

Carestream

exceed

Customer Focus

“people make the difference”

Carestream Vision and Values

OUR VISION

Our innovative solutions enable our customers' success, and help create a better life for people around the world.



OUR VALUES

CUSTOMERS are the beginning and the end of everything we do. We understand their needs, exceed their expectations in ways that are meaningful to them, and enable their success.

PEOPLE are our most important asset. To our customers, our people are our company. We attract the best people and create an environment where they reach their full potential.

EXCELLENCE is our enduring aspiration. We take pride in our work and continuously improve.

WINNING is our ultimate goal. We stretch ourselves, we overcome obstacles, we play fair—and we win.

INNOVATION is our passion. With enthusiasm and creativity we develop high impact innovations.



exceed

Customer focus at Carestream

eXceed is:

- Our corporate initiative to provide the best customer experience in the industry

eXceed includes:

- Our commitment to behaviors that will create a customer centric culture
- Interviews that collect data on our customers' experiences
- Analysis to identify and implement ways to improve customer experience across all activities in our organization.
- Metrics to track our progress
- Recognition for employees that demonstrate customer focus, and eXceed customer expectations

Collecting feedback

Feedback from our customers is essential to understanding customer experience, identifying improvements and tracking our progress.

Following an interaction with Carestream, we contact customers to collect feedback on their experience. The interview takes a few minutes, and includes questions about willingness to recommend us, satisfaction with specific elements of the recent interaction and input on what we should improve to provide an even better experience next time.

Participating in an interview makes sure your voice is heard and included in our analysis. It will help ensure that our activities meet your specific needs.



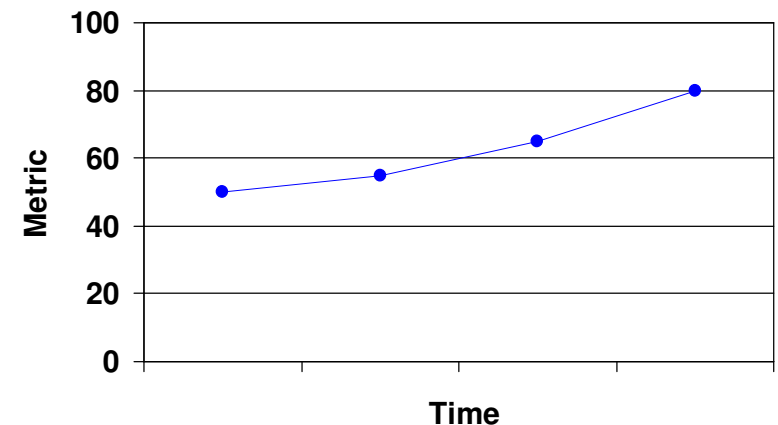
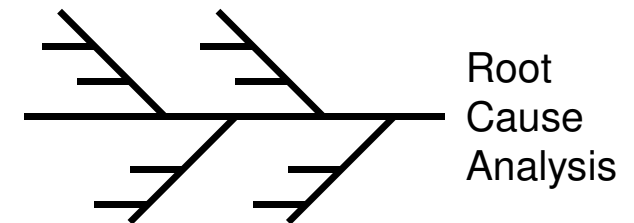
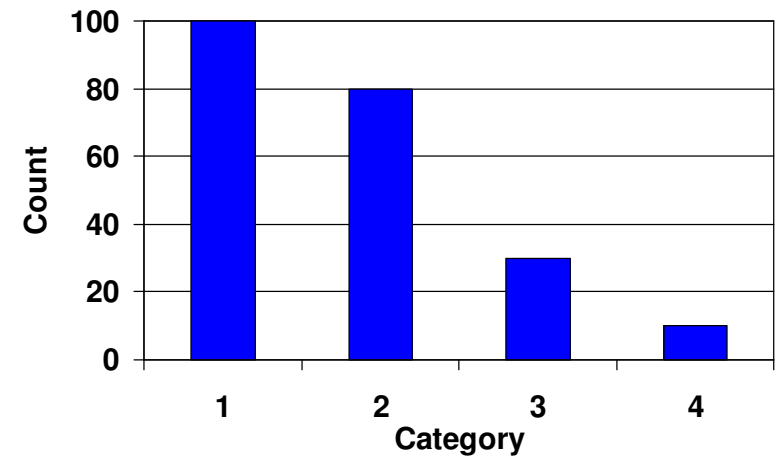
Collecting feedback (detailed)

The customer experience interviews capture:

- Customers' **likelihood to recommend** us to others
- Customers' **satisfaction** with their recent experience (see below) ... at an “actionable” detail level
- Open-ended customer **comments** that provide insight into their responses and how we can improve
- Question “trees” based on responses and automatic escalations for all low **likelihood to recommend** or **satisfaction** responses

How do we improve?

- By setting goals and tracking results
- By recognizing employees for customer focused behaviors
- By taking action:
 - Individual incidents identified in customer interviews are followed up by the local management teams who contact the customer to clarify any issues, and establish a corrective action
 - A rigorous quality and lean six sigma methodology is used to identify the most common themes in our interview and process data, to understand the associated customer requirement (may involve additional customer interviews), to identify the cause of any gaps, to develop corrective actions and then to monitor the improvement over time.



How are we doing?

Since our eXceed program began:

- We have conducted many thousands of interviews to ensure we are capturing our customer's experiences
- We have used the data to identify issues and made significant changes to internal processes and training across the organization.
- We have expanded our efforts to include our product development, manufacturing and other non-customer facing internal processes.
- We are delighted to have received thousands of nominations of our employees by their customers for providing outstanding experiences.
- We believe we are making progress towards delivering outstanding experiences consistently. We still have work to do to make sure every interaction is an outstanding experience, and are committed to continuing that journey.



Recognition

Each of our employees makes a personal commitment to behaviors that support a customer centric culture. We call this our eXceed Commitment.

When customers let us know that one of our employees has eXceeded their expectations, we recognize these employees as customer champions.

Recommendations for customer champions can be made at www.carestream.com/eXceed



Mike is always professional and courteous. I always feel like he goes the extra mile when here, regardless if it is a routine or non routine visit. He is open to questions and puts it in a way that is easily understood. Mike is extremely knowledgeable about all the products, and it really shows through as he is speaking. I am grateful that there are people like Mike in this area of expertise. He makes it much easier for the rest of us. Out of 1-10, with 10 being the best, Mike gets a 10 and a big kudos from me.



The eXceed vision:

- eXceed customer expectations in ways that are valuable to them
- Outperform our competition
- Continually improve our own performance

It means being a
**CUSTOMER
CHAMPION**

HELPFUL
Make decisions with the customer's best interests in mind.

EXCEED
Go the extra mile.

RESPECT
Explain issues clearly, listen and never talk down to the customer.

OUTSTANDING
Be proud of your work.

Recognition (EUROPE)

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Phil is a very hard working member of your team, has a professional attitude and is highly skilled at his job. He has a pleasant demeanor, is helpful, obliging and gets on with all of the staff.



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