

PHILIPS

sense and simplicity

Global Customer Services

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Global Customer Services focus

- Delivering a great customer experience in support of market share gains
- Sustaining profitable growth globally
- Innovating to deliver advanced solutions to our customers

Services designed around what matters most



Technology

Enhancing equipment performance and ROI
e.g. RightFit, Lifecycle Solutions, Upgrades



Professionals

Supporting equipment expertise and continuous learning



Patients

Focusing on patient-centered solutions



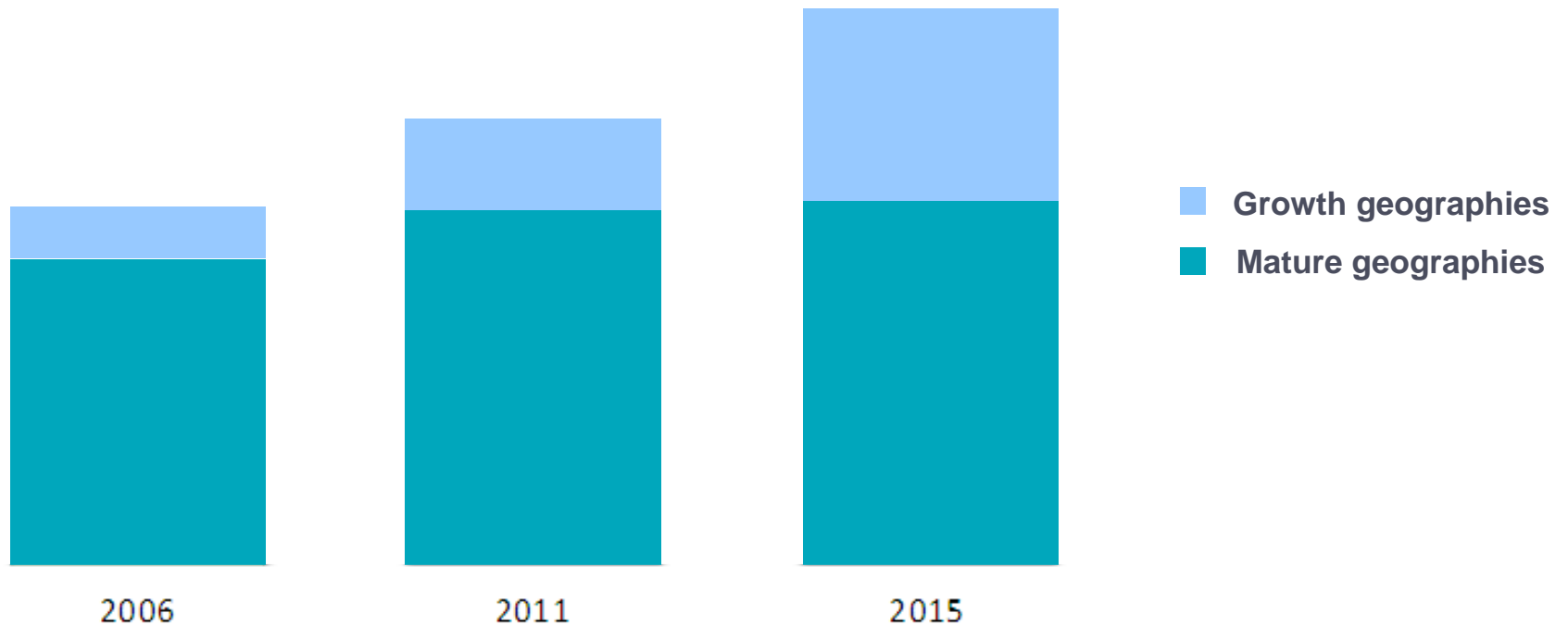
Organization

Supporting financial, organizational and operational efficiencies

Growing sales faster than installed base

Installed base development (units) – Imaging Systems

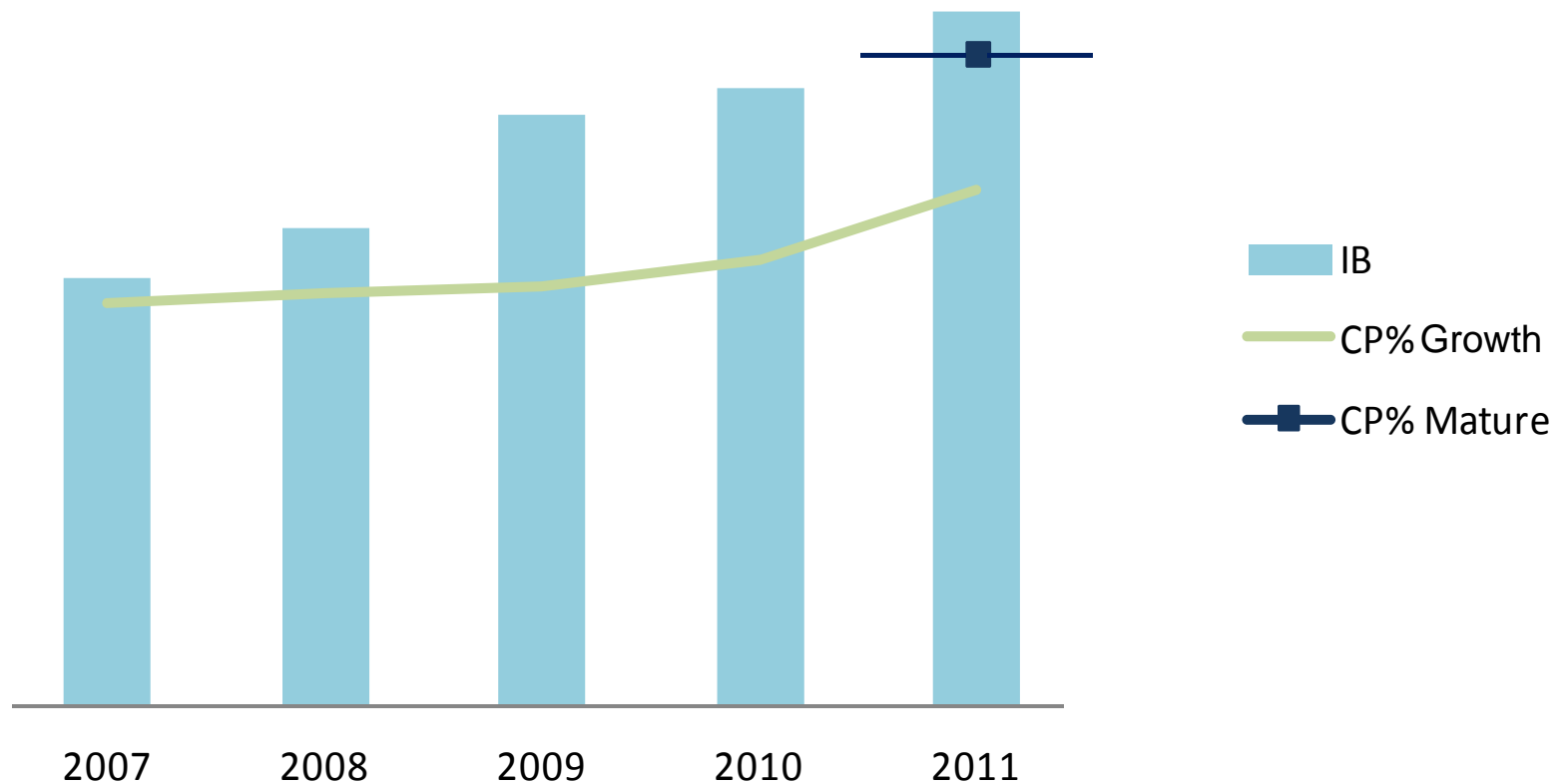
2006 - 2011	2011 - 2015
CS sales CAGR – 6.5%	IB CAGR – mid-single digit
IB CAGR – 4%	



