

Carestream

Northern Cluster
Business Partner
Meeting

SEPT 2014

AGENDA

- Service Mission & Vision Statement
- Organisation
- Service Sales Excellence
- Center(s) of Excellence
- eXceed: Customer Focus
- Improving Customer Service: Remote Management System

Mission & Vision Statement

Welcome to Global Customer Care Solutions (CCS)!

The Global Customer Care Solutions' mission is to generate sustainable growth through increased customer satisfaction and high-performance service delivery. The value provided by the 1000+ passionate, dedicated people who comprise the service organization is critical to our success. Our responsibilities include:

- Providing world-class customer services
- Managing our installed base of product and maintain it at its best performance
- Delivering long-term shareholder value and competitive differentiation with a growing, profitable and predictable revenue stream.

Service is a business!



Carestream Service Offer

- Only Approved Training Provider for CSH Products
- Only Approved Spare Parts Supplier for CSH Products
 - 98% Next Day delivery Out of Central European Location (Germany)

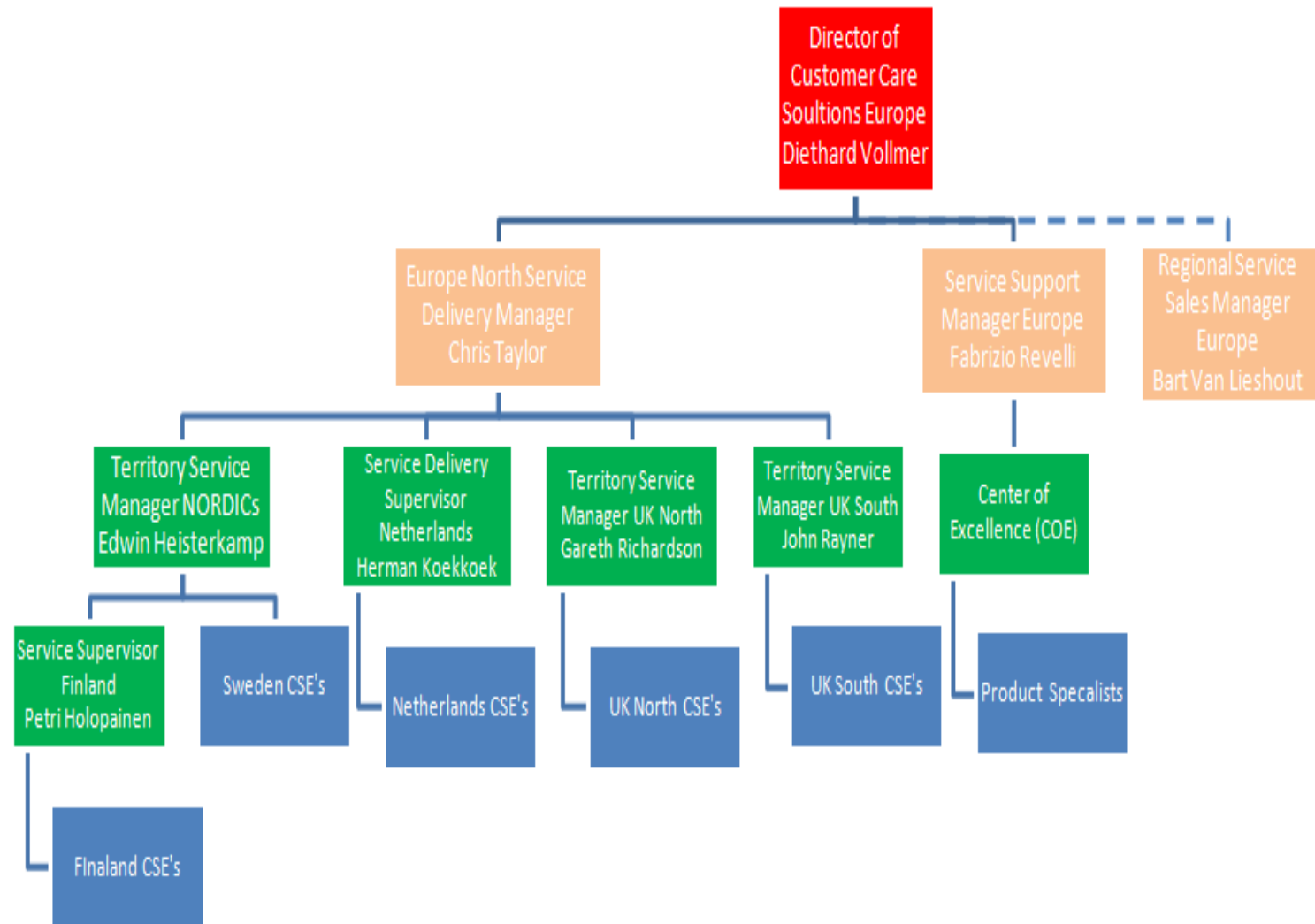
Europe North Organisation

3RD LINE ESCALATION

2ND LINE ESCALATION

1ST LINE ESCALATION

NO ESCALATION



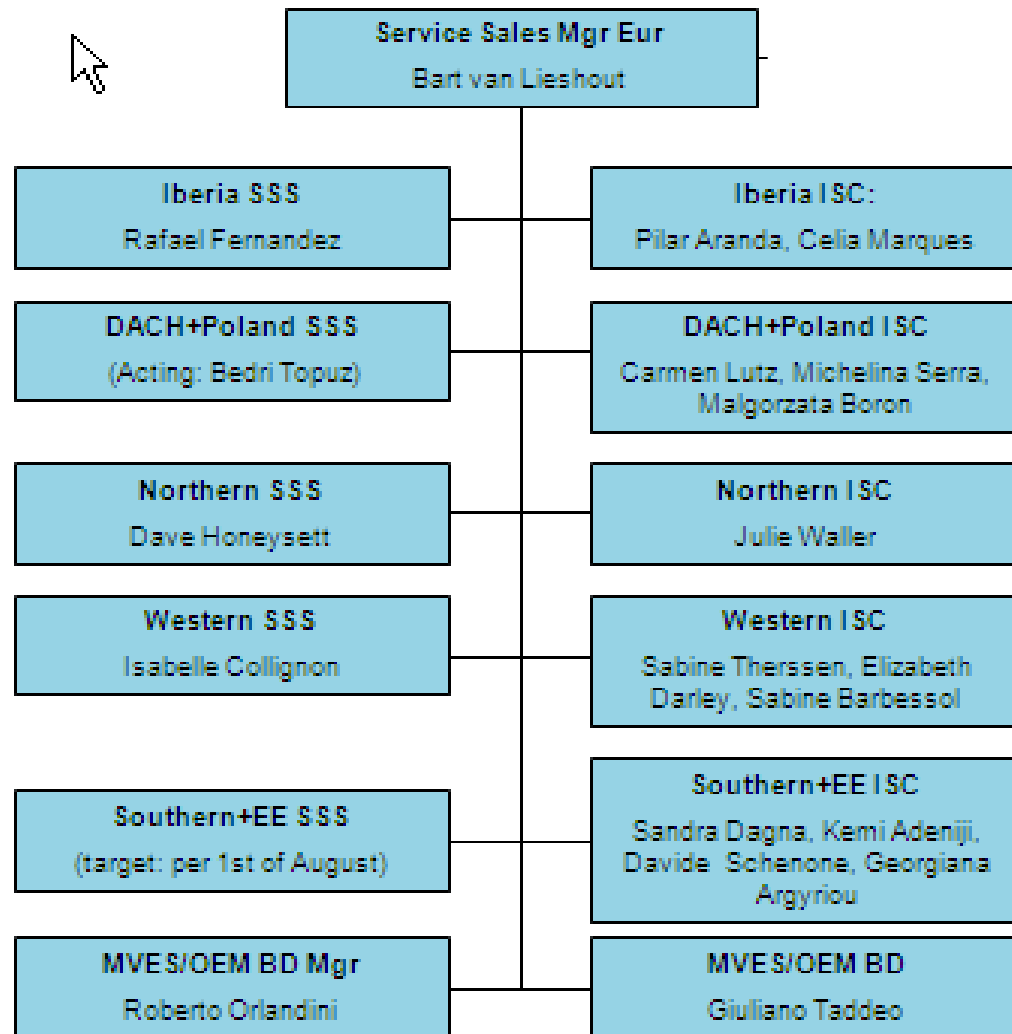
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Service Sales
Excellence

