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Customer First & The Purple Promise

Watco Team,

I enjoy studying other teams or companies to understand why they have been or haven't been, as the case may be, successful. It is especially interesting to study other transportation teams so we can learn best practices and apply them in Watco. All of us have heard of Fed Ex and how it created the overnight delivery system revolutionizing the way mail and parcels are shipped. Recently I was made aware of something called "The Purple Promise" and PSP that are key parts of Fed Ex's success.

The Purple Promise states that every member of the Fed Ex team vows to make every experience which touches the Customer outstanding. Think about how many times a Fed Ex team member touches a Customer or a potential Customer. When those trucks are driving down the road, with the logo blazing, when the Fed Ex delivery man delivers a package, when the package arrives on time in the proper condition, when a Customer calls to find out the status of his or her shipment, when the Customer gets the bill are some of the ways a Customer experience occurs. The number of Customer experiences in one day is huge.

We touch our Customers the same way every day. When we are on a forklift loading a truck or railcar, when we are repairing a rail car, when we switch a car on to a train or to a Customer's dock, when we move a Watco locomotive across a crossing, when our Watco trucks are driving down the road, when we speak to a Customer in person or on the phone either in a business or social setting, when our Customer gets a bill for our services or calls us to ask about his bill, shipment or status of his repair and many more are all ways Watco Team Members touch our Customers every day. The **Watco Way** is to put the **Customer First** and make sure every experience is so good that our Customer keeps coming back for more. Remember our Customers don't have to use Watco services, they choose to. It is up to all of us to insure they keep choosing Watco for years to come.

Fed Ex's Foundation Principles are represented by the letters PSP; People, Service, and Profit. The principles are similar to our Foundation Principles of **Improving our Customers' Satisfaction** with our service; by having the Right People deliver the Right Service, at the Right Time, in a Safe Manner and **Improving our Profitability**, by growing our revenue, controlling our costs and using the right assets, both with a **Long-Term Focus**. Both Watco and Fed Ex put the **Customer First**.

I had the opportunity to test how far the Purple Promise goes inside Fed Ex this week. As I was walking out of the office, our Fed Ex delivery man was leaving. As I held the door for him and he returned the favor for me at the next door, I asked him to tell me about the Purple Promise. He said without any hesitation, "Every experience I have with my Customers must be outstanding." I then asked him to tell me what PSP stands for and he quickly recited "People, Service, Profit" without missing a beat. He passed the test with flying colors.

Our Watco Team Members take the same test from our Customers every day. We always pass it by putting our **Customers First** and remembering the **Watco Way** is to **Improve our Customers' Satisfaction, Improve our Profitability over the Long Term.**

So be ready for the next Customer experience and let's make something great happen.

Rich