

BNSF Railway

Midwest Association of Rail Shippers

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Jan. 14-15, 2009



BNSF
RAILWAY

Providing Proactive Customer Service

- **We believe that customers judge a company on:**
 - **Resolution – how it handles a problem**
 - **Continuous Improvement – make sure that the problem doesn't happen again**

- **We accomplish this through:**
 - **Ongoing, consistent communication with customers through marketing updates, service changes, etc.**
 - **Minimize customer complaints**
 - **Proactively identify and remedy systemic issues**
 - **Resolution/service recovery. Has big impact on customer satisfaction, repeat business, and growth**

Customer Listening – Top BNSF Priority

**Giving visibility, identifying systemic issues
and proactively solving issues**

Customer Listening Culture – Top Down

- **Customer Advisory Boards (CAB)**
 - 2 per year, held since spring 2000, 30 members
- **Corporate Surveys**
- **Diagnostic Customer Focus Groups & Surveys**
- **Customer Symposiums & Summits**

Customer Listening – Top BNSF Priority

Customer Symposiums & Summits – Details:

- **IP Symposium:**
 - *4 regional forums per year, held since 2001, number attendees= 30*
- **CP Domestic Supply Chain Summit:**
 - *1 per year, held since 2005, number of attendees = 100*
- **CP International Supply Chain Summit:**
 - *1 per year, held in 2006, number of attendees = 300*
- **CP Intl University:**
 - *6–12 sessions per year, held since 2006, number of attendees = 30-60*
- **Ag Summit:**
 - *1 large summit every other year and 2 mini summits every other year, held since 2005, number of attendees = 300*
- **Coal Summit:**
 - *1 per year, held since 2005, number of attendees = 70*
- **Shortline Conference:**
 - *1 per year, held since 1995, number of attendees = 250*
- **Transload Conference:**
 - *1 per year, held since 2003, number of attendees = 80*

Proactive Customer Education & Communications

Customized Reports

Build logistics reports

- Report wizard
- Sort templates

Schedule delivery (multiple email addresses)

The image shows a BNSF reporting interface. The top part displays 'My Reports' with links for 'BNSF Advanced Report', 'BNSF Customer Report', and 'Create New Report'. Below this is a detailed report summary for a 'BNSF Advanced Report' from 03/31/2007. The summary includes a 'Report Summary' section with a table of report details and a 'Report Details' section with a table of shipment information.

Report Number	Customer Account	Equipment
03/31/2007 00 31	03/31/2007 00 31	7384
03/31/2007 00 31	03/31/2007 00 31	8742
03/31/2007 00 31	03/31/2007 00 31	6277
03/31/2007 00 31	03/31/2007 00 31	846
03/31/2007 00 31	03/31/2007 00 31	2381

Customer Subscription

The image shows a 'Alert Service' subscription form. It includes a 'Required' field, a 'Type' dropdown, and a 'Service Advisories' section. The 'Service Advisories' section lists several options with checkboxes: 'Service Advisories', 'Derailment', 'Embargoed Traffic', 'Holiday', 'Network Overviews', 'Weather Interruption', and 'Track Outage'. The 'Track Outage' checkbox is checked. A 'SUBMIT' button is at the bottom.

Customer Notifications

The image shows three examples of BNSF Service Advisory emails. The first is a 'Preliminary Report - Lora, Texas' dated 03/31/2007. The second is a 'Derailment Update - Duoro, New Mexico' dated 04/19/2007. The third is a 'Preliminary Report - Track Outage - Bridge Fire at Winslow, Arizona' dated March 21, 2007. Each email includes a 'Report Summary' section with a table of shipment information.

Destination	ETA	Equipment
THOREAU, NM	03/31/2007 00 31	7384
THOREAU, NM	03/31/2007 00 31	8742
THOREAU, NM	03/31/2007 00 31	6277
THOREAU, NM	03/31/2007 00 31	846
THOREAU, NM	03/31/2007 00 31	2381

BNSF.com eTools Overview

BNSF.com – Customizable, intuitive technology that makes handling shipments more efficient

PLAN

- Research Market Information
- View Carload Schedules & Loading Diagrams
- Obtain Rates & Prices
- Economic Development
- Transload Services
- Dimensional Service
- Damage Prevention

SHIP

- Request a BNSF Railcar
- Order In / Release Cars
- Submit Shipping Instructions
- Modify Shipping Instructions
- Monitor Shipments

MANAGE

- Manage Freight Invoices
- View Railcar Inventory
- Submit Freight Claims



BNSF.com eTools

BNSF offers a broad range of Web-based tools designed with our customers in mind:

- **Shipping Instructions** – Create and view bill of lading electronically
- **Shipping Instructions Modification** – Receive real-time updates for carload diversions
- **eDemurrage** – View and dispute demurrage invoices
- **Switch and Release** – Conduct equipment orders and releases to and from your facility
- **My Reports** – Create and send customized reports to meet your specific needs
- **Unit Trace** – Access a broad range of real-time information regarding shipments
- **Unit History** – Access historical trace information on shipments dating up to 13 months prior
- **Customer Transit Report** – View average transit time, by lane, for units hauled within the BNSF network
- **Carload Pipeline Tool** – Forecasts future industry capacity
- **Railcar Equipment Request Tool** – Access up-to-date availability and anticipated loading capacity status of refrigerated boxcar equipment and other fleets

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