
Impact Story: *Creating BNSF's Digital Customer Experience*



My Part

As an Individual

- App PM / IC leading scrum team development
- Originated compelling vision
- Owned org & exec communications & buy-in for vision

As a Team Leader

- IC leading PM + scrum team alignment
- Owned cross-team epic Design Thinking
- Business leader & SME for app consolidation +

As a Program Leader

- IC influencing enterprise
- Developed E2E Customer experience strategy
- Created Customer research program
- Owned cross-business & program alignment
- VP+ sponsor comms

Our Starting Point: *App Overload & Conflicting Experiences*

Track Your Shipment

Request tracking information, trip plans and waybill data on up to 300 units at a time by entering the train or unit ID.

Track Your Shipment

By Unit By

You can enter a Grain Shuttle P, Automotive VIN, For Intermodal leading zeroes (Example: BNS

Select Previous

Track By:

Shipping Instruction Modifications

Divert Equipment, update or correct shipping instructions.

Main History

Help

Quick Search

Customer*	Business Partner*	Origin
--- SELECT COMPANY ---	--- SELECT PARTNER ---	
From Date	To Date	Employee Override
04/02/2018	04/03/2018	
View	Actions*	
ALL	SELECT	

Please use the **Actions*** option to allow the SIMS tool to identify the population of cars Suspended waybills. To divert specific cars or units please check here.

Unit Number (Initial and Number)

Display Intermodal Lot Location Enter Units

[Help](#) [Manage Flip Authorizations](#) [Bill Later](#) [Verify Booking Number](#)

ACCOUNT SUMMARY OPEN PAYABLES OTHER PAYMENTS TRACER INFO UPLOAD FILE OVERCHARGE CLAIMS SEARCH

SEARCH FOR...

Search Field

Equipment Init & Number

Search Area

All Bills & Payments

Search Values (enter up to 5)

Search Value 1

Search Value 2

Search Value 3

Search Value 4

SEARCH

Home Equipment Search Help

Customer Dwell

Step 1: Select location(s) wherever you need to search the Equipment.

Select

Locations

Patron

☐

SHAWIND at LAMIRADA, CA

0798022901

Step 2: Provide the Equipment initial and Number which needs to be searched

Equipment Initial

Equipment Number

Search

Waybill - Search Criteria

Equipment*

From Date*

To Date*

03/04/2018

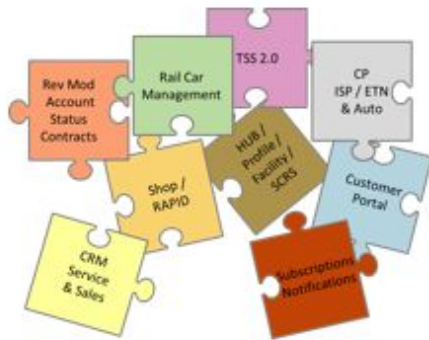
04/03/2018

A Compelling Vision

Current State



- 94+ Customer-facing apps
- Conceived & developed in silos
- Largely about BNSF
- Customers need to do THEIR job
- Easy to find, easy to do
- Design experiences from login



The Plan



Radical Alignment

1

Design Thinking / Design Sprints

- Assembling SMEs, business owners, operations leaders, IT, Product, Eng, UX & Customer owners aligns thinking
- Aligned thinking aligns priorities

2

Plan Together

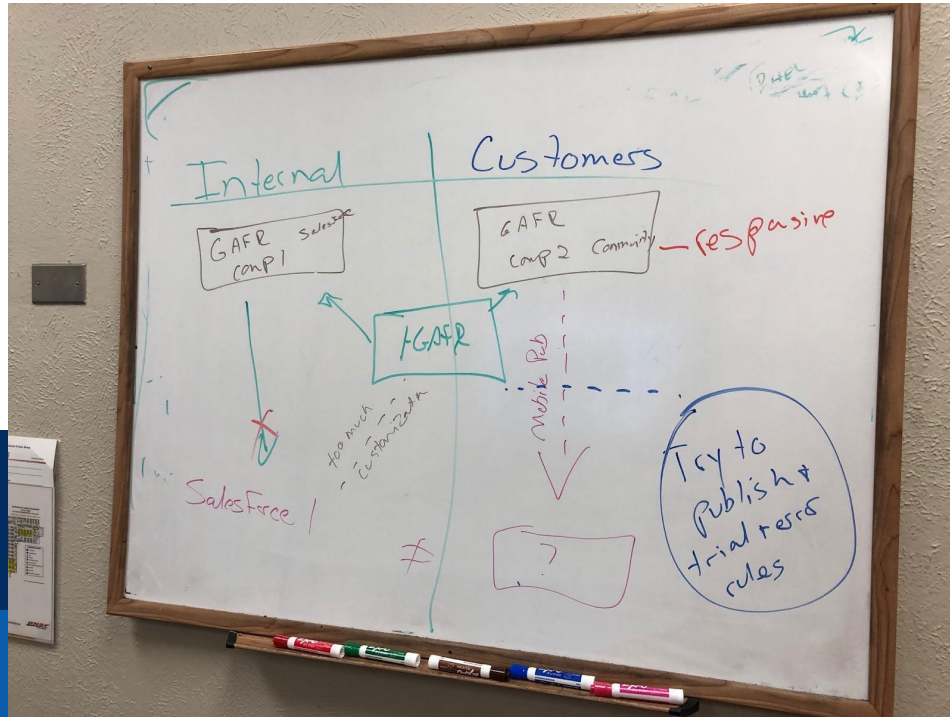
- Talking together helps, and isn't enough
- Design together, plan together

