

**1st Quarter 2009**  
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**CSX eBusiness News**  
**Keeping You Informed: Preferred Processes and Tools**

At CSX, we're working hard to deliver for our customers. We're also working to simplify business processes and make the exchange of information with customers more timely and accurate. As we identify preferred processes and tools, we'll keep you informed here, in the CSX eBusiness News.

As always, send comments or suggestions to [eBusiness@csx.com](mailto:eBusiness@csx.com).

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**New Tools, New Features ...**

**Coming Soon! Customer Notifications to be Available Online**

Effective Wednesday, July 1, all faxed Constructive Placement (CP), Enroute, Arrival and Courtesy notices will be converted to electronic delivery. You will be able to view the notices online in the new ShipCSX Customer Notification tool, and you can subscribe to receive them by e-mail. The notices will be printer-friendly as well.

With the new Customer Notification tool you will be able to:

**Receive Notices for Cars in Your Serving Yard:**

Constructive Placement Notice. Issued when you need to submit placement instructions to us for equipment that has arrived at the serving yard. These notices start the demurrage clock, which begins 12:01 a.m. the next day. A placement request is required to stop the demurrage clock.

Arrival Notice. Issued if you have a set of cars assigned for your specific use. These are issued automatically for empty cars when they arrive at the serving yard. These notices start the demurrage clock, which begins 12:01 a.m. the next day. A placement request is required to stop the demurrage clock.

Courtesy Notice. Issued as a courtesy to you, when equipment arrives at the serving yard. These notices do not have demurrage implications and do not require a placement request.

**Receive Notices of Enroute Equipment and Location:**

Enroute Notice. Lists all cars that are enroute to you, with the last reported location of the car and the ETA at the serving yard.

**View Historic Notices:**

You will have access to previously issued notices for up to 90 days.

If you currently receive any of these notices by fax, they will automatically be converted to the new ShipCSX tool on July 1. You must be a registered ShipCSX user to view the notices in ShipCSX. [Register for ShipCSX now.](#)

Questions about ShipCSX? Contact us at 1-877-ShipCSX (1-877-744-7279), options 2, 1.

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## **CSX Interline Switch Settlement Statements on ShipCSX**

If you currently receive interline switch settlement statements by mail or fax from CSX, there's now a more efficient way to access your statements.

CSX's interline switch settlement statements are available online in ShipCSX, our secure transaction website.

You must be a registered ShipCSX user to access your statements. [Register for ShipCSX now.](#)

To access your statements, just log in to ShipCSX, go to the Rail Partners Tab, and select "Switching."

With this new tool, you can:

- access your statements on the 5th of the month.
- download statements to whatever format you need.
- take exception to any cars on the statement.

If you participate in tape exchange, the statements on ShipCSX will mirror the tape you receive from Railinc, but will be available to you much sooner.

At some point, these statements will only be available online and CSX will no longer mail or fax interline switch settlement statements, so make sure you register today.

If you need help with ShipCSX, call 1-877-ShipCSX (1-877-744-7279), option 2, option 1.

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## **CSX QuickQuote: Leveraging technology to serve and communicate with Customers**

In mid-June of 2008, the CSX Intermodal (CSXI) Commercial Team identified the need to change its go-to-market strategy for Freight Brokers. Some US DOT figures estimate that there are approximately 20 thousand Freight Brokers of all sizes nationwide. Freight Brokers overwhelmingly rely on Door-to-Door (D2D) solutions given the need to turn around bids quickly in order to win in the spot market. Over time, however, the resource-intensive process of receiving and returning phone calls for D2D spot quotes had become an obstacle to growth. By 2008, the D2D Sales Team spent more time servicing existing customers than mining new ones. It was time to change the approach and intensively incorporate the pursuit of new opportunities into sales efforts.

After first repositioning the D2D product, the Commercial Team then solicited its colleagues in the Intermodal Technology Steering Committee (ITSC), a cross-functional team with members from both CSX Intermodal and CSX Technology, to find a more efficient way to reduce the cost-to-serve while improving ease-of-doing

business. The result was "CSX QuickQuote", a 24-hour online quoting and tendering tool that makes D2D service faster, easier and more convenient than ever before. Housed on the already familiar ShipCSX platform, the easy-to-navigate self-service tool enables customers to retrieve instant quotes for which they can hold the price, reserve capacity or even track load status. Customers can also customize their personal settings, like the "Favorite Lanes" feature that provides daily price updates via email on choice lanes. Meanwhile, the D2D Sales Team is shifting its focus back to following up on customer leads.

Technology also played an important role in helping to communicate "[CSX QuickQuote](#)". The fresh and modern online promo helped to convey just how much the customer experience with the new online tool differs from the traditional call-in service model. The promo has been leveraged in customer communications, presentations at major conferences and naturally online at [www.csxi.com](http://www.csxi.com). In the three weeks since the launch, we have had thousands of visitors to the online promo and the feedback has been extremely positive.

A shared sense-of-urgency and the adept leveraging of tools and resources were key to delivering and communicating this progressive go-to-market strategy. To date, over 80,000 quotes have been generated through "CSX QuickQuote" with 5,000 loads tendered online since launch.

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