

Customer Guidance:

In the effort to mitigate emails, redundant communication and misguidance, all *car application inquiries* should yield to 2 days out of the week (TueFri). The idea behind the two days is for the system to gather enough cars *without manual intervention* to apply cars to dispositions in a more efficient manner, which is what the system is designed to do.

Tuesday

Friday

-The significance of Tuesday is it gives the customers time to react to the expectation of car application, work force forecast and ETA adjustments. There may be availability close enough for the car(s) to be received before the work week is over.

-The significance of Friday is avoiding the week's end auto-close/reduction date of Saturday night at 11:59pm if possible. By this time, the cars (if applicable) will arrive to the customer late. But there will be cars applied.

Exemptions to the TueFri communication rule:

- Customer received a loaded car known to be an empty
- Customer receives loaded cars at Location A and can use the same cars at Location B once emptied
- Customer will like to reduce/cancel orders

Non-exemptions to the TueFri communication rule:

- Cars applied to a customer order goes bad order en route (=MI) or interchanged (=IT)
- Customer needs to increase orders mid-week

Note: There will still be communication with customers every day of the week. The TueFri rule refers to car application inquiries only, including CRM. Historically, Tuesday is the best time of the week to apply cars because of availability and capability of ETA markers.

Customers who desire to change equipment type:

1. It should be encouraged for all customers to have not only Equipment A & B, but also an equipment C, discussed with the sales manager. At this time, Equipment C cannot be added to patterns but can be noted in customer patterns. The only way that the equipment C will make it onto orders is during manual application, restricted to Tuesday and Friday.
2. Customers wishing to change from one equipment type to another should expect the ranking to start at a D. If CTCD requires higher ranking, see “The Reduction List” procedure. Automatic ranking adjustments should not be made without the “Reduction List” procedure because the customer into a new equipment type essentially creates an imbalance throughout the Boxcar Matrix.

Car Application Process – The Basics:

Rankings and Min/Max data: OBI

In order to remain uniform with these numbers, OBI is the main source using the customer’s firm number. OBI should be checked before applying cars manually to orders. The mins and max number that is established should be followed. D ranking customers will have no min and max. In this case, no order with a D rank should have more than 2 cars applied *AT ANY TIME*.

- Apply ‘Reserved’ cars manually when possible.
- DO NOT removed reserved cars from a current order to apply to a new order.
- When applying cars on Friday OR if ETA is greater than the week, apply cars to the following order, leaving the current weeks order open for systematic application (see Last Week rule)

Key notes when applying cars:

All ‘Futures’ (if not turned off) should be bumped by ‘Reserved’ or available cars.

The logic behind this is if a car is futuring to an order, the system believes this car to become available. If the future is bumped off of this order, it will reserve elsewhere or go into HC status for the system to place onto another order. This essentially frees up cars as long as manual intervention is mandated to the dates of Tuesday and Friday.

“Last Week” rule:

If the customer ***has not received a car*** from the previous week’s order, reduce the current week’s order by half (letting the system register the possibility of applying cars) and apply cars available to the next available order, with an additional 25% to the max.

--This works because you will no longer have to worry about the current week’s order. Instead keeping a tab open for the following week also allowing cars to arrive as scheduled (which is what will happen regardless if you applied cars late to the current weeks order).

--Travel time and availability will not allow for the cars to arrive within the current week.

--Equipment distribution rarely applies cars outside of their region meaning cars may be available but not cost efficient. This eliminates that when you’re able to apply cars outside of your region to later weeks.

--Additionally, if the customer is to receive +25%, the expectation is that the following week (2nd week out), they will not receive a car *through manual application*.

“Over Max” rule:

The only time a customer gets over max is if their situation applies to the “Last Week” rule. The exceptions is customers ranking A or B. All other customers should expect max every 2nd week (min during the off week).

- A/*B Customers: First week over max, customer gets 25% over max. Second week, customer remains at max. Third week, customer gets 50% over max. Fourth week, customer remains at max. Repeat.

Sales Homework:

Questions when customers inquire about car application:

1. What is the customer rank?
2. When was the last time the customer received a car?
3. What percentage of the last order was filled?
4. Are you willing to supply this customer with a car from the removal pool?
5. Is the customer on the hot list?
6. Is the customer on the reduction list?

*When communicating with equipment manager, provide customer firm #, info on the questions listed and from which customers’ car orders are being reduced.

“Removal Pool”:

- Gather a pool of customers per 2 weeks that cars can be moved from
- Choose these customers by location to advise EQD manager to take from
- Communicate with each customer AP/CP holds outside of 3 days
 1. Devise plan for working through inventory with customer
 2. Add customer to car removal pool
 3. Advise EQD manager to reduce orders by # of cars on hold

Customers on prioritized “Hot List” of customers:

1. “A” ranking customer
2. Customer with multiple locations (ex. Georgia Pacific, Aneheuser-Busch, Seneca)
3. Customer has escalated car application throughout the company
4. Customer has not received cars in 2 consecutive weeks