

# E'S TO SUCCESSFUL CUSTOMER SERVICE



## EXPECTATIONS

We believe in holding ourselves, and those who work for us, to the highest standards. Our high expectations are reflected in the excellent customer service we provide to our residents, and the ways in which our employees conduct themselves. On a practical level, this means we have zero tolerance for:

- Failure to execute our Trilogy Service Standards
- Failure to provide prompt responses to customer needs and concerns
- Patient abuse
- Harassment of any type
- Ethical misconduct

## EXCELLENCE

We strive to exceed our customers' expectations at all times. To work for Trilogy Health Services, you must love the elderly and have compassion for them during this important stage of their lives. Excellence is achieved through:

- Not overlooking the basic components to providing good care
- Paying attention to important details
- Performing tasks in accordance with our service standards.
- Going out of your way to help a resident, family member, or fellow employee.

## EMPLOYEES

Our experience has shown us that the right employees make all the difference. To become a member of the Trilogy team, you must possess the following qualities:

- Compassion for others
- A willingness to help your team before you help yourself
- Strong work ethic
- Strong leadership
- Strong communications skills

## EMPOWERMENT

We're big believers in providing our employees with the best training possible so that they can improve service for our customers. We know that exceeding our customer's expectations starts with exceptional training, the confidence to deliver, and the ability to solve problems quickly, if they arise.

We treat our caregivers as VIP's because, let's face it, as the people closest to those we serve, they make the greatest difference.

## EDUCATION

Investing in employee education is the most important investment that we make as a company. There is no better way to show our commitment to our employees than offering ongoing educational opportunities. Not only do we present formal opportunities to learn through employee orientation, in-services and seminars, but we also provide informal teaching by serving as role models of our culture and customer service practices.

## EARNINGS

We have a responsibility to our shareholders to achieve a return on their investment. However, positive financial returns do more than satisfy our shareholders; they also allow us to reinvest in improving our services and campus environments. Earnings generated in the local market can be returned to the community through taxes and charitable contributions or services. To this end, we want to continually explore ways to be a partner to our community, both on a financial and service basis.

## EXECUTION

Execution does not happen by chance. Strong leadership is essential to ensure that the Trilogy values are always connected to the tasks being carried out. Effective execution requires hard work, teamwork, compassion, good communication—all guided by our Trilogy Service Standards.