



# A leader in imaging systems

## Philips sweeps ServiceTrak™ Imaging with #1 customer ratings

**Philips Healthcare is #1** in Overall Net Promoter Score (NPS) and #1 in all four of the main evaluation sections of the 2013 IMV ServiceTrak All Imaging Systems Survey.

<b>Sales performance</b>		<b>OEM Field Service Engineer performance</b>	
Overall sales performance	#1	Overall service engineer performance	#1
Timeliness of initial phone response by sales	#1	Timeliness of initial phone response by engineer <sup>2</sup>	#1
Knowledge of sales personnel regarding products	#1	Effective troubleshooting by engineer	#1
Degree commitments met by sales	#1	Timeliness of engineer arrival on-site	#1
Effective escalation of issues by sales team	#1	Degree commitments met by engineer	#1
<b>OEM service performance</b>		<b>Phone personnel, remote service, and clinical applications performance</b>	
Current service arrangement meets needs	#1	Overall phone support	#1
Overall service performance	#1	Technical competence of phone support personnel	#1
Service follow-up	#1	Degree commitments met by phone support	#1
Availability of replacement parts	#1	Overall clinical applications support	#1
OEM preventative maintenance program	#1	Timeliness of phone response by clinical applications	#1
Overall phone support	#1	Competence of clinical applications personnel	#1

“Would you recommend your Philips system to a colleague?”<sup>1</sup>

This question may seem straightforward but ultimately refers to the performance of sales and service, the performance of field engineers, and the support received when calling in for a service need. Proudly, Philips was rated #1 for Overall Net Promoter Score by Manufacturer.

<sup>1</sup> Actual question: “How likely is it that you would recommend your specific (Manufacturer and Model) system to a colleague?” with ratings options 1-10 with 10 being “extremely likely.”

<sup>2</sup> Ranked #1 for ratings; tied for #1 on percent highly satisfied.

**PHILIPS**

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## About the ServiceTrak™ survey

ServiceTrak is one of the most recognized and trusted surveys in the healthcare industry. The survey is conducted by IMV, an independent healthcare market research company with more than 20 years' experience in analyzing the medical imaging, clinical diagnosis and analytical instrument markets. ServiceTrak reports provide an objective, non-anecdotal benchmark of service levels as measured by actual customer experiences and impressions. Respondents are drawn from a randomized database of U.S. hospitals. The 2013 IMV ServiceTrak All Imaging Systems report is based on feedback of 5,882 respondents representing diagnostic imaging systems currently in operation, including imaging and ultrasound systems.



### Committed to patient-focused care

The results reflect Philips commitment to delivering an exceptional sales and service experience to our customers. Specialists at the Philips Customer Care Solutions Center collaborate with the field engineering, service management, and account management teams to uphold our service commitment – to deliver patient-focused care by delivering products and services that meet your needs.

### Quality service driven by qualified people

Dedication, competence, and reliability are characteristics Philips seeks and nurtures in its service engineers, and customers recognize these as valuable resources. The competence and reliability of a Philips service team

plays a significant role in customer satisfaction. The result is that customers are highly satisfied with the performance of Philips field service engineers both overall and with survey attributes including timeliness of response and on-site arrival, effective troubleshooting, meeting commitments, and competence and attitude.

The success of your organization depends on people. Philips Services are designed with that in mind – keeping systems up and running, supporting your staff, improving your organization's performance, and increasing patient satisfaction.

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Printed in The Netherlands  
4522 991 03501 \* JUN 2014