“people make the difference”

Organization

- New model in Europe



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Center(s) Of
Excellence

“people make the difference”

What are the Centers of Excellence?

- Three core locations: Genoa, Italy; Rochester, NY and Shanghai, China and satellite centers in Japan and Guadalajara, Mexico.
- Additional satellite centers are planned for the future.
- The Genoa center is currently managed by Fabrizio Revelli.
- All of the core Centers are co-located with Service Engineering and Training, which helps foster real time knowledge sharing, problem solving, root cause analysis and communications.

COE Locations



COE Functions

- Our CoE's have three distinct functions, Remote Support, Technical Assistance and Excellence, and Incident Management. All of these functions are supported by permanent and dedicated staff



COE – Remote Support

The Customer Support Specialist is the single point of entry for our customers. They bring a personal approach to every interaction.

These highly skilled specialists have equally valuable analytical skills built on the ability to listen, visualize, and communicate clearly. They are fully trained on our Smart Link remote technology support, which enables them to provide rapid and advanced resolutions.



COE – Technical Assistance & Excellence

The technical excellence focus falls on the shoulders of our Regional Product Specialists. These Specialists are responsible for assisting the overall Service Organization with highly complex technical issues.

They are our Field-based escalation support for CSH and its Business Partners. Similarly important, our Regional Product Specialists are responsible for keeping Customer Service Engineers fully trained.

Lastly, they help us maintain or improve costs, by keeping a watchful eye on overall product performance, as well as individual equipment outliers.



COE – Incident Management

The Incident Management function is performed by our Customer Incident Managers. This brand new position is responsible for making sure that all our customers' incidents are properly handled, according to our Global Resolution Process (GRP).

Customer Incident Managers are there to remove barriers that could prevent prompt resolution of a customer's incident.

Given the hectic environment created by the large volume of incidents our global organization faces at any given time, having Customer Incident Managers guarantees that there is always someone following up, to ensure our customers' support and equipment repair needs have been met.



Why did we implement CoE's?

- The primary benefit is to improve resolution time for our customers and drive our customer satisfaction to higher levels.
- Our centers are committed to providing the best customer experience in the industry leveraging our learning's across the globe.
- As we become more mature, we will implement a “follow-the-sun” strategy for our customers, extending our capability to provide 24hour proactive monitoring.
- Many of our Business Partners have service organisations and need access to 2nd level support

COE - The future ahead of us

We are making progress. Each CoE centre is focused on getting their processes right to achieve their targets

There is still a long road ahead of us, but there have been plenty of early successes and milestones. To name a few:

- We have almost doubled the number of calls flowing through the CoEs in the last year. It is currently at around 56%. We resolve 30%+ of the calls received while diagnosing another 40%+ of them.
- With active incident management, we are now resolving around 45% of all incidents within the first day of call receipt.

All of these early results validate our strategy and reassure us that we have the winning team get us there.

BP Responsibilities

- Ensure Total Equipment Population is sent to local Carestream Territory Service Manager
 - As soon as Installed send Equipment details
 - Inform us of planned install date
 - Activates Equipment on CSH Systems
 - Used to activate warranty – If not on System then No warranty
 - Technical Support
- Ensure copy of All Call Feedback sent to local TSM
 - Helps when requesting 2nd Level Support
- Keep MODs Up to Date
 - First question asked by 2nd Level is if all MODs are fitted
- You **MUST** respond to Safety Recalls and emergency safety fixes/safety recalls. If you dont, we may be excluded from your local market

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