

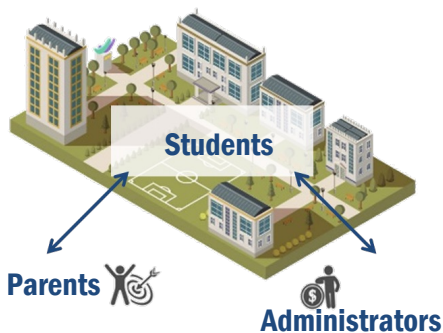
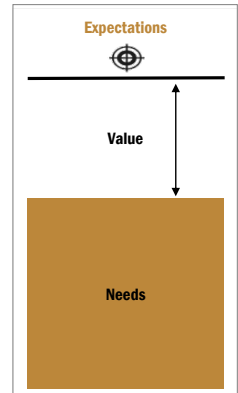
UTILIZING UNIQUE INSIGHTS TO BUILD THE IDEAL HOSPITALITY ECOSYSTEM

A UNIQUE LENS INTO THE IDEAL

Aramark Collegiate Hospitality deploys a unique insights mechanism that complements traditional feedback from students, faculty, staff, and administrators.

Rather than focus on a historical view of “how we have performed”, wRatings is a forward-looking tool that helps to articulate where expectations are and where they are headed in order to create value.

This patented approach is unique and exclusive to Aramark Collegiate Hospitality in conjunction with our partner, wRatings.



HOW DOES IT WORK?

Since decisions are (at least) three-dimensional in Higher Education, wRatings captures perspectives on the “Ideal” from Students, Parents, Administrators, and the Campus Hospitality / Dining Team.

- Utilizing the unique insights gained, we collaborate with our partners to create hospitality ecosystem unique to their campus
- This is an iterative process. We continue to capture feedback from students and administrators over time to measure our migration closer to the ideal experience

THE SCIENCE OF DECISION MAKING

Hospitality is driven by emotional connections. Our approach to understanding how to best deliver the Ideal Hospitality Ecosystem takes into account the role that emotions play in driving decisions and driving satisfaction.

Our process utilizes a five factor decision making model based on research from Gordon Allport & H.S. Odbert dating back nearly 100 years and is an accurate predictor of decision making.

By combining emotional needs with functional aspects of campus dining, we can create profiles of what ideal looks like for constituents on campus.

Agreeable Comfort with debate	
Conscientious Comfort with structure	
Extraversion Comfort with activity	
Openness Comfort with curiosity	
Neuroticism Comfort with stress	

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Hospitality Ecosystem Sample



LEARNINGS TO DATE

The pandemic challenged the hospitality of many daily experiences. Holistically managing the hospitality ecosystem is key to building demand for the on-campus experience, one that does the following:

- Nurtures the university community
- Attractive to prospective students
- Supports the journey to graduation

Students' post-pandemic "ideal" requires a stable experience that creates a feeling of connectivity to their campus. Additionally, students want their institution to remain flexible and think like they do.

****We utilize the unique feedback for your campus to better deliver your ideal experience****

A RECIPE FOR YOUR IDEAL HOSPITALITY ECOSYSTEM

Since the inception of our partnership with wRatings, we have been able to observe where needs have changed and where they have remained constant.

Additionally, we have been able to assess where and how we can best meet those ideals.

We call the schools that best meet those needs our "5H" schools (modeled after a 5-star hospitality experience). These institutions have come closest to perfecting both the core aspects of the campus dining program and the emotional connection that campuses are looking for. And they have provided us with the ingredients, or the recipe for the ideal hospitality ecosystem.

It is this recipe that we are putting in place at campuses to help them thrive in today's environment.

