

# ExecuStay Cartus Brand Standard

Effective September 23, 2013

## OBJECTIVE

Cartus, an Oakwood Worldwide global account and leader in employee relocations, manages their provider pool by a highly detailed survey process. Cartus measures their client's individual transferees' satisfaction 21 days after move-in to temporary housing. Scores are aggregated and tracked by provider on a rolling twelve month period. Failure to maintain a provider (not market) score at or above 90 percent of respondents rating their stay at 5 or above on 8 point scale jeopardizes the provider from being presented to the client on all future stay needs.

As a result of the Cartus guest satisfaction threshold of 90 percent, ExecuStay has established a brand standard that will: 1) provide operational framework to achieve maximum guest satisfaction results, 2) raise the current overall satisfaction rating elevating the brand back into Tier One, and 3) to reduce the potential of ExecuStay not being offered on any future lead volume due to poor guest satisfaction performance from an individual market.

This brand standard may be updated from time to time to reflect Cartus' current operational standards and lead handling process.

## EXECUSTAY MARKET PROPERTY/SERVICE STANDARDS

### 1. Property/Unit Selection

- All apartments shall be inspected by General Manager AND Operations Manager. A DOUBLE inspection is required and inspectors shall use Everything-In-Working-Order ("EIWO") inspection forms
- If market utilizes a wholesaler/third party:
  1. Provider shall use the MES inspection forms and fax a signed and dated copy to MES office prior to guest move-in.
  2. Use only third party providers whom you already have a relationship and have a complete understanding of the requirements ExecuStay and the ExecuStay guest.
  3. Market DOES NOT place any Cartus guest with a third party/wholesale provider who they do not already have a fully established relationship with. If in any doubt that the provider can deliver on the satisfaction requirements, do not quote as an option.

### 2. Guest Contact

All Cartus guests shall be handled in the following manner:

- **One pre-arrival call AND one pre-arrival e-mail**  
Market based ExecuStay lead person for CARTUS shall have another associate audit arrival instructions and notes prior to sending to the guest to ensure proper information is being communicated. Information shall include: after-hours information, clear directions and key delivery instructions.  
Market based ExecuStay lead person for CARTUS shall request estimated arrival time, notify guest of any potential issues due to guest's early/late arrival (provide appropriate instructions again)
- **One warm call AND one warm e-mail**  
Warm call and e-mail shall take place within 48 hours of arrival. Minimally, two attempts shall be made to reach guest. One of these calls shall be from the General Manager.
- **Second warm call AND second warm e-mail**  
A second warm call and email shall be placed by the market to the Cartus guest 16-18 days after move-in. This call shall include a thank you from the associate on behalf of the General Manager

and strong encouragement to complete the Cartus survey that the guest receives 21 days after move-in.

- **Departure Call**

Thirty five days prior to departure, market communicates with Cartus guest about Departure Notice. Market shall communicate with the Cartus team/CSR:

- 1) to ensure appropriate approval for direct billing has been received regarding any extension request.
- 2) Advise departure date has been confirmed
- 3) Clearly communicate with the guest if extension is not approved and he/she becomes financially responsible on their cc from xx/xx/xx.
- 4) Ensure any information from above actions are forwarded to the PhxNal team, including forwarding the original email with approval for any extensions or guest agreement to be financially responsible.

## **DOCUMENTATION**

*All communications (including those listed above) shall be documented in OSCAR reservation system to include date/time/name of associate/record of any issues/comments. Additionally, all related tasks shall be entered into OSCAR to ensure proper follow-up and task execution.*

### **Items to Note:**

- A phone call to the guest shall be attempted first. No answer – leave a message and follow-up with an e-mail. All phone discussions shall be followed up with an e-mail to confirm conversation.
- All guest service issues shall be addressed in an acceptable and timely manner and recorded on the Issue Resolution Log. Market General Manager/Operations Manager to personally follow-up with guest to ensure satisfaction with issue resolution.
- Issue Resolution Log shall be completed and sent to Operations Team each month (c/o [shayes@oakwood.com](mailto:shayes@oakwood.com))
- Please remember that if market cannot provide housing that meets ExecuStay standards, DO NOT place lead/oppty in market inventory.

## “GOING FOR GOLD” PROGRAM: GUEST SERVICE EXCELLENCE AND FUTURE LEAD VOLUME

1. Individual overall survey score of 5- 8: No action taken or required – market in **green zone**.
2. Individual survey score of 4 or below:
  - i. Supporting documentation shall be sent to Operations Team within 48 hours of notification:
    - a. OSCAR records that show guest contact including pre-arrival calls, warm calls, departure calls, and any other communication as required.
    - b. Inspection sheets (clearly identifying associate who conducted inspection)
    - c. If wholesale/third party unit, inspection documentation
  - ii. If confirmed after review that the market followed the Cartus brand standard as outlined above, the market shall be placed in the **yellow zone** and will continue to receive leads. After 60 days without individual survey score of 5 or below, market shall be placed back in **green zone**.
  - iii. If it is determined (at Operations Team’s sole discretion) that the Cartus brand standard outlined above was not followed, the market shall be placed in the **red zone** and shall not receive Cartus leads for 60 days. After 60 days, market shall be placed in **yellow zone** and will begin to receive leads. After 60 days without individual survey score of 5 or below, market shall be placed back in **green zone**.

	Green	Yellow	Red
Scores	All surveys score >5	score < 5	3 or more surveys in yellow zone with score < 5
Overview		For each survey < 5, supporting documentation shall be sent to Operations Team within 48 hours of notification	
Remedy			No leads for 60 days