

Behavior and Conduct

You should always conduct yourself in a professional and respectful manner in the customer's home. Which includes:

- Booties are required in the home.
- Customers may offer food or beverages. Thank them, but do not accept or solicit them.
- Do not solicit tips.
- Do not use the customer's phone unless requested by the customer and only if the phone call is regarding that customer's installation.
- Do not make or accept personal phone calls using cell phones while at the customer's home.
- Do not use the customer's restroom.
- Do not perspire on the product, keep a focus on hygiene.

Greeting: Simple, friendly, professional. Thank them for their order and repeat the order back to them.

TRUST is our in-home customer experience model that is designed to deliver the experience our customers want by:

- Showing our customers genuine appreciation for doing business with us.
- Demonstrating respect for our customers, their home, their unique needs and the help they need from us.
- Working with them to eliminate their sleeping issues and build great solutions.
- Doing things for them...not to them.
- Serving our customers for the long haul, not just for the quick fix.
- Upholding our company mission "to improve lives by Individualizing Sleep Experiences."

Thank the customer for choosing Sleep Number.

Respect the customer's home; park in street, wear booties, protect floors and surfaces, clean up and respect customer's product.

Urgently complete the service request; swiftly assess and complete work following appropriate scope of work, leverage support resources as needed.

Support the customer's sleep needs (educate, demonstrate, validate).

Thank the customer again for choosing Sleep Number.

TRUST was developed to help guide is in never forgetting the essentials of what we need to do to keep The Promise with the customer.