Installed base (IB) expansion largely in growth geographies. Mature geographies benefit from replacement demand with better “mix”

Closing the gap in contract penetration

Growth geographies IB CAGR 2007 – 2011: 13%
 Growth geographies contract penetration increase: +9%



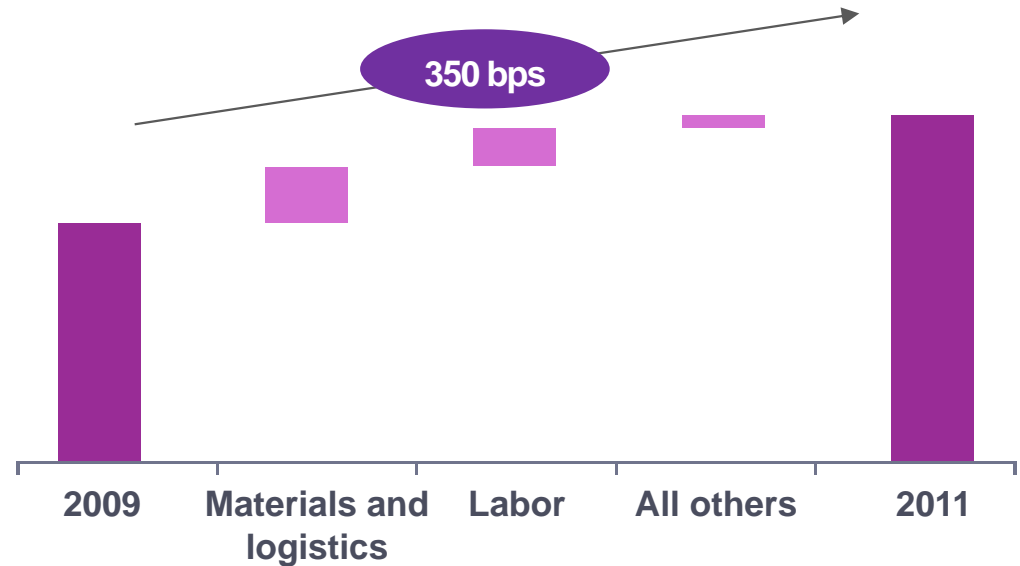
Service margin expansion

Materials and logistics

- Parts usage
- Logistics optimization
- Serviceability
- Reliability

Labor productivity

- Capacity planning
- Organizing around customer
- Remote productivity
- Event management



Creating value

Our processes and programs contribute to overall profit and customer experience

- RightFit service agreements provide a mix of maintenance, clinical and business solutions to deliver value-focused programs for customers
- Spare parts global design reduces cost and improves fill rate
- Remote fix rate has grown from 19% to 32% in 2011
- Growth geography margins nearing mature market levels
- Margin expansion while still growing customer satisfaction



Service trends and Philips response

What customers want

Customer focus on speed, cost and outcomes

Interest in new contract options

Demand for learning for staff to support productivity

Demand for partnerships and risk sharing

Increase mix of value products within installed base

Philips' response

Philips workflow and design services are integral to delivering time and cost-efficient results

RightFit service agreements give customers flexible contract options globally

Advance clinical training and continuing education services to help to increase productivity

Investments in solutions are future-proofed and risks are mitigated with managed services

