

RESPONSIBILITY
IMPROVEMENT RESPECT
COMMITMENT
OUTPERFORM OUR COMPETITION

AS OUR VALUED CUSTOMER, WE ARE COMMITTED TO YOUR SUCCESS.

We strive to exceed your expectations and offer you the absolute best customer experience in the industry. Our employees make a personal commitment to the behaviors in this brochure. We call these behaviors our **eXceed Commitment**. Through consistent implementation of these behaviors we will create a customer centric culture that enables your success.

We share our eXceed Commitment so you know what you can expect from us. This brochure describes what it means to be a Customer Champion, someone who delivers the absolute best experience. When any of our Carestream Health team members demonstrate these behaviors in a way that exceeds your expectations, please let us know at www.carestream.com/exceed. This brochure also introduces the LEARN process for how we will respond if you have a concern or problem.

We are not yet where we want to be... we have opportunities to improve and we are committed to that effort. Your feedback is important to help us gauge how we are doing. If you feel we are not living up to our commitment, please let us know by contacting us at 1-877-5-eXceed. Representatives are available Monday-Friday, 8am-8pm ET.

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

RESPECTFULLY



Kevin Hobert
Chief Executive Officer

OUR FOCUS IS YOUR SUCCESS

WHEN YOU SUCCEED, WE SUCCEED AND SO WE ALIGN OUR EFFORTS TO ENABLE YOUR SUCCESS. THE EXCEED COMMITMENT IS ONE WAY THAT FORMALIZES OUR COMMITMENT TO YOUR SUCCESS. IT IS OUR RESPONSIBILITY TO MODEL THESE BEHAVIORS IN OUR DAILY WORK AND IN OUR INTERACTIONS WITH YOU.

The eXceed Commitment means being a CUSTOMER CHAMPION:

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 outstanding performance, delivering you the best customer experience by working to our maximum potential — consistently demonstrating pride in our work.

LISTEN LEARN



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 utilize the LEARN process:

LISTEN - Listen intently to what you are saying. Repeat the issue or problem back to you to test understanding.

EMPATHIZE - Put ourselves in your shoes and imagine how you are feeling.

APOLOGIZE - Take responsibility and make no excuses.

RESPOND - Commit to you that we will try to resolve your issue. Indicate what actions will be taken and provide you with a plan for how the issue will be handled. Follow-up to ensure your needs have been met.

NOTIFY - Inform the proper internal teams about your issue and the actions taken so our teams can respond, and improvements can be made in the future.

Questions about eXceed? Contact us at customerexperience@carestream.com

Carestream