Favorable Responses	Total Possible Responses
Did you experience a problem during your stay?	Yes	1	1	1	1
How satisfied were you with the way your issue was addressed?	4 - Satisfied				

### Scenario 3

If the customer answers "yes" to the question of experiencing a problem and scores the second question at a 3 or lower, a point will not be awarded.

		ACE Favorable Responses	Total Possible Responses	CE Favorable Responses	Total Possible Responses
Did you experience a problem during your stay?	Yes	0	1	0	1
How satisfied were you with the way your issue was addressed?	2 - Dissatisfied				

### Scenario 4

If the customer answers "yes" to the question of experiencing a problem, and does not respond to the second question, a point will not be awarded.

		ACE Favorable Responses	Total Possible Responses	CE Favorable Responses	Total Possible Responses
Did you experience a problem during your stay?	Yes	0	1	0	1
How satisfied were you with the way your issue was addressed?					

## Averaging Scores

### Averaging Multiple Surveys

In order to get the average score for multiple surveys, count up the total favorable responses of each survey and then divide by the total number of questions answered. See the example below:

		ACE Favorable Responses	ACE Questions Answered	CE Favorable Responses	CE Questions Answered	PQ Favorable Responses	PQ Questions Answered
<b>1</b>	Arrival						
	Directions and entry information	5 - Very Satisfied	1	1	1		
	Ease of check-in	5 - Very Satisfied	1	1	1		
	Explanation of services and features before move-in	3 - Neutral	0	1	0	1	
	Our Staff						
	Friendliness of staff	5 - Very Satisfied	1	1	1	1	
	'Can-do' attitude	5 - Very Satisfied	1	1	1	1	
	Apartment						
	Cleanliness of apartment upon arrival	5 - Very Satisfied	1	1		1	1
	Condition of furniture	5 - Very Satisfied	1	1		1	1
	Everything is working order upon arrival	2 - Dissatisfied	0	1		0	1
	General condition of apartment upon arrival (paint, carpet, fixtures, etc.)	4 - Satisfied	1	1		1	1
	Quality of weekly/biweekly housekeeping service	3 - Neutral	0	1		0	1
	Apartment Community						
	Condition of apartment community	5 - Very Satisfied	1	1		1	1
	General						
	Did you experience a problem during your stay?	Yes	0	1	0	1	
	How satisfied were you with the way your issue was addressed?	2 - Dissatisfied					
Total		8	12	4	6	4	6
ACE "Total" Score		67		67		67	
<b>2</b>	Arrival						
	Directions and entry information	5 - Very Satisfied	1	1	1		
	Ease of check-in	5 - Very Satisfied	1	1	1		
	Explanation of services and features before move-in	4 - Satisfied	1	1	1	1	
	Our Staff						
	Friendliness of staff	5 - Very Satisfied	1	1	1	1	
	'Can-do' attitude	5 - Very Satisfied	1	1	1	1	
	Apartment						
	Cleanliness of apartment upon arrival	5 - Very Satisfied	1	1		1	1
	Condition of furniture	5 - Very Satisfied	1	1		1	1
	Everything is working order upon arrival	2 - Dissatisfied	0	1		0	1
	General condition of apartment upon arrival (paint, carpet, fixtures, etc.)	4 - Satisfied	1	1		1	1
	Quality of weekly/biweekly housekeeping service		0	0		0	0
	Apartment Community						
	Condition of apartment community	5 - Very Satisfied	1	1		1	1
	General						
	Did you experience a problem during your stay?	No	1	1	1	1	
	How satisfied were you with the way your issue was addressed?						
Total		10	11	6	6	4	5
ACE "Total" Score		91		100		80	

Survey Number	ACE Favorable	Total Possible	CE Favorable	Total Possible	PQ Favorable	Total Possible
1	8	12	4	6	4	6
2	10	11	6	6	4	5
Total Favorable/ Total Possible	18/23		10/12		8/11	
Average of Surveys	78%		83%		73%	

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## Averaging Scores, Continued

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**Important  
Note:  
Averaging  
Surveys**

To insure accuracy when averaging multiple surveys, add the favorable responses from all of the surveys and divide by the sum of the questions answered from all of the surveys. The surveys' final scores should never be averaged to obtain the average score for the group.

If Associates averaged the two surveys using solely their final scores, a different answer would have been obtained:

Survey Number	ACE	CE	PQ
1	67	67	67
2	91	100	80
<b>Average</b>	<b>79%</b>	<b>84%</b>	<b>74%</b>
<b>Actual Score</b> (from previous page)	<b>78%</b>	<b>83%</b>	<b>73%</b>

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