

## CORE VALUES IN ACTION

**It starts with the customer** | *Reliable service is our key to growth. Grow by understanding and meeting needs. Become easier to do business with. Own their problems—win their business. (G4-EC7)*

CSX uses the term “Service Excellence” to describe how all employees, regardless of title, can improve customer experience through cutting-edge technologies and tailored solutions.

In 2012, the company first launched its Service Excellence initiative in the Chicago and Nashville divisions, empowering front line employees from operations and sales and marketing to coordinate between internal teams and shift from thinking of CSX as a service provider to CSX as a partner and solutions-finder. For example, Service Excellence includes periodic meetings where a diverse group of representatives from different departments join to solve customer concerns at the ground level and discuss growth opportunities.

Service Excellence was successful as a new program because its mission — putting a customer first and finding innovative solutions — had always been a part of the CSX DNA. Once it was formally introduced, the initiative produced measurable, positive results and garnered support, from train crews to the leadership team. Since 2012, it has been rolled out to all operating divisions, engaging all employees to recognize that their daily actions ultimately impact the customer experience. Along with better customer service, “Service Excellence” creates internal awards as well, as it frequently helps the company achieve better asset utilization.

