WORLD-CLASS CUSTOMER SERVICE
$11.7 Billion in Revenues
21,000 miles
30,000 people
23 States, 2 Provinces and the District of Columbia
WORLD-CLASS CUSTOMER SERVICE
2 OF OUR CORE VALUES:

IT STARTS WITH THE CUSTOMER

SAFETY IS A WAY OF LIFE
CSX IS COMMITTED TO CREATING THE VALUE CUSTOMERS EXPECT
HOW?
1 CUSTOMER COUNCILS
2 VOICE OF THE CUSTOMER
3 SITE ASSESSMENTS
CUSTOMER COUNCILS
DEFINE THE VALUE CUSTOMERS NEED
1. Show up when you said you would
2. If you can’t, tell us in advance
3. Improve your customer service experience
4. Your errors affect our brand image and reputation
THE
VOICE OF THE CUSTOMER
PRIORITYIZES &
MEASURES
OVERALL SATISFACTION (MERCHANDISE ONLY)
CUSTOMER SITE ASSESSMENTS ENSURE WE CAN DELIVER
SITE ASSESSMENTS

GAIN & UPDATE CUSTOMER INFORMATION

Built a digitized fact base about our customers
BUILD BETTER LOCAL RELATIONSHIPS & IMPROVE OPERATIONS

Better understanding of customers & FMLM efficiency opportunities
GROW THE BUSINESS

$12 million generated in new opportunities
THE COMPOSITION OF CSX’S TEAM IS CHANGING
RETIREMENTS HAVE DRIVEN HIRING & AN OPPORTUNITY TO RADICALLY SHIFT HOW WE TRAIN NEW EMPLOYEES
12 years ago, average tenure at CSX was nearly 30 years. Average age was 50.
In 6 years average tenure at CSX will be 10 years average age – 35
Hiring
2,000+ EMPLOYEES each year
PREPARING THIS NEW GENERATION OF EMPLOYEES IS CRITICAL
Seizing the opportunity to shape a CUSTOMER FOCUSED CULTURE
STATE OF THE ART TRAINING CENTER
6,000 TRAINEES PER YEAR
40 COURSES
FOCUS ON SAFETY AND FOCUS ON CUSTOMERS
HIRE PASSION & TEACH RAILROADING
Engaging our employees in a new way
MANY EMPLOYEES ENJOYED THE TRAINING:

“THE INFORMATION WAS RELEVANT, AND IT WAS INTERESTING TO SEE THE BIG PICTURE.”
THE COMMUNICATION SKILLS (ACTIVE LISTENING & USING POSITIVE LANGUAGE) WERE WELL RECEIVED:

“IT’S IMPORTANT TO UNDERSTAND HOW TO DEVELOP GOOD WORKING RELATIONSHIPS WITH CUSTOMERS.”
OUR EMPLOYEES LIKE TO HEAR ABOUT OUR CUSTOMERS:

"GOOD TO KNOW THAT WE ARE THE FACE OF CSX. WHAT THE CUSTOMER THINKS OF OUR COMPANY AND HOW WE TREAT OUR CUSTOMER ACTUALLY HAS A BIG IMPACT ON OUR COMPANY’S SUCCESS."

"I LIKE LEARNING WHAT THE CUSTOMER EXPECTS AND WHAT OUR IMPORTANCE IS WITH REPORTING THE RIGHT INFORMATION."
T&E EMPLOYEES ARE GRATEFUL TO KNOW THEY CONTRIBUTE TO CSX’ SUCCESS

“INCREASE FROM YEAR TO YEAR WAS INSPIRING.”
Teams focused on delivering a consistent service product
Fundamental changes to customer service
CSX IS WORKING NOW TO ENSURE VALUE IN THE FUTURE
IS SERVICE EXCELLENCE HELPING US BE SUCCESSFUL?
CORE VALUE:
FACT BASED
OVERALL CUSTOMER SATISFACTION
Deeper Understanding of the Customer
Developed New Tools
Improved Operating Performance
Customer Focused Culture Change

COLLABORATION
BETTER CUSTOMER EXPERIENCE & OVERALL SATISFACTION
WHAT WILL THE FUTURE BRING?