



What does success look like?

TARGET OBJECTIVES

1. **CUSTOMER EXPERIENCE**: MORE RECENT VIEW OF THE SHIPPER SCHEDULE, SHIPPER BALANCES, CHANGE REQUESTS, DATA CAPTURE INTO SOURCE SYSTEMS WITH ESTABLISHED BUSINESS RULES
2. **PROCESS INNOVATION**: PROCESS GAPS AND PROCESS EFFICIENCIES (WEEKLY GAIN/LOSS VS. MONTHLY, METRICS/KPI), END TO END SCHEDULING
3. **DATA MANAGEMENT**: (DATA ARCHITECTURE TEAM – FOUNDATIONAL DESIGN PRINCIPLES) BI INTEGRATION, SOX COMPLIANCE, REGULATORY AND REPORTING, CUSTOMS REQUIREMENTS, NEB REQUIREMENTS, REPORTING, DATA GOVERNANCE, DATA INTEGRATION/QUALITY, QUICK-TIME, SINGLE SOURCE OF TRUTH RELATIVE TO DATA SET, CENTRALIZED BUSINESS RULES
4. **REVENUE ASSURANCE**: OA IMPROVEMENTS, CONTRACT MANAGEMENT INTEGRATION, PROCESSES AND METHODS TO ENSURE ACCURATE REVENUE COLLECTION

Target objective – Improve customer experience

STAKEHOLDER CONCERN STATEMENT

(What is the problem?)

- Not one source of data. Customers have too many modes of communication. Too many screen interfaces.
- Information provided to customers is not timely.
- Validating and entering customer input is very manual, changes different customer database and pricing
- Too many change requests to fix a broken process
- We don't understand the value to our customer.
- Current systems are not user friendly to our customer
- We are a like a black box. Little transparency to customer
- Depending on problem customer may have to talk to a number of people and are passed down the line with no overall ownership of their problem.
- Validating at source does not happen (on customer end of entry)

What does success look like?

- Pro-active checks and balances at source before shipper can ship. Auto-reporting to shippers to prompt them for action.

- Will see fewer changes as a result of more timely information.
- Less data to manage because info feeds directly into systems, some with prior approval
- One stop shop for customers saving time for customer and us.
- Single point of contact and ownership of problem tracking
- Customers have more current information
- Validation at customer information during entry into system.

What needs to happen?

- Need to determine what is valuable to customer.
- Map out data that comes and goes to customers.
- Large IT impact
- Improve ability to make customers more self-supporting & reduce manual data re-entry.
- Move to single customer portal solution. Make it easier to do business with us.
- Self-Service Rules Engine – Integrate intelligence/rules engine in customer portal; reduce changes that fall outside stated rules