Philips provides configurability for equipment and customer needs

Innovating the customer experience

Construction project main phases

Innovative solutions and services



Experience, workflow design and sustainability consulting



Experience, care cycle and **GREEN** design



Ambient Experience and embedded workflow solutions

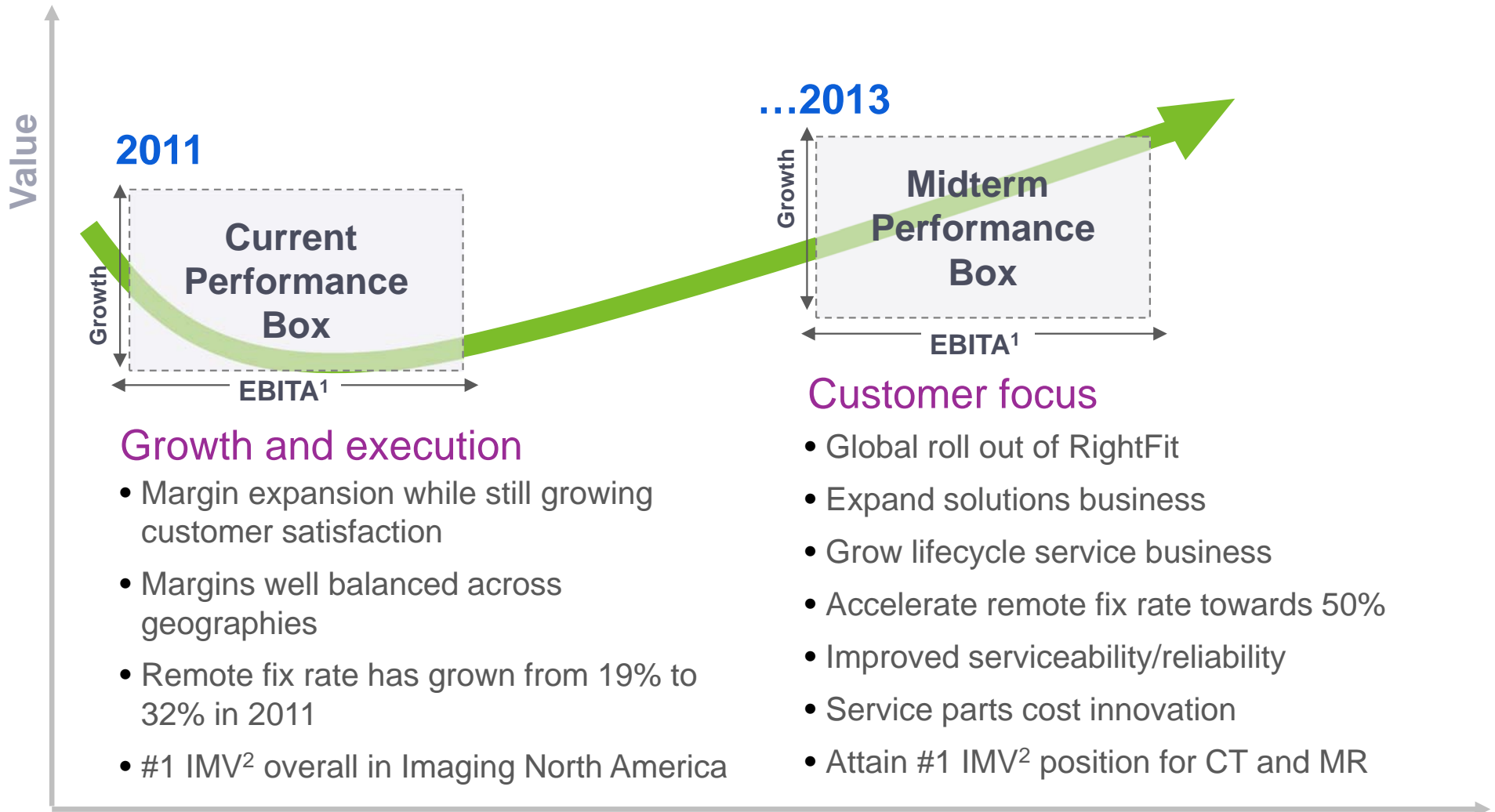


Post-occupancy assessments, workflow improvement and services

Hoag Hospital to debut peaceful surgery room



Path to Value: Global Customer Services



1) as reported, i.e. including restructuring and acquisition related charges

2) IMV ServiceTrak measures is an annual relationship study that measures overall satisfaction with service and system experience in North America

Key takeaways

Growth

- Growing sales faster than installed base
- Strong record of margin expansion
- Driving cost structure to meet market conditions

Customer focus

- Addressing the total customer experience
- Investing in a solutions business to help solve our customers' biggest challenges

