



February 24, 2009

Watco Team:

When we hear the phrase "Customer Service", we tend to think about a department of people assigned the task of helping Customers with their service needs. Although this may be true for some businesses, it is not the true definition of Customer Service for Watco.

All of us represent Customer Service because it's not just a department within our Company, it's a helpful attitude. We all are responsible for helping both internal and external Customers, whether it is through a phone call, an e-mail, a conversation or any other form. You can be a Customer Service representative by doing something as simple as making a photo copy for a co-worker or taking a phone call from a Customer. You can also be a Customer Service representative by doing something as complex as creating a service plan or repairing a railcar for our #1 Customer.

Customer Service has always been important, but especially now during this tough economy Customer Service is vital. Businesses across the country are facing tough decisions that may include scaling back spending and sometimes the factor that influences the outcome to keep a service provider is steeped in emotion. We want to ensure we have the best relationship possible with our Customers so they are confident in our ability to meet their needs, and choose us.

Remember, everything you do is an opportunity to be helpful to someone and build a lasting relationship, so be the best Customer Service representative you can be.

Keep making great things happen!

*Rich*