3

Communicate, Communicate, Communicate

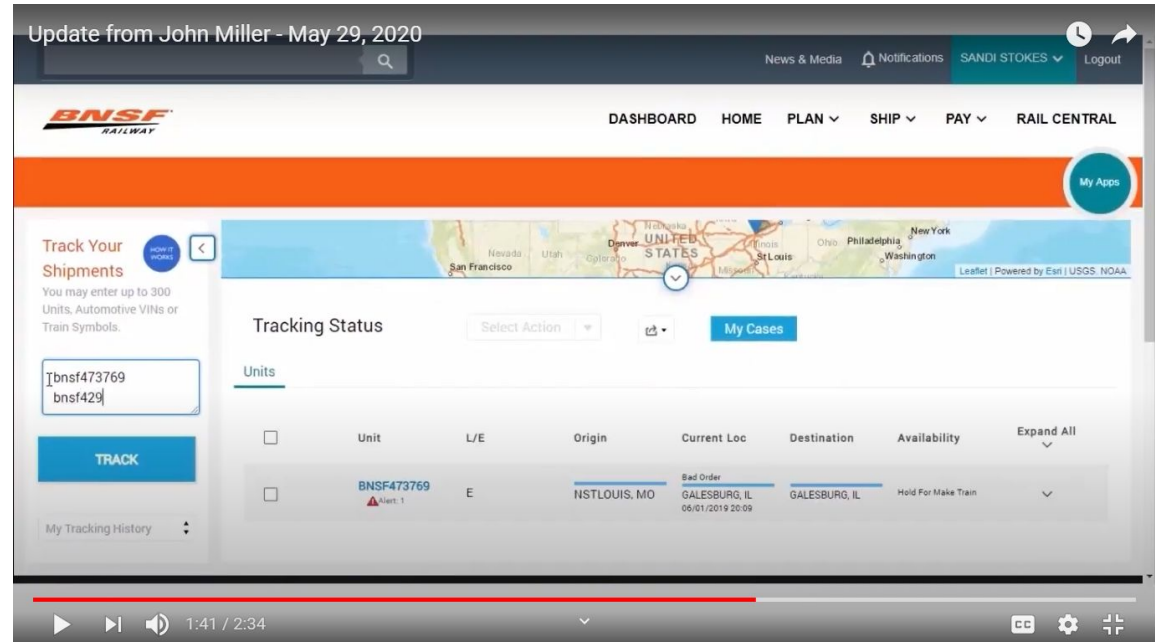
- Full program meetings every 3 weeks
- LESS expensive, time consuming than 1-off meetings / posts
- Everyone hears the same message, the same way

Work Examples



The Outcome: *5 Year Funded Plan to Transform Digital Customer Experience*

Trace
Industry Notifications
Railcar Management
APIs
Profile
Message Us
Geo-Fence



Evidence of Success

Rail Talk - 2023

Customer Notification 2023

A Message from Tom Williams - BNSF Customer Tools now Available

DATE
OCT 2, 2020

Dear BNSF Customer,

We understand the importance of collaborating on our business together, to drive efficiency. In this endeavor, we've been delivering new and improved web and mobile tools, providing quick digestible statuses for your shipments, and we're making available a suite of API capabilities -- to make the exchange of data even easier and more flexible.

Please click on the video below to learn more.



Regards,

Tom G. Williams
Group Vice President, Consumer Products



Learning

Be Bold

- In action
- In vision
- Seeking sponsorship

Customers First

- User success IS customer success
- TEST ideas before we develop
- Customers WANT to be asked

Be Adaptable

- No idea is precious
- Plans WILL change
- Seek dissent to drive better outcomes

More Comms

- Talking together doesn't equal alignment
 - Communicate; repeat
 - Invite conversation
- 