

Listen. Respond. Succeed.

"We strive to provide life changing experiences through world-class service and innovative solutions."

As Our Valued Customer, We Are Committed to Your Success.

At Carestream, our goal is to make delivering outstanding experiences as easy as possible for our customers and partners, through world-class service and the most innovative solutions on the market.

Our employees all make a personal commitment to the behaviors described in this brochure. Through the consistent application of these behaviors, we work to create a customer-centric culture that enables your success.

We share our vision here so you know what you can expect from us. This document describes what it means to be a Customer Champion, someone who delivers the absolute best customer experience. When any of our Carestream team members demonstrates these behaviors in a way that exceeds your expectations, please let us know at carestream.com/exceed.



David C. Westgate
Chairman, President and CEO

Our goal is to ensure customer success by providing the absolute best customer experience.

If you have a concern or problem, you can expect us to use the LEARN process:

Listen. Learn.

- Listen** We listen intently to what you're saying and repeat the issue or problem back to you to test our understanding.
- Empathize** We put ourselves in your shoes and imagine how you're feeling.
- Apologize** We take responsibility without making excuses.
- Respond** We're committed to trying to resolve your issue. This means indicating what actions we'll take and providing you with a plan for how the issue will be handled. Then we follow up to make sure we've met your needs and expectations.
- Notify** We inform the proper internal teams about your issue and the actions we're taking so that our teams can not only respond, but also so that we can make improvements for the future.

When you succeed, we succeed.

We align our efforts to enable your success. It's our responsibility to model these behaviors in our daily work and in our interactions with you.

Be a Hero.

- Helpful** We will be helpful to you at all times, and make decisions with your best interests in mind.
- Exceed** We will exceed your expectations in ways that are valuable to you, going the extra mile to ensure your experience is the absolute best it can be.
- Respect** We will treat you with respect. We will explain issues clearly, listen to you and never talk down to you. We will maintain a professional appearance and use appropriate language in front of you.
- Outstanding** We will provide you with outstanding performance and deliver the best customer experience to you by working to our maximum potential – consistently demonstrating pride in our work.



We look forward to our continued relationship and to your success.

There are always opportunities for improvement and we are committed to that effort. Because your feedback is important to help us gauge how we're doing, you may receive a follow-up survey in your email about any of your experiences with Carestream.

carestream.com



"Rx only"

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